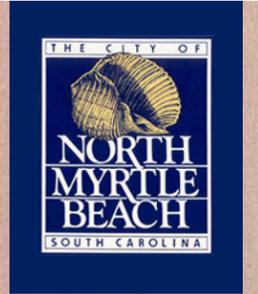


Atlantic Ocean

Crescent Beach Zoning Options

CITY COUNCIL WORKSHOP · JANUARY 12, 2022



The comprehensive plan is an overall vision of a community's future growth and development and is considered a living document that can and must be revised periodically. The next scheduled evaluation and revision will occur in 2023.

The recommendations within a comprehensive plan serve as a broad-brush *guide* for land use decisions, and as such do not carry the weight of law.



10 Planning Elements:

- Population
- Economic Development
- Natural Resources
- Cultural Resources
- Community Facilities
- Housing
- Land Use
- Transportation
- Priority Investment
- Resiliency (*Added after Our Plan was Adopted*)

What is the Comprehensive Plan?

R-4	
Purpose	Provide for the orderly development of certain areas within the community where both year-round and seasonal or resort housing may be developed and where, because of proximity to the ocean, such "mixed development" would promote year-round use of public facilities, and permit housing choices in response to market demands, but not at the expense of ocean visibility and access by the community.
Permitted Uses	<ul style="list-style-type: none"> • Dwellings: Single-family detached (including Zero Lot Line), Duplex, Multiplex, Semidetached, Townhouse Developments, Multifamily, Patio Homes, Mid-and High-Rise Apartments, Boarding House. • Accessory Uses Incidental to Dwellings • Motels/Hotels/Resort Accommodations/Lodges/Inns • Accessory uses customarily Included in Hotels/Motels/Inns/Lodges/Resort Accommodations • Parking Lots • Permitted Signs
Building Height	90' Limit, but Resort Accommodation & Multifamily Uses May Add 1 Floor for Each Level of Above-Grade Parking Deck Construction Below the Principal Building, Not to Exceed 4 Additional Floors.



What is Allowed in R-4?

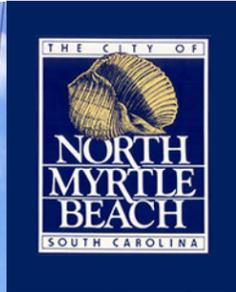
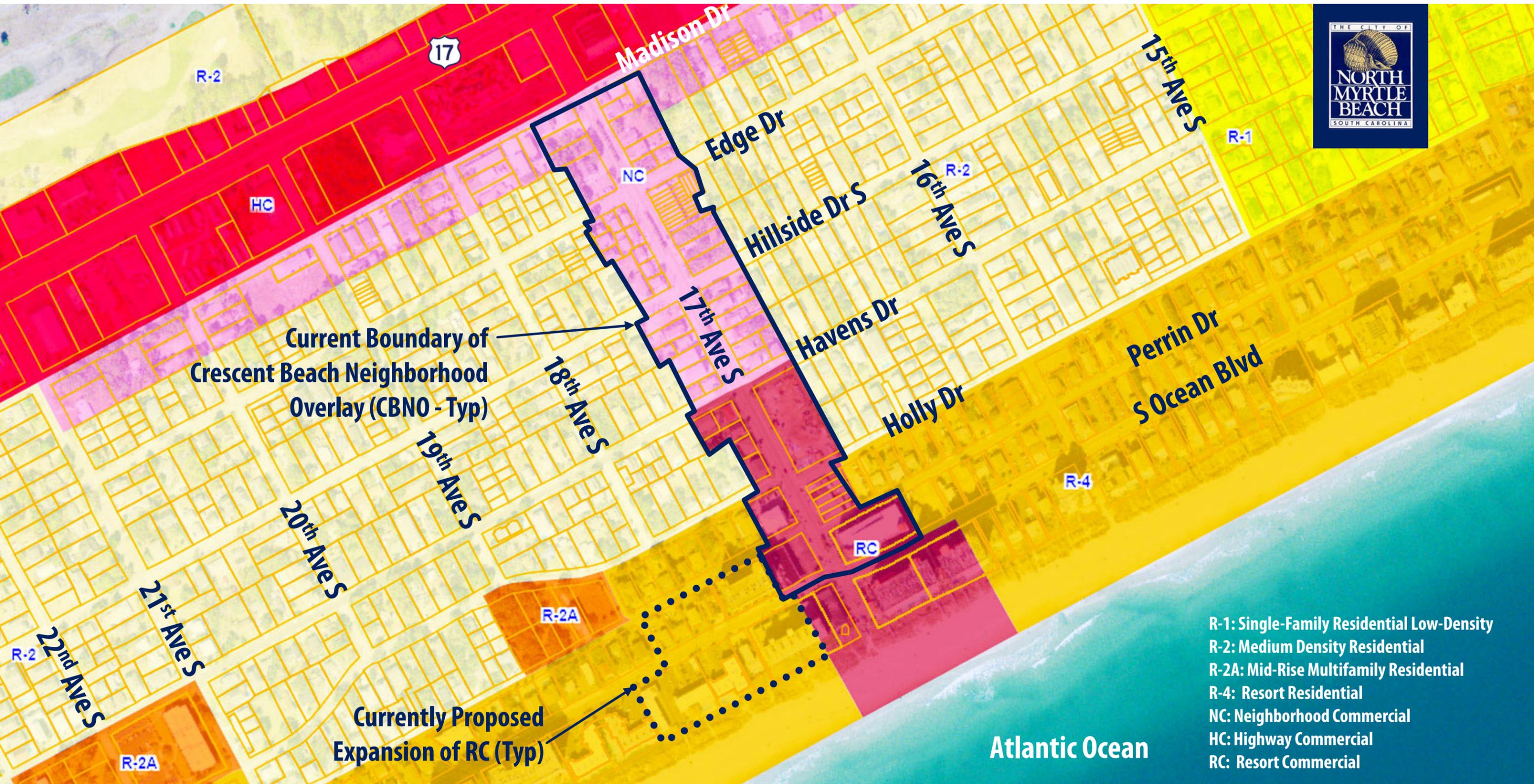
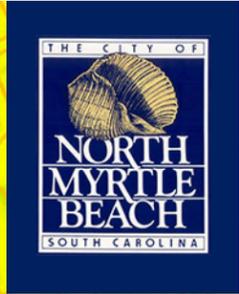


