
2023-27 (1ST READING): TO AMEND THE MARKET COMMON MASTER PLAN REFLECTING DESIGN CHANGES FOR BUILDINGS AT 3324 REED ST, 3346 REED ST, 3064 HOWARD AVE, 3073 HOWARD AVE, 3078 HOWARD AVE, 3093 HOWARD AVE, AND 4000 HOWARD AVE.

Applicant/Purpose: BEI Beach, LLC (Bob Penner, applicant)/ to amend the Market Common Master Plan reflecting design changes for buildings at 3324 Reed St, 3346 Reed St, 3064 Howard Ave, 3073 Howard Ave, 3078 Howard Ave, 3093 Howard Ave, and 4000 Howard Ave.

Brief:

- The purpose is to repair the exterior surfaces such as wall cladding, roof covering, window materials, and enclosing existing open corridors.
- The Market Common Master Plan was adopted in 2005 to guide the mixed-use core development of the former Myrtle Beach Air Force Base.
- The Market Common Master Plan is enforced exclusively through exhibits.
- Planning Commission (4.4.23): Unanimous recommendation for approval, 6-0

Issues:

- The amendment is required due to the Market Common Master plan being enforced exclusively from exhibits.
- The exteriors of the A2, A3, A4, A5, A6, and A7 are in need of upgrades.

Public Notification:

- Ad in newspaper, agenda published and posted.
- Public Interest: No opposition was present at the Planning Commission public hearing.

Alternatives: modify, or deny the proposed request.

Financial Impact: This change in itself will have no financial impact on the City, but failing to perform upkeep to the building will have negative effects on the Market Common over time and in turn will have negative financial impact on the City.

Manager's Recommendation:

- I recommend 1st reading (5.9.23)

Attachment(s): ordinance, staff report

ORDINANCE 2023-27

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

TO AMEND THE MARKET COMMON MASTER
PLAN REFLECTING DESIGN CHANGES FOR
BUILDINGS AT 3324 REED ST, 3346 REED ST,
3064 HOWARD AVE, 3073 HOWARD AVE, 3078
HOWARD AVE, 3093 HOWARD AVE, AND 4000
HOWARD AVE.

IT IS HEREBY ORDAINED that the Market Common Master Plan is hereby amended reflecting design changes for buildings at 3324 Reed Dt, 3346 Reed St, 3064 Howard Ave, 3073 Howard Ave, 3078 Howard Ave, 3093 Howard Ave, and 4000 Howard Ave as follows:

Replace current Building A2 South Elevation on page 15 with new Exhibit 2A920 dated 12/22/2022 as attached hereto;

Add new Exhibit 3A920 dated 12/22/2022 on page 17F as attached hereto;

Add new Exhibit 4A920 dated 12/22/2022 on page 21G as attached hereto;

Replace current Building A5 Elevation on page 19 with new Exhibit 5A920 dated 12/22/2022 as attached hereto;

Replace current Buildings A6, A7 East Elevations on page 20 with new Exhibit 6A920 and Exhibit 7A920 dated 12/22/2022 as attached hereto;

This ordinance will take effect upon second reading.

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER ADKINS, CITY CLERK

1st Reading: 5-9-2023

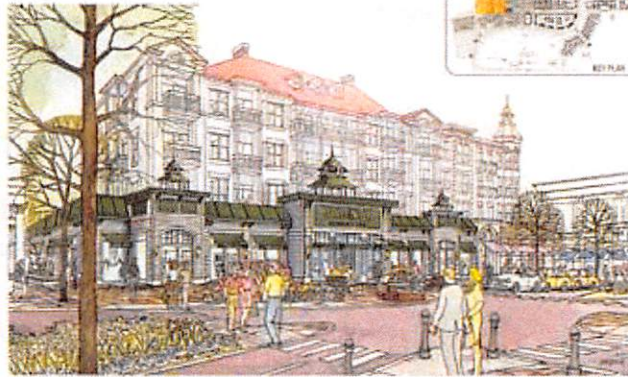
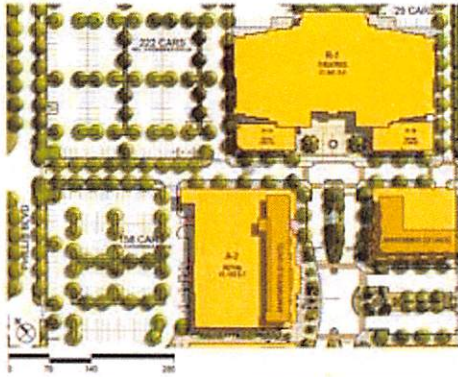
2nd Reading

