
1 **2023-3 (1ST READING): TO AMEND THE MARKET COMMON MASTER PLAN TO**
2 **ALLOW FOR THE ENCLOSURE OF CURRENTLY OPEN-AIR RESIDENTIAL-**
3 **LEVEL WALKWAYS ALONG THE EXTERIOR OF 3346 REED ST AND TO ALLOW**
4 **FOR EXTERIOR CHANGES AT 1150 FARROW PKWY.**

5 **Applicant/Purpose:** BEI BEACH LLC's (applicant) / to amend the Market Common Master Plan
6 to allow for the enclosure of open-air residential walkways along the exterior of 3346 Reed St and
7 to allow exterior changes of 1150 Farrow Pkwy.
8

9 **Brief:**

- 10 • The Market Common Master Plan was adopted in 2005 to guide the mixed-use core
11 development of the former Myrtle Beach Air Force Base.
- 12 • The applicant would like to amend the plan in order to turn open aired walkways at 3346
13 Reed St into enclosed walkways, and to further amend the plan in order to upgrade the
14 exterior of 1150 Farrow Pkwy, which is currently facing issues with the material durability.
- 15 • Planning Commission: 2.7.23, voted unanimous 7/0 to recommend approval.
16 ○ There was no opposition present.
17

18 **Issues:**

- 19 • The amendment is required due to the Market Common Master plan being enforced
20 exclusively from exhibits.
- 21 • 1150 Farrow Pkwy is in need of an upgrade because the exterior material is not as durable
22 as expected.
23

24 **Public Notification:** Ad in newspaper, agenda published and posted.
25

26 **Alternatives:** Recommend approval, modify, or deny the proposed request.
27

28 **Financial Impact:** N/A
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30 **Manager's Recommendation:**

- 31 • I recommend 1st reading (2.14.23)
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33 **Attachment(s):** Ordinance, staff report
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**CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA**

**TO AMEND THE MARKET COMMON MASTER
PLAN TO ALLOW FOR THE ENCLOSURE OF
CURRENTLY OPEN-AIR RESIDENTIAL-LEVEL
WALKWAYS ALONG THE EXTERIOR OF 3346
REED ST AND TO ALLOW FOR EXTERIOR
CHANGES AT 1150 FARROW PKWY.**

IT IS HEREBY ORDAINED that the Market Common Master Plan is hereby amended to allow for the enclosure of currently open-air residential-level walkways along the exterior of 3346 Reed St and to allow for exterior changes at 1150 Farrow Pkwy as follows:

- Add new Exhibit CAB.04 North Corridor Enclosure at Market Common Building A-2 dated 10/24/2022 as attached hereto;
- Add new Exhibit CAB.05 North Corridor Enclosure at Market Common Building A-2 dated 10/24/2022 as attached hereto;
- Add new Exhibit CAB.06 North Corridor Enclosure at Market Common Building A-2 dated 10/24/2022 as attached hereto;
- Add new Exhibit CAB.07a North Corridor Enclosure at Market Common Building A-2 dated 10/24/2022 as attached hereto;
- Replace current Exhibit Buildings R3, A5 West Elevations with new Buildings R3, A5 West Elevations dated 10/24/2022 as attached hereto;
- Add new Exhibit CAB.08 North Corridor Enclosure at Market Common Building A-2 dated 10/24/2022 as attached hereto;
- Add new Exhibit A204b Exterior Repairs at The Market Common Building A-8 dated 10/24/2022 as attached hereto;
- Add new Exhibit A204a Exterior Repairs at The Market Common Building A-8 dated 10/24/2022 as attached hereto;
- Add new Exhibit A203 Exterior Repairs at The Market Common Building A-8 dated 10/24/2022 as attached hereto;
- Add new Exhibit A202b Exterior Repairs at The Market Common Building A-8 dated 10/24/2022 as attached hereto;
- Add new Exhibit A202a Exterior Repairs at The Market Common Building A-8 dated 10/24/2022 as attached hereto;
- Add new Exhibit A201 Exterior Repairs at The Market Common Building A-8 dated 10/24/2022 as attached hereto;
- Replace current Exhibit Buildings A7, A8 South Elevations with new Exhibit Buildings A7, A8 South Elevations dated 10/24/2022 as attached hereto;

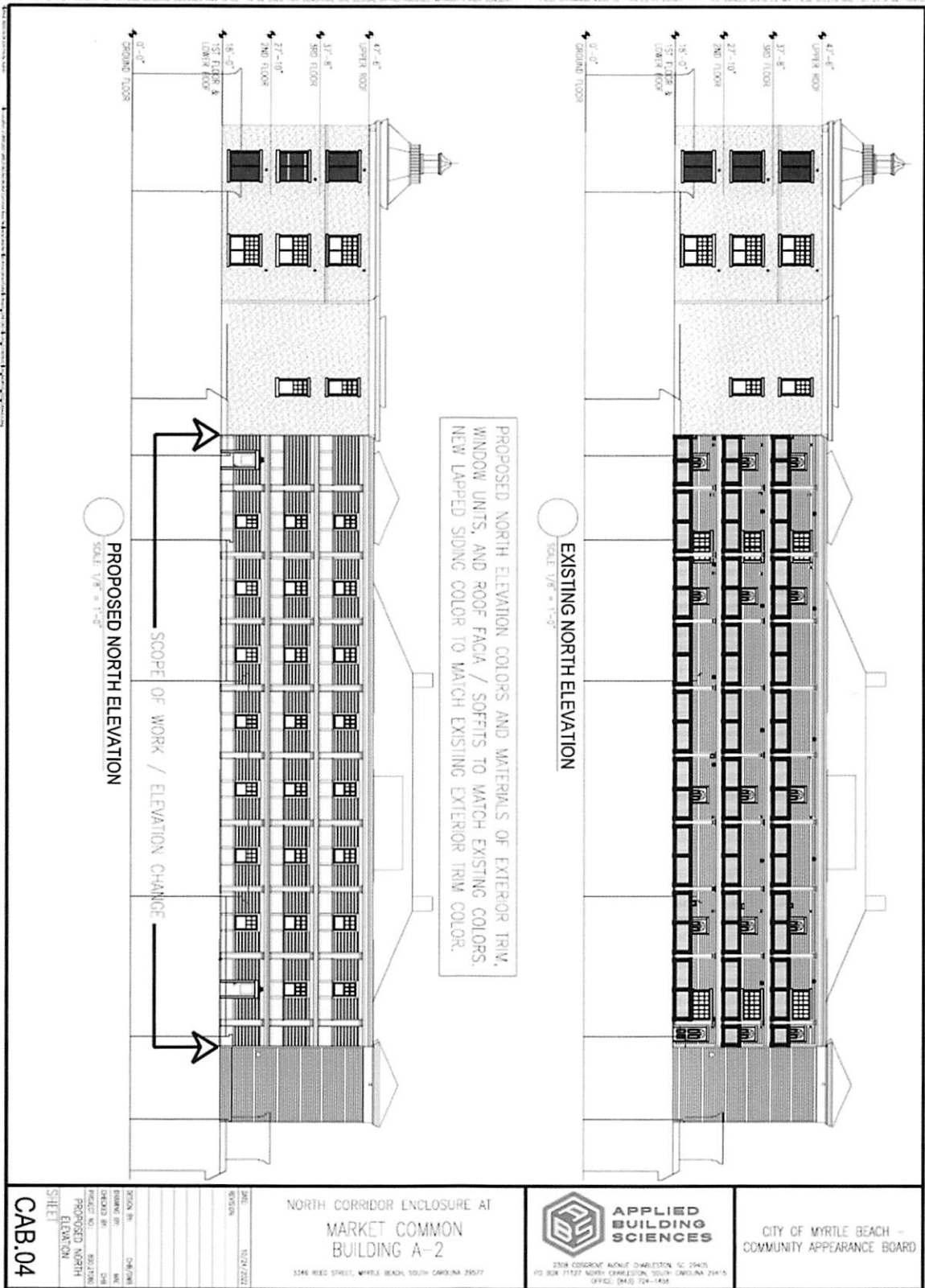
This ordinance will take effect upon second reading.

