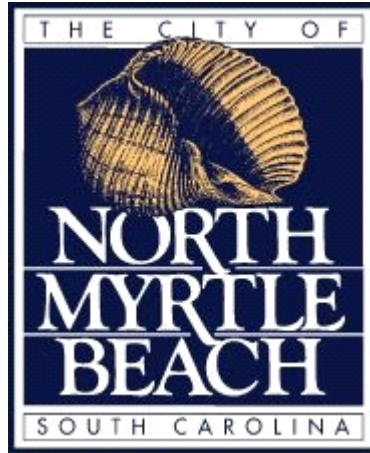




CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA
North Myrtle Beach City Hall
City Council Meeting Agenda
Monday, January 5, 2026 - 5:00 PM

1. MINUTES

City Council Meeting, Monday, December 1, 2025

Documents:

[12.1.2025 CC MEETING MINUTES.PDF](#)

2. COMMUNICATIONS

- A. ORGANIZATION OF COUNCIL: Nomination and election of Mayor Pro Tempore
- B. ORGANIZATION OF COUNCIL: Nomination and election of Vice Mayor Pro Tempore
- C. RECOGNITION: Parks and Recreation 14 & Under Co-Ed Soccer All Stars-SCRPA SCAP Eastern District Champions and 14U SCRPA SCAP State Champions
- D. RECOGNITION: Parks and Recreation 14 & Under Volleyball All Stars-SCRPA SCAP Eastern District Champions and 14U SCRPA SCAP State Champions
- E. Employee of the Month Award: Joseph Keister

- F. Department Monthly Reports for November 2025 are available online

Documents:

[3A NOMINATION AND ELECTION OF MAYOR PRO TEMPORE.PDF](#)
[3B NOMINATION AND ELECTION OF VICE MAYOR PRO TEMPORE.PDF](#)
[HUMAN RESOURCES NOVEMBER 2025 REPORT.PDF](#)
[INFORMATION SERVICES NOVEMBER 2025 REPORT.PDF](#)
[PARKS AND RECREATION NOVEMBER 2025 REPORT.PDF](#)
[PLANNING AND DEVELOPMENT NOVEMBER 2025 REPORT.PDF](#)
[PUBLIC SAFETY NOVEMBER 2025 REPORT.PDF](#)
[PUBLIC WORKS NOVEMBER 2025 REPORT.PDF](#)

3. ANNOUNCEMENTS BY MAYOR AND CITY COUNCIL

4. CONSENT

- A. RESOLUTION: CTC Grant application in the amount of \$1,550,134.75 from the Horry County Transportation Committee and to authorize the City Manager or designee to sign the document on behalf of the City
- B. MOTION TO APPOINT: Five appointments to the Public Arts Commission
- C. MOTION TO APPROVE: 36th Annual St. Patrick's Day Festival on March 14, 2026
- D. MOTION TO APPROVE: 36th Annual St. Patrick's Day Parade on March 14, 2026
- E. MOTION TO APPROVE: Jeep Crawl for Special Olympics on March 21, 2026

Documents:

[5A RES HCTC GRANT SUBMISSION.PDF](#)
[5B POTENTIAL APPOINTMENTS TO THE PUBLIC ARTS COMMISSION.PDF](#)
[5C 3.14.2026 ST PATRICKS DAY FESTIVAL.PDF](#)
[5D 3.14.2026 ST PATRICKS DAY PARADE.PDF](#)
[5E 3.21.2026 JEEP CRAWL FOR SPECIAL OLYMPICS.PDF](#)

5. UNFINISHED BUSINESS

- A. ORDINANCE/SECOND READING: Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, revising murals
- B. ORDINANCE/SECOND READING: Amendment to the Parkway Group Planned Development District (PDD), revising Parcel Three of the McDowell Corporate Center
- C. ORDINANCE/SECOND READING: First Amendment to the Amended and Restated Development Agreement for Bahama Island Phase II and to authorize the City Manager to sign the document on behalf of the City

Documents:

[6A AMEND CH 23, ZONING REVISING MURALS.PDF](#)
[6B AMEND PARKWAY GROUP PDD MCDOWELL CORP CENTER PARCEL 3.PDF](#)
[6C FIRST AMEND TO AMEND RESTATED DA BAHAMA ISLAND PHASE II.PDF](#)

6. NEW BUSINESS

- A. ORDINANCE/FIRST READING: Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, adding beach cabanas to non-conforming uses allowing repair
- B. ORDINANCE/FIRST READING: Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, revising subdivision signs
- C. ORDINANCE/FIRST READING: Amendments to Chapter 12, Health and Sanitation, of the Code of Ordinances of North Myrtle Beach, South Carolina, adding nuisance parties and impeding public passage
- D. ORDINANCE/FIRST READING: Rezone Request for ±8.32 acres on Ye Olde Kings Highway
- E. SECOND PUBLIC HEARING: Regarding the First Amendment to the Development Agreement for the Lauret Associates Tract **NOTE: Staff requests to postpone**
- F. ORDINANCE/FIRST READING: First Amendment to the Lauret Associates Tract Development Agreement and to authorize the City Manager to sign the document on behalf of the City **NOTE: Staff requests to postpone**

Documents:

7A AMEND CH 23, ZONING ADD BEACH CABANAS TO NON-CONFORM.PDF
7B AMEND CH 23 ZONING REVISING SUBDIVISION SIGNS.PDF
7C AMEND CH 12 REGARDING NUISANCE PARTIES.PDF
7D REZONE 8.32 ACRES ON YE OLDE KINGS HWY.PDF
7E SECOND PUBLIC HEARING LAURET TRACT-POSTPONED.PDF
7F AMEND LAURET DA CM SIGNATURE.PDF

7. PUBLIC COMMENT

8. ADJOURNMENT

Livestream Link: <https://www.youtube.com/live/MJTfGKsmv-s%3C/a>

Public Comment Period

- Duration of the Public Comment Period shall not exceed 30 minutes.
- Each speaker is limited to 3 minutes. Each speaker is timed and a 30-second warning light appears.
- Sharing or giving of minutes is not permitted.
- Please observe the rules.

Rules Regarding Video Recording & Photography

Except during the ceremonial portion of the Council meeting, all video recording and photography shall be conducted from a stationary position either:

- While seated in the back row of the Council Chambers
- While standing behind the last row of seats in Council Chambers

Anyone Requiring an Auxiliary Aid or Service for Effective Communication or Participation

- Should contact (843) 280-5555 as soon as possible
- No later than 24 hours before a meeting

**CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA
NORTH MYRTLE BEACH CITY HALL
CITY COUNCIL MEETING
Monday, December 1, 2025, 6:00 PM
Minutes**

1A. ROLL CALL:

Mayor Hatley called the meeting to order and asked the Clerk to call the roll.

Marilyn Hatley
JO Baldwin
Bubba Collins
Fred Coyne
Nicole Fontana, Absent
Jeri McCumbee
Trey Skidmore
Hank Thomas, Absent

A quorum was established.

Pastor Brian Church, OD Church of the Lost and Found, delivered the invocation.

Mayor Hatley led the Pledge of Allegiance.

2. MINUTES:

The motion to approve the minutes for the City Council Meeting of Monday, November 3, 2025, and the City Council Workshop of Thursday, November 13, 2025, as presented, was made by Councilman Collins and seconded by Mayor Pro Tempore Baldwin. The motion to approve passed 5-0.

3. COMMUNICATIONS:

Chris Noury, City Attorney, administered the Oaths of Office to Mayor J.O. Baldwin, III, Councilman Trey Skidmore, Councilman Bubba Collins, and Councilwoman Jeri McCumbee. Each stood with their families as they were sworn into office.

Mayor Baldwin presented a proclamation to Matt Gibbons, Parks and Recreation Director, declaring December 5, 2025, as Arbor Day.

Ryan Fabbri, City Manager, recognized Tammy G. Johnson for 15 years of service.

Dana Crowell, Police Chief, recognized Sergeant Ray Pollock as Employee of the Month and thanked him for his dedication to the City.

Taylor Mitchell, Community Service Officer, Sergeant Pollock, and Chief Crowell presented certificates to the five graduates of the Citizens Police Academy.

Mayor Baldwin stated that Department Monthly Reports for October 2025 were available online.

4. **ANNOUNCEMENTS BY MAYOR AND CITY COUNCIL:**

Mayor Baldwin thanked Mayor Hatley for her many years of dedication and service to the City of North Myrtle Beach. He also thanked friends, family, and the community for their support during his campaign for the office of Mayor.

Mayor Baldwin noted the City's Christmas Tree Lighting would be held on December 2, 2025, at 6:00 PM at McLean Park, the Christmas Parade would be held Saturday, December 6, 2025, at 5:30 PM, and the Christmas Cantata would be held Saturday and Sunday, December 6 and December 7, 2025, at Living Water Baptist Church.

5. **CONSENT:**

None

6. **UNFINISHED BUSINESS:**

ORDINANCE/FIRST READING: Amendment to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, revising murals. Mayor Baldwin read the ordinance by title and called for a motion to approve. The motion was made by Councilman Collins and seconded by Councilman Coyne. Councilwoman McCumbee stated she loved the idea of murals, but oversight was needed, and she suggested assigning approval to the Public Arts Commission upon its appointment. Mayor Baldwin agreed and stated that several meetings and a workshop had been held to discuss oversight. Manager Fabbri stated this had been discussed in previous meetings but could be explored further. He noted that oversight and approval of mural content may get into the subjective area. Councilman Skidmore stated he was also concerned and would like to see district areas added and an approval process. Mayor Baldwin noted that murals were currently allowed, and passing this ordinance only allowed businesses to add their name or logo to a mural. Councilwoman McCumbee added that there was an approval process for signs, and she felt there should also be one for murals. Manager Fabbri stated the content of a sign was not regulated, only the size and location. He added that a subjective review board would be a separate process that could be explored at a later date.

Jim Wood, Planning and Development Director, explained the difference between a private mural and a publicly funded mural. He noted that the Public Arts Commission would approve the content of publicly funded murals. He stated this ordinance would allow a business owner to put their name or logo on 10 percent of a mural and that murals were currently allowed. Councilman Coyne noted that putting your business name on a mural created a certain sense of responsibility and ownership of the content. He suggested more research on general guidelines for murals. Director Wood stated that some other municipalities had adopted Community Appearance Boards, and the City had discussed this several times in the past. He added he did not know if the City wanted to add another layer of bureaucracy. Mayor Baldwin asked if the Public Arts Commission could serve in this capacity, and Director Wood stated he was unsure whether the commission could legally serve in that capacity. Councilman Coyne asked if Planning and Development and the Legal Department would put together options and possible framework for Council's consideration. Councilman Collins asked that the report be available before second reading.

Having no further comment from the Council or the public, Mayor Baldwin called for a vote. The motion to approve passed 5-0.

7. **NEW BUSINESS:**

A. MOTION TO APPROVE: 2026 City Council Meeting Schedule. Mayor Baldwin read the item by title and called for a motion to approve. The motion was made by Councilman Collins and seconded by Councilwoman McCumbee. Council Collins asked for clarification on the

notation of 'proposed no meetings due to holidays.' Manager Fabbri stated the schedule was consistent with previous calendars, but Council could schedule meetings at any time.

Having no further comment from the Council or public, Mayor Baldwin called for a vote. The motion to approve passed 5-0.

- B. ORDINANCE/FIRST READING: Amendment to the Parkway Group Planned Development District (PDD), revising Parcel Three of the McDowell Corporate Center. Mayor Baldwin read the ordinance by title and called for a motion to approve. The motion was made by Councilman Coyne and seconded by Councilman Skidmore. Mayor Baldwin stated that the PDD was approved as part of the Industrial Park preliminary design and he was satisfied with the design and appearance.

Having no further comment from the Council or public, Mayor Baldwin called for a vote. The motion to approve passed 5-0.

- C. SECOND PUBLIC HEARING: Regarding the First Amendment to the Amended and Restated Development Agreement for Bahama Island Phase II. Mayor Baldwin read the item by title. Chris Noury, City Attorney, gave a summary of the amendments to the Development Agreement, including maximum structure height for the piano lots and the survival and enforcement of the Restrictive Covenants. Mayor Baldwin asked if this was approved but was not initially included in the Development Agreement. Mr. Noury confirmed the Development Agreement would be amended to include the items. Councilman Collins noted that this amendment did not increase density but only added height along the waterway. Councilman Coyne stated this would sync the Development Agreement with the Planned Development Agreement.

Having no comment from the public, Mayor Baldwin closed public comment.

- D. ORDINANCE/FIRST READING: First Amendment to the Amended and Restated Development Agreement for Bahama Island Phase II and to authorize the City Manager to sign the document on behalf of the City. Mayor Baldwin read the ordinance by title and called for a motion to approve. The motion was made by Councilman Collins and seconded by Councilman Skidmore.

Having no comment from the Council or the public, Mayor Baldwin called for a vote. The motion to approve passed 5-0.

- E. ORDINANCE/FIRST READING: Rezone Request for ±8.32 acres on Ye Olde Kings Highway. Mayor Baldwin read the ordinance by title and stated the applicant had requested to postpone. Mayor Baldwin called for a motion to postpone. The motion was made by Councilman Collins and seconded by Councilman Skidmore.

Having no comment from the Council or the public, Mayor Baldwin called for a vote. The motion to postpone passed 5-0.

- F. SECOND PUBLIC HEARING: Regarding the First Amendment to the Development Agreement for the Lauret Associates Tract. Mayor Baldwin read the item by title and stated the applicant had requested to postpone. Mayor Baldwin called for a motion to postpone. The motion was made by Councilman Coyne and seconded by Councilman Skidmore.

Having no comment from the Council or the public, Mayor Baldwin called for a vote. The motion to postpone passed 5-0.

- G. **ORDINANCE/FIRST READING:** First Amendment to the Lauret Associates Tract Development Agreement and to authorize the City Manager to sign the document on behalf of the City. Mayor Baldwin read the ordinance by title and stated the applicant had requested to postpone. Mayor Baldwin called for a motion to postpone. The motion was made by Councilman Coyne and seconded by Councilman Collins.

Having no further comment from the Council or public, Mayor Baldwin called for a vote. The motion to postpone passed 5-0.

8. PUBLIC COMMENT:

Damien Triouleyre, 902 Perrin Drive, North Myrtle Beach, congratulated the newly elected Council members. Mr. Triouleyre stated he appreciated all the Council had done and continued to do, and read a letter he had written recognizing Mayor Baldwin's efforts to slow growth in the City and save Ingram Dunes.

Jay Van Deven, 2500 North Ocean Boulevard, North Myrtle Beach, asked Council to better recognize and support veterans. He stated that as a veteran, he and other veterans had felt unsupported and asked Council to partner with them in the coming year.

Harry Oehler, 3624 Pitchers Place, North Myrtle Beach, congratulated the newly elected Council members. He thanked Public Safety and Parks and Recreation for the spectacular Christmas Light Show at the Sports Complex and reported that Park Pointe residents were able to get home easily this year.

9. EXECUTIVE SESSION:

Mayor Baldwin called for a motion to enter Executive Session for a discussion regarding potential appointments to the Public Arts Commission. The motion was made by Councilman Collins and seconded by Councilman Coyne. The motion passed 5-0, and Council left Council Chambers.

10. ADJOURNMENT:

Council returned to Council Chambers at 7:15 PM. Mayor Baldwin stated that no votes were taken during the executive session.

With no further business to discuss, Mayor Baldwin called for a motion to adjourn. The motion was made by Councilman Coyne and seconded by Councilman Collins. The motion passed 5-0, and the meeting was adjourned at 7:15 PM.

Respectfully submitted,

Angela C. Westmoreland, Assistant City Clerk

J.O. BALDWIN, III, MAYOR

Minutes approved and adopted this 5th day of January 2026

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: January 5, 2026

Agenda Item: 3A	Prepared for: Ryan Fabbri, City Manager
Agenda Section: Organization of Council: Motion to Appoint	Date: December 29, 2025
Subject: Nomination and Appointment of Mayor Pro Tempore	Division: Administration

Background:

According to the City of North Myrtle Beach Code of Ordinance, §2-22, City Council must nominate and appoint one member to serve as Mayor Pro Tempore following a municipal election, as stated below:

Sec. 2-22. - Mayor pro tempore; vice mayor pro tempore.

- (a) The city council shall elect one member thereof as a Mayor Pro Tempore to serve as such for two (2) years, who shall act as Mayor during the absence or disability of the Mayor, and if a vacancy occurs, shall act as Mayor until a successor is duly elected and qualified.

- (b) The city council shall elect one member thereof as Vice Mayor Pro Tempore to serve as such for two (2) years, who shall act as Mayor during the absence or disability of both the Mayor And Mayor Pro Tempore, and if a vacancy occurs in both offices, the Vice Mayor Pro Tempore shall act as Mayor until a successor is duly elected and qualified.

Recommended Action:

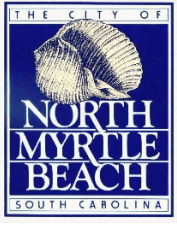
Nominate and appoint one council member to the office of Mayor Pro Tempore to serve a two (2) year term ending January 2028

Reviewed by Department Head	Reviewed by City Manager	Reviewed by City Attorney
Council Action: Motion By _____ 2 nd By _____ To _____		

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: January 5, 2026

Agenda Item: 3B	Prepared for: Ryan Fabbri, City Manager	
Agenda Section: Organization of Council: Motion to Appoint	Date: December 29, 2025	
Subject: Nomination and Appointment of Vice Mayor Pro Tempore	Division: Administration	
<u>Background:</u> According to the City of North Myrtle Beach Code of Ordinance, §2-22, City Council must nominate and appoint one member to serve as Vice Mayor Pro Tempore following a municipal election, as stated below: Sec. 2-22. - Mayor pro tempore; vice mayor pro tempore. (a) The city council shall elect one member thereof as a Mayor Pro Tempore to serve as such for two (2) years, who shall act as Mayor during the absence or disability of the Mayor, and if a vacancy occurs, shall act as Mayor until a successor is duly elected and qualified. (b) The city council shall elect one member thereof as Vice Mayor Pro Tempore to serve as such for two (2) years, who shall act as Mayor during the absence or disability of both the Mayor And Mayor Pro Tempore, and if a vacancy occurs in both offices, the Vice Mayor Pro Tempore shall act as Mayor until a successor is duly elected and qualified. <u>Recommended Action:</u> Nominate and appoint one council member to the office of Vice Mayor Pro Tempore to serve a two (2) year term ending January 2028		
Reviewed by Department Head	Reviewed by City Manager	Reviewed by City Attorney
Council Action: Motion By _____ 2nd By _____ To _____		



Monthly Report

*November 2025
Human Resources*

HUMAN RESOURCES REPORT – NOVEMBER 2025

Human Resources employees were busy assisting departments, processing new and separating employees, employee performance appraisals, pay adjustments and **625** applications/resumes were processed. We continued to assist departments on human resources matters including job postings, announcements, job descriptions, evaluations and change of status forms. We assisted employees with health/life insurance, retirement issues and other personnel-related matters.

New employees received orientation sessions throughout the month. Part-time orientations were completed online. Full-time employees attended in-person orientations to receive information about the City and were enrolled in the City's Health and Wellness Program and other benefits.

Performance reviews are now done electronically through Neogov instead of in paper form. Training was provided to managers and supervisors during the last week of October to provide them with instruction and support when navigating the new process of entering and submitting performance reviews.

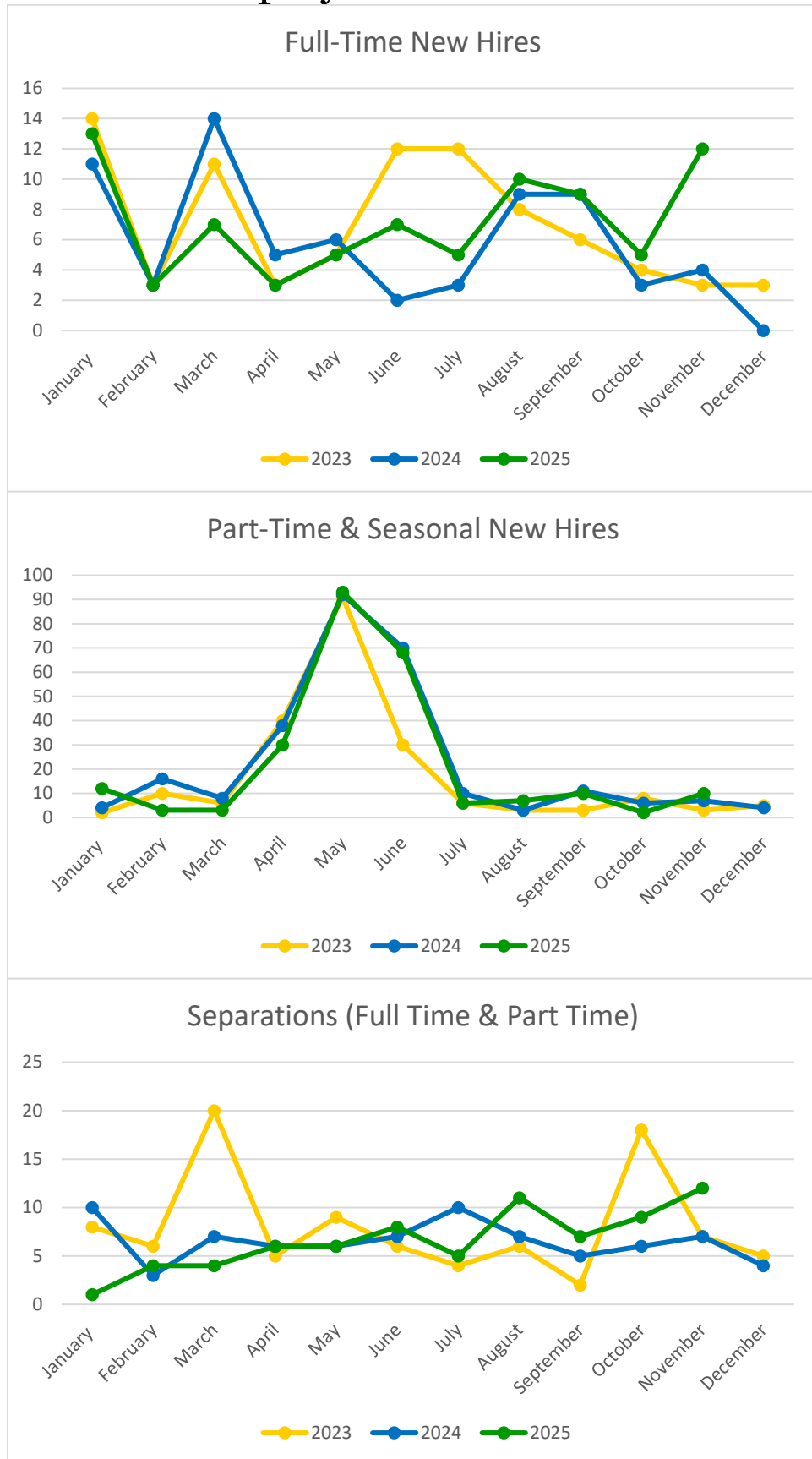
Police Department employees began their biometrics, physicals, and consultation appointments in November and will continue through the month of January. For these employees to be eligible for the 2026 medical plan rate deduction they must have completed this step of the Wellness Incentive Plan by the January 31st deadline.

