

**2023-19 (1<sup>ST</sup> READING): TO AMEND THE MARKET COMMON MASTER PLAN TO REPLACE PLANS FOR A HOTEL AT THE CORNER OF FARROW AND PHILLIS WITH PLANS FOR 203 RESIDENTIAL UNITS AND RELATED AMENITIES.**

**Applicant/Purpose:** LUK-MB5 (applicant) / amend the market Common Master Plan to replace a hotel with 203 residential units on Parcel XYZ (Phase 1A) known as MarketWalk

**Brief:**

- The Market Common Master Plan was adopted in 2005.
- Originally, the Master Plan called for ~181,000 square feet of retail in Phase 1A at the corner of Farrow Pkwy and Phillis Blvd on the property known as XYZ.
- In 2017, the Master Plan was amended to replace the retail with a 100-unit hotel.
- Due to market conditions the hotel project never materialized.
- The applicant proposes to amend the Master Plan to replace the hotel with new plans for:
  - 98 commercial/residential townhomes
  - 105 commercial/residential cottages
  - A swimming pool and club house
  - 443 new parking spaces
- MarketWalk will be developed as a multifamily project; no subdivision is required.
- Planning Commission 3.7.23: Unanimously recommended approval (8/0)

**Issues:**

- Applicant worked with the City Fire Marshall to modify the plans to allow adequate maneuverability for fire apparatus and ideal hydrant locations.
- At the City’s request, the applicant conducted a Traffic Impact Analysis of the project and its vicinity. The report concluded the project does not negatively affect the level of service of area roadways or intersections; nor does the project warrant additional turn lanes.
- The transportation infrastructure constructed when Market Common was originally developed was built to the capacity of anticipated build-out, and is holding true.

**Public Notification:**

- Ad in newspaper, agenda published and posted.
- The Planning Commission received public comment in three meetings, including two Public Hearings. One hearing was on 1.3.23, and the other was held on 3.7.23.
- Commissioners heard 14 people speak in opposition to the project, received letters from 5 people in opposition of the project, and 2 letters of support for the project.

**Alternatives:**

- Modify proposed ordinance; deny ordinance

**Financial Impact:**

- This product is commercial. The project will pay commercial property taxes, business licenses, and building permits. Costs will be offset with increased levels of public service

**Manager’s Recommendation:**

- I recommend 1<sup>st</sup> reading (3.14.23).

**Attachment(s):** Ordinance, exhibits, and staff report

ORDINANCE 2023-19

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA

TO AMEND THE MARKET COMMON MASTER  
PLAN TO REPLACE PLANS FOR A HOTEL AT  
THE CORNER OF FARROW AND PHILLIS WITH  
PLANS FOR 203 RESIDENTIAL UNITS AND  
RELATED AMENITIES.

**IT IS HEREBY ORDAINED** that the City of Myrtle Beach Market Common Master Plan is hereby amended to delete references to a hotel on the XYZ property in Phase 1A and to add plans for 203 residential units and related amenities as follows:

Replace current page 8 Master Plan dated 03-14-2017 with new page 8 Master Plan dated March 2023; and

Replace current page 9 Phase Summaries dated November 13, 2007 with new page 9 Phase Summaries dated March 2, 2023; and

Replace current page 23 Enlarged Phase 1A Site Plan dated January 17, 2002 with new page 23 MarketWalk::Concept Plan dated March 2, 2023; and

Replace current page 23-A Parcel A Proposed Hotel Parcel Data (undated) with new page 23-A MarketWalk::Street Section dated March 2, 2023; and

Add new page 23-A-1 MarketWalk Cottages Conceptual Landscape Buffer dated 03/02/23; and

Replace current page 23-B Preliminary Site Plan (Hotel) dated 02-23-17 with new page 23-B MarketWalk::Street Names dated March 2, 2023; and

Replace current page 23-C-1 Proposed Hampton Inn & Suites South Elevation dated 23 February 2017 with new page 23-C Fire Exhibit MarketWalk dated March 2, 2023; and

Replace current page 23-D Market Common Parcel A Design Parameters with new page 23D Market Common Parcel A Design Parameters; and

Delete pages 23-C-2 thru 23-C-6 Proposed Hampton Inn & Suites Elevations dated 23 February 2017.

This ordinance will take effect upon second reading.

