



City of Myrtle Beach
City Council Workshop
Tuesday, April 2, 2024

23rd Ave N PUD

Request by Boardwalk Motel, LLC (Jeff King, King/Cunningham Attorneys At Law, representative) to rezone 6 parcels totaling ~1.68 acres located along N Ocean Blvd on both sides of 23rd Ave N [Pin 42414010136 (2 properties), 42415020213, 42414010001, 42415020212, and the oceanfront portion of 42414010021] from 21st Ave N PUD to new 23rd Ave N PUD; and 2 parcels totaling ~1.02 acres located along Withers Dr (Pin 42415020009 and 42415020010) from MU-H (Mixed Use High Density) to new 23rd Ave N PUD.

23rd Ave N
PUD
Boundaries

2.7 Acres





MU-H

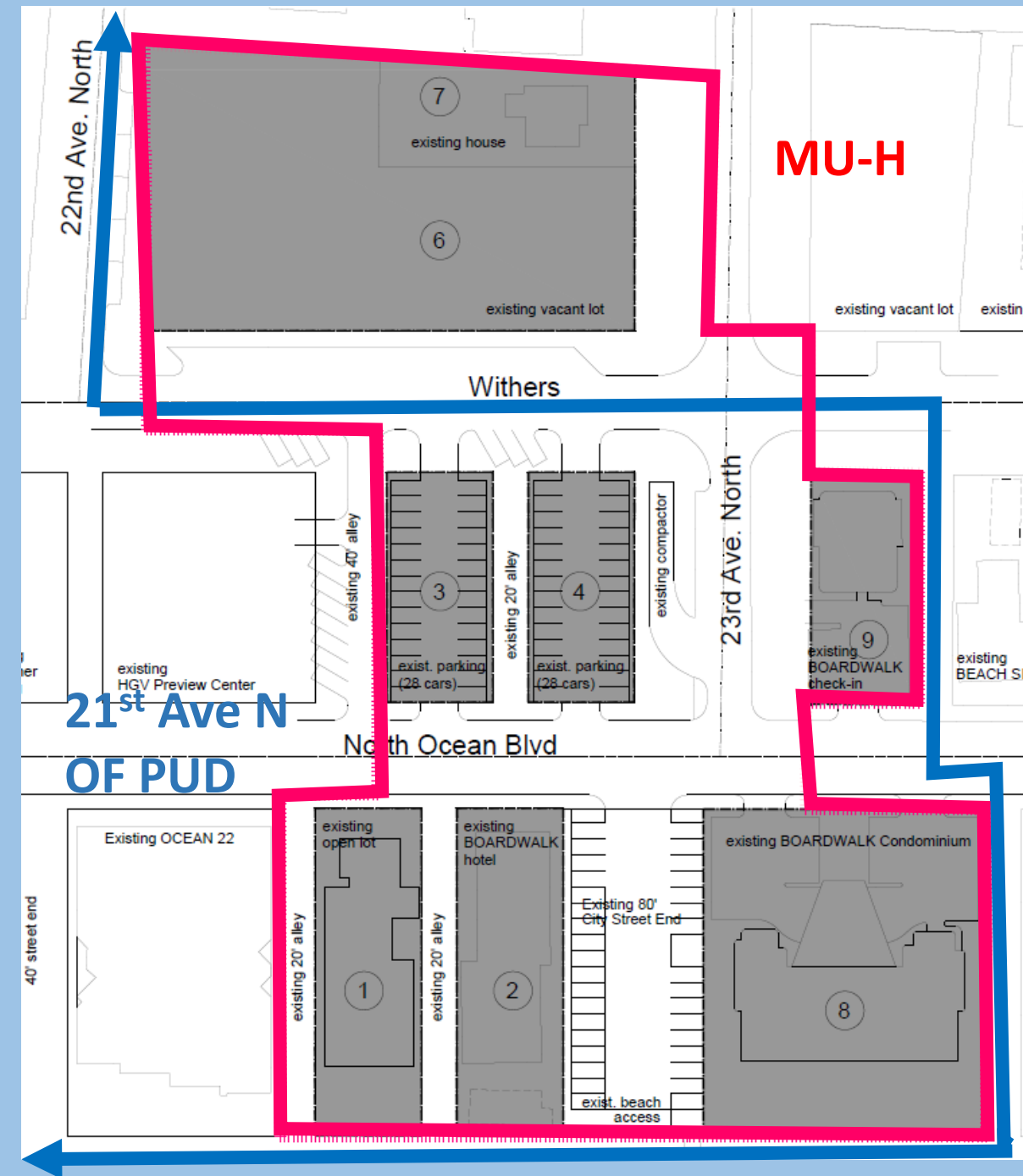
21st Ave N Oceanfront PUD

Proposed 23rd Ave N PUD

Zoning Map