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 3, 2007; Revised January 17, 2007

Portion Phase I



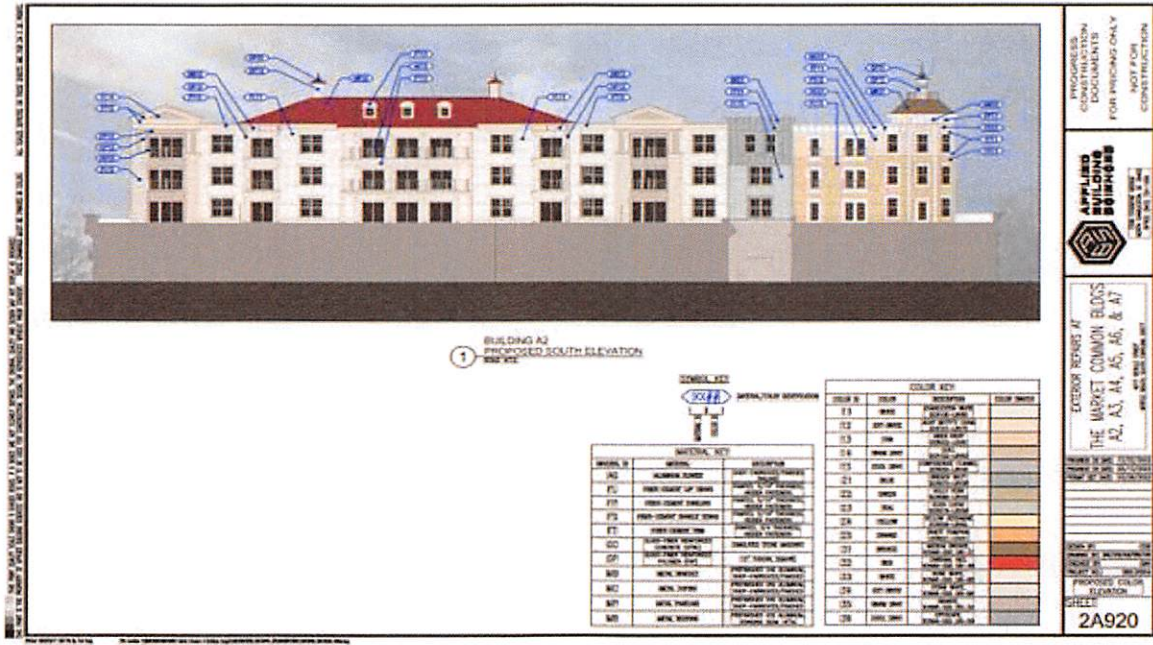
Building A2 South Elevation



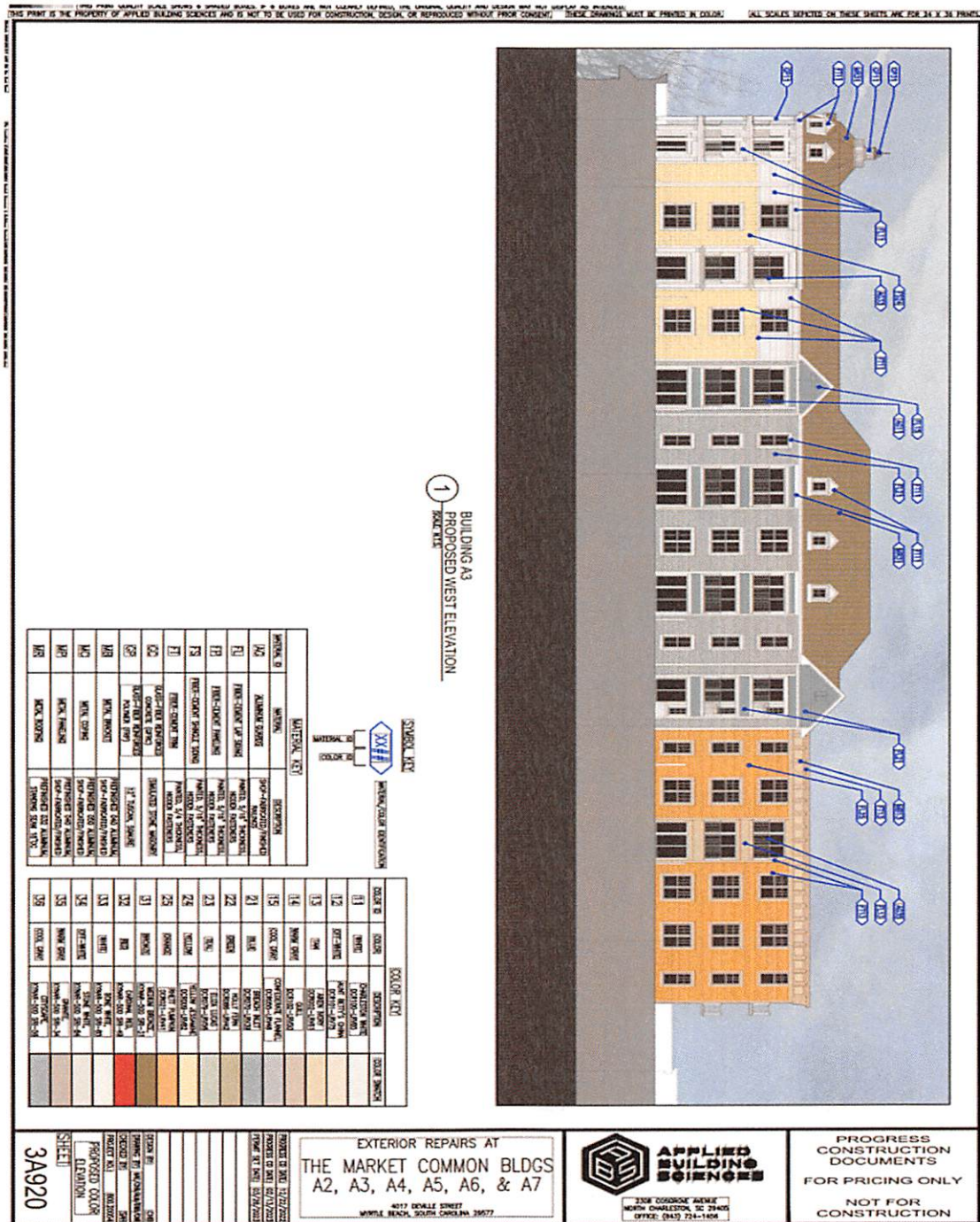
MCCAFFERTY INTERESTS | LEGACIA INTERNATIONAL CORPORATION | ANTUNOVICH ASSOCIATES | JOHN BAGAN ARCHITECTS | THOMAS & HUTTON ENGINEERING CO.
DEVELOPER | DEVELOPER | ARCHITECTS-PLANNERS | ARCHITECTS | CIVIL ENGINEERING