IMAGE FROM 2018 COMPREHENSIVE PLAN

Option 1: Overlay Zone

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Current Boundary of Crescent Beach Neighborhood Overlay (CBNO - Typ)

Currently Proposed Expansion of RC (Typ)

- R-1: Single-Family Residential Low-Density
- R-2: Medium Density Residential
- R-2A: Mid-Rise Multifamily Residential
- R-4: Resort Residential
- NC: Neighborhood Commercial
- HC: Highway Commercial
- RC: Resort Commercial

Atlantic Ocean

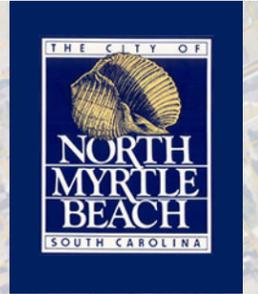
Existing Conditions



Existing Crescent Beach Neighborhood Overlay (CBNO)

Purpose	Promote pedestrian-friendly streets that may also serve as public gathering spaces and encourage sustainable economic development and redevelopment by increasing activity and preserving neighborhood commercial character.
Application	Intent was originally to narrowly focus on creating an urban core along 17th South to be applied to new development or 50% renovations.
Provisions	<ol style="list-style-type: none">1. Establishes a 12' "build-to" line for sites with frontage on 17th Avenue S. The front façade must come up to the build-to line and must contain the primary public entrance and retail window display, or restaurant windows on the ground floor.2. The 12' of space between the build-to line and the ROW becomes a pedestrian plaza.3. Freestanding signage prohibited.4. A side yard setback of zero feet is permitted, except for corner lots. (On corner lots, the setback is either 5' for a sidewalk or 12' to provide additional plaza space.)5. Sites may use specific parking reductions from the ordinance or pay a \$1,200 fee in lieu to meet parking requirements.6. New "live-work" structures must have commercial uses on street level with residential uses above.

What is the Crescent Beach Neighborhood Overlay (CBNO)?



WHY:

An overlay is a more targeted tool that avoids changing the underlying zoning districts and provides flexibility in concessions offered and public benefits requested.

