



TOWN OF ATLANTIC BEACH
TOWN COUNCIL DECISION MEMORANDUM
RE: Comprehensive Plan Amendments
Date: February 3, 2025

ISSUE

Should the Housing and Land Use Elements of the Town of Atlantic Beach Comprehensive Plan be amended to address current development needs?

RECOMMENDATION

The Planning Commission recommended approval of these amendments at their January 16, 2025 meeting.

Public Hearing is advertised for Second Reading on March 3, 2025 in order to meet the noticing requirements of SC Code §6-29-530.

Town Council must adopt the Comprehensive Plan or Element by Ordinance.

BACKGROUND

In 2017, the Town of Atlantic Beach adopted the current Comprehensive Plan. A comprehensive plan is the guiding document for land use and zoning decisions. The current plan includes specific goals tied to the implementation of the Master Plan that rely on the opening of Ocean Boulevard.

The plan provides language which gives guidance for development in the event that Ocean Boulevard remains closed. The document states:

“The prevalence and intensity of future development in the town will be determined in large part by whether or not Ocean Boulevard is opened. If Ocean Boulevard is to remain closed, the primary focus for future land use actions should be to encourage infill residential development and to foster a quiet, residential beachfront community with commercial activity concentrated primarily on US 17. If opened, future land use actions should be geared toward fully implementing the master plan and maintaining a balance between residential, mixed use, and commercial activities.”

(Source: Town of Atlantic Beach Comprehensive Plan, 2017-2027, Pg. 81)

This language was not incorporated into the goals, objectives, or future land use map. This disconnect has created complexity in addressing current development needs.

ANALYSIS

The continued closure of Ocean Boulevard requires updates to the Comprehensive Plan to better reflect current conditions and provide clear guidance for attainable development.

The proposed amendments include the following:

- **Housing Element - Goal H4:** Add language addressing both possible development scenarios for Ocean boulevard. (See page 66-67)
- **Land Use Element:** Relocate the language regarding the status of Ocean Boulevard to the section titled “Modifications in the Absence of Ocean Boulevard Opening.” (See page 80 - 81)
- **Land Use Element – Future Land Use Map:** Include an additional Future Land Use Map that provides guidance on future development in the event that Ocean Boulevard remains closed.

STATE OF SOUTH CAROLINA)
HORRY COUNTY)
TOWN OF ATLANTIC BEACH)

RESOLUTION NO. 1-2025

A RESOLUTION RECOMMENDING THE ADOPTION OF AMENDMENTS TO THE HOUSING AND LAND USE ELEMENTS OF THE COMPREHENSIVE PLAN FOR THE TOWN OF ATLANTIC BEACH, SOUTH CAROLINA.

WHEREAS, the General Assembly of South Carolina enacted in 1994 an amendment to the Code of Laws of South Carolina by adding Chapter 29 to Title 6 "South Carolina Local Government Comprehensive Planning Enabling Act of 1994", as subsequently amended ['the State Code']; and

WHEREAS, the Town of Atlantic Beach has adopted a plan in accordance with the State Code and said plan is entitled "Town of Atlantic beach, South Carolina Comprehensive Plan, 2017 - 2027"; and

WHEREAS, the continued closure of Ocean Boulevard has made current development unattainable under existing zoning and future land use designations, requiring amendments to the Comprehensive Plan to address these challenges; and

WHEREAS, the Town of Atlantic Beach Planning Commission has deemed it necessary and proper to amend the Housing and Land Use Elements including the Future Land Use Map of the Comprehensive Plan to be consistent with existing conditions in the Town and to align with the community's goals for future development; and

NOW, THEREFORE, BE IT RESOLVED, that the Atlantic Beach Planning Commission, by resolution, hereby recommends for adoption by the Atlantic Beach Town Council the attached amendments to the Housing Element and Land Use Element, including the Future Land Use Map of the "Town of Atlantic Beach Comprehensive Plan, 2017-2027", including all referenced plan maps and exhibits, with all text shown in ~~stfikhethrugh~~ deleted and all text shown **underlined and bolded** added, this 16th Day of January, 2025.



Atlantic Beach Planning Commission Chairperson



Carnisha Hennigan, Secretary
Atlantic Beach Planning Commission

STATE OF SOUTH CAROLINA)
Horry County)
Town of Atlantic Beach)

AN ORDINANCE TO AMEND THE HOUSING AND LAND USE ELEMENTS OF THE COMPREHENSIVE PLAN FOR THE TOWN OF ATLANTIC BEACH, SOUTH CAROLINA.

WHEREAS, the General Assembly of South Carolina enacted in 1994 an amendment to the Code of Laws of South Carolina by adding Chapter 29 to Title 6 “South Carolina Local Government Comprehensive Planning Enabling Act of 1994”, as subsequently amended [‘the State Code’]; and

WHEREAS, the Town of Atlantic Beach has adopted a plan in accordance with the State Code and said plan is entitled “Town of Atlantic beach, South Carolina Comprehensive Plan, 2017 – 2027”; and

WHEREAS, the continued closure of Ocean Boulevard has made current development unattainable under existing zoning and future land use designations, requiring amendments to the Comprehensive Plan to address these challenges; and

WHEREAS, the Town of Atlantic Beach Planning Commission has deemed it necessary and proper to amend the Housing and Land Use Elements, including the Future Land Use Map of the Comprehensive Plan, to be consistent with existing conditions in the Town and to align with the community’s goals for future development; and

NOW, THEREFORE, be it enacted and ordained by the Town Council of the Town of Atlantic Beach by the power and authority granted by the State of South Carolina that the Town of Atlantic Beach Comprehensive Plan is hereby amended as follows:

- 1) **Amendment to the Housing Element of the Town of Atlantic Beach Comprehensive Plan.** As shown in Exhibit 1: The Town of Atlantic Beach Comprehensive Plan is hereby amended with all text shown in ~~striketrough~~ deleted and all text shown **underlined and bolded** shall be added.
- 2) **Amendment to the Land Use Element, including the Future Land Use Map of the Town of Atlantic Beach Comprehensive Plan.** As shown in Exhibit 2: The Town of Atlantic Beach Comprehensive Plan is hereby amended with all text shown in ~~striketrough~~ deleted and all text shown **underlined and bolded** shall be added.

SEVERABILITY. If any provision, clause, sentence, or paragraph of this ordinance or the application thereof to any person or circumstances shall be held invalid, that invalidity

shall not affect the other provisions of this ordinance, which can be given effect without the invalid provision or application, and any such provisions are declared to be severable. All ordinances or parts thereof inconsistent with this ordinance are repealed to the extent of such inconsistency.

EFFECTIVE DATE. This Ordinance shall become effective immediately upon adoption at second reading.

BE IT ORDERED AND ORDAINED by the Mayor and Town Council of the Town of Atlantic Beach, South Carolina, in assembly and by the authority thereof, this 3rd day of February, 2025.

Atlantic Beach Town Council

Jake Evans, Mayor

John David, Jr., Mayor Pro Tem

Edward Campbell, Councilmember

Jacqueline Gore, Councilmember

Carla Y. Taylor, Councilmember

Attest:

Town Clerk

Town Manager

Housing Element



Housing quality, availability, and affordability are significant factors in defining the vibrancy of a community. Housing represents the town's largest land use and its discussion is intrinsically linked to all other comprehensive planning elements.

This element provides a review of the town's housing stock including age, condition, renter/owner composition, occupancies, type, location, and affordability. The final section of this element will provide the town's housing goals and objectives. A discussion of implementation activities to be undertaken in pursuit of these policies is produced in the final section of this plan.

Part 1: Analysis of Existing Conditions

Housing Stock, Type, and Occupancy: In 2010, the US Census Bureau reported that the town contained 328 housing units. This total represented an increase of 84 units from the 2000 Census. The Census Bureau's American Community Survey (ACS) (2009- 2013) estimates the town's housing count at 297 units. Table H-1 below provides a comparison of housing unit counts by housing type:

Table H-1 Housing Count Comparison by Housing Type			
	2000*	2009-2013 ACS	GSATS Land Use Survey
Single-Family Detached	115	90	96
Single-Family Attached	6	16	0
Two-Family	16	3	10
Multi-Family	92	171	98
Mobile Home	25	17	3
Boat, RV, Van, etc.	0	0	0
Total	254	297	207
*Note: Year 2000 totals are Summary File 3 datum. Summary File 1 datum denotes 244 housing units.			

