

**REQUEST FOR CITY COUNCIL CONSIDERATION**

Meeting Date: March 17, 2025

Agenda Item: 7D	Prepared by: L. Suzanne Pritchard, PLA, AICP, CFM
Agenda Section: New Business: Ordinance. First Reading	Date: March 12, 2025
Subject: Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, addressing maximum standards for parking [ZTX-25-1]	Division: Planning and Development

**Background:**

The City's parking ordinance currently imposes maximum parking standards that limit the total number of spaces that can be provided on a site based on a percentage above the minimum required. These restrictions were originally intended to prevent excessive impervious surfaces and encourage efficient land use. However, in practice, these limitations have led to an increase in variance requests before the Board of Zoning Appeals (BZA), as the existing maximums do not always align with the real-world demands of businesses, particularly those with high customer turnover, seasonal peaks, or unique operational models.

Additionally, the ordinance's parking requirements for mini-storage facilities do not accurately reflect actual usage. Unlike traditional commercial or retail developments, mini-storage users primarily park in drive aisles adjacent to their units rather than designated parking spaces. The current standard often results in excess parking that is rarely utilized.

**Proposal:**

The proposed text amendment eliminates the maximum parking cap, allowing businesses to determine their own parking needs based on market demand rather than regulatory restrictions. To mitigate the potential for increased impervious surfaces, any parking spaces provided beyond the minimum requirement must be constructed using pervious materials. This approach balances flexibility for commercial developments while maintaining stormwater management and environmental considerations.

The amendment also revises the parking requirement for mini-storage facilities to better align with actual usage patterns. Instead of a blanket requirement, the new standard reduces the total number of required spaces, with a provision that ensures at least one space per 300 square feet of office space or a minimum of six spaces, whichever is greater. This change reflects industry norms, as most mini-storage users park in drive aisles adjacent to their units instead of designated parking spaces. These revisions aim to reduce unnecessary variance requests, provide greater flexibility for businesses, and ensure parking more accurately reflects real-world usage while maintaining best practices for site development.

**Planning Commission Action:**

The Planning Commission conducted a public hearing on March 4, 2025, and voted unanimously to recommend approval of the building amendment. There was no public comment.

**Recommended Action:**

Approve or deny the proposed ordinance on first reading

Reviewed by Department Head

Reviewed by Interim  
City Manager

Reviewed by City Attorney

Council Action:

Motion By \_\_\_\_\_ 2<sup>nd</sup> By \_\_\_\_\_ To \_\_\_\_\_

## ORDINANCE

### AN ORDINANCE OF THE CITY OF NORTH MYRTLE BEACH PROVIDING THAT THE CODE OF ORDINANCES, CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA, BE AMENDED BY REVISING CHAPTER 23, ZONING, ARTICLE IV, OFF-STREET PARKING AND LOADING, § 23-43 OF SAID CODE.

#### BE IT ORDAINED BY THE MAYOR AND COUNCIL OF THE CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA, IN COUNCIL DULY ASSEMBLED, THAT:

**Section 1.** That *Sec. 23-43. - Off-street parking requirements per land use*, be revised to read as follows (*new matter underlined, deleted matter struck-through*).

#### **Sec. 23-43. Off-street parking requirements per land use.**

(1) No use shall be established or enlarged, or changed, except in conformance with the parking requirements of this section.

~~(2) Under no circumstances shall the number of parking spaces provided on any site exceed the following:~~

~~a. For uses requiring fewer than one hundred (100) parking stalls, a maximum of one hundred twenty (120) percent of the required minimum parking may be provided, except as follows:~~

~~• Single and two family residential dwelling units shall be exempt from this limitation.~~

~~• Retail uses less than ten thousand (10,000) square feet in size will be allowed to exceed the maximum parking by one hundred and fifty (150) percent of the requirement; and be exempt from the previous requirement.~~

~~b. For uses requiring one hundred (100) to two hundred (200) parking stalls, a maximum of one hundred fifteen (115) percent of the required minimum parking, plus four (4) additional stalls, may be provided.~~

~~c. For uses requiring more than two hundred (200) parking stalls, a maximum of one hundred ten (110) percent of the required minimum parking, plus nine (9) additional stalls, may be provided.~~

