

September 10, 2019 - presented for 1st Reading.

2019-47: TO AMEND APPENDIX A ZONING TO CREATE A NEW ARTS & INNOVATION (ART) ZONING DISTRICT AND TO REZONE APPROXIMATELY 56 ACRES, THAT BEING 155 PARCELS IDENTIFIED BY THE PIN NUMBERS NOTED BELOW AND LOCATED IN DOWNTOWN MYRTLE BEACH FROM C7 (DOWNTOWN COMMERCIAL), C8 (DOWNTOWN COMMERCIAL), AND MUM (MIXED USE - MEDIUM DENSITY) TO ART (ARTS & INNOVATION) IN ACCORDANCE WITH THE DOWNTOWN MASTER PLAN.

Applicant/Purpose: City of Myrtle Beach/To further implement the Downtown Master Plan.

Brief:

- The Downtown Master Plan calls for the creation of a new Arts District in & around the Superblock. This ordinance is the zoning component of that District.
- Properties within the proposed district are currently zoned C7, C8, & MUM.
- The district is w/in the Opportunity Zone & includes the Designated Historic District.
- As recommended, permitted uses are categorized w/ listed examples that are not all inclusive, to allow for unanticipated innovative use ideas.
- As recommended, design requirements are minimal, relying heavily on CAB.
- Developers using historic tax credits will follow US Department of the Interior standards.
- Planning Commission recommends approval (8-0) on August 20, 2019. Further recommends:
 - Create plans for additional districts including a village-style district centered on Broadway St from 6th N to Withers Swash (including the Withers Swash & Cedar Street neighborhoods), & the old warehouse/manufacturing area between the City Services Building & Cedar St (old Chapin Lumber properties back to New South Brewery).
 - Develop a plan to incentivize residential development.

Issues:

- The prohibition of chain establishments in earlier drafts has been removed.
- The restriction of like-businesses locating next to one another has been removed.
- The southern boundary of the proposed district borders residential neighborhoods.
- As recommended:
 - All businesses must be closed for business between midnight & 6AM.
 - The market will determine parking requirements (no minimum requirements).
 - Signage is based on principal frontage, with a max 300 sf to be applied in any manner of sign and any location, per CAB approval, including CEVM & neon signage.
 - At least 70% of the building wall between 2' & 10 shall be made of transparent glass, & shall not be tinted, mirrored, or covered to obstruct the view of the interior space.

Public Notification:

- Normal advertising for Planning Commission public hearing.
- Normal City Council meeting public notice.

Alternatives:

- Modify the proposed zoning amendment.
- Deny the proposed zoning amendment.

Financial Impact: Increased property, accommodations, & admissions taxes, & business license fees w/ development.

Manager's Recommendation: I recommend 1st reading.

Attachment(s): Proposed ordinance, Planning Staff Report.

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

TO AMEND APPENDIX A ZONING TO CREATE A NEW
ARTS & INNOVATION (ART) ZONING DISTRICT AND TO
REZONE APPROXIMATELY 56 ACRES, THAT BEING 155
PARCELS IDENTIFIED BY THE PIN#S NOTED BELOW
AND LOCATED IN DOWNTOWN MYRTLE BEACH FROM
C7 (DOWNTOWN COMMERCIAL), C8 (DOWNTOWN
COMMERCIAL), AND MUM (MIXED USE - MEDIUM
DENSITY) TO ART (ARTS & INNOVATION) IN
ACCORDANCE WITH THE DOWNTOWN MASTER PLAN.

PIN #

- 42416040005, 44401010014, 44401020082, 44401020083, 44401020084, 44401020085,
- 44401020086, 44401010001, 44401010002, 44401010003, 44401010004, 44401010005,
- 44401010006, 44401010013, 44401010012, 44401010011, 44401010010, 44401010009,
- 44401010008, 44401010007, 44401010018, 44401010017, 44401010016, 44401010015,
- 42416040049, 44401010019, 44401010020, 44401010021, 44401010024, 44401010025,
- 44304020005, 44304020004, 44304020018, 44304020017, 44304020016, 44304020015,
- 44304020014, 44304020013, 44304020012, 44304020011, 44304020010, 44304020008,
- 44304020007, 44304020006, 44401010026, 44401010028, 44401010058, 44401010057,
- 44401010056, 44401010055, 44401010054, 44401010053, 44401010052, 44401010051,
- 44401010050, 44401010049, 44401010048, 44401010047, 44401010046, 44401010045,
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- 44401010034, 44401010033, 44401010032, 44401010031, 44401010030, 44401010029,
- 44401010060, 44401010059, 44401010061, 44401010062, 44401010027, 44304020086,
- 44304020085, 44304020073, 44304020074, 44304020075, 44304020076, 44304020077,
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- 44304030080, 44304030039, 44304030003, 44304030002, 44304030001, 44401040002,
- 44401040003, 44401040004, 44401040005, 42416040006, 42416040005, 44401010014,
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- 44304020015, 44304020014, 44304020013, 44304020012, 44304020011, 44304020010,
- 44304020009, 44304020008, 44304020007, 44304020006, 44401010026, 44304020081,
- 44304020082, 44304020083, 44304020084, 44304030081, 44304030082, 44304030071,
- 44304030039, 44304030003, 44304030002, 44304030001, 44401040002.

