



PLANNING COMMISSION MEETING AGENDA

Tuesday, May 3, 2016 – 5:00 P.M.

Morning Workshop 9:15 A.M.

1018 Second Avenue South - North Myrtle Beach, SC

1. CALL TO ORDER
2. ROLL CALL
3. COMMUNICATIONS
4. APPROVAL OF MEETING MINUTES
April 19, 2016
5. OLD BUSINESS

A. ZONING TEXT AMENDMENT ZTX-16-05: City staff is proposing to amend the Main Street Priority Investment Activity Center Overlay concerning required parking.

6. NEW BUSINESS – “Consent Items”
7. NEW BUSINESS – “Official Public Hearing Items”
8. ADJOURNMENT

Respectfully submitted,

A handwritten signature in black ink that reads "Aaron C. Rucker".

Aaron C. Rucker, AICP
Principal Planner

CITY OF NORTH MYRTLE BEACH
PLANNING COMMISSION MEETING
1018 Second Avenue South
Tuesday, April 19, 2016
5:00 P.M.

MINUTES

Ty Bellamy
Rob Kayton
Harvey Eisner- Absent
Bubba Collins
Hunter Platt
Harry Bruton- Absent
Juddie Bacot- Absent

Planning Department

Aaron Rucker
Sean Hoelscher

Secretary

Merideth Smith

1. CALL TO ORDER: The Chairman called the meeting to order at 5:00 P.M.
2. ROLL CALL: The secretary called the roll and declared a quorum present.
3. COMMUNICATIONS: No training will be held on May 12th
4. APPROVAL OF MEETING MINUTES: The minutes of the meeting April 5, 2016 were approved as presented.
5. OLD BUSINESS:

A. ZONING TEXT AMENDMENT ZTX-16-03: City staff is proposing to create as new inland multifamily zoning district (R-4 I) to allow multifamily and nonmedical commercial or office uses on properties not adjacent to the oceanfront.

Mr. Rucker explained that this item had been to workshop with Council and the changes reflected in the ZTX are agreed upon by the Council and staff. He explained some of the changes to the Ordinance since the last time that PC saw this Zoning Text Amendment for R-4I).

There were no questions for staff and the Chairman called for a motion. The motion to approve the Zoning Text Amendment (ZTX 16-03) as submitted was made by Commissioner Kayton

and seconded by Commissioner Collins. There was no public comment and the Chairman called for the vote. The motion passed 4-0.

6. NEW BUSINESS – “Consent Items” None

7. NEW BUSINESS:

A. ZONING TEXT AMENDMENT: ZTX-16-05: City Staff is proposing to amend the Main Street Priority Investment Activity Center Overlay concerning required parking.

STAFF REPORT: Mr. Rucker presented the report for the staff.

After discussion by staff and Commissioner’s the Commission stated that they were not comfortable making a decision on this amendment until they had a workshop with Council or discussed their concerns.

PUBLIC COMMENT:

Mr. Carey McLeod Main Street Merchant expressed his concern over the parking and trash situation.

The Chairman called for a motion. The motion to table was made by Commissioner Collins and seconded by Commissioner Kayton. Motion to table passed 4-0.

B. REZONING Z -16-01: The Planning & Development Department received an application requesting a rezoning of one lot(1) containing approximately 1.22 acres located on Vereen Drive, PIN # 35010030036, from R-2 A(Midrise Multifamily Residential) to NC(Neighborhood Commercial).

STAFF REPORT: Mr. Hoelscher presented the report for the staff. There were no questions or concerns by the Commission.

There was no public comment.

The Chairman called for a motion. The motion to approve the rezoning where necessary to implement the Comprehensive3 Plan was made by Commissioner Platt and seconded by Commissioner Collins. Motion passed 4-0.

C. PLANNED DEVELOPMENT DISTRICT AMENDMENT MNPDD-16-02: A Minor Amendment request to the Robbers Roost Planned Development District concerning changes to building D, associated parking lot rearrangements and modifications to the screen wall and vehicular access in the Shadow Moss area within Phase 3 A of the Village Shops.

STAFF REPORT: Mr. Rucker presented the report for the staff.

There were no questions by the Commission.

PUBLIC COMMENT: Mr. Ted Bishop, HOA Shadow Moss stated that they had no problem with the changes proposed.

