



City of Myrtle Beach  
**City Council Meeting**  
**Tuesday, February 14, 2023**

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**Ordinance 2023-3 to amend the Market Common Master Plan to allow for the enclosure of currently open-air residential-level walkways along the exterior of 3346 Reed St and to allow for exterior changes at 1150 Farrow Pkwy.**

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February 7, 2023: Planning Commission Recommends Approval (7/0)

**Phillis Blvd**

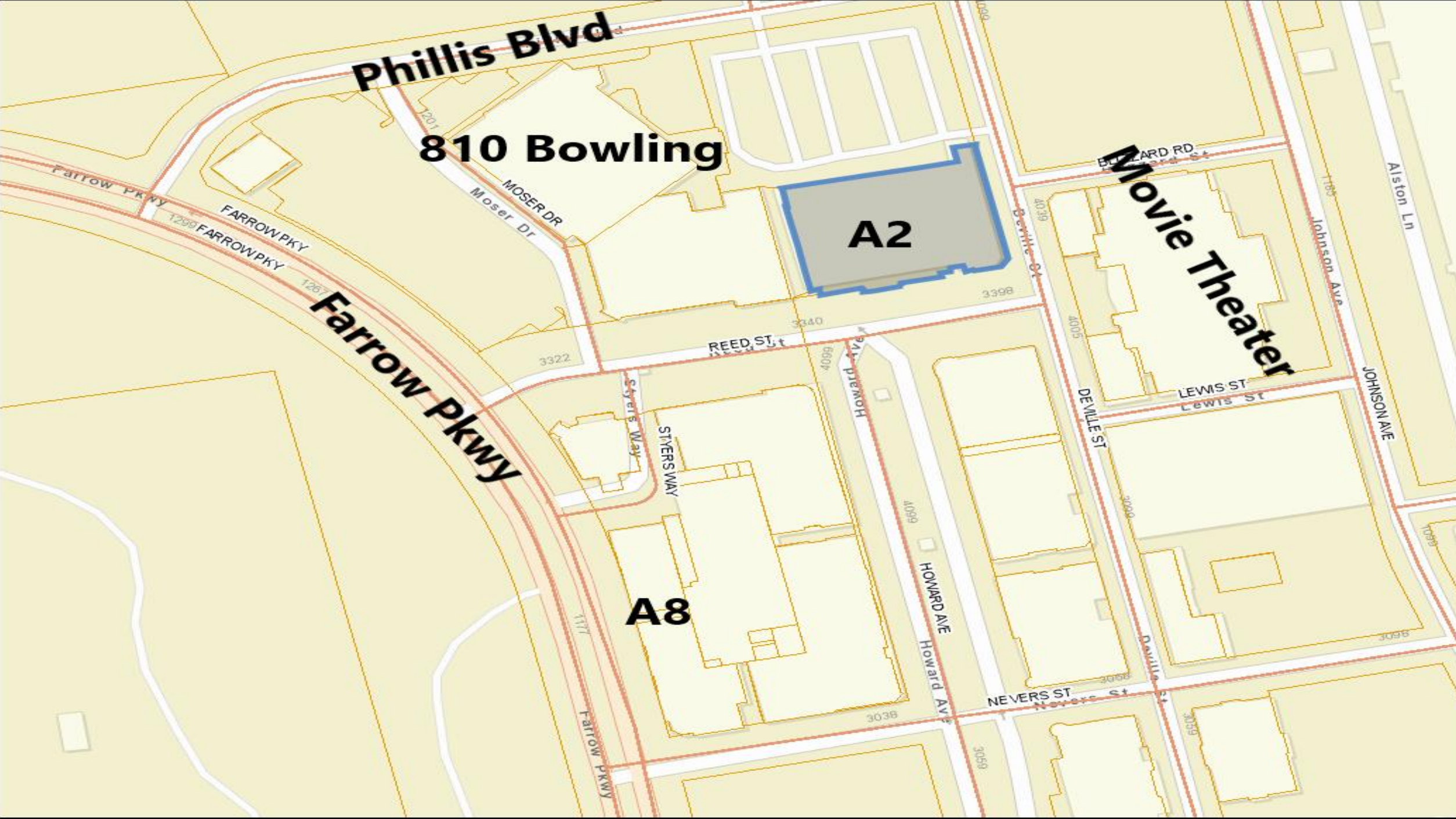
**810 Bowling**

**A2**

**Movie Theater**

**Farrow Pkwy**

**A8**



**Building A2 – 3346 Reed St**

**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 1**



Building A3 North Elevation

Conceptual drawings



Buildings R3, A5 West Elevations

Conceptual drawings

MCCAFFERTY INTERESTS | LITCALDA INTERNATIONAL CORPORATION | ANTUNOVICH ASSOCIATES | JOHN BEAGAN ARCHITECTS | THOMAS & BUTTON ENGINEERING CO.  
 DEVELOPERS | ARCHITECTS PLANNERS | ARCHITECTS | CIVIL ENGINEERING

**NEW A2 ELEVATION**



REAR ELEVATION: PREVIOUSLY PROPOSED COLOR RENDERING



REAR ELEVATION: REVISED PROPOSED COLOR RENDERING

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**APPLIED BUILDING SCIENCES**

117 WEST 17TH AVENUE, SUITE 200  
MYRTLE BEACH, SOUTH CAROLINA 29577  
843.681.7448

NORTH CORRIDOR ENCLOSURE AT  
MARKET COMMON  
BUILDING A-2

DATE: 02/24/2007

DATE: \_\_\_\_\_  
 REVISION: \_\_\_\_\_  
 DRAWN BY: \_\_\_\_\_  
 CHECKED BY: \_\_\_\_\_  
 PROJECT NO.: 000-21000  
 CD/DLOR: RENDERING  
 SHEET: CAB.07a

ALL SCALES DEFINED ON THESE SHEETS ARE FOR 24" X 36" PRINTS.  
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REAR ELEVATION: EXISTING CONTEXT



REAR ELEVATION: REVISED PROPOSED COLOR RENDERING

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COMMUNITY APPEARANCE BOARD



**APPLIED  
BUILDING  
SCIENCES**  
2388 GEORGE AVENUE, CHARLESTON, SC 29405  
PO BOX 71127 NORTH CHARLESTON, SOUTH CAROLINA 29415  
OFFICE: (843) 724-1458

NORTH CORRIDOR ENCLOSURE AT  
MARKET COMMON  
BUILDING A-2  
3346 REED STREET, MYRTLE BEACH, SOUTH CAROLINA 29577

DATE:	10/24/2022
REVISION:	
DESIGN BY:	CHB/DWB
DRAWING BY:	MAL
CHECKED BY:	CHB
PROJECT NO.:	800.21060

COLOR RENDERING  
SHEET  
**CAB.08**

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2108 COSCOCKE AVENUE, CHARLESTON, SC 29405  
PO BOX 71727, NORTH CHARLESTON, SOUTH CAROLINA 29415  
OFFICE: (843) 724-1456

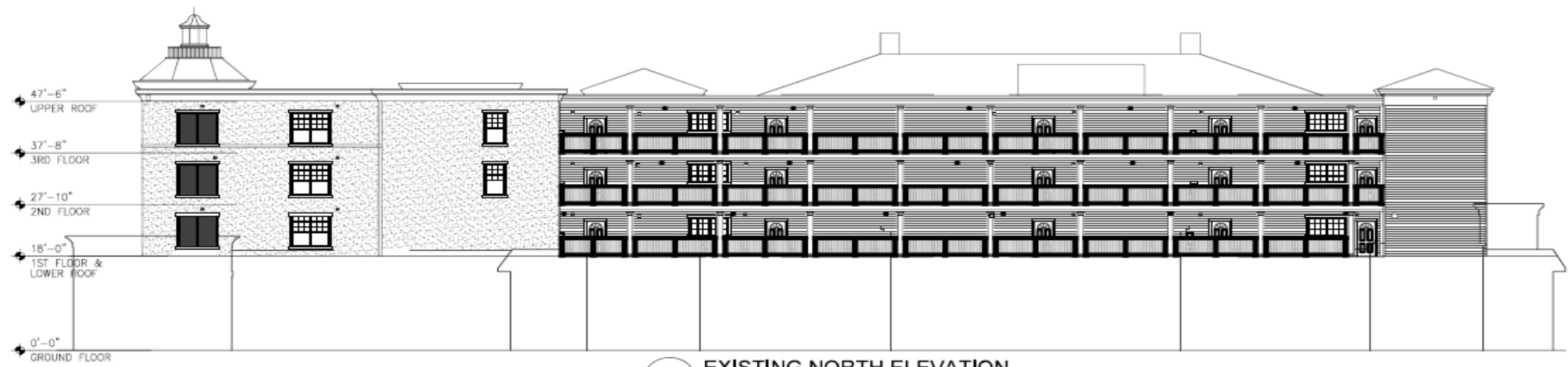
NORTH CORRIDOR ENCLOSURE AT  
MARKET COMMON  
BUILDING A-2  
3346 REED STREET, MYRTLE BEACH, SOUTH CAROLINA 29577

DATE:	10/24/2022
REVISION:	
DESIGN BY:	CHB/DMR
DRAWING BY:	MAE
CHECKED BY:	CHB
PROJECT NO.:	800.21060

COLOR RENDERING  
SHEET  
**CAB.07a**

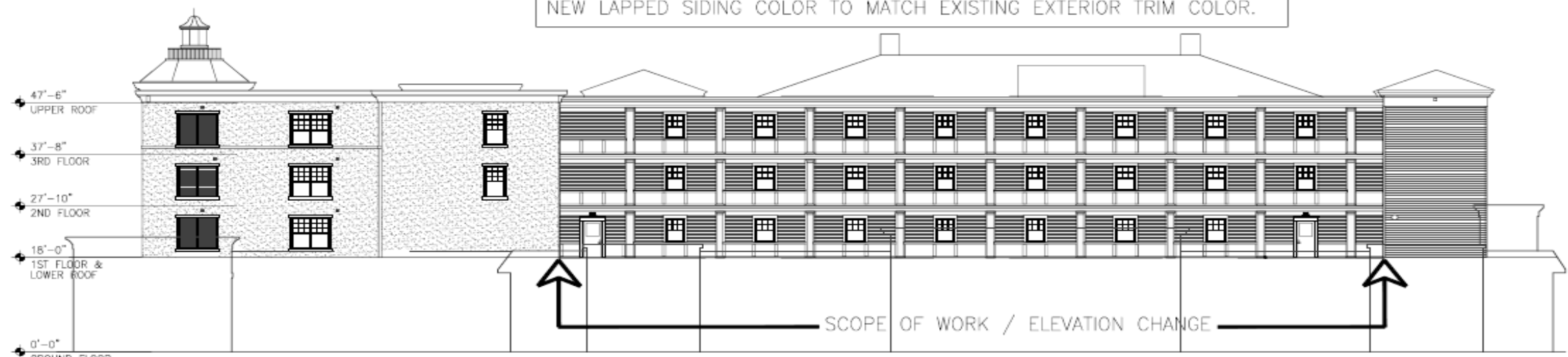
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**EXISTING NORTH ELEVATION**  
SCALE: 1/8" = 1'-0"

PROPOSED NORTH ELEVATION COLORS AND MATERIALS OF EXTERIOR TRIM, WINDOW UNITS, AND ROOF FACIA / SOFFITS TO MATCH EXISTING COLORS. NEW LAPPED SIDING COLOR TO MATCH EXISTING EXTERIOR TRIM COLOR.



**PROPOSED NORTH ELEVATION**  
SCALE: 1/8" = 1'-0"

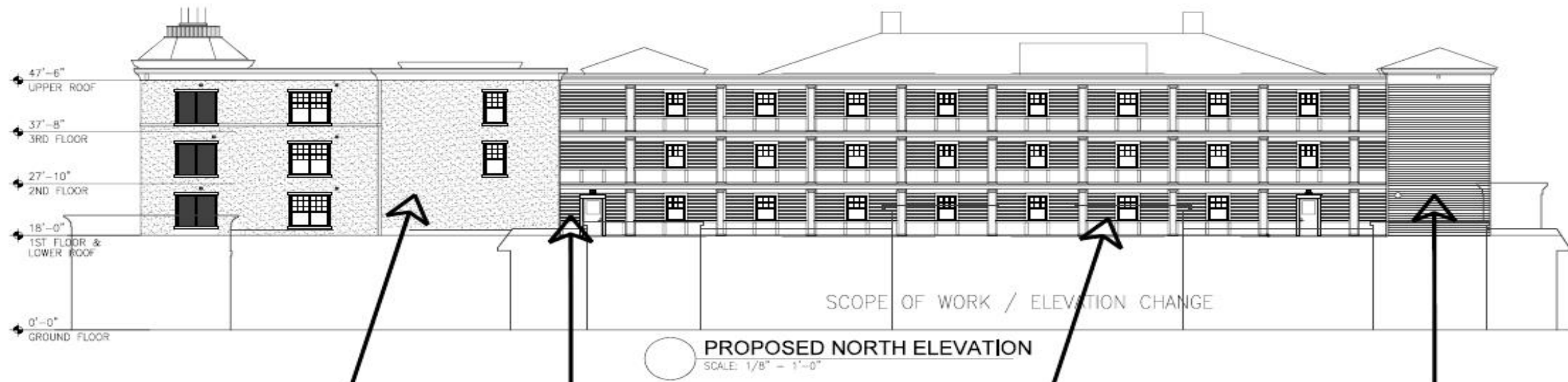
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COMMUNITY APPEARANCE BOARD

**APPLIED BUILDING SCIENCES**  
2308 GODDARD AVENUE CHARLESTON, SC 29405  
PO BOX 71127 NORTH CHARLESTON, SOUTH CAROLINA 29415  
OFFICE: (843) 724-1456

NORTH CORRIDOR ENCLOSURE AT  
MARKET COMMON  
BUILDING A-2  
3346 REED STREET, MYRTLE BEACH, SOUTH CAROLINA 29577

DATE:	10/24/2022
REVISION:	
DESIGN BY:	CHB/DWB
DRAWING BY:	MAL
CHECKED BY:	CHB
PROJECT NO.:	800.21080
PROPOSED NORTH ELEVATION	
SHEET	
<b>CAB.04</b>	

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PROPOSED NORTH ELEVATION COLORS AND MATERIALS OF EXTERIOR TRIM, WINDOW UNITS, AND ROOF FACIA / SOFFITS TO MATCH EXISTING COLORS. NEW LAPPED SIDING COLOR TO MATCH EXISTING EXTERIOR TRIM COLOR.

CITY OF MYRTLE BEACH  
COMMUNITY APPEARANCE BOARD

**APPLIED BUILDING SCIENCES**

2708 GOSWOLF AVENUE, CHARLESTON, SC 29405  
PO BOX 17127 NORTH CHARLESTON, SOUTH CAROLINA 29415  
OFFICE (803) 724-1468

NORTH CORRIDOR ENCLOSURE AT  
MARKET COMMON  
BUILDING A-2

3346 REED STREET, MYRTLE BEACH, SOUTH CAROLINA 29577

DATE:	10/24/2022
REVISION:	
DESIGN BY:	CHB/DWB
DRAWING BY:	MAL
CHECKED BY:	CHB
PROJECT NO.:	600.21060
PROPOSED NORTH ELEVATION	
SHEET	
<b>CAB.05</b>	

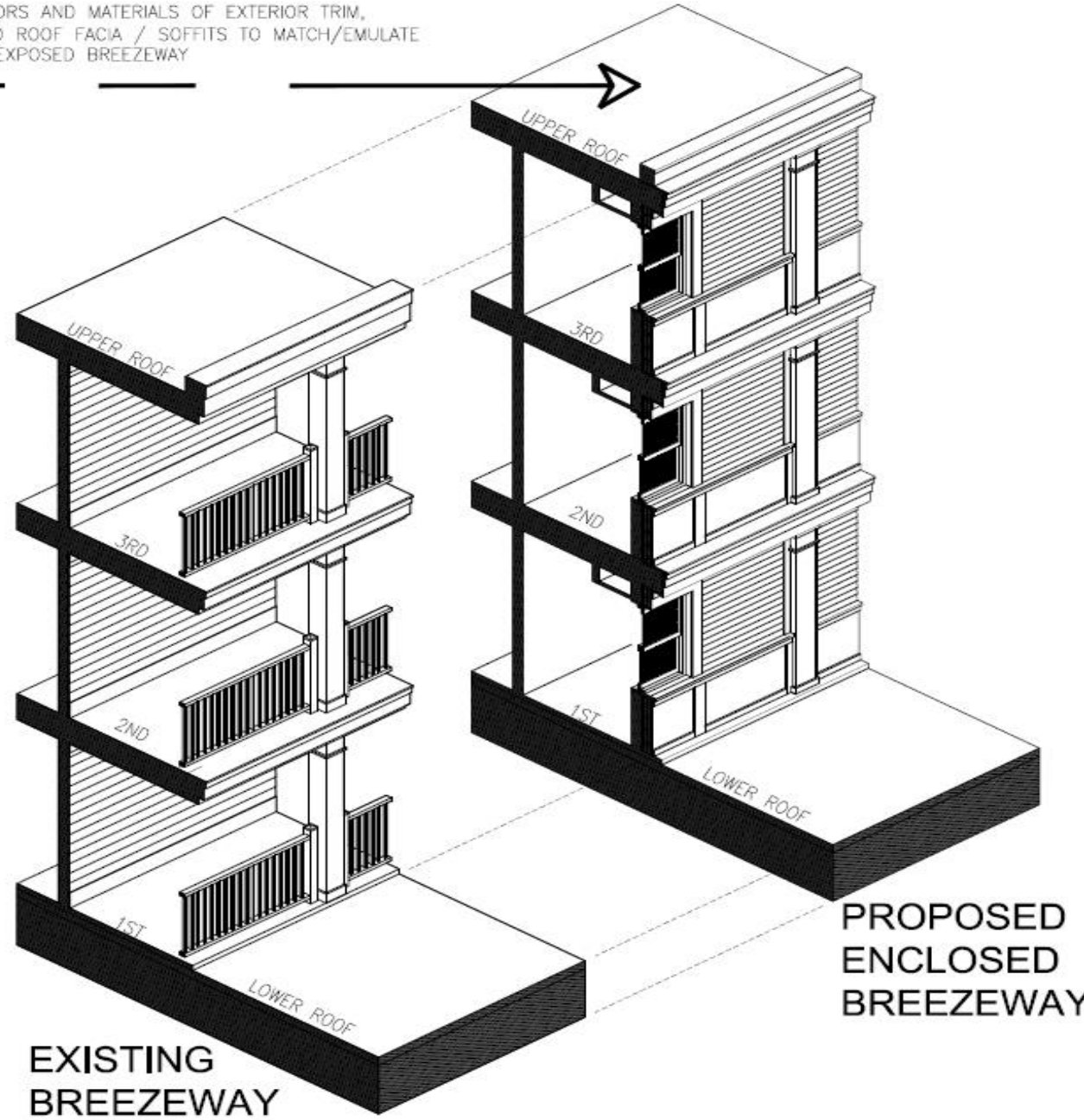


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EXISTING COLORS AND MATERIALS OF EXISTING OPEN BREEZEWAY

PROPOSED NEW ELEVATION COLORS AND MATERIALS OF EXTERIOR TRIM, WINDOW UNITS, LAP SIDING, AND ROOF FACIA / SOFFITS TO MATCH/EMULATE EXISTING COLORS OF EXISTING EXPOSED BREEZEWAY



EXISTING BREEZEWAY

PROPOSED ENCLOSED BREEZEWAY

CITY OF MYRTLE BEACH -  
COMMUNITY APPEARANCE BOARD



**APPLIED  
BUILDING  
SCIENCES**

238 GODDARD AVENUE CHARLESTON, SC 29405  
PO BOX 71127 NORTH CHARLESTON, SOUTH CAROLINA 29415  
OFFICE: (843) 794-1458

NORTH CORRIDOR ENCLOSURE AT  
MARKET COMMON  
BUILDING A-2

3346 REED STREET, MYRTLE BEACH, SOUTH CAROLINA 29577

DATE:	10/24/2022
REVISION:	
DESIGN BY:	DHR/DWB
DRAWING BY:	MKE
CHECKED BY:	DHR
PROJECT NO.:	800.21060
PROPOSED NORTH ELEVATION	
SHEET	
<b>CAB.06</b>	

**Building A8 – 1150 Farrow Pkwy**

**OLD A8 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**



Buildings A7, A8, South Elevations



Buildings A3, A4 West Elevations

*Conceptual drawings*

MCCAFFERY INTERESTS | LEUCADIA INTERNATIONAL CORPORATION | ARTUNOVICH ASSOCIATES | JOHN REAGAN ARCHITECTS | THOMAS & HUTTON ENGINEERING CO.  
DEVELOPER | ARCHITECTS | ARCHITECTS | ARCHITECTS | CIVIL ENGINEERING

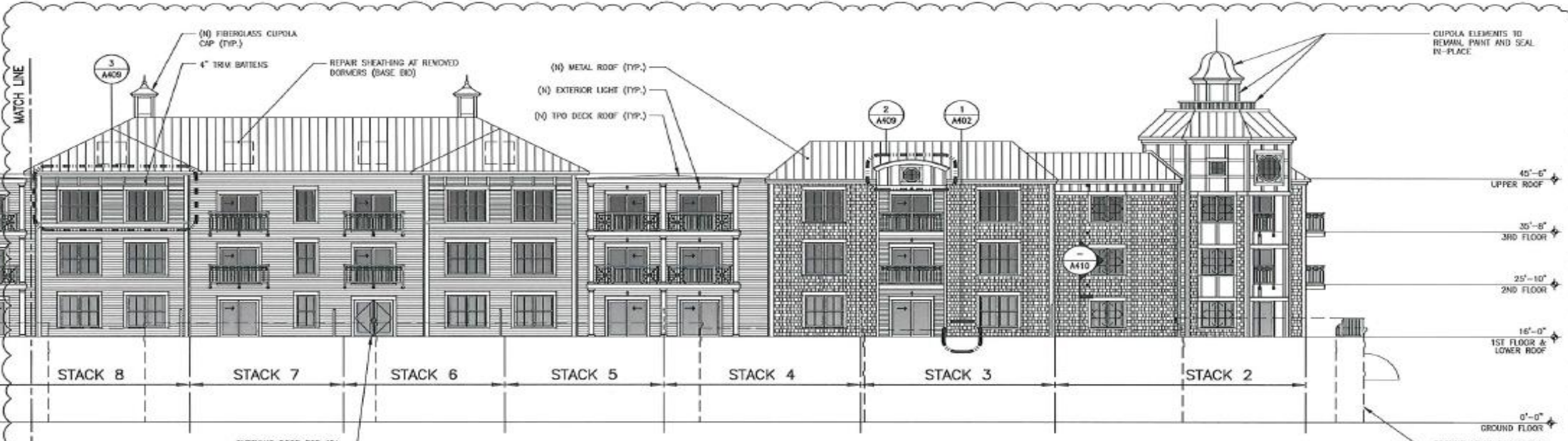
**NEW A8 ELEVATION**



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 THIS PRINT QUALITY SCALE SHOWS 8 SHADOW BOXES. IF 8 BOXES ARE NOT CLEARLY DEFINED, THE ORIGINAL QUALITY AND DESIGN MAY NOT DISPLAY AS INTENDED.  
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**1** EXISTING WEST ELEVATION  
SCALE: 1/8" = 1'-0"



**2** PROPOSED WEST ELEVATION  
SCALE: 1/8" = 1'-0"

CITY OF MYRTLE BEACH -  
 COMMUNITY APPEARANCE BOARD

**APPLIED BUILDING SCIENCES**  
 2308 DOBSON AVENUE CHARLESTON, SC 29405  
 PO BOX 71127 NORTH CHARLSTON, SOUTH CAROLINA 29415  
 OFFICE: (843) 754-1455

EXTERIOR REPAIRS AT  
 THE MARKET COMMON  
 BUILDING A-8  
 1150 FURROW PARKWAY  
 MYRTLE BEACH, SOUTH CAROLINA 29577

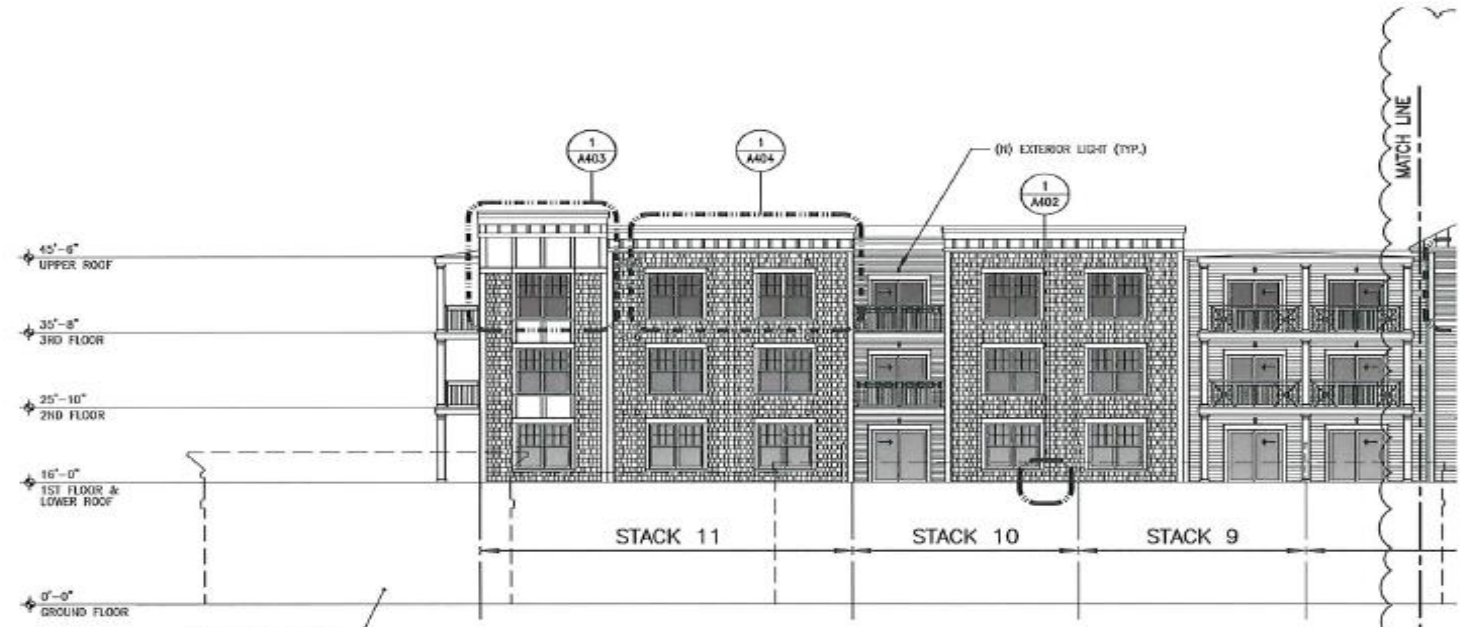
DATE:	10/24/2022
DESIGN BY:	CHB
DRAWING BY:	MAE/DWB
CHECKED BY:	CHB
PROJECT NO.:	800.21059

WEST ELEVATION  
 SHEET  
**A204b**

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 THIS PRINT QUALITY SCALE SHOWS 6 SHADED BOXES. IF 6 BOXES ARE NOT CLEARLY DEFINED, THE ORIGINAL QUALITY AND DESIGN MAY NOT DISPLAY AS INTENDED.  
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1 EXISTING WEST ELEVATION  
SCALE: 1/8" = 1'-0"



2 PROPOSED WEST ELEVATION  
SCALE: 1/8" = 1'-0"

CITY OF MYRTLE BEACH -  
COMMUNITY APPEARANCE BOARD

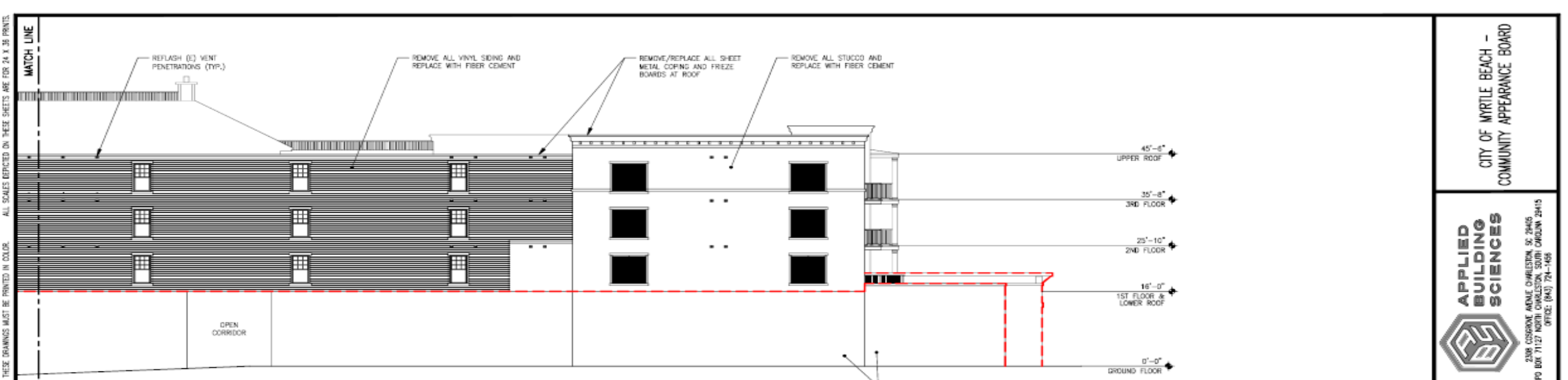
**APPLIED BUILDING SCIENCES**  
 2308 CORPORATE AVENUE, CHARLESTON, SC 29405  
 PO BOX 71127 NORTH CHARLESTON, SOUTH CAROLINA, 29415  
 OFFICE: (843) 734-4458

EXTERIOR REPAIRS AT  
 THE MARKET COMMON  
 BUILDING A-8  
 1150 FOREW FERRYWAY  
 MYRTLE BEACH, SOUTH CAROLINA 29577

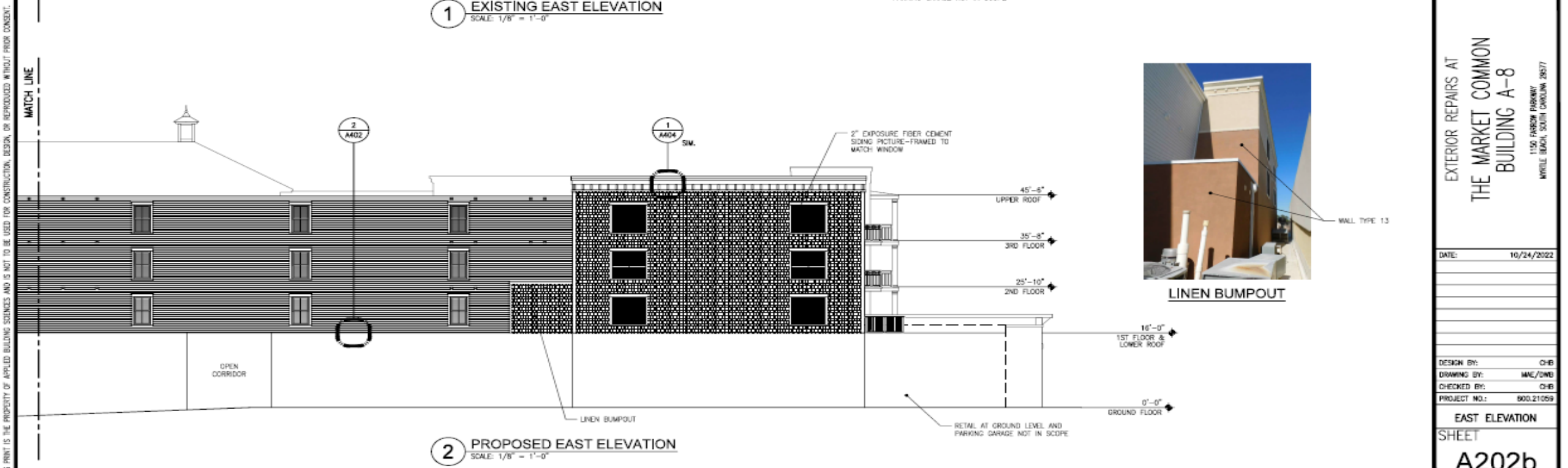
DATE: 10/24/2022

DESIGN BY: CHB  
 DRAWING BY: MAX/TWB  
 CHECKED BY: CHB  
 PROJECT NO.: 800.21059

WEST ELEVATION  
 SHEET  
 A204a



1 EXISTING EAST ELEVATION  
SCALE: 1/8" = 1'-0"



2 PROPOSED EAST ELEVATION  
SCALE: 1/8" = 1'-0"



LINEN BUMPOUT

WALL TYPE 13

CITY OF MYRTLE BEACH -  
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2308 GOSWART AVENUE CHARLESTON, SC 29405  
PO BOX 71127 NORTH CHARLESTON, SOUTH CAROLINA 29415  
OFFICE: (843) 724-1466

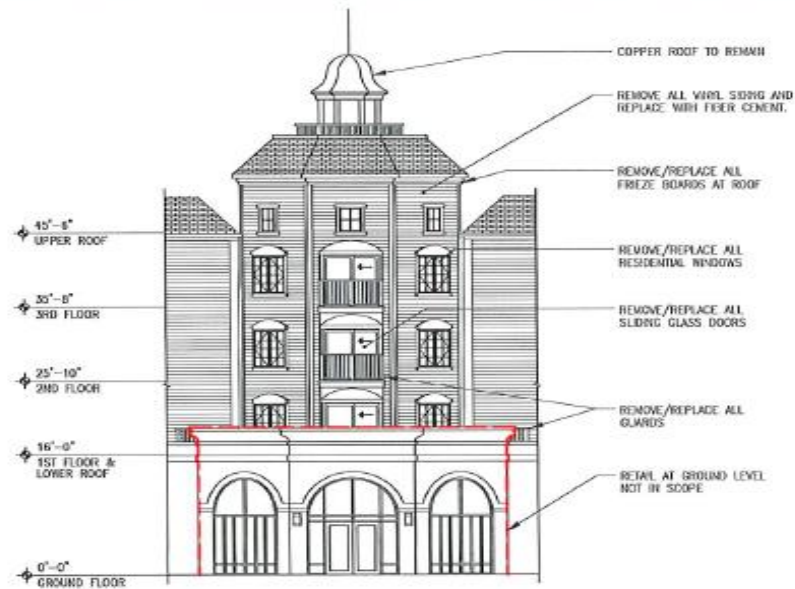
EXTERIOR REPAIRS AT  
THE MARKET COMMON  
BUILDING A-8  
1150 FARROW PARKWAY  
MYRTLE BEACH, SOUTH CAROLINA 29577

DATE: 10/24/2022

DESIGN BY: CHB  
DRAWING BY: HMC/DND  
CHECKED BY: CHB  
PROJECT NO.: 900.21059

EAST ELEVATION  
SHEET  
A202b

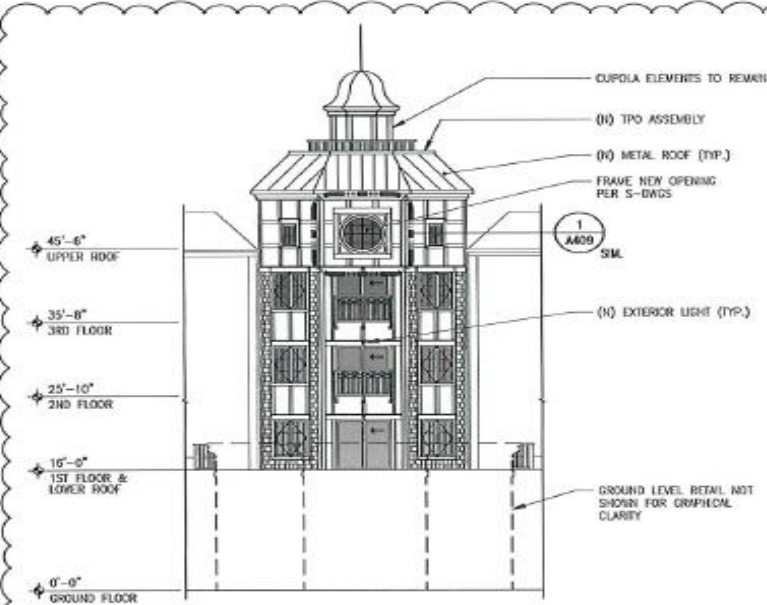
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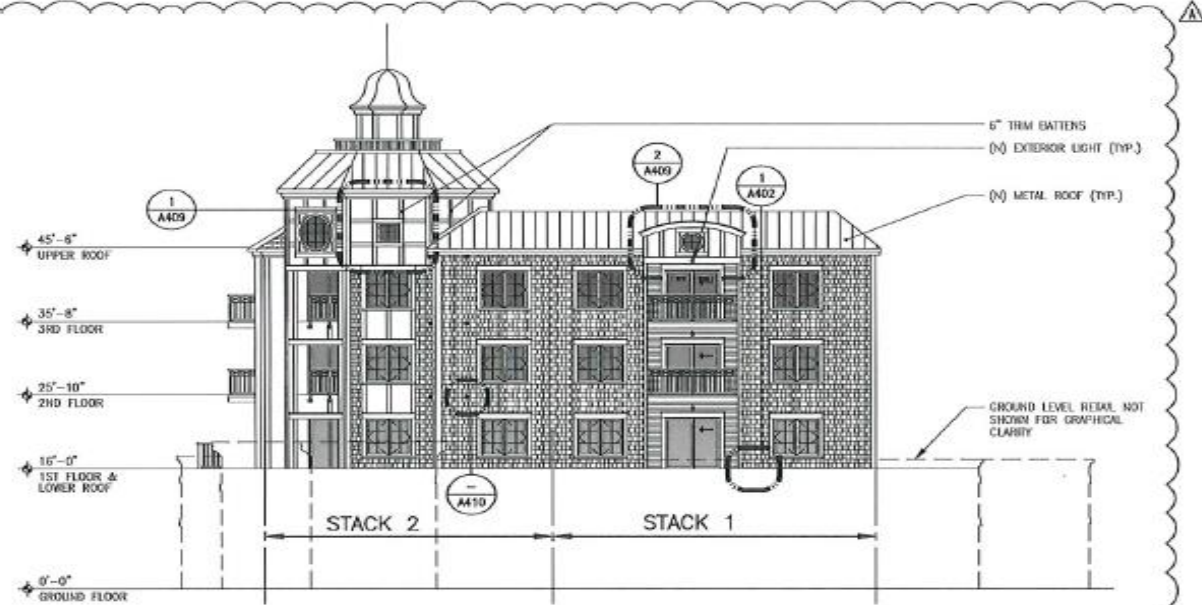
**1 EXISTING SOUTHWEST ELEVATION**  
SCALE: 1/8" = 1'-0"