In 2010, the town's vacancy rate was 54.9%. Recent estimates (2013) indicate that this rate has remained relatively stable. Although significantly higher than state and national averages, Atlantic Beach's vacancy rate is not atypical of coastal communities. In 2010, approximately 60% of the town's vacancies were seasonal or occasional use units.

Rental units comprise over two thirds of the town's occupied housing (approximately 80% in 2010). This rental composition is much higher than state and national averages and is higher than many similarly situated coastal towns.

Home Value and Housing Costs: The median value of housing in the town has historically been lower than surrounding areas and the state and national averages. In 2013, the American Community Survey estimated that the median home value in the Town of Atlantic Beach was 112,500. Median values at the county, state and national level were \$159,600, \$137,400 and \$176,700, respectively. Since 2000, housing values have appreciated by 16.3% compared to 33.3% at the county, 44.8% at the state and 44.7% at the national levels.



As reported in 2013, Atlantic Beach's median gross rent was \$677. This was significantly below county (\$833), state (\$768), and national (\$904) averages.

Age and Condition of Housing: The average home in Atlantic Beach was constructed in 1973. The town's housing units are slightly older than the national average and are significantly older than the county (1992) and state (1983). Chart H-2 below illustrates housing by period of construction. As clearly denoted in the chart, two-thirds of the homes in Atlantic Beach were constructed between 1960 and 1980.

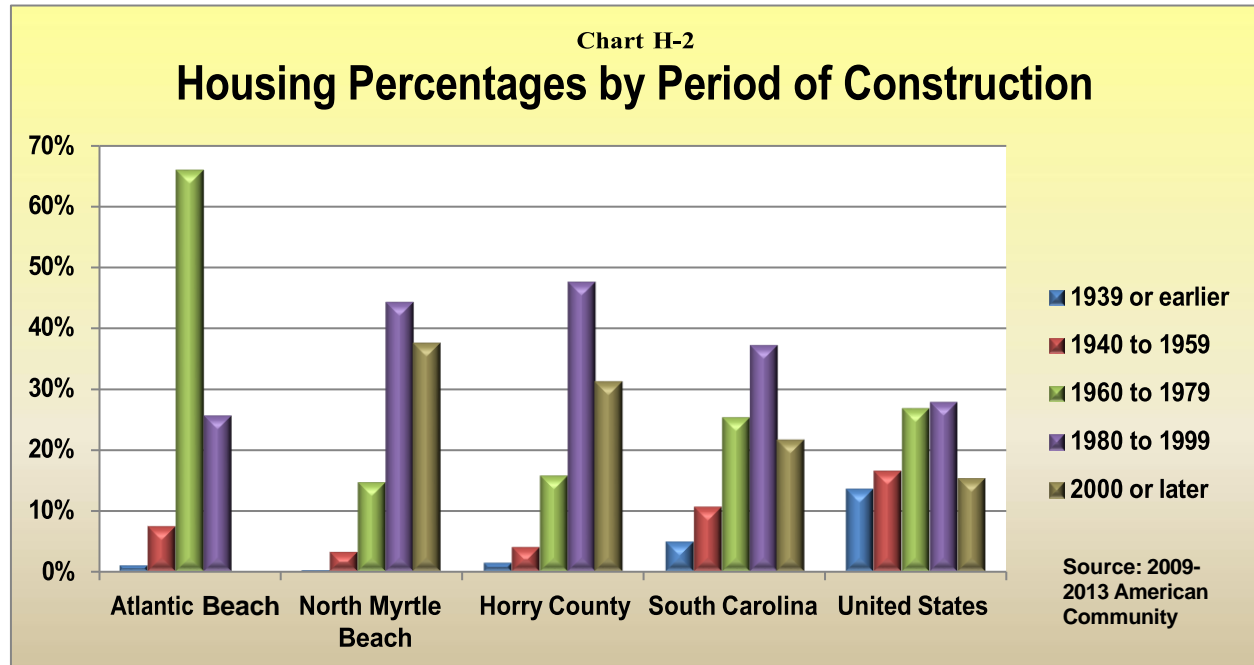


Table H-3 compares the town's housing statics with those of surrounding communities and state and national averages.



**Table H-3
Housing Comparison for
Atlantic Beach and Surrounding Communities**

Housing	General Housing Characteristics (2010 Census & 2009-2013 ACS)				
		Total Housing Units	% of Single Family Detached*	Median # of Rooms	Average Household Size (Owner/Renter)
	Atlantic Beach	297	30.3	3.3	1.57/2.07
	North Myrtle Beach	27,629	32.1	4.2	1.92/2.06
	Horry County	186,957	45.5	4.9	2.61/2.33
	South Carolina	2,134,464	62.3	5.5	2.56/2.53
	United States	132,057,804	61.7	5.5	2.69/2.50
Value	Median Value of Single-Family Owner-Occupied Homes (2009-2013 ACS)				
	Atlantic Beach	\$112,500	Charleston County		\$236,100
	Briarcliff Acres	\$541,700	Georgetown County		\$158,800
	Myrtle Beach	\$167,100	Horry County		\$159,600
	North Myrtle Beach	\$248,000	Brunswick County, NC		\$186,600
	Surfside Beach	\$246,100	South Carolina		\$137,400
Occupancy	Occupancy as a Percentage of Total Housing Stock (2010 Census)				
		% Owner Occupied	% Renter Occupied	% Vacant or Seasonal	
	Atlantic Beach	15.8	31.6	52.5	
	North Myrtle Beach	19.2	7.1	73.7	
	Horry County	42.2	18.5	39.3	
	South Carolina	57.4	25.7	16.9	
Housing Costs	Monthly Gross Rent (2009-2013 ACS)				
	Atlantic Beach	\$677	Charleston County		\$950
	Briarcliff Acres	\$2,000+	Georgetown County		\$803
	Myrtle Beach	\$822	Horry County		\$833
	North Myrtle Beach	\$827	Brunswick County, NC		\$860
	Surfside Beach	\$903	South Carolina		\$768
	Monthly Owner-Occupied Housing Costs with Mortgage (2009-2013 ACS)				
	Atlantic Beach	\$1,275	Charleston County		\$1,682
	Briarcliff Acres	\$2,888	Georgetown County		\$1,303
	Myrtle Beach	\$1,305	Horry County		\$1,266
	North Myrtle Beach	\$1,555	Brunswick County, NC		\$1,314
	Surfside Beach	\$1,539	South Carolina		\$1,205



Summary of Existing Conditions: From a review of the housing data, the following generalizations can be made:

- The town's housing stock is older than housing in surrounding communities, with the majority of housing constructed between 1960 and 1980. New construction over the past decade has been minimal.
- The town contains a lower percentage of owner-occupied housing with rentals comprising two-thirds of all occupied units.
- The majority of town's housing units are vacant or seasonal. This is not atypical of coastal communities.
- Housing values as reported by the US Census are significantly lower within the town when compared to surrounding communities and state and national averages.
- Gross rent is significantly lower than surrounding communities.
- Housing units within the town, as measured by the number of rooms and bedrooms, are smaller than in surrounding communities. The high percentage of rental units and lack of more recent construction may contribute to this disparity.
- The higher percentage of vacant lots (as discussed further in the Land Use Element), including vacant parcels previously containing housing authority units, provides a significant opportunity for residential infill and housing stock growth.

Part II: Analysis and Future Conditions

The number, density, age, and condition of housing is significantly different than in the portions of North Myrtle Beach immediately adjacent to the town. This has occurred despite oceanfront proximity and similar zoning. Unlike in surrounding coastal areas, investment in new housing over the past two decades has been minimal. As a result, the town's housing stock has aged and there is a higher percentage of vacant parcels.

Fortunately, the availability of land and the proximity of the ocean provide an unrealized opportunity for growth. In recognition of this, the town undertook the development of a master plan in 2006 and 2007. This plan contained several recommendations for future housing and these recommendations, where not specifically varied herein, are incorporated by reference.

Housing along 29th and 32nd avenues serve to anchor the town's permanent population with parcels along these streets consisting of single-family residences. It is recommended that this development pattern continue. Future zoning should provide for single-family and other low-to-medium density housing along these streets. As these streets approach US 17 and the ocean, transition is anticipated to commercial uses (along US 17) and to high density residential, accommodations, and entertainment uses (near the ocean). Where these transition points occur, use and traffic mitigation measures will be important in protecting the future residential viability of these streets. Zoning protections will need to be implemented which guard against nuisances.



