
1 **2021-26 (2ND READING): TO AMEND THE MARKET COMMON MASTER PLAN**
2 **PAGE 11 SEC. PROPOSED ZONING MODIFICATIONS, ADDITIONAL**
3 **PERMITTED USES, TO ADD “INDOOR PASSIVE RECREATION”.**

4 **Applicant/Purpose:** Escape Vault of SC, LLC (applicant) / to open an escape room in the Market
5 Common

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7 **Brief:**

- 8 • “Indoor Passive Recreation” is a recreational use internal to a structure(s) that includes
9 games of strategy, collector card games, tabletop games, miniature gaming, "escape
10 room" and similar games of deduction that are not otherwise regulated by state law.
- 11 • Importantly, Indoor Passive Recreation does not include games of chance, uses already
12 provided for in the zoning ordinance (pool halls/billiard parlors, game arcades), and
13 amusements.
- 14 • “Indoor Passive Recreation” is allowed in the HC-2, A, E, C7, C8, MU-H and MU-M
15 zoning districts.
- 16 • The Market Common Master Plan allows theaters, billiard parlors and pool halls, game
17 arcades, bowling alleys, and skating rinks.
- 18 • “Indoor Passive Recreation” wasn’t defined in the zoning code until 2017, thirteen years
19 after the Market Common Master Plan was adopted.
- 20 • Planning Commission, 5/4/21: Recommends approval (7-0).
- 21 • No changes since 1st reading.

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23 **Issues:**

- 24 • None identified.
- 25 • The proposed amendment is consistent with other uses already permitted in the zoning
26 district.

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28 **Public Notification:** Legal ad ran in the Myrtle Beach Herald 04/23/21.

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30 **Alternatives:**

- 31 • Modify the proposed ordinance.
- 32 • Deny the proposed ordinance.

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34 **Financial Impact:**

- 35 • If an Escape Room opens in the Market Common the City would expect to see an increase
36 in business license revenue, commercial property tax collections, and possibly some other
37 tourist type revenues.
- 38 • These revenues would offset with possible public service the City provides (i.e., police
39 protection, fire protection public works, etc...).

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41 **Manager’s Recommendation:**

- 42 • I recommend 1st reading (5/25/21)
- 43 • I recommend approval (6/8/21).

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45 **Attachment(s):** Proposed ordinance, supporting materials.

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

TO AMEND THE MARKET COMMON
MASTER PLAN PAGE 11 SEC.
PROPOSED ZONING MODIFICATIONS,
ADDITIONAL PERMITTED USES, TO
ADD "INDOOR PASSIVE
RECREATION".

IT IS HEREBY ORDAINED that page 11 of the Market Common Master Plan, Proposed Zoning Modifications, Additional Permitted Uses is amended to add Indoor Passive Recreation as follows:

EXISTING ZONING

PROPOSED ZONING MODIFICATIONS

• Permitted Uses within the C-6 District:

- One-family and two-family dwellings attached to nonresidential uses
- Townhouses, multiple family dwellings and apartment houses
- Health care establishments including medical, surgical, psychiatric, chiropractic and osteopathic, and dental hospitals, clinics and offices, gymnasiums and health clubs, but excluding therapeutic massage establishments, veterinary clinics and associated uses
- Advisory establishments engaged in providing monetary and other specialized professional knowledge to the community
- Administrative service establishments of a business character performing management duties in the conduct of government, business, industry or welfare
- Personal service establishments including: restaurants, barbershops, beauty shops, and cosmetologists, duplicating services, washettes, pick-up laundry and dry cleaning stations, dressmakers, photographer's studios, jewelry and watch repair, funeral homes, music, dance, craft and art schools, eyeglass sales and shoe repair shops, but excluding therapeutic massage establishments
- Service establishments of a business character including sales and service operations (but, excluding automobiles, RV, trailer, boat or other vehicular sales and repair facilities), duplicating, mimeographing and multi lithing shops, addressing and mailing services, stenographic and letter writing services, blueprinting, photostating and film developing establishments
- Hotels and motels
- Public buildings and land uses including, public parking facilities, public utilities facilities and structures, public parks, playgrounds, beaches and recreational buildings and facilities
- Retail commercial establishment excluding retailing of heavy durable goods
- Amusement service establishments providing commercial entertainment activities limited to theaters, pool halls and billiard parlors, game arcades, bowling alleys and skating rinks
- Kindergartens, primary, middle and high schools and educational institutions of higher learning including vocational, business and trade schools
- Church buildings, providing for religious service and development

• Additional Permitted Uses:

- Time-Share Residential Condominium Units.
- Branch Banks with Multiple Drive-Thru Lanes
- Assisted Residential Living.
- Senior Residential Housing.
- Outdoor Cafes and Outside Seating for Restaurants on the Side walks within the Public Right-of-Way.
- Nightclubs and Bars.
- Live-Work Townhome Units
- Indoor Passive Recreation

This ordinance will take effect upon second reading.