Employees were able to complete their Open Enrollment for the Healthcare FSA, Dependent Care FSA, and Sick Leave Bank November 3rd through December 3rd. Support labs were offered by Human Resources November 12th, 18th, 19th, 25th, and December 2nd for those needing assistance.

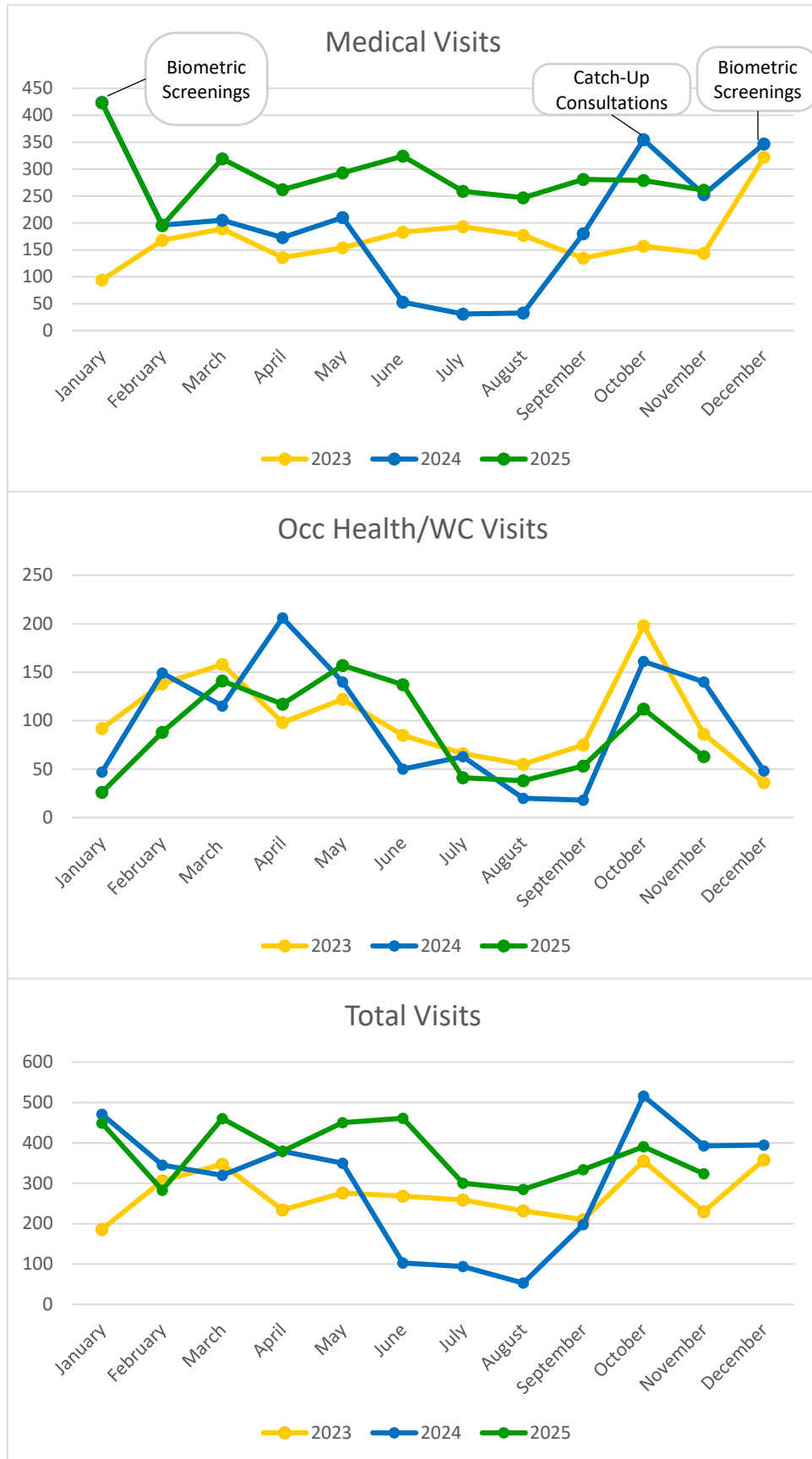
On December 2nd & 3rd, the City brought a masseuse onsite to provide complimentary 15-minute massages to employees. This is a part of the ongoing catalog of Wellness Events available to employees.

Human Resources will host an annual holiday event on December 18th 11:00am – 1:00pm. Employees can enjoy hot chocolate, cookies, and the beautifully decorated trees in the City Hall Atrium. We will also be collecting non-perishable items for Helping Hand to support families in need. Employees will receive a raffle ticket for each item donated for a chance to win a prize.

Employment Statistics

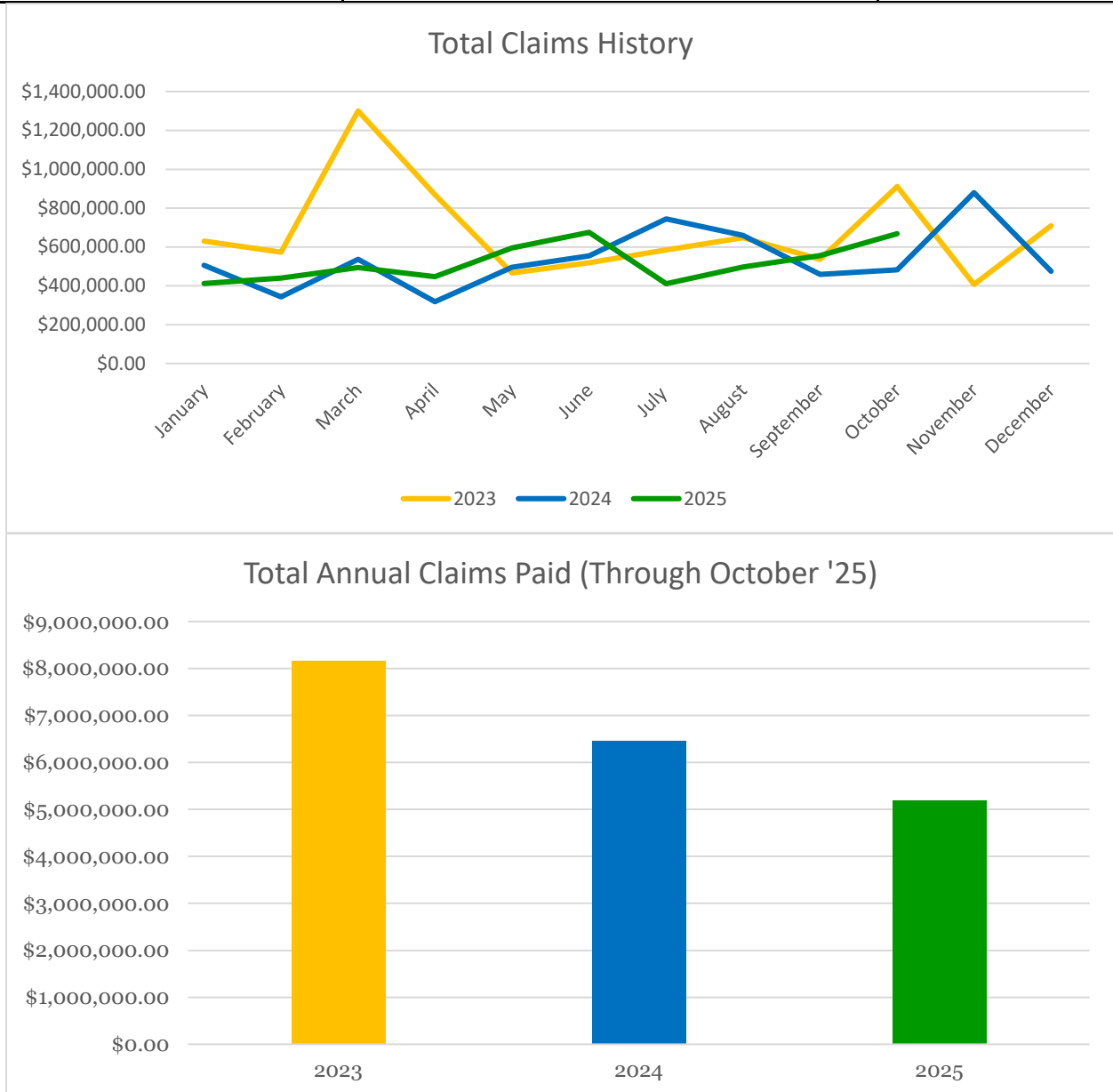


Clinic Statistics



Benefits Statistics

Employee (BCBS & SAV- Rx) Insurance Update:		
<u>OCTOBER</u>	Medical Claims Paid	\$608,355.30
<u>OCTOBER</u>	Dental Claims Paid	\$30,339.00
<u>OCTOBER</u>	Vision Claims Paid	\$4,964.72
<u>OCTOBER</u>	Drug Card*	\$24,157.45
TOTAL	October	\$667,816.47





CITY OF NORTH MYRTLE BEACH MONTHLY REPORT

INFORMATION SERVICES - NOVEMBER 2025



MONTHLY SUMMARY

In November 2025, the IT Department at the City of North Myrtle Beach continued to provide timely technical support and proactive infrastructure management. The Help Desk team handled a higher ticket volume than the previous month, while the systems team focused on user access reviews, storage cleanups, and security policy upgrades. Website traffic remained strong, driven by seasonal events and citizen engagement.

Key Highlights:

Help Desk Performance

- **Tickets Opened:** 140
- **Tickets Resolved:** 150
- **Tickets Worked:** 161
- **Tickets Remaining Open:** 105
- **Most active days:** **Monday and Tuesday**
- **Peak activity:** **9 AM – 12 PM**
- **Average Resolution Time:** 6 days, 11 hours
- **One-Touch Resolution Rate:** 36%
- **Resolution in Under 5 Hours:** 44%

Systems and Security

- Archived user home drives and cleaned up shared folders
- Created and modified user templates to streamline onboarding/offboarding
- Investigated and resolved issues with Outlook, printers, and secure applications
- Finalized default security policy for cloud services
- Updated backup systems and log auditing configurations
- Extended storage capacity on financial VMs and optimized workstation memory
- Maintained monitoring coverage across servers and endpoints

Website and Visitor Statistics

- **Active Users:** 82,000
- **New Users:** 76,000
- **Average Engagement Time:** 44 seconds
- **Top Sources:**
 - Organic Search: 60K
 - Direct: 43K
 - Organic Social: 11K
 - Referral: 6.7K
- **Top Countries:**
 - United States: 62K
 - China: 10K
 - Germany: 3.9K
 - Singapore: 3.1K

DETAILED REPORT AND ANALYSIS

Help Desk Performance

The Help Desk saw an increase in tickets compared to October, handling **140 new requests** and resolving **150**. The highest volume occurred on Mondays and Tuesdays, with the majority of user issues handled between **9 AM and 12 PM**. Frequent request types included:

- Email issues and redirections
- User onboarding and account setup
- Shared drive access and calendar permissions
- Printer troubleshooting
- Device reassignments and security configuration

Resolution Time Breakdown:

- 0–5 hours: 44%
- 5–24 hours: 10%
- 1–7 days: 35%
- 7–30 days: 9%
- Over 30 days: 2%

Systems and Security

The systems administration team focused on performance enhancements and secure configuration updates, completing the following:

- Archived over **11 disabled users' email accounts**
- Performed storage cleanup and encrypted backup systems
- Completed password policy group audits
- Integrated and tested multiple monitoring tools
- Modified login and alert permissions for department-specific changes
- Deployed upgrades across VMs and cloud-based email environments
- Updated templates for part-time and full-time employees to automate provisioning

Web Analytics – November 2025

Total Page Views: 194,000

New Users: 76,000

Average Engagement: 44 seconds per user

Traffic Sources:

- Organic Search: 60,000
- Direct Traffic: 43,000
- Organic Social: 11,000
- Referral Traffic: 6,700

Top 10 Web Pages

1. **The Great Christmas Light Show** – 34,000 views
2. **Aquatic & Fitness Center** – 13,000
3. **North Myrtle Beach, SC Overview** – 11,000
4. **Search** – 8,000
5. **News Flash – Nov 2025** – 5,700
6. **News Flash – Citywide** – 5,300
7. **Beach Cameras** – 4,900
8. **City Events Calendar** – 4,500
9. **Bill Pay Portal** – 4,100
10. **Public Safety Announcements** – 3,900



Parks and Recreation

November 2025

MONTHLY REPORT

NMB AQUATIC AND FITNESS CENTER

The Aquatic and Fitness Center ended the month of November 2025 with 3,629 packages compared to 3,530 in November 2024. The month of November kicked off the start of our big 20th Anniversary! It was a big month for us, we hosted a Wellness Fair, a Member Appreciation Lunch, a Zumba Party and Special Limited 'Glow' Classes. We also had our most successful joining special yet, with over 400 new members signed up! Lastly we capped off our anniversary by announcing our upcoming expansion.

PACKAGES

	2018	2019	2020	2021	2022	2023	2024	2025
January	2834	3057	3018	2064	2886	3414	3518	3588
February	2899	3039	3068	2154	2989	3428	3563	3510
March	2840	2954	COVID	2075	2846	3359	3429	3545
April	2710	2844	COVID	2190	2846	3250	3412	3288
May	2687	2819	2268	2203	2676	3277	3348	3301
June	2755	2811	2119	2358	2969	3314	3433	3318
July	2729	2814	2031	2359	2735	3432	3399	3335
August	2692	2752	1894	2378	2963	3362	3344	3270
September	2601	2724	1890	2366	2962	3241	3255	3528
October	2709	2819	1966	2391	2979	3274	3221	3235
November	2705	2799	2025	2630	3225	3366	3530	3,629*
December	2745	2804	2013	2652	3269	3301	3378	

***Highest total membership packages in facility history.**

MEMBER CHECK-INS

November 2025: 20,513

November 2024: 20,246

AQUATIC PROGRAMS

- Total participation in Aquatics – 8,383
- Private Lessons – 52
- Group Swim Lessons -54
- Adult Swim Lessons - 3
- Dolphins – 50
- Masters - 41
- Masters & Dolphins Continue

PLANNED EVENTS

- December 12 Water Polo Team Info Session 6pm
- December 15 Merry Monday
- December 17 Dolphins Party 4:30 – 6:00
- December 20 Dolphins Meet
- December 20 Parents Night Out
- December 22 & 29 Kids Craft Camps
- December 24 Facility close @ Noon
- December 25 Facility closed
- December 31 Facility close @ 5
- January 1 Facility closed
- January 2 – 10 New Year Joining Special

FITNESS PROGRAMS

- November 2025 Land Class Participation: 3,945
- 230 classes for the month
Class Average: 17.1
- November 2024 Land Class Participation: 2,946
- 213 classes for the month
Class Average: 13.8
- Total Orientations: 35
- Les Mills Virtual on Demand Participation: 296
- FIT-KIDS: 15

CHILD WATCH & ACTIVITY PROGRAM

- Averaged 8 participants in the morning program – Total: 202 Visits
- Averaged 5 participants in the evening program – Total: 81 Visits
- After School Program – 56 Kids Enrolled
- Wellness Fair – 31 Buisnesses Participated
- Birthday Parties – 1 Party held in November

CUSTOMER SERVICE

- 766 total Annual Memberships sold
 - 414 new annual memberships
 - 352 annual memberships renewed
 - 135 people joined monthly
- 144 tours
 - 26 out of state
 - 118 in state
 - Number that joined annually from tours: 54
 - Number that joined monthly from tours: 5

RECREATION COMMISSION

- Meeting held November 19th at City Hall. Angel Sylvester, Special Events and Program Manager gave a presentation highlighting the programs her division offers throughout the year.

SPECIAL EVENTS & PROGRAMS

FLAVORS OF FALL 11/1

- 200 participants / 18 businesses
- Participants visited participating shops to sample fall treats and discover Main Street in NMB

GET OUT AND LEARN 11/5

- Ed Piotrowski, meteorologist with WPDE, held a weather information seminar.
- NMB Museum
- 35 attended this free program
- Get Out and Learn is a monthly program held at NMB locations with focus on nature education.

SILENT SING A LONG 11/7

- NEW event held at McLean Park
- A ticketed event (\$12). Included movie, headphones, beach chair, and popcorn.
- Participants watched The Wicked movie under the stars at McLean Park with headphones. They sang their heart out without disturbing others.

DASHING THROUGH THE GLOW 11/21& 11/22

- 775 participated 11/21
- 750 participated 11/22
- First chance to see the lights at the Great Christmas Light Show. Only time to walk/run the light show.
- Ticketed event (\$15-\$25) included medal, hot cocoa and Santa's Village.

GREAT CHRISTMAS LIGHT SHOW 11/24-12/30

The Great Christmas Light Show is a park-wide lighted celebration! The drive through light show will feature over 2 million lights festively displayed along a 2-mile drive throughout the North Myrtle Beach Park & Sports Complex. Over 500 magical light displays, some up to 55 feet tall, have been custom made for The Great Christmas Light Show. Visitors will experience NEW enchanting animated figures and holiday scenes where the lights will come to life. After journeying through the light show, everyone is invited to park their car and visit Santa's Village where they can enjoy hot chocolate and s'mores, get an up-close look at the lights on the Santa Express Train Ride, and, of course, meet Santa!

Admission - Prices

- \$20 Standard Vehicles (Non-Village Nights)
- \$25 Standard Vehicles (Village Nights)
- \$50 Oversized Vehicles (All Nights)
- \$100 Charter Busses (Admitted Mon-Thurs only)

UPCOMING

- Tree Lighting 12/2
- Wreath Making 12/4
- Christmas Parade 12/6
- All City Choir Cantata 12/6 & 12/7
- Biltmore Bus Trip 12/7-12/9
- Calloway Gardens Bus Trip 12/9-11
- Pet Photos with Santa 11/30 & 12/13
- Daycation 12/17

ATHLETICS

- All Stars teams in volleyball and soccer prepared for their district tournaments
- Volleyball played in Johnsonville and soccer played in Sumter, both on November 15th weekend
- 10u Volleyball competed in all stars for the first time ever
- 12u Volleyball All Stars and 12u Soccer All Stars finished runner-up
- 14u Volleyball All Stars and 15u Soccer All Stars were both crowned Eastern District Champions and received a bid to compete at the State Tournaments in Pickens, SC and Florence, SC respectively.
- Both teams competed in tough brackets, also being crowned SCRPA SCAP State Champions. This was back-to-back championships for the 14u Volleyball team
- Basketball registration concluded on November 2, 2025.
- Basketball evals took place in the week of November 10th for three nights
- Basketball practices began the week of November 17th, then took off for Thanksgiving week to resume the first week in December

SPORTS TOURISM

- The economic impact for November Sports Tourism events was \$1,424,694, which was up 27% from previous year.
- Top Gun Sports hosted two events that had an impact of over \$828,000
- Perfect Game baseball hosted an event with 84 teams and an impact over \$533,000

UPCOMING

- Basketball practices will resume the week of December 1, 2025 for three weeks
- Teams will take a break for two weeks over the holidays and resume January 5, 2026
- Games will begin January 9, 2026
- Fields will remain closed for winter maintenance and the Great Christmas Light Show
- There are no sports tourism events scheduled for December and January

BEACH SERVICES

- Most all chairs have been sorted and repaired for next season.
- Box repair will begin mid Dec.
- Most all umbrellas have been sorted and will be repaired over the next month
- J-1 interviews are underway
- All rental and cart positions are in process of being posted for 2026 season

PARKS & GROUNDS

Non-Routine Projects and Activities

PARKS/BEACH/ RIGHT OF WAYS

- Christmas decorations City-wide and marketing GCLS decorations at Tanger Outlet
- McLean decorating and mulching in preparation of tree lighting
- Sports Field Conference
- Over seed baseball fields

PARK AND SPORTS COMPLEX/ TREES & CONTRACTS

- Seasonal field renovation
- Over seed ball fields
- Sports Field Conference
- Tree City USA tree planting of 250 trees in PSC Expansion
- GCLS light installation at walk path along baseball fields and lake path
- PSC Expansion update
 - Current
 - Baseball complex irrigation, sidewalk, curb, drainage, MEP, and electrical conduit installation. Also grading and amending clay infields and sodding of baseball fields and common grounds, top dress sod with sand
 - Curbing, Landscape planting and mulching, Lot and road paving, Hydro-seeding
 - Base anchor building
 - Upcoming
 - Final pre-certification water and sewer connection and pressure test
 - Champion's Blvd curb, gutter, paving, lighting, and landscaping
 - Owner related installations – Benches, bleachers, picnic tables, and trash receptacles

LANDSCAPE MAINTENANCE

- Trimmed and mulched beds around newly renovated IT building and AFC
- Extra care at Fire Stations for voters prior to election day.
- Holiday decorating at McLean Park, PSC Amphitheatre and City Hall trees

CUSTODIAL/ FACILITY MAINTENANCE

- Replaced Baseball electrical logic board Building D
- Soccer trellis lights replaced (existing Park)
- JBFCC- HVAC units (4) replaced
- AFC sprinkler repairs in Racquetball courts and Child watch rooms
- Concessions cooler wiring installed from panel to distribution box
- JBFCC roof leak found and patched over Jazzercise room
- Installed Park Information Sign at CGBR kiosk

- Assisted with pre-renovation dismantling/relocating amenities at Central Park
- Offseason Beach Restroom painting- CGBR complete, Towers on the Grove in progress
- JBFCC Jazzercise and Foyer floors refinished during Thanksgiving break
- JBFCC wall and paint repair in admin office

EQUIPMENT MAINTENANCE

- Annual fire extinguisher recertification
- Serviced all golf carts for GCLS and Rec team
- Assisted with GCLS crew with light set-up
- Welded hinge stops with pins on gates in new expansion

SPECIAL EVENTS

- GCLS Set Up & Operations
- Logistical support for Southeast Sports Baseball, Top Gun Baseball & Softball, AFC Swim Meet & Events, NMB Humane Society Sniffari, Veterans Program & Flags, Dashing Through the Glow, and AFC breast Cancer event

UPCOMING & ON-GOING PROJECTS

- Incremental staff ramp-up for PSC Expansion maintenance
- Pickleball complex bids received, contract award pending
- Non-beach parking lot sealing
- JBFCC- Gym floor warranty work upcoming
- AFC pool heat exchanger replacement (3 units)

DEPARTMENT OF PLANNING & DEVELOPMENT



MONTHLY REPORT NOVEMBER 2025

Office of Planning and Development
1018 2nd Avenue South, North Myrtle Beach, SC 29582





BUILDING DIVISION MONTHLY REPORT NOVEMBER 2025

PERMITS ISSUED	THIS MONTH	LAST MONTH	NOV 2024	THIS FY YTD	LAST FY YTD	%CHANGE
Single Family *	62	65	48	362	247	47%
Townhouse Building Permits ~	0	27	0	49	9	-82%
Townhouse Units	(0)	(27)	(0)	(49)	(20)	-59%
Multifamily Buildings	0	0	0	0	0	0%
Multifamily Units	(0)	(0)	(0)	(0)	(0)	0%
Mixed-Use (Comm & M/F)	0	0	0	0	0	0%
Hotel/Motel Buildings	1	0	0	0	0	0%
Hotel/Motel Units	(0)	(0)	(0)	(0)	(0)	0%
Commercial	1	0	2	8	24	200%
Relocation	0	0	0	1	2	100%
Demolitions	5	3	1	17	24	-29%
Swimming Pools	7	11	13	57	50	14%
Signs	7	6	0	26	21	24%
Alter/Addition/Repair	265	369	226	1705	1514	13%
Mobile Homes (New)	1	0	2	2	8	-75%
Mobile Homes (Replace)	0	0	0	0	0	0%
RV's/Park Models	0	0	1	0	1	0%
Other	25	29	21	118	124	-5%
TOTALS:	374	510	314	2345	2024	16%