It is anticipated and recommended that housing along 30th and 31st avenues will consist of mixed densities including apartments, townhouses, and upper-story residences. As these streets incorporate commercial uses, site design and use integration will be important. These factors will need to be addressed through the town's zoning and development regulations (see also the Land Use Element). Property maintenance and the removal of deteriorating residential and commercial structures along these streets will need to occur in the short-term as the current condition of several properties along these streets will make investments on adjacent lands less likely.

Along the ocean and near the terminus of 29th, 30th, 31st, and 32nd avenues, densities are anticipated to increase with the development of multi-story, seasonal and transient (hotel) housing. Because of the high intensity nature of these uses and their proximity to the oceanfront, site design and development review is perhaps the most critical of any area within the town. Design criteria as recommended in the Land Use Element and master plan will need to be incorporated in the town's zoning ordinance to ensure compatibility, the retention of public beach access, and the preservation of viewsheds.

Finally, an important area for future housing is the sections of 29th, 30th, 31st, and 32nd avenues west of US 17. These streets include a mixture of housing types. Also within this area are several larger vacant lots which formerly contained units managed by the Atlantic Beach Housing Authority. The redevelopment of these parcels for housing (including townhomes and low-rise multifamily) has the potential to provide a catalyst for revitalizing this section of town. Impediments to redevelopment and revitalization include the need for infrastructure improvements and current lack of transition/separation from incompatible uses along US 17. The Land Use Element and Future Land Use Map provide specific recommendations for the redevelopment of this area.

If redevelopment is fully realized, it is anticipated that the total number of housing units within the town (for both permanent and seasonal populations) could exceed 1,200. This growth, if fully realized, will significantly alter the town and place greater demands for municipal services and infrastructure.

Part III. Needs, Goals, and Objectives

From a review of the town and area's housing data, the following needs were identified:

1) Improve housing quality and property maintenance; 2) improve housing options and promote infill; 3) provide for the integration of uses and the protection of future residential building sites; 4) affordability; and 5) stabilize and grow the tax base.

Goal H1: *Provide for viable residential uses and occupancies that promote safe, convenient, and enjoyable living.*

Objective A: Adopt zoning standards which provide ample areas for varied residential occupancies and housing types.

Objective B: Implement density standards which consider historical development patterns and the town's master plan.



Objective C: Mitigate nuisances to residential uses. Nuisances to residential enjoyment include but are not limited to:

1. Excessive lighting;
2. Litter, junk, overgrown lots, and dilapidated structures;
3. Excessive traffic;
4. Noxious odors, dust, smoke, fumes, and other pollutants;
5. Inadequate drainage;
6. Loud noises and vibrations;
7. Overcrowding; and
8. Loss of privacy.

The level of mitigation may vary based on the type and location of uses. Districts designed for single-family housing should be afforded the greatest degree of protection.

Objective D: Encourage new housing construction that is compatible in size, orientation, and intensity. Zoning standards should be developed that consider:

1. Setbacks;
2. Height;
3. Building and impervious coverage;
4. Floor area and the overall size (bulk) of buildings;
5. The permissibility, size, and location of accessory structures; and
6. Other factors that contribute to residential compatibility.

Objective E: Adopt development regulations that require that new lots and building sites have:

1. Frontage and access to a public street;
2. Public water and sewer services;
3. Adequate fire protection;
4. Sidewalks and pedestrian access;
5. Adequate drainage and storm water facilities;
6. Tree plantings or preservation; and
7. Mitigated floodplain or wetland encroachments.

Goal H2: *Protect the character of the town's single-family residential areas and streets, specifically residential areas along 29th and 32nd Avenues.*

Objective A: Mitigate nuisances (see above).

Objective B: Provide restrictions on residential density which limit the number of units per lot to two units per every fifty feet of street frontage.



Objective C: Recognize that areas along 29th and 32nd avenues transition (or are anticipated to transition) to higher intensity commercial and residential uses for lots near US Hwy 17 and the ocean (see the future land use map). Mitigation measures should be taken that:

1. Ensure adequate or increased setbacks where higher intensity uses adjoin single-family dwellings;
2. Require buffering and screening for commercial uses along rear and side yards that adjoin existing or planned residential uses;
3. Protect viewsheds;
4. Ensure privacy; and
5. Restrict the location of parking areas, refuse collection, and other nuisance generated by commercial features.

Objective E: Prohibit nonresidential uses except where nuisances can be mitigated or these uses are essential or compatible with low to medium density residential occupancies. Provide for select nonresidential uses as a conditional use or special exception.

Objective F: Provide for prioritized amenities to stabilize housing and encourage infill.

Goal H3: *Encourage mixed uses and higher density residential development along 30th and 31st avenues. Standards should be developed that:*

Objective A: Allow multi-family and transient residential uses.

Objective B: Encourage, where practical, upper story residential occupancies above ground floor commercial or professional uses.

Objective C: Encourage innovative design while ensuring architectural, aesthetic, and functional compatibility through the development and implementation of design guidelines.

Objective D: Where appropriate, differentiate standards for properties nearest the ocean and U.S. 17.

Goal H4: **Option 1 - If Ocean Boulevard remains closed:**
Encourage for infill single-family residential along the oceanfront.
(See Map LU-3A)

Objective A: Land use and zoning should encourage single-family infill development that is compatible with existing development and available infrastructure.

Objective B: Discourage commercial development along the oceanfront to preserve the area's residential character.



Option 2 – If Ocean Boulevard is opened:

Provide for high density residential occupancies along the oceanfront. (See Map LU-3B)

Objective A: Allow, through zoning, the town's highest residential densities along the oceanfront. Housing may include multi-family, transient, and accommodations type uses., ***if there are no deed restrictions limiting such uses.***

~~Objective B: Prohibit new stand-alone single-family dwellings.~~

Objective ~~B~~: To the extent that is practical, require first floor commercial, dining and entertainment, or similar accommodations/resort uses on the first floor of structures.

Objective ~~D~~C: Encourage innovative design while ensuring architectural, aesthetic, and functional compatibility through the development and implementation of design guidelines.

Objective ~~E~~D: Ensure that development preserves public access to the ocean.

Goal H5: ***Ensure that housing is constructed and maintained in a manner that contributes to long-term revitalization and housing stability. Objective include:***

Objective A: Adopt the latest edition of the International Residential Code (with South Carolina Amendments) and provide for local enforcement.

Objective B: Consider the adoption of a property maintenance code which addresses overgrown lots, litter, junk, abandoned vehicles, and dilapidated and blighted structures.

Objective C: Consider the adoption of a vacant property registration ordinance.

Objective D: Provide for local site plan review and permitting of new housing development. The town's regulations and review should:

1. Be tiered based on the size and scope of development;
2. Coordinate zoning, development regulation, flood damage prevention, and building code requirements into a unified review process; and



3. Include a mechanism for surety instruments and other financial guarantees when developments require the installation or upgrades to public infrastructure.

Goal H6: *Provide and implement regulations or activities that promote affordability while furthering the vision for the town's revitalization.*

Objective A: Periodically review the town's zoning and development regulation to determine where unnecessary or extraneous requirements contribute to the cost of housing. The adoption of new regulations should compare the costs of compliance to the benefits gained through increased regulation.

Objective B: Periodically review the town's fee schedule to ensure that review fees are competitive with adjoining jurisdictions.

Objective C: Consider a provision for density or development bonuses (such as height) for projects that incorporate affordable housing.

Objective D: Pursue the redevelopment of the housing authority's vacant parcels. Consideration should include a provision for multi-family and townhouse development with the implementation of prioritized improvements as outlined in the land use, transportation, and priority investment elements.

Objective E: Work with community housing development organization (CHDOs) to identify affordable housing opportunities and projects.

Objective F: Explore the use of federal HOME funding for home-owner rehabilitation and new construction.

Objective G: Work to reduce the cost of home-ownership by improving the town's ISO and CRS ratings, thus lowering the cost of homeowner and flood insurance.

Goal H7: *Recognize that manufactured and other non-stick built housing types provide an affordable housing option; however, the introduction of manufactured and other non-stick built housing present compatibility, aesthetic, and appreciation concerns.*

Objective A: Prohibit mobile homes not constructed to HUD's safety standards and require their removal from the town.

Objective B: Prohibit new manufactured housing. The town may provide for the continuation of existing manufactured homes subject to nonconformity provisions which prohibit replacement and



encourage timed removal.