IT IS HEREBY ORDAINED that Appendix A, Zoning, Article 2 Definitions, of the Code of Ordinances is amended to add the following definition and illustration:

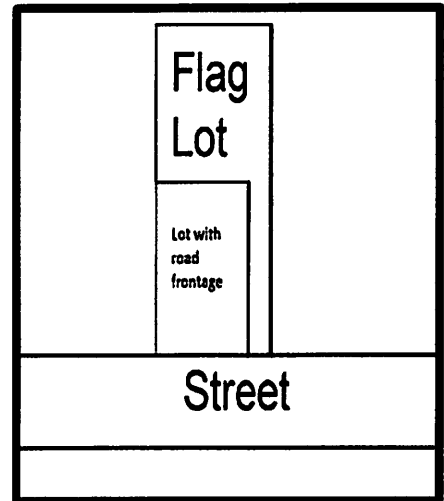
1 **Flag Lot: An irregularly shaped lot fronting or abutting a public**
2 **street by only a private driveway.**

3
4 IT IS FURTHER ORDAINED that Appendix A, Zoning, Article 6
5 Community Appearance Board, of the Code of Ordinances is
6 amended as follows:

7
8 604.A.7. Aboveground Structured Parking Standards.

9 a. Use Regulations.

- 10 i. On garages located in the Mixed Use (MU) or
11 Entertainment (E) districts, a minimum linear
12 footage equal to 25% of the garage's longest
13 building face shall be designed for and contain any
14 use permitted in the zoning district EXCEPT
15 parking. These uses shall face and have a primary
16 entrance off any public right-of-way.
- 17 ii. All garages located in the Art & Innovation (ART) district shall be designed for and
18 contain any use permitted in the zoning district EXCEPT parking for a minimum depth
19 of 30' on each side of the building facing a public street, and said uses and shall face
20 and have a primary entrance off the public street on which it fronts; provided, however,
21 that a maximum of 40 linear feet per façade may be utilized for vehicular ingress and
22 egress.



23
24 IT IS FURTHER ORDAINED that Appendix A, Zoning, Article 8 Sign Regulations, of the Code of
25 Ordinances is amended as follows:

26
27 803.K. Design Standards.

- 28 2. No sign, sign structure or attention seizing device shall be shaped in the form of a
29 statue of a human or animal figure nor in the form of a three dimensional model (e.g.
30 dinner bucket, paint cans, Christmas trees, etc.). The following are allowable
31 exceptions:
32 a. Signs in the A and ART districts;

33
34 803.M. Occupation of, or Projection into, Public Right-of-Way. No private sign shall occupy public
35 property in any manner nor shall any sign extend across a property line where such
36 property line borders a public right-of-way or any public property except as follows: within
37 the Art & Innovation (ART), Amusement (A) and Mixed Use-Medium Density (MU-M)
38 zoning districts, and on existing buildings in Mixed Use-High Density (MU-H) districts
39 which are closer than 4 feet to the principal street right-of-way, if projecting into or over a
40 public right-of-way, the sign must be at least 9 feet above the right-of-way so as not to
41 interfere with pedestrian traffic nor extend beyond the back edge of the curb line nor more
42 than 4 feet inside the right-of-way line.

43
44 805.P. Signs Permitted in the Arts & Innovation (A&I) District: The intent of the Arts and Innovation
45 District is to create and sustain a walkable mixed-use urban environment that will serve
46 as the hub of artistic, cultural and civic life in the traditional core of downtown Myrtle Beach.
47 The goal is to have signage that is edgy and new without creating visual clutter. Most
48 buildings are designed with a defined sign space. The location of appropriately sized signs
49 in these spaces is strongly encouraged. Signs on awning flaps and store display windows
50 are generally appropriate as well. Acceptable sign placement does not obstruct
51 architectural features and windows.

- 1
2 1. All signs permitted in section 804.B - Signs Exempt from Permit Procedures, subject
3 to the limitations and requirements thereof, provided, however, that signs listed under
4 804.B.3 - Single Family Residential Signs are prohibited.
5
- 6 2. The total allowed sign area for all signs on a lot is 3 square feet per 1 foot of principal
7 street frontage, not to exceed 300 square feet. This sign allowance includes the sum
8 of all sign areas, whether freestanding, window, wall mounted or projecting. The total
9 allowed signage may be placed specifically on the front or shared amongst any and
10 all sides.
11
- 12 3. Changeable copy signs are permitted, including CEVMs as regulated in section 808.
13
- 14 4. Temporary Portable A-Frame or Sandwich Board Type Signs as permitted in
15 Section 810.
16
- 17 5. Temporary Construction Fence Scrim. An active construction site shall be permitted
18 a construction fence scrim to screen the construction area and to control debris and
19 dust. The scrim shall not exceed the height and length of the construction fence, and
20 shall be removed with the construction fence. The scrim may contain graphics
21 designed to inform the public as to the nature of the construction project. The scrim
22 may also, in lieu of the construction sign permitted in 804.B.5 – Construction Signs,
23 contain a maximum of 32 square feet of text per construction site identifying the firms
24 involved with, the character of, and the future occupants of the construction site.
25

26
27 IT IS FURTHER ORDAINED that Appendix A, Zoning, Article 10 Parking and Loading Requirements,
28 of the Code of Ordinances is amended as follows:
29

30 1006.E. Exceptions to Minimum Parking Requirements.