15

NEW A2 ELEVATION



New A3 Elevation



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9



OLD A5 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 15, 2007

Portion Phase I



Orthophoto images

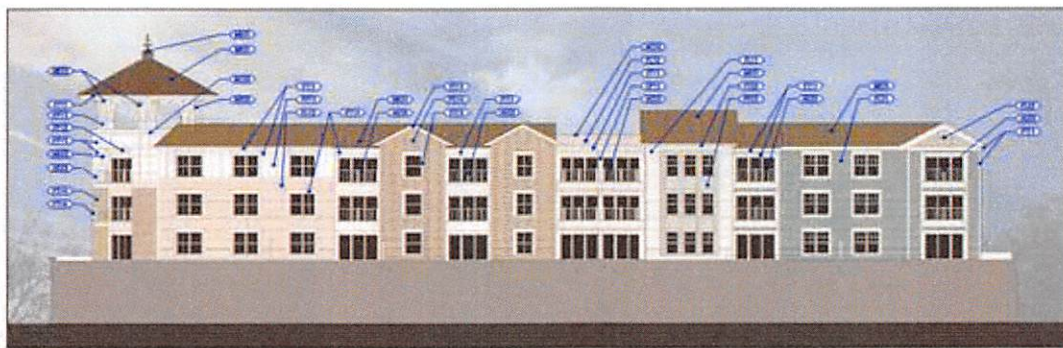


Buildings A6, B4 - North Elevation

Retail exterior facade

McCafferty Interests | LUCADIA INTERNATIONAL CORPORATION | ANTUNOVICH ASSOCIATES | JOHN BRADAR ARCHITECTS | THOMAS & HUTTON ENGINEERING CO.
DEVELOPER | ARCHITECTS | ARCHITECTS | PLANNERS | ARCHITECTS | CIVIL ENGINEERING

NEW A5 ELEVATION



1 BUILDING A5
PROPOSED SOUTH ELEVATION
SEE KEY

SIMBOL KEY



INTERIOR FINISHES

MAIN FLOOR

SECOND FLOOR

THIRD FLOOR

FOURTH FLOOR

FIFTH FLOOR

SIXTH FLOOR

SEVENTH FLOOR

EIGHTH FLOOR

NINTH FLOOR

TENTH FLOOR

ELEVENTH FLOOR

TWELFTH FLOOR

THIRTEENTH FLOOR

FOURTEENTH FLOOR

FIFTEENTH FLOOR

SIXTEENTH FLOOR

SEVENTEENTH FLOOR

EIGHTEENTH FLOOR

NINETEENTH FLOOR

TWENTIETH FLOOR

二十一 FLOOR

二十二 FLOOR

二十三 FLOOR

二十四 FLOOR

二十五 FLOOR

二十六 FLOOR

二十七 FLOOR

二十八 FLOOR

二十九 FLOOR

三十 FLOOR

COLOR KEY	COLOR KEY	COLOR KEY	COLOR KEY
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28
29	30	31	32
33	34	35	36
37	38	39	40
41	42	43	44
45	46	47	48
49	50	51	52
53	54	55	56
57	58	59	60
61	62	63	64
65	66	67	68
69	70	71	72
73	74	75	76
77	78	79	80
81	82	83	84
85	86	87	88
89	90	91	92
93	94	95	96
97	98	99	100

PROGRESS
CONSTRUCTION
DOCUMENTS
FOR ISSUING ONLY
NOT FOR
CONSTRUCTION



APPLIED BUILDING SCIENCES, INC.
1000 SOUTH 10TH AVE.
SUITE 100
MIAMI, FL 33136

EXTERIOR REPAIRS AT
THE MARKET COMMON BLDGS
A2, A3, A4, A5, A6, & A7
APRIL 2007 TO JUNE 2007

PROVIDE TO THE FIELD
FOR THE USE OF THE
CONTRACTOR

SCALE: 1/8" = 1'-0"