Objective C: Prohibit travel trailers, tents, vehicles, and similar arrangements for use as permanent housing.

Objective D: Clearly define and differentiate requirements for mobile homes, manufactured homes, and modular homes in the town's Land Management Ordinance.

Goal H8: *Provide for innovative planning in the development of new housing. Consideration should be given to providing zoning provisions that include planned unit developments, cluster developments, form-based codes, and other innovative zoning techniques.*



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Exhibit 2:

Land Use Element



The land use element is perhaps the most critical of the comprehensive plan's elements. South Carolina law requires that prior to the implementation of zoning, a land use element must be adopted. As it is necessary for the town to retain its ability to provide for the thoughtful review and input into the direction of future growth and redevelopment, a land use element is essential. Land use policies and accompanying regulations must be in accordance with the adopted element and plan.

This element provides an overview of the existing land use characteristics of Atlantic Beach and outlines the vision for future development within the town. Goals and objectives are also provided to guide land use decision making. This plan concludes with a listing of implementation activities to be undertaken by the town to encourage the realization of this plan's vision.

Part I. Existing Conditions

In July 2016, the Waccamaw Regional Council of Governments' (WRCOG) staff conducted a land use survey of the Town of Atlantic Beach. The survey used parcel data furnished by Horry County and was supplemented by data from the Grand Strand Area Transportation Study's (GSATS) land use survey conducted in 2014. For the purpose of data reporting, land uses are categorized as follows:

- Single Family Residential Uses include stick built and modular single-family units that are located on a separate lot;
- Two-Family Residential Uses include duplexes and lots which contain two, detached housing units;
- Multi-Family Residential Uses include apartment complexes and all lots containing three or more residential units, attached or detached;
- Trailer or Manufactured Home Uses include all trailer homes and manufactured homes not on a permanent foundation. Lots containing more than one trailer or manufactured home are separately denoted as two-family residential uses or multi-family residential uses;
- Commercial Uses include all retail trade, wholesale trade, finance, insurance and real estate services, business services, entertainment and accommodation uses, repair services, and professional services;
- Recreational Uses include public tennis courts, swimming pools, parks, and similar recreational or open areas;
- Industrial Uses include all manufacturing, fabricating, and warehousing activities;
- Public/Semi Public Uses include educational, governmental, hospital, and religious uses;



- Utility Uses include wastewater treatment plants, public wells, water towers and other water delivery systems, communication towers, electric substations, and similar uses; and
- Vacant includes lots with no structures or other visible uses.

The town's land uses are illustrated on Land Use Map LU-1 and are further described in the table and text below:

Table LU-1 Atlantic Beach Existing Land Uses by Land Use Category, 2016				
Land Use Category	Number of Parcels	Acres	% of Land Area in Town	% of Developed Land In Town
<i>Single Family Residential</i>	96	16.84	17%	50.2%
<i>Two-Family Residential</i>	5	.84	1%	2.5%
<i>Multi-Family Residential</i>	13	2.57	3%	7.7%
<i>Trailer or Manufactured Home</i>	3	.52	1%	1.6%
<i>Commercial</i>	50	10.3	10%	30.7%
<i>Recreational</i>	3	.53	1.6%	.53%
<i>Industrial</i>	0	0	0	0
<i>Public/Semi-Public</i>	5	1.92	5.7%	1.9%
<i>Utility</i>	0	0	0	0
<i>Streets, Railroads, and Other Rights-of-Way (including oceanfront)</i>	NA	24.95	25%	NA
<i>Vacant</i>	228	43.1	42%	n/a
Total*	403	101.6	100%	100%
<i>Source: WRCOG staff assessment based on land use survey data, GIS parcel series data furnished by the county, and zoning data provided by the Town of Atlantic Beach.</i> <i>* Note: Percentages are rounded which may result in a total exceeding 100%.</i>				

Single family uses account for just over half of all developed lands within the town. These uses are located town-wide with the highest concentrations found on 29th and 32nd avenues. 30th and 31st avenues contain a mixture of uses and the town's commercial uses are primarily centered along US 17. Commercial uses occupy approximately ten percent of the town's land area and constitute 30.7% of all developed lands. In 2014, commercial uses occupied an estimated floor area of approximately 100,000 square feet.

The town contains a high number of vacant lots including most of the lots in the vicinity of the town's beachfront. In 2016, approximately fifty seven (57) percent of the town's lots were vacant. This vacancy percentage is much higher than coastal areas to the town's immediate north and south.



Lots within the town are generally uniform in dimension (50' by 150') and are relatively small averaging 7,500 square feet. Most of the town's lots, including those along the oceanfront, appear to have been originally platted for single family housing which, in the absence of property consolidation, makes higher intensity residential uses as well as commercial uses difficult in several areas. A detailed analysis of lot size and current regulatory requirements are contained in the *Atlantic Beach, South Carolina Master Plan*, 2007 (master plan).

Zoning

The *Town of Atlantic Beach Land Management Ordinance* (LMO) was adopted in 2001. As a unified ordinance, the LMO contains the town's zoning requirements, development regulations (previously referred to as subdivision regulations), stormwater management ordinance, and flood damage prevention ordinance. The LMO is the town's primary tool for directing future development.

The LMO divides the town into seven districts. These districts are illustrated on map LU-2 and are described below.

- **CP Conservation Preservation District:** This district includes the town's immediate beachfront and extends inland to approximate the boundary of OCRM's critical line. The town's beach and dune system represent an environmentally sensitive area and development is severely restricted. In addition to town requirements, this area is subject to restrictions and permitting by the state.
- **R-1 Residential-Low-density District:** This district includes the majority of properties west of US 17. The primary allowable use within this district is single-family residential dwellings; however the district does allow for recreational uses. Attached single-family dwellings (townhouses) may also be permitted as a special exception. The minimum lot size in this district is 7,500 square feet.
- **R-2 Residential-Medium-density District:** This district includes most properties along 29th and 32nd avenues east of US 17. This district allows for single-family, two-family, and multi-family housing. Lot size requirements are 6,000 square feet and setbacks are slightly less restrictive than the town's R- 1 district.
- **OPI Office Professional/Industrial District:** This district includes select parcels along US 17, parcels associated with the town's community center, and one of the Atlantic Beach Housing Authority's parcels. This district permits public and civic uses as well as a select number of commercial uses. Unlike its name would imply, industrial uses, excluding some utility uses, are prohibited in this district. Residential uses in this district are also prohibited. The minimum lot size is 7,500 square feet.
- **MU Mixed Use District:** The mixed use district includes properties along 30th and 31st avenues and extends to the ocean. This district is essentially two districts: a beachfront mixed use district (BF) and a CB mixed use district. The CB district permits all housing types and most commercial uses either by right or by conditional use. The beachfront portion of the MU district prohibits



housing, permits a fewer number of commercial uses, and allows for resort accommodations such as inns and hotels. Setback and lot size requirements for the CB and BF portions of the mixed use district are identical.

- **C-1 Resort Commercial District:** The C-1 district includes lots along US 17 and portions of 30th and 31st avenues closest to Kings Highway. This district also includes lots along the beachfront near 32th Avenue and at the oceanfront terminus of 30th to 29th avenues. Like the mixed use district, the C-1 district is bifurcated into a beachfront (BF) and CB designation. The beachfront portion of the district permits all housing types while the CB portion does not permit housing. Resort accommodations are allowed in the CB and BF portions as are many commercial uses. Setbacks are identical; however, lot width requirements along the beachfront are greater (150 feet).
- **C-2 Highway Commercial District:** The town's highway commercial district is located exclusively along US 17. This district permits commercial uses typical of a major highway corridor. Residential uses are limited to divisible dwelling units, as a conditional use, and second floor residences.

The town's zoning ordinance also provides two options for planned unit developments: a PD-1 and PD-2. Both districts offer design and use flexibility. The PD-1 is intended for areas of ten lots (75,000 square feet) or greater while the PD-2 option is available for smaller areas. These districts can be requested by a developer and the requirements for each district vary slightly. Presently, the planned development concept has not been used within the town.

Table LU-2 provides information on the acreage, number of parcels, and availability of vacant lots for the town's seven zoning districts.