Proposed 23rd Ave N

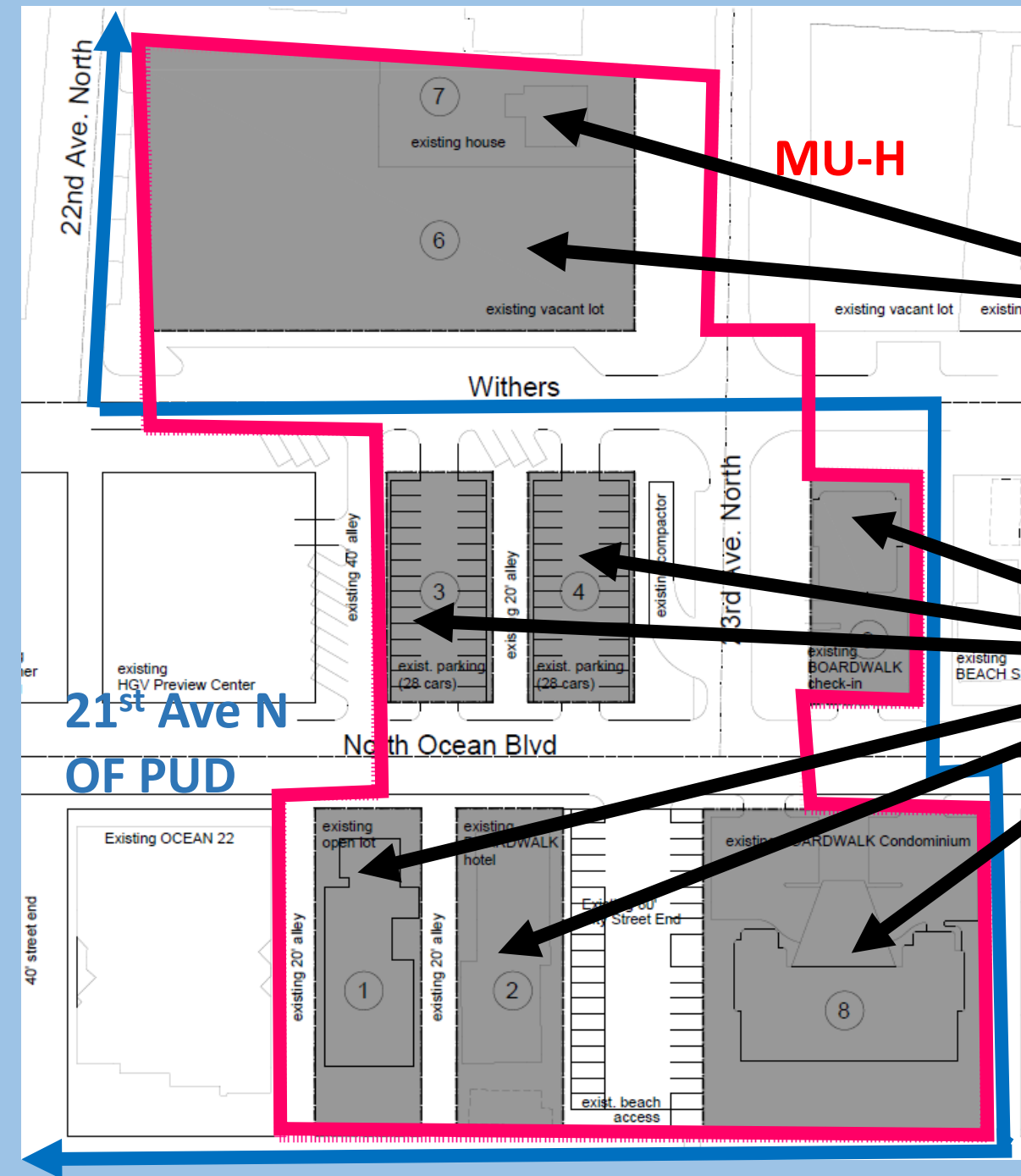
Current 21st Ave N
Oceanfront PUD



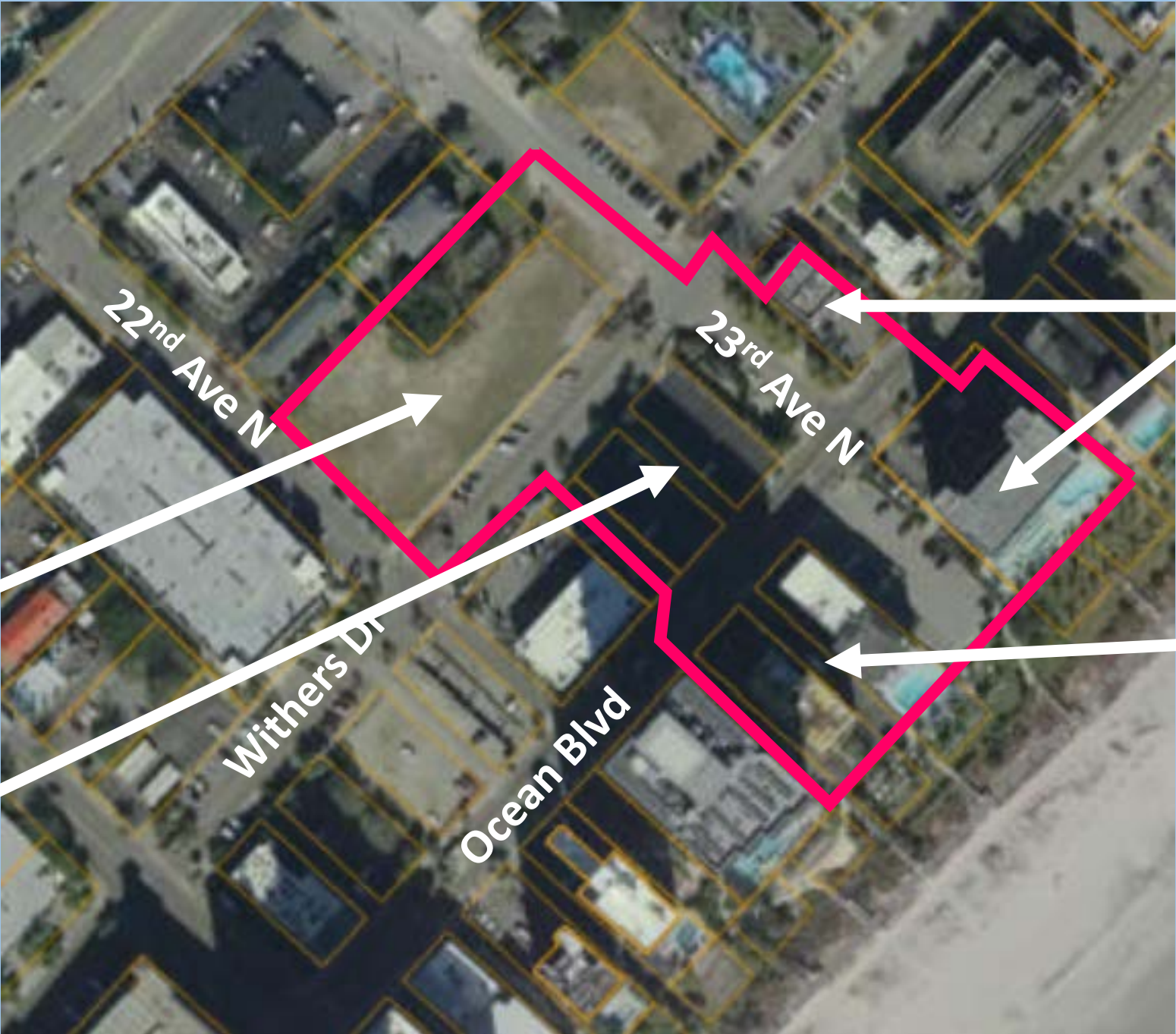
Zoning Map

2 Parcels Rezoned from
MU-H to 23rd Ave N PUD

6 Parcels Rezoned from
21st Ave N Oceanfront PUD
to 23rd Ave N PUD



23rd Ave N
PUD
Boundaries



Existing
Boardwalk
Properties

Proposed Hotel
Tower:

Proposed
Parking Garage

Proposed Parking
Lot with Corner
Plaza

Site Plan

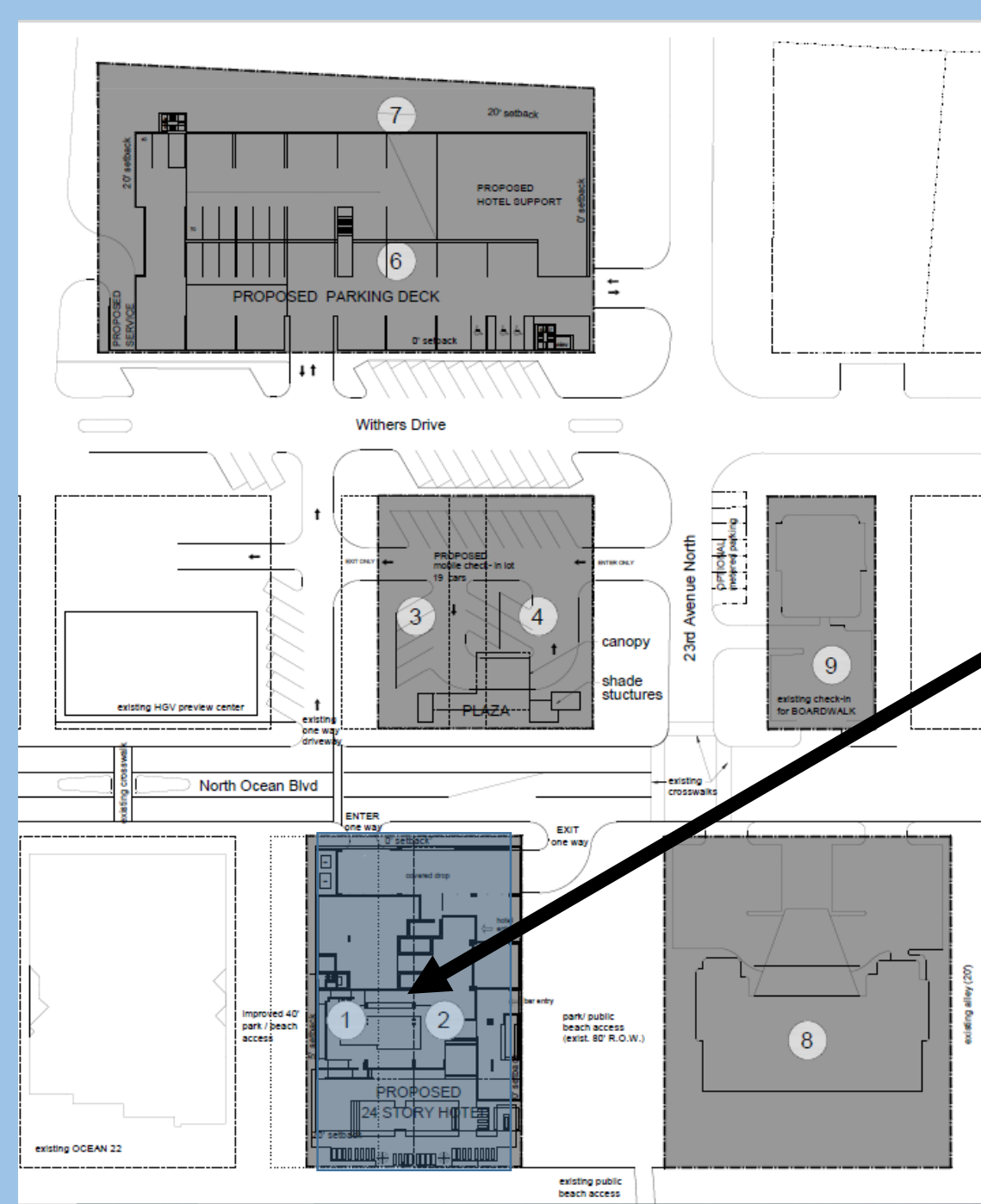
Oceanfront Lots 1 + 2

Use: Branded Hotel

Height: 24 stories / 243' (based on avg grade of 16'-4")

Density: 255 units

Building Setbacks: Dbl frontage 0' NOB* and 23rd Ave;
5' South side;
rear 20'



Site Plan

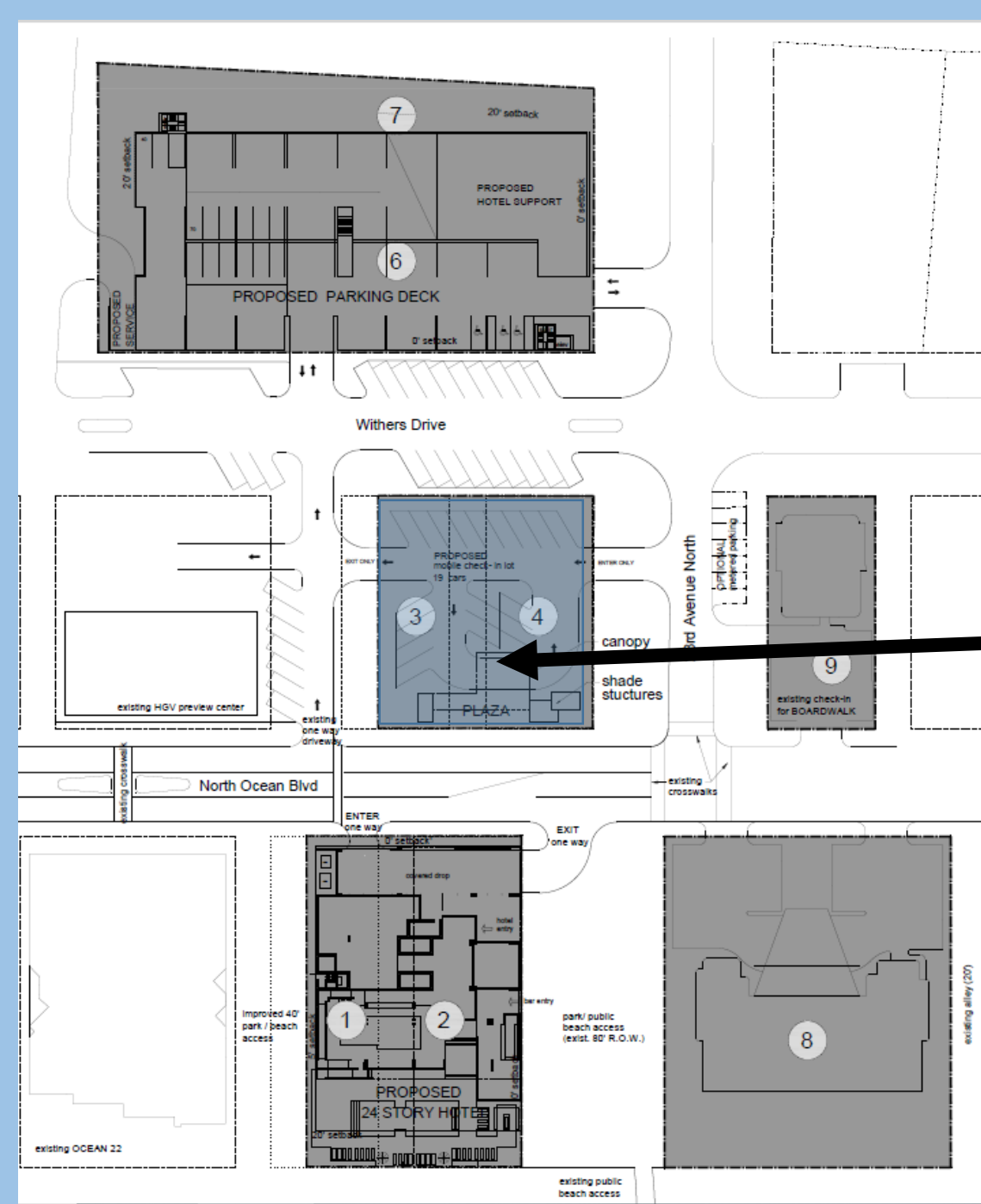
Second Row Lots 3 + 4: (19 Spaces)