~~(3) (2) Except as otherwise stated in this [sub]section 23-43(2)(a); all additional Additional parking stalls exceeding the minimum number required herein shall be constructed as pervious parking, using pavers, porous asphalt or porous concrete, or any other technique approved by the zoning administrator and city engineer. However, driveways and circulation aisles shall be constructed with hard surface impervious materials, unless the city engineer approves an alternate design.~~

~~(4) (3) Up to three (3) parking stalls may be waived by the zoning administrator for each approved driveway connection, or stub-out for future driveway connection between adjoining parking lots provided on the site.~~

(5) (4) Table of parking requirements:

Land Use	Parking Requirements
Apartments, condominiums, duplexes, hotels/motels, townhouses, efficiencies and one-bedroom units	One (1) space per unit
Two-bedroom units	One and one-half (1½) spaces per unit
Three-bedroom units	Two (2) spaces per unit
Additional bedrooms	One-half (½) space per bedroom
Additional sleeping areas	One-half (½) space per sleeping area
Amusement parks	A. One (1) space for each six hundred (600) square feet of the amusement park site, or
	B. The zoning administrator may reduce the required parking by up to fifty (50) percent if the site is:
	1. Adjacent to a network of sidewalks;
	2. Within one-half (½) mile of at least one hundred (100) public parking spaces;
	3. Within one (1) mile of at least one thousand (1,000) visitor accommodation units; and
	4. Reasonably served by existing or proposed transit routes.
	*In addition, due to the intermittent, seasonal nature of amusement uses, any park operating for six (6) months or less during the calendar year may utilize unpaved parking stalls, (provided that they meet the size and dimension requirements of the ordinance and are delineated in a manner approved by the city engineer.
Banks	One (1) space for each three hundred (300) square feet of gross floor space.
Barber and shoe shops and similar service outlets	One (1) space for each two hundred (200) square feet of gross floor space
Boarding house	One (1) space per bedroom
Car sales, house and truck trailer sales, outdoor equipment machinery sales, and commercial	Four (4) spaces for each <del>sales person</del> <u>salesperson</u> , plus one (1) space for each two (2) other employees
Churches, spiritual institutions, and places of public assembly	One (1) space for each four (4) seats in the principal assembly room. One (1) seat equals twenty-eight (28) inches of a pew
Commercial craft and gaming/gambling boats	One (1) space for each three (3) seats plus one (1) space for each two (2) employees or one (1) space for each three (3) persons of maximum allowed capacity, whichever is greater

Dry stack marina	One-fourth (¼) space per boat slip in addition to parking requirements for accessory uses
Fishing pier	One (1) space for each three hundred (300) square feet of area of the farthest seaward thirty (30) percent of the pier's total length, plus parking spaces shall be required for all the accessory uses attached to, or provided in conjunction with the pier facility, per the provisions of subsection 23-27(4) special exceptions, of this ordinance
Funeral parlors	One (1) space for each four (4) seats in chapel or parlor
Hospitals and clinics	One (1) space for each two (2) beds plus one (1) space for each staff or visiting doctor, plus one (1) space for each four (4) employees, including nurses
Marinas	Six-tenths (6/10) space per boat slip in addition to parking requirements for accessory uses
Medical and dental offices	Five (5) spaces per doctor or dentist
Mini-warehouse	<del>One (1) space for each eight (8) storage units</del> <u>One (1) space for each three hundred (300) square feet of gross floor space for the office, not less than 6 spaces</u>
Mini-warehouse, climate controlled	<del>One (1) space for each eight (8) storage units, plus</del> <u>One (1) space for each three hundred (300) square feet of gross floor space for the office, not less than 6 spaces</u>
Miniature golf	Two (2) spaces for each hole for the first eighteen (18) holes plus three (3) spaces for employees and one (1) additional space for each hole in excess of eighteen (18) holes
Mobile home parks	Two (2) spaces for each mobile home space
Movie theater	One (1) space for each four (4) seats except when the cinema is in a shopping center with at least two (2) times the square footage of the cinema the requirement is one (1) space for each six (6) seats
Places of assembly or recreation without fixed seats	One (1) space for each two hundred (200) square feet of gross floor space directed to patron use
Professional and business offices	One (1) space for each three hundred (300) square feet of gross floor space