Table LU-2					
Atlantic Beach Zoning Districts by Estimated Area and Utilization					
Zoning District	# of Parcels	Parcel Acres	Vacant Parcels	Vacant Acres	% Developed
CP Conservation Preservation	NA	1.2	1	1.2	0%
R-1 Residential-Low-density	42	9.23	27	6.57	28.8%
R-2 Residential-Medium-density	137	23.95	63	10.89	54.5%
OPI Office Professional/Industrial	28	6.02	20	3.27	45.7%
MU Mixed Use	105	19.57	64	11.74	40.0%
C-1 Resort Commercial	60	11.41	46	8.83	22.6%
C-2 Highway Commercial	31	6.43	8	1.8	72.0%
Total	403	71.4	228	44.3	37.9%
<i>Source: WRCOG staff assessment based on field survey data, GIS parcel series data furnished by the county, and zoning data provided by the Town of Atlantic Beach.</i>					



All of the town's existing zoning districts include available undeveloped acreage. Excluding the Conservation Preservation district, underutilization is most pronounced in the C-1 and R-1 districts, which may "deincentivize" redevelopment, particularly at the waterfront where most communities along the coast have thrived.

Analysis

From a review of the land use data, the town's regulatory documents, and information collected in preparation of this plan's elements, the following observations can be made:

- Over one-half of the lots in the town are undeveloped. This condition is atypical of coastal properties in adjacent communities, particularly along the waterfront.
- Lots were primarily arranged for single-family residential occupancies. In most areas, lot sizes do not readily accommodate intense commercial uses. Lot sizes along the oceanfront are relatively shallow, limiting nonresidential development.
- Land use constraints, such as soils, floodplains, wetlands, etc., are typical of coastal communities and should not present an unreasonable obstacle to development (see the Natural Resources Element).
- The lack of property and structural maintenance, public amenities, and access are a hindrance to development and private investment in the town (see the Population and Housing elements).
- Utility services, such as water and sewer, are in place and are sufficient to accommodate most development scenarios (see the Community Facilities Element).
- The lack of street connectivity and extremely low traffic counts on the town's streets (excluding US 17) are not conducive to commercial activities that rely on high visibility and traffic (see the Transportation Element).
- Available lots are present in all zoning districts with high levels of underutilization noted in the town's C-1 and R-1 districts.
- The town's regulatory structure is marginally sufficient; however, improvements should be made. A detailed analysis of the town's zoning is contained in the town's master plan and this analysis is incorporated herein by reference (see master plan pages 47 through 62). Recommendations on improving the town's regulatory framework are also provided in the section below.

Part II. Future Conditions & Recommendations

In 2006, the town undertook a yearlong visioning process and planning study. This study resulted in the development of the *Atlantic Beach, South Carolina Master Plan*. This plan was adopted by the town council in 2007.

The master plan provides a comprehensive vision for future growth and redevelopment. The plan envisions relatively intense development along the beachfront including hotels, entertainment and similar resort accommodations, the protection of viewsheds through revised zoning requirements, and the development of a boardwalk. Areas along 30th and 31st avenues (both east and west of US 17) are envisioned as mixed use corridors with enhanced streetscapes, common design motifs, and other amenities. US 17 is envisioned to remain a predominately commercial highway corridor; however, enhancements to the corridor's streetscapes and the orientation of buildings (through zoning setback and signage changes and the construction of sidewalks) are intended to

provide a distinctive feel when entering the town. 29th and 32nd avenues are envisioned to remain predominately low-to-medium density residential (typical cross-sections for all streets are provided in the Transportation Element).

This element adopts this long-term vision for future development within the town. Except as provided in this element, the recommendations of the town's master plan are incorporated herein by reference (see pages 109 to 122).

The recommendations of the master plan are, in several cases, contingency based. For example, some of the master plan's land use recommendations assume the opening and realignment of Ocean Boulevard, the extension of 30th Avenue to 4th Avenue, and the midblock construction of several interior-connecting streets. In addition, the plan also assumes substantial public and private investment which, to date, has failed to



Master Plan conceptual of a developed Atlantic Beach

materialize. In the absence of transportation improvements (specifically the opening/realignment of Ocean Boulevard and the extension of 30th Avenue to 4th Avenue) and increased public and private investment, the master plan's recommendations and expectations for intense commercial, entertainment, and resort accommodation development may be unrealistic, at least in the short-term (see page 72 of the master plan).

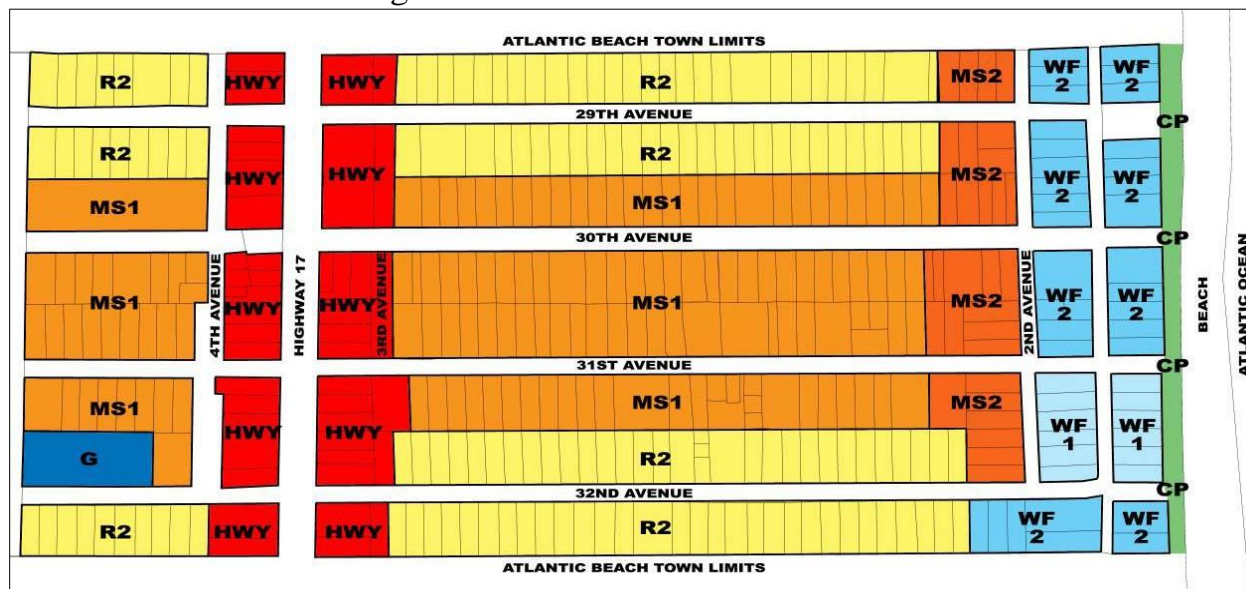
It is unlikely, within the next five years, that the opening of Ocean Boulevard (or the full implementation of other improvements) will be realized; however, it is possible that implementation could occur within the next ten years. At the same time, it is possible that the town may determine that opening Ocean Boulevard or implementing other master plan recommended improvements are not in Atlantic Beach's long-term interest. This uncertainty makes projecting and planning for future growth difficult but not impossible. Even in the absence of transportation and other improvements, growth, albeit slower, will occur and will likely be residential with modest commercial activity. Irrespective of type and intensity, this growth will need to be well planned and thoughtfully regulated.

Implementation of Master Plan

From a regulatory standpoint, the master plan recommends the restructuring of the town's zoning districts into eight new, or slightly modified, districts. These districts include the creation of two waterfront districts, two mixed use districts, a highway commercial district, and the retention of the town's R-2 and conservation districts. The master plan also recommends the discontinuance of the town's R-1 district (see pages 109 to 122 of the master plan for a complete description of the recommended districts).



The exhibit and descriptions below illustrate the master's plan recommendations for future land uses and zoning districts.



