
2018-53 (1ST READING): TO AMEND SECTION 1407.C OF THE ZONING ORDINANCE TO ADD HATCHET AND AXE THROWING AS A PERMITTED USE IN THE HC1 AND HC2 (HIGHWAY COMMERCIAL) ROPOSAL TO ALLOW FOR INDOOR HATCHET AND AXE THROWING RECREATIONAL ACTIVITY AS A PERMITTED USE IN THE HIGHWAY COMMERCIAL ZONES (HC1 AND HC2).

Applicant/Purpose: Carolina Escape Games, LLC / to amend the zoning code & add hatchet & axe throwing as a permitted use in the HC1 & HC2 Zones.

Brief:

- Axe throwing is becoming a popular recreational activity & competitive sport.
- Myrtle Beach does not allow commercial hatchet & axe throwing in any zoning district.
- Applicant wished to open an outdoor axe-throwing establishment.
- Planning Commission recommended denial of outdoor facilities in the Amusement District & City Council denied Ordinance 2018-45 July 10, 2018.
- 7/17/18: Planning Commission voted 5-3 (Pritchard, Warner, & Thomas) to recommend denial b/c the majority believes recreational throwing of weapons is not the image the city is striving to portray.

Issues:

- Unchartered territory in regards to safety & the perception of the open use of weaponry.
- HC Zones are primarily located along King's Hwy, US-17 bypass, & along US-501.

Public Notification: Legal ad ran.

Alternatives:

- Modify the request.
- Deny the proposed ordinance.

Financial Impact: If permitted the city would see an increase in business license, permit fees, amusement taxes, & property tax revenues.

Manager's Recommendation: As we look to draw millennials we will have to consider some out-of-the-box uses. I recommend 1st reading for approval as an indoor use only.

Attachment(s): Proposed ordinance, staff report.

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

ORDINANCE TO AMEND SECTION 1407.C
OF THE ZONING ORDINANCE TO ADD
HATCHET AND AXE THROWING AS A
PERMITTED USE IN THE HC1 AND HC2
(HIGHWAY COMMERCIAL) ZONES

IT IS HEREBY ORDAINED that Appendix A, Zoning, Article 14, Zoning Districts and Map, Section 1407.C, Table of Uses, is amended to add Hatchet and Axe Throwing (as shown below) as a permitted use in the HC1 and HC2 (Highway Commercial) zones;

Use Category and Type	P-permitted use C-conditional use S-special exception Blank Cell-use type not allowed																			Additional Regulations
	MU- M	MU- H	C6	C7	C8	A	CG	E	HC1	HC2	MP	IN	AP	BP	LM	WM	CS	IR	PRC	
Hatchet and Axe Throwing									P	P										

This ordinance will take effect upon second reading.

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER STANFORD, INTERIM CITY CLERK

1st Reading:

2nd Reading:

APPLICANT	Carolina Escape Games, LLC	
REQUESTED ACTION	To allow for indoor hatchet and axe throwing recreational activity as a permitted or conditional use in the Highway Commercial (HC1 and HC2) Districts	
REASON FOR REQUEST	"To open and operate indoor hatchet and axe throwing lanes."	
SITE LOCATION	Highway Commercial Zones are primarily located along Kings Highway, along Highway 17 (Bypass), and along Highway 501.	
PUBLIC NOTICE	LEGAL AD RAN	Yes
ALTERNATIVES TO APPROVAL	Recommend denial. Recommend alternative amendments.	
FINANCIAL ANALYSIS:	Potential development and business license fees.	
ANALYSIS	<p><i>Section 403 of the Zoning Ordinance lists the following factors, which should be part of the information considered when evaluating requests to change the Zoning Ordinance Text or Map.</i></p> <p>Section 403.A. Whether or not the requested zoning change is [1] consistent with the Comprehensive Plan or [2] is justified by an error in the original ordinance.</p> <ul style="list-style-type: none"> • [1] Neutral. The Comprehensive Plan does not specifically address uses relating to the HC districts. Its economic objectives include developing the travel and tourism industry by working with existing components of the travel and tourism industry that have helped to diversify the tourism market, and diversifying the travel and tourism industry by increasing the role of amateur and professional sporting events in Myrtle Beach. The public safety goal is for the public safety program to be responsive to the community's needs, committed to promoting a safe and secure community. • [2] No. There is no discernable error in the original ordinance. <p>Section 403.B. – The precedents, and the possible effects of such precedents, which might result from approval or denial of the petition.</p> <ul style="list-style-type: none"> • Historically axes have been thrown as combat weapons. Allowing recreational axe throwing could make it difficult to implement future requests relating to weaponry sales and displays. <p>Section 403.C. – The capability of the city or other government agencies to provide any services, facilities or programs that might be required if the petition were approved.</p> <ul style="list-style-type: none"> • The City and other government agencies are able to provide services including utilities, business licenses, and site plan review to any potential axe throwing facility. <p>Section 403.D. Effect of approval of the petition on the condition or value of property in the city.</p>	

- As commercialization of this activity is fairly new nationwide, and unprecedented in this region of the state, property value effects are unknown.

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

- Petition is in compliance with some sections of the comprehensive plan.

Other Policies

City Manager's Strategic Objectives Citations – Economic Development:

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

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

Strategy 4: Continue to Strengthen, Grow & Diversify Tourism.

STAFF COMMENTS

Planning: See report.

Police, Fire: No concerns.