The Chairman called for a motion.

The motion to approve the Minor PDD amendment to Robbers Roost was made by Commissioner Collins and seconded by Commissioner Kayton. Motion passed 4-0.

8. ADJOURNMENT: Being no further business the Chairman called for a motion to adjourn. Motion made by Commissioner Platt and seconded by Commissioner Kayton. The meeting adjourned at 5:45 p.m.

Respectfully submitted,


Merideth Smith, City Clerk

NOTE: BE ADVISED THAT THESE MINUTES REPRESENT A SUMMARY OF THE PLANNING COMMISSION MEETING AND ARE NOT INTENDED TO REPRESENT A FULL TRANSCRIPT OF THE MEETING.

5.A. ZONING TEXT AMENDMENT ZTX-16-05: City staff is proposing to amend the Main Street Priority Investment Activity Center Overlay concerning required parking.

Executive Summary:

Planning Commission tabled the text amendment at the regularly scheduled meeting held on April 19th in hopes of discussing the proposal with city council at a joint workshop prior to the May 3rd meeting.

Background:

The Priority Investment Overlay planning tool, created under the South Carolina Priority Investment Act of 2007, provided a format for a public response to private sector economic revitalization/reinvestment issues as the "vision" for the future of an area evolves. The overlay zones created under this category could be applied to centers of activity, specific street corridors, or neighborhoods. This "centers, corridors and neighborhoods" approach was identified in the city's 2010 Comprehensive Plan Update as a way to advance the community.

In 2011, Council approved four Priority Investment Activity Center Overlay Zones, including Main Street. The purpose of the overlay was to encourage development and redevelopment to occur within a one-third mile walkshed centered around the traditional commercial centers of the four historic beach communities (Cherry Grove, Ocean Drive, Crescent Beach, and Windy Hill). Parking standards in those walksheds were relaxed, permitting development and redevelopment of small parcels that were created prior to current parking standards. Experience has been shown that a primary limiting factor in the revitalization of these areas has been excessive parking requirements for new and existing uses.

Since then Main Street has been identified by many residents as the "heart" of the city in public comments received during phase 1 of the Comprehensive Plan rewrite in late 2015. Council held a workshop last month to discuss creating additional incentives for investment along Main Street such as removing the parking requirement within the Main Street Activity Center. Staff has prepared an ordinance to accomplish this by further relaxing parking standards within the Main Street Priority Investment Activity Center Overlay Zone.

Proposal:

Staff is proposing a text amendment to the Zoning Ordinance to amend the Main Street Priority Investment Activity Center Overlay by removing most parking requirements to further stimulate economic investment/reinvestment.

The proposed amendment addresses items in **Article II, Zoning Districts and Development Regulations**, and would appear in the Zoning Ordinance as follows (*new matter underlined, deleted matter struck-through*):

Section 23-31, Overlays.

(5) Priority Investment Zones (as an umbrella category). The Priority Investment Overlay planning tool, created under the South Carolina Priority Investment Act of 2007, provides a format for public response to private sector economic revitalization/reinvestment issues as the "vision" for the future of an area evolves. The overlay zones created under this category may be applied to centers of activity, specific street corridors, or neighborhoods. This "centers, corridors, and neighborhoods" approach was identified in the city's 2010 Comprehensive Plan Update. Each overlay area may need specific provisions to address issues unique to that particular context, and not necessarily applicable to the other Priority Investment areas in the city.

(a) PI-ACO (Priority Investment - Activity Center Overlay) Zone.

(1) Purpose: The purpose of Activity Center Overlay Zones is to encourage development and redevelopment to occur within a one-third mile walkshed centered around the traditional commercial centers of the four historic beach communities (Cherry Grove, Ocean Drive, Crescent Beach, and Windy Hill) that were combined to form the City of North Myrtle Beach. This shall be accomplished by relaxing parking standards in those walksheds, which will permit development and redevelopment of small parcels that were created prior to current parking standards. It has been shown that a primary limiting factor in the economic use and revitalization of these areas has been excessive parking requirements for new uses. Reducing these standards will also promote walkability and the use of other modes of transportation.