Public buildings (State, county or municipal uses other than facilities dedicated to warehousing, storage, maintenance, and operations)	One (1) space for each three hundred (300) square feet of gross floor space. Facilities dedicated to warehousing, storage, maintenance, and operations shall provide parking at a ratio of one (1) space for each fifteen hundred (1,500) square feet of gross floor space
Recreation:	
Public park and recreation facilities ( <del>noncommercial</del> <u>non-commercial</u> parks, playgrounds, or other recreation facilities, and/or open space officially designated as a public park or recreation facility, including community centers, passive and active outdoor uses and indoor uses) <sup>1</sup>	
Passive outdoor uses (examples include parks, walking/hiking trails, and ponds/wetlands)	One (1) space for each twenty thousand (20,000) square feet of land area
Active outdoor uses (examples include softball, baseball, and soccer fields, tennis and basketball courts)	One (1) space for each ten thousand (10,000) square feet of land area
Indoor uses	One (1) space for each three hundred (300) square feet of gross floor space
Active outdoor recreational facilities (excluding miniature golf and golf courses, and amusement parks) including water slides, skateboard parks and similar uses not specifically mentioned	One (1) space for three hundred (300) square feet of area plus one (1) space per two hundred (200) square feet of building floor area
Bowling alleys	Five (5) spaces for each bowling lane
General outdoor recreational areas, parks, etc.	One (1) space for each five thousand (5,000) square feet of land area
Golf course	Four (4) spaces for each hole, plus requirements for any other associated use
Indoor or outdoor swimming pools (except when built as accessory to residential use)	One (1) space for one hundred (100) square feet of water area or one (1) space per four (4) spectator seats, whichever is greater
Softball, baseball, or football fields	One (1) space per three thousand (3,000) square feet of field area or one (1) space per six (6) spectator seats, whichever is greater
Tennis courts—Indoor or outdoor (except when built as an accessory to a residential use)	Four (4) spaces per court or one (1) space per four (4) spectator seats, whichever is greater
Restaurants and lounges	One (1) space for each three (3) seating accommodations, plus one (1) space for each two (2) employees on the shift of greatest employment or one (1) space per one hundred (100) square feet of gross

	floor area, whichever requires the greater number of parking spaces
	<del>One (1) space for each two hundred seventy-five (275) square feet of pier area</del>
Retail stores and shops of all kinds including shopping centers and "retail big box" as defined herein	(see below)
Up to one hundred thousand (100,000) square feet of gross floor area	One (1) space for each three hundred (300) square feet of gross floor area
One hundred thousand one (100,001) up to two hundred thousand (200,000) square feet of gross floor area	Three hundred thirty-three (333) spaces, plus one (1) space for each four hundred (400) square feet of gross floor area for the increment between one hundred thousand (100,000) and two hundred thousand (200,000) square feet
More than two hundred thousand (200,000) square feet of gross floor area	Five hundred eighty-three (583) spaces, plus one (1) space for each five hundred (500) square feet of gross floor area for the increment exceeding two hundred thousand (200,000) square feet
Schools, including elementary and junior high	One (1) space for each classroom and administrative office. When accessory to a church and provided that it can be demonstrated that functions do not overlap in hours of operation as guaranteed by the relevant parties, shared parking will be permitted; either the church parking requirement or the <del>schools</del> <u>school's</u> requirement will apply, whichever is greater
Schools, senior high	One (1) space for each classroom and administrative office, plus one (1) space for each four hundred (400) square feet of area used for public assembly. When accessory to a church and provided that it can be demonstrated that functions do not overlap in hours of operation as guaranteed by relevant parties, shared parking will be permitted; either the church parking requirement or the <del>schools</del> <u>school's</u> requirement will apply, whichever is greater
Service stations	Five (5) spaces for each grease rack and five (5) spaces for each wash rack

Single-family residential	
One (1) to five (5) bedrooms	Two (2) spaces per unit
Six (6) bedrooms and more	One (1) space for the first bedroom plus one-half (½) space for each additional bedroom
Warehousing and distribution operations	One (1) space per five hundred (500) square feet of gross floor area
Wet slip marina	Six-tenths (6/10) space per boat slip in addition to parking requirements for accessory uses
Wholesaling and industrial uses	One (1) space for each two (2) employees at maximum employment on a single shift, plus one (1) space for each company vehicle operating from the premises

<sup>1</sup> The minimum number of parking spaces required for a use not specifically mentioned in this section shall be as required for the most similar use listed herein as determined by the zoning administrator.