\_\_\_\_\_  
BRENDA BETHUNE, MAYOR

ATTEST:

\_\_\_\_\_  
JENNIFER ADKINS, CITY CLERK

1<sup>st</sup> Reading: 3-28-2023

2<sup>nd</sup> Reading:

The Market Common Myrtle Beach  
Master Plan Amendment  
Parcel XYZ Re-development Plan  
Revised Master Plan

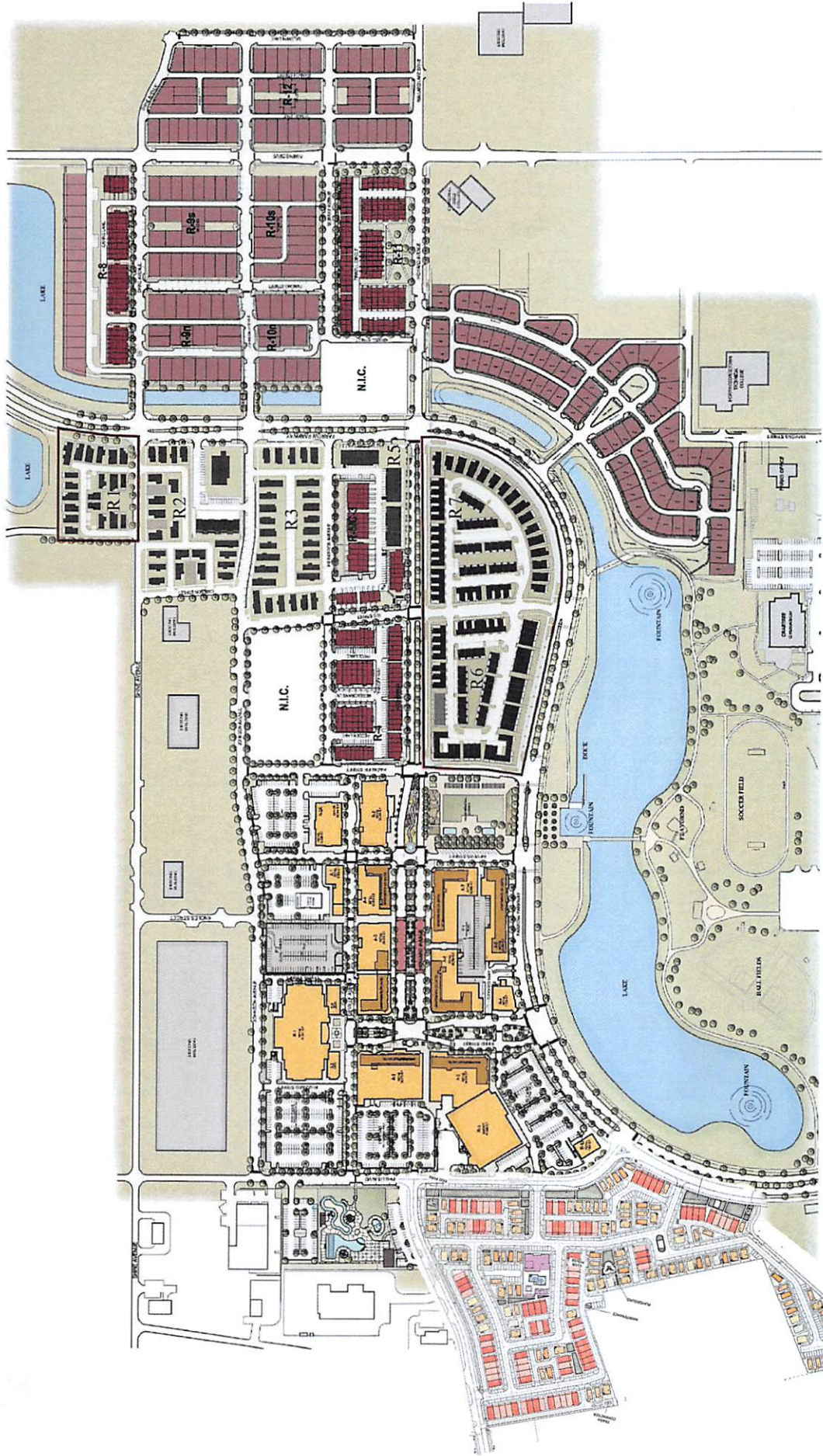
Revised March 2023

Listed below is a summary of pages to be superceded in the Master Plan Revised Ord. 2021-26, approved by Myrtle Beach City Council on June 8, 2021, by this Amendment.

Page 8 – Market Common R-1/R-6/R-7 & XYZ Revision  
Page 9 – The Market Common Phase Summary  
Page 23D – Market Common Parcel A Design Parameters

Included herein are the following Exhibits to be added to The Market Common Master Plan.

- MarketWalk Concept Plan
- MarketWalk Street Sections
- Street Name Exhibit
- Fire Exhibit
- Howard Buffer Exhibit



Master Plan  
N.T.S.