CERTIFICATES ISSUED	THIS MONTH	LAST MONTH	NOV 2024	THIS FY YTD	LAST FY YTD	% CHANGE
C.O.'s	408	398	375	1958	1504	30%
Zoning Compliances	317	296	230	1449	1046	39%

NUMBER OF INSPECTIONS	THIS MONTH	LAST MONTH	NOV 2024	THIS FY YTD	LAST FY YTD	% CHANGE
Building	1344	1441	1019	7386	5403	37%
Electrical	582	769	476	3424	2276	50%
Plumbing	552	668	396	3096	2036	52%
HVAC/Gas	451	500	317	2307	1595	45%
Info (Tenant Changes)	12	16	14	65	72	-10%
C.O.'s	554	575	465	2763	2062	34%
Other	1084	984	532	4702	2771	70%
Totals:	4579	4953	3219	23743	16215	46%
Daily Average	229	215	169			-

BUILDING VALUATION

THIS FY TO DATE	LAST FY TO DATE	CHANGE
\$240,442,815.20	\$202,043,790.93	+19%

REVENUE

THIS FY TO DATE	LAST FY TO DATE	FY BUDGET	% OF BUDGET
\$2,366,357.00	\$701,367.00	\$1,600,000.00	+148%

* In Nov - 2 Duplex Structures
~ In Nov - 0 TH Bldg, 0 Permits

** 3.1, 3.2, 3.4 codes only

MAJOR PROJECTS PERMITTED

<u>PROJECT</u>	<u>LOCATION</u>	<u>VALUATION</u>	<u>PERMIT FEE</u>	<u>DESCRIPTION</u>
Hampton Inn & Suites	3600 N Ocean Blvd	\$23,527,730.61	\$384,661.00	New Construction
Marshfield Amenity Center	3100 Marshfield Dr	\$636,139.90	\$3,038.50	New Construction
Blueberry's Grill	1720 Old Hwy 17	\$600,000.00	\$6,490.50	Grading

MONTHLY RECEIPTS REPORT

Tree Bank	\$1,800.00
Tradesman Certification Cards	\$1,125.00
Electrical Safety Inspections - Tenant Changes	\$280.00
Re-inspection Fees	\$700.00
Grand Total	\$3,905

TENANT CHANGES

Tenant Changes Monthly Statistics:

	TENANT CHANGES			
	New Business (New classification)	New Business (Same classification)	Ownership Transfer	Vacant
November	4	3	1	0

BOARD OF ZONING APPEALS

The City of North Myrtle Beach Board of Zoning Appeals met on Monday, November 24, 2025, and took the following actions:

1. **APPROVED BZA-25-26:** Application by Kyle McCracken for a variance to cut a tree exceeding 24" at Cenith Street
2. **WITHDRAWN BZA-25-38:** Application by Anna Cole for a reduction of the required front setback for a carport at 1523 Norris Avenue located in the Mobile/Manufactured Home Residential, R-3 District.
3. **POSTPONED BZA-25-39:** Application by David Cook for a determination of penalty for the improper removal of a 40.5" tree at 510 10th Avenue South.
4. **WITHDRAWN BZA-25-30:** Application by John Russo for a 10' variance of the 10' rear yard setback requirement for a proposed screen enclosure at 2200 Via Palma Drive zoned PDD, Planned development District.

ZONING DIVISION

Zoning Monthly Complaint Statistics:

OPEN COMPLAINTS							
	Accessory Structures	Home Occupation	Construction	Parking & Storage of Certain Vehicles	Property Maintenance	Storage Containers & Trailers	Tree Removal
November	2	0	2	2	14	2	0

CLOSED COMPLAINTS							
	Accessory Structures	Home Occupation	Lighting	Parking & Storage of Recreational Equipment	Property Maintenance	Signs	Tree Removal
November	0	1	0	0	0	0	0

Code Enforcement Monthly Complaint Statistics:

OPEN COMPLAINTS							
	Civil Matter	Home Occupation	Overgrowth	Property	Right-of-Way	Trash/Debris	Trees
November	0	0	2	1	0	0	0

CLOSED COMPLAINTS							
	Misc.	Obstruction	Overgrowth	Property	Right-of-Way	Swimming Pools	Trash/Debris
November	0	0	0	0	0	0	0

PLANNING DIVISION

During the month of November, the City of North Myrtle Beach Planning Commission held one regularly scheduled meeting and workshop.

Monthly Plan and Plat Review Statistics:

	SITE PLAN SUBMITTALS			
	Courtesy Review	Staff-Initiated	Full Submittals	Approved
November	1	0	11	3

	APPROVED MAJOR FINAL PLATS		APPROVED MAJOR PRELIMINARY PLAT		STAFF APPROVED PLATS	
	Number	# Lots	Number	# Lots	Number	Acreage
November	1	48	2	331	4	59.2

November 11, 2025, Planning Commission Meeting:

CONSENT

- A. **FINAL SUBDIVISION PLAT SUB-25-55:** A major final bonded plat of subdivision creating 48 residential lots, open space, and public right-of-way in Phase Three of SeaChase Pointe.

Action: The Planning Commission voted unanimously to approve the major final plat of subdivision.

OLD BUSINESS

- A. **SKETCH PLAN SUB-25-19:** A sketch plan of subdivision creating 41 residential lots, open space, and public rights-of-way at Harper Valley off Tom E. Chestnut Road.

Action: The Planning Commission voted unanimously to postpone the sketch plan to the next meeting for additional clarification regarding tree quality from the applicant.

- B. **REZONING REQUEST Z-25-15:** The Planning & Development Department received an application requesting the rezoning of one parcel containing ± 0.33 acres located on the corner of Poinsett Street and 37th Avenue South, PIN 391-04-01-0031 from R-2 Medium Density Residential (R-2) to Highway Commercial (HC).

Action: The Planning Commission voted unanimously to postpone the rezoning request to the next meeting at the applicant's request.

- C. **PRELIMINARY SUBDIVISION PLAT SUB-25-33:** A major preliminary plat of subdivision creating 127 residential lots, common area, and rights-of-way in Dockside Preserve which is also known as Phase 2 of Bahama Island.

Action: The Planning Commission voted unanimously to approve the major preliminary plat of subdivision.

NEW BUSINESS

- A. **MAJOR PLANNED DEVELOPMENT DISTRICT AMENDMENT Z-25-17:** City staff received an application for a major amendment to the Parkway Group Planned Development District (PDD) revising parcel three at the McDowell Corporate Center.

Action: The Planning Commission voted unanimously to recommend approval of the major PDD amendment. The item was forwarded to the City Council to be considered for first reading of ordinance at the December 1, 2025, meeting.

- B. **FIRST PUBLIC HEARING REGARDING THE FIRST AMENDMENT TO THE AMENDED AND RESTATED DEVELOPMENT AGREEMENT FOR BAHAMA ISLAND PHASE II:** The North Myrtle Beach Planning Commission will host the first of two public hearings regarding the proposed First Amendment to the Amended and Restated Development Agreement for Bahama Island Phase II revising height limitations for single-family residential units.

Action: The Planning Commission hosted the first of two public hearings on the development agreement; the second public hearing was scheduled for the City Council meeting on October 20, 2025. There were no public comments.

- C. **PRELIMINARY SUBDIVISION PLAT SUB-25-34:** A major preliminary plat of subdivision creating 204 residential lots and public rights-of-way in Phase Three of the Lauret Tract which is also known as Marshfield.

Action: The Planning Commission voted unanimously to approve the major preliminary plat of subdivision.



Police Department Monthly Report November 2025

	<u>2024</u>	<u>2025</u>	<u>% Change</u>
Calls for Service	2778	2176	-22%
Traffic Stops	1282	765	-40%
Arrests	173	137	-21%
	<u>2025</u>		
Alarms	126	Gun Seizures :	23
Assaults	13		
B&E Autos	3	Drug Seizures:	
Beach Calls	6		
Burglaries	5	Marijuana	Grams 618.76
Complaints involving Animals	41	Meth	Grams 153.02
Criminal Sexual Conduct	0	Pills (Misc)	Pills 13
Domestic Violence	24	THC Gummies	Units 5
Fighting	7	Cocaine	Grams 4.5
Fireworks	0	Amphetamine	Pills 3
Golf Cart Violations	4	THC Vape	Vape 3
Indecent Exposures	0	Fentanyl	Grams 2.87
Larcenies	27	Heroin	Grams 0.5
Loud Music	34	Mushrooms	Grams 0.5
Mental Subjects	14		
Narcotics	13		
Private Tows	5		
Public Assistance	102		
Public Disorderly Conduct	63		
Shoplifting	29		
Stolen Vehicles	6		
Suspicious Activities	154		
Threats	11		
Trespassing	36		
Vehicle Accidents	97		
Wanted Subjects	10		



Fire/Rescue Department Monthly Report November 2025

Total Calls for Service

<u>2024</u>	<u>2025</u>	<u>% Change</u>
428	525	23%

Fire Rescue Statistics

2025

Total # Of Incidents Ran	496
Total # Of Fire Incidents Ran	18
Structure/Commercial Fires	11
Medical Incidents	253
Public Assist/Lockouts	57/1
Cardiac Arrests	4
Motor Vehicle Accidents	29
Hazardous Conditions Responses	10
Gas Leaks	2
Illegal Burns	2
Service / Good Intent Calls	119
Fire Alarms	53
Carbon Monoxide	0

Fire Marshal's Office

	<u>2024</u>	<u>2025</u>	<u>% Change</u>
Inspections	112	217	94%
Violations	58	100	72%
Plan Reviews/Approvals	NA	40	0%
Construction Inspections	NA	80	0%
Community Risk Deduction 1 Event 800 800 People.			

PUBLIC WORKS DEPARTMENT

Monthly Report

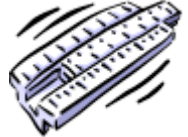
Dana Hamilton, PE

Interim Director



ENGINEERING DIVISION

Dana Hamilton, PE, Engineering Manager



UTILITY DIVISION

Richard Bellamy, Operations Manager



STREET & DRAINAGE DIVISION

John Bruton, Operations Manager



SANITATION DIVISION

Keith Hemingway, Operations Manager



FLEET MAINTENANCE DIVISION

David Snider, Superintendent



FACILITIES MAINTENANCE DIVISION

Richard Vernon, Superintendent



November 2025

Public Works Department

Monthly Statistics for November

	2025	2024
Water Supply & Use		
• Average Daily Water Use	4.20 MGD	4.92 MGD
• Water Pumped	130,152,400 Gallons	152,667,350 Gallons
• Water Billed**	146,253,000 Gallons	151,461,000 Gallons
Wastewater Treatment		
• Average Daily Sewer Treated	2.57 MGD	2.08 MGD
• Peak Daily Sewer Treated	4.07 MGD	3.54 MGD
• Sewer Treated	77,703,000 Gallons	63,560,000 Gallons
• Sewer Billed**	97,790,000 Gallons	102,764,000 Gallons
Utility Locate Requests	352	341
Solid Waste Collection & Disposal		
• Volume		
○ MSW	801 Tons	833 Tons
○ Yard Waste	259 Tons	209 Tons
○ Recycled (Includes E-Waste)	104 Tons	105 Tons
○ C & D	72 Tons	94 Tons
○ Total Pick-up/Disposal	1,236 Tons	1,241 Tons
• Recycling %	13%	13%
• Landfill Disposal Cost	\$45,691	\$44,123

MGD=Million Gallons per Day

**Includes portion of current month and prior month based on meter reading schedule



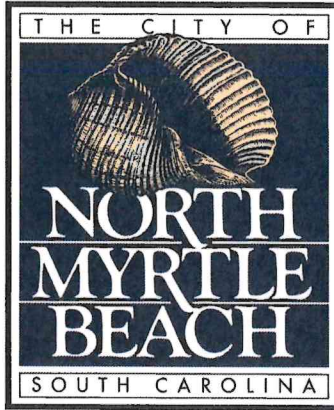
North Myrtle Beach - Ocean Monitoring
Official Results for November 2025

Laboratory Sample ID	Field Sample or Site ID	Myrtle Beach Site ID	SC DHEC Waccamaw Site ID	Sampling Site Location	Sample Collection Point	Collection Date	Collection Time	Nearest Tidal State	Nearest Tide Time	Salinity (psu)	Conductivity (uS)	Enterococci Most Probable Number (CFU/100ml)	Sample Type
E25-1653	WAC-09A		WAC-09A	White Pt. Swash	Swash confluence	11/5/2025	7:45	High	7:13	33.4		10	Grab
E25-1654	WAC-09		WAC-09	47th Ave. South	Street end	11/5/2025	7:58	High	7:13	33.7		<10	Grab
E25-1655	WAC-08		WAC-08	33rd Ave. South	Street end and pipe discharge	11/5/2025	8:06	High	7:13	33.8		<10	Grab
E25-1656	WAC-07		WAC-07	17th Ave. South	Street end and pipe discharge	11/5/2025	8:17	High	7:13	33.6		<10	Grab
E25-1656	WAC-07		WAC-07	17th Ave. South	Street end and pipe discharge	11/5/2025	8:17	High	7:13	33.5		<10	LD
E25-1657	WAC-07		WAC-07	17th Ave. South	Street end and pipe discharge	11/5/2025	8:17	High	7:13	33.8		<10	FD
E25-1658	WAC-06		WAC-06	9th Ave. South	Street end and pipe discharge	11/5/2025	8:25	High	7:13	33.7		<10	Grab
E25-1659	WAC-05A		WAC-05A	7th Ave. South	Street end and pipe discharge	11/5/2025	8:31	High	7:13	33.7		10	Grab
E25-1660	WAC-05		WAC-05	3rd Ave. North	Street end and pipe discharge	11/5/2025	8:37	High	7:13	33.8		<10	Grab
E25-1661	WAC-04		WAC-04	16th Ave. North	Street end and pipe discharge	11/5/2025	8:48	High	7:13	33.3		10	Grab
E25-1662	WAC-03		WAC-03	30th Ave. North	Street end	11/5/2025	8:55	High	7:13	33.2		<10	Grab
E25-1663	WAC-02		WAC-02	45th Ave. North	Street end	11/5/2025	9:02	High	7:13	33.2		<10	Grab
E25-1664	WAC-01		WAC-01	59th Ave. North	Street end	11/5/2025	9:10	High	7:13	33.2		10	Grab
E25-1697	WAC-09A		WAC-09A	White Pt. Swash	Swash confluence	11/12/2025	8:53	Low	7:31	33.9		<10	Grab
E25-1698	WAC-09		WAC-09	47th Ave. South	Street end	11/12/2025	9:08	Low	7:31	33.9		<10	Grab
E25-1699	WAC-08		WAC-08	33rd Ave. South	Street end and pipe discharge	11/12/2025	9:17	Low	7:31	33.9		10	Grab
E25-1700	WAC-07		WAC-07	17th Ave. South	Street end and pipe discharge	11/12/2025	9:30	Low	7:31	34.0		<10	Grab
E25-1701	WAC-06		WAC-06	9th Ave. South	Street end and pipe discharge	11/12/2025	9:39	Low	7:31	34.0		<10	Grab
E25-1702	WAC-05A		WAC-05A	7th Ave. South	Street end and pipe discharge	11/12/2025	9:47	Low	7:31	34.0		<10	Grab
E25-1703	WAC-05		WAC-05	3rd Ave. North	Street end and pipe discharge	11/12/2025	9:54	Low	7:31	33.9		10	Grab
E25-1704	WAC-04		WAC-04	16th Ave. North	Street end and pipe discharge	11/12/2025	10:05	Low	7:31	34.0		10	Grab
E25-1705	WAC-03		WAC-03	30th Ave. North	Street end	11/12/2025	10:14	Low	7:31	34.0		<10	Grab
E25-1706	WAC-02		WAC-02	45th Ave. North	Street end	11/12/2025	10:22	Low	7:31	34.0		10	Grab
E25-1707	WAC-01		WAC-01	59th Ave. North	Street end	11/12/2025	10:31	Low	7:31	33.9		<10	Grab
E25-1707	WAC-01		WAC-01	59th Ave. North	Street end	11/12/2025	10:31	Low	7:31	34.0		<10	LD
E25-1708	WAC-01		WAC-01	59th Ave. North	Street end	11/12/2025	10:31	Low	7:31	34.0		<10	FD
E25-1731	WAC-09A		WAC-09A	White Pt. Swash	Swash confluence	11/19/2025	7:55	High	7:16	33.9		<10	Grab



North Myrtle Beach - Ocean Monitoring
Official Results for November 2025

Laboratory Sample ID	Field Sample or Site ID	Myrtle Beach Site ID	SC DHEC Waccamaw Site ID	Sampling Site Location	Sample Collection Point	Collection Date	Collection Time	Nearest Tidal State	Nearest Tide Time	Salinity (psu)	Conductivity (uS)	Enterococci Most Probable Number (CFU/100ml)	Sample Type
E25-1732	WAC-09		WAC-09	47th Ave. South	Street end	11/19/2025	8:12	High	7:16	33.8		30	Grab
E25-1733	WAC-08		WAC-08	33rd Ave. South	Street end and pipe discharge	11/19/2025	8:19	High	7:16	33.9		10	Grab
E25-1734	WAC-07		WAC-07	17th Ave. South	Street end and pipe discharge	11/19/2025	8:29	High	7:16	33.9		10	Grab
E25-1735	WAC-06		WAC-06	9th Ave. South	Street end and pipe discharge	11/19/2025	8:36	High	7:16	33.9		<10	Grab
E25-1736	WAC-05A		WAC-05A	7th Ave. South	Street end and pipe discharge	11/19/2025	8:42	High	7:16	33.9		<10	Grab
E25-1737	WAC-05		WAC-05	3rd Ave. North	Street end and pipe discharge	11/19/2025	8:49	High	7:16	34.0		<10	Grab
E25-1737	WAC-05		WAC-05	3rd Ave. North	Street end and pipe discharge	11/19/2025	8:49	High	7:16	34.0		<10	LD
E25-1738	WAC-05		WAC-05	3rd Ave. North	Street end and pipe discharge	11/19/2025	8:49	High	7:16	34.0		<10	FD
E25-1739	WAC-04		WAC-04	16th Ave. North	Street end and pipe discharge	11/19/2025	9:02	High	7:16	33.9		10	Grab
E25-1740	WAC-03		WAC-03	30th Ave. North	Street end	11/19/2025	9:13	High	7:16	33.8		<10	Grab
E25-1741	WAC-02		WAC-02	45th Ave. North	Street end	11/19/2025	9:21	High	7:16	33.9		<10	Grab
E25-1742	WAC-01		WAC-01	59th Ave. North	Street end	11/19/2025	9:29	High	7:16	33.8		10	Grab
E25-1775	WAC-09A		WAC-09A	White Pt. Swash	Swash confluence	11/23/2025	7:57	High	9:40	34.0		31	Grab
E25-1776	WAC-09		WAC-09	47th Ave. South	Street end	11/23/2025	8:07	High	9:40	33.9		10	Grab
E25-1777	WAC-08		WAC-08	33rd Ave. South	Street end and pipe discharge	11/23/2025	8:17	High	9:40	33.9		52	Grab
E25-1778	WAC-07		WAC-07	17th Ave. South	Street end and pipe discharge	11/23/2025	8:26	High	9:40	33.9		<10	Grab
E25-1779	WAC-06		WAC-06	9th Ave. South	Street end and pipe discharge	11/23/2025	8:33	High	9:40	33.9		31	Grab
E25-1779	WAC-06		WAC-06	9th Ave. South	Street end and pipe discharge	11/23/2025	8:33	High	9:40	33.9		31	LD
E25-1780	WAC-06		WAC-06	9th Ave. South	Street end and pipe discharge	11/23/2025	8:33	High	9:40	33.9		10	FD
E25-1781	WAC-05A		WAC-05A	7th Ave. South	Street end and pipe discharge	11/23/2025	8:39	High	9:40	33.9		10	Grab
E25-1782	WAC-05		WAC-05	3rd Ave. North	Street end and pipe discharge	11/23/2025	8:45	High	9:40	33.9		<10	Grab
E25-1783	WAC-04		WAC-04	16th Ave. North	Street end and pipe discharge	11/23/2025	8:55	High	9:40	33.8		20	Grab
E25-1784	WAC-03		WAC-03	30th Ave. North	Street end	11/23/2025	9:02	High	9:40	33.8		10	Grab
E25-1785	WAC-02		WAC-02	45th Ave. North	Street end	11/23/2025	9:09	High	9:40	33.9		10	Grab
E25-1786	WAC-01		WAC-01	59th Ave. North	Street end	11/23/2025	9:16	High	9:40	33.8		<10	Grab



November 2025

<u>Number of Encroachment Permits Issued:</u>	76 Total
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Residential Driveways:	75
Commercial Driveways:	0
Multifamily Complex from Site Plan:	0
Utility Company:	1

<u>Number of Inspections:</u>	269 Total
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Pre-pour Inspections:	142
Post-pour Inspections:	127
Failed Inspections:	50

Public Works Department Capital Improvement Project Update

Water and Sewer System Improvements

Description	Location	Design	Fund	Status	Progress & Goal
		Construction	Cost		
Water Transmission Improvements Line PhI	Windy Hill	AECOM	RIA/Impact	Under Construction	20% Complete
		RH Moore	\$6,500,000		
North End Water Transmission	Sandridge Rd. to Vereen Road	GMC	Impact	Survey & Design	Continue
		TBD	\$2,000,000		
Sewer Force Main Replacement	Windy Hill - Barefoot	NMB	Impact	On Hold	
		TBD	\$300,000		
Myrtle Beach Water Transmission Ph 1	Myrtle Beach	Bolton & Menk	Impact	Ph. I Construction	Continue
		Garney	TBD		
LRN Elevated Tank	Little River Neck	TBD	Impact	Survey & Design	Continue
		TBD	\$2,000,000		
LRN, Jacks Circle & Harrelson Water Line	Little River Neck	City	Horry Co. ARPA	Permitted to Operate. Final Paving/Close-out.	95% Complete
		RCB Contractors	\$1,000,000		
Water Transmission Imp. Tank & Pump Station	Windy Hill	AECOM	RIA/Impact	Under Construction	30% Complete
		TBD	\$5,860,000		

Storm Drainage System Improvements

Description	Location	Design	Fund	Status	Progress & Goal
		Construction	Cost		
Palmetto Shores Drainage Improvements	CG/Palmetto Shores	City	Stormwater	Engineering Agreement	Identify Easements
		TBD	\$3,500,000		
18 th Avenue North Outfall - Landward	Ocean Drive	Bolton & Menk	SCOR/Stormwater	99% Complete	Punch List Close Out
		RH Moore	\$7,500,000		
City Drainage Improvements	Various	City	Stormwater	Under Construction	Ongoing
		City	TBD		
Tidal Flood Study	CG Marsh & WH Marsh	USACE	Stormwater	Complete	Review
		N/A	\$400,000		
Ocean Outfall Program	17 th Ave S	USACE	USACE & City	Preliminary Design	Design-Build RFP April 2026
		TBD	\$35,000,000		