Uses: a.) mobile check in lot;
b.) plaza + canopy shade structure

Height: a.) N/A
b.) 15' max (Plaza Features)

Density: N/A

Building Setbacks: 5' all sides



Site Plan

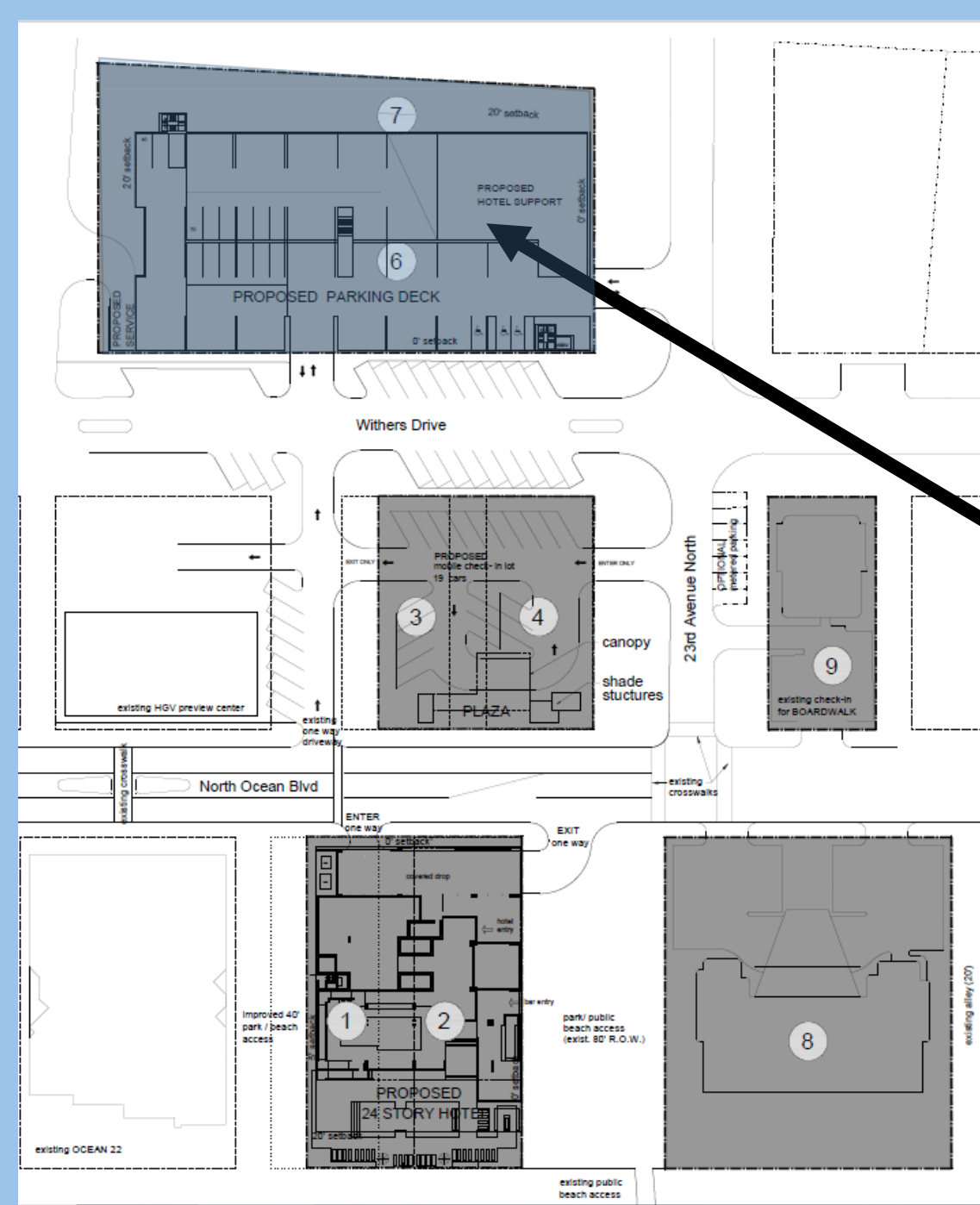
Third Row Lots 6 + 7:

Use: Parking garage (up to 290 spaces)

Height: 4 stories / 60' max

Density: N/A

Building Setbacks: Dbl front 0' Withers and 23rd;
20' side street (22nd Avenue);
20' rear



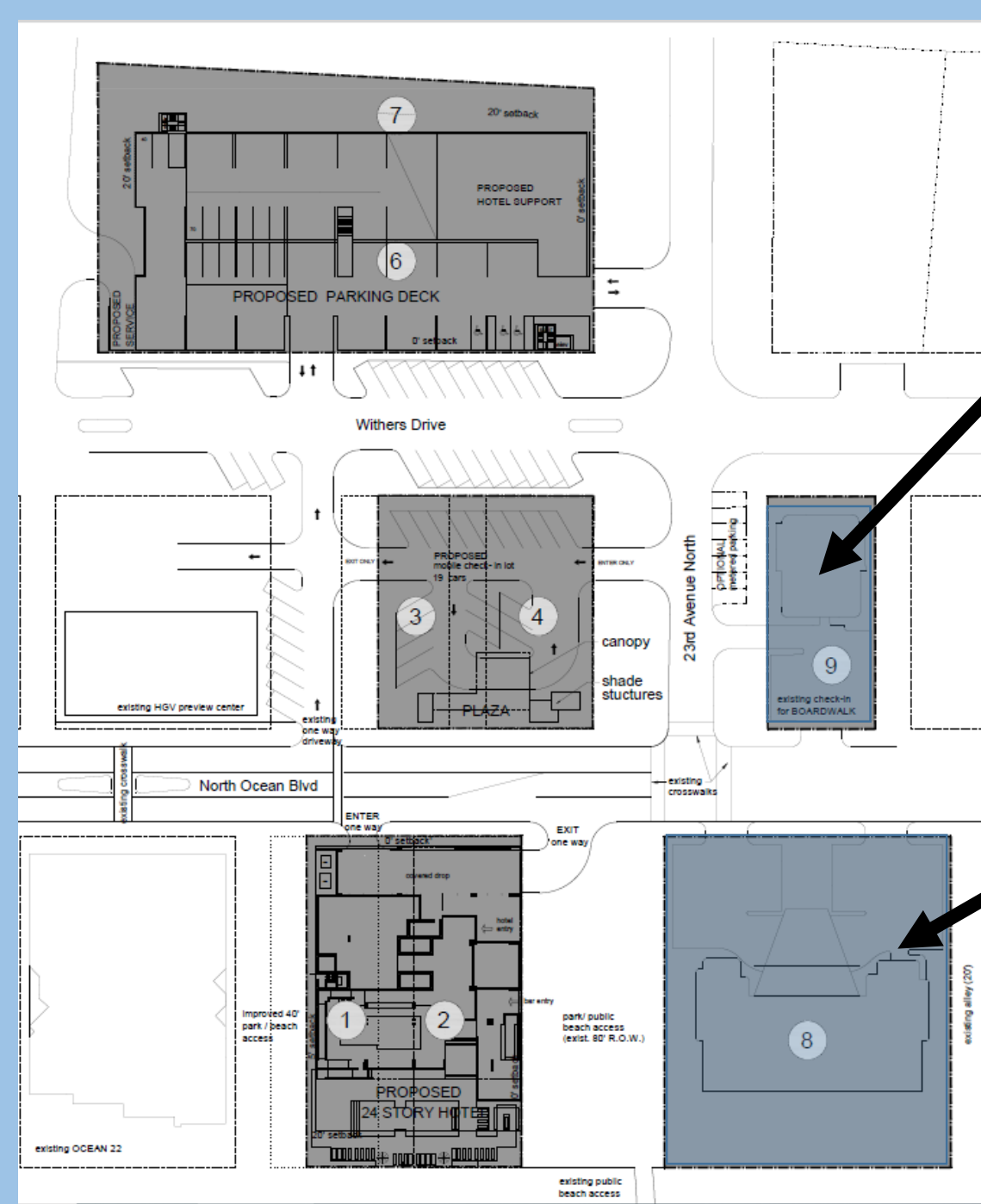
Site Plan

Oceanfront Lot 9:

Use: Existing Check-in building
Height: Existing (25')
Density: Existing
Building Setbacks: Existing

