
1 **2021-32 (2ND READING): TO AMEND THE 17TH AVENUE NORTH PLANNED**
2 **UNIT DEVELOPMENT TO ALLOW PAID PARKING.**

3 **Applicant/Purpose:** Tim Wilson (applicant) / amend the 17th Ave North PUD to allow paid
4 parking.
5

6 **Brief:**

- 7 • Applicant wishes to add paid parking to the list of permitted uses.
- 8 • All proposed phases of the 17th Avenue North PUD have not been fully
9 redeveloped/developed
- 10 • The private parking lots are existing and will be required to meet current zoning code for
11 parking lots. This includes CAB approval.
- 12 • Planning Commission recommends approval (8-0) with the stipulation this amendment
13 does not include oceanfront lots 8/3/2021.
- 14 • No changes since 1st reading.
15

16 **Issues:**

- 17 • None
18

19 **Public Notification:**

- 20 • Agenda published and posted. Legal ad ran in the Myrtle Beach Herald 07/23/2021.
21

22 **Alternatives:**

- 23 • Modify the proposed ordinance.
- 24 • Deny the proposed ordinance.
25

26 **Financial Impact:** If re-zoned into commercial property the City would see increases in property
27 taxes, and businesses licenses.
28

29 **Manager's Recommendation:**

- 30 • I support the Planning Commission's recommendation (8.24.21).
- 31 • I recommend 2nd and final reading (9.14.21).
32

33 **Attachment(s):** Ordinance
34

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

TO AMEND THE 17th AVENUE
NORTH PLANNED UNIT
DEVELOPMENT TO ALLOW PAID
PARKING.

IT IS HEREBY ORDAINED that page 3, Section 3, of the 17th Avenue North PUD is amended to allow paid parking.

SECTION 3 Permitted Uses: Within this Planned Unit Development, a building or premises shall only be used for the following purposes:

Purpose. To allow the use of paid parking in all lots except the ocean front lots.

3. Permitted Uses: Within this Planned Unit Development, a building or premises shall only be used for the following purposes:

- 3.1. Hotels, motels, condominiums and other transient accommodations.
- 3.2. Timeshare projects.
- 3.3. Parking facilities and indoor or outdoor waterparks and water amenities.
- 3.4. Restaurants, cafes, bakeries, delicatessens, and grocery stores.
- 3.5. Nightclubs and bars.
- 3.6. Retail shops for furniture and antiques, music, stationery, flowers, news/magazines, clothing, and sporting goods.
- 3.7. Personal service establishments for automobile rental (provided that no rental automobiles will be located or stored on site within the PUD), barbers, laundries, cosmetologists, duplicating and mailing services, dressmakers and tailors, jewelry and watch repair, and shoe repair.
- 3.8. Professional service establishments for lawyers, accountants, engineers, designers, architects, and real estate professionals.
- 3.9. Convenience stores.

This ordinance will take effect upon second reading.

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER ADKINS, CITY CLERK

1st Reading: 8-24-2021
2nd Reading: 9-14-2021

1 **STAFF COMMENTS:**

2 Police, Public Works, Fire: No Concerns

3 Neighborhood Services: No concerns

4
5 **ZONING HISTORY: 17th Avenue North PUD**

6
7 **Created:** December 13, 2005

8 **Site:** 5.39 Acre site of private land and public alleys

9
10
11 **Section 403. Findings of Fact Required**

12
13
14 In reviewing any petition for a zoning amendment, the Planning Commission shall
15 identify and evaluate all factors relevant to the petition, and shall report its findings in full,
16 along with its recommendations for disposition of the petition, to the City Council.
17 Factors shall include, but shall not be limited to, the following:

18
19 403.A. Whether or not the requested zoning change is consistent with the
20 Comprehensive Plan or is justified by an error in the original ordinance.

- 21 • *All phases of the PUD have not been fully redeveloped/developed*
22 • *This proposal will activate an otherwise stagnant area*

23
24 403.B. The precedents and the possible effects of such precedents, which might
25 result from approval or denial of the petition.

- 26 • *Areas adjacent to the 17th Ave North PUD already have paid parking*

27
28 403.C. The capability of the City or other government agencies to provide any
29 services, facilities, or programs that might be required if the petition were
30 approved.

