
2020-055 (1ST READING): TO REZONE 1.42 ACRES ON SEABOARD ST (PIN 425-10-04-0002/0003) FROM WM (WAREHOUSE MANUFACTURING) TO HC-1 (HIGHWAY COMMERCIAL) IN ORDER TO CONSTRUCT A GROCERY STORE UNDER UNIFIED ZONING REGULATIONS.

Applicant/Purpose: Joseph Properties of MB, LLC, ABEE Enterprises, & Bowman Consulting Group (applicants) / to rezone 1.42 acres on the north/east side of Hwy 501 / Seaboard St. intersection from WM (Warehouse Manufacturing to HC-1 (Highway Commercial)

Brief:

- The applicant has contracted w/ property owners of 3 parcels on the north/east side of US 501 & the south/east side of Seaboard St & desires to build a grocery store.
- 2 of the parcels are zoned HC-1, & 1 parcel is zoned WM (Both allow for grocery stores).
- Staff recommends unifying the zoning designation to simplify project zoning enforcement.
- The main differences b/w WM & HC-1 are:
 - Adult uses: WM allows adult uses & tattoo parlors; HC-1 does not.
 - Manufacturing: WM allows for manufacturing-based uses; HC-1 does not.
 - Care centers: HC-1 allows for group homes, adult day care, & similar uses (conditioned upon being licensed by the state). WM does not.
- Planning Commission: 11/3/20: Recommends approval (8-0), w/ additional recommendations prior to 2nd reading:
 - A final list of improvements to Seaboard St & US 501 required for the project.
 - Identification of which entity is responsible for paying for those improvements.

Issues:

- The intersection of 501 & Seaboard St is already busy. PC had concerns about impacts to the intersection w/ a zoning change.
- SCDOT required the developer to conduct a traffic study.
- The traffic study calls for 2 recommendations:
 - At 501 & Seaboard - a new traffic signal to provide better signal optimization to improve traffic queues.
 - Construct a right-in/right-out entrance/exit w/ 150' of traffic storage on 501.
- The cost of these recommendations will be borne by the developer & will be noted on all construction documents.
- A CO will not be issued until these have been fully completed.

Public Notification:

- 12 letters sent to owners of property w/in 300'.
- One sign placed on the property.
- Legal ad ran.
- Several calls for information, but no input received prior to or during the public hearing.

Alternatives:

- Modify (change zoning).
- Deny the request.

Financial Impact: An increase in property taxes & business license revenue from the new commercial construction.

Manager's Recommendation: I recommend 1st reading (12/8/20)

Attachment(s): Proposed ordinance, staff report, traffic impact analysis.

ORDINANCE 2020-55

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

TO REZONE 1.42 ACRES ON SEABOARD ST (PIN 425-10-04-0002/0003) FROM WM (WAREHOUSE MANUFACTURING) TO HC-1 (HIGHWAY COMMERCIAL) IN ORDER TO CONSTRUCT A GROCERY STORE UNDER UNIFIED ZONING REGULATIONS

PINs # 425-10-04-0002
425-10-04-0003

IT IS HEREBY ORDAINED that the official zoning map of the City of Myrtle Beach is amended by rezoning 1.42 acres located at 600/602/604/606 Seaboard St, that represented by Horry County PINs # 425-10-04-0002 and 425-10-04-0003 (as shown on "Exhibit A" attached hereto) from zone WM (Warehouse Manufacturing) to HC-1 (Highway Commercial).

This ordinance shall become effective upon adoption.

