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1 **2023-27 (2<sup>ND</sup> READING): TO AMEND THE MARKET COMMON MASTER PLAN**  
2 **REFLECTING DESIGN CHANGES FOR BUILDINGS AT 3324 REED ST, 3346**  
3 **REED ST, 3064 HOWARD AVE, 3073 HOWARD AVE, 3078 HOWARD AVE, 3093**  
4 **HOWARD AVE, AND 4000 HOWARD AVE.**

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5 **Applicant/Purpose:** BEI Beach, LLC (Bob Penner, applicant)/ to amend the Market Common  
6 Master Plan reflecting design changes for buildings at 3324 Reed St, 3346 Reed St, 3064 Howard  
7 Ave, 3073 Howard Ave, 3078 Howard Ave, 3093 Howard Ave, and 4000 Howard Ave.  
8

9 **Brief:**

- 10 • The purpose is to repair the exterior surfaces such as wall cladding, roof covering, window
- 11 materials, and enclosing existing open corridors.
- 12 • The Market Common Master Plan was adopted in 2005 to guide the mixed-use core
- 13 development of the former Myrtle Beach Air Force Base.
- 14 • The Market Common Master Plan is enforced exclusively through exhibits.
- 15 • Planning Commission (4.4.23): Unanimous recommendation for approval, 6-0
- 16 • No changes since 1<sup>st</sup> reading.
- 17

18 **Issues:**

- 19 • The amendment is required due to the Market Common Master plan being enforced
- 20 exclusively from exhibits.
- 21 • The exteriors of the A2, A3, A4, A5, A6, and A7 are in need of upgrades.
- 22

23 **Public Notification:**

- 24 • Ad in newspaper, agenda published and posted.
- 25 • Public Interest: No opposition was present at the Planning Commission public hearing.
- 26

27 **Alternatives:** modify, or deny the proposed request.  
28

29 **Financial Impact:** This change in itself will have no financial impact on the City, but failing to  
30 perform upkeep to the building will have negative effects on the Market Common over time and  
31 in turn will have negative financial impact on the City.  
32

33 **Manager's Recommendation:**

- 34 • I recommend 1st reading (5.9.23)
- 35 • I recommend approval (5.23.23)
- 36

37 **Attachment(s):** ordinance, staff report

ORDINANCE 2023-27

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA

TO AMEND THE MARKET COMMON MASTER  
PLAN REFLECTING DESIGN CHANGES FOR  
BUILDINGS AT 3324 REED ST, 3346 REED ST,  
3064 HOWARD AVE, 3073 HOWARD AVE, 3078  
HOWARD AVE, 3093 HOWARD AVE, AND 4000  
HOWARD AVE.

**IT IS HEREBY ORDAINED** that the Market Common Master Plan is hereby amended reflecting design changes for buildings at 3324 Reed Dt, 3346 Reed St, 3064 Howard Ave, 3073 Howard Ave, 3078 Howard Ave, 3093 Howard Ave, and 4000 Howard Ave as follows:

Replace current Building A2 South Elevation on page 15 with new Exhibit 2A920 dated 12/22/2022 as attached hereto;

Add new Exhibit 3A920 dated 12/22/2022 on page 17F as attached hereto;

Add new Exhibit 4A920 dated 12/22/2022 on page 21G as attached hereto;

Replace current Building A5 Elevation on page 19 with new Exhibit 5A920 dated 12/22/2022 as attached hereto;

Replace current Buildings A6, A7 East Elevations on page 20 with new Exhibit 6A920 and Exhibit 7A920 dated 12/22/2022 as attached hereto;

This ordinance will take effect upon second reading.