ATTEST:

BRENDA BETHUNE, MAYOR

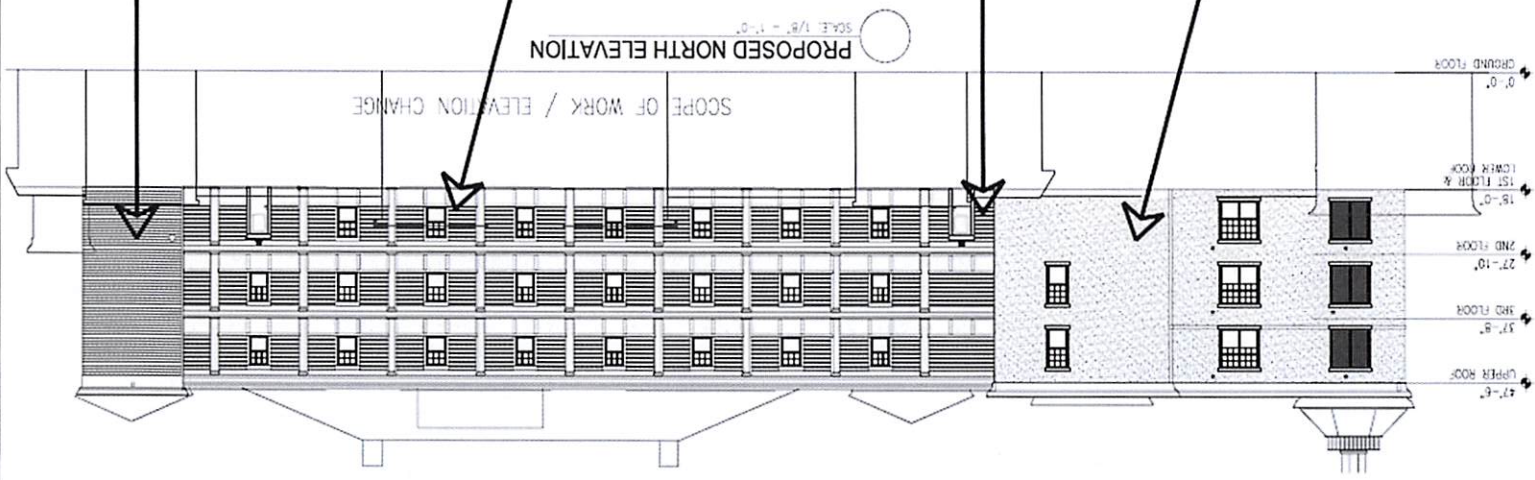
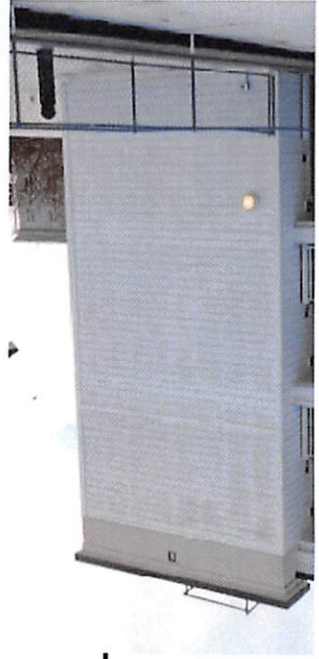
JENNIFER ADKINS, CITY CLERK
1st Reading: 2-14-2023
2nd Reading

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PROPOSED NORTH ELEVATION COLORS AND MATERIALS OF EXTERIOR TRIM, WINDOW UNITS, AND ROOF FACIA / SOFFITS TO MATCH EXISTING COLORS. NEW LAPED SIDING COLOR TO MATCH EXISTING EXTERIOR TRIM COLOR.