Market Common - MarketWalk (XYZ) Revision  
March 2023

# THE MARKET COMMON, MYRTLE BEACH

Myrtle Beach, South Carolina | October 27, 2004; Revised: November 16, 2004; June 9, 2005; November 27, 2006; January 3, 2007; January 17, 2007; April 24, 2007; May 8, 2007; June 5, 2007 (A); July 3, 2007; August 31, 2007; September 21, 2007; October 19, 2007; November 13, 2007; Revised March 2, 2023

## PHASE IA AREA SUMMARY

TOTAL SITE AREA	21.5 ACRES
SITE AREA UNDER OPTION	6.3 ACRES
SITE AREA OWNED	15.2 ACRES
TOWNHOMES - TOTAL	98 UNITS
2BD/2BR	40 UNITS
3BD/3BR	20 UNITS
COTTAGES - TOTAL	106 UNITS
1BD/1BR	20 UNITS
2BD/2BR	43 UNITS
3BD/3.5BR	30 UNITS
2BD/2.5BR	8 UNITS
2BD/2BR	4 UNITS
PARKING SUMMARY:	
GARAGE PARKING	156 SPACES
PARALLEL PARKING	209 SPACES
HEAD IN PARKING	77 SPACES

## PHASE I AREA SUMMARY

SITE AREA	25.219 ACRES
RETAIL	367,919 G.S.F.
OFFICE BLDG.	42,876 G.S.F.
COMMUNITY CENTER AREA	1,350 G.S.F.
APARTMENTS	195 UNITS
APARTMENT AREA	236,983 G.S.F.
PARKING SUMMARY:	
ON-SITE RETAIL PARKING	1,128 SPACES
ON-SITE RESIDENTIAL PARKING	195 SPACES
PARKING ON ADJACENT STREETS	307 SPACES

## PHASE II AREA SUMMARY

SITE AREA	9.331 ACRES
CONDOMINIUMS	280 UNITS
CONDOMINIUM AREA	298,394 G.S.F.
TOWNHOMES - TOTAL	92 UNITS
16'0" WIDE UNITS	67 UNITS
21'0" WIDE UNITS	25 UNITS
TOWNHOME AREA	185,794 G.S.F.
PARKING SUMMARY:	
ON-SITE RESIDENTIAL PARKING	489 SPACES
PARKING ON ADJACENT STREETS	100 SPACES

## PHASE III AREA SUMMARY

SITE AREA	12.595 ACRES
RETAIL/OFFICE AREA	10,436 G.S.F.
CONDOMINIUMS	0 UNITS
CONDOMINIUM AREA	0 G.S.F.
TOWNHOMES - TOTAL	227 UNITS
16'0" WIDE UNITS	113 UNITS
21'0" WIDE UNITS	103 UNITS
25'0" WIDE UNITS	7 UNITS
28'0" WIDE UNITS	2 UNITS
42'0" WIDE UNITS	2 UNITS
TOWNHOME AREA	477,870 G.S.F.
NEW/WORK RETAIL TOWNHOMES (89 UNITS)	46,600 G.S.F.
PARKING SUMMARY:	
ON-SITE RETAIL PARKING	100 SPACES
ON-SITE RESIDENTIAL PARKING	465 SPACES
PARKING ON ADJACENT STREETS	220 SPACES

## PHASE IV AREA SUMMARY

SITE AREA	11.409 ACRES
CONDOMINIUMS	0 UNITS
CONDOMINIUM AREA	0 G.S.F.
TOWNHOMES - TOTAL	191 UNITS
16'0" WIDE UNITS	117 UNITS
21'0" WIDE UNITS	58 UNITS
25'0" WIDE UNITS	6 UNITS
28'0" WIDE UNITS	4 UNITS
42'0" WIDE UNITS	6 UNITS
TOWNHOME AREA	402,510 G.S.F.
PARKING SUMMARY:	
ON-SITE RESIDENTIAL PARKING	343 SPACES
PARKING ON ADJACENT STREETS	104 SPACES

## PHASE V AREA SUMMARY

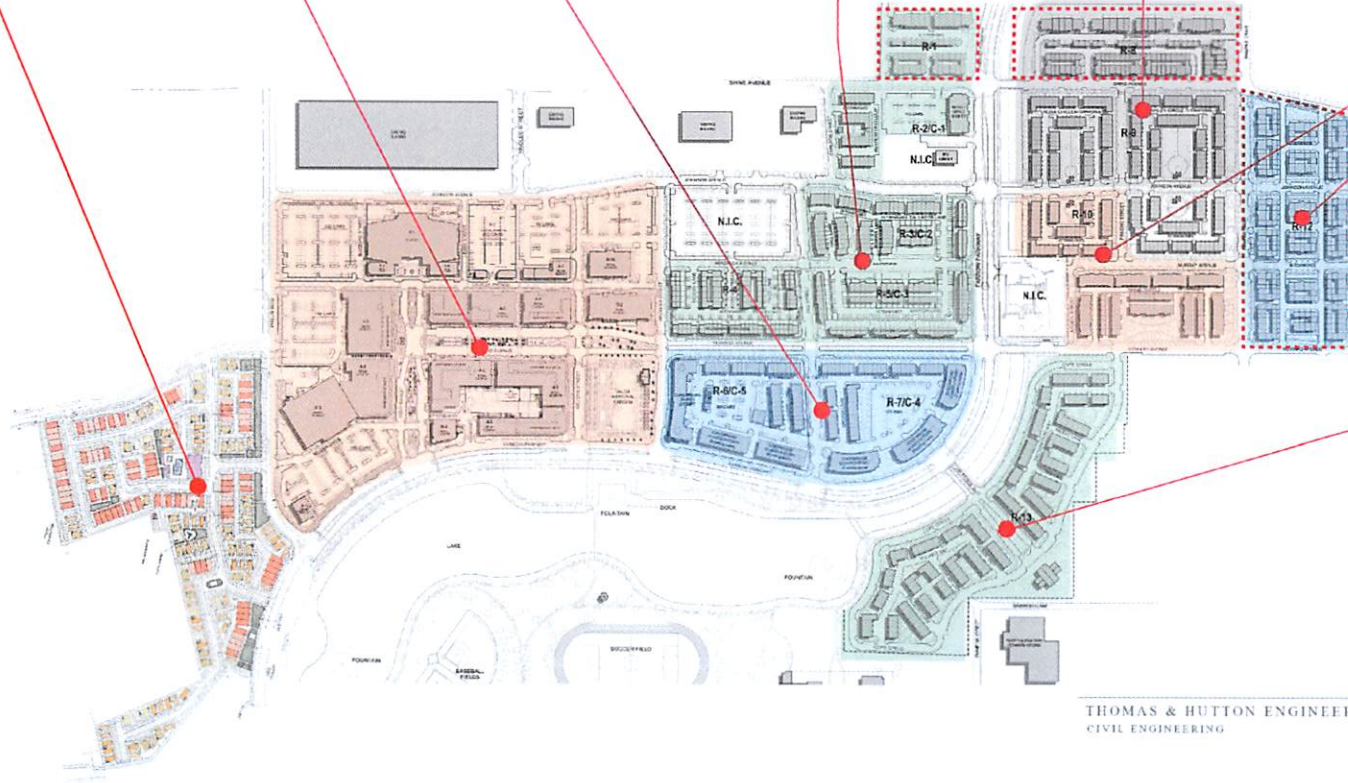
SITE AREA	9.50 ACRES
TOWNHOMES - TOTAL	166 UNITS
16'0" WIDE UNITS	117 UNITS
21'0" WIDE UNITS	49 UNITS
TOWNHOME AREA	337,845 G.S.F.
PARKING SUMMARY:	
ON-SITE RESIDENTIAL PARKING	223 SPACES
PARKING ON ADJACENT STREETS	133 SPACES

## PHASE VI AREA SUMMARY

SITE AREA	7.921 ACRES
TOWNHOMES - TOTAL	95 UNITS
16'0" WIDE UNITS	23 UNITS
21'0" WIDE UNITS	72 UNITS
TOWNHOME AREA	207,273 G.S.F.
PARKING SUMMARY:	
ON-SITE RESIDENTIAL PARKING	172 SPACES
PARKING ON ADJACENT STREETS	114 SPACES

## PHASE VII AREA SUMMARY

SITE AREA	12.315 ACRES
TOWNHOMES - TOTAL	135 UNITS
21'0" WIDE UNITS	135 UNITS
TOWNHOME AREA	355,326 G.S.F.
PARKING SUMMARY:	
ON-SITE RESIDENTIAL PARKING	270 SPACES
PARKING ON ADJACENT STREETS	134 SPACES



## **MARKET COMMON PARCEL A DESIGN PARAMETERS**

**PROJECT:** MarketWalk

**NUMBER OF UNITS:** 203

**LOT SIZE:** 15.2 acres

**SETBACKS:** Minimum three (3') feet from perimeter

**BUILDING HEIGHT:** 35'

**BUILDING SEPARATION:** 6'

**PARKING REQUIRED:** 414

$$246,460 \text{ sf} / 600 \text{ sf} = 414$$

**PARKING PROVIDED:** 442

- Garage = 156
- Parallel = 209
- Head In = 77

**PARKING RATIO:** 2.18/unit

**OUTBUILDINGS:**

- Maintenance
- Trash Compactor

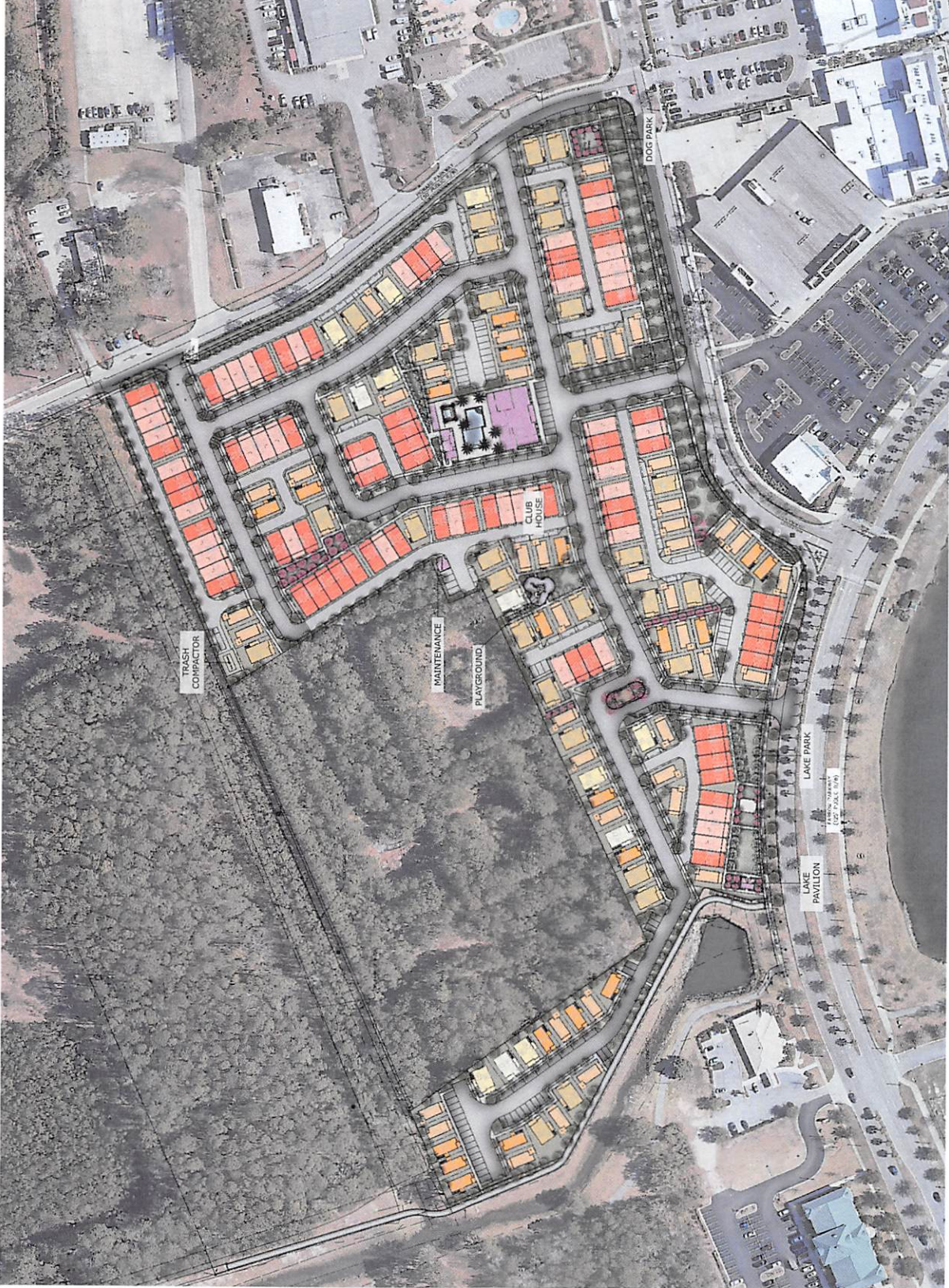
**AMENITIES:**

- Club House
- Swimming Pool
- Dog Park
- Lake Pavilion & Park
- Playground

**LIGHTING:** Will conform to Article 12, Lighting and Glare of the City of Myrtle Beach Zoning Ordinance.

**SIGNAGE:** Will conform to Article 8, Signage, Section 805 K (Urban Village) of the City of Myrtle Beach Zoning Ordinance.

Building Design utilizes traditional building forms, details and roof slopes that are in keeping with the Market Common design theme.



ATTACHED AND DETACHED SINGLE FAMILY HOMES - PARKING AT GRADE OR WITHIN THE UNITS

SINGLE FAMILY HOMES	
TOWNHOME - TYPE 1 280 / 288 - 1,340 SF	58
TOWNHOME - TYPE 2 380 / 388 - 1,500 SF	40
29 X 46 - TYPE 1 180 / 188 - 611 SF	20
29 X 46 - TYPE 2 280 / 288 + FLEX - 1,106 SF	43
36 X 46 - TYPE 1 380 / 3.388 - 1,286 SF	30
30 X 46 - TYPE 2 280 / 2.588 + FLEX - 1,296 SF	8
36 X 46 - TYPE 3 280 / 288 - 863 SF	4
<b>SUBTOTAL</b>	<b>203</b>

PARKING	
GARAGE - TH	156
PARALLEL	210
HEAD IN	77
<b>TOTAL</b>	<b>443</b>
19 ADJACENT ON STREET	
<b>PARKING RATIO</b>	<b>2.18 PS/U</b>



# MARKETWALK :: CONCEPT PLAN

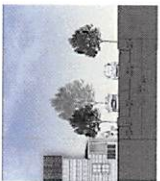
March 2nd, 2023



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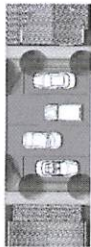
30' F.O.W.  
10' - 12' (10' - 12')



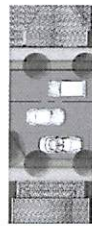
30' F.O.W.  
10' - 12' (10' - 12')



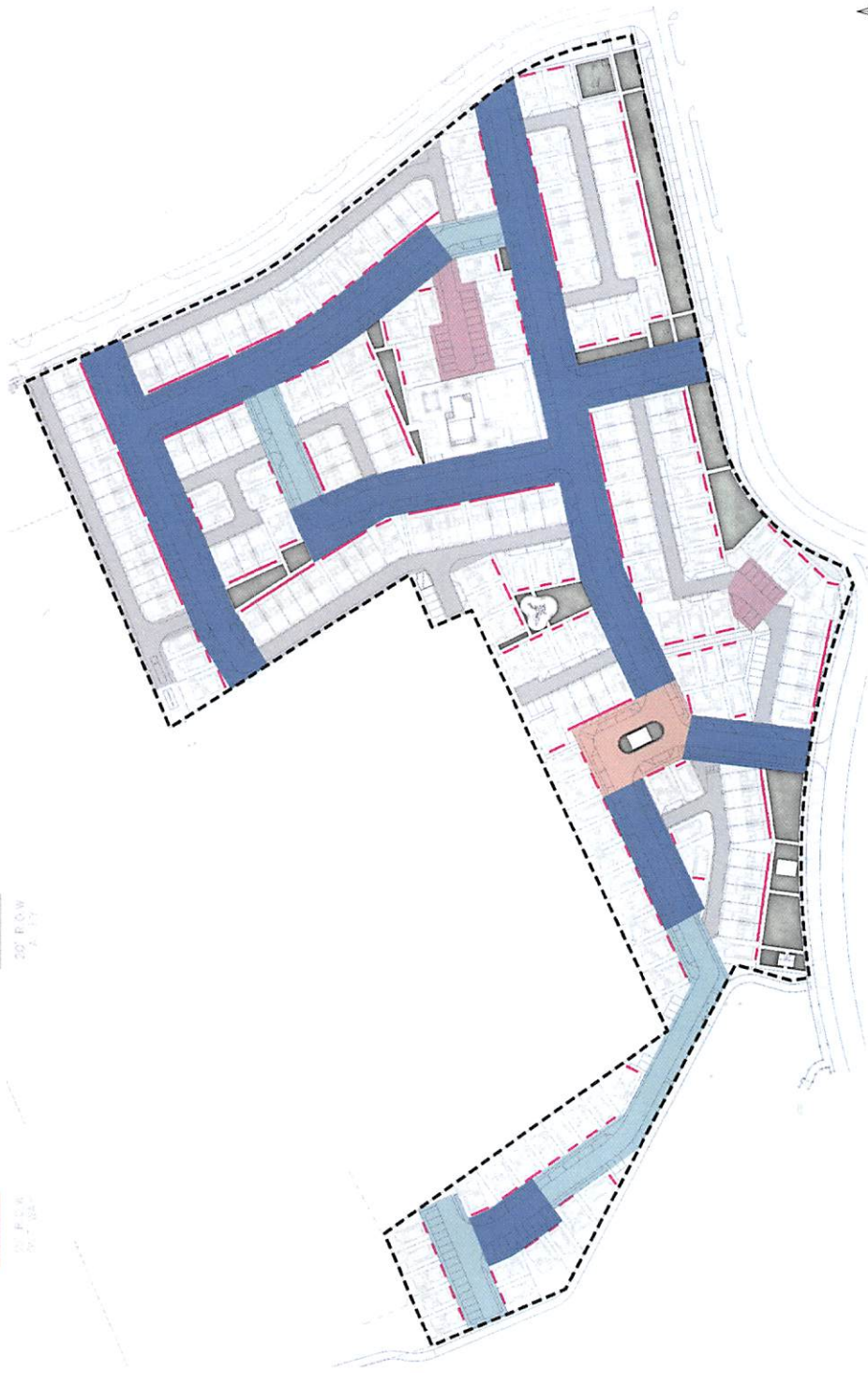
30' F.O.W.  
10' - 12' (10' - 12')



30' F.O.W.  
10' - 12' (10' - 12')



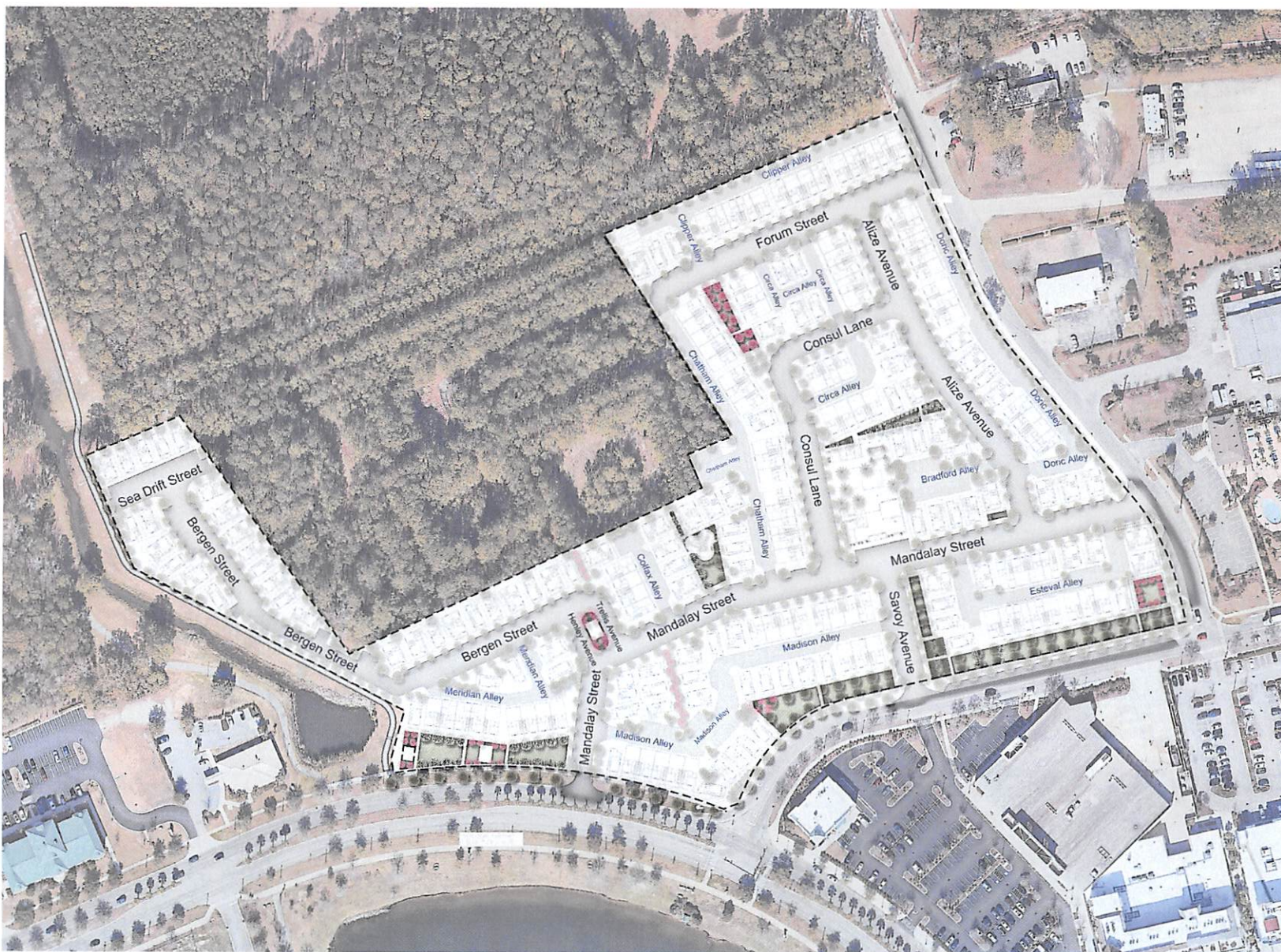
47' F.O.W.  
15' - 20' (15' - 20')



FRONTAGE



MAIN ROADS (STREET)   
 REAR LANES (LANE)



## MARKETWALK :: STREET NAMES

March 2nd, 2023



DESIGN VEHICLE: PIERCE LADDER TRUCK  
 CHASSIS: VELOCITY CHASSIS, AERIALS, TANDEM AXEL, ASCENDANT/LSL (BIG BLOCK), 2010  
 BODY: AERIAL, HD LADDER 107' ASL, TANDEM, ALUM BODY

PARAMETERS:  
 • INSIDE CRAMP ANGLE: 42°  
 • AXLE TRACK: 81.92 IN.  
 • WHEEL OFFSET: 4.48 IN.  
 • TREAD WIDTH: 14.3 IN.  
 • CHASSIS OVERHANG: 78 IN.  
 • ADDITIONAL BUMPER DEPTH: 0.00 IN.  
 • FRONT OVERHANG: 78 IN.  
 • WHEELBASE: 264.5 IN.

CALCULATED TURNING RADII:  
 • INSIDE TURN: 23FT. 5IN.  
 • CURB TO CURB: 39 FT. 4 IN.  
 • WALL TO WALL: 43 FT 2IN.



MYRTLE BEACH FIRE DEPARTMENT STATION NO. 4



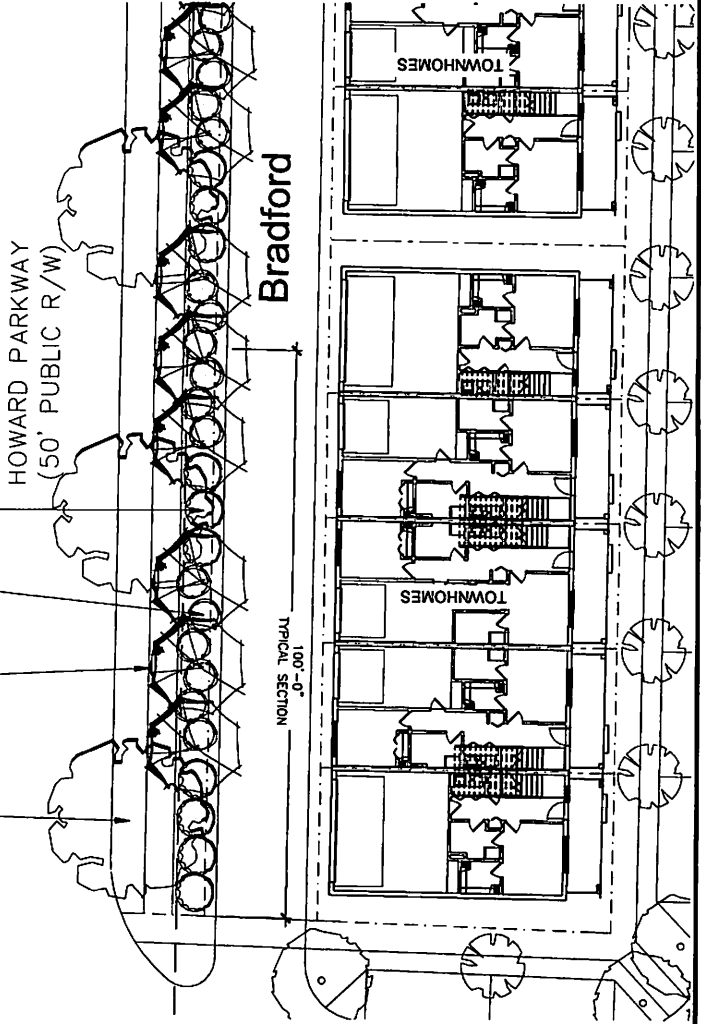
Fire Exhibit  
**MarketWalk**  
 Myrtle Beach, South Carolina  
 PREPARED FOR:  
 LUK-MBS  
 PREPARED BY:  
**THOMAS HUTTON**  
 411 Brougham & Chapin Blvd. • Suite 202  
 Myrtle Beach, SC 29577 • 843.676.3343  
 www.thomashutton.com

DATE: 02/27/2013	TIME: 11:00 AM
BY: LUK-MBS	SCALE: 1" = 100'
CHECKED BY: LUK-MBS	PROJECT: 13010

NOTE: ONLY TOWNHOMES HAVE GARAGES FACING BRADFORD ALLEY

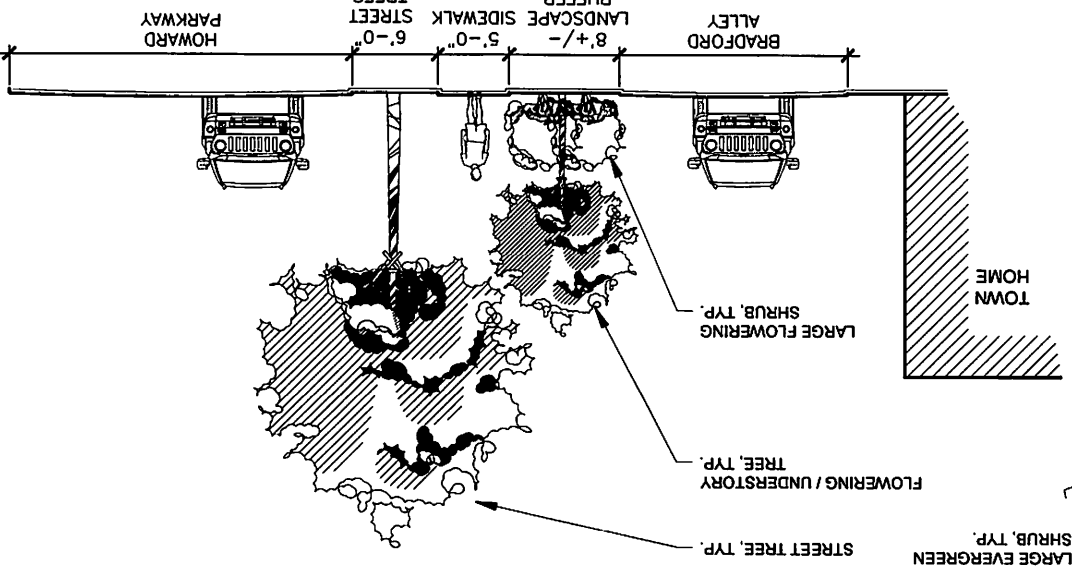
TYPICAL LANDSCAPE BUFFER @ HOWARD PARKWAY

SCALE: 1" = 10'



TYPICAL CROSS SECTION @ HOWARD PARKWAY BUFFER

NOT TO SCALE



L1

SHEET NUMBER

REVISIONS:

DATE: 03/02/23

DRAWN BY: P.F.

SHEET TITLE: CONCEPTUAL LANDSCAPE BUFFER

MARKETWALK COTTAGES MARKET COMMON MYRTLE BEACH, SC

CONCEPTUAL

P.O. Box 215 1066 Poplar Dr Myrtle Beach, SC 29585 843-271-1116 fax 843-271-1222



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