These future districts include:

- Waterfront 1 (WFI). The intent of this district is to provide for pedestrian oriented, beachfront medium-density residential and mixed use development, with sufficient public and private investment to support a vibrant economic center. Mixed use development should be required in conjunction with multi-family development. Uses are intended to be composed of retail, dining, nightclub and cultural uses. This district implements a floor area ratio requirement, limits height to eighty five (85) feet, and increases setbacks (with decreasing floor area) above elevations of forty-five feet to provide for the preservation of an ocean view (see page 112 of the master plan for a complete description). This district also provides for development bonuses.
- Waterfront 2 (WF2). The intent of this district is to provide for pedestrian oriented, beachfront high-density residential and mixed use development, also with sufficient public and private investment to support a vibrant economic center. Mixed use development should be required. Uses are intended to be composed of retail, dining, nightclub, and cultural uses. Building height is permitted to reach 200 feet and setbacks vary by height to provide for the preservation of an ocean view. This district also provides for development bonuses (see page 113 for a complete description).
- Main Street 1 (MS1). The intent of this district is to provide for pedestrian oriented low-density development. The district as a whole is intended to be mixed-use and the development of mixed-use projects should be encouraged; however, single uses should be allowed in order to promote and ease infill development. Uses should be composed of neighborhood scaled (less than 20,000 sf) retail and office uses as well as multi-family and transient residential uses. Single-family



residential should not be allowed. Height is limited to fifty-five (55) feet and setbacks vary by elevation (see page 117 for a complete description).

- Main Street 2 (MS2). The intent of this district is to provide for medium-density development. Mixed-use development should be required for development on multiple lots. Uses are intended to be composed of retail, dining, nightclub and cultural uses (e.g. entertainment district uses) while upper levels are generally composed of residential or transient residential uses. Single-family residential uses should not be allowed. Building height is limited to eighty-five (85) feet and setbacks vary based on height (see page 119 for a complete description).
- US 17 (HWY). The intent of this district is to provide for highway oriented retail and office development. The district as a whole is intended to be mixed-use and the development of mixed-use projects should be encouraged; however, single uses should be allowed in order to promote and ease infill development. Single use residential development should not be permitted. Uses should be composed of retail and office uses as well as multi-family and transient residential uses. Residential uses should be discouraged at the street level. Height is limited to fifty-five (55) feet and setbacks vary based on height (see page 120 for a complete description).
- Government (G). The intent of this district is to allow for the development of facilities for local government, public health, recreational, cultural or educational activities. Building height is limited to fifty-five (55) feet and setbacks vary based on height (see page 121 for a complete description).
- Residential (R2). The intent of the R2 district is to remain unchanged from the town's current R-2 district with respect to setbacks, height, and footprint. With respect to density, two units per 50' of lot frontage should be allowed. Lot frontage means the dimension of the property line that fronts a public street (see page 122 for a complete description).
- Conservation Preservation (CP). The intent of this district is to retain the town's current conservation district requirements (see page 110).

The town should pursue amendments to its zoning ordinance and map to align with the master plan's recommendations; however, in the absence of certain improvements the following modifications should be made:

Modifications in the absence of Ocean Boulevard Opening

- **Prohibition on Single family residential and the expectation for future use in MS1 and MS2 districts.** The master plan recommends that single-family housing be prohibited in the MS1 and MS2 districts. The expectation is that the opening of Ocean Boulevard will increase traffic counts and property visibility thus rendering stand-alone single family housing as less than the highest and best use of property. In the absence of street connectivity, this assumption will need be reconsidered especially on 31st Avenue and for MS2 designated properties nearest 29th and 32nd avenues. If stand-alone single family housing is permitted, the town may wish to bifurcate the MS1 and MS2 districts to provide for this



zoning distinction. In addition, the town should reexamine the LMO's Use Table and the master plan's use descriptions to identify activities that would be viable or likely with a closed transportation system.

- *Floor Area Ratio (FAR) and other setback recommendations.* In general, the master plan's recommendations for building height, setbacks, and other dimensional requirements should be implemented. The plan assumes the realignment of an opened Ocean Boulevard along 2nd Avenue (with the potential closure of 1st Avenue). In the absence of opening and realignment, minor adjustments to FAR and setback requirements for lots within the WF2 district may be warranted. This deviation should be examined, provided that changes are in keeping with the vision of the master plan, specifically with regard to the preservation of viewsheds and the control of building height. **WF2 district should be reconsidered and R2 should be considered as an alternative.**
- ***Determination on the status of Ocean Boulevard. The prevalence and intensity of future development in the town will be determined in large part by whether or not Ocean Boulevard is opened. If Ocean Boulevard is to remain closed, the primary focus for future land use actions should be to encourage infill residential development and to foster a quiet, residential beachfront community with commercial activity concentrated primarily on US 17 and 30th Avenue. If opened, future land use actions should be geared toward fully implementing the master plan and maintaining a balance between residential, mixed use, and commercial activities.***

Modifications in the absence of 30th Avenue's Extension

- The master plan recommends the extension of 30th Avenue to 4th Avenue. This extension of the town's "main street" would enhance access and visibility for properties west of US 17. As such, the master plan designates properties along the western extents of 30th and 31st avenues as a future MS1 district. In the absence of 30th Avenue's extension, the lack of property access, traffic counts, and visibility will significantly reduce the mixed use potential for these properties. A medium-density residential designation (to include multi-family housing, townhomes, and other residential development) that also permits a select number of compatible nonresidential uses may be more appropriate.

Other Recommendations to Encourage & Direct Future Growth

In addition to the recommendations of the master plan and those above, the town should undertake the following activities following the adoption of the comprehensive plan:

- *Capital improvements plan.* Several needed improvements are identified in the Community Facilities, Transportation and Priority Investment elements. Many of these improvements (especially transportation improvements) will directly affect the location and prevalence of future land uses. In addition to the guidance provided in the Priority Investment Element, the town should develop a capital budgeting process that prioritizes improvements and allocates funding with scheduled implementation.



- *Rewrite of the town's LMO.* In addition to text amendments needed to align the town's zoning code with the land use and zoning recommendations of the master plan and comprehensive plan, the town's LMO should be rewritten with emphasis placed on: 1) streamlining the code to increase its clarity and the consistency of enforcement; 2) updating standards for flood damage prevention to incorporate changes in the federal requirements, recommended best practices, and the new flood maps; and 3) incorporating updated public improvements specifications that align with the street concepts contained within the Transportation Element and master plan (see also the implementation section).
- *Architectural standards.* The master plan recommends the creation of architectural standards for areas along the waterfront and the town's primary corridors (see pages 123 to 138). Although the master plan provides general architectural and design guidance, specific enforceable standards will need to be developed. In addition, the town's LMO provides for a Board of Architectural Review (BAR); however, the members of this board have not been appointed. The development of enforceable design standards and the appointment of BAR members should be coordinated with other updates to the town's LMO.
- *Impact fee structure.* The town has adopted impact fees (see Article XVIII of the town's LMO). This fee structure will need to be re-examined and updated in accordance with Section 6-1-910 et seq. of the state code. This activity will need to be coordinated with the development of a capital improvements plan.
- *Dilapidated structure removal and property maintenance.* The condition of several lots and buildings within the town provide an obstacle to future development and private investment. As outlined in the Population and Housing elements, the town should implement and actively enforce a property maintenance code. In addition, the town should pursue grant funding to assist in the removal of dilapidated structures and to encourage owner-occupied housing rehabilitation.
- ~~*Determination on the status of Ocean Boulevard.* The prevalence and intensity of future development in the town will be determined in large part by whether or not Ocean Boulevard is opened. If Ocean Boulevard is to remain closed, the primary focus for future land use actions should be to encourage infill residential development and to foster a quiet, residential beachfront community with commercial activity concentrated primarily on US 17. If opened, future land use actions should be geared toward fully implementing the master plan and maintaining a balance between residential, mixed use, and commercial activities.~~
- ~~*Beachfront redevelopment as a robust economic driver.* The development and redevelopment of properties adjacent to the ocean is of primary importance to the town and this importance is highlighted in the town's master plan. To implement the vision contained in the master plan, it is anticipated that future development will involve significant public and private investment to include the provision of public amenities. Anticipated amenities are designed to enhance the long term viability of private investment while promoting the town's premier attraction, the Atlantic Ocean.~~



The master plan encourages the use of zoning incentives to provide for heights up to 200 feet and floor area ratios (FAR) of up to 4.0. Subsequent zoning may vary on the level and extent of development incentives; however, zoning should observe the maximum limitations on height and FAR as specified in the master plan. Traditional, flexible or incentivized zoning standards to address key aspects of development (density, building and impervious coverage, open space, etc.) are appropriate where new developments include significant private investment and public amenities consistent with this plan and the master plan.

