
1 **2019-49 (1ST READING):** TO EXTEND THE CORPORATE LIMITS OF THE CITY OF
2 MYRTLE BEACH BY ANNEXING ~ 2.8 ACRES AT THE CORNER OF ROBERT GRISSOM
3 PARKWAY AND MR. JOE WHITE AVE (PIN#42512040040) AND TO REZONE THE
4 SAME PORTION FROM HORRY COUNTY LI (LIGHT INDUSTRIAL) TO MYRTLE BEACH
5 HC2 (HIGHWAY COMMERCIAL).

6 **Applicant/Purpose:** Aspen Asset Group LLC (applicants)/ for use as outlined in the
7 Comprehensive Plan.

8
9 **Brief:**

- 10 • This property is on the NW corner of Mr. Joe White Avenue & Robert Grissom Parkway,
11 diagonally across from the property proposed for annexation on the SE corner of these
12 same roads.
13 • Proposal moves forward w/ the goal of closing “donut holes” surrounded by city
14 jurisdiction.
15 • 10/1/19: Planning Commission recommends annexation & zoning HC-2 (Highway
16 Commercial).
17

18 **Issues:**

- 19 • Unpermitted urban camping is an issue in the immediate area & this parcel is outside
20 the city’s jurisdiction.
21 • Annexation would allow City officials to assist the property owners if the need arises.
22 • Property is currently zoned Horry County LI (Light Industrial).
23 • City Council has given 1st reading to annex the SE corner as HC2 (Highway Commercial).
24 • The Comprehensive Plan calls for development along Grissom Parkway to be mixed-use
25 neighborhood centers designed to serve the surrounding neighborhoods.
26

27 **Public Notification:**

- 28 • Normal notification for a public hearing before Planning Commission.
29 • Normal notice for a City Council meeting.
30

31 **Alternatives:**

- 32 • Amend the zoning.
33 • Deny the annexation.
34

35 **Financial Impact:** Minimal increase in property tax revenue.
36

37 **Manager’s Recommendation:** I recommend 1st reading (10/8/19).
38

39 **Attachment(s):** Proposed ordinance, staff report

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

TO EXTEND THE CORPORATE LIMITS OF THE CITY OF MYRTLE BEACH BY ANNEXING ~2.8 ACRES AT THE CORNER OF ROBERT GRISSOM PARKWAY AND MR. JOE WHITE AVE (PIN#42512040040) AND TO REZONE THE SAME PORTION FROM HORRY COUNTY LI (LIGHT INDUSTRIAL) TO MYRTLE BEACH HC2 (HIGHWAY COMMERCIAL).

PIN # 42512040040

WHEREAS, the property in question abuts the corporate limits of the City of Myrtle Beach; and

WHEREAS, the owner of the property has petitioned to be annexed into the City of Myrtle Beach; and,

WHEREAS, it appears to City Council that annexation would be in the best interest of the city;

NOW, THEREFORE, IT IS ORDAINED that the 2.8-acre property designated by Horry County PIN# 42512040040 as shown in Exhibit A attached hereto is hereby annexed to and becomes a part of the City of Myrtle Beach immediately upon adoption of this ordinance.

AND IT IS FURTHER ORDAINED that the official zoning map of the City of Myrtle Beach be amended to zone the newly annexed property shown in Exhibit A as HC2 (Highway Commercial).

ATTEST:

BRENDA BETHUNE,
MAYOR

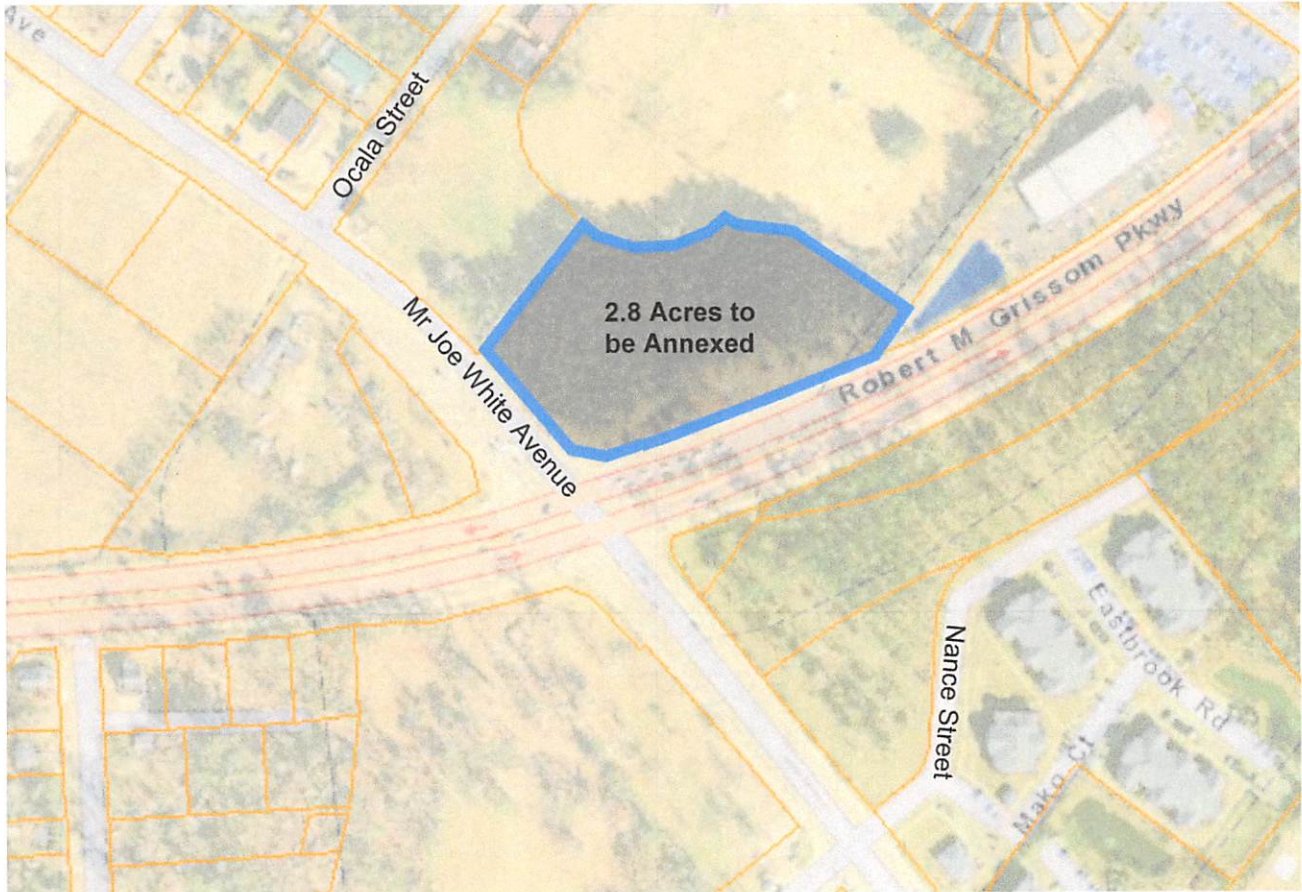
JENNIFER STANFORD, CITY CLERK

1st Reading: 10-8-19

2nd Reading:

EXHIBIT A
ORDINANCE 2019-49

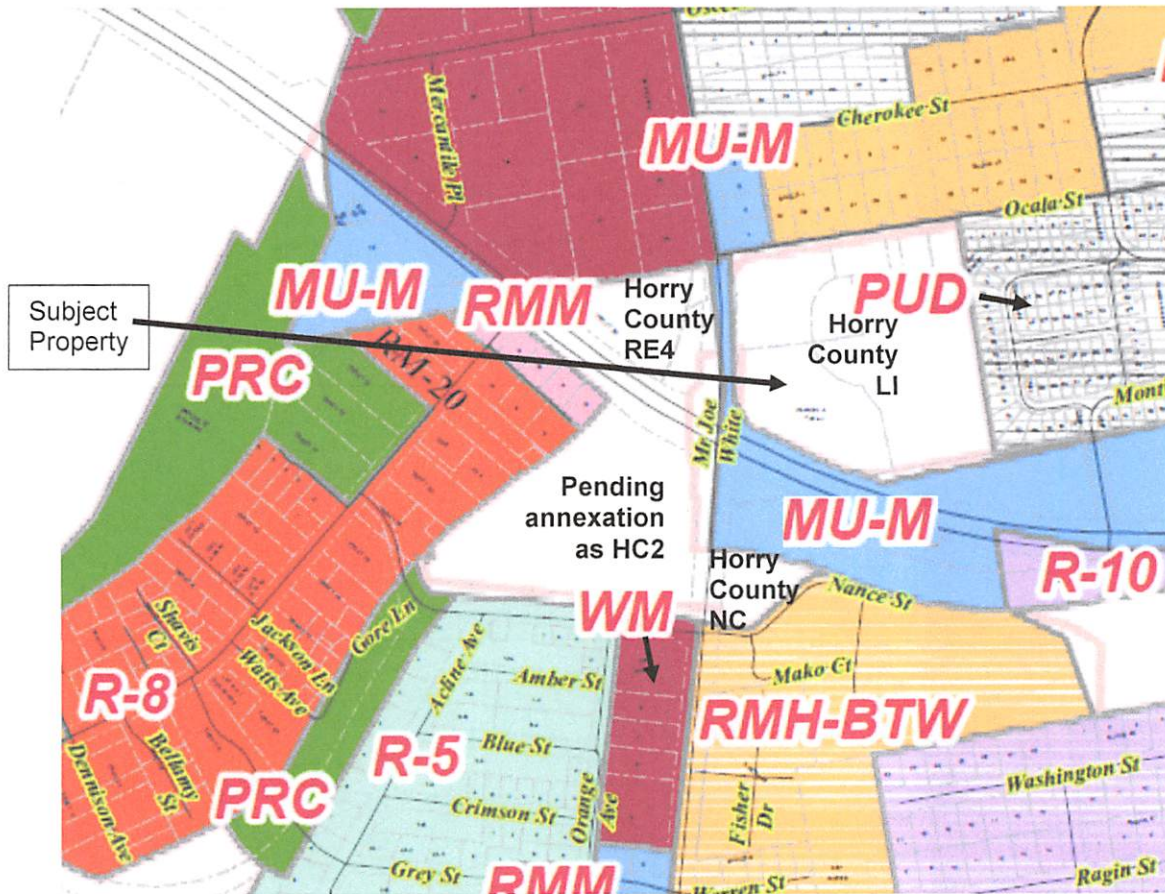
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PIN # 42512040040

ZONING MAP



COMPREHENSIVE PLAN Future Land Use Map



1 **Land Use Objectives and Strategies**

14. Establish community mixed-use centers in a few places to support the bus system and at a couple of stops on the fixed guideway (street car or light rail) systems in areas such as the Withers Preserve and along Robert Grissom Parkway.



The community centers have a wide range of uses and are denser than the neighborhood centers, with shopping and employment opportunities large enough to draw on several neighborhoods. Densities of residential development (up to 25 dwelling units per acre) and non-residential development (three to five stories for most buildings) are promoted. As with the neighborhood centers, residential and non-residential uses are mixed together (horizontally and vertically) to encourage walking and bicycling and patronage of the bus and rail systems. Again, careful attention is paid to the design of

buildings and public spaces.

Action: *The Planning Commission, with assistance from Planning and other appropriate departments and the Zoning Administrator, works with transportation entities to develop appropriate regulations. The Planning Commission recommends any necessary revisions of city regulations to City Council for adoption.*

Time frame: *Short term.*

Potential funding source: *No funding needed.*

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PUBLIC INQUIRIES: No inquiries to date.

STAFF COMMENTS

Planning, Public Works: No Concerns

Section 403. Findings of Fact Required

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

- 17 403.A. Whether or not the requested zoning change is consistent with the Comprehensive Plan or is justified by an error in the original ordinance.
- 18
- 19 403.B. The precedents and the possible effects of such precedents, which might result from approval or denial of the petition.
- 20
- 21 403.C. The capability of the City or other government agencies to provide any services, facilities, or programs that might be required if the petition were approved.
- 22
- 23 403.D. Effect of approval of the petition on the condition or value of property in the City.
- 24 403.E. Effect of approval of the petition on adopted development plans and policies of the City.
- 25