- 31 10. Arts & Innovation (ART) District: The intent of the Arts and Innovation District is to
32 create and sustain a walkable mixed-use urban environment that will serve as the hub
33 of artistic, cultural and civic life in the traditional core of downtown Myrtle Beach. In
34 such an environment, parking needs are best determined by market forces. Therefore,
35 there are no minimum parking requirements. New surface parking lots shall be located
36 to the rear of buildings, and at a minimum shall be buffered in accordance with section
37 902, although the use of a narrow-depth liner building, active public space, or similar
38 feature to screen the parking from the street may be considered.
39

40 IT IS FURTHER ORDAINED that Appendix A, Zoning, Section 1312 Special Conditions of Drinking
41 Places is hereby revoked;
42

43 IT IS FURTHER ORDAINED that Appendix A, Zoning, Article 14 Zoning Districts, of the Code of
44 Ordinances is amended as follows:
45

46 Section 1402. Zoning Districts Named.

47
48 In order to accomplish the purposes set forth in section 104 – Purpose and Intent, the following
49 districts are hereby established:
50

District	District Name	Classification
ART	Arts & Innovation District	Mixed-use

1
2 1407.D Uses permitted in the Arts & Innovation (ART) District.

3 Purpose & Intent. The intent of the Arts and Innovation District is to create and sustain a walkable
4 mixed-use urban environment that will serve as the hub of artistic, cultural and civic life in the
5 traditional core of downtown Myrtle Beach. As a year-round destination for both residents and visitors,
6 the district's primary uses are supported by a wide range of businesses that help to maintain a vibrant
7 atmosphere. This is further supported by the active use of outdoor spaces for dining and
8 entertainment, and the development of upper-story residences in mixed-use buildings.

9
10 Unlike the other zoning districts listed in section 1407.C, uses are permitted in the ART District in the
11 following categories. Examples are provided for explanatory purposes and are not intended as
12 complete lists. A mix of categories and uses sharing spaces is permitted. Classification within the
13 categories will be determined by the Zoning Administrator unless the use is explicitly listed. Innovation
14 within the categories is encouraged.

15
16 In general:

- 17 1. All non-residential uses will be closed for business between the hours of 12 AM and 6 AM.
18 2. No drive-through windows are permitted.

19 Use Categories:

20
21 **Multifamily residential dwelling units** and amenities, provided that no permanent dwelling units
22 fronting on the rights-of-way of Oak St, Main St, Broadway St, 8th Ave N, 9th Ave N, Kings Hwy, or
23 Hwy 501 are permitted at ground level.

24
25 **Offices**, including but not limited to accounting, advertising, law, architects, real estate, finance,
26 engineering, government offices, shared office spaces

27
28 **Service establishments of a personal character**, including but not limited to barbers, beauty
29 salons, cosmetologists, but excluding tattoo parlors and body piercers

30
31 **Lifestyle service establishments** including but not limited to decorators, event planners,
32 seamstress, shoe repair, travel agencies, pet groomers, jewelers

33
34 **Personal health care services**, including but not limited to medical, dental, chiropractic, therapeutic,
35 homeopathic

36
37 **Fitness centers**, including but not limited to martial arts, yoga, gyms, personal training

38
39 **Arts and crafts studios** including maker's spaces

40
41 **Indoor recreation and entertainment**, including but not limited to escape rooms, bowling, passive
42 recreation, arcades, miniature golf, museums, billiard parlors, darts, but excluding bingo parlors and
43 sexually oriented businesses

44
45 **Theaters**, including but not limited to comedy clubs, dinner theaters or performance venues or
46 characterized by a visually emphasized performance stage or area that offers patrons paying the
47 ticket or admission fee a fixed seating/table arrangement from which one may view the performance.

1 such as musical groups, improvisational offering, stand-up comedy, plays, skits, ventriloquism, magic
2 and other staged performance art to patrons, with no floor area of greater than 150 square feet for
3 patron dance, while the business purpose is primarily performance viewing, with an accessory
4 purpose of the service of alcoholic beverages, and or food.

5
6 **Banquet halls and event spaces** for persons and entities reserving the space for special occasions
7 including, but not limited to: formal dinners, receptions, reunions, benefits, and club meetings, and
8 may include the onsite consumption of alcohol as an accessory component of food and beverage
9 service; but excluding events charging general admission or a cover charge at the door.