Future Land Use Map

Map Exhibits LU-3A and B denotes the desired location of future land uses within the town of Atlantic Beach. To address alternatives for future development tied to certain improvements, the Future Land Use Map Exhibit is divided into two components: LU-3A, which indicates desired future land use if Ocean Boulevard remains closed, and LU-3B, which designates desired future land use if Ocean Boulevard opens. This These maps, coupled with the goals and objectives of this plan, is designed to help guide the future zoning of property. It is recognized that the implementation of the map and accompanying zoning text will take years to fully implement. In addition, it understood that, in some cases, changes in zoning and land use requirements should be timed to correspond with the installation of public improvements. These map sheets and this element provide transitional contingencies to be considered as improvements are implemented.

Part III. Needs, Goals, and Objectives

From a review of the town and area's land use data, the following needs were identified: 1) development of the town's vacant lots in a manner which is economically viable and sustainable; 2) improvement in the quality and aesthetics of new construction; 3) improvement of design and use standards that establish a sense of distinctiveness and place; 4) coordination of private and public investments; 5) protection of residential occupancies from nuisances and other incompatibilities; and 6) stabilization and growth of the tax base.

Goal LU1: *In general, implement the vision and land use recommendations contained within the Atlantic Beach, South Carolina Master Plan, 2007.*

Objective A: Actively work to implement the design and use recommendations of the master plan through amendments to the town's land management ordinance.

Objective B: Coordinate setback, orientation, design, and public improvement standards with the street design recommendations of the master plan and Transportation Element.

Objective C: Recognize that many of the master plan's design and land use recommendations are contingency based. Modifications



or adjustments to the plan's recommendations and corresponding LMO amendments are anticipated and may be warranted based upon:

1. The availability of public funds to serve private development;
3. The level and timing of necessary private investment;
4. The availability of required public funding;
5. Street connectivity (or the lack thereof);
6. Economic conditions; and
7. Recommendations contained in the comprehensive plan.

Goal LU2: *Recognize that the small geographic area of the town requires the orderly and efficient use of land. The town's policies and regulatory climate should encourage the highest and best use of property while promoting compatibility.*

Objective A: Refine the town's zoning standards to ensure that uses and structures are compatible. At a minimum, standards should address:

1. Size and scale;
2. Height;
3. Setbacks from streets and adjoining properties;
4. The preservation of open space and viewsheds;
5. Intensity and density;
6. Impervious coverage and storm water management;
7. Flood and storm surge protection;
8. Landscaping;
9. Vehicular access and parking;
10. Appearance and structural orientation;
11. Utilities, infrastructure, public safety, and other public services;
12. Screening and buffering;
13. Signage; and
14. Use.

Objective B: Refine the town's land development standards to ensure:

1. New lots and development sites have access to public streets;
2. Developments can be adequately served by water, sewer and other infrastructure and amenities necessary to support quality of life for both permanent residents and visitors;
3. Wetlands, floodplains, water quality, native soils, vegetation and other environmentally sensitive areas are protected;



4. Needed easements and rights-of-way are provided;
5. New infrastructure including water, sewer, fire hydrants, streets and sidewalks are constructed to acceptable engineering standards; and
6. New subdivisions and development conform to all other town requirements.

Objective C: Provide for a detailed review of proposed amendments to the town's zoning text, zoning map, and development regulations prior to adoption. The planning commission's review should consider:

1. A proposal's conformance with the comprehensive plan;
2. The precedents or possible affects that may result from the requested change;
3. Whether the altered use or district requirements would be appropriate for the area concerned;
4. Whether the change would result in the loss or degradation of historic sites or significant natural features; and
5. Whether the capacity of the town or other governmental agencies is sufficient to provide services if the zoning change is approved.

Objective D: Prohibit heavy industrial and other nuisance laden uses and restrict the placement of uses that generate detrimental secondary effects (see also the Housing Element). Work with area jurisdictions to identify appropriate locations for siting these uses.

Objective E: The use of lands adjacent to the town will impact the viability of development within Atlantic Beach. Work actively with the City of North Myrtle Beach, and provide input as necessary, on land use changes and development proposals in close proximity to the town.

Goal LU3: *Implement density standards which consider the demands for infrastructure and amenities, public safety, parking and traffic generation, and the need for privacy, nuisance abatement, and the enjoyment of residential occupancies (see also the Housing Element).*

Objective A: Restrict residential areas identified as low to medium-density (i.e. the R2 district) to no more than two units per every fifty feet of street frontage. In general, areas along 29th Avenue and 32nd Avenue should be limited to low to medium-density residential development (see also the Housing Element).



Objective B: Provide for medium to high and high-density residential development. In the main, areas along 30th and 31st Avenue should permit medium to high-density development. Select areas along the oceanfront should permit high-density development that is adequately served by public infrastructure and amenities (see also the Future Land Use Map).

Objective C: Provide for buffering, screening, setback, and orientation standards that mitigate potential nuisances at locations where densities and uses transition.

Objective D: Consider providing density and other design bonuses for developments that incorporate open space, parks, or other public infrastructure and amenities.

Goal LU4: *Implement design and use standards that promote a sense of place and distinguish the town from adjacent jurisdictions. Coordinate the implementation of these standards with identified public improvements (see also the Transportation and Priority Investment elements).*

Objective A: Improve the appearance and functionality of the US 17 corridor. Concentration should be given to:

1. Installing sidewalks with ADA accessible ramping;
2. Installing mast arms, pedestrian signals, and a pedestrian refuge at the US 17 and 30th Avenue intersection;
3. Work with local businesses to identify potential sites for bus shelters in anticipation of an extension of Coast RTA's route;
4. Developing standards for signage that reduce visual clutter and differentiate the town;
5. Improving the town's entrance signage at the town limits and at 30th Avenue. Work with private owners to secure sites in cases where the right-of-way is insufficient to accommodate placement;
6. Working with Santee Cooper to move forward with the undergrounding of utilities; and
7. Ensuring that the town's LMO provides for the diversification of commercial uses along the corridor.

Objective B: Implement design standards for building and uses along US 17, 30th Avenue, 31st Avenue, and for properties in proximity to the oceanfront. Design standards should be context sensitive and follow the general motifs outlined in the town's master plan.



Objective C: Where in agreement with this plan, allow for innovative design and development techniques including but not limited to planned developments, zero-lot-line developments, cluster developments, floating zones, and overlay zones. These zoning techniques may, where deemed beneficial to the town, be combined with the use of priority investment zones.

Objective D: Encourage public improvements and amenities for waterfront properties and developments. Improvements and amenities may include, but are not limited to:

1. Unimproved and improved beach access;
2. Parks and common spaces;
3. Ocean viewing or observation decks;
4. The construction of public streets or improvements to existing streets such as the inclusion of pedestrian and bicycle facilities (see also the transportation element);
5. Right-of-way and other improvements located in adjacent right-of-way, such as benches, planters, shelters, drinking fountains, bike racks, decorative lighting, commemorative signage, and improvements that enhance handicapped accessibility; and
6. Publicly available parking, restrooms, and shower facilities associated with recreational uses.

Goal LU5: *Provide for areas of commercial, governmental, mixed, and flexible land uses (see the Future Land Use Map and corresponding text descriptions).*

Goal LU6: *Provide for areas of low to medium-density residential land uses and protect these areas from incompatible uses (see the Future Land Use Map and corresponding text description).*

Goal LU7: *Promote the development, redevelopment, and/or renovation of publicly owned lands and buildings in keeping with the policies outlined in this plan.*

Goal LU8: *Provide for the thoughtful and timely review of development proposals. Create a climate which is development friendly while implementing and enforcing requirements that protect the town and the future viability of private properties and residential occupancies.*

Objective A: Revise the town's Land Management Ordinance to streamline requirements and improve clarity.

Objective B: Provide for the local review and enforcement of the town's LMO, building code, and flood damage prevention ordinance.

Objective C: Ensure that reviews are conducted in a timely manner and build predictability into the permit process.



Objective D: Provide for the continual professional training of town staff, planning commissioners, and board members.

Legend

- D Conservation Preservation
- Flexible Use (Commercial)
- Government, Cultural and Institutional
- 2 B Low to Medium Density Residential
- ES Mixed Use (Low to Medium Density)
- Mixed Use (Low to Medium Density)

Option 1: If Ocean Boulevard remains closed Atlantic Beach Future Land Use Map

LU-3A

Updated January 2025



DISCLAIMER: This map is a graphic representation of data obtained from various sources. All efforts have been made to warrant the accuracy of this map. However, WRCOG disclaims all responsibility and liability for the use of this map.

Conservation Preservation

This area includes lands where environmentally sensitive features (such as the town's dunes and beach) are present. As such, these areas should permit only minimal development.