\_\_\_\_\_  
BRENDA BETHUNE, MAYOR

ATTEST:

\_\_\_\_\_  
JENNIFER ADKINS, CITY CLERK

1<sup>st</sup> Reading: 5-9-2023

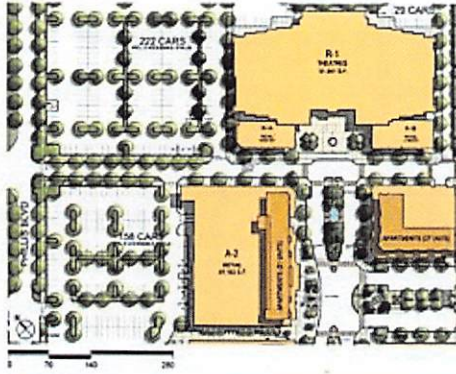
2<sup>nd</sup> Reading: 5-23-2023

# OLD A2 ELEVATION

## THE MARKET COMMON, MYRTLE BEACH

Myrtle Beach, South Carolina | October 27, 2004, Revised November 16, 2004, Revised June 9, 2007, Revised November 27, 2006, Revised January 3, 2007, Revised January 17, 2007

### Portion Phase I



Building A2 South Elevation



Conceptual drawing

MCCAFFERY INTERESTS | LUCASIA INTERNATIONAL CORPORATION | ANTUNOVICH ASSOCIATES | JOHN REAGAN ARCHITECTS | THOMAS & HUTTON ENGINEERING CO.  
 DEVELOPER | DEVELOPER | ARCHITECTS PLANNERS | ARCHITECTS | CIVIL ENGINEERING

15

# NEW A2 ELEVATION

**BUILDING A2 PROPOSED SOUTH ELEVATION**

MATERIAL KEY		COLOR KEY	
A2	CLADDING SYSTEM	01	WALL
PC	PAVED COURSE OF STONE	02	SPRINKLER
PT	PAVED COURSE OF BRICK	03	SPRINKLER
PS	PAVED COURSE OF BRICK	04	SPRINKLER
PE	PAVED COURSE OF BRICK	05	SPRINKLER
GC	GRAVEL COURSE	06	SPRINKLER
OP	OPEN SPACE	07	SPRINKLER
ND	NO DATA	08	SPRINKLER
SP	SPRINKLER	09	SPRINKLER
SR	SPRINKLER	10	SPRINKLER

**APPLICABLE BUILDING REGULATIONS**

**EXISTING REPAIRS AT THE MARKET COMMON BLOSS #2, A3, A4, A5, A6, & A7 ELEVATION**

**2A920**

- 1
- 2
- 3
- 4
- 5

1 New A3 Elevation  
2

THIS PRINT IS THE PROPERTY OF APPLIED BUILDING SCIENCES AND IS NOT TO BE USED FOR CONSTRUCTION, DESIGN, OR REPRODUCED WITHOUT PRIOR CONSENT. THESE DRAWINGS MUST BE PRINTED IN COLOR. ALL SCALES DEPICTED ON THESE SHEETS ARE FOR 34" X 36" PRINTS.

**BUILDING A3  
PROPOSED WEST ELEVATION**  
1  
SCALE: 1/8" = 1'-0"

ITEM NO.	DESCRIPTION	QUANTITY	UNIT	PRICE	TOTAL
1	REPAIR EXISTING				
2	REPAIR EXISTING				
3	REPAIR EXISTING				
4	REPAIR EXISTING				
5	REPAIR EXISTING				
6	REPAIR EXISTING				
7	REPAIR EXISTING				
8	REPAIR EXISTING				
9	REPAIR EXISTING				
10	REPAIR EXISTING				
11	REPAIR EXISTING				
12	REPAIR EXISTING				
13	REPAIR EXISTING				
14	REPAIR EXISTING				
15	REPAIR EXISTING				

**SYMBOL KEY**

XXXXX  
 MATERIAL  
 COLOR

**TEXTUAL KEY**

ITEM NO.	DESCRIPTION	QUANTITY	UNIT	PRICE	TOTAL
1	REPAIR EXISTING				
2	REPAIR EXISTING				
3	REPAIR EXISTING				
4	REPAIR EXISTING				
5	REPAIR EXISTING				
6	REPAIR EXISTING				
7	REPAIR EXISTING				
8	REPAIR EXISTING				
9	REPAIR EXISTING				
10	REPAIR EXISTING				
11	REPAIR EXISTING				
12	REPAIR EXISTING				
13	REPAIR EXISTING				
14	REPAIR EXISTING				
15	REPAIR EXISTING				