Street Improvements

Description	Location	Design	Fund	Status	Progress & Goal
		Construction	Cost		
Long Bay Road Paving	Water Tower Rd. to Water Lilly Road	DRG	Developer	Finalize Developer Agreement	Construction By Developer
		TBD	TBD		
NOB ECT	Cherry Grove - 34th N to 37th N	Mead & Hunt	Franchise Fund	Design & Easement	Bid Spring 2026
		TBD	TBD		
CG Boardwalk	Lake Ave. & Duffy St.	City	Streer Imp.	Preliminary Design Complete	Permitting
		TBD	TBD		

Street Improvements (cont'd)

Description	Location	Design	Fund	Status	Progress & Goal
		Construction	Cost		
2 nd Avenue North Widening & Paving	Highway 17 at 2 nd Avenue North	City	St. Imp./CTC	Construction Complete	Close-out & CTC Reimbursement
		Coastal Asphalt	\$612,000		
Hwy 17 & 27 th Ave S Intersection	Highway 17 @ 27 th S	SCDOT	GSATS	Design & R/W	Construction Funding FY 2027
		TBD	\$8,000,000		
SCDOT Hwy 17 Safety Imp.	WH & CB	AECOM	SCDOT Safety	Final Plan Review	SCDOT Bid
		TBD	TBD		
NOB ECT	Cherry Grove - 29th N to 34th N	Mead & Hunt	Franchise Fund	Construction 98%	98% Complete Punch List
		Greenwall Construction	\$3,100,000		
LRN Road Path	LRN Road	HRT	GSATS/Horry/NMB	Construction Complete	Close-out and SCDOT LPA Reimbursement
		Coastal Asphalt	\$1,000,000		
Edge Parkway Path Phase I	Edge Pkwy.	HRT	GSATS	FY 26 Funding	LPA Agmt.
		TBD	TBD		
Sidewalk	Commons Blvd., Hwy17N, SpringSt.	HRT	St. Imp.	Survey & Design	Construction Fall/Winter 2025
		TBD	TBD		
Resurfacing 2024	Various	City	Street Imp./CTC	Bid	Contract Award
		TBD	\$2,000,000		
Champions Blvd. Extension Ph. 2	Bourne Trail	Thomas & Hutton	Street Imp.	Under Construction	80%
		AO Hardee	\$5,000,000		
Champions Blvd. Extension Ph. 3	Long Bay Rd.	Thomas & Hutton	Street Imp.	Under Construction	60%
		AO Hardee	\$3,500,000		
SC31 Median U-Turn	SC31 North	City	CTC	SCDOT Permit	Bid and Award
		TBD	\$150,000		
N. Myrtle Point Blvd. Alley	Cherry Grove	City	Street Imp.	Design – Permitting	Obtain Right-of-way
		TBD	TBD		
Water Tower Road Improvements	Water Tower Rd	DRG	CTC	Construction Complete	Closeout, CTC Reimbursement, and Balance
		King Construction	\$242,000		

Facility, Park & Land Improvements

Description	Location	Design	Fund	Status	Progress & Goal
		Construction	Cost		
Sanitation Facility Improvements	2 nd Avenue South	HRT	Sanitation Capital	Compactors Complete	Permit Begin Main Building Construction
		Various	TBD		
PS Training at Midcon Building	City Hall Campus	HRT	Capital	On Hold	
		TBD	\$820,000		
Beach Services Parking	City Hall Campus	HRT	Capital	TRC Site Plan Review	Pave after Building Complete
		TBD	TBD		
PW Utility Warehouse	Ocean Dr 1020 6 th Ave South	HRT	Utility	Under Construction	95% Replace Wall Panels
		Sellers Const.	\$736,500		
Fire Station 7	Water Tower Road	PMH Arch.	Capital	Under Construction	Continue
		Tungeston	\$10,000,000		
CG Fire Station	Sea Mountain Hwy	TBD	Capital	Building Condition Review	Evaluate Sites
		TBD	TBD		
Fire Training Facilities	Long Bay Road	PMH Arch.	Capital	Design	Wetland Permitting
		TBD	TBD		
CG Major Canal Dredge	Cherry Grove Marsh	Beam & Assoc.	State/Capital	Complete	Demobilization Complete
		Coastal Dredging	\$2,500,000		
P&G Maintenance Building	NMB Sports Complex	HRT	P & G Capital	Award Contract	Permit Start Construction
P&G Hill St. Restroom	Hill St. Park	HRT	P & G Capital	Bidding	Permit Contract Award

Beach Access & Parking Improvements

Description	Location	Design	Fund	Status	Progress & Goal
		Construction	Cost		
Beach Renourishment	NMB	USACE	Beach/Federal/State	Under Construction	Continue
		Great Lakes	TBD		
6 th Ave South Parking Lot	Ocean Drive	City	Capital	On Hold	Demolish Houses?
		TBD	TBD		
Atlantic Breeze Parking	Crescent Beach South Ocean at 14 th Ave S	City	Capital	Demo 100% Complete	Design & Permit New Parking Lot
		TBD	TBD		
Pelican Motel Parking	Cherry Grove – Sea Mountain Hwy	City	Capital	Demo 100% Complete	Design & Permit New Parking Lot
		TBD	TBD		

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: January 5, 2026

Agenda Item: 5A	Prepared for: Ryan Fabbri, City Manager
Agenda Section: Consent: Resolution	Date: December 30, 2025
Subject: Grant Submission Approval: Horry County Transportation Committee	Division: Administration

Background:

The Horry County Transportation Committee is offering grant funding for paving and resurfacing projects for the 2026 cycle. The Department of Public Works, in coordination with the Grants Manager, has prepared an application requesting \$1,550,134.75 in grant funds, representing 75% of the total project cost. The City of North Myrtle Beach will provide the required 25% matching contribution, totaling \$516,710.25.

Total Project Cost: \$2,066,845.00

If approved, the funding will support the paving and resurfacing of approximately 49,000 linear feet of existing roadways. Project activities are anticipated to begin and be completed in the fall of 2026.

Meeting Date: January 13, 2026.

Note: Please see the attached road map for identified improvement areas.

Recommended Action:

Approve the grant submission of \$1,550,134.75 to the Horry County Transportation Committee

Reviewed by Department Head	Reviewed by City Manager	Reviewed by City Attorney
Council Action: Motion By _____ 2 nd By _____ To _____		

A RESOLUTION

**A RESOLUTION TO APPROVE THE GRANT SUBMISSION OF \$1,550,134.75
TO THE HORRY COUNTY TRANSPORTATION COMMITTEE FOR PAVING AND
RESURFACING PROJECTS FOR THE 2026 CYCLE AND AUTHORIZE THE
CITY MANAGER TO SIGN THE DOCUMENT ON BEHALF OF THE CITY.**

WHEREAS, the Department of Public Works, in coordination with the Grants Manager, has prepared an application requesting \$1,550,134.75 in grant funds, representing 75% of the total project cost; and

WHEREAS, the City of North Myrtle Beach will provide the required 25% matching contribution, totaling \$516,710.25; and

WHEREAS, if approved, the funding will support the paving and resurfacing of approximately 49,000 linear feet of existing roadways; and

WHEREAS, project activities are anticipated to begin and be completed in the fall of 2026.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL FOR THE CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA:

Section 1: The grant submission of \$1,550,134.75 to the Horry County Transportation Committee is hereby approved.

Section 2: The City Manager is authorized to sign the document on behalf of the City of North Myrtle Beach.

Section 3: The Resolution shall become effective upon the date of passage.

Resolved this the Fifth Day of JANUARY 2026.

Mayor J.O. Baldwin, III

ATTEST:

Allison K. Galbreath, City Clerk

Resolution: 26-01

A map with the exact location of road marked on it must be submitted with this road form.

REQUEST FOR ROAD IMPROVEMENT
HORRY COUNTY TRANSPORTATION COMMITTEE
Post Office Box 1236
Conway, South Carolina 29528
Telephone: (843) 915-5130 Fax: (843) 915-6130

Date: 11/3/25

Road name or number: 2026 FALL PAVING, (VARIOUS ROADS - SEE ATTACHED)

Length of road: TOTAL ± 49,000 ft

Is this a public road owned by the county, state or municipality: STATE AND CITY MAINTAINED ROADS

Who will do the roadwork: WORK TO BE CONTRACTED OUT
(Will the county, state or municipality do the work or contract it out)

Number of homes on road: VARIES - SEE ATTACHED

Is this a dead end road: VARIES - SEE ATTACHED

Is this a school bus route: VARIES - SEE ATTACHED

Has the required amount of right of way been dedicated to the County: YES

Number of accidents that have occurred on this road recently: VARIES - SEE ATTACHED

Contact person: Name: CITY OF NORTH MYRTLE BEACH

Address: NORTH MYRTLE BEACH, SC 29582

Phone #: _____ (Work)

_____ (Home)

_____ (Cell)

Type of improvement requested:

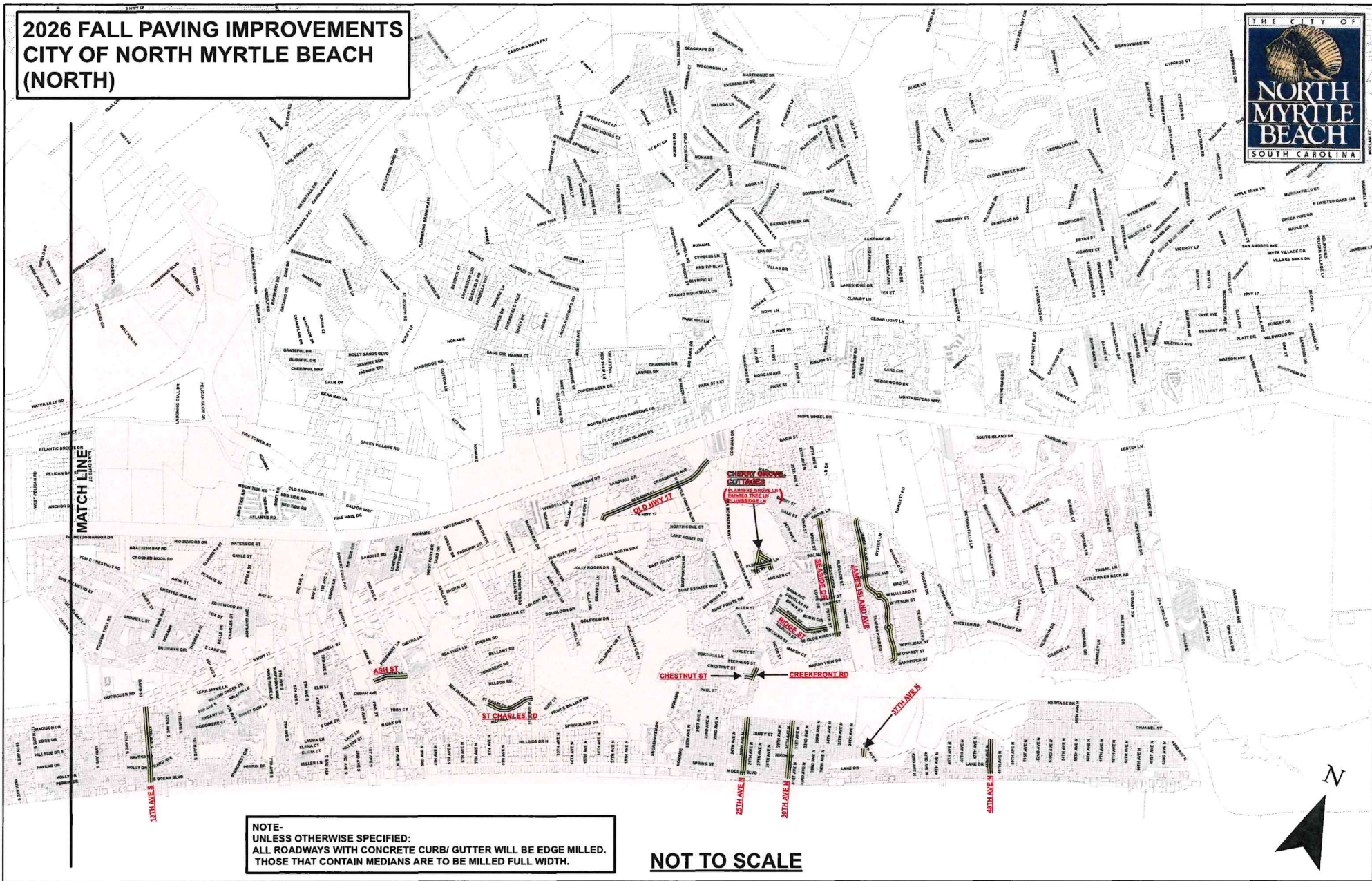
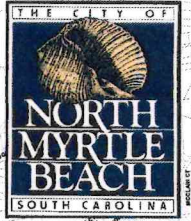
☐ Coquina ☐ Pave ☒ Resurface ☐ Drainage ☐ Other

Comments: 2026 FALL PAVING - RESURFACING EXISTING ROADS

FUNDING REQUEST IS FOR 75% OF ESTIMATED PROJECT BUDGET
\$ 2,066,845 X 0.75 = \$1,550,134.75

STREET NAME	LOCATION	DEAD END	WIDTH	LENGTH	SF	ROAD #	SY	STRUCTURES	ZYR ACCIDENT	SCHOOL BUS ROUTE	Tons	Estimate
20TH AVE S	CRESCENT BEACH	NO	24	1416	33984	NMB 207	3776	TRAILER PARK/ OFFICE BLDG/25 HOUSES	4	YES	236.0	\$55,460
SEASIDE DR	OLD GROVE	NO	24	3523	84552	SC 1137	9394.67	74 HOUSES	0	YES	587.2	\$137,984
30TH AVE N	CHERRY GROVE	YES	20	1452	29040	NMB 918	3226.67	1 MULTI UNIT/ 36 HOUSES	0	YES	201.7	\$47,392
FALCON LANDING CIR	BAREFOOT	YES	24	400	9600	NMB 809	1066.67	12 HOUSES	0	NO	66.7	\$15,667
BRIDLEWOOD RD	BAREFOOT	NO	24	1250	30000	NMB 818	3333.33	31 HOUSES	0	NO	208.3	\$48,958
JAMES ISLAND AVE	CHARLESTON LANDING	NO	25	4739	118475	NMB 477	13163.89	50 HOUSES	3	YES	822.7	\$193,345
ST CHARLES RD	OCEAN DR	NO	20	1329	26580	SC 870	2953.33	16 HOUSES	2	NO	184.6	\$43,377
23RD AVE S	CRESCENT BEACH	NO	20	1624	32480	NMB 210	3608.89	6 COMMERCIAL/6 MULTI UNIT/36 HOUSES	3	YES	225.6	\$53,006
GREENHAVEN DR	BAREFOOT	YES	29	608	17632	NMB 841	1959.11	18 HOUSES	0	NO	122.4	\$28,774
S OCEAN BLVD	WINDY HILL	NO	36	5750	207000	NMB 899	23000	54 MULTI UNIT/ 25 HOUSES	3	YES	1437.5	\$337,813
HARBOR POINTE DR	BAREFOOT	NO	55	880	48400	NMB 828	5377.78	1 HIGH RISE/ 3 OFFICE	1	YES	336.1	\$78,986
PAINTED TREE LN	CHERRY GROVE COTTAGES	YES	22	621	13662	NMB 858	1518	15 HOUSES	0	NO	94.9	\$22,296
RIDGE ST	OLD GROVE	NO	20	1563	31260	NMB 943	3473.33	40 HOUSES	0	NO	217.1	\$51,015
MOSSY OAKS DR	BAREFOOT	YES	24	1500	36000	NMB 819	4000	42 HOUSES	0	NO	250.0	\$58,750
13TH AVE S	OCEAN DR	NO	22	1874	41228	SC 1265	4580.89	4 COMMERCIAL/1 MULTI UNIT/30 HOUSES	13	YES	286.3	\$67,282
OLD HWY 17	OCEAN DR	NO	25	4437	110925	SC 865	12325	13 COMMERCIAL/ 0 HOUSES	26	YES	770.3	\$181,023
WATERS EDGE CT	BAREFOOT	YES	26	790	20540	NMB 825	2282.22	11 HOUSES	0	NO	142.6	\$33,520
WAX MYRTLE CT	BAREFOOT	YES	28	219	6132	NMB 839	681.33	8 HOUSES	0	NO	42.6	\$10,007
VIA PALMA DR	BAREFOOT	NO	25	2700	67500	NMB 935	7500	69 HOUSES	1	YES	468.8	\$110,156
PLANTERS GROVE LN	CHERRY GROVE COTTAGES	NO	22	543	11946	NMB 857	1327.33	11 HOUSES	0	NO	83.0	\$19,495
THICK BRANCH RD	BAREFOOT	NO	24	550	13200	NMB 820	1466.67	6 HOUSES	0	NO	91.7	\$21,542
CREEKFRONT RD	OLD GROVE	YES	24	250	6000	NMB 445	666.67	7 HOUSES	0	NO	41.7	\$9,792
MIRABEL CT	BAREFOOT	YES	22	670	14740	NMB 934	1637.78	15 HOUSES	0	NO	102.4	\$24,055
BRIDGE VIEW CT	BAREFOOT	YES	27	408	11016	NMB 824	1224	3 HIGH RISES	6	NO	76.5	\$17,978
VIA VERDE DR	BAREFOOT	NO	25	820	20500	NMB 936	2277.78	17 HOUSES	1	NO	142.4	\$33,455
MARSH CREEK DR	BAREFOOT	YES	24	328	7872	NMB 822	874.67	4 HOUSES	0	NO	54.7	\$12,847
25TH AVE N	CHERRY GROVE	YES	20	1450	29000	NMB 927	3222.22	34 HOUSES	1	YES	201.4	\$47,326
WHITE OLEANDER CT	BAREFOOT	YES	29	304	8816	NMB 833	979.56	13 HOUSES	0	NO	61.2	\$14,387
CHESTNUT ST	OLD GROVE	YES	24	165	3960	NMB 444	440	NONE	1	NO	27.5	\$6,463
ASH ST	OCEAN DR	NO	20	911	18220	SC 1251	2024.44	2 MULTI UNIT/1 RESTAURANT/8 HOUSES	4	YES	126.5	\$29,734
48TH AVE N	CHERRY GROVE	YES	20	1150	23000	NMB 913	2555.56	29 HOUSES	0	YES	159.7	\$37,535
GROVECREST CIR	BAREFOOT	NO	30	1834	55020	NMB 844	6113.33	98 HOUSES	1	NO	382.1	\$89,790
37TH AVE N	CHERRY GROVE	YES	20	149	2980	NMB 413	331.11	6 HOUSES	0	NO	20.7	\$4,863
PLUMBRIDGE LN	CHERRY GROVE COTTAGES	NO	22	346	7612	NMB 856	845.78	13 HOUSES	0	NO	52.9	\$12,422
WEATHERWOOD DR	BAREFOOT	YES	28	2415	67620	NMB 842	7513.33	61 HOUSES	1	YES	469.6	\$110,352
				48968							Total	\$2,066,845

2026 FALL PAVING IMPROVEMENTS CITY OF NORTH MYRTLE BEACH (NORTH)



NOTE-
UNLESS OTHERWISE SPECIFIED:
ALL ROADWAYS WITH CONCRETE CURB/ GUTTER WILL BE EDGE MILLED.
THOSE THAT CONTAIN MEDIANS ARE TO BE MILLED FULL WIDTH.

NOT TO SCALE



NOT TO SCALE

WINDY HILL SECTION

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: January 5, 2026

Agenda Item: 5B	Prepared for: Ryan Fabbri, City Manager
Agenda Section: Consent: Motion to Appoint	Date: December 29, 2025
Subject: Five appointments to the Public Arts Commission	Division: Administration

Background:

The City of North Myrtle Beach has established a 5-member Public Arts Commission to serve four-year terms, with limits on consecutive years of service. The Commission will serve in an advisory capacity to City Council and the Planning and Development Department, with responsibilities including awarding façade improvement grants, selecting artists for public art projects, recommending policies for arts and culture, and fostering community partnerships. Planning staff will provide administrative support to the Commission. The structure of the Commission is also consistent with the South Carolina Arts Commission’s Cultural District Program, positioning North Myrtle Beach to pursue state-level recognition and resources for arts and cultural initiatives.

The following residents are eligible and willing to serve for a four-year term, if appointed:

NAME	CATEGORY A	CATEGORY B	CATEGORY C
Jennifer Batton	Arts Organization	Artist/Designer	Other Stakeholder
Katie Charleston			Other Stakeholder
Marlaina “Nina” Ortiz	Arts Organization	Artist/Designer	
Becca Willard	Arts Related Business	Artist/Designer	Other Stakeholder
Lauren Woodward	Arts Organization	Artist/Designer	Other Stakeholder

Recommended Action:

Appoint Jennifer Batten, Katie Charleston, Marlaina “Nina” Ortiz, Becca Willard, and Lauren Woodward to the Public Arts Commission

Reviewed by Department Head	Reviewed by City Manager	Reviewed by City Attorney
Council Action: Motion By _____ 2 nd By _____ To _____		

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: January 5, 2026

Agenda Item: 5C		Prepared for: Ryan Fabbri, City Manager
Agenda Section: Consent: Motion to Approve		Date: December 29, 2025
Subject: 36 th Annual St. Patrick's Day Festival		Division: Administration
<u>Background:</u> The City of North Myrtle Beach Parks and Recreation Department is requesting approval for the 36th Annual St. Patrick's Day Festival on March 14, 2026. The event will be held between the hours of 11:00 AM and 4:00 PM. Set-up will begin at 5:30 AM and dismantling will begin at 4:00 PM. Please see attached application and map. All applicable departments have signed off on the special event either verbally or by email. <u>Recommended Action:</u> Approve or deny the Special Event Application		
Reviewed by Department Head	Reviewed by City Manager	Reviewed by City Attorney
Council Action: Motion By _____ 2 nd By _____ To _____		

Special Event / Festival Permit Application

Instructions

Instructions

To apply for a Special Event / Festival Permit, please complete this application and submit it, including required attachments, to the City of North Myrtle Beach Administration no later than 60 days before your event.