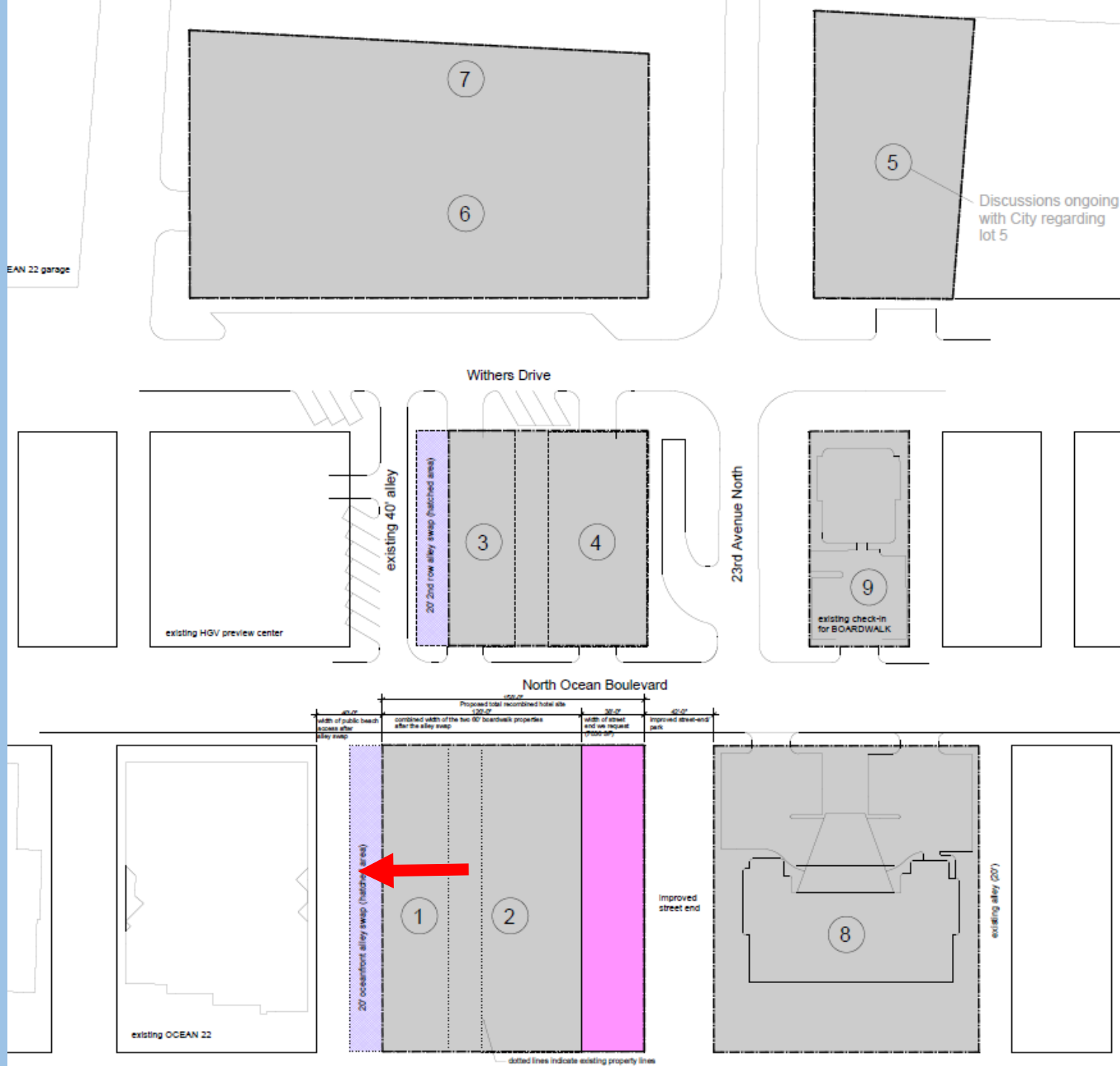
Oceanfront Lot 8:

Use: Existing Condominium
Height: Existing (14 Stories, 120')
Density: Existing (142 Units)
Building Setbacks: Existing (10')



2 Proposed Alley Swaps

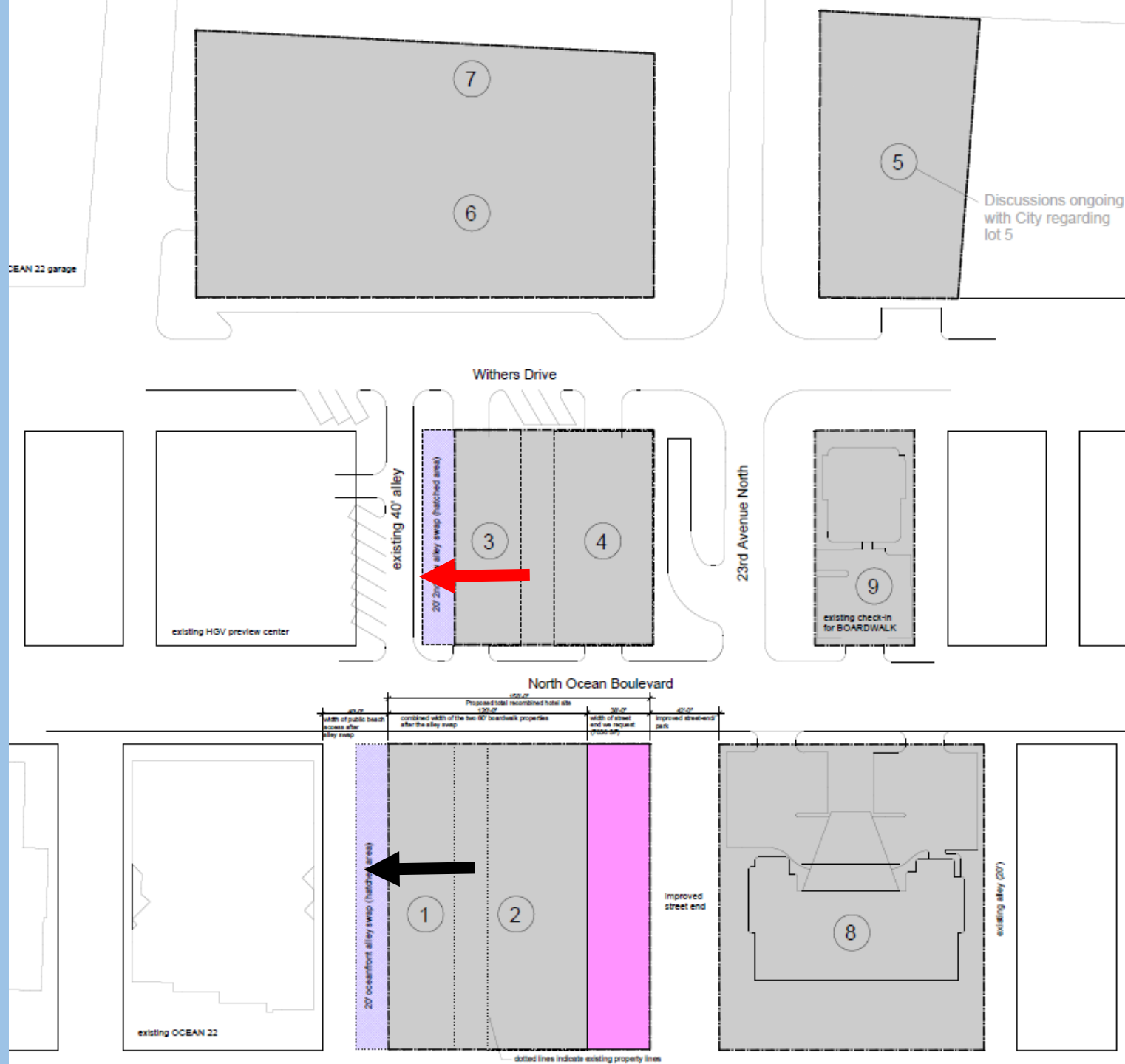
1. Oceanfront Alley Swap



2 Proposed Alley Swaps

1. Oceanfront Alley Swap

2. 2nd Row Alley Swap

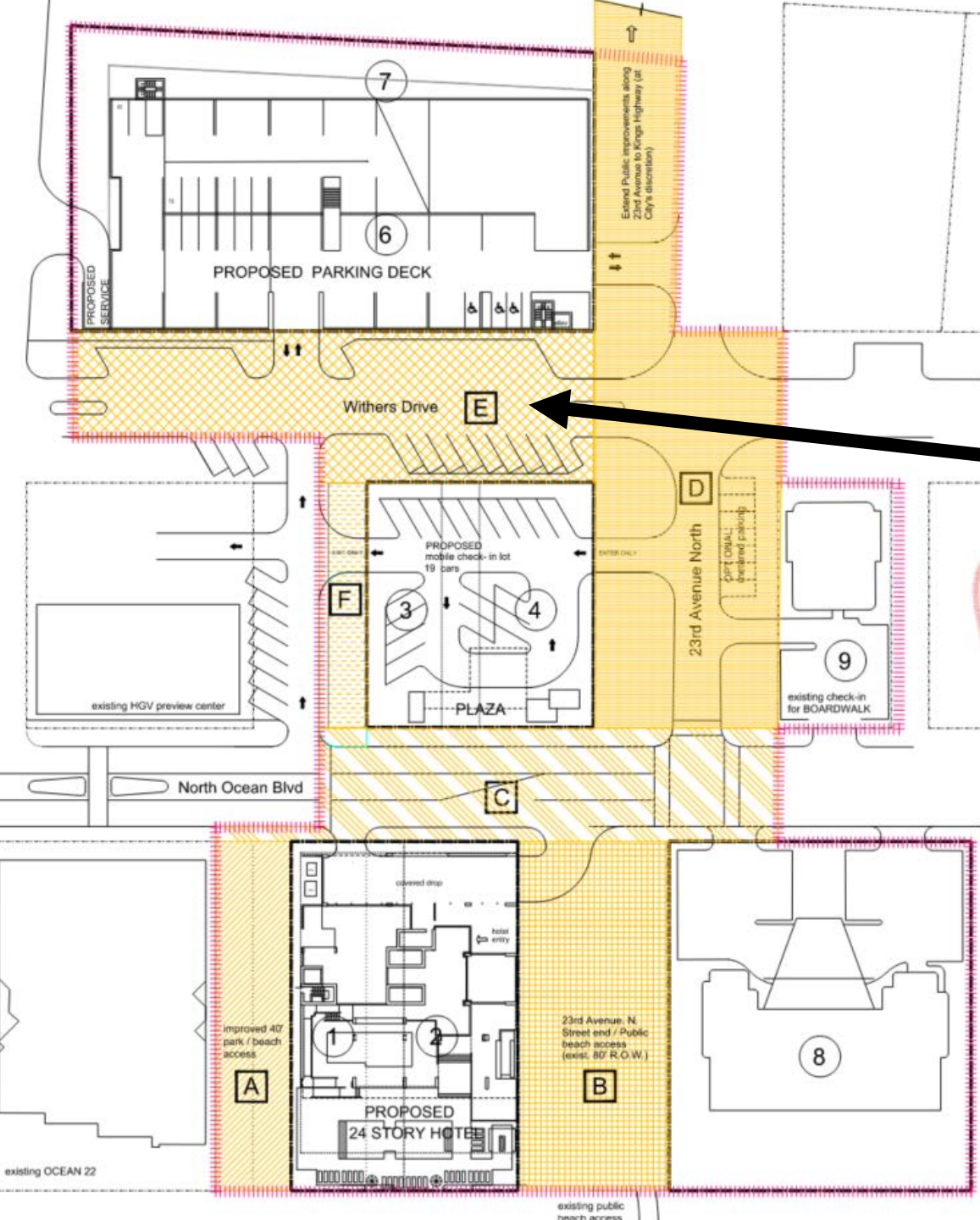


Public Improvements

1.5% of Project Construction Cost
Toward:

Withers Drive improvements (within r.o.w.):

- + provide angled parking spaces on each side of Withers within the improvements boundary shown
- + provide landscaping and sidewalks along each side Withers within the improvement boundary shown



Public Improvements

1.5% of Project Construction Cost
Toward:

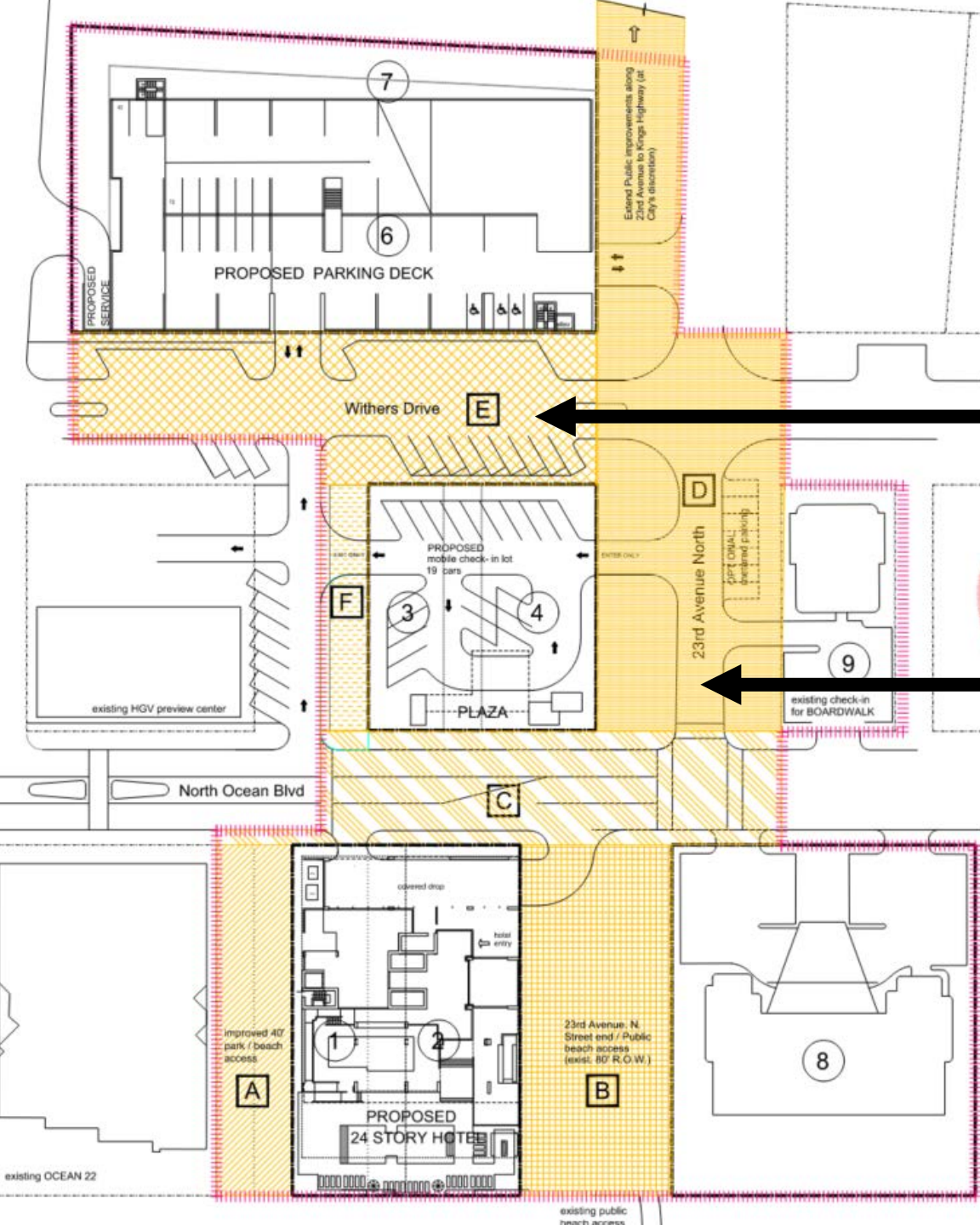
Withers Drive improvements (within r.o.w.):

- + provide angled parking spaces on each side of Withers within the improvements boundary shown
- + provide landscaping and sidewalks along each side Withers within the improvement boundary shown

23rd Avenue North improvements (within r.o.w)

- + metered parking spaces adjacent lots 9 and Boardwalk check-in building (at City's option)
- + provide landscaping and sidewalks within r.o.w. of 23rd Ave N. as shown, and extend to Kings Hwy on the south side of 23rd Ave. N. at City's discretion

Revised since Planning Commission



Public Improvements

1.5% of Project Construction Cost
Toward:

Withers Drive improvements (within r.o.w.):

- + provide angled parking spaces on each side of Withers within the improvements boundary shown
- + provide landscaping and sidewalks along each side Withers within the improvement boundary shown

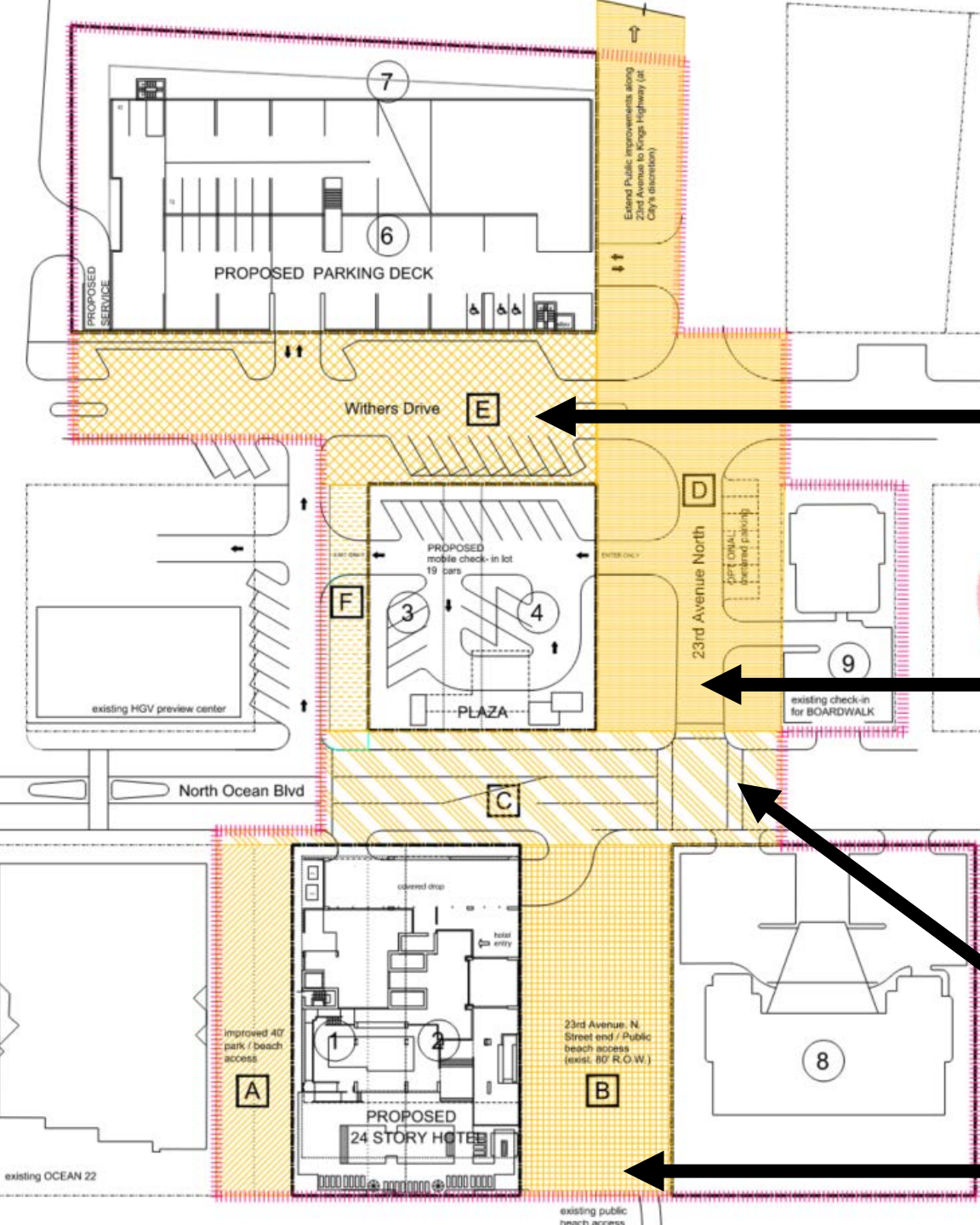
23rd Avenue North improvements
(within r.o.w.)