(2) Application: The Activity Center Overlay provides an increased range of options over conventional zoning in that it permits reuse, redevelopment, and new development to occur on parcels otherwise too small to satisfy requirements. It is further meant to complement (not replace) the standards in the Zero Lot Line Overlay zone.

The Activity Center Overlay Zones are to be designated by the Official City Zoning Map or text, and encompass areas located approximately one-third (1/3) of a mile from the center of the following intersections:

- Main Street and Hillside Drive (Ocean Drive)
- 17th Avenue South and Holly Drive (Crescent Beach)
- Sea Mountain Highway and Spring Street (Cherry Grove)
- 37th Avenue South and Seaview Street (Windy Hill)

For any parcel situated within this overlay zone, the property owner may choose to request development review under the provisions herein.

(3) Provisions of the Activity Center Overlays as designated in section:

- a. Activity Center Parking Flexibility. Proposed new uses for existing structures or new construction, may provide one-half ($\frac{1}{2}$) of the underlying zoning district requirements for that use, with the exception of the following:

*Main Street Activity Center: As a means of further encouraging investment and reinvestment, proposed new uses for existing structures or new construction other than multi-family residential, motels, and hotels located entirely within this activity center shall not be required to provide parking.

In the other activity centers, multi-family residential uses, motels, hotels, bars/nightclubs and resort accommodations shall provide the full amount of parking otherwise required by this Ordinance. (For purposes of this section, a bar/nightclub shall be defined as any establishment licensed by the State of South Carolina to serve alcoholic beverages, and whose sale of such beverages constitutes forty (40) percent or more of its gross revenues. For those applicants who wish to claim that their sales of such beverages constitute less than forty (40) percent of gross revenues, the burden of proof shall rest with the applicant to so demonstrate.

- b. Location of new parking: For the Main Street and 17th Avenue South activity center, all required and/or voluntarily provided on-site parking shall be in the side or rear yards of the parcel. No parking spaces shall be permitted to be placed between the building and the street frontage. This restriction shall not apply to the Sea Mountain Highway and 37th Avenue South activity centers.
- c. Off-site parking: Within the 17th Avenue South, Sea Mountain Highway and 37th Avenue South activity centers, property owners with existing structures requesting to change uses (new use must be allowed in the underlying district) or new construction may still be unable to provide the reduced parking requirements on-site. In these cases, providing required parking offsite will be allowed. This may be

accomplished by leasing spaces from other property owners regardless of ownership, provided:

- At least one property line of the lot upon which the offsite parking is situated is within five hundred (500) feet of any property line of the lot upon which the use is situated, and;
- The proposed offsite lot is zoned to permit parking lots, or contains an existing grandfathered parking lot.

A copy of the executed lease and site plan illustrating the requested leased parking spaces shall be provided to the Zoning Administrator, and said lease must be for a minimum of two years with a renewal option. If the business owner fails to maintain the required number of leased stalls for any reason, including involuntary loss of lease, the lost parking stalls must be provided in another manner acceptable to the Zoning Administrator. Failure to do so will constitute a violation of this ordinance. In locations where a newly created parking lot would abut a residentially used or zoned lot, a six-foot high solid wooden fence or vegetative screen is required as per 23-58(2)(d).

A long-range goal of the city, as determined in the 2010 Comprehensive Plan update, is to provide complete streets accessible to all modes of transportation, and possibly eliminate the need for individual businesses to provide parking in these Activity Center areas. However, the immediate short-range goal of this section is to encourage new investment and reinvestment in these areas. Since this provision is meant to be a temporary measure, required parking within these Activity Centers may be located off-site on existing parking sites that do not meet the paving and landscaping standards required in this Ordinance. However, a dust-free surface shall still be required, and the applicant shall satisfy that requirement with any variety of materials deemed acceptable by the city engineer.

This amendment is presented to the Planning Commission for a recommendation that will be forwarded to City Council at their next meeting, scheduled for May 16, 2016.

Planning Commission Action

The Planning Commission may approve, approve with modifications and/or conditions; or disapprove the text amendment, as submitted.

Alternative Motions

1) I move that the Planning Commission approve the Zoning Text Amendment [ZTX-16-05] as submitted;

OR

2) I move that the Planning Commission deny the Zoning Text Amendment [ZTX-16-05] as submitted;

OR

3) I move (an alternate motion).