<sup>2</sup> Shared parking may be used on a voluntary basis in lieu of the land use/parking requirements chart according to the section 23-44, shared parking regulations.

**Section 2.** That the North Myrtle Beach Planning Commission has provided the required public notice of this request and has held the necessary public hearings in accordance with applicable State Statutes and City Ordinances.

DONE, RATIFIED AND PASSED, THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2025.

ATTEST:

\_\_\_\_\_  
Mayor Marilyn Hatley

\_\_\_\_\_  
City Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney

FIRST READING: 3.17.2025

SECOND READING: \_\_\_\_\_

REVIEWED:

\_\_\_\_\_  
Interim City Manager

ORDINANCE: \_\_\_\_\_

**6C. ZONING ORDINANCE TEXT AMENDMENT ZTX-25-1:** City staff has initiated an amendment to the zoning ordinance addressing the maximum standards for parking.

**Background:**

The City's parking ordinance currently imposes maximum parking standards that limit the total number of spaces that can be provided on a site based on a percentage above the minimum required. These restrictions were originally intended to prevent excessive impervious surfaces and encourage efficient land use. However, in practice, these limitations have led to an increase in variance requests before the Board of Zoning Appeals (BZA), as the existing maximums do not always align with the real-world demands of businesses, particularly those with high customer turnover, seasonal peaks, or unique operational models.

Additionally, the ordinance's parking requirements for mini-storage facilities do not accurately reflect actual usage. Unlike traditional commercial or retail developments, mini-storage users primarily park in drive aisles adjacent to their units rather than designated parking spaces. The current standard often results in excess parking that is rarely utilized.

**Proposed Changes:**

The proposed text amendment eliminates the maximum parking cap, allowing businesses to determine their own parking needs based on market demand rather than regulatory restrictions. To mitigate the potential for increased impervious surfaces, any parking spaces provided beyond the minimum requirement must be constructed using pervious materials. This approach balances flexibility for commercial developments while maintaining stormwater management and environmental considerations.

The amendment also revises the parking requirement for mini-storage facilities to better align with actual usage patterns. Instead of a blanket requirement, the new standard reduces the total number of required spaces, with a provision that ensures at least one space per 300 square feet of office space or a minimum of six spaces, whichever is greater. This change reflects industry norms, as most mini-storage users park in drive aisles adjacent to their units rather than in designated parking spaces. These revisions aim to reduce unnecessary variance requests, provide greater flexibility for businesses, and ensure parking requirements more accurately reflect real-world usage while maintaining best practices for site development.

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- ~~Retail uses less than ten thousand (10,000) square feet in size will be allowed to exceed the maximum parking by one hundred and fifty (150) percent of the requirement, and be exempt from the previous requirement.~~

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Amusement parks	A. One (1) space for each six hundred (600) square feet of the amusement park site, or
	B. The zoning administrator may reduce the required parking by up to fifty (50) percent, if the site is:
	1. Adjacent to a network of sidewalks;
	2. Within one-half (½) mile of at least one hundred (100) public parking spaces;
	3. Within one (1) mile of at least one thousand (1,000) visitor accommodation units; and

	4. Reasonably served by existing or proposed transit routes.
	*In addition, due to the intermittent, seasonal nature of amusement uses, any park operating for six (6) months or less during the calendar year may utilize unpaved parking stalls, (provided that they meet the size and dimension requirements of the ordinance and are delineated in a manner approved by the city engineer.
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Passive outdoor uses (examples include parks, walking/hiking trails, and ponds/wetlands)	One (1) space for each twenty thousand (20,000) square feet of land area
Active outdoor uses (examples include softball, baseball, and soccer fields, tennis and basketball courts)	One (1) space for each ten thousand (10,000) square feet of land area