Low to Medium Density Residential

This area is designed for low to medium density residential housing with a density of no more than two units per every 50' of lot frontage. This area roughly approximates the Residential (R2) district as denoted in the master plan.

Government, Cultural, and Institutional

This area is intended to provide for the development of facilities for local government, public health, recreation, cultural, or educational activities. These uses are not limited to this area and may be included in the other mixed use designations.

Flexible Use (Commercial)

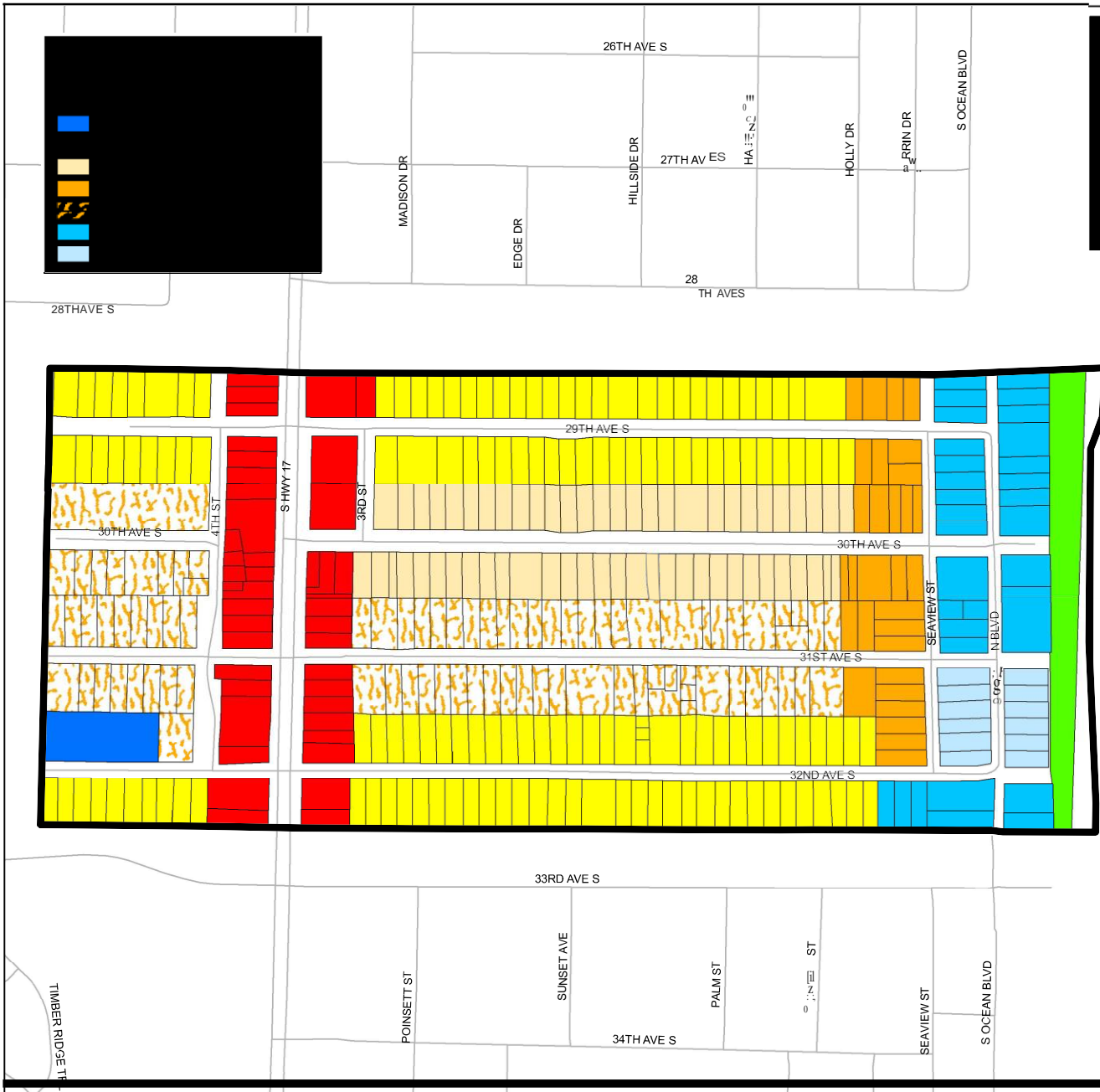
This area is intended to provide for highway oriented retail and office development. Development should include multi-family and transitional residential uses; however, single use residential development should not be permitted. This area roughly approximates the Highway 17 (HWY) district as denoted in the master plan.

Mixed Use (Low to Medium Density)

This area is intended to be mixed. The development of mixed-use projects should be encouraged. ~~It should be composed of neighborhood scaled (less than 20,000 square feet) retail and office uses as well as multi-family and transitional residential uses. Single family should be prohibited.~~ This area roughly approximates the Main Street 1 (MS1) district as denoted in the master plan.

Mixed Use (Low to Medium Density) (Hashed A-Ca)

This area is intended to accommodate medium density residential projects. Developments may contain a mixture of residential types including single family detached, duplex, townhouse, and multi-family. This area may also include mixed uses similar to those anticipated in the Mixed Use (Low to Medium Density) area as described above. The provision of nonresidential and mixed uses for this area may be conditioned on the extension of 30th Avenue and may be further restricted if an connection along Ocean Boulevard is not achieved.



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h area includes lands where ellitronmentally sensitive features (suo.h as the t n's dunes and beao.h) are present. As suo.h, these areas should permit only minimal development.

Low to Medium Density Residential

This area is designed for low to medium density residential housing with a density of no more than two units per every 50' of lot frontage. This area roughly approximates the Residential (R2) district as denoted in the master plan.

Government, Cultural, and Institutional

This area is intended to provide for the development of facilities for local government, public health, recreation, cultural, or educational activities. These uses are not limited to this area and may be included in the other mixed use designations.

Flexible Use (Comm.-cial)

This area is intended to provide for highway oriented retail and office development. Development should include multi-family and transient residential uses; however, single use residential development should not be permitted. This area roughly approximates the Highway 17 (HWY) district as denoted in the master plan.

Mixed Use (Low to Medium Density)

Single uses may be allowed in order to promote and encourage development of mixed-use projects should be encouraged. Single uses may be allowed in order to promote and encourage development. Uses should be composed of neighborhood scaled (less than 20,000 square feet) retail and office uses as well as multi-family and transient residential u. e. . Single family should be prohibited. This area roughly approximates the Main Street 1 (MS1) district as denoted in the master plan.

Mixed Use (Low to Medium Density)(Hashed A.-ea)

This area is intended to accommodate medium density residential projects. Developments may contain a mixture of residential types including single family detached, duplex, townhouse, and multi-family. This area may also include mixed uses similar to those anticipated in the Mixed Use (Low to Medium Density) area as described above. The provision of nonresidential and mixed uses for this area may be conditioned on the extension of 30th Avenue and may be further restricted if an connection along Ocean Boulevard is not achieved.

Mixed Use (Medium Density)

This area is intended to provide pedestrian oriented medium density development. Mixed-use development should be required for development on multiple lots. Uses are intended to include retail, dining, nightclub, cultural uses (e.g. entertainment uses), and complementary land uses with upper levels consisting of residential and transient residential uses. If Ocean Boulevard is opened, single-family residential should not be allowed. If Ocean Boulevard remains closed, single family should be considered as an option for area adjacent to 29th, 31st, and 32nd avenues. This area roughly approximates to the Main Street 2 (MS2) district as denoted in the master plan.

Waterfront Mixed Use (Medium Density)

This area is intended to provide for pedestrian oriented, beachfront medium-density residential and mixed-use development. Mixed-use development should be required in conjunction with multi-family development. Uses are intended to be composed of retail, dining, nightclub, and cultural uses (entertainment district) while upper levels are generally composed of residential or transient residential uses. This area roughly approximates the Waterfront 1 (WF1) district as denoted in the master plan.

Waterfront Mixed Use (High Density)

This area is intended to provide for pedestrian oriented, beachfront high-density residential and mixed-use development. Mixed-use development should be required in conjunction with multi-family development. Uses are intended to be composed of retail, dining, nightclub, and cultural uses (entertainment district) while upper levels are generally composed of residential or transient residential uses. This area is intended to provide greater floor areas and height than the medium density waterfront designation. This area approximates the Waterfront 2 (WF2) district as denoted in the master plan.