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**2018-43 (2<sup>ND</sup> READING): AN ORDINANCE TO AMEND THE GRANDE DUNES PLANNED UNIT DEVELOPMENT TO ADD AN ADDITIONAL 32.4 ACRES OF LAND.**

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**Applicant:** GDMB Operations, LLC (Castles Engineering agent) / to amend the Grand Dunes PUD & add an additional 32 acres.

**Brief:**

- Grande Dunes, established in 1999, is a mixed-use PUD involving ~ 2,224 acres in the city.
  - Residential neighborhoods of the PUD include Grande Dunes Member's Club & all subsections on the west side of the Intracoastal Waterway, Bal Harbour off Marina Pkwy, Siena Park & Seville off 76<sup>th</sup>, Castillo del Mar off 82<sup>nd</sup>, Calais off Jimmy D'Angelo Way, Vista del Mar off N Ocean Blvd, & Cipriana off Grande Dunes Blvd.
  - Developing neighborhoods include Living Dunes (formerly "Lake Tract 14") b/w Grande Dunes Blvd & 82<sup>nd</sup> Pkwy, & the Marina Pkwy Tract neighborhoods b/w US Hwy 17 & the Intracoastal Waterway.
- The applicant requests adding 32.4 acres to the PUD, (increases total to 2,256 acres).
- The additional property is bounded by Grissom Parkway to the north & Wild Iris Dr. to the south.
- Property is currently zoned MUH (Mixed-Use High Density).
- 6/19/18: Planning Commission recommends approval w/ adjacent Grissom Parkway (8-0).
- Since 1<sup>st</sup> reading LStar has met w/ the community regarding the proposed action.

**Issues:**

- Adjacent Grissom Parkway is also zoned MU-H, & would bisect 2 PUD parcels if approved.
- Proposed Grande Dunes PUD & current MUM are mixed-use districts allowing similar uses.
- Although CAB approval is required in both zoning districts, the Grande Dunes PUD requires additional approval by their Board of Architectural Review.
- The max Equivalent Residential Units (ERU) allowed in the Marina Village Tract is 22,000.
- Although the proposed amendment adds an additional 32.4 acres to the Marina Village Tract, the amendment does not include an increase in maximum ERUs allowed, thus mathematically decreasing the maximum density in the Marina Village Tract.

**Public Notification:**

- Legal ad ran; sign posted on property; 69 letters sent to property owners w/in 300'. One email received speaking against the removal of trees for development.
- Normal meeting notification.

**Alternatives:**

- Modify the request.
- Deny the proposed ordinance.

**Financial Impact:** By itself, this ordinance does not have any financial impact. Once the property is developed, the City will realize permit fees, tap fees, impact fees, business license revenue, property tax revenue, etc... & the City will experience applicable cost of providing services.

**Manager's Recommendation:**

- I recommend 1<sup>st</sup> reading (7/10/18).
- I recommend 2<sup>nd</sup> reading & adoption (8/14/18)

**Attachment(s):** Proposed ordinance, staff report, map, & application.

ORDINANCE 2018-43

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA

ORDINANCE TO AMEND THE GRANDE  
DUNES PLANNED UNIT  
DEVELOPMENT TO ADD AN  
ADDITIONAL 32.4 ACRES OF LAND.

IT IS HEREBY ORDAINED that Grande Dunes Resort  
Planned Unit Development, Section 101.02 *Parcel Map* is amended as follows:

**101.02 Parcel Map**

The attached PUD Tract Map, (Exhibit 1 - PUD Tract Map, Grande Dunes Resort) is incorporated herein and established by six (6) distinct land parcels containing approximately 2,224 2,256 acres, located within the corporate limits of the City of Myrtle Beach, Horry County, South Carolina:

1. Ocean Tract (OT)
2. Promenade Tract (PT)
3. Lake Tract (LT)
4. Cane Patch Tract (CPT)
5. Marina Village Tract (MVT)
6. Golf Tract (GT)

And that Exhibit 1 is replaced with a new Exhibit 1 Revised 5-21-18 at follows:

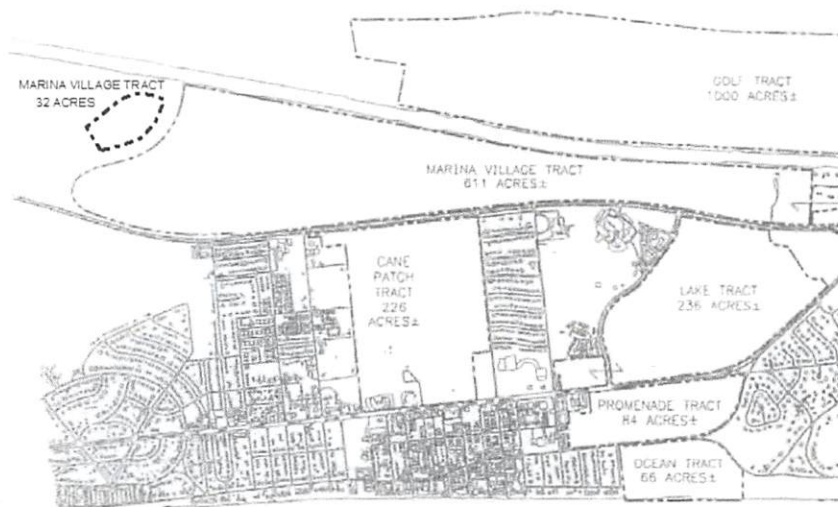
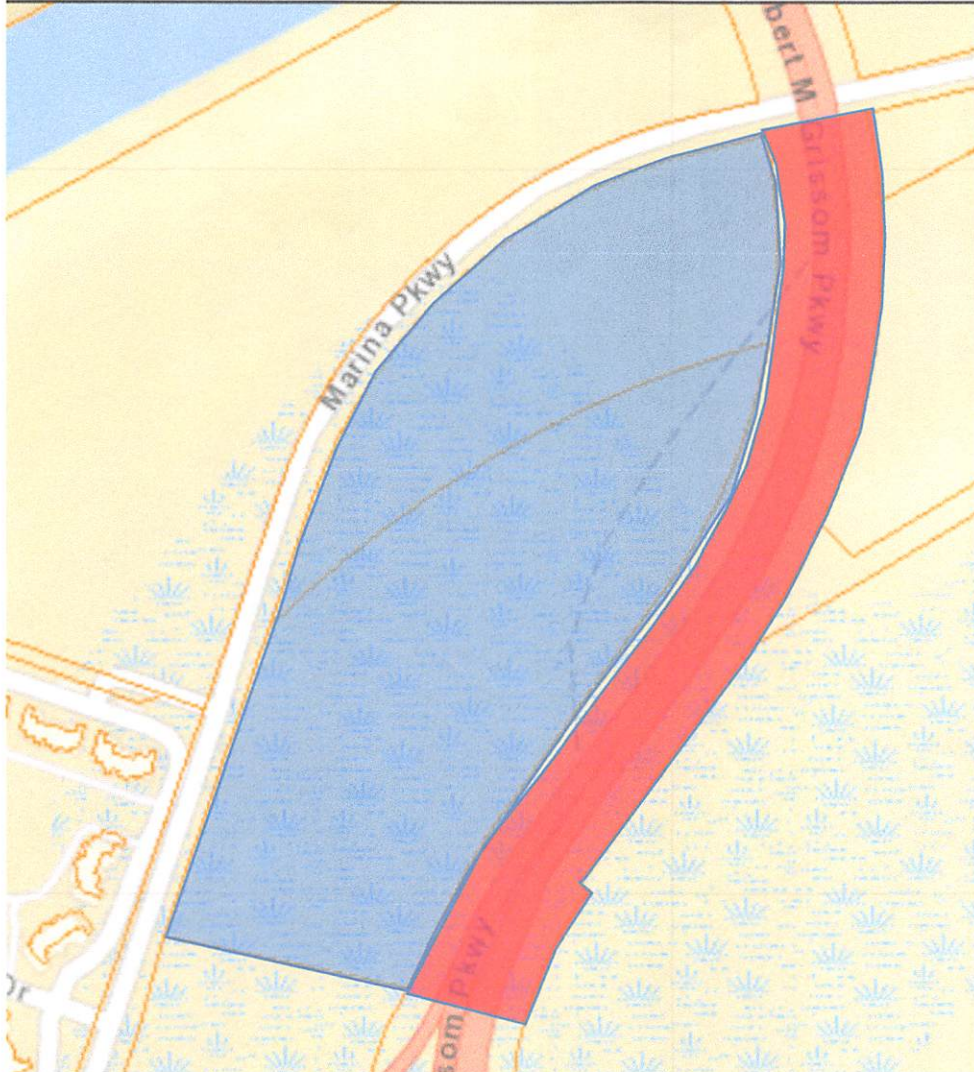