I. Applicant & Sponsoring Organization Information

Sponsoring Organization Name	City of North Myrtle Beach Parks and Recreation
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Chief Officer of Organization	Matt Gibbons
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Applicant Name	Angel Sylvester
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Address	1030 Possum Trot Road NMB
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Daytime Phone Number	
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Evening Phone Number	Field not completed.
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Fax	Field not completed.
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On-Site Contact Person	Angel Sylvester
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Pager / Cell Phone Number	
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Is the city a co-sponsor?	Yes
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What is the name of the city contact person? Angel Sylvester

II. Event Information

Event Name	36th Annual St Patrick's Day Festival
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Purpose of Event	To draw people to NMB and celebrate Irish heritage. Also to promote NMB as a vacation destination for years to come.
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Event Date(s)	3/14/2026
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Event Date(s)	<i>Field not completed.</i>
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Total Expected Attendance	35,000+
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Location	Main Street NMB b/w Ocean Blvd and Cedar Ave
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Event Hours	11:00 AM - 4:00 PM
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Set-Up Hours	5:30 AM - 9:00 AM
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Dismantle Hours	4:00 PM - 6:00 PM
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List any street(s) you are requesting to be closed as a result of this event. Include street name(s), day, date and time of closing and reopening:

Street One	Main Street from Cedar Ave to Ocean Blvd
------------	--

Date / Time Closed	3/14/2026 5:30 AM
--------------------	-------------------

Date / Time Opened	3/14/2026 6:00 PM
Street Two	Corner of Oak Drive and Pine Ave closed to Main Street
Date / Time Closed	3/14/2026 5:00 AM
Date / Time Opened	3/14/2026 6:30 PM
Street Three	<i>Field not completed.</i>
Date / Time Closed	<i>Field not completed.</i>
Date / Time Opened	<i>Field not completed.</i>
Street Four	<i>Field not completed.</i>
Date / Time Closed	<i>Field not completed.</i>
Date / Time Opened	<i>Field not completed.</i>
III. Event Description	
Does the event involve the sale of alcoholic beverages?	No
Has State Permit been applied for or received?	N/A
Will items or services be sold at the event?	Yes
Please describe.	Arts, crafts, food, resell items and nonprofit vendors.

Will there be musical
entertainment at your
event?

Yes

Number of Stages

3

Number of Bands

9

Type(s) of Music

variety

Time Music Will Start &
Stop

11:00 AM - 4:00 PM

Name of Band(s)

variety

Will there be any tents
or canopies at the
proposed event site?

Yes

Number of Tents

130+

Will any tent be over 30
by 30 feet in the area?

No

Will there be any
fireworks associated
with this event?

No

Has City Permit been
applied for or received?

N/A

Will food be served at
this event?

Yes

Please describe. various festival foods

Have South Carolina
Department of Health
and Environmental
Control (DHEC)
requirements been
met?

Yes

Permit Number

DHEC will be notified of food vendors participating.

Will you provide
portable toilets for the
general public attending
the event?

Yes

Number of Portable
Toilets

30

Number of Americans
with Disabilities Act
(ADA) Accessible Toilets

8

Will you require the use
of City electricity?

Yes

Will you require the use
of City water?

Yes

Will you require Traffic
Control?

Yes

Will you require the use of City Personnel for trash removal?

Yes

Please list any other services you are requesting from the City of North Myrtle Beach.

Parks and Grounds for barricades and set up.

IV. Fees & Proceeds

Is the sponsoring organization a "tax exempt, non-profit" organization as defined by the Internal Revenue Service (IRS)?

No

Will admission fees be charged to attend the event?

No

Will fees be charged to vendors to participate in this event?

Yes

Please provide the amount(s).

\$10 - \$325

If the sponsoring organization is not a "tax exempt, non-profit" organization, will donations be made to

N/A

any charitable
organization(s)?

V. Event Site Map

Prior to issuance of a Festival Permit, you are required to submit a Final Event Site map to the City.

Attach a site map of the [St Pats Festival layout.pdf](#)
proposed event site
indicating the locations
of the following items:

VI. Security

Will this event require security to handle the event? No

VII. Page Information

Prior to the issuance of a Special Events Permit, proof of insurance will be required.

You must provide an Original Certificate of Insurance showing you have purchased commercial general liability insurance that names “the City of North Myrtle Beach, its officers, employees and agents” as an additional insured. Insurance coverage must be maintained for the duration of the event. The amount of insurance coverage required will depend on the risk level of the event and will be determined by the City’s Risk Management Office depending on the nature of the event, additional coverage may be required.

VIII. Affidavit

Advance cancellation notice required: If this event is cancelled, please call 843-280-5604 with this information. Otherwise, City personnel and equipment may be needlessly dispatched and approvals of your future applications may be jeopardized.

Electronic Signature Agreement	I agree.
--------------------------------	----------

Electronic Signature	Angel Sylvester
----------------------	-----------------

Date	12/3/2025
------	-----------

Name of Applicant	Angel Sylvester
-------------------	-----------------

Title	Special Events Manager
-------	------------------------

Applicant Email	
-----------------	---

Mailing Information

The original application should be clearly printed or typed and mailed to City of North Myrtle Beach, Attention: Administration, Event/Festival Application, 1018 2nd Avenue S, North Myrtle Beach, SC 29582.

Anyone with questions should call Allison Galbreath at 843-280-5604.





REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: January 5, 2026

Agenda Item: 5D	Prepared for: Ryan Fabbri, City Manager
Agenda Section: Consent: Motion to Approve	Date: December 29, 2025
Subject: 36 th Annual St. Patrick's Day Parade	Division: Administration

Background:

The North Strand Optimist Club is requesting approval for the 36th Annual St. Patrick's Day Parade on March 14, 2026. The City of North Myrtle Beach is a co-sponsor. The event will be held between the hours of 9:00 AM and 11:00 AM. Set-up will begin at 6:00 AM, and dismantling will begin at 11:00 AM.

Please see the attached application and map.

All applicable departments have signed off on the special event either verbally or by email.

Recommended Action:

Approve or deny the Special Event Application

Reviewed by Department Head	Reviewed by City Manager	Reviewed by City Attorney
Council Action: Motion By _____ 2 nd By _____ To _____		

Special Event / Festival Permit Application

Instructions

Instructions

To apply for a Special Event / Festival Permit, please complete this application and submit it, including required attachments, to the City of North Myrtle Beach Administration no later than 60 days before your event.

I. Applicant & Sponsoring Organization Information

Sponsoring Organization Name	North Strand Optimist Club NMB
---------------------------------	--------------------------------

Chief Officer of Organization	Dale Rieser
----------------------------------	-------------

Applicant Name	North Strand Optimist Club of NMB
----------------	-----------------------------------

Address	
---------	--

Daytime Phone Number	
----------------------	--

Evening Phone Number	same
----------------------	------

Fax	<i>Field not completed.</i>
-----	-----------------------------

On-Site Contact Person	Dale Rieser
------------------------	-------------

Pager / Cell Phone Number	same
------------------------------	------

Is the city a co-sponsor?	Yes
---------------------------	-----

What is the name of the city contact person? Angel Sylvester

II. Event Information

Event Name	36th Annual St Patrick's Day Parade
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Purpose of Event	To have a fun filled St Patrick's Day event for all ages while raising money for the North Strand Optimist Club to support youth in NMB. Kick off the 36th Annual St Patrick's Day Festival
------------------	---

Event Date(s)	3/14/2026
---------------	-----------

Event Date(s)	<i>Field not completed.</i>
---------------	-----------------------------

Total Expected Attendance	35,000+
---------------------------	---------

Location	2nd Ave N-2nd Ave S Ocean Blvd; Main Street and Ye Olde Kings Hwy
----------	---

Event Hours	9:00 AM - 11:00 AM
-------------	--------------------

Set-Up Hours	6:00 AM - 9:00 AM
--------------	-------------------

Dismantle Hours	11:00 AM - 12:00 PM
-----------------	---------------------

List any street(s) you are requesting to be closed as a result of this event. Include street name(s), day, date and time of closing and reopening:

Street One	Ocean Blvd south bound lanes from 11th Ave N to 2nd Ave S
------------	---

Date / Time Closed	3/14/2026 6:00 AM
--------------------	-------------------

Date / Time Opened	3/14/2026 11:00 AM
--------------------	--------------------

Street Two	Main Street - Ocean Blvd to Kings Hwy
------------	---------------------------------------

Date / Time Closed	3/14/2026 6:00 AM
--------------------	-------------------

Date / Time Opened	3/14/2026 6:00 PM
--------------------	-------------------

Street Three	Ye Olde Kings Hwy
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Date / Time Closed	3/14/2026 8:30 AM
--------------------	-------------------

Date / Time Opened	2/14/2026 11:00 AM
--------------------	--------------------

Street Four	<i>Field not completed.</i>
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Date / Time Closed	<i>Field not completed.</i>
--------------------	-----------------------------

Date / Time Opened	<i>Field not completed.</i>
--------------------	-----------------------------

III. Event Description

Does the event involve the sale of alcoholic beverages?	No
---	----

Has State Permit been applied for or received?	Yes
--	-----

Will items or services be sold at the event?	No
--	----

Will there be musical entertainment at your event?	Yes
Number of Stages	<i>Field not completed.</i>
Number of Bands	4
Type(s) of Music	<i>Field not completed.</i>
Time Music Will Start & Stop	9:00 AM - 11:00 AM
Name of Band(s)	variety of marching bands
Will there be any tents or canopies at the proposed event site?	No
Will there be any fireworks associated with this event?	No
Has City Permit been applied for or received?	N/A
Will food be served at this event?	No
Have South Carolina Department of Health and Environmental Control (DHEC)	N/A

requirements been
met?

Will you provide portable toilets for the general public attending the event?	Yes
---	-----

Number of Portable Toilets	30
----------------------------	----

Number of Americans with Disabilities Act (ADA) Accessible Toilets	6
--	---

Will you require the use of City electricity?	No
---	----

Will you require the use of City water?	No
---	----

Will you require Traffic Control?	Yes
-----------------------------------	-----

Will you require the use of City Personnel for trash removal?	Yes
---	-----

Please list any other services you are requesting from the City of North Myrtle Beach.	Parks and Grounds for barricades and traffic control.
--	---

IV. Fees & Proceeds

Is the sponsoring organization a "tax exempt, non-profit" organization as defined by the Internal Revenue Service (IRS)?

Yes

Will admission fees be charged to attend the event?

No

Will fees be charged to vendors to participate in this event?

Yes

Please provide the amount(s).

Varies for parade entries \$25-\$650

If the sponsoring organization is not a "tax exempt, non-profit" organization, will donations be made to any charitable organization(s)?

Yes

Please list the names of the organization(s) and the expected amount of donation.

North Strand Optimist Club

V. Event Site Map

Prior to issuance of a Festival Permit, you are required to submit a Final Event Site map to the City.

Attach a site map of the [Parade Map.pdf](#)
proposed event site
indicating the locations
of the following items:

VI. Security

Will this event require security to handle the event?	No
---	----

VII. Page Information

Prior to the issuance of a Special Events Permit, proof of insurance will be required.

You must provide an Original Certificate of Insurance showing you have purchased commercial general liability insurance that names “the City of North Myrtle Beach, its officers, employees and agents” as an additional insured. Insurance coverage must be maintained for the duration of the event. The amount of insurance coverage required will depend on the risk level of the event and will be determined by the City’s Risk Management Office depending on the nature of the event, additional coverage may be required.

VIII. Affidavit

Advance cancellation notice required: If this event is cancelled, please call 843-280-5604 with this information. Otherwise, City personnel and equipment may be needlessly dispatched and approvals of your future applications may be jeopardized.

Electronic Signature Agreement	I agree.
--------------------------------	----------

Electronic Signature	Dale Rieser
----------------------	-------------

Date	12/3/2025
------	-----------

Name of Applicant	Dale Rieser
-------------------	-------------

Title	<i>Field not completed.</i>
-------	-----------------------------

Applicant Email	
-----------------	--

Mailing Information

The original application should be clearly printed or typed and mailed to City of North Myrtle Beach, Attention: Administration, Event/Festival Application, 1018 2nd Avenue S, North Myrtle Beach, SC 29582.

Anyone with questions should call Allison Galbreath at 843-280-5604.



Blue Line – Parade Line Up

Red Line – Parade Route

Green Line – End of Parade

Yellow Lines – Participants can pull off in any of these locations to unload but cannot stop or block the parade. If a route is presently being blocked remaining participants will be told to continue on to another location

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: January 5, 2026

Agenda Item: 5E	Prepared for: Ryan Fabbri, City Manager
Agenda Section: Consent: Motion to Approve	Date: December 29, 2025
Subject: Jeep Crawl for Special Olympics	Division: Administration

Background:

The City of North Myrtle Beach Police Department and the South Carolina Special Olympics are requesting approval for the Jeep Crawl on March 21, 2026. The event will be held between the hours of 5:00 PM and 8:00 PM. Set-up will begin at 4:00 PM, and dismantling will begin at 8:00 PM.

Please see the attached application and map.

All applicable departments have signed off on the special event either verbally or by email.

Recommended Action:

Approve or deny the Special Event Application

Reviewed by Department Head	Reviewed by City Manager	Reviewed by City Attorney
Council Action: Motion By _____ 2 nd By _____ To _____		

PERMIT # _____

**City of North Myrtle Beach
Special Event/Festival Permit Application**

Instructions: To apply for a Festival Permit, please complete this application and submit it, along with the required attachments, to the Police Department's Community Services Division no later than sixty (60) days before your event.

I. Applicant and Sponsoring Organization Information

- 1) Sponsoring Organizations Name: North Myrtle Beach Police Department / SC Special Olympics
- 2) Chief Executive Officer of the Organization: Dana Crowell
- 3) Applicant's Name: Ray Pollock
- 4) Address: 1015 2nd Ave South, North Myrtle Beach SC 29582

- 5) Primary Phone: _____ Secondary Phone: _____
- 6) Fax: _____ Email: _____
- 7) On-site contact person: Ray Pollock

(NOTE: This person must be in attendance for the duration of the event and until last vendor leaves. He or she must also be immediately available to City officials.)

- 8) Is the City of North Myrtle Beach a co-sponsor? yes
- 9) Who is the City's contact person? Ray Pollock

II. Event Information

- 1) Event Name: Tower 1 Run Jeep Crawl for Special Olympics
- 2) Purpose of the Event: Special Olympics Fundraiser
- 3) Event Dates: 3-21-2026 Event Hours: 1700-2000
- 4) Set-up Hours: 1 4:00 PM Projected Attendance: 500

5) Dismantle Hours: 1 9:00 PM

(Note: This includes same-day clean-up of all trash and debris generated by the event)

6) List any streets you are requesting to be closed as a result of this event. Include street names, the day, date and time of the closing and the time of reopening.

Street (Specify between X and Y Street)

Date / Time Closed

Date / Time Opened

III. Event Description

1) Does the event involve the sale of alcoholic beverages? no If you have answered yes, please describe.

2) Has a state permit been applied for? no Has the permit been received? _____

3) Will items or services be sold at the event? no you have answered yes, please describe.

4) Will there be music at the event? no you answered yes, please provide the following information.

a. Number of stages: 0 Number of Bands: 0

b. Type of music: _____

c. Time(s) music will start and stop: _____

d. Name of band(s): _____

(Attach additional sheets if necessary)

5) Will there be any tents or canopies at the proposed event site? yes

a. If you answered yes, how many tents will there be? 1

b. Will any tent be over 30 feet by 30 feet? no

1. If you answered yes, how many 30' by 30' tents will there be? _____

6) Will there be any amusement or carnival type rides at the event? no you answered yes, please describe.

- 7) Will there be any fireworks associated with the event? no
- a. What is the name of the fireworks company? _____
- b. What is the phone number of the company? _____
- c. Has the state and city permits been applied for? _____
- d. Have these permits been received? _____
- 8) Will food be served at the event? no you answered yes, please describe.
- a. Have the DHEC requirements been met? n/a The permit # is _____
- 9) Will portable toilets be provided by the organization (you) for the event? no
- a. The number of portable toilets (suggested: 1 per 250 people): _____
- b. The number of ADA accessible toilets (suggested: 10% of total): _____
- 10) Will the use of City electricity be required? no
- 11) Will the use of City water be required? no
- 12) Will the use of City personnel for traffic control be required? yes
- 13) Will the use of City personnel for trash removal be required? no
- 14) Will any other City services be requested? no
- 15) Please list the requested services.

IV. Fees and Proceeds

- 1) Is the sponsoring organization a tax exempt, non-profit organization, as defined by the Internal Revenue Service? yes
- 2) If the sponsoring organization is not a tax exempt, non-profit organization, will donations be made to any charitable organizations? _____
 1. If donations will be made, please list the charitable organizations and the expected amount of the donation.
- 3) Will admission fees be charged to attend the event? yes
 - a. If admission fees will be charged, please list the amounts of all tickets.
- 4) Will vendors be charged fees to participate in the event? n/a
 - a. If vendors will be charged fees, please list those fees.

V. Event Site Map (This attachment is required to be turned in with the application)

- 1) Attach a site map of the proposed event site indicating the locations of the following items:

(Prior to issuance of a festival permit, you will be required to submit a final event site map)

- a. Fencing, barriers and / or barricades
- b. Gates or points of admission
- c. Scaffolding, bleachers, stages or related structures
- d. Alcohol, food and beverage vendor locations
- e. Portable and permanent toilets
- f. First aid facilities
- g. Canopies and tent locations
- h. Trash receptacles and / or dumpsters
- i. Portable generator locations
- j. Connection point to City electric and water
- k. Tables and chairs
- l. Vehicles and / or trailers
- m. Vendor parking locations
- n. Amusement or carnival type rides
- o. Other components not covered above

VI. Security

- 1) Will security services be required at the event? yes
- a. Who will be providing the security? NMB Police Department
 - b. What is their address? _____
 - c. What is their phone number? _____
 - d. Who will be the on-site security contact? _____
 - e. What is the phone number for the on-site contact? _____

VII. Insurance Information

- 1) You must provide an original certificate of insurance, showing you have purchased commercial, general liability insurance that names the "City of North Myrtle Beach, its officers, employees and agents," as an additional insured. Insurance coverage must be maintained for the duration of the event. The amount of insurance coverage required will depend on the risk level of the event and will be determined by the City's risk management office. Depending on the nature of the event, additional coverage may be required. ***Prior to the issuance of a special events permit, proof of insurance will be required.***

VIII. Affidavit

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge. That I have read, understand and agree to abide by the rules and regulations governing the proposed Special Event established by the City Council and/or the City Manager or the City Manager's designee. I agree to abide by these rules, and further certify that I, on behalf of the organization, am also authorized to commit that organization, and therefore agree to be financially responsible for any costs and fees that may be insured by or on behalf of the Event by the City of North Myrtle Beach.

Name of Applicant: Ray Pollock Title: Sergeant



Signature of Applicant

Date: 12/15/2025

ORIGINAL APPLICATION SHOULD BE COMPLETED AND MAILED TO:

NMB Police Department
1015 2nd Avenue South
North Myrtle Beach, SC 29582

Email:

**Direct all inquiries to Sgt. Raymond Pollock
NMB Police Department**

IX. Additional Information

Please add any additional information below. Reference the information by section and question number.

The Tower 1 Run Fundraiser for SC Special Olympics will meet at the end of Sea Mountain Hwy and once it starts will be led by police vehicles from Sea Mountain Hwy to the point for photos and then led back to the Sea Mountain Hwy Beach Access, ending the event. The Admission fee for the event is a donation to SC special Olympics. The admission fee for the event will be 65.00 dollars.



Enter Beach From Sea Mountain Access and Drive to Point

Take Photos and then return to Sea Mtn Access

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: January 5, 2026

Agenda Item: 6A	Prepared by: L. Suzanne Pritchard, PLA, AICP, CFM	
Agenda Section: Unfinished Business: Ordinance. Second Reading	Date: December 29, 2025	
Subject: Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, revising murals [ZTX-25-10]	Division: Planning and Development	
<u>History:</u> After postponing this item at their October 6, 2025, meeting, City Council held a workshop on November 13, 2025, to review the proposed revisions to the mural ordinance. After discussion and clarification on how the changes would work in practice, Council agreed the ordinance was ready to move forward. <u>Background:</u> The City's current ordinance defines any painting that includes a commercial message as a sign. Murals are only exempt when they contain no commercial message at all. As a result, property owners who have reached their maximum sign allotment are unable to install murals if the design incorporates even a small reference to their business. This limitation has the unintended effect of discouraging murals, even when the artistic content is the dominant feature and the commercial reference is minimal. <u>Proposal:</u> Staff is proposing a text amendment revising the definition of "sign" to allow murals that are primarily artistic in nature to include incidental commercial references without being regulated as signage. The amendment would permit up to ten percent of the total mural area to contain commercial content, such as a business name or logo. Importantly, the mural content would be in addition to the sign area otherwise permitted for the property, meaning it would not count against the maximum sign allotment, but it would also be limited in size to 15% of the total sign area otherwise allowed on the property. This change would support the creation of more murals, encourage public art, and provide recognition for sponsoring businesses while ensuring that murals remain primarily artistic in nature rather than serving as advertising. <u>Planning Commission Action:</u> The Planning Commission conducted a public hearing on September 16, 2025, and voted to recommend approval of the zoning amendment. There was no public comment. <u>Recommended Action:</u> Approve or deny the proposed ordinance on second reading		
Reviewed by Department Head	Reviewed by City Manager	Reviewed by City Attorney
Council Action: Motion By _____ 2nd 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 III,
SIGN REGULATIONS, § 23-36(3)(Y) 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 *Section 23-36(3)(y)*. - *Sign*, be revised to read as follows (*new matter underlined, deleted matter struck-through*).

Sec. 23-36. - Sign regulations.

(3) *Definitions*: Except as specifically defined herein, all words used in Article III have their customary dictionary definitions. For the purpose of the sign ordinance, certain words or terms used are herein defined as follows:

(y) *Sign*: Any device, fixture, painting (~~excluding artistic murals with no commercial message~~), or visual image using words, graphics, symbols, numbers, or letters designed and used for the purpose of communicating a message or attracting attention, including structures whose purpose can be reasonably construed to communicate a message or attract attention. Customary graphics found on soft drink and newspaper dispensers and similar machines shall not be considered as signs. Murals that are primarily artistic in nature shall not be considered signs. A mural may include incidental commercial references, provided that such commercial content does not exceed ten percent (10%) of the total mural area. This incidental commercial content shall be considered in addition to the signage otherwise permitted for the property and shall not count against the maximum sign allotment but is limited to fifteen percent (15%) of the total sign area otherwise allowed on the property.

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 _____, 2026 .

ATTEST:

Mayor J.O. Baldwin, III

City Clerk

APPROVED AS TO FORM:

City Attorney

FIRST READING: 12.01.2025
SECOND READING: 01.05.2026

REVIEWED:

City Manager

ORDINANCE: 26-01

6C. ZONING ORDINANCE TEXT AMENDMENT ZTX-25-10: City staff has initiated a text amendment revising the definition of sign regarding murals.

Background:

The City's current ordinance defines any painting that includes a commercial message as a sign. Murals are only exempt when they contain no commercial message at all. As a result, property owners who have reached their maximum sign allotment are unable to install murals if the design incorporates even a small reference to their business. This limitation has the unintended effect of discouraging murals, even when the artistic content is the dominant feature and the commercial reference is minimal.

Proposed Changes:

Staff is proposing a text amendment revising the definition of "sign" to allow murals that are primarily artistic in nature to include incidental commercial references without being regulated as signage. The amendment would permit up to ten percent of the total mural area to contain commercial content, such as a business name or logo. Importantly, the mural content would be in addition to the sign area otherwise permitted for the property, meaning it would not count against the maximum sign allotment. This change would support the creation of more murals, encourage public art, and provide recognition to sponsoring businesses while ensuring that murals remain primarily artistic in nature rather than serving as advertising.