CAB.05
SHEET
ELEVATION
PROPOSED NORTH
PROJECT NO. 2024000000
CHECKED BY: CHB
DRAWN BY: WML
SECTION BY: CHB/MS
DATE: 10/24/2024
NORTH CORRIDOR ENCLOSURE AT
MARKET COMMON
BUILDING A-2
546 BIRD STREET, WYRTLE BEACH, FLORIDA 32917

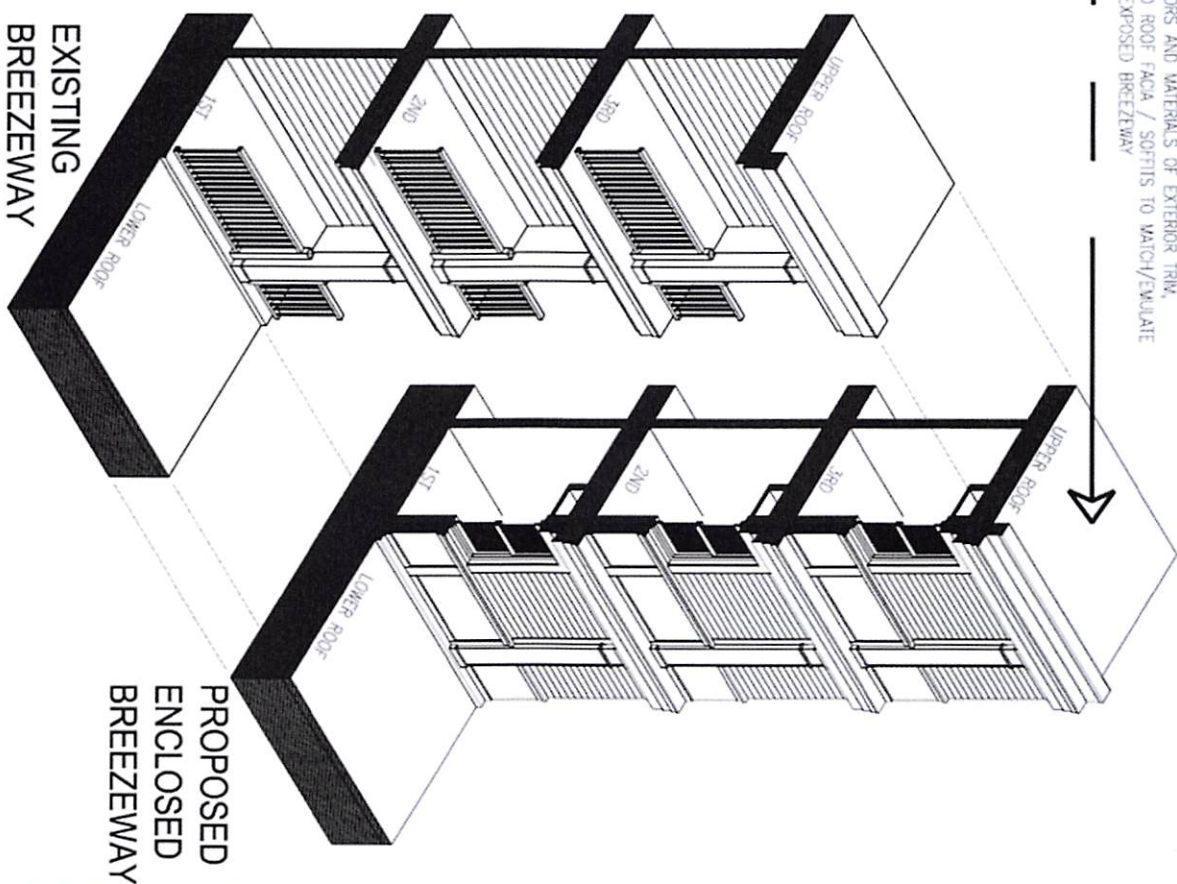
APPLIED BUILDINGS SCIENCES
2500 GORDON AVENUE, SUITE 200, WYRTLE BEACH, FLORIDA 32917
TEL: 888-717-2727
WWW.APPLIEDBS.COM

CITY OF WYRTLE BEACH -
COMMUNITY APPEARANCE BOARD




EXISTING COLORS AND MATERIALS OF EXISTING OPEN BREEZEWAY

PROPOSED NEW ELEVATION COLORS AND MATERIALS OF EXTERIOR TRIM, WINDOW UNITS, LAP SIDING, AND ROOF FACA / SOFFITS TO MATCH/EMLULATE EXISTING COLORS OF EXISTING EXPOSED BREEZEWAY



EXISTING BREEZEWAY

PROPOSED ENCLOSED BREEZEWAY

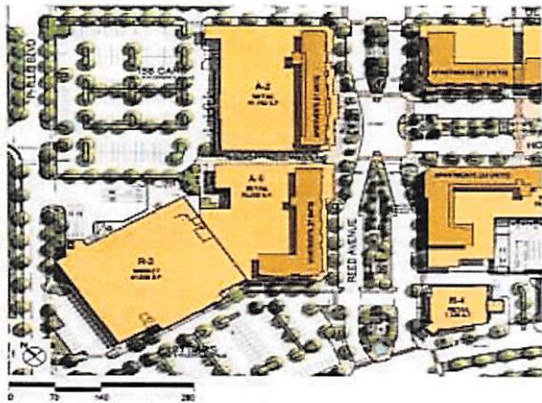
SHEET CAB.06	DATE: 10/24/2022 REVISION:	NORTH CORRIDOR ENCLOSURE AT MARKET COMMON BUILDING A-2 3346 REED STREET, MYRTLE BEACH, SOUTH CAROLINA 29577	 APPLIED BUILDING SCIENCES 2304 CONROCK AVENUE CHARLESTON, SC 29405 PO BOX 71127 NORTH CHARLESTON, SOUTH CAROLINA 29415 OFFICE: (843) 724-1456	CITY OF MYRTLE BEACH - COMMUNITY APPEARANCE BOARD
	DESIGNER: CHS/DMB CHECKED BY: WMB PROJECT NO.: 18012100 PROPOSED NORTH ELEVATION			

OLD A2 ELEVATION

THE MARKET COMMON, MYRTLE BEACH

Myrtle Beach, South Carolina | October 27, 2004; Revised November 16, 2004; Revised June 9, 2005; Revised November 27, 2006; Revised January 2, 2007; Revised January 17, 2007

Portion Phase I



Building A3 North Elevation

Conceptual drawings



Buildings R3, A5 West Elevations

Conceptual drawings

MCCAFFERTY INTERESTS | LEUCADIA INTERNATIONAL CORPORATION | ANTUNOVICH ASSOCIATES | JOHN REAGAN ARCHITECTS | THOMAS & BULTON ENGINEERING CO.
 DEVELOPERS | DEVELOPER | ARCHITECTS | PLANNERS | ARCHITECTS | CIVIL ENGINEERING

