
2018-72 (2ND READING): AN ORDINANCE TO AMEND CHAPTER 5, BEACH AND BOATING REGULATIONS, IN SECTION 5-11.

Applicant/Purpose: To allow for the continuation of parasailing operations at the 3rd S location.

Brief:

- City Code generally prohibits the operation of jet skis & motor boats from the beach from May 1 - Labor Day from the southern City limits to 31st N, & from 69th to 77th.
- There is an exclusion to this prohibition for licensed operators (as of the original date of the ordinance) of banana boats & parasail rides.
- Each operator was limited to a specific location, 29th S, 3rd S, or between 8th & 9th N.
- The operator at the 8th - 9th N location went out of business over a decade ago. There is no parasailing or jet ski activity at that location. After the 2018 season the operator at 3rd S went out of business as well.
- The owners of the business at 29th S would like to begin operating at the 3rd S location.
- No changes since 1st reading.

Issues:

- The proposed amendment would allow the remaining parasail/jet ski operator to operate the location at 3rd S in addition to 29th S.
- The amendment also allows the same operator to extend to the 8th - 9th N location as well, but only upon the review of the Beach Advisory Committee & Council approval.
- The existing operator has an excellent track record for conducting operations safely.

Public Notification:

- The Beach Advisory Committee considered this issue at their meeting of 12/5/18 & voted to support the proposed ordinance.
- Normal City Council Meeting notification.

Alternatives:

- Denying the ordinance - which would limit this activity to the 29th S location only.
- Modifying the ordinance to allow different sites, &/or additional operators. This would require a much more extensive vetting & selection process.

Financial Impact: Increased business license revenues.

Manager's Recommendation: I recommend 1st reading (12/11/18). I recommend 2nd reading & approval (1/8/19).

Attachment(s): Proposed ordinance.

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

AN ORDINANCE TO AMEND
CHAPTER 5, BEACH AND BOATING
REGULATIONS, IN SECTION 5-11

NOW THEREFORE, IT IS HEREBY ORDAINED THAT CHAPTER 5, SECTION 5-11 IS
AMENDED AS SHOWN BY BEING UNDERLINED AS FOLLOWS:

Chapter 5; Beach and Boating Regulations

Sec. 5-11. Launching jet skis and motor boats restricted.

- a. Notwithstanding any other provision of law, it shall be unlawful to launch jet skis and motor boats from the beach or return them to the beach from May 1 through Labor Day of any year at any point along the oceanfront in the areas of the TA-180 zone south of 29th Avenue South to 31st Avenue North and from 69th Avenue North to 77th Avenue North. Provided, however, this prohibition shall not apply to licensed operators, as of the effective date of this section, which operate banana boats and parasailing rides. Said operators may continue ~~their current~~ such water-sport activities south of 29th Avenue south, at the Swash at 3rd Avenue South, and/or, with the review of the Beach Advisory Committee and the approval of City Council, the beach between 8th and 9th Avenue North. Provided, however, said operators shall, in consultation with the Beach Patrol, mark off a "safe zone" channel in the surf zone, 50 to 100 feet wide for jet skis to enter and exit the water. Further, the operator shall provide at least two personnel on the beach. One in the water to help keep people out of the safe zone and to assist in the launching and beaching of the jets skis, and one on the beach to assist the customers and to keep people from going into the safe zone. Operators shall follow all applicable federal and state boating and safety regulations.

This ordinance shall become effective upon adoption.

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER STANFORD, CITY CLERK

1st Reading:
2nd Reading: