

**REQUEST FOR CITY COUNCIL CONSIDERATION**

Meeting Date: March 20, 2023

Agenda Item: 5A	Prepared for: Mike Mahaney, City Manager
Agenda Section: Consent: Resolution	Date: March 14, 2023
Subject: A resolution to approve expanding the Festival Zone within Barefoot Landing Shopping Center	Division: Administration

In 2019, City Council passed a resolution approving the creation of a “Festival Zone” within the Barefoot Landing Shopping Center. Barefoot Landing is requesting that the Festival Zone be extended to include the balance of the property.

Please see attached memo from Burroughs and Chapin requesting the expansion and maps showing both the current Festival Zone and the proposed area of expansion. The map displays all primary entrance and exit points for the current zone and the proposed expansion.

The Chief of Police has signed off on the request verbally.

**Recommended Action:**

Adoption of the Resolution

Reviewed by City Manager		Reviewed by City Attorney
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Council Action:  
Motion By \_\_\_\_\_ 2<sup>nd</sup> By \_\_\_\_\_ To \_\_\_\_\_

**A RESOLUTION**

**A RESOLUTION TO APPROVE THE EXPANSION OF THE EXISTING “FESTIVAL ZONE”  
WITHIN THE BAREFOOT LANDING SHOPPING CENTER AND RESORT DESTINATION**

**WHEREAS**, the North Myrtle Beach City Council had adopted an ordinance permitting the establishment, by City Council resolution, of “Festival Zones” on private shopping centers or destination areas containing 10 or more acres of land, wherein the limited open consumption of beer and wine is permitted; and

**WHEREAS**, the adopted ordinance sets forth standards and application submission requirements for review by the Chief of Police and the City Manager, including the requirement of a map clearly delineating the proposed Festival Zone and a narrative describing how the property owner intends to manage the consumption of beer and wine within the Zone; and

**WHEREAS**, the Barefoot Landing Shopping Center, a 66-acre shopping and destination area, has already made application for the creation of a Festival Zone, and been approved via a City Council resolution on the April 1, 2019; and

**WHEREAS**, the Barefoot Landing Shopping Center has made a request to expand the current Festival Zone, and has submitted all supporting documentation required by the ordinance; and

**WHEREAS**, the Chief of Police and the City Manager have reviewed the submitted materials and have found them to be consistent with the intent and the letter of the ordinance; and

**WHEREAS**, the City Manager is charged with monitoring compliance with the terms and conditions of approved Festival Zones.

**NOW, THEREFORE, BE IT RESOLVED** that the North Myrtle Beach City Council hereby approves the expansion of the Festival Zone within the Barefoot Landing Shopping Center, in accordance with the application submitted by the property owner(s), as follows:

1. The extent of the existing Festival Zone and the expanded area are both delineated in “Exhibit A” of the submitted application.
2. The Barefoot Landing’s security personnel will patrol and enforce compliance with the requirement that the open possession of beer and wine be contained within the Zone, and served only in clear plastic containers.

Resolved this twentieth Day of March, 2023

ATTEST:

\_\_\_\_\_  
Allison K. Galbreath, City Clerk

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

Resolution: RES 23-03

Atlantic Intracoastal Waterway



# EXHIBIT A

**Barefoot LANDING**  
Lease Plan  
North Myrtle Beach, South Carolina

**Legend**

- Sign/Trash Receptacle Locations
- Additional Festival Zone
- Existing Festival Zone

8820 Marina Parkway  
Myrtle Beach, SC 29572  
843-448-5123 Ph.  
www.bc-leasing.com

The information provided on this map is compiled from various sources. Parcel and Road Data are courtesy of Local County's GIS Department. This data has not been verified for accuracy and is not guaranteed. The information provided should be used at the user's discretion and for general information purposes only.