
1 **2018-67 (1ST READING): AN ORDINANCE TO AMEND ORDINANCES 2006-24 AND 2016-**
2 **27, KNOWN AS PINE ISLAND POINT PLANNED UNIT DEVELOPMENT.**

3 **Applicant/Purpose:** Perry Shelley (agent) / to amend the Pine Island PUD.

4
5 **Brief:**

- 6 • Proposed site is 34.12 acres bounded by Pine Island Rd, Seaboard St, & Grissom Parkway.
- 7 • Original PUD (2016-27) included big-box retail center & a potential medical clinical.
- 8 • Applicant is now working w/ a developer of age restricted (55+) multi family unit, which is not
9 provided for in the list of permitted uses.
- 10 • Recommended parking adjustments/multi-family unit:
 - 11 ○ From 1.3 spaces to 1.5 spaces/unit w/ 1-2 bedroom.
 - 12 ○ 2 spaces/unit for 3 or more bedrooms.
- 13 • Amendment proposes that outparcels adjacent to Seaboard St meet HC-2 requirements (the
14 underlying zone is MU-M) for lot, yard, height, & coverage requirements.
- 15 • 2016 PUD - 4 secondary monument signs & 5 directional signs w/in development.
- 16 • Amendment includes 3 secondary monument signs & 10 directional signs
- 17 • Applicant has also requested some additions to the list of permitted & conditional uses in the
18 PUD (including all allowed uses in MU-M) - medical clinics (may include substance abuse
19 treatment as an ancillary use); restaurants, w/ or w/out drive-thru service; retail - big box, vet
20 offices & clinics; video & other media productions; hospitals; and restaurants w/ outdoor dining.
- 21 • Planning Commission recommend approval (7-0).

22
23 **Issues:**

- 24 • Property is appropriate for infill development & is planned to be built in 3 Phases:
 - 25 ○ 1 (est. construction 2019-22) - multi-family/retail component, buildings A-E.
 - 26 ○ 2 (est. construction 2020-22) - retail, buildings F-L.
 - 27 ○ 3 (timeframe TBD) - outparcels 2-5.
- 28 • Applicant's parking research from other communities supports reducing parking requirements for
29 age-restricted multifamily residential uses.
- 30 • Applicant proposes the following improvements on the site:
 - 31 ○ Significant landscaping.
 - 32 ○ Retention ponds landscaped to a park standard w/ walking trails & shade trees.
 - 33 ○ Recreational open space amenities will be provided for age restricted multi-family bldg.
 - 34 ○ Applicant will work w/ MBPD to locate, install, & connect security cameras in the parking
35 lot to the City's system.
- 36 • The applicant worked w/ PC on permitted uses, dimensional requirements, & parking.

37
38 **Public Notification:** Legal ad; letters; signs posted.

39
40 **Alternatives:**

- 41 • Modify the request.
- 42 • Deny the proposed ordinance.

43
44 **Financial Impact:** Typical impacts of future development: construction & utility fees, business license
45 revenues, property taxes.

46
47 **Manager's Recommendation:** I recommend 1st reading.

48
49 **Attachment(s):** Staff report, proposed ordinance, exhibits.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26

ORDINANCE 2018-67

**CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA**

**AN ORDINANCE TO AMEND
ORDINANCES 2006-24 AND 2016-27, AS
PINE ISLAND POINT PLANNED UNIT
DEVELOPMENT.**

It is hereby ordained that the Pine Island Point Planned Unit Development is created pursuant to the terms and conditions of this ordinance. The development authorized and approved by this ordinance shall be located on those pieces, parcels, or tracts of land identified as Horry County TMS #180-00-02-181 and TMS #180-00-02-010 as shown on the "Subdivision and As Built Survey" prepared by DDC Engineers dated April 18, 2008 attached hereto as Exhibit 17.3. The development authorized by this ordinance shall be in accordance with that set of plans, drawn and/or compiled by SGA Architecture dated March 24, 2016, revised August 23, 2018, titled "Pine Island Pointe PUD, Myrtle Beach, South Carolina" [attached as Exhibits 17.1 through 17.17, inclusive of survey described above, that set of plans, drawn by DDC Engineers dated March 15, 2005, titled "Boundary/Combination Plat" attached as Exhibit 17.3, survey drawn by DDC Engineers dated April 6, 2002 titled "Topographic Survey" attached as exhibit 17.4, water infrastructure plans drawn by DDC Engineers dated February 26, 2006, titled "Water Distribution and Easement – Record Drawing" attached as Exhibit 17.12, sanitary sewer infrastructure plans drawn by DDC Engineers dated February 26, 2006, titled "Sanitary Sewer Distribution and Easement – Record Drawing" attached as Exhibit 17.13 which plans and surveys are incorporated into this ordinance (the plans drawn by SGA Architecture and DDC Engineers are hereinafter collectively referred to as the "Plans").

- 1 Restaurant, with or without Drive through Service
- 2 Retail-Big Box
- 3 Veterinary Office and Clinics
- 4 Video and other Media Productions
- 5 Visitor accommodations not otherwise listed
- 6 Bed and Breakfast Establishments
- 7 Hospital
- 8 Restaurant with outdoor dining
- 9

10 **Section 4-Conditional Uses**

11
12 Conditional uses to include the additional uses:

- 13 Assisted Living Facilities
- 14 Automobile Rental
- 15 Automobile Retail
- 16 Broadcast Studios (Radio and Television)
- 17 Commercial Group Residential
- 18 Congregate Housing, Older Adult
- 19 Continuing Care Retirement Community
- 20 Gasoline Station
- 21 Independent Living, Older Adult
- 22 Motor Vehicle Sales
- 23 Motor Vehicle Rental and Leasing
- 24 Nursing Home Facilities
- 25

26 All conditions imposed in Article 15 Conditional/Accessory Uses and Special Exceptions
27 Section 1501 of the 2014 City of Myrtle Beach Zoning Ordinance shall apply to any of the above
28 conditional uses for the Pine Island PUD.
29

30 31 **Section 5- Accessory Uses**

32
33 Accessory Uses are to be allowed as defined in the 2014 City of Myrtle Beach Zoning Ordinance
34 Article 15 Conditional/Accessory Uses and Special Exceptions Section 1502 based on the uses
35 allowed in the current zoning of MU-M and the additional uses listed in Section 3 and 4 of this
36 document.
37

38 **Section 6- Dimensional Requirements**

39
40 Dimensional requirements including lot, yard, height and coverage requirements for the majority
41 of the development will meet the current MU-M zoning requirements as defined in Article 16
42 Area, Height and Dimensional Requirements of the 2014 City of Myrtle Beach Zoning
43 Ordinance and related zoning sections. A building setback of thirty (30') feet from all perimeter
44 road ways and a building setback of fifteen (15') feet from adjacent property lines is included.

1
2 Outparcels located adjacent to Seaboard St will meet the current HC-2 zoning requirements as
3 defined in Article 16 Area, Height and Dimensional Requirements of the 2014 City of Myrtle
4 Beach Zoning Ordinance and related zoning sections.

5
6 **Section 7-Parking Standards**
7

8 All City of Myrtle Beach parking standards as defined in Article 10 Parking and Loading
9 Requirements of the 2014 City of Myrtle Beach Zoning Ordinance will be maintained. Parking
10 counts will be based on final uses as described in Article 10.

11
12 An exception to Article 10 Parking and Loading Requirements of the 2014 City of Myrtle Beach
13 Zoning Ordinance shall be provided for multi-family uses, which shall meet a minimum on-site
14 parking requirement of 1.5 spaces / DU for units with 1 or 2 Bedrooms and 2 spaces / DU for
15 units with 3 or more bedrooms.

16
17 **Section 8-Landscaping/Buffering/Open Space Requirements**
18

19 Landscaping will meet or exceed all landscape/buffering/open space requirements as described
20 in Article 9 Landscaping and Tree Protection of the 2014 City of Myrtle Beach Zoning
21 Ordinance and as required for the current MU-M zoning. Care will be taken to provide
22 appropriate plant material to provide both visual interest and environmental sensitivity. The
23 parking areas will be planted with adequate shade trees to reduce the heat island effect. The
24 service areas will have substantial buffers against adjacent properties. The retention ponds will
25 be landscaped to provide a park like feel and the walking trails will be landscaped with shade
26 trees to promote a cohesive campus feel.

27
28 **Section 9-Lighting Standards**
29

30 Lighting standards for the development will meet the Commercial/Hotel (CH) lighting standards
31 as described in Article 12 Lighting and Glare of the 2014 City of Myrtle Beach Zoning
32 Ordinance. Lighting will be decorative in nature and will be either leased through Santee Cooper
33 or purchased by the owner/developer. Street lighting will be a maximum of 30 feet tall with total
34 cut off fixtures. Pedestrian lighting will be a maximum of 15 feet tall partial to total cut off
35 fixtures. Security lighting will include wall pack lighting located on the buildings.

36
37
38 **Section 10-Signage Requirements**
39

40 Signage locations are shown on Exhibit 17.9. There will be two (2) primary monument signs
41 located on either end of Sea Pine Boulevard. There will be ~~four (4)~~ three (3) secondary
42 monument signs located at ~~secondary entrances on Pine Island Rd, Robert M. Grissom Parkway,~~
43 ~~and at the internal entrance to Building A and Building B-H~~ as shown on Exhibit 17.9. There
44 will be ~~five (5)~~ ten (10) directional signs located as shown on Exhibit 17.9. Each sign will meet

1 the standards as described in Article 8 Sign Regulations Section 805.G of the 2014 City of
2 Myrtle Beach Zoning Ordinance. Additional signage locations are requested due to the
3 significant street frontage and overall layout of the site. Signage will be designed to fit within
4 the context of the surrounding commercial uses. Signage examples are provided on Exhibit
5 17.15. Signage will complement the architecture of the buildings and will utilize complementary
6 materials. All signs will be of durable construction and well landscaped. Traffic signs will be
7 standards as used by the City of Myrtle Beach.

8
9
10 **Section 11-Special Requirements**

11
12 The developer will accommodate the City of Myrtle Beach’s ongoing security initiative and will
13 allow security cameras to be installed on light poles at the City’s discretion.

14
15
16
17 **Section 12 –Technical Design Criteria**

18
19 Significant infrastructure has already been installed on site. Exhibits 17.12 and 17.13 describe
20 the existing infrastructure. Sea Pine Boulevard, sewer lines, storm drainage, and water lines are
21 constructed. The new development will tie to the existing infrastructure and new infrastructure
22 will be designed according to the City of Myrtle Beach’s engineering requirements.

23
24
25 **Section 14-Phasing Plan and Construction Schedule**

26
27 The property will be developed in three phases. Phase 1 consists of the ~~commercial/retail age~~
28 restricted (55+) multi-family/retail component located to the ~~east~~ west of Sea Pine Blvd. Phase 1
29 includes Buildings ~~B-H~~ A-E as shown on Exhibit 17.6 and will include all necessary
30 infrastructure, parking, lighting, landscaping and signage. Phase 1 construction schedule is
31 estimated to be from ~~2016-2018~~ 2019-2022. Phase 2 consists of a ~~medical office facility~~ the
32 commercial/retail component located to the ~~west~~ east of Sea Pine Blvd labeled as Buildings ~~A F-~~
33 L on Exhibit 17. 6. Construction timeframe for Phase 2 is anticipated to be from ~~2017-2019~~
34 2020-2022. Outparcels ~~2-4~~ 2-5 as shown on Exhibit 17.6 are the third and future phase.

35
36
37 **Section 15-Summary of variations between existing zoning district and PUD provisions**

38
39 The variations between the PUD provisions and the existing MU-M zoning classification are
40 listed below:

41
42 Permitted Uses:

43 MU-M – Permitted uses as defined in Article 14. Zoning Districts and Map of the 2014
44 City of Myrtle Beach Zoning Ordinance

1
2
3
4
5
6
7
8
9
10
11
12
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

PUD – All permitted MU-M uses and the following additional uses:
Automobile Retail

Medical Clinic (may include outpatient substance abuse treatment programs only
as an ancillary use to the primary use of the medical clinic).

Restaurant, with or without Drive-Through Service
Retail, Bix Box

Veterinary Office and Clinics

Video and other Media Productions

Visitor accommodations not otherwise listed

Bed and Breakfast Establishments

Hospital

Restaurant with outdoor dining

Conditional Uses:

MU-M – Conditional uses as defined in Article 14. Zoning Districts and Map of the 2014
City of Myrtle Beach Zoning Ordinance

PUD – All conditional MU-M uses and the following additional conditional uses:

- Assisted Living Facilities
- Automobile Rental
- Automobile Retail
- Broadcast Studios (Radio and Television)
- Commercial Group Residential
- Congregate Housing, Older Adult
- Continuing Care Retirement Community
- Gasoline Station
- Independent Living, Older Adult
- Motor Vehicle Sales
- Motor Vehicle Rental and Leasing
- Nursing Home Facilities

Dimensional Requirements:

MU-M – Design Standards for all Mixed Use (MU) Zoning Districts as defined in Article
17, Section 1705.

PUD - Outparcels along Seaboard St: standards relating to the HC-2 zoning district

1 Remainder of the PUD: standards relating to the MU-M zoning district

2
3
4
5
6
7
8
9

Signage:

MU-M – One freestanding sing per lot of at least 100 feet in width
Sign area shall not exceed 50 square feet in area per sign face
The maximum height shall not exceed 10 feet.
(Per 2014 City of Myrtle Beach Zoning Ordinance Article 8 Section
805.H)

10 PUD – Total signage per development includes 2 primary signs, ~~4~~ 3 secondary signs,
11 and ~~5~~ 10 directional signs. Signage area will not exceed 150 square feet for primary signs per
12 sign face, 50 square feet for secondary signs per sign face, and 50 square feet for directional
13 signage per sign face. The maximum height of the primary signs will be 25 feet. The maximum
14 height of secondary signage will be 10 feet and the maximum height of the direction signage will
15 be 6 feet. Individual signage design will meet 2014 City of Myrtle Beach Zoning Ordinance
16 Article 8 Section 805.G.

17

Lighting:

MU-M – Lighting zone Residential/Commercial (RC)

20

PUD – Lighting zone Commercial/Hotel (CH)

22

23

Section 16-Enactment Provision and Signature Lines

24

25

Enactment Provision – This ordinance is effective only upon presentment of ten (10)
complete sets of the PUD Ordinance documents, including but not limited to attachments,
exhibits and maps to the City Clerk within five (5) working days of the second reading.
Failure to supply the required documents results in this ordinance having no force of effect,
and the regulations in place prior to second reading shall be the assigned regulations.

29

30

31

ATTEST:

32

33

34

35

Brenda Bethune, Mayor

36

37

Jennifer Stanford, City Clerk

38

39

1st Reading: _____
2nd Reading: _____

40

41

42

43

44

Codification Page

- 1
- 2 Pages to be removed from the PUD document and pages to be inserted into the PUD document
- 3 are indicated below:
- 4
- 5 Remove old page 17.6 and insert new page 17.6.
- 6 Remove old page 17.7 and insert new page 17.7.
- 7 Remove old page 17.8 and insert new page 17.8.
- 8 Remove old page 17.9 and insert new page 17.9.
- 9 Remove old page 17.10 and insert new page 17.10.
- 10 Remove old page 17.11.
- 11 Remove old page 17.14.1 and insert new page 17.14.1.
- 12 Remove old page 17.16 and insert new page 17.16.
- 13 Remove old page 17.17.

PLANNED UNIT DEVELOPMENT (PUD) EXHIBIT TEMPLATE
UNDERLINED ITEMS ARE TO APPEAR ON EVERY EXHIBIT, ALL OTHER TEXT ON THIS TEMPLATE ARE EXPLANATORY