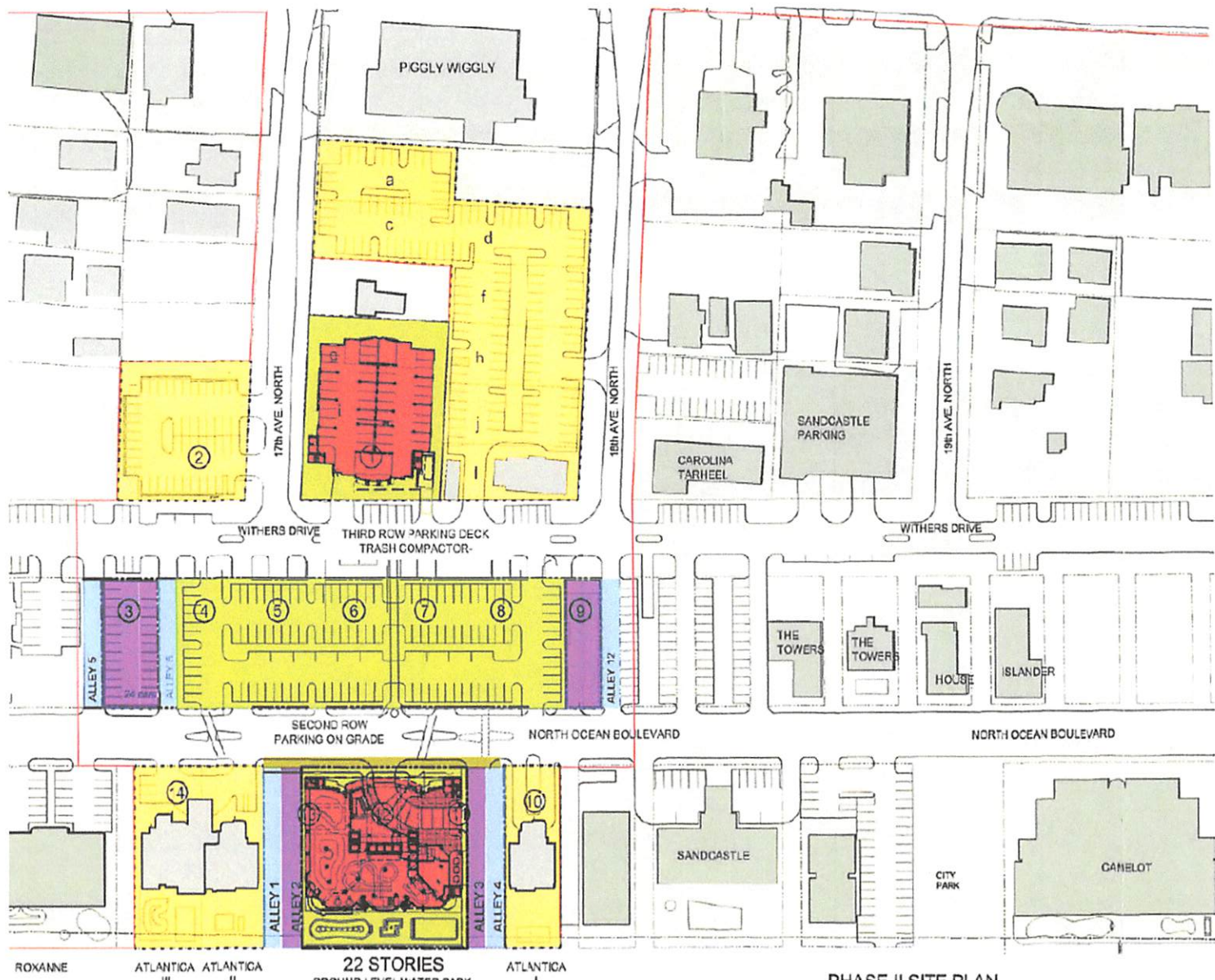
- 31 • *The city will not be required to provide additional services*

32
33 403.D. Effect of approval of the petition on the condition or value of property in the
34 City.

- 35 • *Property will generate revenue until redeveloped*
36 • *Parking lots are required to be reviewed by staff and CAB and will be*
37 *required to meet current zoning code*

38
39 403.E. Effect of approval of the petition on adopted development plans and policies
40 of the City.

- 41 • *Any redevelopment will be required to meet the 17th Ave North PUD*



KEY

- EXISTING BUILDINGS

PUD LOTS

- PROPOSED BUILDINGS
- ATLANTICA I,II,III PHASE I - COMPLETE
- PHASE II - OCEANFRONT HOTEL & WATER PARK
- PHASE III - TWO TOWERS - PARKING DECK (see 16 c.2)
- PROPOSED STREET SCAPE & PUBLIC IMPROVEMENT

NOTES:

- PUD PLANS (16 c.1-16c.2) DEPICT DEVELOPMENT BY PHASE
- SEE SHEETS 16 e.1 - 16 e.3 FOR STREET SCAPE INFORMATION

PMH

HEIT & McFARLAND & HALL ASSOCIATES, INC. ARCHITECTS & PLANNERS
1200 PINEBLISS DRIVE, SUITE 201

APPLICATION SUBMITTAL-February 24, 2015
17th AVENUE NORTH, P.U.D.