10
11 **Specialty Retail** limited to a maximum of 60 linear feet of principle store frontage, including but not
12 limited to antique dealers, art galleries, home décor, booksellers, music stores, vintage record stores,
13 vintage clothing stores, bakeries, confectionaries, florists, gift shops, pet boutiques, and newsstands,
14 but excluding the primary sale of CBD, vape, liquor, and sexually oriented products

15
16 **Convenience Retail** limited to a maximum of 60 linear feet of principle store frontage, including but
17 not limited to fresh produce, groceries, neighborhood pharmacies, neighborhood hardware stores

18
19 **Restaurants and food halls; sidewalk cafes and roof-top bistros are encouraged**

20
21 **Bars, brew pubs, and taverns, but excluding nightclubs and sexually oriented businesses**

22
23 **Media establishments and production studios, including but not limited to newspaper, radio,**
24 **television, streaming**

25
26 **Small-scale manufacturing** limited to a maximum of 10,000 square feet, including but not limited to
27 breweries, distilleries, small crafts; provided they meet the “good neighbor” standards of Sec. 1712
28 regarding sound, smell, pollution, vibration, and electrical disturbance, and further provided that all
29 manner of operations and storage are indoors.

30
31 **Indoor and outdoor farming** provided they meet the “good neighbor” standards of Sec. 1712
32 regarding sound, smell, pollution, vibration, and electrical disturbance

33
34 **Dry cleaners and laundromats**

35
36 **Religious establishments** providing for religious service and development, provided the minimum
37 lot size is 1.25 acres.

38
39 **Schools** for educating children or adults

40
41 **Permanent indoor and outdoor marketplaces, including but not limited to food truck parks and spaces**
42 **for farmers, artisans, fishermen, florists, and bakers**

43
44 **Business incubators, including but not limited to those for chefs, artists, craftsmen, pop-up**
45 **businesses, innovative concepts**

46
47 **Local government offices, buildings and facilities, including but not limited to libraries, in a walkable,**
48 **cohesive, campus**

49
50 **Visitor Accommodations, including but not limited to boutiques hotels and bed & breakfasts**

Parking lots and garages

Transportation Hub for consolidated pick-up, drop-off, and transfer of passengers, including but not limited to buses, taxis, and ride share; provided the Transportation Hub is a minimum of ½ acre in size.

Vending Machines, ATMs, Newspaper/Advertising Boxes shall not be located outside.

IT IS FURTHER ORDAINED that Appendix A, Zoning, Article 16 Area, Height and Dimensional Requirements, of the Code of Ordinances is amended as follows:

1603.C Requirements for Commercial and Other Zoning Districts

District	Min. Lot Area	Min. Lot Width	Min. Lot Depth	Max. Height	Max. Building Coverage	Min. Front Setback	Min. Side Street Setback	Min. Side Yard Setback	Min. Rear Yard Setback	Min. Open Space
<u>ART</u>	---	---	---	<u>60'</u>	---	<u>B</u>	<u>B</u>	<u>B</u>	<u>B</u>	---

1603.D. Minimum Lot Area Per Dwelling Unit:

District	1 st Unit (sq.ft.)	2 nd Unit (sq.ft.)	3 rd Unit (sq.ft.)	4 th or Greater Units
A, MP, C7, C8, <u>ART</u>	---	---	---	---

IT IS FURTHER ORDAINED that Appendix A, Zoning, Article 17 Design and Performance Standards, of the Code of Ordinances is amended as follows:

Section 1716. Design Standards for the Arts & Innovation (ART) District.

Purpose & Intent. The intent of the Arts and Innovation District is to create and sustain a walkable mixed-use urban environment that will serve as the hub of artistic, cultural and civic life in the traditional core of downtown Myrtle Beach. As a year-round destination for both residents and visitors, the district's primary uses are supported by a wide range of businesses that help to maintain a vibrant atmosphere. Building design is in harmony with the character of the area and establishes a continuity of pedestrian-oriented frontages between adjacent buildings. This is further supported by pedestrian oriented urban design, the active use of outdoor space for dining and entertainment, encouraging the development of upper-story residences in mixed-use buildings, and the incorporation of both active and passive public spaces throughout the district.

1716.A Newly constructed buildings shall:

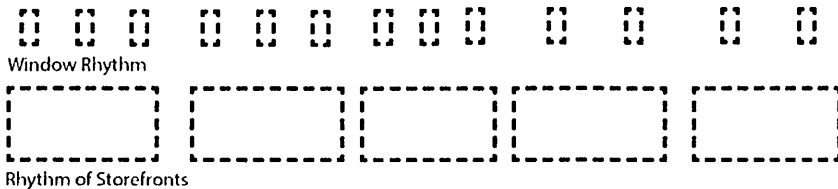
1. have a minimum of two occupiable stories above grade; and
2. include a shade structure that extends a minimum of 5' over the public sidewalk, provided however that it does not extend beyond the back edge of the curb line or more than a distance of 8' over the sidewalk; and further provided the shade structure maintains a minimum 9' clearance from grade; and further provided that the shade

1 structure does not rely on public property for structural support nor interfere with
2 pedestrian traffic.

3 1716.B. Where applicable, the first floor shall have a minimum interior height of 14 feet as measured
4 from the finished floor elevation of the ground floor to the bottom of the floor plate of the
5 second floor.

7 1716.C. Side and rear walls shall be improved and maintained in harmony with the primary
8 façade. The development of rear or side entrances is encouraged where appropriate.

