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1 **2019-46 (1<sup>st</sup> READING): TO REZONE 9 ACRES LOCATED ALONG SC HIGHWAY 15 AND 17<sup>TH</sup>**  
 2 **AVENUE SOUTH (PINS #443-08-02-0039, 443-08-02-0047, 443-08-02-0048, 443-08-02-**  
 3 **0049) FROM THE CURRENT ZONING DESIGNATIONS OF MUM (MIXED USE MEDIUM DENSITY)**  
 4 **AND RMM (RESIDENTIAL MULTIFAMILY MEDIUM DENSITY) TO RMH (RESIDENTIAL MULTIFAMILY**  
 5 **HIGH DENSITY).**

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6 **Brief:**

- 7 • These 4 parcels are located along 17<sup>th</sup> S & Highway 15, & are split zoned RMM
- 8 (Residential Multifamily Medium Density) & MU-M (Mixed Use Medium Density).
- 9 • The properties are primarily vacant, w/ the exception of 1 parcel which has a single
- 10 family structure.
- 11 • Rezoning requested to “provide the density needed to make development economically
- 12 feasible which, along w/ utilization of the design standards of this classification, will
- 13 reduce blight & encourage further development in this part of the city.”
- 14 • Any development on the property will require stormwater planning, transportation
- 15 analysis, & setbacks per the design standards.
- 16 • (8/20/19): Planning Commission recommends approval (8-0).

17  
18 **Issues:**

- 19 • Property abuts existing townhome development (Portrait Homes) & is across Highway 15
- 20 from Pinegrove Townhomes & currently has 2 different zoning classifications.
- 21 • Removing the commercial zoning (MU-M) along 17<sup>th</sup> South reduces the potential density
- 22 for that portion of the property.
- 23 • Changing the current multifamily zone (RMM) to the proposed (RMH) increases the
- 24 potential density for that portion of the property.

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26 **Public Notification:**

- 27 • Normal advertising & posting for a Planning Commission Public Hearing.
- 28 • Normal advertising for City Council meeting.

29  
30 **Alternatives:**

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

33  
34 **Financial Impact:** Potential gain in building permit revenue, property taxes, & business  
35 licenses. W/ increased development comes increase costs in service delivery.

36  
37 **Manager’s Recommendation:** I recommend 1<sup>st</sup> reading (9/10/19).

38  
39 **Attachment(s):** Application, deeds, & proposed plat

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA

TO REZONE 9 ACRES LOCATED ALONG SC HWY  
15 AND 17<sup>TH</sup> AVE S (PINS #443-08-02-0039, 443-08-  
02-0047, 443-08-02-0048, 443-08-02-0049) FROM  
THE CURRENT ZONING DESIGNATIONS OF MUM  
(MIXED USE MEDIUM DENSITY) AND RMM  
(RESIDENTIAL MULTIFAMILY MEDIUM DENSITY)  
TO RMH (RESIDENTIAL MULTIFAMILY HIGH  
DENSITY)

PIN # 443-08-02-0039, 443-08-02-0047, 443-08-02-0048, and 443-08-02-0049

IT IS HEREBY ORDAINED that the official zoning map of the City of Myrtle Beach is amended by rezoning approximately 9 acres, that being properties known as Horry County PIN #s 443-08-02-0039, 443-08-02-0047, 443-08-02-0048, and 443-08-02-0049 (as shown on "Exhibit A" attached hereto) from zone RMM (Residential Multifamily Medium Density) and MU-M (Mixed-Use Medium Density) to RMH (Residential Multifamily High Density).

This ordinance shall become effective upon adoption.