The proposed amendment addresses **§ 23-36. - Sign regulations, (3) *Definitions*, (y) *Sign***, of Chapter 23, *Zoning*, and would appear in the Ordinance as follows (new matter underlined; deleted matter struck-through):

(y) Sign: Any device, fixture, painting (~~excluding artistic murals with no commercial message~~), or visual image using words, graphics, symbols, numbers, or letters designed and used for the purpose of communicating a message or attracting attention, including structures whose purpose can be reasonably construed to communicate a message or attract attention. Customary graphics found on soft drink and newspaper dispensers and similar machines shall not be considered as signs. Murals that are primarily artistic in nature shall not be considered signs. A mural may include incidental commercial references, provided that such commercial content does not exceed ten percent (10%) of the total mural area. This incidental commercial content shall be considered in addition to the signage otherwise permitted for the property and shall not count against the maximum sign allotment but is limited to fifteen percent (15%) of the total sign area otherwise allowed on the property.

According to § 23-4, *Amendments*, of the Zoning Ordinance, the advertisement requirement for Zoning Ordinance 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 City Council at their next meeting scheduled for October 6, 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 [ZTX-25-10] as submitted.

OR

- 2) I move that the Planning Commission recommend denial of the zoning ordinance text amendment [ZTX-25-10] as submitted.

OR

- 3) I move (an alternate motion).

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: January 5, 2026

Agenda Item: 6B	Prepared by: L. Suzanne Pritchard, PLA, AICP, CFM	
Agenda Section: Unfinished Business: Ordinance. Second Reading	Date: December 29, 2025	
Subject: Amendment to the Parkway Group Planned Development District (PDD) revising Parcel Three of the McDowell Corporate Center [Z-25-17]	Division: Planning and Development	
<u>History:</u> The City Council approved the major amendment entitling the McDowell Corporate Center at their May 1, 2023, meeting. <u>Proposed Changes:</u> The applicant, Ed McDowell (owner), requests a major amendment to the McDowell Corporate Center within the Parkway Group (PDD) to allow for the development of Parcel 3. The proposed development consists of a two-story, 28,000-square-foot office and warehouse building with a height of approximately 40 feet. The building is oriented toward Highway 31 and the existing lake located on Parcel 5. The site plan includes a 27,000-square-foot fenced hardstand area positioned between the building and Water Tower Road, with 73 parking spaces provided. Access is provided from the private drive that connects to Water Tower Road. A six-foot-wide sidewalk is proposed, extending around the lake and connecting to the East Coast Greenway to provide pedestrian access through the site and link it with the larger regional trail network. Architectural elevations and landscape plans are included with the proposal, showing a modern façade design with monument signage and substantial landscaping. The landscape plan includes enhanced plantings and heavy screening along Water Tower Road to minimize visual impacts of the hardstand area. Conceptual stormwater and utility plans have been reviewed by the Public Works Department, and Grand Strand Water and Sewer Authority will provide water and sewer service. <u>Staff Review:</u> The amendment has been reviewed by the Department of Public Works, the Department of Public Safety, and the Department of Planning and Development; no concerns have been expressed. <u>Planning Commission Action:</u> The Planning Commission held a public hearing on November 11, 2025, and voted unanimously to recommend approval of the proposal. There was no public comment. <u>Recommended Actions:</u> Approve or deny the proposed ordinance on second reading		
Reviewed by Department Head	Reviewed by City Manager	Reviewed by City Attorney
Council Action: Motion By _____ 2nd 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 PARCEL THREE OF THE MCDOWELL CORPORATE CENTER AT THE PARKWAY GROUP PLANNED DEVELOPMENT DISTRICT (PDD).

Section 1:

That the Parkway Group PDD be amended to revise the McDowell Corporate Center as depicted in Exhibit A, attached and included in this ordinance.

If a conflict arises between the amendments listed in the ordinance and those listed in the PDD booklet, the PDD booklet shall take precedence. The proposed changes are reflected in the PDD booklet.

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 _____, 2026.

ATTEST:

Mayor J.O. Baldwin, III

City Clerk

APPROVED AS TO FORM:

City Attorney

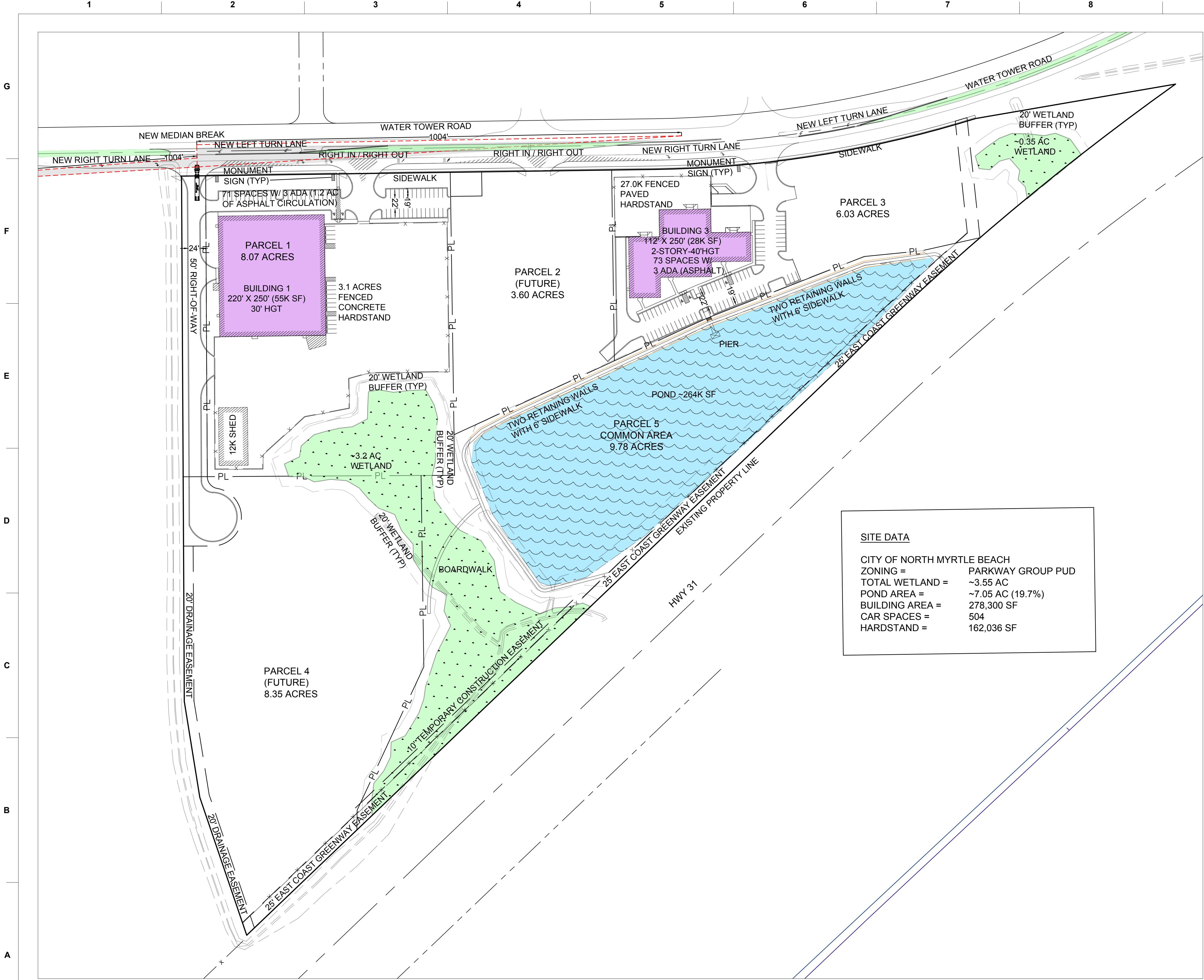
REVIEWED:

City Manager

FIRST READING: 12.01.2025

SECOND READING: 01.05.2026

ORDINANCE: 26-02



LEGEND

GENERAL NOTES

- SETBACKS:
- 1. FRONT: 25'
 - 2. SIDE YARD 15'
 - 3. REAR 15'
- PHASING (ESTIMATED):
- 1. PHASE 1 - PARCEL 1, 2, 5 - EST MAR 2026
 - 2. PHASE 2 - PARCEL 3 - EST NOV 2028
 - 3. PHASE 3 - PARCEL 4 - EST JAN 2030

SITE DATA

CITY OF NORTH MYRTLE BEACH
ZONING = PARKWAY GROUP PUD
TOTAL WETLAND = ~3.55 AC
POND AREA = ~7.05 AC (19.7%)
BUILDING AREA = 278,300 SF
CAR SPACES = 504
HARDSTAND = 162,036 SF

A1 OVERALL MASTER PLAN
SCALE: 1" = 100'

NORTH

100' 0 100' 200'

SCALE: 1" = 100'

GRAPHIC SCALE

XX-XX-XX

REVISIONS

NO.	DESCRIPTION	DATE

DRAWN _____

DESIGNED _____

CHECKED _____

APPROVED BY _____
APPROVED

Project Issue Date _____
ISSUE DATE

20-003
JOB NO.



LEGEND

- SD 24" STORM DRAIN LINE
- DRAINAGE INLET

GENERAL NOTES

- UTILITY PROVIDERS:
1. WATER AND SEWER:
GRAND STRAND WATER AND SEWER AUTHORITY
 2. GAS:
DOMINION ENERGY
 3. ELECTRIC:
HORRY ELECTRIC COOPERATIVE INC.
 4. STORMWATER:
CITY OF NORTH MYRTLE BEACH



MCDOWELL
CORPORATE
CENTER
JOB TITLE

SCHEMATIC
DRAINAGE PLAN
SHEET TITLE

XX-XX-XX

REVISIONS

NO.	DESCRIPTION	DATE

DRAWN

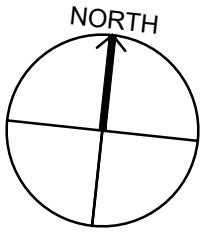
DESIGNED

CHECKED

APPROVED BY
APPROVED

Project Issue Date
ISSUE DATE

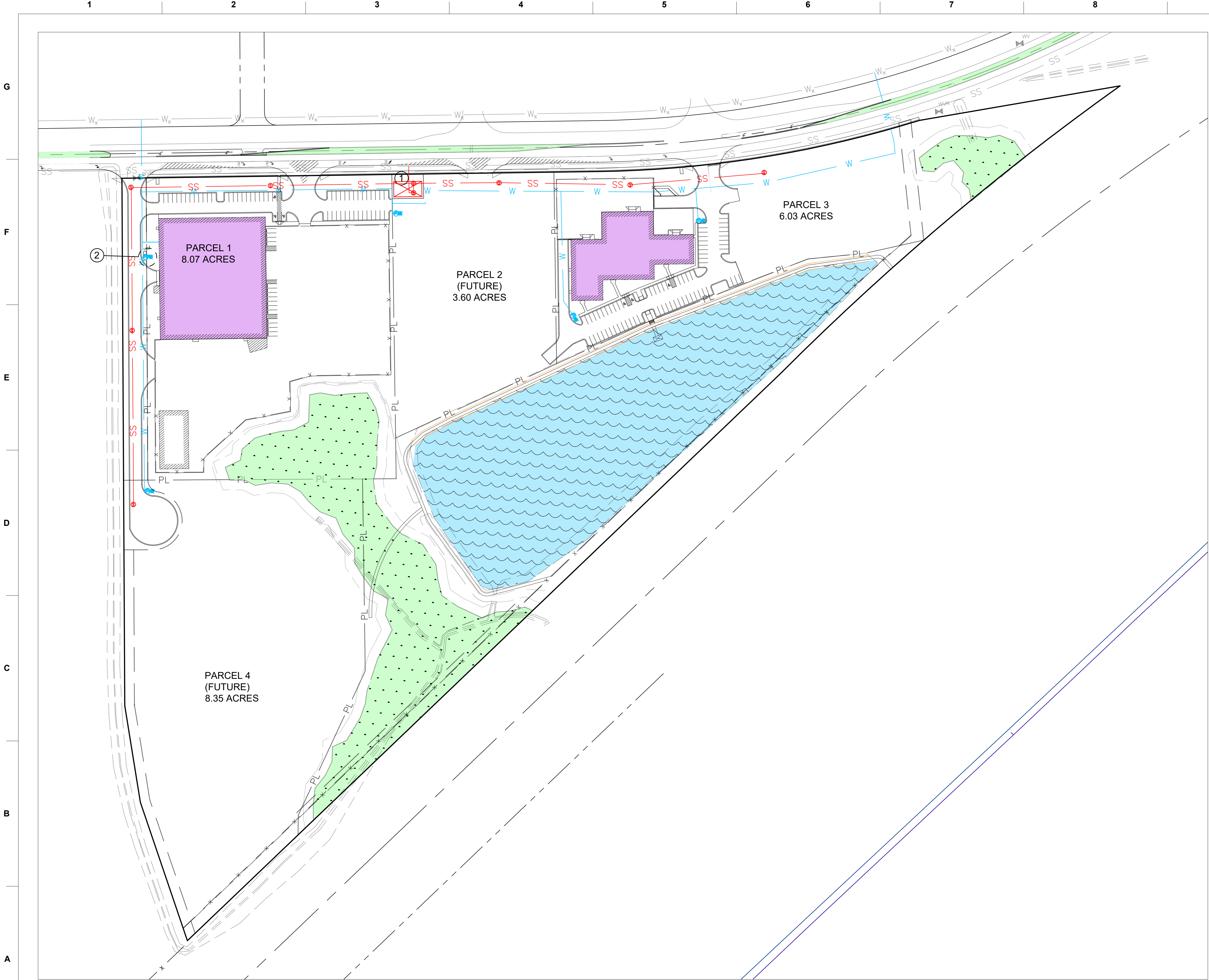
20-003
JOB NO.



SCALE: 1" = 100'

GRAPHIC SCALE

A1 SCHEMATIC DRAINAGE PLAN
SCALE: 1" = 100'



A1 SCHEMATIC UTILITY PLAN
SCALE: 1" = 100'

LEGEND

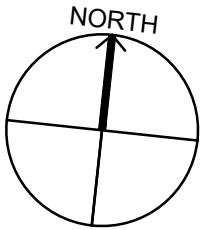
- SS 8" SEWER LINE
- FM 4" FORCE MAIN
- W 8" WATER LINE
- SEWER MANHOLE
- WATER VALVE
- HYDRANT
- LIFT STATION
- SS EXISTING 6" FORCE MAIN
- Wx EXISTING 8" WATER LINE

GENERAL NOTES

- UTILITY PROVIDERS:
- WATER AND SEWER:
GRAND STRAND WATER AND SEWER AUTHORITY
 - GAS:
DOMINION ENERGY
 - ELECTRIC:
HORRY ELECTRIC COOPERATIVE INC.
 - STORMWATER:
CITY OF NORTH MYRTLE BEACH

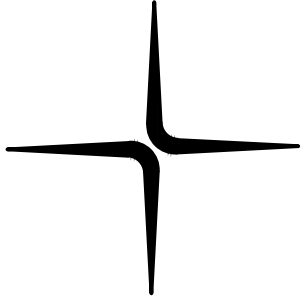
ON-SITE FIRE SUPPRESSION:
AUTOMATIC SPRINKLER PROTECTION WILL BE PROVIDED FOR EACH BUILDING WHEN REQUIRED AS DICTATED BY THE SC BUILDING CODE BASED ON THE OCCUPANCY AND USE OF EACH BUILDING. IF NEEDED, A FIRE BOOSTER PUMP WILL BE PROVIDED TO MEET FIRE SPRINKLER PRESSURE DEMANDS IF IT IS DETERMINED THAT WATER PRESSURE FROM GRAND STRAND WATER AND SEWER AUTHORITY IS NOT ADEQUATE. ON-SITE WATER STORAGE FOR FIRE SUPPRESSION IS NOT ANTICIPATED FOR LIGHT INDUSTRIAL USE ON THIS SITE.

- 1 50' x 65' EASEMENT AREA DESIGNATED FOR GRAND STRAND WATER AND SEWER AUTHORITY LIFT STATION.
- 2 TYPICAL FIRE HYDRANT ASSEMBLY



SCALE: 1" = 100'

GRAPHIC SCALE



CEMS
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**MCDOWELL
CORPORATE
CENTER**

JOB TITLE

**SCHEMATIC
UTILITY PLAN**

SHEET TITLE

XX-XX-XX

REVISIONS

NO.	DESCRIPTION	DATE

DRAWN

DESIGNED

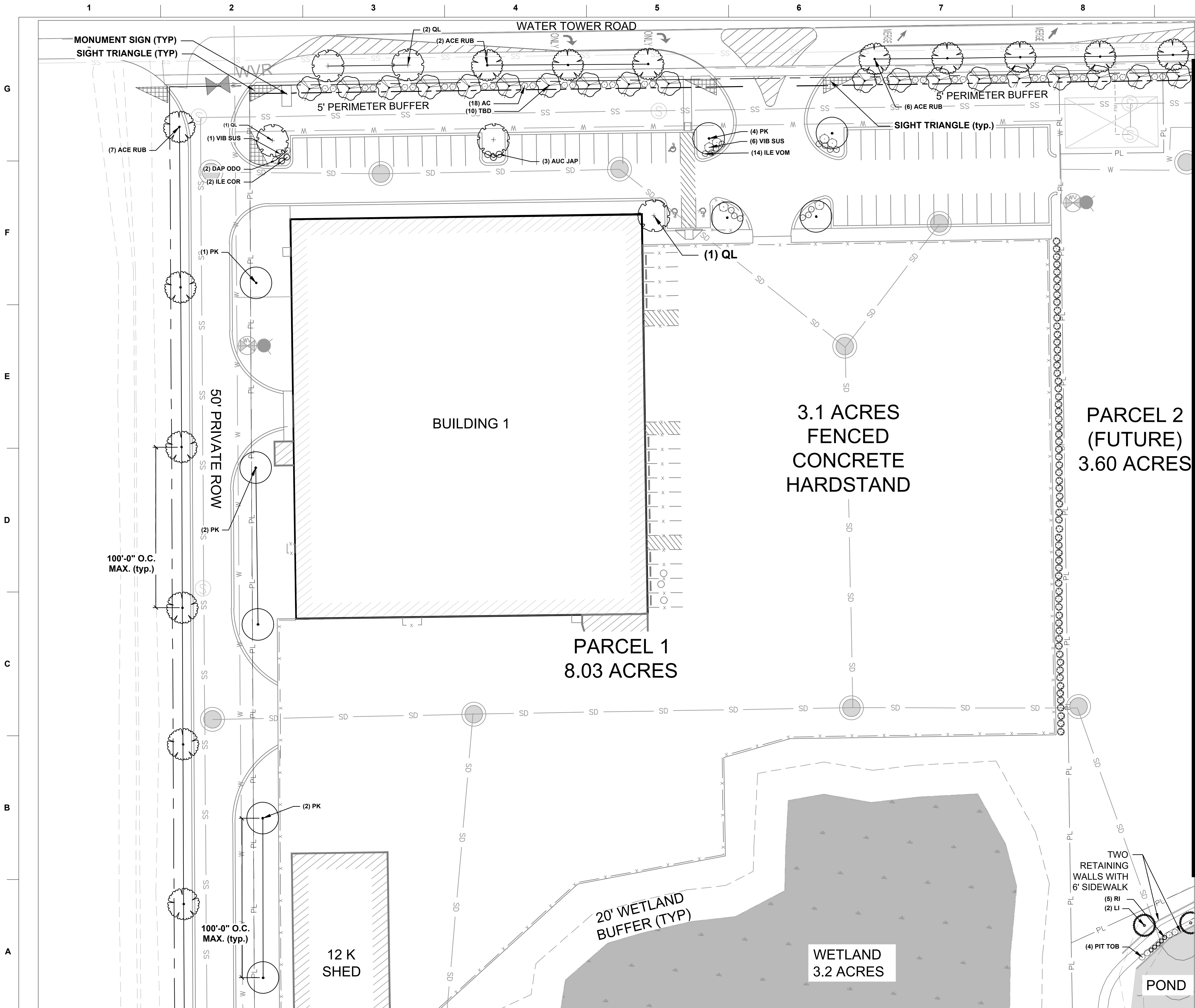
CHECKED

APPROVED BY
APPROVED

Project Issue Date
ISSUE DATE

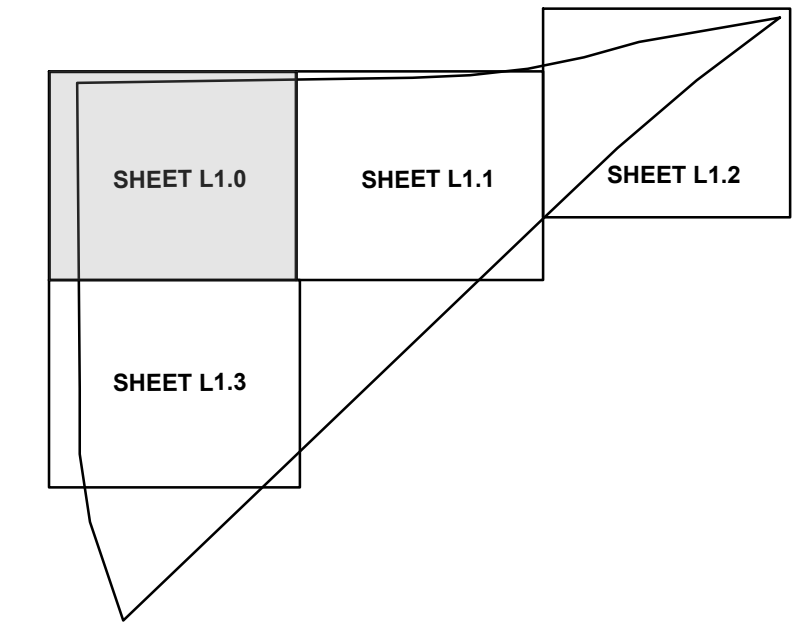
20-003

JOB NO.



MATCH LINE SHEET L1.1

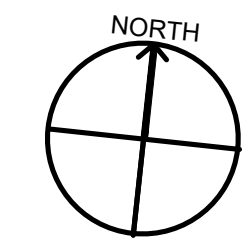
SHEET INDEX



GENERAL NOTES



ESP Associates, Inc.
2154 N. Center Street Suite E-503
N. Charleston, SC 29406
843.714.2040
www.espassociates.com



30' 0 30' 60'

SCALE: 1" = 30'

GRAPHIC SCALE

MCDOWELL
CORPORATE
CENTER

JOB TITLE

LANDSCAPE PLAN
(SHEET 1 OF 4)

SHEET TITLE

XX-XX-XX

REVISIONS

NO.	DESCRIPTION	DATE
1	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	03/05/2023
2	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	03/13/2024
3	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	03/06/2024
4	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	04/26/2024

TDM
DRAWN

TDM
DESIGNED

CHECKED

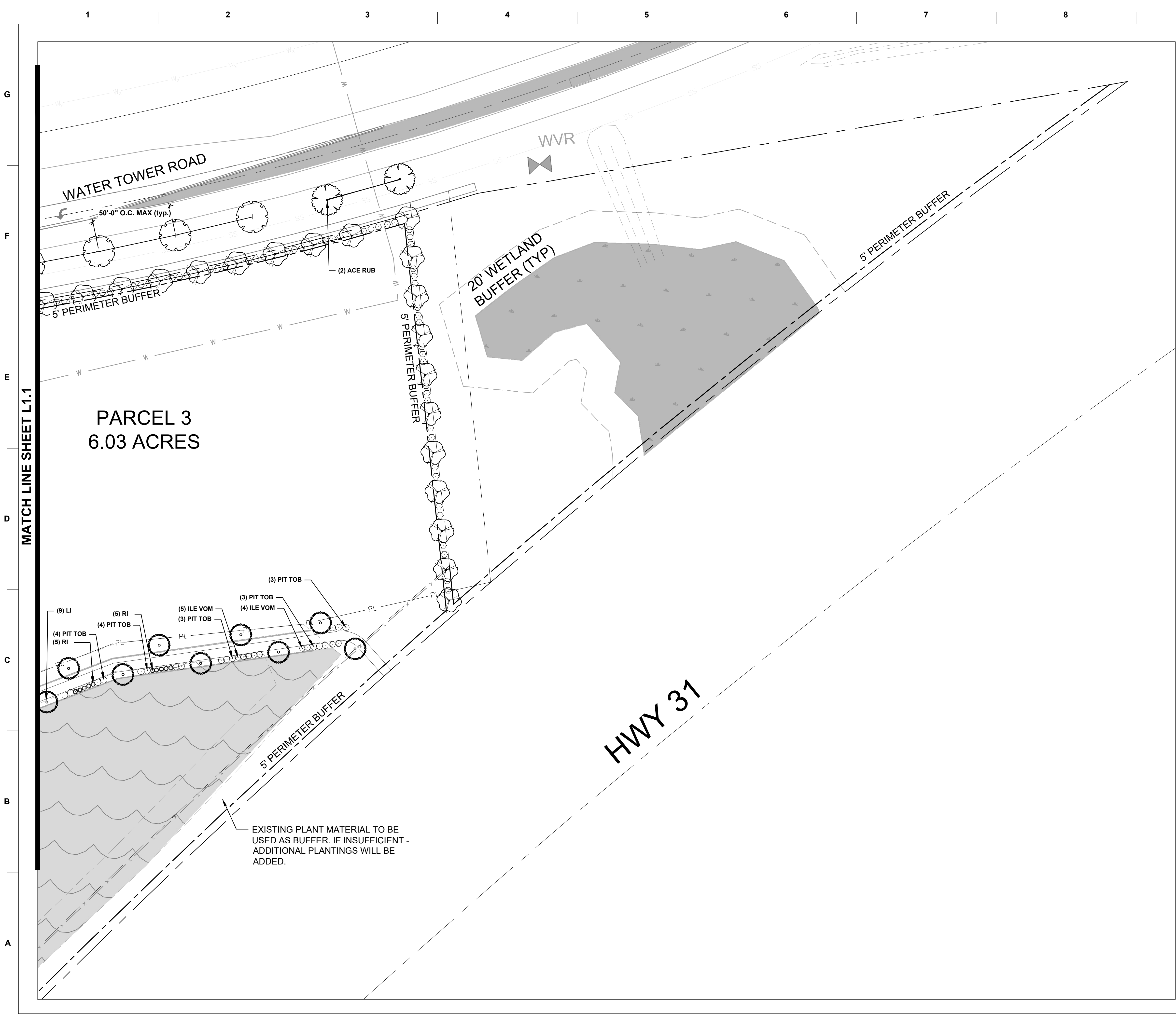
APPROVED

10-16-2025
ISSUE DATE

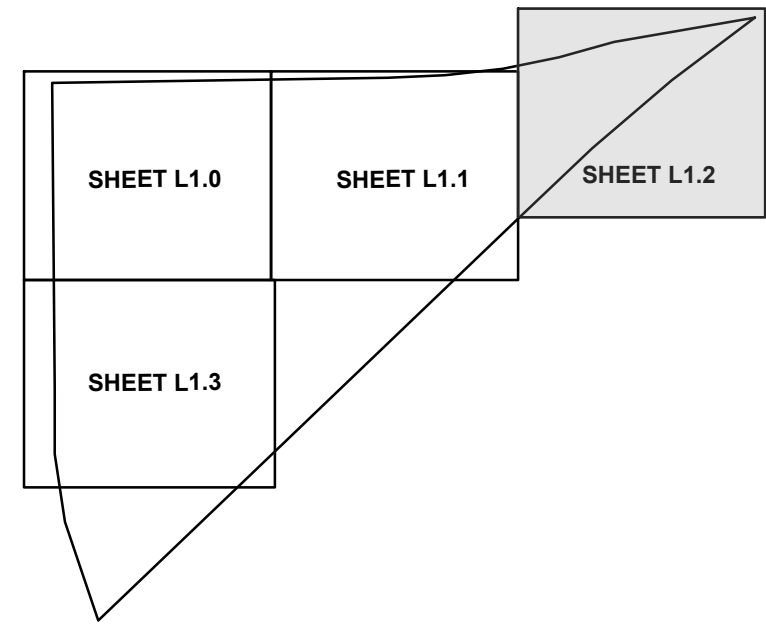
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JOB NO.

L1.0

SHEET NO. SHEET OF Y

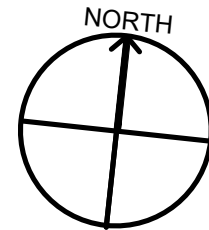


SHEET INDEX



GENERAL NOTES

ESP ESP Associates, Inc.
2154 N. Center Street Suite E-503
N. Charleston, SC 29406
843.714.2040
www.espassociates.com



SCALE: 1" = 30'

GRAPHIC SCALE

MCDOWELL
CORPORATE
CENTER

JOB TITLE

LANDSCAPE PLAN
(SHEET 3 OF 4)

SHEET TITLE

REVISIONS

NO.	DESCRIPTION	DATE
1	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	10/16/2025
2	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	10/16/2025
3	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	10/16/2025
4	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	10/16/2025

TDM
DRAWN

TDM
DESIGNED

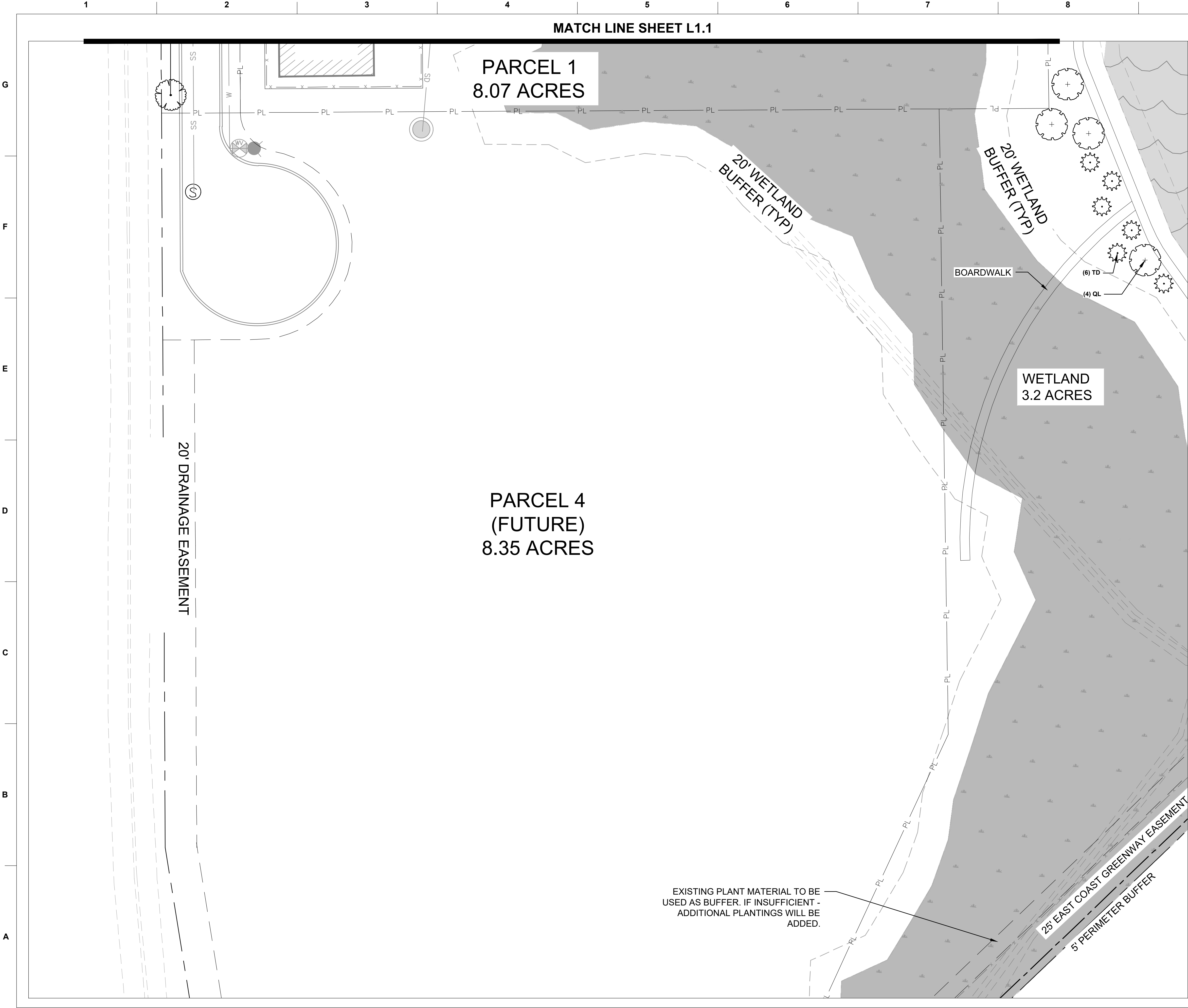
CHECKED

APPROVED

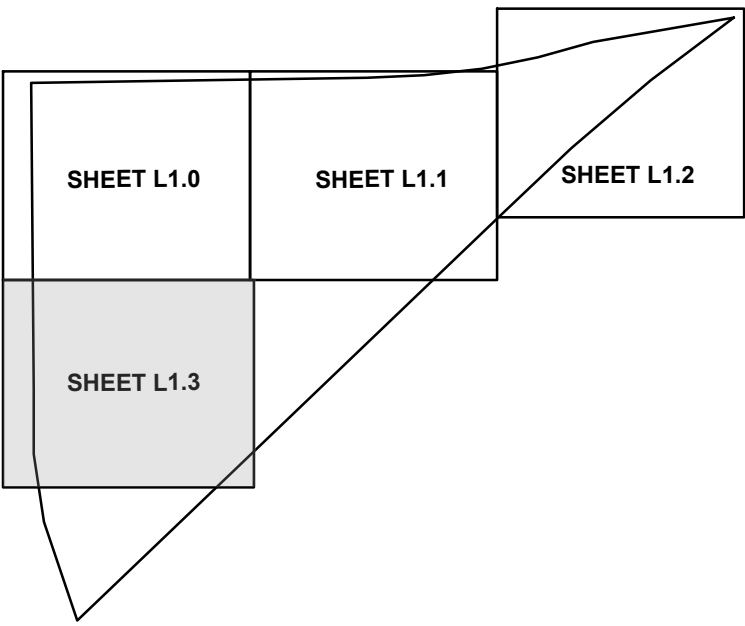
10-16-2025
ISSUE DATE

20-003
JOB NO.

L1.2
SHEET NO.



SHEET INDEX



GENERAL NOTES

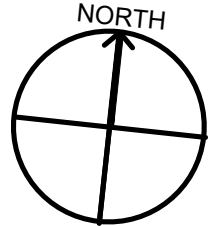


ESP Associates, Inc.

2154 N. Center Street Suite E-503
N. Charleston, SC 29406

843.714.2040

www.espassociates.com



SCALE: 1" = 30'

GRAPHIC SCALE

MCDOWELL
CORPORATE
CENTER

JOB TITLE

LANDSCAPE PLAN
(SHEET 4 OF 4)

SHEET TITLE

XX-XX-XX		
REVISIONS		
NO.	DESCRIPTION	DATE
1	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	03/05/2023
2	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	03/11/2024
3	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	03/05/2024
4	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	04/29/2024
TDM		
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TDM		
DESIGNED		
CHECKED		
APPROVED		
10-16-2025		
ISSUE DATE		
20-003		
JOB NO.		
L1.3		
SHEET NO.		
SHEET OF Y		

CENS



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LANDSCAPE
NOTES & DETAILS

SHEET TITLE

REVISIONS

TDM
DRAWN

TDM
DESIGNED

APPROVED

10-15-2025

ISSUE DATE

L2.0

SHEET NO. SHEET OF Y



10'

5'



MCDOWELL
CORPORATE CENTER



10'

5'



8501





7A. MAJOR PLANNED DEVELOPMENT DISTRICT AMENDMENT Z-25-17: City staff received an application for a major amendment to the Parkway Group Planned Development District (PDD) revising parcel three at the McDowell Corporate Center.

Background

The Planning Commission recommended approval of the major amendment entitling the McDowell Corporate Center at their March 21, 2023, meeting. The development passed second reading at City Council on May 1, 2023. The Planning Commission subsequently approved the preliminary plat creating Commercial Drive at their February 20, 2024, meeting.

Proposed Changes

The applicant, Ed McDowell (owner), requests a major amendment to the McDowell Corporate Center within the Parkway Group (PDD) to allow for the development of Parcel 3. The proposed development consists of a two-story, 28,000-square-foot office and warehouse building with a height of approximately 40 feet. The building is oriented toward Highway 31 and the existing lake located on Parcel 5.

The site plan includes a 27,000-square-foot fenced hardstand area positioned between the building and Water Tower Road, with 73 parking spaces provided. Access is provided from the private drive that connects to Water Tower Road. A six-foot-wide sidewalk is proposed, extending around the lake and connecting to the East Coast Greenway to provide pedestrian access through the site and link it with the larger regional trail network.

Architectural elevations and landscape plans are included with the proposal, showing a modern façade design with monument signage and substantial landscaping. The landscape plan includes enhanced plantings and heavy screening along Water Tower Road to minimize visual impacts of the hardstand area. Conceptual stormwater and utility plans have been reviewed by the Public Works Department, and Grand Strand Water and Sewer Authority will provide water and sewer service.

Staff Review

Planning & Development, Planning Division

The planning division has no issue with the proposed amendment.

Planning & Development, Zoning Division

The Zoning Administrator has no issue with the proposed amendment.

Public Works

The Public Works Department has no issue with the proposed amendment.

Public Safety

The Fire Marshal has no issue with the proposed amendment.

According to § 23-4, Amendments, of the Zoning Ordinance, the advertisement requirement for Zoning Ordinance 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 City Council at their next meeting scheduled for December 2, 2025.

Planning Commission Action

The Planning Commission may approve, approve with modifications and/or conditions, or deny the proposal as submitted.

Alternative Motions

- 1) I move that the Planning Commission recommend approval of the major planned development district amendment to the Parkway Group PDD [Z-25-17] as submitted.
OR
- 2) I move that the Planning Commission recommend denial of the major planned development district amendment to the Parkway Group PDD [Z-25-17] as submitted.
OR
- 3) I move (an alternate motion).

PDD Zoning Finance Account Code:	3.22
FEE PAID:	\$500.00 on November 4, 2025
FILE NUMBER:	Z-25-17
Complete Submittal Date:	November 4, 2025



Notice Published:	October 23, 2025
Planning Commission:	November 11, 2025
First Reading:	December 1, 2025
Second Reading:	January 5, 2026

City of North Myrtle Beach, SC

Application for a Major Amendment to a Planned Development District (PDD)

GENERAL INFORMATION	
Date of Request: October 16, 2025	Property PIN(S): 360-00-00-0010, 360-13-04-0001, 389-03-02-0001
Property Owner(s): MCC Watertower 1 LLC. American Builders & Contractors Supply Co Inc	Type of Zoning Map Amendment: Major PDD Amendment
Address or Location: 8389 Water Tower Rd	Project Contact: Thomas McDowell
Contact Phone Number: Contact the Planning Division for Info	Contact Email Address: Contact the Planning Division for Info
PDD Name: Parkway Group PDD	Total Area of Property: 35.71 Acres
Proposed Amendment: This amendment provides adjustments and greater detail to the site plan. It includes an updated landscaping plan, sidewalk, retaining wall, and pier amenities at the pond along with parking and building updates.	
RECORDED COVENANT INFORMATION	
I hereby certify that the tract(s) or parcel(s) of land to which this approval request pertains is not restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the activity for which approval is sought, as provided in South Carolina Code of Laws (§ 6-29-1145).	
Applicant's E-signature: <u>Thomas McDowell</u>	
This form complies with a state law that took effect on July 1, 2007 (S.C. Code § 6-29-1145) that requires all planning agencies to inquire in an application for a permit if the parcel of land is restricted by a recorded covenant that is contrary to, conflicts with, or prohibits the permitted activity. If such a covenant exists, the agency shall not issue the permit until written confirmation of its release is received. The release must be through the action of an appropriate legal authority.	

1018 2nd Avenue South · North Myrtle Beach, SC 29582 · Telephone: (843) 280-5566 · Facsimile: (843) 280-5581

North Myrtle Beach
843-280-5550 or 843-280-5585

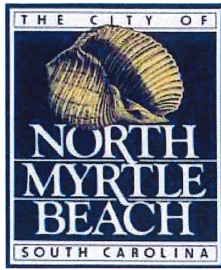
REC#: 02012568 11/05/2025 4:45 PM
OPER: C2 TERM: 002
REF#: 21337 BA

TRAN: 3.2200 PUD FEE
MCDOWELL CONSTRUCTION CORP
8389 WATER TOWER RD
BUILDING PERMITS 500.00CR

TENDERED: 500.00 CHECK
APPLIED: 500.00-

CHANGE: 0.00





CITY OF NORTH MYRTLE BEACH
LETTER OF AGENCY

Revision Date 05.24.19

Today's Date: 10/15/25

Nature of Approval Requested: PDD Amendment



Property PIN(s): 36014030001, 36000000010, 36013040001, 38903020001

Property Address/Location: 8389 Water Tower Rd

I, MCC Watertower 1 LLC, hereby authorize Thomas E McDowell

to act as my agent for for the purposes of the above referenced approval.

Signature

Owner

Title

Signature

Title

Signature

Title

Signature

Title

Signature

Title

Signature

Title

Please have all property owners sign application; disregard additional spaces if not needed. If additional signature lines are required, please duplicate this sheet and bind all sheets together into one document.

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: January 5, 2026

Agenda Item: 6C	Prepared by: Chris Noury, City Attorney
Agenda Section: Unfinished Business: Ordinance. Second Reading	Date: December 29, 2025
Subject: Ordinance regarding the First Amendment to the Amended and Restated Development Agreement for Bahama Island Phase II	Division: Legal

Background:

Summary of Amendments to the Bahama Island Development Agreement:

1. **Maximum Structure Height – Piano Lots.** The Development Agreement is amended to revise the maximum allowable building height for the lots designated as the “Piano Lots,” located on the Atlantic Intracoastal Waterway within the Bahama Island PDD. The maximum height is increased from thirty-five feet (35') to fifty-two feet (52'), measured from grade.
2. **Survival and Enforcement of Restrictive Covenants.** The Development Agreement is further amended to provide that the restrictive covenants contained therein shall survive the expiration or termination of the Development Agreement and shall remain in full force and effect thereafter. The restrictive covenants shall be incorporated into and disclosed in all sales materials provided to third-party purchasers. Enforcement of the restrictive covenants shall be the responsibility of the administrator of the applicable covenants, conditions, and restrictions (CCRs). The City may, but is not required to, enforce the restrictive covenants set forth in the CCRs.

Recommended Action:

Approve or deny the proposed ordinance on second reading

Reviewed by Department Head	Reviewed by City Manager	Reviewed by City Attorney
Council Action: Motion By _____ 2 nd By _____ To _____		

AN ORDINANCE

**AN ORDINANCE TO APPROVE THE FIRST AMENDMENT TO THE AMENDED AND
RESTATED DEVELOPMENT AGREEMENT FOR BAHAMA ISLAND PHASE II
AND TO AUTHORIZE THE CITY MANAGER TO SIGN THE ABOVE REFERENCED
DOCUMENT ON BEHALF OF THE CITY OF NORTH MYRTLE BEACH.**

WHEREAS, the Developer, Pulte Home Company, LLC, and the City wish to amend the Amended and Restated Development Agreement for Bahama Island Phase II; and

WHEREAS, the amendment to the above-referenced development agreement primarily concerns the height restrictions regarding the “Piano Lots” located on the Atlantic Intracoastal Waterway and language regarding the CCRs.

NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND COUNCIL FOR THE CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA:

Section 1: The First Amendment to the Amended and Restated Development Agreement for Bahama Island Phase II is hereby approved.

Section 2: The City Manager is authorized to sign the document on behalf of the City.

Section 3: The ordinance shall be effective upon the date of passage.

DONE, RATIFIED, AND PASSED THIS THE ____ DAY OF _____, 2026.

ATTEST:

Mayor J.O. Baldwin, III

City Clerk

APPROVED AS TO FORM:

City Attorney

FIRST READING: _____ 12.01.2025

SECOND READING: _____ 01.05.2026

REVIEWED:

City Manager

ORDINANCE: _____ 26-04

STATE OF SOUTH CAROLINA)
)
COUNTY OF HORRY) **FIRST AMENDMENT TO AMENDED AND
RESTATED DEVELOPMENT AGREEMENT
FOR BAHAMA ISLAND PHASE II**

THIS FIRST AMENDMENT TO AMENDED AND RESTATED DEVELOPMENT AGREEMENT (“*First Amendment*”) is made and entered this ____ day of _____, 2025, by and between **PULTE HOME COMPANY, LLC**, a Michigan limited liability company, its affiliates, subsidiaries, successors and assigns (collectively “*Developer*”), and the governmental authority of the **CITY OF NORTH MYRTLE BEACH**, a body politic under the laws of the State of South Carolina (“*City*”). Capitalized terms used in this First Amendment and not otherwise defined herein shall have the meanings ascribed to them in the below-described Development Agreement, as hereby amended.

RECITALS:

WHEREAS, the City, the Developer, SW Int 90 Holdco, LLC, SW Int 90 Holdco II, LLC, Myrtle Beach ZD Group, LLC, SW Int 90 Holdco III, LLC and SW Int Holdco IV, LLC, entered into that certain Amended and Restated Development Agreement for Bahama Island Phase II, dated August 8, 2025 and recorded August 19, 2025 in Deed Book 4980 at Page 3416, in the Office of the Register of Deeds for Horry County, South Carolina (the “***Development Agreement***”); and

WHEREAS, subsequent to the execution of the Development Agreement, Pulte Home Company, LLC, as Developer, acquired all of the interest in the Property previously held by SW Int 90 Holdco, LLC, SW Int 90 Holdco II, LLC, Myrtle Beach ZD Group, LLC, SW Int 90 Holdco III, LLC and SW Int 90 Holdco IV, LLC; and

WHEREAS, the City and the Developer, as the remaining parties to the Development Agreement, now desire to amend said Development Agreement to reconcile a height limitation set for in the Bahama Island Planned Development District (the “*PDD*”), in the manner set forth below.