NEW A2 ELEVATION



REAR ELEVATION: PREVIOUSLY PROPOSED COLOR RENDERING



REAR ELEVATION: REVISED PROPOSED COLOR RENDERING

CITY OF MYRTLE BEACH - DOMINANT APPEARANCE REVIEW

APPLIED BUILDING SCIENCES
 CONSULTING ARCHITECTS AND ENGINEERS
 1015 WEST PALM BEACH BOULEVARD, SUITE 200
 WEST PALM BEACH, FL 33411

MARKET COMMON BUILDING A-2

DATE: 02/14/07

SCALE: AS SHOWN

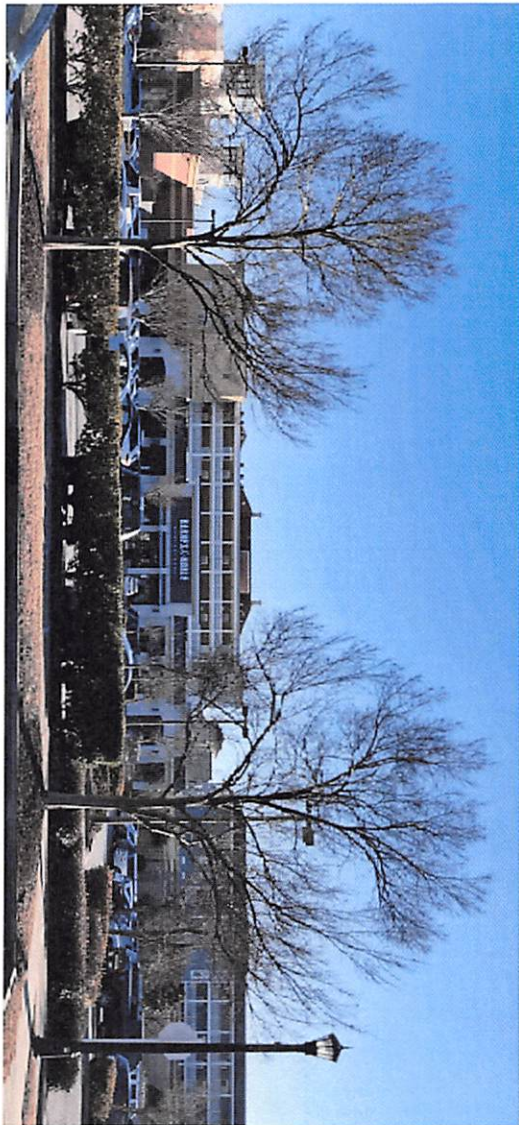
DESIGNED BY: [Name]

CREATED BY: [Name]

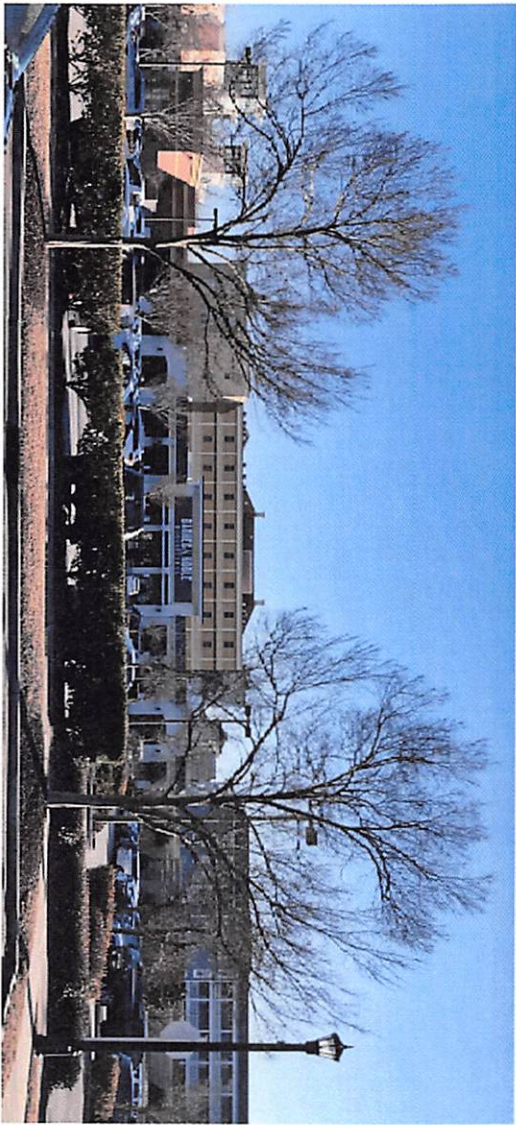
CHECKED BY: [Name]