EXHIBIT 1

PUD TRACT MAP  
GRANDE DUNES RESORT

1 IT IS FURTHER ORDAINED that 32.4 acres of land shown below and identified by Horry County  
2 PIN Numbers 42100000015 and 42100000017, along with the adjacent right-of-way of Robert  
3 Grissom Parkway, are rezoned from MUH (Mixed-Use High Density) to Grande Dunes PUD.



4  
5  
6 This ordinance will take effect upon second reading.  
7  
8  
9

10 \_\_\_\_\_  
11 Brenda Bethune, MAYOR

12  
13 ATTEST:  
14  
15

16 \_\_\_\_\_  
17 Jennifer Stanford, INTERIM CITY CLERK  
18

19 1<sup>st</sup> Reading:  
20 2<sup>nd</sup> Reading:

1 **APPLICANT** Castles Engineering

2

3 **REQUESTED ACTION** To add 32.4 acres south of Robert Grissom Parkway to the

4 Grande Dunes PUD.

5

6 **SITE LOCATION** Southwest corner of Robert Grissom Parkway and

7 Wild Iris Drive

8

9 **PUBLIC NOTICE** **LEGAL AD RAN** Yes

10 **LETTERS SENT** 69

11 **SIGNS POSTED** 1

12

13 **ALTERNATIVES TO APPROVAL** Recommend denial.

14 Recommend alternative amendments.

15

16 **FINANCIAL ANALYSIS:** Property would likely be developed under either zoning district,

17 fees and taxes would be similar either way.

18

19 **STAFF COMMENTS**

20

21 **Fire:** No concerns.

22 **Planning:** The adjacent Robert Grissom Parkway right-of-way is zoned MUH in

23 accordance with the subject property. To be consistent, the R-O-W should be included

24 in any rezoning of the adjacent property.

25

26 **DISCUSSION POINTS**

27

- 28 • Both the proposed Grande Dunes PUD and the current MUM are mixed-use
- 29 zoning districts that allow similar uses.
- 30 • Although Community Appearance Board approval is required in both zoning
- 31 districts, The Grande Dunes PUD requires additional approval by their Board of
- 32 Architectural Review.
- 33 • The maximum Equivalent Residential Units (ERU) allowed in the Marina Village
- 34 Tract is currently 22,000. Although the proposed amendment adds an additional
- 35 32.4 acres to the Marina Village Tract, the amendment does not include an
- 36 increase in maximum ERUs allowed, thus mathematically decreasing the
- 37 maximum density in the Marina Village Tract.
- 38 • Area and Dimensional Requirements Comparison:

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	Max. Gross FAR
MU-H	6,000 sq.ft.	60' R	---	240'	U	B	M	S	S	T	---
Marina Village Tract	---	---	---	180'	---	Sec. 102.10	Sec. 102.10	---	---	10%	2.5 Res 3.5 Other

39 (B) Setbacks are zero except that the provisions of Chapter 6 – *Buildings and Building*

40 *Regulations* and Chapter 9 – *Fire Prevention & Protection* of the Code of

41 Ordinances apply. However, sight triangles and sight lines shall be maintained,

42 requirements in section 902 – *Landscaping Regulations* shall be met; and in the