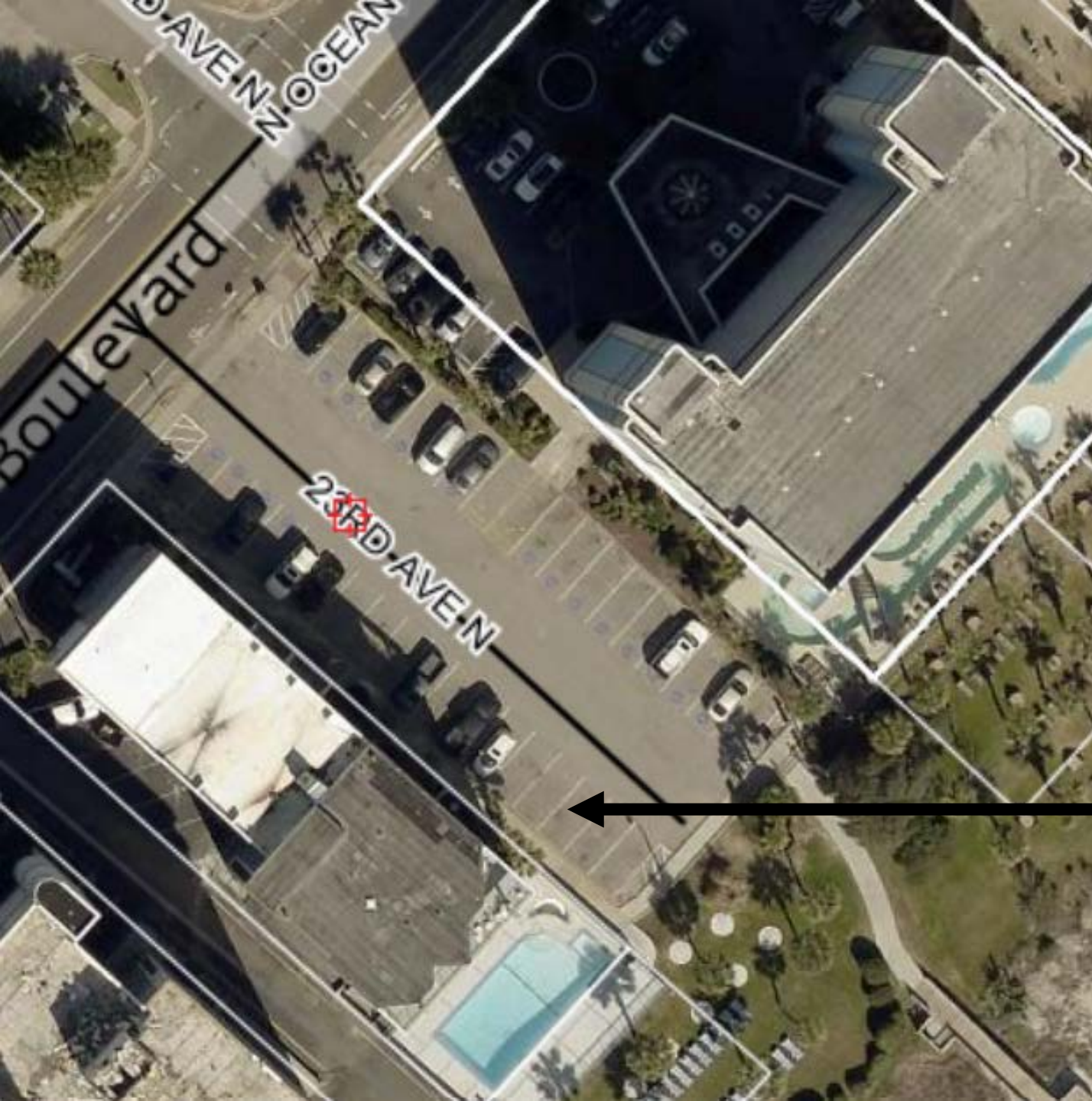
- + metered parking spaces adjacent lots 9 and Boardwalk check-in building (at City's option)
- + provide landscaping and sidewalks within r.o.w. of 23rd Ave N. as shown, and extend to Kings Hwy on the south side of 23rd Ave. N. at City's discretion

North Ocean Boulevard improvements (within r.o.w.):

- + add crosswalk from West side of proposed development to 2nd row mobile parking area
- + add 'table' at intersection of 23rd avenue North and NOB
- + provide sidewalks and landscaping (per future, final approved Public Improvements Package)

80' street end / beach access East of North Ocean Blvd.





Current 23rd Ave N Streetend

20 Public Parking Spaces

2023 Revenue: \$30,624.40

14 Hybrid Parking Spaces

Lease to be eliminated with PUD
construction

Presented to Planning Commission



as presented to Planning Commission:

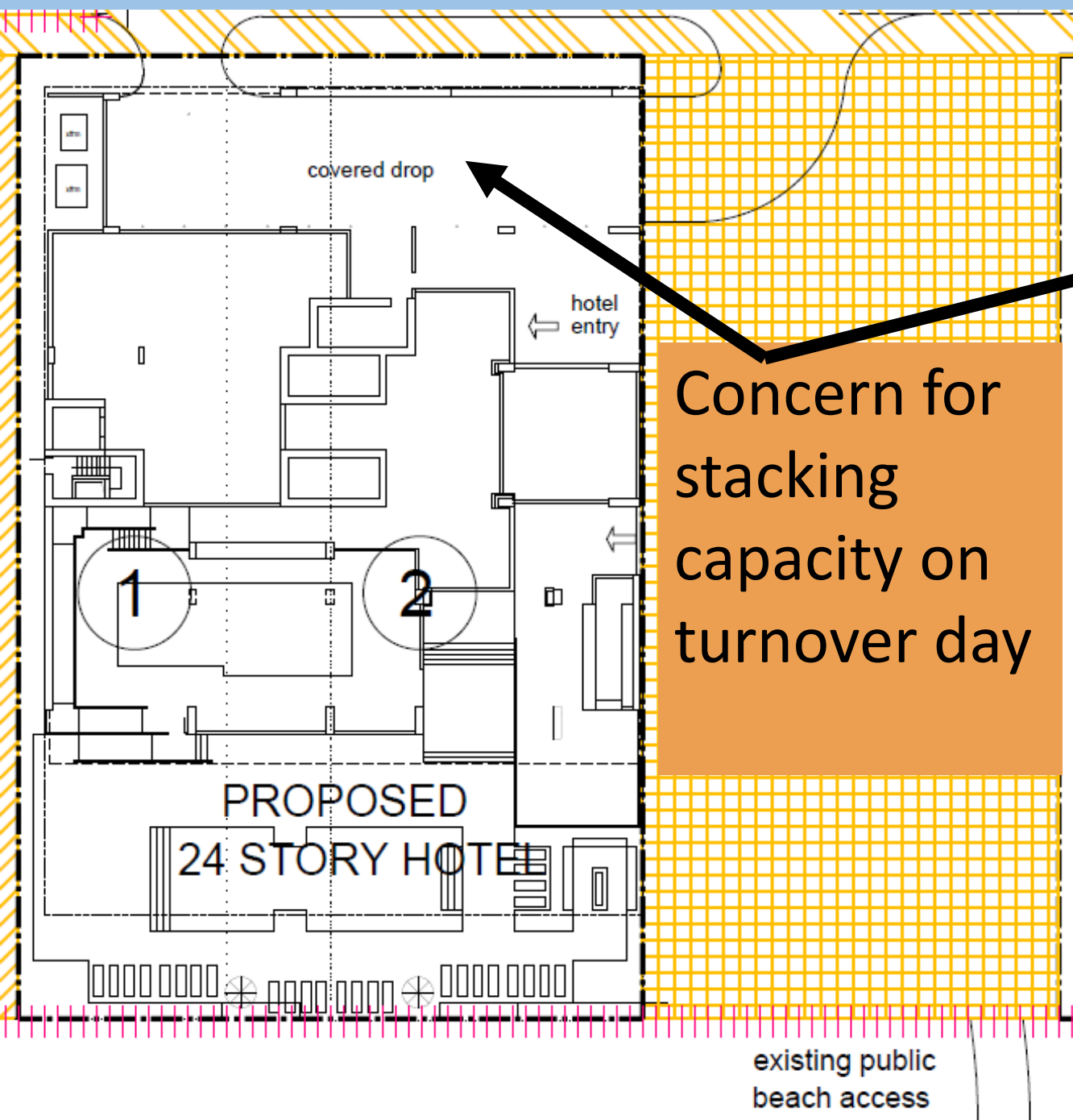
Public Park consisting of landscaping and pedestrian pathways, designed to accommodate emergency vehicles as required. (final design TBD after working with City on PI package)

Revised per Planning Commission

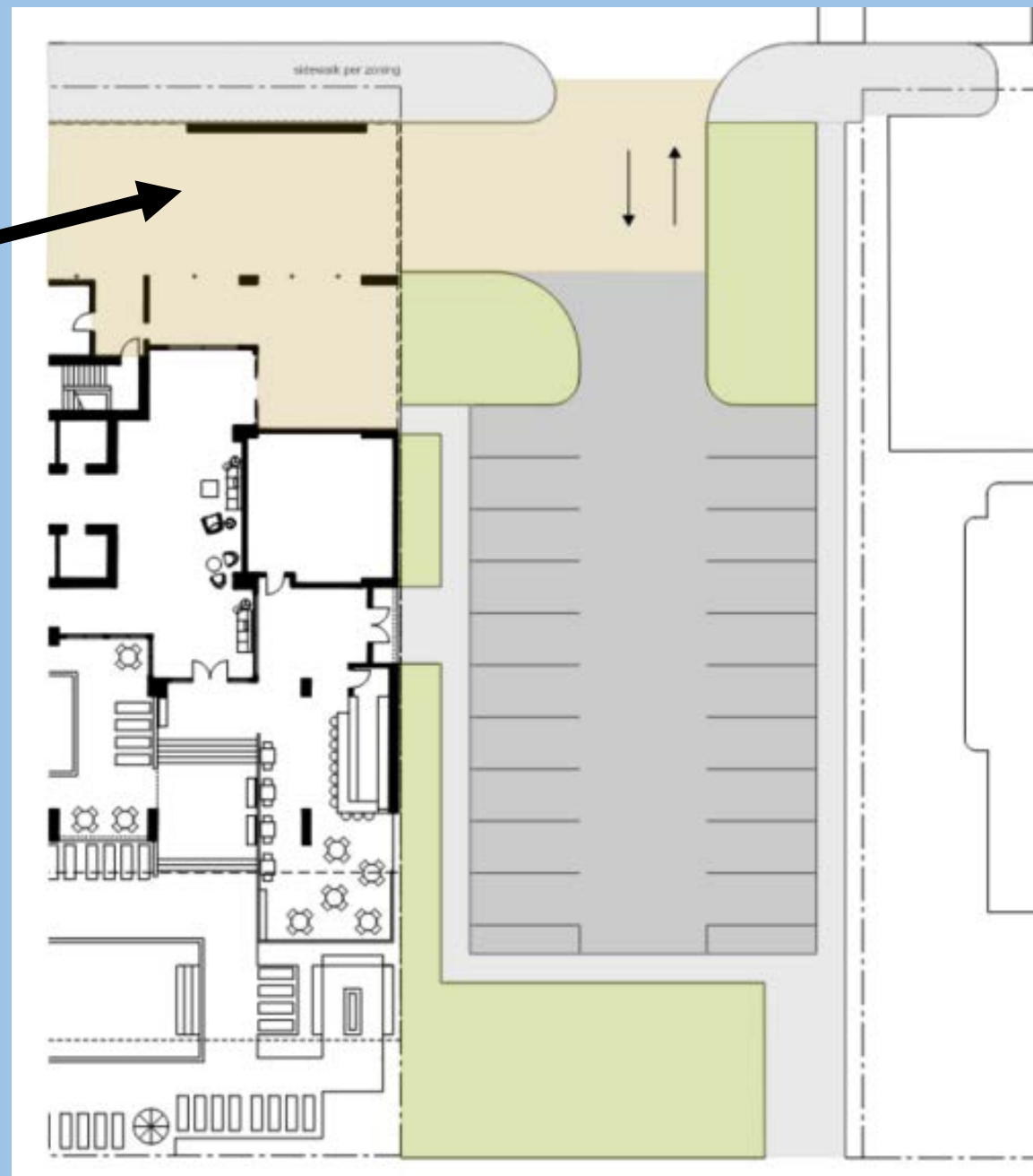


as recommended by Planning Commission:

Metered parking consisting of 20 spaces, allows emergency vehicles as required. Sidewalks and landscaping at parking perimeter. (final design TBD after working with City on PI package)



Concern for
stacking
capacity on
turnover day



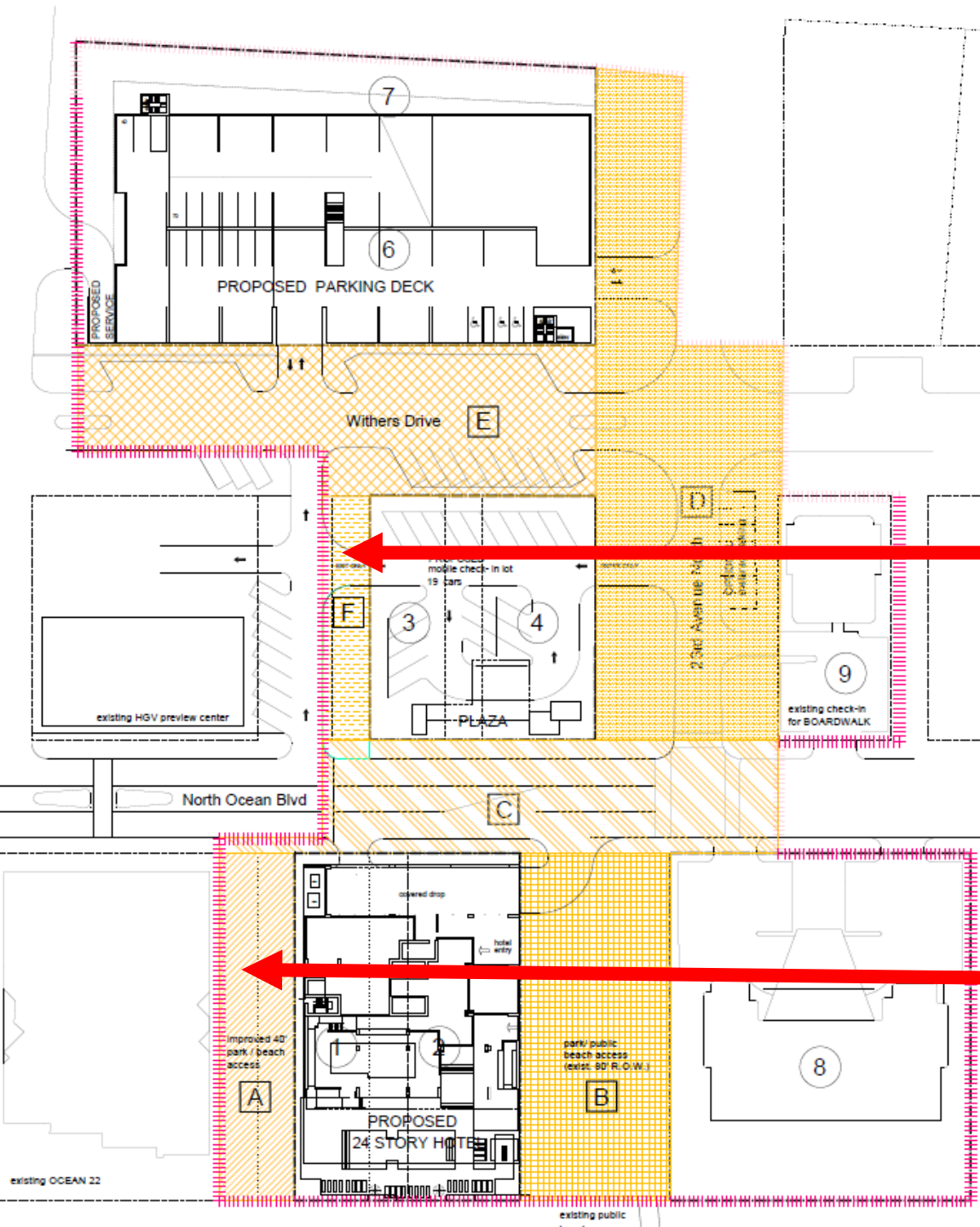
Public Improvements

1% of Project Construction Cost Toward:

Landscaping and sidewalks along/within 20' public alley swap
(South side of the mobile lot ③+④)

1% of Project Construction Cost Toward:

40' public park/beach access East of North Ocean Blvd.



Zoning Comparison: Maximum Height

Current	Requested
243' Throughout (21 st Ave N OF PUD) 240' Throughout (MU-H) Measured from Average Grade	243' Throughout Measured from 16'4"

Staff Concern: Per the Zoning Code, and the existing PUD, building height is measured from “average grade.” Applicant has instead requested height be measured specifically from a starting point of 16'4”, which is both unprecedented and unsubstantiated.

Zoning Comparison: Maximum Building Coverage

Current	Requested
50% (21 st Ave N OF PUD) 0% (MU-H)*	50%**

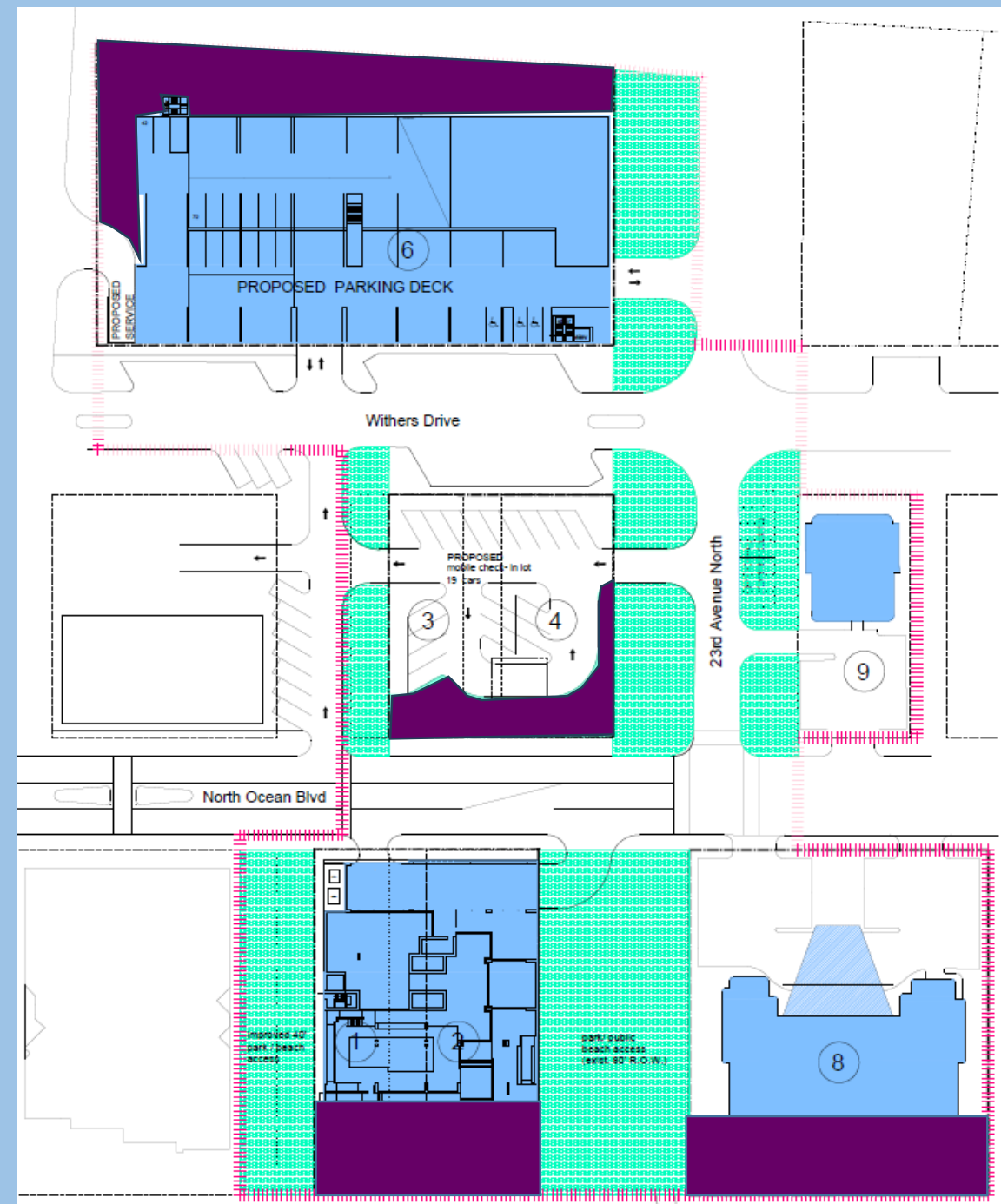
*MU-H has significant setbacks that increase with height.