DATE: 02/14/07


SHEET CAB.07a

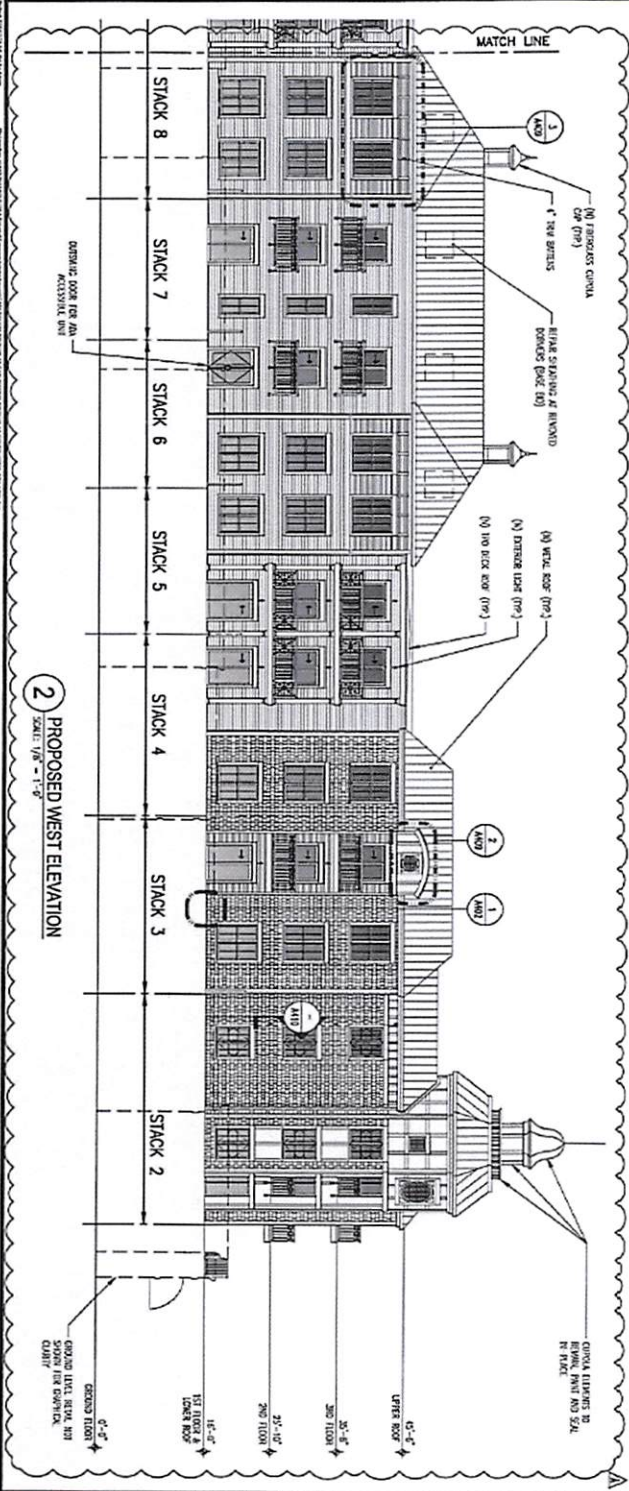


REAR ELEVATION: EXISTING CONTEXT

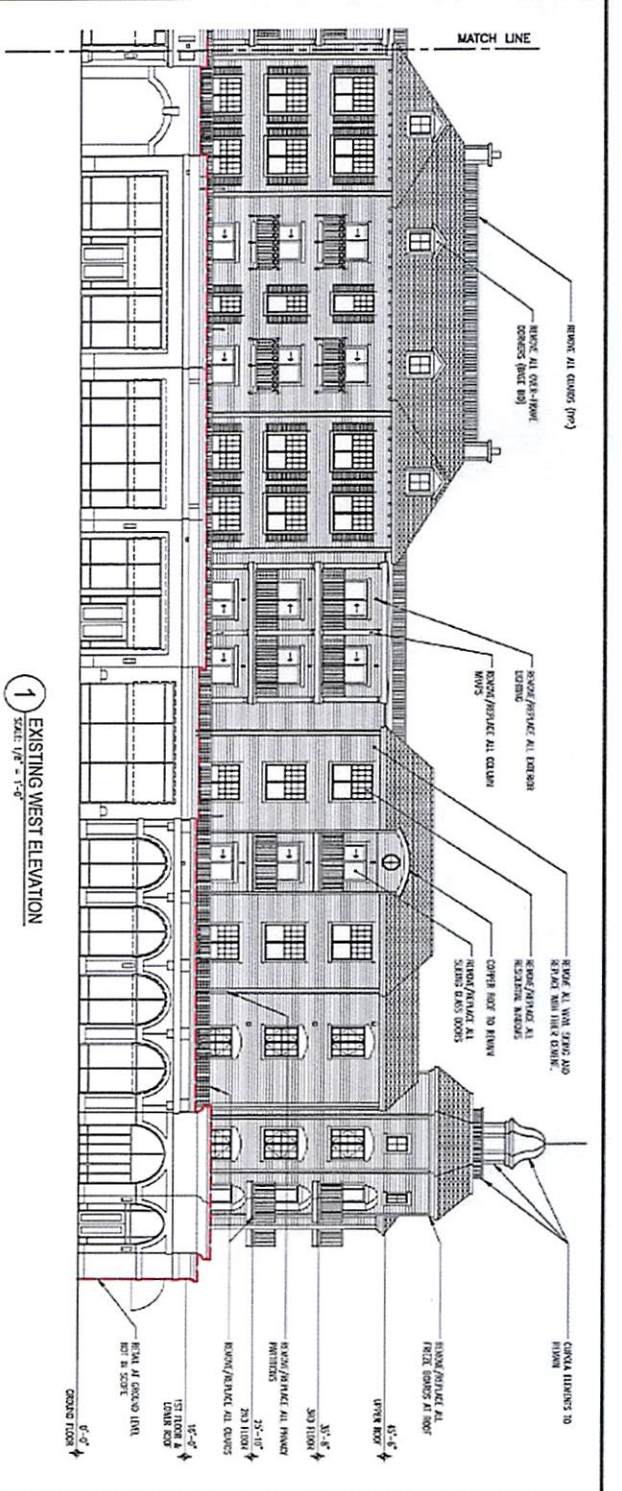


REAR ELEVATION: REVISED PROPOSED COLOR RENDERING


<p>SHEET CAB.08</p>	<p>SECTION: RE. CHAIRING DRAWING: RE. W.C. CHECKED: RE. CHB PROJECT NO.: 90311002 COLOR RENDERING</p>	<p>NORTH CORRIDOR ENCLOSURE AT MARKET COMMON BUILDING A-2 3346 REED STREET, MYRTLE BEACH, SOUTH CAROLINA 29577</p>	 <p>APPLIED BUILDING SCIENCES</p> <p>2304 CEDARHURST AVENUE CHARLESTON, SC 29405 PO BOX 71127 NORTH CHARLESTON, SC 29271 OFFICE: (843) 724-3454</p>	<p>CITY OF MYRTLE BEACH - COMMUNITY APPEARANCE BOARD</p>
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2 PROPOSED WEST ELEVATION
SCALE: 1/8" = 1'-0"