**COLOR KEY**

ITEM NO.	DESCRIPTION	QUANTITY	UNIT	PRICE	TOTAL
1	REPAIR EXISTING				
2	REPAIR EXISTING				
3	REPAIR EXISTING				
4	REPAIR EXISTING				
5	REPAIR EXISTING				
6	REPAIR EXISTING				
7	REPAIR EXISTING				
8	REPAIR EXISTING				
9	REPAIR EXISTING				
10	REPAIR EXISTING				
11	REPAIR EXISTING				
12	REPAIR EXISTING				
13	REPAIR EXISTING				
14	REPAIR EXISTING				
15	REPAIR EXISTING				

**GENERAL NOTES**

1. EXISTING CONDITIONS SHALL BE MAINTAINED UNLESS OTHERWISE NOTED.

2. ALL WORK SHALL BE IN ACCORDANCE WITH THE LATEST EDITIONS OF THE BUILDING CODES AND SPECIFICATIONS.

3. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS.

4. ALL MATERIALS AND WORKMANSHIP SHALL BE SUBJECT TO INSPECTION AND APPROVAL BY THE ARCHITECT.

5. THE CONTRACTOR SHALL MAINTAIN ACCESS TO ALL ADJACENT PROPERTIES AT ALL TIMES.

6. PROTECTION OF EXISTING UTILITIES AND STRUCTURES SHALL BE THE RESPONSIBILITY OF THE CONTRACTOR.

7. ALL DEMOLITION WORK SHALL BE DONE IN ACCORDANCE WITH LOCAL ORDINANCES.

8. THE CONTRACTOR SHALL MAINTAIN A NEAT AND ORDERLY WORK SITE AT ALL TIMES.

9. ALL MATERIALS AND EQUIPMENT SHALL BE STORED PROPERLY ON THE SITE.

10. THE CONTRACTOR SHALL BE RESPONSIBLE FOR THE PROTECTION OF ALL ADJACENT PROPERTIES AND UTILITIES.

11. ALL WORK SHALL BE COMPLETED WITHIN THE SPECIFIED TIME FRAME.

12. THE CONTRACTOR SHALL MAINTAIN ADEQUATE COMMUNICATION WITH THE ARCHITECT AND OWNER.

13. ALL CHANGES SHALL BE DOCUMENTED AND APPROVED BY THE ARCHITECT.

14. THE CONTRACTOR SHALL BE RESPONSIBLE FOR THE PROTECTION OF ALL ADJACENT PROPERTIES AND UTILITIES.

15. ALL WORK SHALL BE COMPLETED WITHIN THE SPECIFIED TIME FRAME.

**EXTERIOR REPAIRS AT  
THE MARKET COMMON BLDGS  
A2, A3, A4, A5, A6, & A7**

4017 DONALD STREET  
MYRTLE BEACH, SOUTH CAROLINA 29577

**APPLIED BUILDING SCIENCES**

2306 CROSBY BLVD.  
NORTH CHARLESTON, SC 29405  
OFFICE: (843) 724-1408

PROGRESS CONSTRUCTION DOCUMENTS  
FOR PRICING ONLY  
NOT FOR CONSTRUCTION

**SHEET**  
3A920

DATE: 12/15/2023  
DRAWN BY: J. SMITH  
CHECKED BY: M. JONES  
PROJECT NO.: 2023012  
ELEVATION

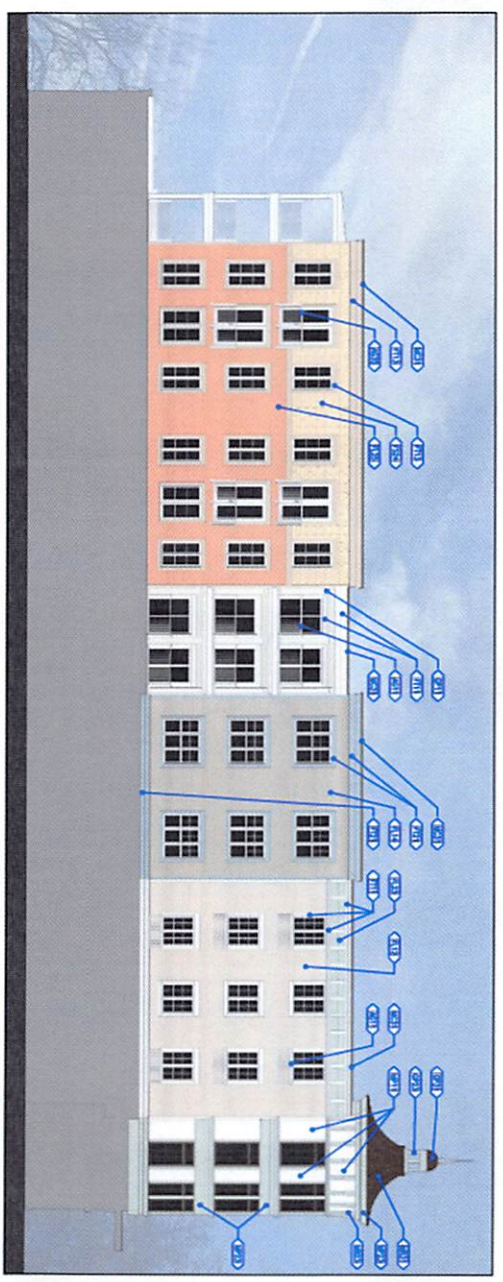
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DRAWN BY: J. SMITH  
CHECKED BY: M. JONES  
PROJECT NO.: 2023012  
ELEVATION

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# New A4 Elevation

THIS PRINT QUALITY SCALE SHOWS A SHARPER BOUNDARY. IF A BOUNDARY IS NOT CLEARLY DEFINED, THE ORIGINAL QUALITY AND DESIGN MAY NOT DISPLAY AS INTENDED. THIS PRINT IS THE PROPERTY OF APPLIED BUILDING SCIENCES AND IS NOT TO BE USED FOR CONSTRUCTION, DESIGN, OR REPRODUCED WITHOUT PRIOR CONSENT. THESE DRAWINGS MUST BE PRINTED IN COLOR. ALL SCALES EXPECTED ON THESE SHEETS ARE FOR 24 X 36 PRINTS.



1 BUILDING A4  
PROPOSED WEST ELEVATION  
SCALE: 1/8" = 1'-0"