10 1716.D. Scale and Proportion: The width and general proportions of a building shall conform
11 generally to other buildings in the district. Ratio of wall surface to openings and the
12 ratio of the width and height of windows and doors shall be consistent with the district.
13 Buildings shall remain “pedestrian-scaled” in order to protect views, sunlight and
14 street character.



15 As seen in the illustration above, the “rhythm” of the buildings is established by the variety
16 that is created between window sizes and spacing, the amount of wall area that is visible,
17 and the placement of details.

20 1716.E. Storefronts:

- 21 1. A minimum of 70% of the building wall between a height of 2 feet and 10 feet
22 above grade shall be composed of transparent glass.
- 23 2. Storefront doors shall be recessed from the public sidewalk a minimum of 3 feet.

25 1716.F. Windows shall not be tinted, mirrored, or covered with materials in such a way that
26 obstructs the view of the interior space. Creative merchandise window displays are
27 encouraged, provided the background is not opaque and provided displays contain
28 no flashing or strobe lighting or any signage.

30 1716.G. When historic tax credits are utilized, US Department of Interior and SC Department
31 of Archives and History design requirements supersede the requirements of section
32 1716.

34 1716.H. No property shall be subdivided into a “flag lot.”

36 **IT IS FURTHER ORDAINED** that the official zoning map of the City of Myrtle Beach is amended by
37 rezoning parcels identified by the Horry County PIN #s 44401010024, 44401010025, 44304020005,
38 44304020004, 44304020018, 44304020017, 44304020016, 44304020015, 44304020014,
39 44304020013, 44304020012, 44304020011, 44304020010, 44304020008, 44304020007,

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2 44304020077, 44304020078, 44304020079, 44304020080, 44304020081, 44401010027,
3 44304020086, 44304020085, 44304030071, 44304030072, 44304030073, 44304030074,
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6 44401010025, 44304020005, 44304020004, 44304020018, 44304020017, 44304020016,
7 44304020015, 44304020014, 44304020013, 44304020012, 44304020011, 44304020010,
8 44304020009, 44304020008, 44304020007, 44304020006, 44401010026, 44304020081,
9 44304020082, 44304020083, 44304020084, 44304030081, 44304030082, 44304030071, and the
10 adjacent public rights-of-way (as shown on "Exhibit A" attached hereto) from zone C7 (Downtown
11 Commercial) to ART (Arts & Innovation).
12

13 **IT IS FURTHER ORDAINED** that the official zoning map of the City of Myrtle Beach is amended by
14 rezoning parcels identified by the Horry County PIN #s 44304030039, 44304030003, 44304030002,
15 44304030001, 44401040002, 44401040003, 44401040004, 44401040005, 44401010061,
16 44401010062, 44401010058, 44401010057, 44401010056, 44401010055, 44401010054,
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19 44401010043, 44401010042, 44401010041, 44401010040, 44401010039, 44401010038,
20 44401010037, 44401010036, 44401010035, 44401010034, 44401010033, 44401010032,
21 44401010031, 44401010030, 44401010029, 44401010060, 44401010059, 44304030039,
22 44304030003, 44304030002, 44304030001, 44401040002, and the adjacent public rights-of-way (as
23 shown on "Exhibit A" attached hereto) from zone C8 (Downtown Commercial) to ART (Arts &
24 Innovation).
25

26 **IT IS FURTHER ORDAINED** that the official zoning map of the City of Myrtle Beach is amended by
27 rezoning parcels identified by the Horry County PIN #s 44401010020, 44401010021, 42416040049,
28 44401010019, 42416040005, 44401010014, 44401020082, 44401020083, 44401020084,
29 44401020085, 44401010013, 44401010012, 44401010011, 44401010010, 44401010009,
30 44401010008, 44401010007, 44401010018, 44401010017, 44401010016, 44401010015,
31 44401010003, 44401010004, 44401010005, 44401010006, 44401020086, 44401010001,
32 44401010002, 42416040006, 42416040005, 44401010014, 44401020082, 44401020083,
33 44401020084, 44401020085, 42416040049, 44401010019, and the adjacent public rights-of-way (as
34 shown on "Exhibit A" attached hereto) from zone MUM (Mixed Use-Medium Density) to ART (Arts &
35 Innovation).
36
37