- 1 Mixed Use (MU) districts, the sidewalk and buffer requirements of section 1705.I –  
2 *When A Property Is Developed* shall be met.
- 3 (M) 10' up to 20' in height, 20' between 20' and 120' in height, 30' for structure taller  
4 than 120'; except that in the DRC Area (16<sup>th</sup> Ave. N – 6<sup>th</sup> Ave. S. between Kings  
5 Hwy and the Atlantic Ocean, up to 35' in height refer to subsection (B) above, 20'  
6 between 35' and 120' in height, 30' for structures taller than 120'.
- 7 (S) 10' up to 20' in height, 20' between 20' and 120' in height, 30' for structure taller than  
8 120'; except that in the DRC Area (16<sup>th</sup> Ave. N – 6<sup>th</sup> Ave. S. between Kings Hwy and  
9 the Atlantic Ocean:
- 10 1. Minimum side yard setback up to 35' in height refer to subsection (B) above, 10'  
11 for structures taller than 35'.
- 12 2. Minimum rear yard setback is 10' up to 35' in height, 20' between 35' and 120'  
13 in height, 30' for structure taller than 120'
- 14 (T) 20% if all structures are 20' or less in height, 25% if any structure exceeds 20' in  
15 height.
- 16 (U) 50% if the site contains structures taller than 120'.
- 17 (102.10) A.1. For abutting uses deemed incompatible, a landscape or masonry wall  
18 buffer is required.
- 19 A.2. Structures that exceed fifty (50') feet in height shall be set back fifty (50')  
20 feet from the external line of the PUD, plus they may enjoy a perpendicular  
21 step back from the base wall line at a ratio of one (1') foot of step back for  
22 each two (2') feet of structure height over fifty (50') feet. The step back may  
23 not occur at less than twenty-eight (28') feet above grade, and may be  
24 expressed in a series of step backs as presented on approved building plans.  
25 Building step back shall be defined as the perpendicular displacement of a  
26 façade of the level immediately below it.
- 27 B. For those properties for which both sides of a public right-of-way are held  
28 by the petitioner or assigns, no setback from the right-of-way shall be  
29 required.
- 30  
31

## 32 **ANALYSIS**

33  
34 *Section 403 of the Zoning Ordinance lists the following factors, which should be part of the*  
35 *information considered when evaluating requests to change the Zoning Ordinance Text or Map.*  
36

37 **Section 403.A.** Whether or not the requested zoning change is [1] consistent with the  
38 Comprehensive Plan or [2] is justified by an error in the original ordinance.

- 39 • **[1] Neutral.** The Comprehensive Plan Future Land Use Map earmarks this  
40 property for single-family residential; however, the plan also calls for  
41 neighborhood mixed-use centers at major intersections surrounded by  
42 residential neighborhoods.
- 43 • **[2] No.** There are no known ordinance errors with regard to this application.  
44

45 **Section 403.B.** – The precedents, and the possible effects of such precedents, which  
46 might result from approval or denial of the petition.

- 47 • This proposal is consistent with past approvals and developments in the area.  
48  
49

1 **Section 403.C.** – The capability of the city or other government agencies to provide any  
2 services, facilities or programs that might be required if the petition were approved.

- 3 • The city and utility companies have the capacity to provide services to the  
4 subject property.  
5

6 **Section 403.D.** Effect of approval of the petition on the condition or value of property in  
7 the city.

- 8 • Proposal is consistent with surrounding new and existing development.  
9

10 **Section 403.E.** Effect of approval of the petition on adopted development plans and  
11 policies of the City.

- 12 • Compatibility with Comprehensive Plan can be interpreted on both sides of  
13 the equation:  
14 ○ Compatible: the Comprehensive Plan calls for neighborhood mixed-use  
15 centers at major intersections that are surrounded by residential  
16 neighborhoods.  
17 ○ Incompatible: The Comprehensive Plan Future Land Use Map identifies  
18 this property as single-family residential  
19  
20

#### 21 ***Other Policies***

#### 22 **City Manager's Strategic Objectives Citations – Economic Development:**

23  
24 Strategy 1: Define an Economic Development Vision & Define Strategies to Achieve that  
25 Vision.

- 26 • Proposed Vision – to foster an environment in which economic activity can be  
27 expanded so that all our citizens have an opportunity to enjoy what the  
28 community has to offer.
- 29 • Focus Sectors:  
30 ○ Infill retail development.  
31 ○ New technology & communications.  
32 ○ Medical services.

Z 18-04/TXT 18-08  
Marina Tract

**Kelly Mezzapelle**

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**From:** EDWARD WHITBY <whitby41@msn.com>  
**Sent:** Monday, June 18, 2018 6:37 PM  
**To:** Kelly Mezzapelle  
**Cc:** jwhitby; EDWARD WHITBY  
**Subject:** [REDACTED]

To whom it may concern

As a homeowner we are not in favor of the building of homes or businesses on Wild Iris Road that will take down any trees or that will be built between Wild Iris Rd & HWY 17.

Ed and Jenny Whitby  
4842 Luster Leaf Circle  
Myrtle Beach SC

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