PROPOSED COLOR
ELEVATION

5A920

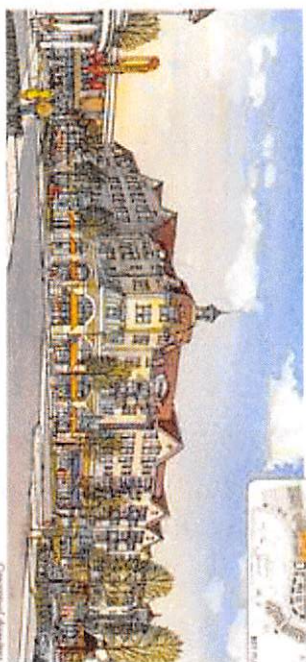
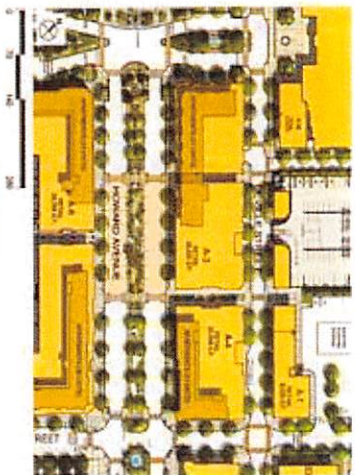
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OLD A6 & A7 ELEVATION

THE MARKET COMMON, MYRTLE BEACH

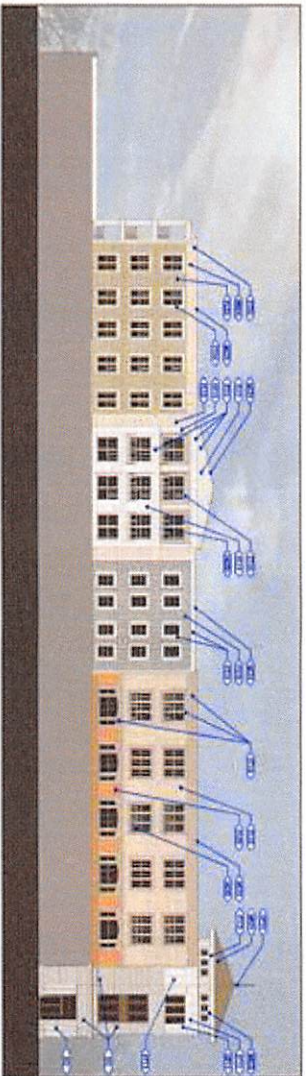
Myrtle Beach, South Carolina | October 27, 2004 - Revised November 16, 2004, Revised June 9, 2005, Revised November 27, 2006, Revised January 5, 2007, Revised January 17, 2007

Portion Plan 1



Building A6, A7 East Elevation
 MCCAFFERTY INTERIORS | LUNDAUN INTERNATIONAL CONSULTING | ARYUNOVICH ASSOCIATES | JOHN BLADON ARCHITECTS | THOMAS W. HUTTON ENGINEERING CO.
 DEVELOPER | ARCHITECT | ARCHITECT | CIVIL ENGINEERING

NEW A6 ELEVATION



Building A6
 PROPOSED EAST ELEVATION

COMMON 2002		COMMON 2002	
ITEM NO.	DESCRIPTION	ITEM NO.	DESCRIPTION
1	1" x 4" x 8" LVL	1	1" x 4" x 8" LVL
2	2" x 4" x 8" LVL	2	2" x 4" x 8" LVL
3	3" x 4" x 8" LVL	3	3" x 4" x 8" LVL
4	4" x 4" x 8" LVL	4	4" x 4" x 8" LVL
5	5" x 4" x 8" LVL	5	5" x 4" x 8" LVL
6	6" x 4" x 8" LVL	6	6" x 4" x 8" LVL
7	7" x 4" x 8" LVL	7	7" x 4" x 8" LVL
8	8" x 4" x 8" LVL	8	8" x 4" x 8" LVL
9	9" x 4" x 8" LVL	9	9" x 4" x 8" LVL
10	10" x 4" x 8" LVL	10	10" x 4" x 8" LVL
11	11" x 4" x 8" LVL	11	11" x 4" x 8" LVL
12	12" x 4" x 8" LVL	12	12" x 4" x 8" LVL
13	13" x 4" x 8" LVL	13	13" x 4" x 8" LVL
14	14" x 4" x 8" LVL	14	14" x 4" x 8" LVL
15	15" x 4" x 8" LVL	15	15" x 4" x 8" LVL
16	16" x 4" x 8" LVL	16	16" x 4" x 8" LVL
17	17" x 4" x 8" LVL	17	17" x 4" x 8" LVL
18	18" x 4" x 8" LVL	18	18" x 4" x 8" LVL
19	19" x 4" x 8" LVL	19	19" x 4" x 8" LVL
20	20" x 4" x 8" LVL	20	20" x 4" x 8" LVL