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BRENDA BETHUNE, MAYOR

5 ATTEST:

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JENNIFER ADKINS, CITY CLERK

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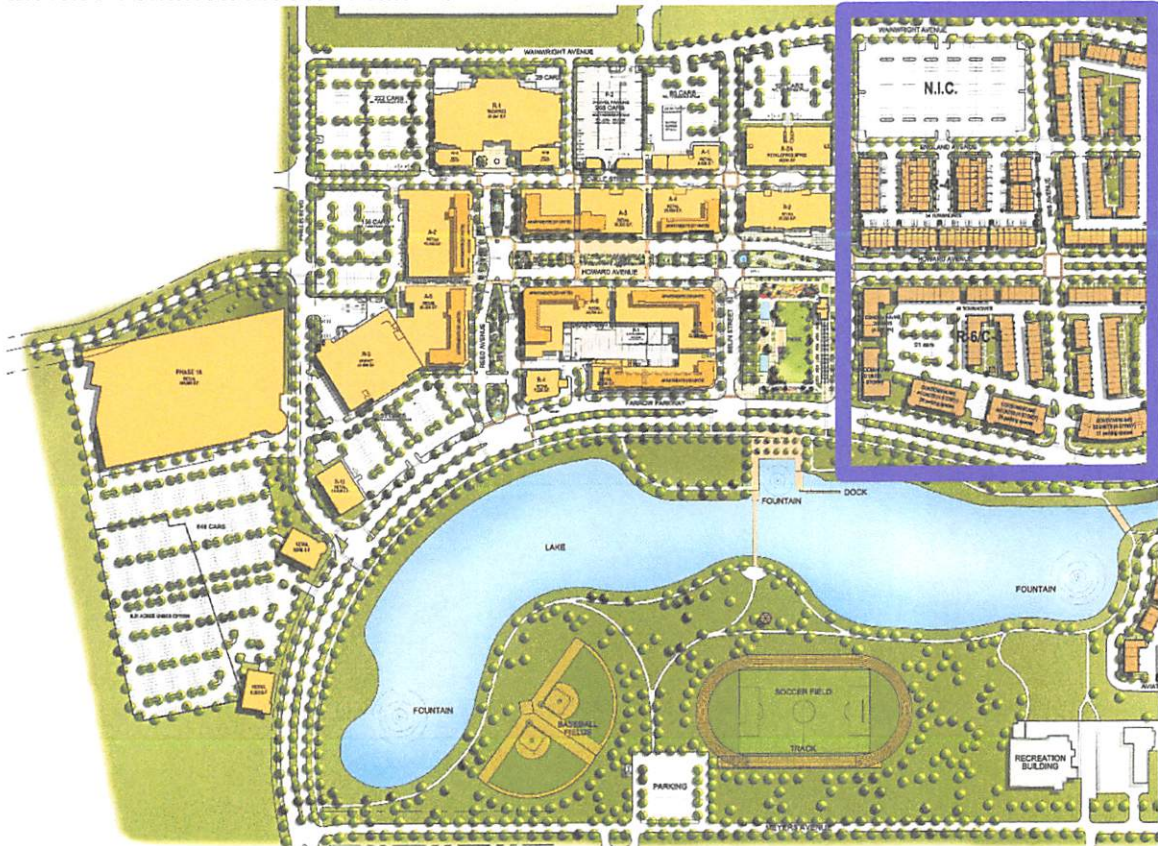
12 1st Reading: 5-25-2021

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13 2nd Reading: 6-8-2021

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1 **Market Common Master Plan Commercial Area**



MCCAFFERY INTERESTS | LEUCADIA INTERNATIONAL CORPORATION | ANTUNOVICH ASSOCIATES | JOHN REAGAN ARCHITECT
DEVELOPER DEVELOPER ARCHITECTS PLANNERS ARCHITECTS

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In Indoor Passive Recreation uses would be allowed in the commercial core, and in the live/work area provided that:

- They will only be allowed in units built to commercial code; and
- In live/work units they will only be allowed on the first floor; and
- In the area shown in purple above, commercial uses are limited area-wide to a maximum of 34,736 gsqft.

STAFF COMMENTS:
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:

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

- 1 403.C. The capability of the City or other government agencies to provide any
- 2 services, facilities, or programs that might be required if the petition were
- 3 approved.
- 4 403.D. Effect of approval of the petition on the condition or value of property in the
- 5 City.
- 6 403.E. Effect of approval of the petition on adopted development plans and policies
- 7 of the City.