Indoor uses	One (1) space for each three hundred (300) square feet of gross floor space
Active outdoor recreational facilities (excluding miniature golf and golf courses, and amusement parks) including water slides, skateboard parks and similar uses not specifically mentioned	One (1) space for three hundred (300) square feet of area plus one (1) space per two hundred (200) square feet of building floor area
Bowling alleys	Five (5) spaces for each bowling lane
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Golf course	Four (4) spaces for each hole, plus requirements for any other associated use
Indoor or outdoor swimming pools (except when built as accessory to a residential use)	One (1) space for one hundred (100) square feet of water area or one (1) space per four (4) spectator seats, whichever is greater
Softball, baseball, or football fields	One (1) space per three thousand (3,000) square feet of field area or one (1) space per six (6) spectator seats, whichever is greater
Tennis courts—Indoor or outdoor (except when built as an accessory to a residential use)	Four (4) spaces per court or one (1) space per four (4) spectator seats, whichever is greater
Restaurants and lounges	One (1) space for each three (3) seating accommodations, plus one (1) space for each two (2) employees on the shift of greatest employment or one (1) space per one hundred (100) square feet of gross floor area, whichever requires the greater number of parking spaces
	One (1) space for each two hundred seventy-five (275) square feet of pier area
Retail stores and shops of all kinds including shopping centers and "retail big box" as defined herein	(see below)
Up to one hundred thousand (100,000) square feet of gross floor area	One (1) space for each three hundred (300) square feet of gross floor area
One hundred thousand one (100,001) up to two hundred thousand (200,000) square feet of gross floor area	Three hundred thirty-three (333) spaces, plus one (1) space for each four hundred (400) square feet of gross floor area for the increment between one hundred thousand (100,000) and two hundred thousand (200,000) square feet
More than two hundred thousand (200,000) square feet of gross floor area	Five hundred eighty-three (583) spaces, plus one (1) space for each five hundred (500) square feet of gross floor area for the

	increment exceeding two hundred thousand (200,000) square feet
Schools, including elementary and junior high	One (1) space for each classroom and administrative office. When accessory to a church and provided that it can be demonstrated that functions do not overlap in hours of operation as guaranteed by the relevant parties, shared parking will be permitted; either the church parking requirement or the <del>schools</del> school's requirement will apply, whichever is greater
Schools, senior high	One (1) space for each classroom and administrative office, plus one (1) space for each four hundred (400) square feet of area used for public assembly. When accessory to a church and provided that it can be demonstrated that functions do not overlap in hours of operation as guaranteed by relevant parties, shared parking will be permitted; either the church parking requirement or the <del>schools</del> school's requirement will apply, whichever is greater
Service stations	Five (5) spaces for each grease rack and five (5) spaces for each wash rack
Single-family residential	
One (1) to five (5) bedrooms	Two (2) spaces per unit
Six (6) bedrooms and more	One (1) space for the first bedroom plus one-half (½) space for each additional bedroom
Warehousing and distribution operations	One (1) space per five hundred (500) square feet of gross floor area
Wet slip marina	Six-tenths (6/10) space per boat slip in addition to parking requirements for accessory uses
Wholesaling and industrial uses	One (1) space for each two (2) employees at maximum employment on a single shift, plus one (1) space for each company vehicle operating from the premises

<sup>1</sup> The minimum number of parking spaces required for a use not specifically mentioned in this section shall be as required for the most similar use listed herein as determined by the zoning administrator.

<sup>2</sup> Shared parking may be used on a voluntary basis in lieu of the land use/parking requirements chart according to the section 23-44, shared parking regulations.

According to § 23-4, *Amendments*, of the Zoning Ordinance, the advertisement requirement for zoning text amendments is 15 days, and that advertisement notice has been met. The amendment is presented to the Planning Commission for a recommendation that will be forwarded to the City Council at their next meeting anticipated to occur on March 17, 2025.

**Planning Commission Action**

The Planning Commission may recommend approval, recommend approval with modifications and/or conditions; or recommend denial of the proposal, as submitted.

**Alternative Motions**

- 1) I move that the Planning Commission recommend approval of the zoning ordinance text amendment [Z-25-1] as submitted.  
OR
- 2) I move that the Planning Commission recommend denial of the zoning ordinance text amendment [Z-25-1] as submitted.  
OR
- 3) I move (an alternate motion).