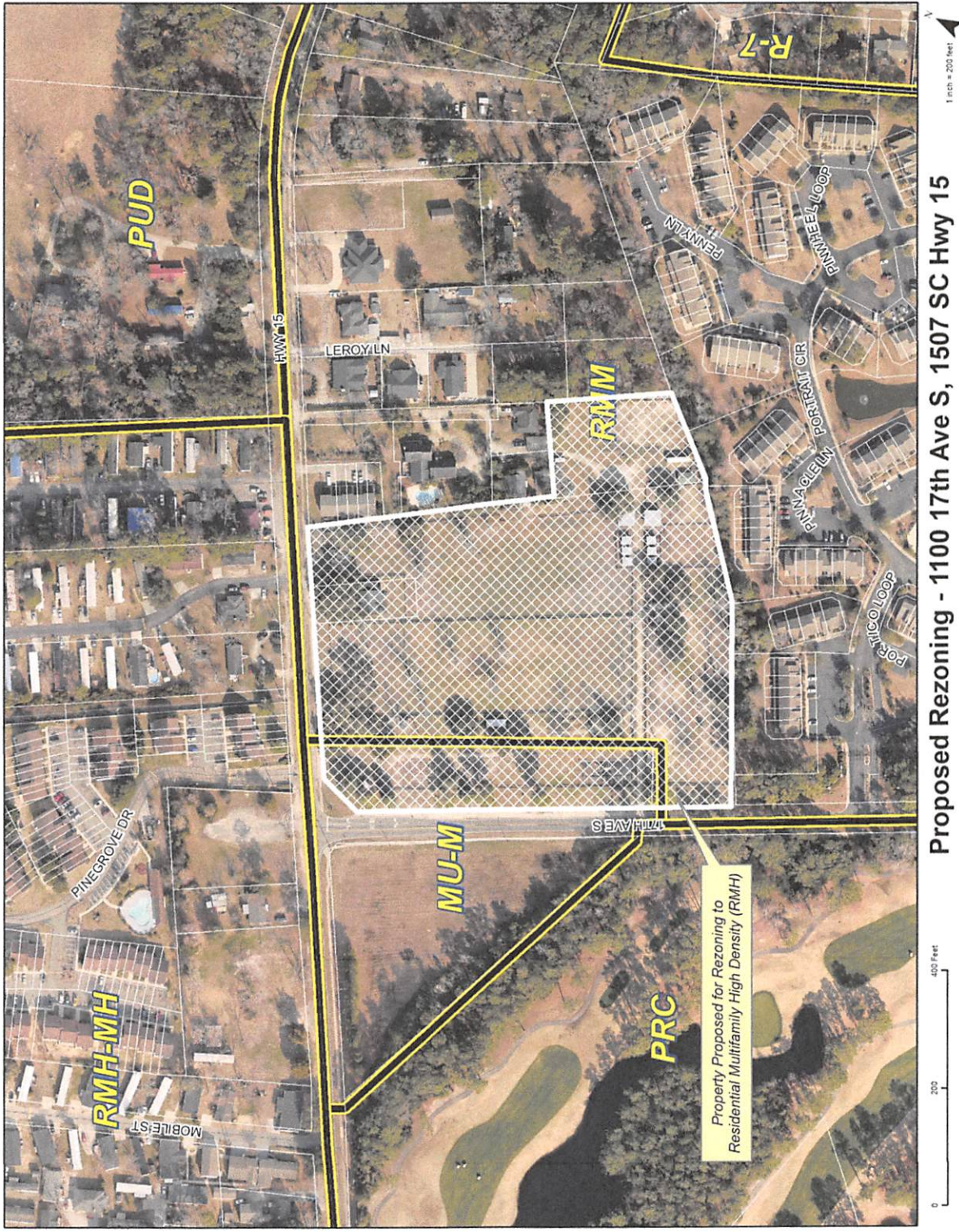
ATTEST:

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

\_\_\_\_\_  
JENNIFER STANFORD, CITY CLERK

1<sup>st</sup> Reading: 9-10-19  
2<sup>nd</sup> Reading:

Exhibit A



1	<b>APPLICANT</b>	Alan Clemmons
2		
3	<b>REQUESTED ACTION</b>	Rezone 9 acres to RMH
4	<b>REASON FOR REQUEST</b>	"provide density needed to make development economically feasible"
5		
6	<b>EXISTING ZONING</b>	RMM (Residential Multifamily Medium Density) and MU-M (Mixed Use Medium Density)
7		
8	<b>SITE LOCATION</b>	1507 SC Hwy 15 and 1100 17 <sup>th</sup> Ave S
9	<b>SIZE</b>	~9 acres
10	<b>EXISTING LAND USE</b>	One single family home
11	<b>COMPREHENSIVE PLAN</b>	Medium density residential
12	<b>CITY POLICIES AFFECTED</b>	None
13	<b>CITY PLANS IN AREA</b>	None
14	<b>STAFF COMMENTS</b>	See report. No other concerns from staff reported.