38 This ordinance shall become effective upon adoption.
39
40
41

42 ATTEST:

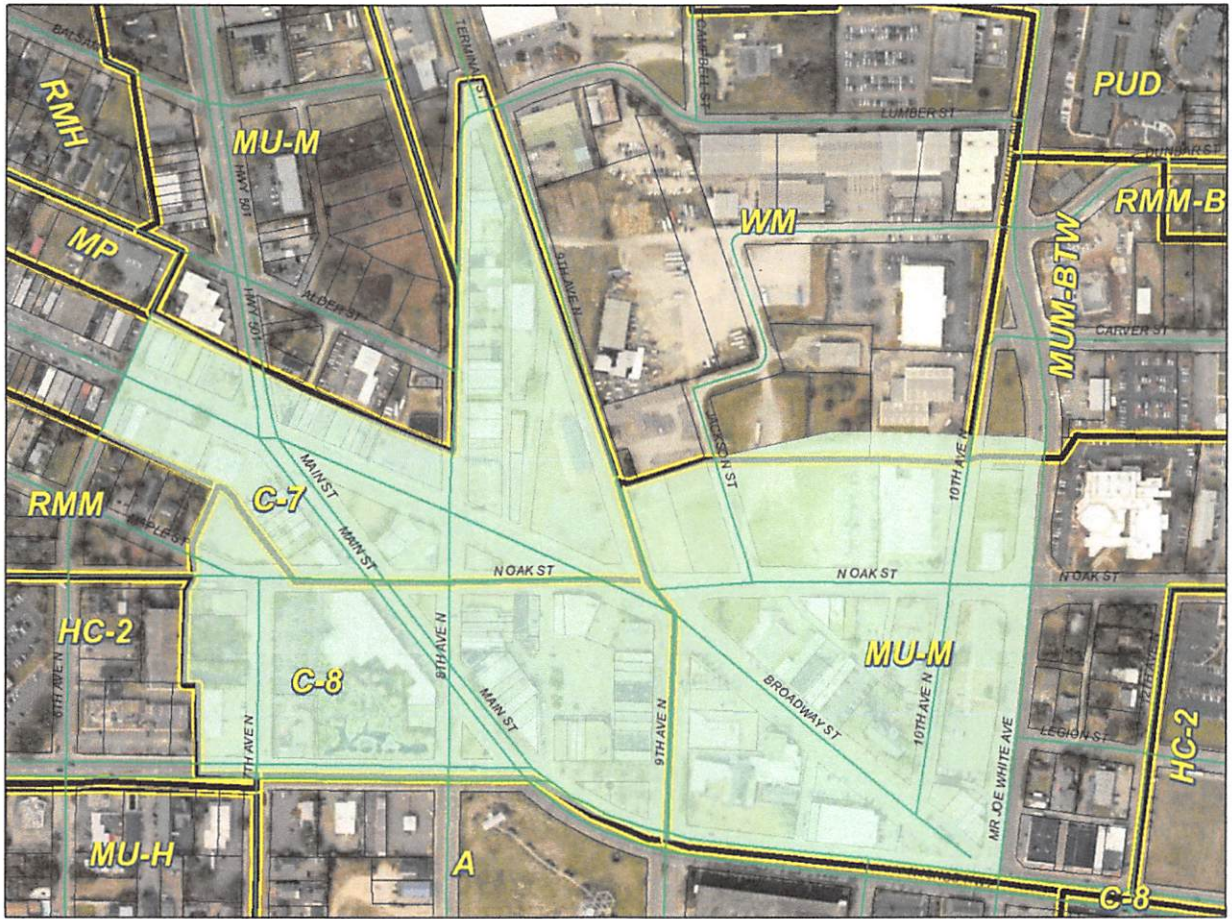
BRENDA BETHUNE,
MAYOR

47 JENNIFER STANFORD, CITY CLERK
48

49 1st Reading:
50 2nd Reading:

1
2
3

EXHIBIT A
ORDINANCE 2019-XX



Proposed Arts District Zones, Aug 2019

1 inch = 300 feet

4
5

2
3 **CLARIFICATION**

4 In July of 2018 the City undertook a master planning process to determine a clear path for the
5 revitalization of Downtown Myrtle Beach. Over the next 8 months the general public was engaged
6 in a variety of ways. In addition to opportunities at monthly DRC and City Council meetings, over
7 100 individuals were engaged through an initial series of small group listening sessions. Among
8 others, the listening groups included business and property owners and operators, real estate
9 professionals, developers, Coastal Carolina University, Horry-Georgetown Technical College,
10 Economic Development, and potential investors. The resulting plan was adopted by City Council in
11 March 2019.

12
13 The Downtown Master Plan calls for the creation of a new Arts District in and around the
14 Superblock. There are many components to an Arts District, each crafted and implemented by
15 various entities, including the Downtown Redevelopment Corporation, the 5-Points Association,
16 property owners, business operators, the Planning Commission, and City Council. This ordinance is
17 the zoning component of that district.