**3 EXISTING SOUTH ELEVATION**  
SCALE: 1/8" = 1'-0"



**2 PROPOSED SOUTHWEST ELEVATION**  
SCALE: 1/8" = 1'-0"



**4 PROPOSED SOUTH ELEVATION**  
SCALE: 1/8" = 1'-0"

**CITY OF MYRTLE BEACH - COMMUNITY APPEARANCE BOARD**

**APPLIED BUILDING SCIENCES**

2308 COORDE AVENUE CHARLESTON, SC 29405  
 PO BOX 7137 NORTH CHARLESTON, SOUTH CAROLINA 29415  
 OFFICE (843) 724-1408

**EXTERIOR REPAIRS AT THE MARKET COMMON BUILDING A-8**

1150 BARROW PARKWAY  
 MYRTLE BEACH, SOUTH CAROLINA 29577

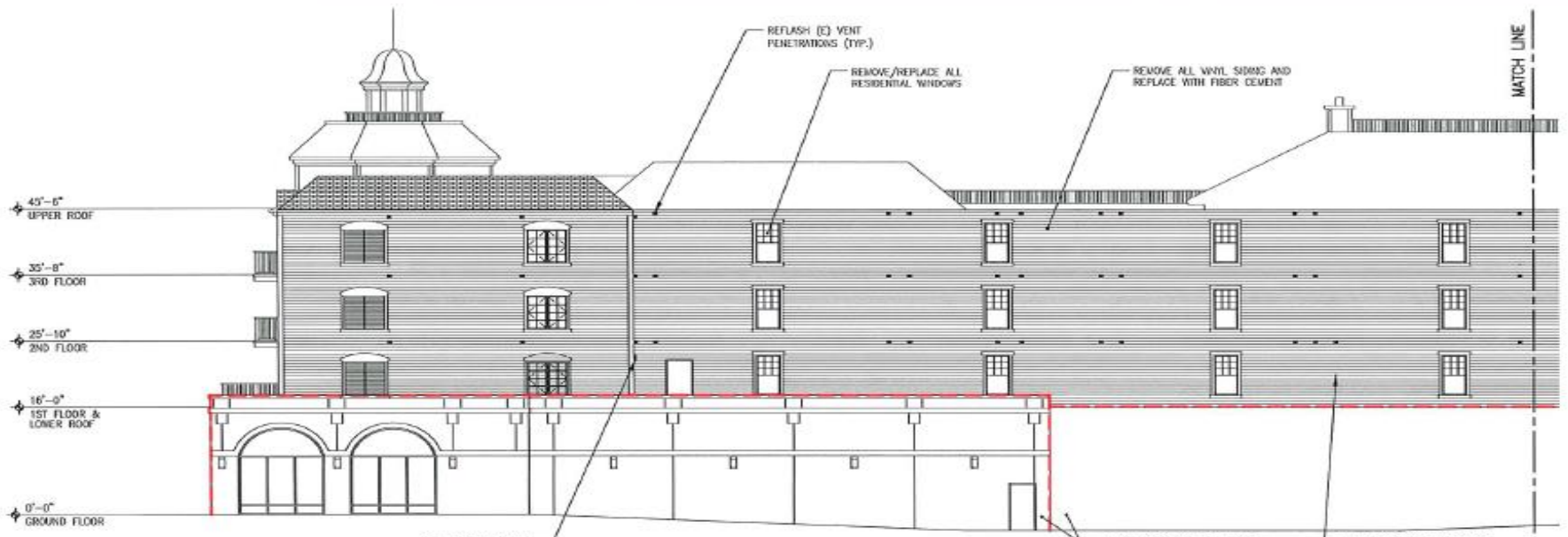
DATE: 10/24/2022

DESIGN BY: CHB  
 DRAWING BY: MAC/DWB  
 CHECKED BY: CHB  
 PROJECT NO.: 800.21059

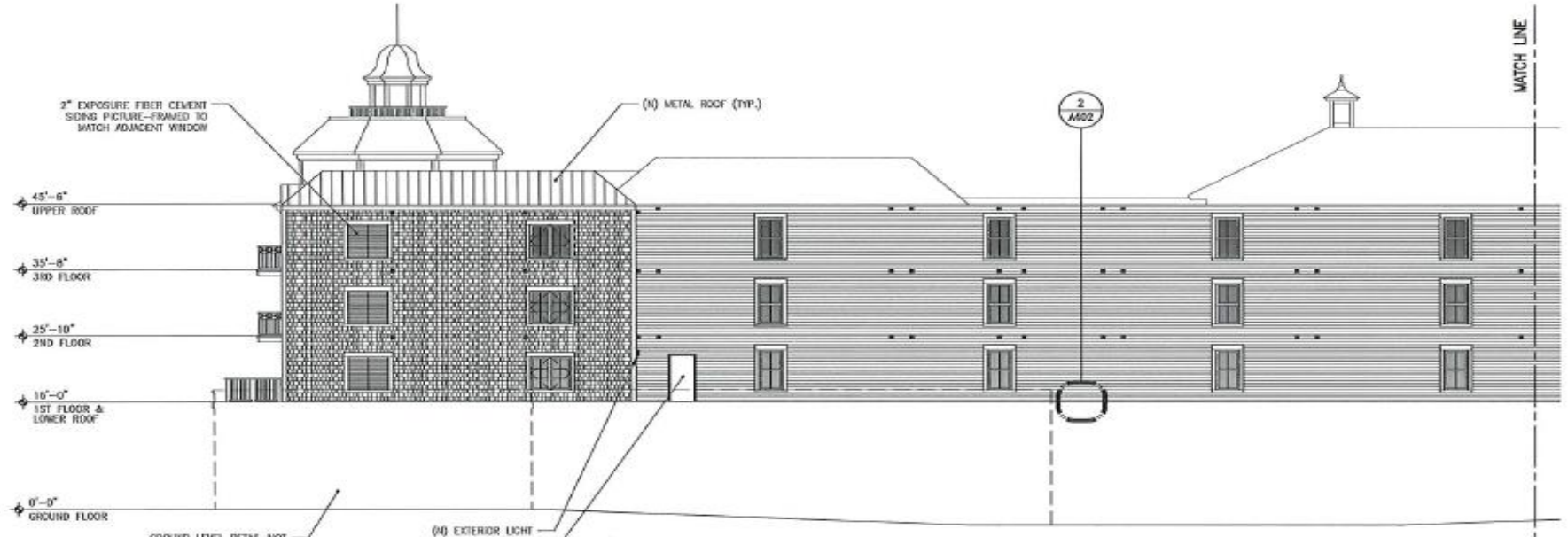
**SOUTHWEST & SOUTH ELEVATION SHEET**

**A203**

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**1** EXISTING EAST ELEVATION  
 SCALE: 1/8" = 1'-0"



**2** PROPOSED EAST ELEVATION  
 SCALE: 1/8" = 1'-0"

CITY OF MYRTLE BEACH -  
 COMMUNITY APPEARANCE BOARD

**APPLIED BUILDING SCIENCES**  
 5336 GOSWOME AVENUE CHARLESTON, SC 29405  
 PO BOX 71127 NORTH CHARLESTON, SOUTH CAROLINA 29415  
 OFFICE (843) 724-1456

EXTERIOR REPAIRS AT  
**THE MARKET COMMON  
 BUILDING A-8**  
 1150 FARRAW PARKWAY  
 MYRTLE BEACH, SOUTH CAROLINA 29577

DATE: 10/24/2022

DESIGN BY: CHB  
 DRAWING BY: MAE/DWG  
 CHECKED BY: CHB  
 PROJECT NO.: 800.21059

EAST ELEVATION  
 SHEET

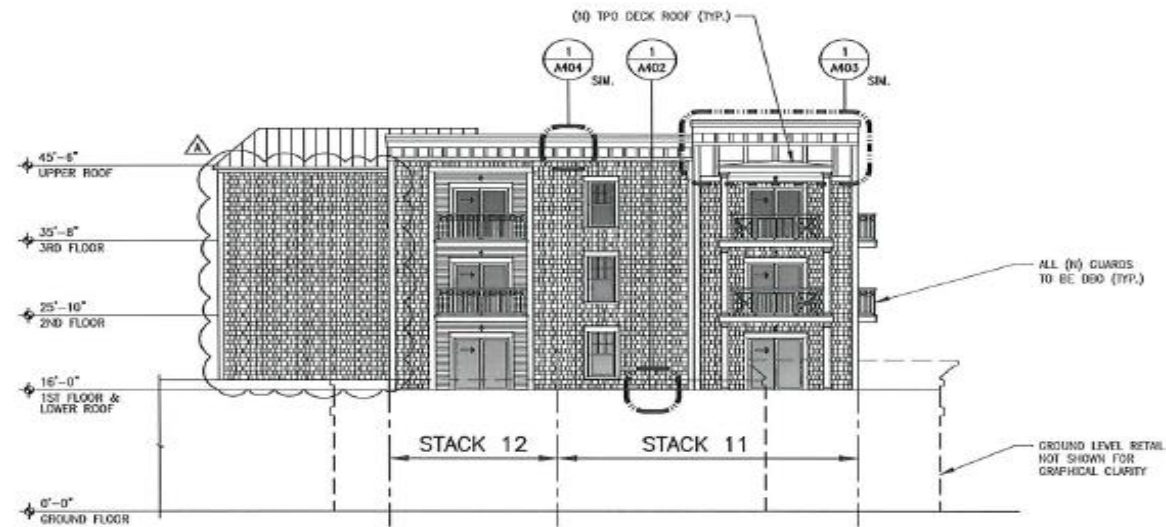
A202a



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**1** EXISTING NORTH ELEVATION  
SCALE: 1/8" = 1'-0"



**2** PROPOSED NORTH ELEVATION  
SCALE: 1/8" = 1'-0"

CITY OF MYRTLE BEACH -  
 COMMUNITY APPEARANCE BOARD



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 2308 COSBORNE AVENUE CHARLESTON, SC 29405  
 PO BOX 71127 NORTH CHARLESTON, SOUTH CAROLINA 29415  
 OFFICE (843) 724-1426

EXTERIOR REPAIRS AT  
 THE MARKET COMMON  
 BUILDING A-8  
 1150 PARKWAY DRIVE  
 MYRTLE BEACH, SOUTH CAROLINA 29577

DATE: 10/24/2022

DESIGN BY: CHB  
 DRAWING BY: MAE/DWB  
 CHECKED BY: CHB  
 PROJECT NO.: 800.21059

NORTH ELEVATION  
 SHEET  
**A201**