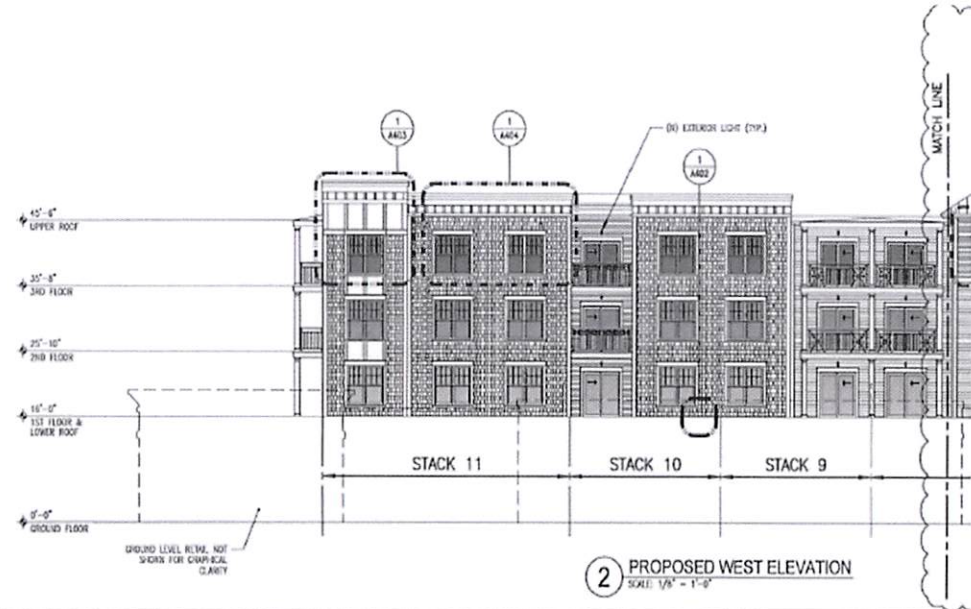
1 EXISTING WEST ELEVATION
SCALE: 1/8" = 1'-0"

<p>WEST ELEVATION</p> <p>A204b</p>	<p>EXTERIOR REPAIRS AT THE MARKET COMMON BUILDING A-8</p> <p>1150 FARRON PARKWAY MYRTLE BEACH, SOUTH CAROLINA 29577</p>	 <p>APPLIED BUILDING SCIENCES</p> <p>2306 CORDROVE AVENUE CHARLESTON, SC 29405 PO BOX 71127 NORTH CHARLESTON, SOUTH CAROLINA 29415 OFFICE: (843) 724-1456</p>	<p>CITY OF MYRTLE BEACH - COMMUNITY APPEARANCE BOARD</p>
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THIS PRINT QUALITY SCALE SHOWS 8 SHARED BOXES. IF 8 BOXES ARE NOT CLEARLY DEFINED, THE ORIGINAL QUALITY AND DESIGN MAY NOT DISPLAY AS INTENDED. THESE SHARERS MUST BE PROVIDED IN COLOR. ALL SCALES SHOWN ON THESE SHEETS ARE FOR 1/8" = 1'-0" PRINTS. THIS PRINT IS THE PROPERTY OF APPLIED BUILDING SCIENCES AND IS NOT TO BE USED FOR CONSTRUCTION, DESIGN, OR REPRODUCTION WITHOUT PRIOR CONSENT.



1 EXISTING WEST ELEVATION
SCALE: 1/8" = 1'-0"



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

CITY OF MYRTLE BEACH -
COMMUNITY APPEARANCE BOARD

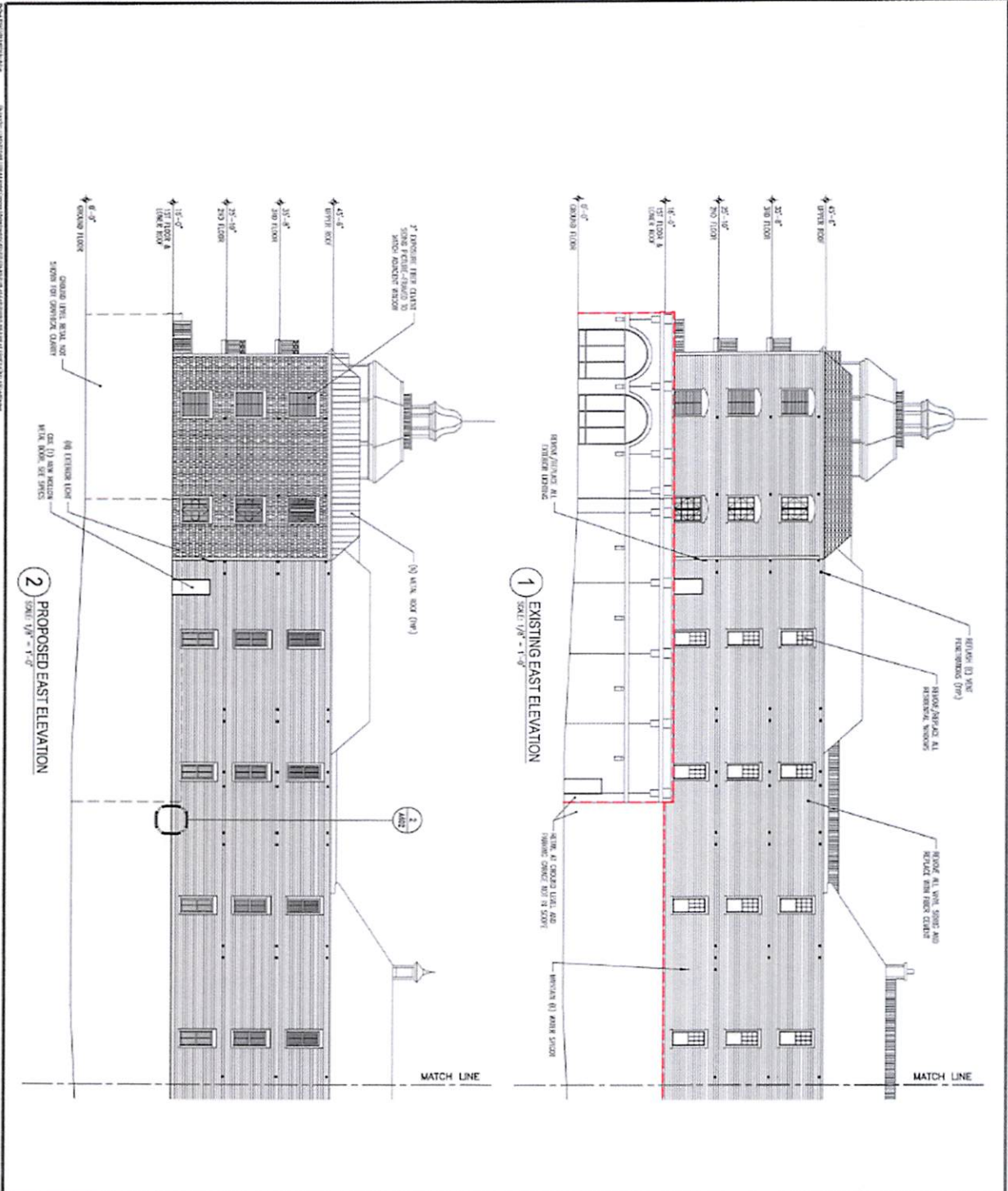
APPLIED BUILDING SCIENCES
 1150 AVONDA PARKWAY, SUITE 200
 MYRTLE BEACH, SOUTH CAROLINA 29577
 PHONE: (843) 714-1458