<b>Section 403. Findings of Fact Required</b>
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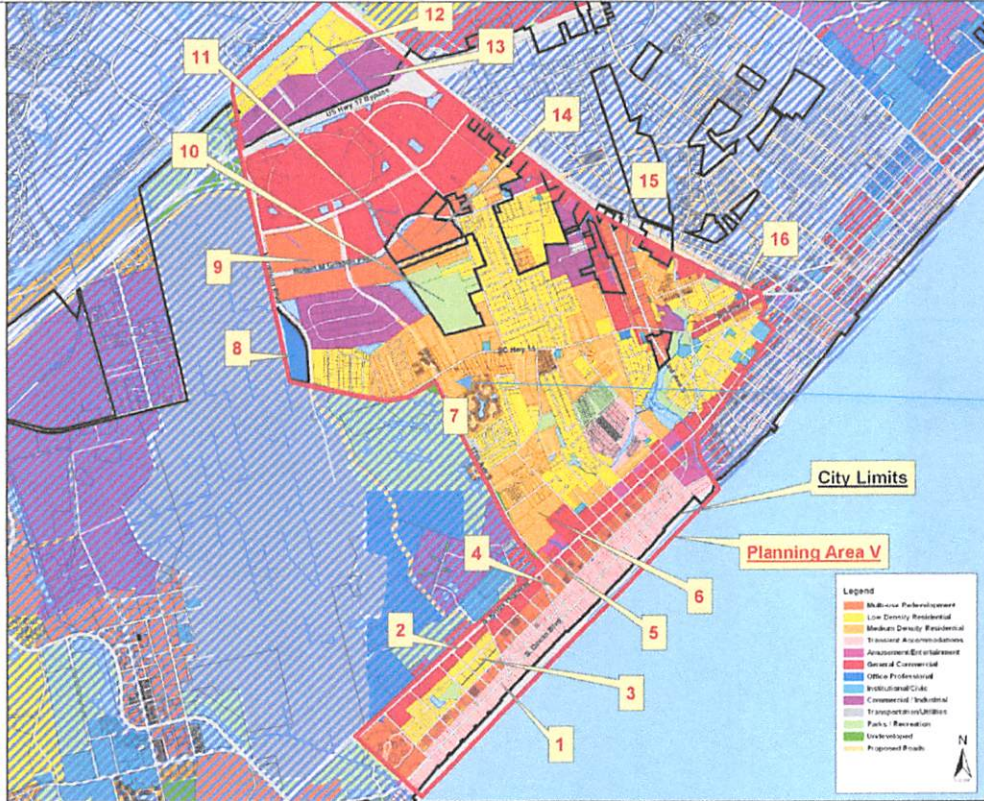
17 In reviewing any petition for a zoning amendment, the Planning Commission shall identify and  
18 evaluate all factors relevant to the petition, and shall report its findings in full, along with its  
19 recommendations for disposition of the petition, to the City Council. Factors shall include, but  
20 shall not be limited to, the following:

21

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

**FACTS & FINDINGS**

403.A. Comp Plan Future Land Use Plan:



Myrtle Beach Proposed Land Use - Planning Area V  
August 2009

- 403.B. Staff did not identify any precedents that may result from this petition.
- 403.C. Water, sewer, public roads, and sidewalks (along SC Hwy 15) all serve this property.
- 403.D. Approval of the petition will likely result in an increase in value of the applicant's property. It will also provide a large tract open for residential multifamily development, which could be used to fulfill a City Council goal of additional workforce residential
- 403.E. Staff did not identify any impacts to adopted development plans and policies of the city while evaluating this request.

**PUBLIC INPUT**

None received as of this writing.

**SELECT COMPARISONS**

*(for more details, please refer to tables distributed at the 8/6/19 workshop)*

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**RMM and RMH zoning**

Setbacks	Same for both (25 front/10 side/15 rear)
Height	Same for both (35 ft)
Min lot depth	RMM: none RMH: 50'
Max building coverage	Same for both (42%)
Density	RMM: maximum 12 units/acre RMH: maximum 20 units/acre
Uses	Same, except RMH allows parking lots

**MUM zoning**

Setbacks	None; structures must address street
Height	Equal to width of right-of-way on which the property fronts
Min lot depth	None
Max building coverage	None
Density	No number limits; depends upon design
Uses	Multiple commercial uses (refer to tables distributed at the 8/6/19 workshop)