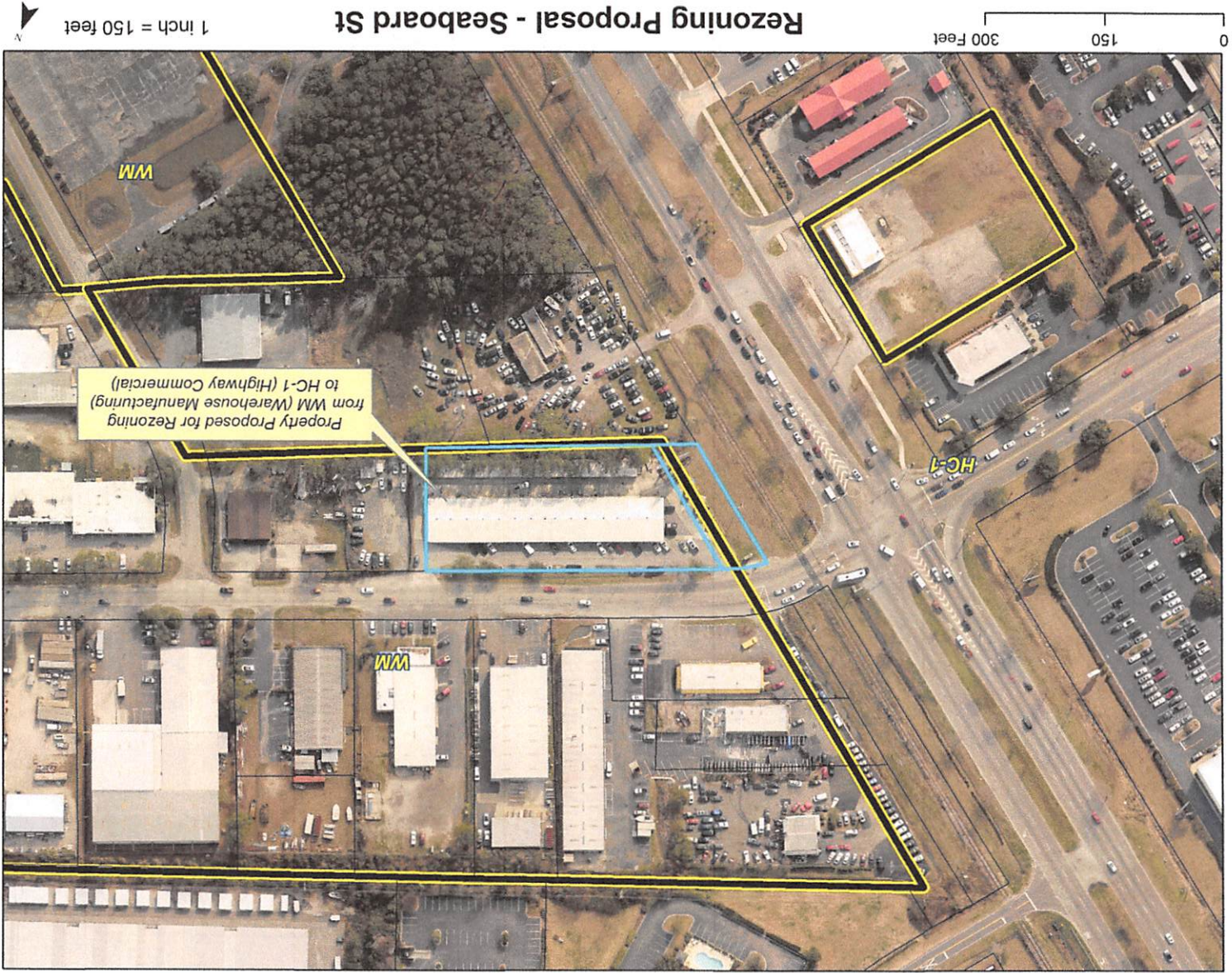
ATTEST:

BRENDA BETHUNE, MAYOR

JENNIFER ADKINS, CITY CLERK

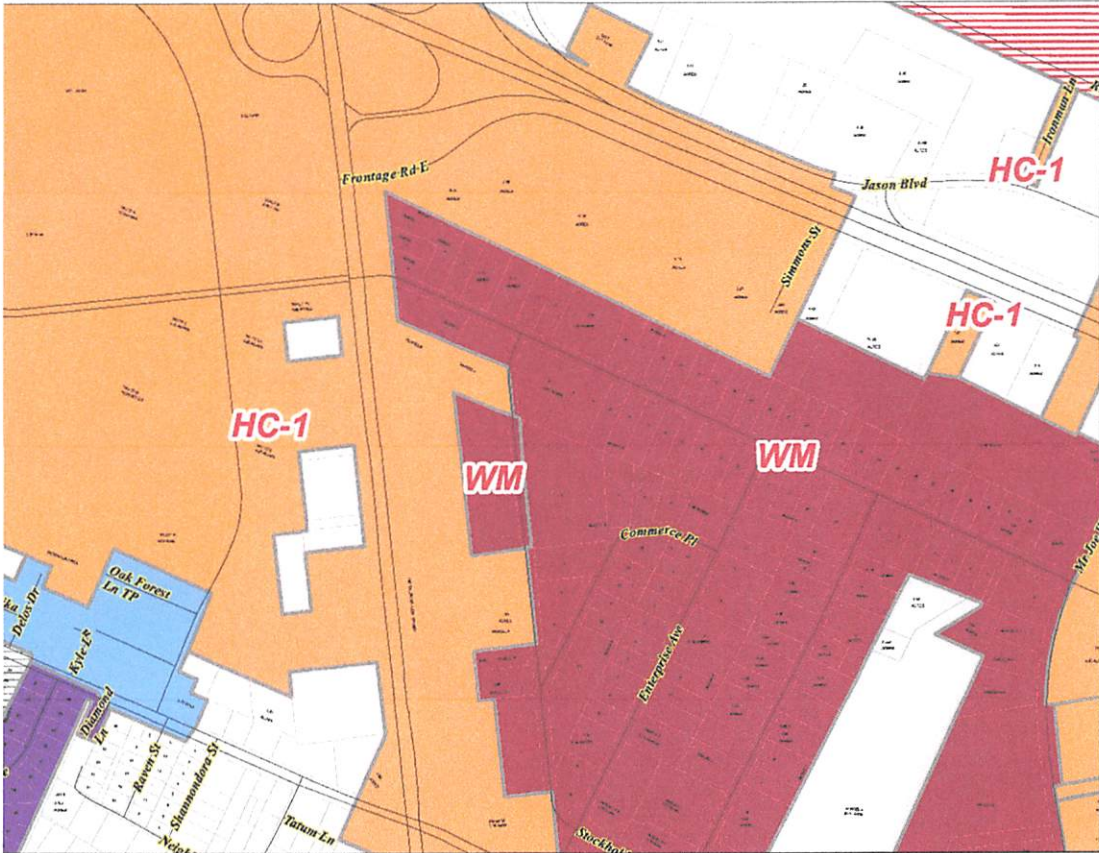
1st Reading: 12-8-2020
2nd Reading:

EXHIBIT A
ORDINANCE 2020-55

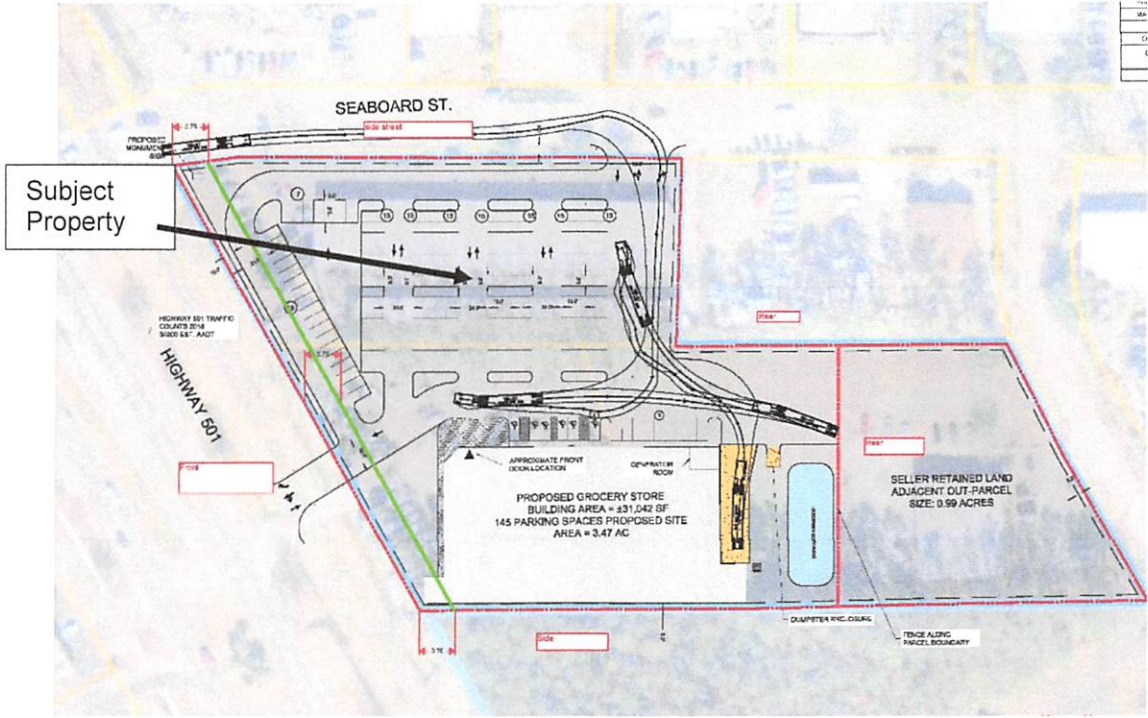


SUPPORTING MATERIALS

ZONING MAP



PRELIMINARY SITE PLAN



1 Permitted/Conditional Use Differences – see attached exhibit 1407.C

2
3 Dimensional Requirement Differences – Article 16, Section 1603.C

| 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. Ocean Yard Setback | Min. District Land Area | Min. Open Space |
|----------|---------------|----------------|----------------|-------------|------------------------|--------------------|--------------------------|------------------------|------------------------|-------------------------|-------------------------|-----------------|
| HC1 | 10,000 sq.ft. | --- R | --- | 60' | 50% | 30' | 30' | B | B | Per CPZ | --- | 0% hh |
| WM | 10,000 sq.ft. | --- R | --- | --- | 50% | 40' | 25' | F G | F K | 20' A | --- | --- |

4
5 **STAFF COMMENTS**

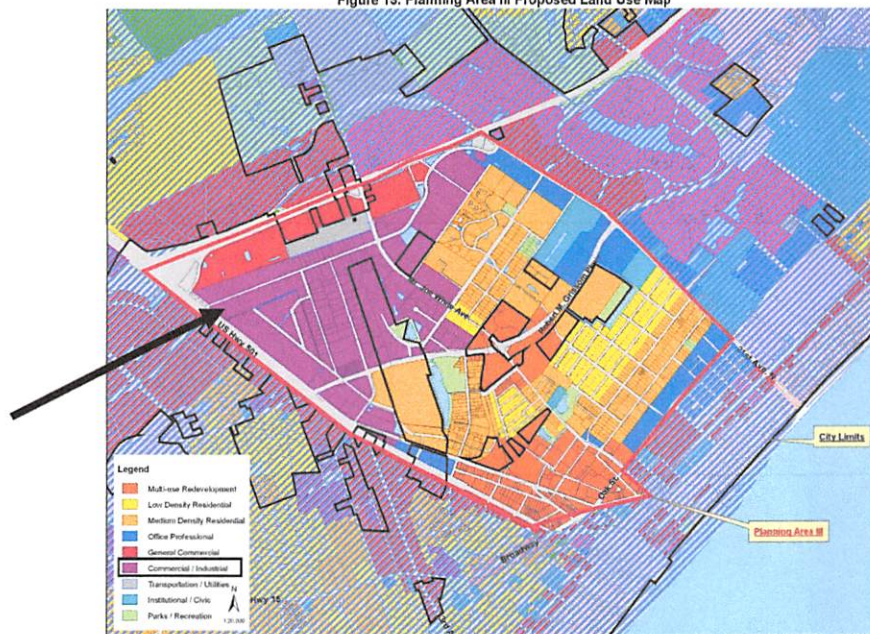
6
7 *Zoning:* Worked with the applicant on the site design.