18
19 **REVISIONS**

20 The following changes were made after the August 6 Planning Commission Meeting.

- 21 • The prohibition of chain restaurants has been removed. Concerns have been eased by the
22 inclusion of design standards, specifically the mandate that new construction be a minimum
23 of 2 stories, and the prohibition of drive-through windows. These standards will eliminate
24 most typically designed chains, and will force district conformity should a chain choose to
25 locate here.
 - 26 • The prohibition of like uses next to one another has been removed. The market will dictate
27 the business mix.
 - 28 • Maximum height has been reduced to 60’.
 - 29 • Maximum retail frontage has been reduced to 60’. Planning Commission reduced this to 50’
30 from 100’ Aug. 6th based on information from staff that a typical lot in the area is 50’. Staff
31 has adjusted this number upward to allow for lots that might not be *exactly* 50’. If a current
32 survey shows the lot at 52’, we wouldn’t want an applicant to have to request a variance.
33 Although staff feels an increase is necessary, none feels strongly about it being 60’ and is
34 open to suggestion.
 - 35 • Standards have been added regarding uses on the 1st floor of a parking garage. These match
36 those currently in the Mixed Use (MU) and Entertainment (E) districts.
 - 37 • “Custom Vehicles” has been removed from the list of examples under Small Scale
38 Manufacturing. Since uses within the category are not limited to the examples listed, a
39 business manufacturing custom vehicles would be permitted if the Zoning Administrator
40 determines the business meets the purpose and intent of the district.
 - 41 • A provision has been added to the “no tinted windows rule” to allow for creative window
42 displays.
 - 43 • Theaters have been separated into their own use category, with provisions that allow for
44 an ancillary sale of alcohol and with specifications that differentiate theaters from a bar.
 - 45 • Event spaces have been separated into their own use category with provisions that allow
46 for an ancillary sale of alcohol and with specifications to prevent the space from turning
47 into a nightclub.
 - 48 • The moratorium on bars in the Superblock (Sec. 1312) is revoked.
- 49
50

1 **STAFF COMMENTS**
2 Planning, Fire, Police, Construction Services, Public Works: No Concerns
3

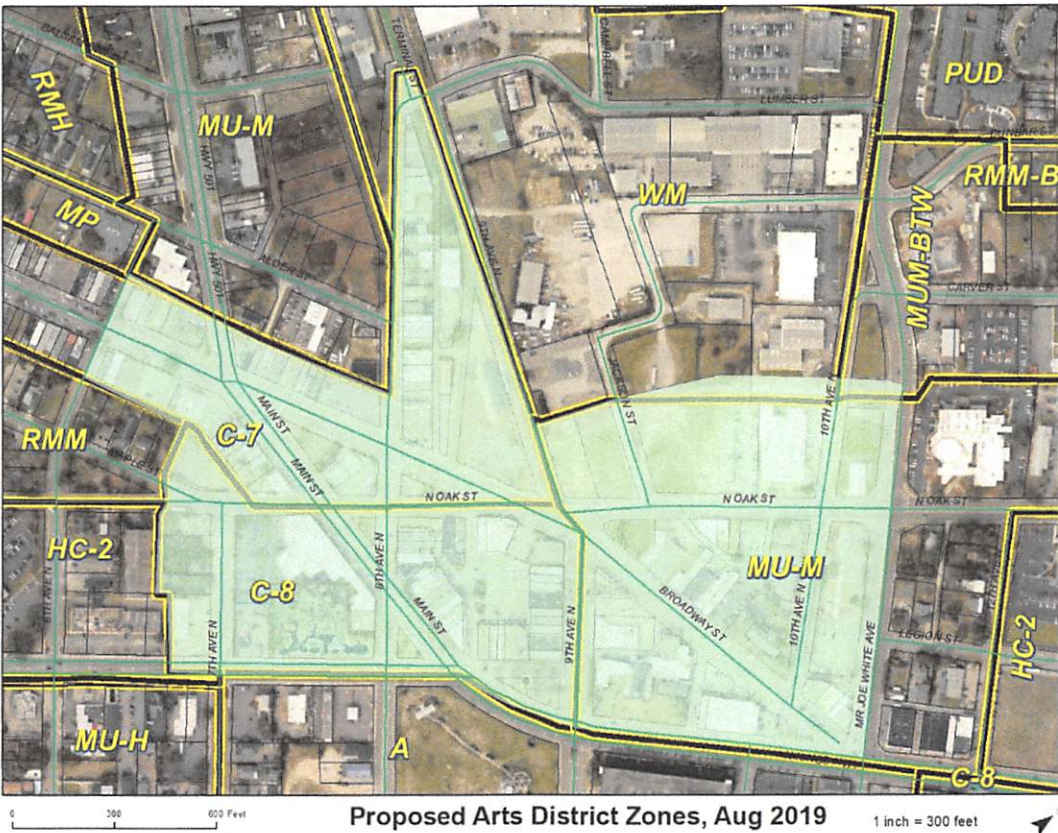
4 **PUBLIC INTEREST:** Several calls for information, no concerns voiced.
5

6 **Section 403. Findings of Fact Required**
7

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

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

21 **ZONING MAP**
22



23
24
25
26

1 COMPREHENSIVE PLAN Future Land Use Maps

2



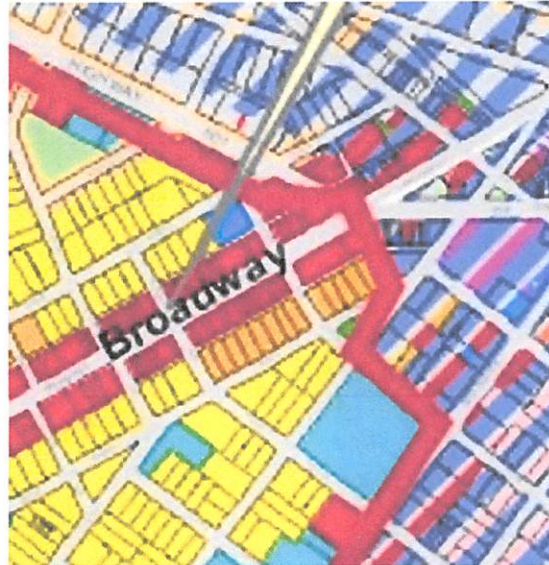
Legend

- Multi-use Redevelopment
- Low Density Residential
- Medium Density Residential
- Transient Accommodations
- Amusement/Entertainment
- General Commercial
- Office Professional
- Institutional/Civic
- Commercial / Industrial
- Transportation/Utilities
- Parks / Recreation
- Undeveloped



3

4



5

6

7

ZONING DISTRICTS COMPARED

8

9

Parking:

10 Downtown Commercial (C7, C8) Districts: Minimum off-street parking and loading requirements for structures taller than 36 feet in height are those of section 1006.E.4 *Mixed Use (MU) Districts*.

11 There are no minimum off-street parking requirements for structures 36' in height or less.

12 Mixed Use (MU) Districts: Because of its pedestrian-oriented design standards, minimum parking requirements for all uses except residential and visitor accommodations within any Mixed Use (MU) district shall be ½ those delineated in section 1006.D - *Minimum Off-street Parking Requirements For Permitted Uses*.

13 Arts & Innovation (ART) District: The intent of the Arts and Innovation District is to create and sustain a walkable mixed-use urban environment that will serve as the hub of artistic, cultural and civic life in the traditional core of downtown Myrtle Beach. In such an environment, parking needs are best determined by market forces. Therefore, there are no minimum parking requirements. New

14

1 surface parking lots shall be located to the rear of buildings, and at a minimum shall be buffered in
 2 accordance with section 902, although the use of a narrow-depth liner building, active public space,
 3 or similar feature to screen the parking from the street may be considered.

4
 5 **Signs:**

6 Downtown Commercial (C7, C8) and Mixed Use-Medium Density (MUM) Districts: The maximum
 7 total aggregate sign area for all signs on a lot, except temporary signs and other signs not requiring
 8 a permit, shall not exceed one square foot for each front foot of a lot whereon such use is located;
 9 provided, however, that in no case shall the total sign display area per lot exceed 300 square feet
 10 nor be required to be less than 30 square feet. Limited by specific square footage requirements per
 11 sign type: parallel wall sign, fixed projecting sign, freestanding sign, directory sign, and window
 12 sign. Changeable copy signs, including CEVMs, are allowed in C7 and C8, but not MUM. A-Frame
 13 signs are allowed on specific downtown streets.

14 Arts & Innovation (ART) District: The total allowed sign area for all signs on a lot is 3 square feet per
 15 1 foot of principal street frontage, not to exceed 300 square feet. This sign allowance includes the
 16 sum of all sign areas, whether freestanding, window, wall mounted or projecting. The total allowed
 17 signage may be placed specifically on the front or shared amongst any and all sides. Changeable
 18 copy signs, including CEVMs, are allowed. A-Frame signs are allowed.

19
 20 **Area & Dimensional Requirements:**

District	Min. Lot Area	Min. Lot Width	Min. Lot Depth	Max. Height	Max. Building Coverage	Min. Front Setback	Min. Side Street Setback	Min. Side Yard Setback	Min. Rear Yard Setback	Min. Open Space
MU-M	---	--- R	---	C	---	B	B	B	B	L
C7	---	---	---	80'	---	B	B	B	B	---
C8	---	---	---	80'	---	B	B	B	B	---
ART	---	---	---	60'	---	B	B	B	B	---

21
 22 (B) Setbacks are zero except that the provisions of Chapter 6 – *Buildings and Building Regulations*
 23 and Chapter 9 – *Fire Prevention & Protection* of the Code of Ordinances apply. However, sight
 24 triangles and sight lines shall be maintained, requirements in section 902 – *Landscaping*
 25 *Regulations* shall be met; and in the Mixed Use (MU) districts, the sidewalk and buffer
 26 requirements of section 1705.1 – *When A Property Is Developed* shall be met.

27 (C) Equal to the width of the widest right-of-way upon which it fronts.

28 (L) Per the landscaping regulations.

29 (R) Provided, however, that the minimum lot width along Kings Highway is 100’.

30
 31 **Maximum Density:**

32 Mixed Use-Medium Density (MU-M) District: 20 units per acre + 1 unit per acre for each 2.5% of
 33 usable open space.

34 Downtown Commercial (C7, C8) District: None

35 Arts & Innovation (ART) District: None

36
 37 **Permitted Uses:** Uses in the existing and proposed districts are similar. Notable differences:

- 38 1. In the Mixed Use-Medium Density (MU-M) and Downtown Commercial (C7, C8) Districts,
 39 each allowable use is listed specifically in the Permitted Use Table. If a use is not listed, it is
 40 not allowed. The new Arts & Innovation (ART) District has use categories, intentionally less
 41 specific to allow for innovative uses.
- 42 2. All commercial uses must be closed for business between midnight and 6 AM.

- 1
 - 2
 - 3
3. Retail is limited to a maximum of 100' of linear frontage.
 4. Manufacturing is allowed, limited to a maximum of 10,000 square feet.
 5. No drive-through windows are allowed.