EXTERIOR REPAIRS AT
THE MARKET COMMON
BUILDING A-8
1150 AVONDA PARKWAY
MYRTLE BEACH, SOUTH CAROLINA 29577

DATE: 10/24/2022



DESIGN BY: CHB
 DRAWING BY: MW/2ND
 CHECKED BY: CHB
 PROJECT NO.: 80021829

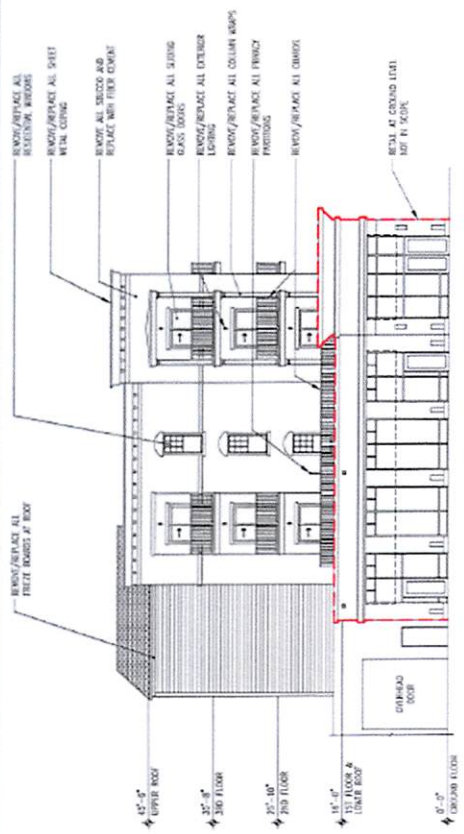
WEST ELEVATION
SHEET
A204a



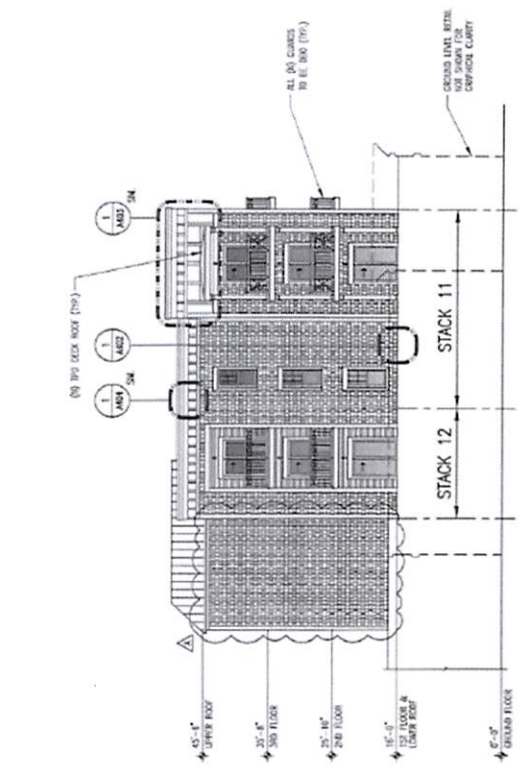
SHEET A202a	EAST ELEVATION	EXTERIOR REPAIRS AT THE MARKET COMMON BUILDING A-8 1150 FARRON PARKWAY MYRTLE BEACH, SOUTH CAROLINA 29577	APPLIED BUILDING SCIENCES 2308 COBBOCRE AVENUE CHARLESTON, SC 29405 PO BOX 71127 NORTH CHARLESTON, SOUTH CAROLINA 29415 OFFICE (843) 724-1458	CITY OF MYRTLE BEACH - COMMUNITY APPEARANCE BOARD
	DATE: 10/24/2022			

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 <p>CITY OF MYRTLE BEACH - COMMUNITY APPEARANCE BOARD</p>	 <p>WBT BUILDING SOLUTIONS 2208 GOSFORD AVENUE, CHARLOTTE, NC 28205 PH: 803.773.7070 FAX: 803.773.7070 WWW.WBTBUILDINGSOLUTIONS.COM</p>	<p>EXTERIOR REPAIRS AT THE MARKET COMMON BUILDING A-8 1150 PARKWAY PARKWAY MYRTLE BEACH, SOUTH CAROLINA 29577</p>		<p>DATE: 10/24/2022</p>
		<p>PROJECT NO: 20220209</p> <p>CLIENT: CIB</p> <p>DESIGNER: WBT/CSB</p> <p>OWNER: CIB</p>	<p>SHEET: NORTH ELEVATION</p> <p>A201</p>	



1 EXISTING NORTH ELEVATION
SCALE: 1/8" = 1'-0"



2 PROPOSED NORTH ELEVATION
SCALE: 1/8" = 1'-0"

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OLD A8 ELEVATION

THE MARKET COMMON, MYRTLE BEACH

Myrtle Beach, South Carolina | October 27, 2004; Revised November 16, 2004; Revised June 9, 2005; Revised November 27, 2006; Revised January 3, 2007; Revised January 17, 2007

Portion Phase I



Buildings A7, A8, South Elevations

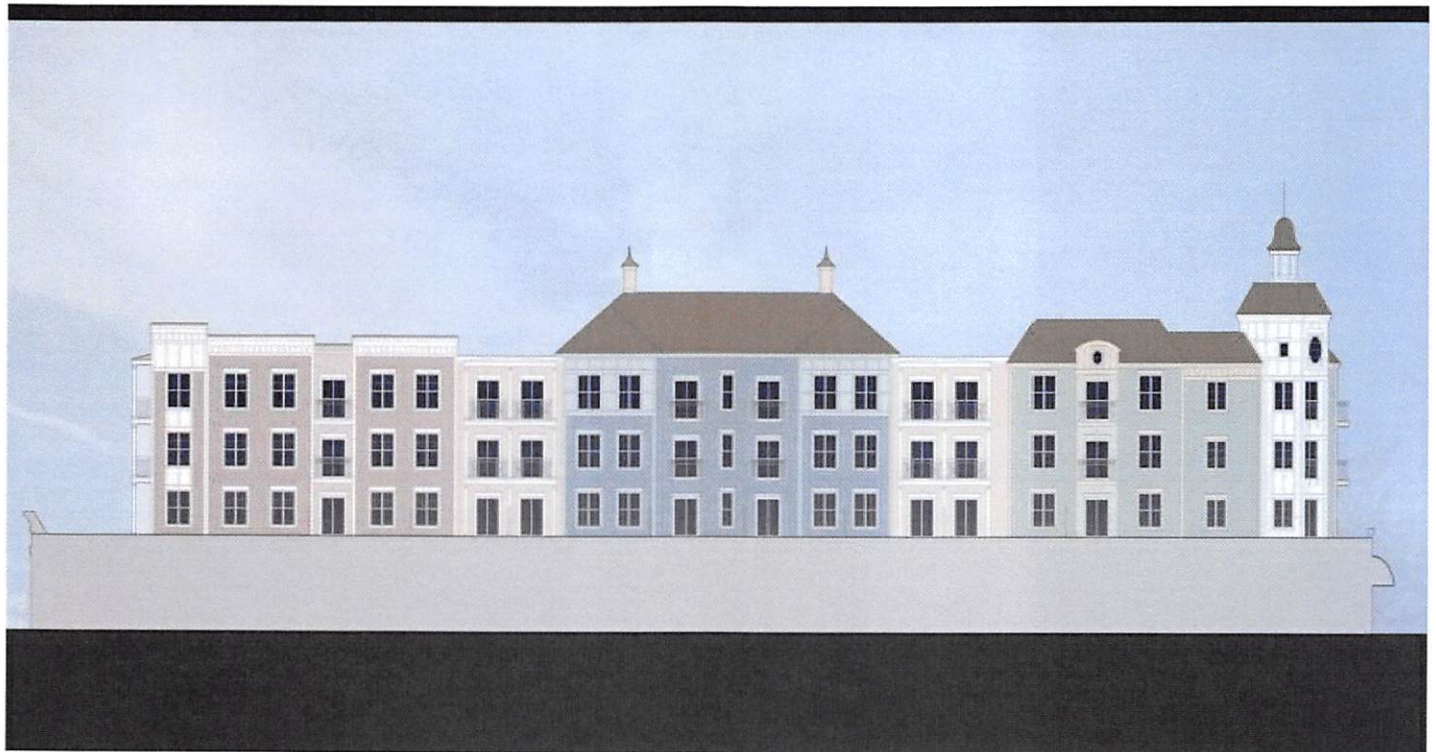


Buildings A3, A4 West Elevations

Conceptual drawings

MCCAFFREY INTERESTS | DEVELOPER | LEVADIA INTERNATIONAL CORPORATION | DEVELOPER | ANTONOVICH ASSOCIATES | ARCHITECTS PLANNERS | JOHN REAGAN ARCHITECTS | ARCHITECTS | THOMAS & BUTTON ENGINEERING CO. | CIVIL ENGINEERING

NEW A8 ELEVATION



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. (see *Comprehensive Plan Goals below*)
- 403.B. The precedents and the possible effects of such precedents, which might result from approval or denial of the petition.
- 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.
- 403.D. Effect of approval of the petition on the condition or value of property in the City.
- 403.E. Effect of approval of the petition on adopted development plans and policies of the City



City of Myrtle Beach Comprehensive Plan 2021 Goals

10 **Population Goal:** Population growth is accommodated through a well-designed
11 **growth management program that meets the needs of current and future**
12 **residents, businesses and visitors to the area.**

14 **Economic Development Goal:** To improve the economic and social well-being of a
15 **community through efforts that encourage the creation and retention of jobs,**
16 **enhance the tax base and improve the quality of life.**

18 **Natural Resources Goal:** To integrate the natural and developed environments
19 **creating a sustainable urban habitat with clean air and water, habitable for**
20 **indigenous wildlife, that provides comfortable and secure places for people to**
21 **live, work, play, and raise a family.**

23 **Cultural Resources Goal:** to ensure our man-made and natural assets of the
24 **community will be protected and enhanced to ensure a high quality of life and**
25 **healthy climate for economic development.**

27 **Community Facilities and Services Goal:** Through sound management and
28 **strategic investments, community facilities and services promoting health, safety,**
29 **and an enhanced quality of life are provided and maintained efficiently,**
30 **responsively and sustainably.**

32 **Housing Goal:** Housing is sustainable, attainable, diverse, and meets a broad
33 **range of consumer needs, including those in the education, entry-level/blue-**
34 **collar, and service-oriented occupations.**

36 **Land Use Goal:** All land uses are based on best available sustainable practices
37 **while balancing the socio-economic needs of residents, business owners, and**
38 **visitors, creating an environment where all can live, work, and play with pride and**
39 **pleasure.**

41 **Transportation Goal:** Develop a multi-modal transportation system that reduces
42 **dependence on the automobile, which includes public transit, walking, bicycling,**
43 **golf carts, and air and water transportation based on land use patterns and the**
44 **principles of sustainability.**

46 **Resilience Goal:** Myrtle Beach will prioritize resiliency in all city plans, policies,
47 **actions, and regulations.**

- 1 **Priority Investment Goal: Engage in long-term thinking and planning about capital**
- 2 **improvements and facility needs, their funding sources, intergovernmental**
- 3 **coordination, and planning of CIP projects based on the best available**
- 4 **sustainable practice.**