**MATERIAL KEY**

MARKER #	MATERIAL	DESCRIPTION
A1	ALUMINUM SIDING	PERFORATED ALUMINUM SIDING
A2	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
A3	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
A4	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
A5	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
A6	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
A7	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
A8	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
A9	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
A10	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
A11	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
A12	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
A13	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
A14	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
A15	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
A16	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
A17	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
A18	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK

**COLOR KEY**

MARKER #	COLOR	DESCRIPTION
C1	WHITE	PAINT
C2	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
C3	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
C4	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
C5	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
C6	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
C7	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
C8	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
C9	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
C10	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
C11	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
C12	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
C13	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
C14	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
C15	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
C16	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
C17	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK
C18	RED-CLAY BRICK	PERFORATED RED-CLAY BRICK

<p>PROJECT NO: 4A920</p> <p>DATE: 02/12/2022</p> <p>PROJECT: EXTERIOR REPAIRS AT THE MARKET COMMON BLDGS A2, A3, A4, A5, A6, &amp; A7</p> <p>4017 DONALE STREET MYRTLE BEACH, SOUTH CAROLINA 29577</p>	<p><b>APPLIED BUILDING SCIENCES</b></p> <p>2304 CONROCK AVENUE NORTH CHARLESTON, SC 29405 OFFICE: (843) 724-1100</p>	<p>PROGRESS CONSTRUCTION DOCUMENTS</p> <p>FOR PRICING ONLY</p> <p>NOT FOR CONSTRUCTION</p>
		<p>OWNER: THE MARKET COMMON BLDGS</p> <p>DESIGNED BY: [Firm Name]</p> <p>DATE: 02/12/2022</p> <p>PROJECT: EXTERIOR REPAIRS AT THE MARKET COMMON BLDGS A2, A3, A4, A5, A6, &amp; A7</p> <p>4017 DONALE STREET MYRTLE BEACH, SOUTH CAROLINA 29577</p>