8
9 *Fire:* The Myrtle Beach Fire Department has no issues with the proposed rezoning. For future development, emergency vehicle access, fire hydrant placement, and adequate road widths shall be approved by the fire marshal.

10
11
12 *Planning:*

- 13
14 • Adult uses will not be significantly impacted by the change.
- 15 ○ Technically, the rezoning removes property from the total acreage zoned WM in the city, and adult uses are only allowed in the WM zones.
 - 16 ○ Adult uses are required to remain 500 feet from any property zoned for residential use.
 - 17 ○ The neighboring property zoned HC-1 allows for residential uses in mixed-use projects.
 - 18 ○ Because of this, adult uses were already precluded from being located on the subject parcel. (Ref: Zoning, Article 13, Section 1309.B)
 - 19
 - 20
 - 21 • Traffic impacts between HC-1 and WM are the same.
 - 22 ○ Grocery / supermarket uses are allowed in both zones. Rezoning will not affect the applicant's ability to construct the use. (Ref: Zoning, Article 14, Section 1407.C)
 - 23
 - 24 • Comprehensive Plan:
 - 25 ○ The Proposed Land Use Map shows the project property as "commercial/industrial."

Figure 13: Planning Area III Proposed Land Use Map



1 *Public Works:* Public Works staff is working with the applicant and the SC DOT on improvements to
2 the US 501/ Seaboard St intersection that this project will require.
3
4

5 **Section 403. Findings of Fact Required**

6
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
16 403.B. The precedents and the possible effects of such precedents, which might result from
17 approval or denial of the petition.
18
19 403.C. The capability of the City or other government agencies to provide any services,
20 facilities, or programs that might be required if the petition were approved.
21
22 403.D. Effect of approval of the petition on the condition or value of property in the City.
23
24 403.E. Effect of approval of the petition on adopted development plans and policies of the City.
25
26

27 **Staff Comments on Findings of Fact:**

28

- 29 • 403.A. ***Comprehensive Plan***
30 ▪ The proposed zoning change would allow uses of a commercial nature, which fits
31 in with the "commercial/industrial" use shown in the future land use plan.
32 ▪ There are no known errors in the Comprehensive Plan addressed by this
33 request.
34
35 ▪ 403.B. ***Precedents***
36
37 ▪ Staff has not identified any precedents that will be set by this proposal. The HC-1
38 zone already exists in the corridor and the proposed use is also allowed in the
39 existing zoning (WM), albeit with a few differences in dimensional regulations.
40
41 ▪ 403.C. ***Ability to Provide Services***
42
43 ▪ The ability of the City to provide water, sewer, stormwater, and public safety to
44 the site is not decreased or demeaned by this application. All utilities and safety
45 operations are available to this site.
46
47 ▪ 403.D. ***Effect on the condition or value of property in the City.***
48
49 ▪ Staff does not have evidence that the proposed change will decrease or increase
50 the value of the property in question. It is probable that development on this

1 corner will elevate the visual impact of Seaboard St to the US 501 entry corridor,
2 and by extension, may elevate the value of adjacent properties.
3

4 ■ 403.E. ***Effect on adopted development plans and policies of the City.***
5

- 6 ■ The Bicycle & Pedestrian Plan (2018) calls for the following, which could be
7 included in staff comments during the permit review phase:
8 • *Install bike lanes and sidewalks along both sides of Seaboard St between*
9 *Mr Joe White Ave and Hwy 501. (Engineering and Planning Objective*
10 *Strategies, page 35)*
11
12