HOW:

- 1. Expand the geographic boundaries of the CBN0 to take in the southern area currently encompassed in the R-4 to RC rezoning proposal, while not changing those underlying districts.**
- 2. Keep current CBN0 standards as they apply to properties fronting 17th S.**
- 3. Add new standards that would apply to areas of the CBN0 bordering Ocean Blvd, as follows:**
 - A. Height: Allow 165' Maximum Height Along the Oceanfront only; and 90' Maximum Height on the Second Row (90' would be the hard limit, not 90' plus 4 levels of parking – currently allowed in R-4)**
 - B. Setbacks: Allow a 5' setback (all sides) for second row parking structures if the structure is 50' or less in height. If the structure is over 50' in height, then the usual R-4 setbacks apply (15' all around)**
 - C. Uses: Allow RC Uses within the entirety of this section of the overlay**
 - D. All parking garages, whether on the oceanfront side or second row, must have a minimum of 10% of their ground floor area reserved for street-fronting commercial, with the remaining street-fronting façades having detailed articulation (awnings, windows, varying facing materials) to disguise the garage use. No parking spaces required for street-fronting commercial.**
 - E. Any free-standing lighting shall be on decorative poles and fixtures and be pedestrian scaled**

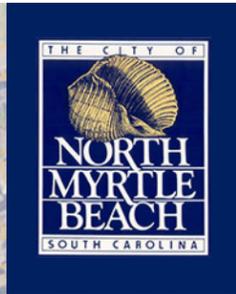
Why amend the CBN0, and How?



IMAGE FROM 2018 COMPREHENSIVE PLAN

Option 2: Allow Smaller PDDs Along the Oceanfront

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Planned Development District (PDD)

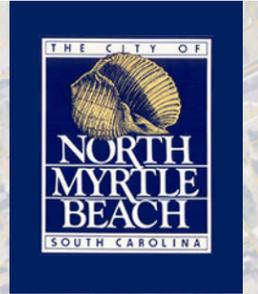
Purpose

Encourage flexibility in development; improve the design, character and quality of new development; facilitate the provision of livable streets and utilities; preserve the natural and scenic features of open areas; and provide a flexible zoning tool that meets the needs of integrated mixed-use developments in creative arrangements

Requirements

- **Minimum Size: 2 Acres (May Be Reduced by Planning Commission to 1.5 Acres for Oceanfront Sites)**
- **Minimum Width: 125' (May Be Reduced by Planning Commission to 94' for Oceanfront Sites)**
- **Minimum Access: Direct to One Public Street**
- **Public ROW dividing a site does not count towards area. Off-site parking, including parking decks with commercial uses on the ground level, shall not be counted towards the minimum site size**

What is a Planned Development District (PDD)?

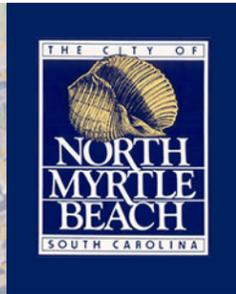


§ 6-29-740 of the South Carolina Local Government Comprehensive Planning Enabling Act of 1994 details the requirements of PDDs:

- Innovative site planning.**
- May provide for variations from other ordinances and the regulations of other established zoning districts concerning use, setbacks, lot size, density, bulk, and other requirements.**
- Comprised of housing of different types/densities and of compatible commercial uses, or shopping centers, office parks, and mixed-use developments.**

State Law does not provide any minimum provisions for PDDs other than use must be mixed. A hotel is a commercial use and would require a residential use, such as condos, to be mixed. The risk is that the accommodation use (hotel) could be counted as fulfilling the commercial requirement, at the expense of providing meaningful street level retail or restaurant uses.

There are no minimum zoning standards for a PDD, and developers could ask for large deviations from the neighboring zoning districts to offset the upfront cost of PDD design. For example, the City has received PDD proposals for towers in excess of 240' tall.



PROS

- **Allows developers greater flexibility**
- **Allows City greater oversight over architecture**
- **Allows City greater predictability of built environment**
- **Can provide better quality development**
- **Provides public opportunity for input and influence on their neighborhood and community**

CONS

- **Possible proliferation of PDDs along oceanfront to avoid regulations of zoning code**
- **Create management complexity for staff vs. by-right zoning. Many changes to a PDD require amendment with Planning Commission and City Council oversight; future renovations could require extensive amendments**
- **Impact fees (recreation, beach parking, etc.) are less predictable and more difficult to obtain without a Development Agreement which requires a 25-acre site**
- **Piecemeal way to address design standards and expectations for a community**
- **Unpredictable outcome potential for developer may pose untenable risk, especially given the high cost of application submittal**
- **Burden of some required PDD elements may be difficult for a smaller development to achieve (sustainable, traffic study)**

Consequences of Reduction in Minimum Site Size for PDDs