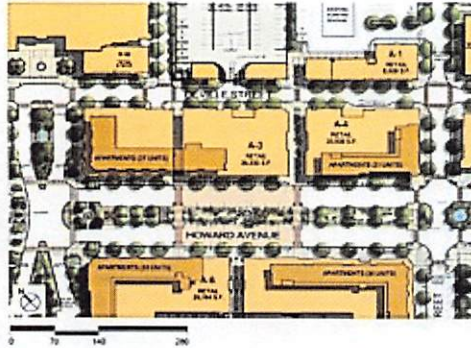


# OLD A6 & A7 ELEVATION

## THE MARKET COMMON, MYRTLE BEACH

Myrtle Beach, South Carolina | October 27, 2004, Revised November 18, 2004, Revised June 9, 2005, Revised November 27, 2006, Revised January 3, 2007, Revised January 17, 2007

### Portion Phase I



Conceptual drawings

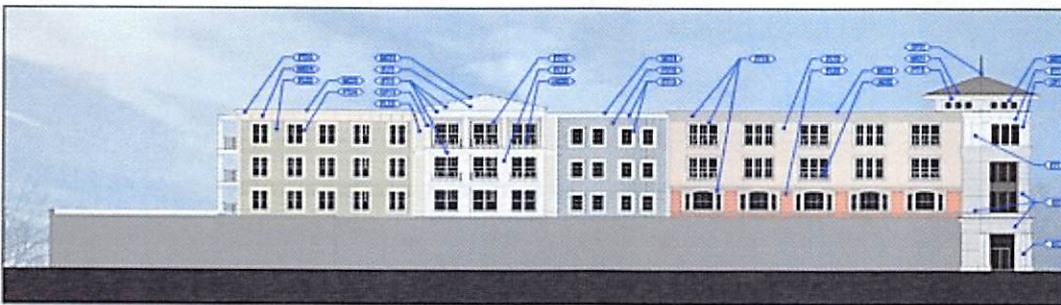


Buildings A6, A7 East Elevations

MCCAFFERTY INTERESTS | LUXADIA INTERNATIONAL CORPORATION | ANTUNOVICH ASSOCIATES | JOHN REAGAN ARCHITECTS | THOMAS & BUTTON ENGINEERING CO.  
 DEVELOPER | DEVELOPER | ARCHITECTS PLANNERS | ARCHITECTS | CIVIL ENGINEERING

20

# NEW A6 ELEVATION



1 BUILDING A6  
 PROPOSED EAST ELEVATION  
 MAKE UP

MATERIAL KEY		COLOR KEY	
AD	ALUMINUM CLADDING	11	WHITE
FL	FLOOR CLADDING	12	SPRINKLER
FP	FLOOR PANELING	13	RED
FS	FLOOR SIDING	14	GREEN
FT	FLOOR TRIM	15	YELLOW
GC	GLASS CURTAIN WALL	16	BRASS
CP	CORNER PANELING	17	BRASS
MS	METAL SIDING	18	BRASS
MP	METAL PANELING	19	BRASS
MT	METAL TRIM	20	BRASS
MR	METAL ROOFING	21	BRASS
		22	BRASS
		23	BRASS
		24	BRASS
		25	BRASS
		26	BRASS
		27	BRASS
		28	BRASS
		29	BRASS
		30	BRASS

INDICATES CONSTRUCTION DOCUMENTS FOR PHASING ONLY NOT FOR CONSTRUCTION

**APPLIED BUILDING SYSTEMS**

THE MARKET COMMON BLDGS A2, A3, A4, A5, A6, & A7

6A920

- 1
- 2
- 3
- 4
- 5
- 6