EXTERIOR REPAIRS AT
 THE MARKET COMMON BLDGS
 A2, A3, A4, A5, A6, & A7

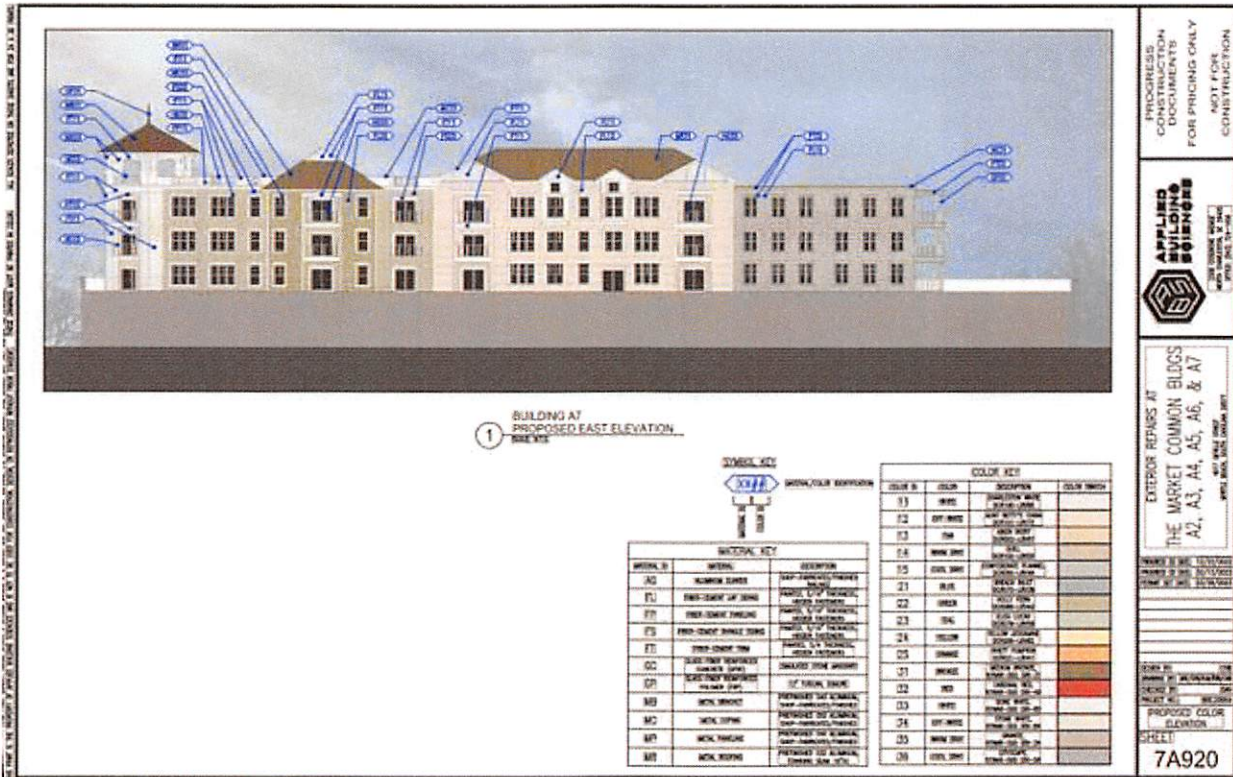
NOT VALID FOR
 ANY OTHER PROJECTS

APPLIED BUILDING SCIENCES

FOR PRICING ONLY
 NOT FOR CONSTRUCTION

6A920

NEW A7 ELEVATION



PROGRESS
CONSTRUCTION
DOCUMENTS
FOR PRICING ONLY
NOT FOR
CONSTRUCTION



EXTERIOR REPAIRS AT
THE MARKET COMMON BLDGS
A2, A3, A4, A5, A6, & A7

7A920

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