** Corrected since Planning Commission

Open Space

Private Open Space:
Oceanfront Pools,
Parking Garage
Setbacks &
2nd Row Plaza

Public Open Space:
Streetscapes &
Beach Accesses



Zoning Comparison: Minimum Parking

	Current	Requested
Basic Hotel Room	1.10 spaces per unit	1 space per unit
1Bedroom Suite	1.15 spaces per unit	1.15 spaces per unit
Other Uses	0 spaces	0 spaces
Total Required	282	257
Number of Compact Spaces Allowed	A maximum of twenty percent (20%) of the total number of stalls	A maximum of twenty percent (20%) of the total number of stalls

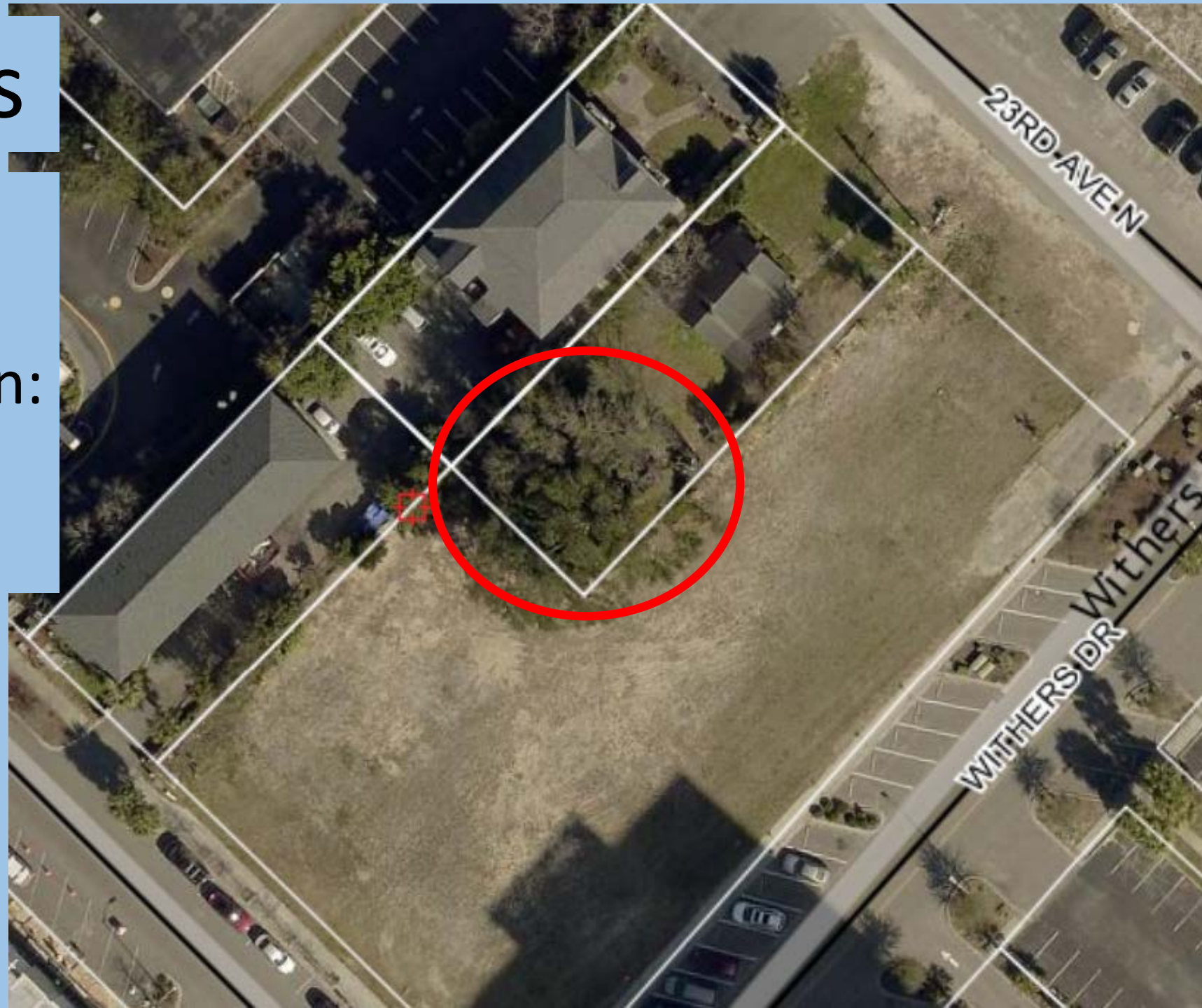
Zoning Comparison: Tower Signage

	Current	Requested
Number of Signs Allowed	1	2
Total Signage Allowed	240 sqft	360 sqft

Live Oak Trees

Tree Survey
Submitted After
Planning Commission:

16 Protected Trees





08/17/2023 10:30



08/17/2023 10:30





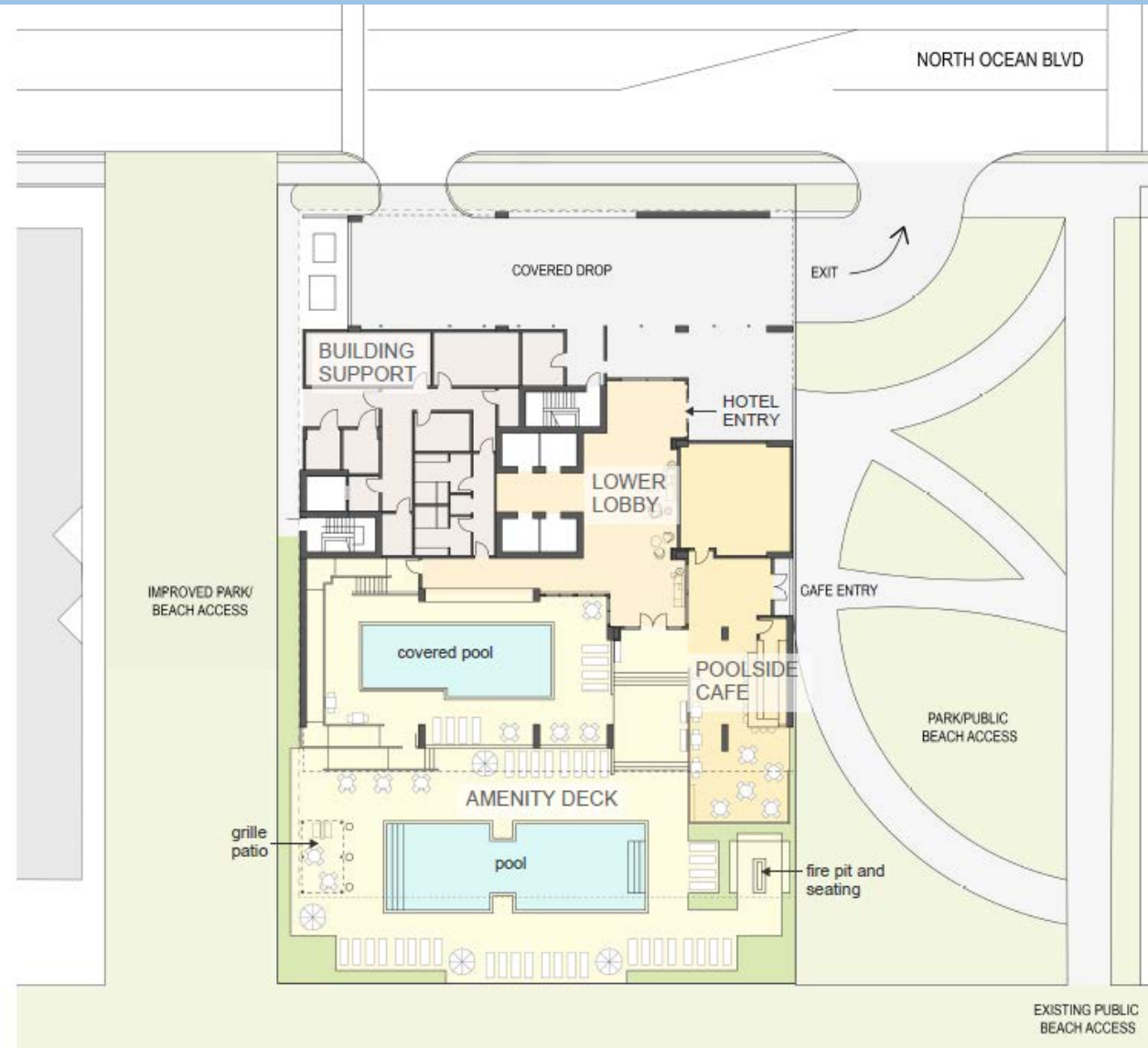
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Reversion Clause Needed

5.2 Construction Schedule: Construction of the PUD and the Public Improvements shall be completed as follows: The Owner of Part 1 of the PUD shall file applications for building permit within three (3) years of the date of adoption of this ordinance, and construction shall be completed within three (3) years after the date of issuance of the building permit.

Added at Planning Commissions Request: “In the event construction is not completed according to the stated schedule, and unless such schedule is extended pursuant to an amendment to this Ordinance adopted by City Council, zoning of the PUD property shall revert to MU-H (Mixed Use High Density) Zoning.”

Non-Regulatory Exhibit 18.1: Restaurants



Project features:

- Along the 23rd Avenue Street end Park improvements is the poolside cafe with ocean views, open year round and accessible to the public via the park-side entrance;
- At the 3rd floor is a restaurant open to the public, the menu for which intends to feature locally-inspired cuisine. Guests can dine in either the bright and airy two-story dining room inside, or the oceanfront terrace-- both offering incredible views of the Atlantic;

Article 14 Permitted Uses:

- Hotels, motels, or condominiums.
- Parking facilities.
- Registration/Office Spaces

PUD Contradictions and Errors

- The Planning Commission recommendations regarding the reference to Appendix D and the Maximum Building Coverage have been addressed in the revised text (v8).

Any motion regarding the 23rd Ave N PUD should include the condition that the 21st Ave N OF PUD Amendment also be approved.



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21st Ave N Oceanfront PUD

Request by Boardwalk Motel, LLC (Jeff King, King/Cunningham Attorneys at Law, Representative) to amend the 21st Ave N Oceanfront PUD Division II Crystal Blue to remove 6 parcels [Pin 42414010136 (2 properties), 42415020213, 42414010001, 42415020212, and the oceanfront portion of 42414010021] to be regulated in the 23rd Ave N PUD.



MU-H

21st Ave N Oceanfront PUD

N Kings Hwy

Dollar General

20th Ave N

19th Ave N

21st Ave N

22nd Ave N

23rd Ave N

N Ocean Blvd

Wilthers Dr

Towers Motel

73

N Ocean Blvd

Wilthers Dr



MU-H

21st Ave N Oceanfront PUD

Division 2 Crystal Blue

**Proposed 23rd
Ave N PUD**

MU-H

21st Ave N Oceanfront PUD

**TEXT 23-11:
Remove 6 Properties from the
21st Ave N PUD
Div. 2 Crystal Blue**