NOW THEREFORE, in consideration of the terms and conditions set forth herein, and other good and valuable consideration, the receipt and sufficiency of such consideration being hereby acknowledged, the City and Developer hereby agree as follows:

1. **INCORPORATION.** The above recitals are hereby incorporated into this Agreement.
2. **RECORDING.** Pursuant to Title 6, Chapter 31, Section 120 of the Code of Laws for the State of South Carolina, this First Amendment shall be recorded in the public records of Horry County, South Carolina, on or before the date which is Fourteen (14) days following the date on which the City enters into this First Amendment.
3. **AMENDMENT TO SECTION 10(D) USES AND DENSITY.** Section 10(D) of the Development Agreement set forth a height limitation of 35 feet. The 35 foot limitation, however, did not recognize the higher height limit for those single family detached lots located along the Atlantic Intracoastal Waterway (the “*AIWW*”), which lots are referred to as “*Piano Lots*” in the PDD. In order to reconcile the height limitations of the PDD and the Development Agreement, the

City and the Developer agree that Section 10(D) of the Development Agreement shall be deleted in its entirety, and replaced with the following:

“(D) **Uses and Density.** As a public benefit, Development of the Property shall be determined in accordance with the Code of Ordinances, as the same may be amended from time to time pursuant to this Agreement, provided that the Property and the applicable approved Master Plan shall provide for not more than 137 total Residential Units, at a maximum height not to exceed 35’ for all Single Family Detached Traditional Residential Units, and not to exceed 52’ for all Single Family Detached Piano Lot Residential Units. For purposes of this Agreement, and without regard to applicable floodplain, no Single Family Detached Piano Lot Residential Unit shall exceed 52’ measured from grade.”

4. **AMENDMENT TO SECTION 15 RESTRICTIVE COVENANTS.** Section 15 of the Development Agreement shall be deleted in its entirety, and replaced with the following:

“The obligations and public benefits agreed to and accepted by Developer set forth in this Agreement (the “**Restrictive Covenants**”) shall survive, continue in full force and effect without regard to the termination or expiration of this Agreement, and run with the Property as continuing obligations, public benefits and restrictions. The Developer covenants and agrees to include the applicability of the Restrictive Covenants in any sales and marketing materials provided to third-party purchasers, or to otherwise notify third-party purchasers of the Restrictive Covenants, and the Developer shall certify to the City that it has done so prior to the sale of any Residential Unit to a third-party purchaser. Developer further covenants and agrees that, to the extent the Property is encumbered by covenants, conditions and restrictions (the “**CCRs**”) as part of the development thereof, whether such CCRs are administered by an Owners Association or not, such CCRs shall include the Restrictive Covenants, the effect of which shall be to extend the term of the Restrictive Covenants. Prior to the execution of the CCRs, copies of the CCRs shall be sent to the City; provided, however, if there is a need to enforce any of the Restrictive Covenants set forth in the CCRs, it is up to the administrator of the CCRs, whether an Owners Association or not, to enforce such Restrictive Covenants. The City may, but is not required to, enforce the Restrictive Covenants set forth in the CCRs.

NOTICE TO SUBSEQUENT PURCHASERS OF THE PROPERTY: THE PROPERTY SHALL BE SUBJECT TO THE RESTRICTIVE COVENANTS AND THE CCRS, AND THE PROVISIONS OF THIS DEVELOPMENT AGREEMENT ARE BINDING ON SUBSEQUENT OWNERS OF THE PROPERTY.”

5. **SECTION 20.** The following is added as a new Section 20:

“Developer and the City agree to execute and record a separate Restrictive Covenants Agreement (the “**Restrictive Covenants Agreement**”) applicable to the Property and attached hereto as **Exhibit “I”**. The Restrictive Covenants Agreement shall be recorded simultaneously with the First Amendment and shall run with the land and be binding upon the parties and their respective successors and assigns.”

6. **NO FURTHER AMENDMENT.** Except as specifically amended by this First

Amendment, all of the terms and conditions of the Development Agreement shall remain in full force, unless and until amended in a writing signed by the City and the Developer.

7. **FORCE AND EFFECT.** If Developer has not properly executed this First Amendment and delivered the same to the City for execution within Sixty (60) days following final approval of this First Amendment by the City, then this First Amendment shall be null and void and of no further force or effect.

[Individual Signature Pages Follow]

IN WITNESS WHEREOF, the parties have entered into this Agreement as of the day and year first above written.

DEVELOPER:

WITNESSES:

PULTE HOME COMPANY, LLC, a
Michigan limited liability company

Name: _____

By: _____

Name: _____

Title : _____

Name: _____

STATE OF _____)

)

COUNTY OF _____)

The foregoing instrument was acknowledged before me this ____ day of _____, 2025, by _____, as _____ of PULTE HOME COMPANY, LLC, a Michigan limited liability company. He or she personally appeared before me and is personally known to me.

Notary Public for _____

Name: _____

My Commission Expires: _____

[CITY SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties have entered into this Agreement as of the day and year first above written.

CITY:

WITNESSES:

CITY OF NORTH MYRTLE BEACH

Name: _____

By: _____

Name: _____

Title: _____

Name: _____

STATE OF SOUTH CAROLINA)

)

COUNTY OF HORRY)

The foregoing instrument was acknowledged before me this ____ day of _____, 2025, by _____, as _____ of the CITY OF NORTH MYRTLE BEACH. He or she personally appeared before me and is personally known to me.

Notary Public for South Carolina

Name: _____

My Commission Expires: _____

EXHIBIT "I"

Restrictive Covenants Agreement

STATE OF SOUTH CAROLINA)
)
COUNTY OF HORRY)

RESTRICTIVE COVENANTS AGREEMENT

THIS RESTRICTIVE COVENANTS AGREEMENT ("this "*Agreement*") is made and entered this ____ day of _____, 2025, by and between **PULTE HOME COMPANY, LLC**, a Michigan limited liability company, its affiliates, subsidiaries, successors and assigns ("*Developer*"), and the governmental authority of the **CITY OF NORTH MYRTLE BEACH**, a body politic under the laws of the State of South Carolina ("*City*"). Capitalized terms used in this Agreement and not otherwise defined herein shall have the meanings ascribed to them in the Development Agreement, as defined below.

RECITALS:

WHEREAS, the City, the Developer, SW Int 90 Holdco, LLC, SW Int 90 Holdco II, LLC, Myrtle Beach ZD Group, LLC, SW Int 90 Holdco III, LLC and SW Int Holdco IV, LLC, entered into that certain Amended and Restated Development Agreement for Bahama Island Phase II, dated August 8, 2025 and recorded August 19, 2025 in Deed Book 4980 at Page 3416, in the Office of the Register of Deeds for Horry County, South Carolina (the "*Original Development Agreement*"); and

WHEREAS, subsequent to the execution of the Development Agreement, Pulte Home Company, LLC, as Developer, acquired all of the interest in the Property previously held by SW Int 90 Holdco, LLC, SW Int 90 Holdco II, LLC, Myrtle Beach ZD Group, LLC, SW Int 90 Holdco III, LLC and SW Int 90 Holdco IV, LLC; and

WHEREAS, the City, and the Developer, shall enter into that certain First Amendment to Amended and Restated Development Agreement for Bahama Island Phase II, dated _____, 2025 and recorded simultaneously herewith in Deed Book _____ at Page _____, in the Office of the Register of Deeds for Horry County, South Carolina (the "*First Amendment*", together with the Original Development Agreement, the "*Development Agreement*"); and

WHEREAS, the City and the Developer now desire to enter into this Agreement to separately outline the restrictions applicable to the Property (as defined in the Development Agreement). These restrictions will be recorded simultaneously with the First Amendment and will run with the land, binding the parties and their respective successors and assigns.

NOW THEREFORE, in consideration of the terms and conditions set forth herein, and other good and valuable consideration, the receipt and sufficiency of such consideration being hereby acknowledged, the City and Developer hereby agree as follows:

1. **INCORPORATION**. The above recitals are hereby incorporated into this Agreement.

2. **RESTRICTIVE COVENANTS.** The Property shall be subject to the following restrictive covenants which will run with the land, binding the parties and their respective successors and assigns:

(A) **Prohibition Against Conservation Easements and Other Restrictions on the Property.** Developer specifically covenants and agrees not to subject the Property to a conservation easement or other restrictive covenant, whereby any portion of the Property not shown as single-family homes or amenities on the approved Concept Plan is restricted for future development of such portion of the Property. Notwithstanding the above restriction, the parties agree that, for purposes of this Agreement, any conveyance by Developer of a portion of the Property which has been shown or depicted as common area, buffer, ponds, lakes, open spaces or the like to any Owners Association shall not be deemed such an easement or restriction, and shall not constitute a default by Developer, provided that such portion of the Property so conveyed, prior to the date of such conveyance to any Owners Association, has been clearly designated on a map or site plan submitted to the City, and approved by the City, as not being a portion of the Property to be developed for any residential or commercial use as a part of the development anticipated by the Development Agreement.

(B) **Restrictive Covenants.** The obligations and public benefits agreed to and accepted by Developer set forth in this Agreement (the “*Restrictive Covenants*”) shall survive, continue in full force and effect without regard to the termination or expiration of the Development Agreement, unless the parties thereto agree to terminate this Agreement, and run with the Property as continuing obligations, public benefits and restrictions. The Developer covenants and agrees to include the applicability of the Restrictive Covenants in any sales and marketing materials provided to third-party purchasers, or to otherwise notify third-party purchasers of the Restrictive Covenants, and the Developer shall certify to the City that it has done so prior to the sale of any Residential Unit to a third-party purchaser. Developer further covenants and agrees that, to the extent the Property is later encumbered by covenants, conditions and restrictions (the “*CCRs*”) as part of the development thereof, whether such CCRs are administered by an Owners Association or not, such CCRs shall include the Restrictive Covenants, the effect of which shall be to extend the term of the Restrictive Covenants. Prior to the execution of the CCRs, copies of the CCRs shall be sent to the City; provided, however, if there is a need to enforce any of the Restrictive Covenants set forth in the CCRs, it is up to the administrator of the CCRs, whether an Owners Association or not, to enforce such Restrictive Covenants. The City may, but is not required to, enforce the Restrictive Covenants set forth in the CCRs.

NOTICE TO SUBSEQUENT PURCHASERS OF THE PROPERTY: THE PROPERTY SHALL BE SUBJECT TO THE RESTRICTIVE COVENANTS AND THE CCRS, AND THE PROVISIONS OF THIS AGREEMENT ARE BINDING ON SUBSEQUENT OWNERS OF THE PROPERTY.

3. **INDEMNIFICATION.** In the event that any future resident or occupant of the Property initiates legal action related to the restrictive covenants set forth herein, the Developer shall indemnify, defend, and hold the City harmless from and against any and all claims, demands,

liabilities, damages, losses, costs, and expenses, including reasonable attorney's fees, arising out of or related to any legal action initiated by a future resident or occupant of the Property related to the restrictive covenants set forth herein.

4. **LEGAL EFFECT.** Each covenant contained in this Agreement: (a) constitutes a covenant running with the land; (b) binds every party hereto and every subsequent owner now having or hereafter acquiring an interest in the Property; and (c) will inure to the benefit of each party hereto and each subsequent owner and each party's and each subsequent owner's heirs, successors and assigns.

[SIGNATURE PAGES FOLLOW]

IN WITNESS WHEREOF, the parties have entered into this Agreement as of the day and year first above written.

DEVELOPER:

WITNESSES:

PULTE HOME COMPANY, LLC, a
Michigan limited liability company

Name: _____

By: _____

Name: _____

Title : _____

Name: _____

STATE OF _____)

)

COUNTY OF _____)

The foregoing instrument was acknowledged before me this ____ day of _____, 2025, by _____, as _____ of PULTE HOME COMPANY, LLC, a Michigan limited liability company. He or she personally appeared before me and is personally known to me.

Notary Public for _____

Name: _____

My Commission Expires: _____

IN WITNESS WHEREOF, the parties have entered into this Agreement as of the day and year first above written.

CITY:

WITNESSES:

CITY OF NORTH MYRTLE BEACH

Name: _____

By: _____

Name: _____

Title: _____

Name: _____

STATE OF SOUTH CAROLINA)

)

COUNTY OF HORRY)

The foregoing instrument was acknowledged before me this _____ day of _____, 2025, by _____, as _____ of the CITY OF NORTH MYRTLE BEACH. He or she personally appeared before me and is personally known to me.

Notary Public for South Carolina

Name: _____

My Commission Expires: _____

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: January 5, 2026

Agenda Item: 7A	Prepared by: L. Suzanne Pritchard, PLA, AICP, CFM	
Agenda Section: New Business: Ordinance. First Reading	Date: December 31, 2025	
Subject: Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, adding beach cabanas to non-conforming uses allowing repair [ZTX-25-13]	Division: Planning and Development	
<u>Background:</u> On November 3, 2025, City Council postponed second reading of the Cabana House Text Amendment to allow staff to prepare a companion ordinance addressing treatment of existing cabana houses following removal of the definition and special exception. <u>Proposal:</u> Staff is proposing a text amendment adding “beach cabana” to the list of nonconforming structures that may be repaired, rebuilt, or reestablished even if deterioration or damage exceeds seventy-five percent of replacement cost, provided no additional nonconformities are created. This update ensures the remaining cabana houses can continue to be maintained. <u>Planning Commission Action:</u> The Planning Commission conducted a public hearing on December 2, 2025, and voted unanimously to recommend approval of the zoning amendment. There was no public comment. <u>Recommended Action:</u> Approve or deny the ordinance on first reading		
Reviewed by Department Head	Reviewed by City Manager	Reviewed by City Attorney
Council Action: Motion By _____ 2nd 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, § 23-133, REPLACEMENT OF NONCONFORMING USE, BUILDING, OR STRUCTURE, 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. 23-133. - Replacement of nonconforming use, building, or structure*, be revised to read as follows (*new matter underlined, deleted matter struck-through*).

Sec. 23-133. - Replacement of nonconforming use, building, or structure.

(1) A nonconforming building, structure or use shall not be ~~reestablished~~ re-established, ~~reoccupied~~ re-occupied, or replaced with the same or similar building, structure or use after physical removal or relocation from its specific site location at the time of passage of this chapter.

(2) A nonconforming building or structure shall not be repaired, rebuilt, or altered after deterioration and/or damage exceeding seventy-five (75) percent of its replacement cost except in conformity with the provisions of this chapter.

(3) A nonconforming use shall not be reestablished after deterioration and/or damage to the building or structure exceeding seventy-five (75) percent of its replacement cost.

(4) The provisions of subsections 23-133(2) and (3) shall not apply to the reconstruction, repair, or ~~reestablishment~~ re-establishment of the following:

(a) Single-family structure used as single-family dwelling, including single-family structures and patio homes.

(b) A multifamily structure within a group development of two (2) or more multifamily structures where seventy-five (75) percent of the total group development has not been damaged.

(c) A structure containing townhouse dwellings within a group development of two (2) or more such structures where seventy-five (75) percent of the total group development has not been damaged.

(d) A structure containing a commercial use within a commercial center or when there are multiple commercial buildings on the property where seventy-five (75) percent of the total area of all principal buildings has not been damaged.

(e) A structure utilizing single-family design and development standards that serves as an oceanfront-related amenity for a larger residential development, formerly regulated as a “beach cabana house.”

(f) Such structures listed in (a) through (e) above may be repaired, rebuilt, altered, or reestablished, provided there is not an increase in the amount of land occupied by the structure, the height of the structure is not increased, the density is not increased, and other nonconformities are not created.

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 _____, 2026.

ATTEST:

Mayor James O. Baldwin, III

City Clerk

APPROVED AS TO FORM:

City Attorney

FIRST READING: 1.05.2026

SECOND READING: _____

REVIEWED:

City Manager

ORDINANCE: _____

7A. ZONING ORDINANCE TEXT AMENDMENT ZTX-25-13: City staff has initiated a text amendment adding provisions for the reconstruction, repair, or re-establishment of non-conforming beach cabanas.

Background:

City Council postponed second reading of a text amendment on November 3 to allow a companion ordinance to be prepared addressing how the remaining cabana houses should be handled when damaged once the use is removed. Because cabana houses will become nonconforming uses after the definition and special exception are deleted, the ordinance must clarify how these existing structures may be repaired or reestablished when damaged.

Proposed Changes:

Staff is proposing a text amendment adding “beach cabana” to the list of nonconforming structures that may be repaired, rebuilt, or reestablished even if deterioration or damage exceeds seventy-five percent of replacement cost, provided no additional nonconformities are created. This update ensures the remaining cabana houses can continue to be maintained.

The proposed amendment addresses **§ 23-133. - Replacement of nonconforming use, building, or structure**, and would appear in the Ordinance as follows (new matter underlined; deleted matter struck-through):

Sec. 23-133. - Replacement of nonconforming use, building, or structure.

(1) A nonconforming building, structure or use shall not be ~~reestablished~~ re-established, ~~reoccupied~~ re-occupied or replaced with the same or similar building, structure or use after physical removal or relocation from its specific site location at the time of passage of this chapter.

(2) A nonconforming building or structure shall not be repaired, rebuilt, or altered after deterioration and/or damage exceeding seventy-five (75) percent of its replacement cost except in conformity with the provisions of this chapter.

(3) A nonconforming use shall not be reestablished after deterioration and/or damage to the building or structure exceeding seventy-five (75) percent of its replacement cost.

(4) The provisions of subsections 23-133(2) and (3) shall not apply to the reconstruction, repair, or ~~reestablishment~~ re-establishment of the following:

(a) Single-family structure used as single-family dwelling, including single-family structures and patio homes.

(b) A multifamily structure within a group development of two (2) or more multifamily structures where seventy-five (75) percent of the total group development has not been damaged.

(c) A structure containing townhouse dwellings within a group development of two (2) or more such structures where seventy-five (75) percent of the total group development has not been damaged.

(d) A structure containing a commercial use within a commercial center or when there are multiple commercial buildings on the property where seventy-five (75) percent of the total area of all principal buildings has not been damaged.

(e) A structure utilizing single-family design and development standards that serves as an oceanfront-related amenity for a larger residential development, formerly regulated as a “beach cabana house.”

(f) Such structures listed in (a) through (e) above may be repaired, rebuilt, altered or reestablished provided there is not an increase in the amount of land occupied by the structure, the height of the structure is not increased, the density is not increased, and other nonconformities are not created.

According to § 23-4, *Amendments*, of the Zoning Ordinance, the advertisement requirement for Zoning Ordinance 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 City Council at their next meeting scheduled for January 5, 2026.

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 [ZTX-25-13] as submitted.

OR
- 2) I move that the Planning Commission recommend denial of the zoning ordinance text amendment [ZTX-25-13] as submitted.

OR
- 3) I move (an alternate motion).

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: January 5, 2026

Agenda Item: 7B	Prepared by: L. Suzanne Pritchard, PLA, AICP, CFM
Agenda Section: New Business: Ordinance. First Reading	Date: December 31, 2025
Subject: Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, revising subdivision signs [ZTX-25-14]	Division: Planning and Development

Background:

The existing standards for subdivision entrance signage were written at a time when most neighborhood signs were small, freestanding elements. In recent years, design trends have shifted toward larger architectural features, often incorporating columns, walls, or structures that serve as both entry monumentation and signage. Additionally, under the current ordinance, when signage is mounted to a structure, the entire structure is counted as part of the sign area, which limits design flexibility.

Proposal:

Staff proposes revising the allowed signage for subdivisions with more than 10 lots. This proposal retains the existing dimensional and placement standards for subdivision entrance signs, but it also allows signs that exceed those standards (including size, height, placement, or supporting structure) to be permitted by special exception through the Board of Zoning Appeals. The special exception process ensures that any increase is reviewed publicly, evaluated against adopted criteria, and approved only when appropriate for its context.

Under the existing criteria, an applicant would need to demonstrate that the proposed sign:

- Meets applicable development standards
- Is in substantial harmony with surrounding development
- Is not injurious to adjoining property
- Does not discourage permitted uses in the vicinity, and
- Satisfies any reasonable conditions the Board may impose to enhance compatibility.

This structure gives the City a review mechanism for subdivision entrance features that fall outside the standard limits, while ensuring that approval is tied to context and neighborhood character.

Planning Commission Action:

The Planning Commission conducted a public hearing on December 2, 2025, and voted unanimously to recommend approval of the zoning amendment. There was no public comment.

Recommended Action:

Approve or deny the ordinance on first reading

Reviewed by Department Head	Reviewed by City Manager	Reviewed by City Attorney
Council Action: Motion By _____ 2 nd 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, § 23-36, SIGN REGULATIONS, SUBSECTION 10, ZONING DISTRICT SIGN REGULATIONS, SUBSECTION A, 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. 23-36. – Sign regulations, subsection 10, Zoning district sign regulations, subsection a*, be revised to read as follows (*new matter underlined, deleted matter struck-through*).

Sec. 23-36. – Sign regulations.

(10) *Zoning district sign regulations:*

(a) Signs permitted in ~~R-1, R-1A,~~ CR, R-1, R-1A, R-1B, R-1E, R-2, R-2A, R-2B, R-3, R-4, and R-4I Districts:

1. In subdivisions with more than ten (10) lots, two (2) subdivision entrance signs per principal entrance are allowed. Such signs shall designate the subdivision by name or symbol only and shall be placed on the face of a masonry entrance wall to said subdivision or residential district.

i. Such signs shall not exceed twenty (20) square feet per sign face and an aggregate area of forty (40) square feet per entrance, nor shall they exceed a height of seven (7) feet. If a double-faced sign is used without the entrance walls, only one such sign is allowed per entrance.

ii. Subdivision entrance signs that exceed any of the above specifications, including but not limited to sign area, height, placement, or supporting structure, may be permitted only by special exception pursuant to Section 23-64 when site conditions or design circumstances justify a departure from the standard limits.

2. In subdivisions with ten (10) or fewer lots, one (1) subdivision identification sign is allowed. Such sign shall not exceed twenty (20) feet in area nor five (5) feet in height.

3. One (1) identification sign for each principal use allowed for religious, public, educational and public recreational uses provided it shall not exceed fifty (50) square feet in area per sign face. The maximum height of the sign shall be ten (10) feet if freestanding.

4. Multifamily structures and group developments are permitted building or development identification sign(s) not to exceed sixty-four (64) square feet in area. Only one (1) freestanding sign per street frontage is allowed not to exceed ten (10) feet in height.

5. Hotels, motels, inns and lodges shall be permitted business identification signs, which signs shall not exceed a combined area of one hundred (100) square feet. Only one (1) freestanding sign per street frontage is allowed not to exceed thirty (30) feet in height. Wall signs existing prior to February 1, 1989, within the R-4 District only, shall not be included in the combined area calculation.

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 _____, 2026.

ATTEST:

Mayor James O. Baldwin, III

City Clerk

APPROVED AS TO FORM:

City Attorney

FIRST READING: 1.5.2026
SECOND READING: _____

REVIEWED:

City Manager

ORDINANCE: _____

7B. ZONING ORDINANCE TEXT AMENDMENT ZTX-25-14: City staff has initiated a text amendment revising subdivision and non-commercial signs.

Background:

The existing standards for subdivision entrance signage were written at a time when most neighborhood signs were small, freestanding elements. In recent years, design trends have shifted toward larger architectural features, often incorporating columns, walls, or structures that serve as both entry monumentation and signage. Under the current ordinance, when signage is mounted to a structure, the entire structure is counted as part of the sign area which limits design flexibility. The same amendment also originally included revisions to the section on non-commercial signs (currently titled “campaign signs”) to ensure the City’s regulations remain content neutral under recent First Amendment case law. However, given the evolving legal interpretations surrounding sign regulation, staff has elected to defer that portion of the amendment for further review to ensure the City’s approach is fully defensible.

Proposed Changes:

Staff proposes revising the allowed signage for subdivisions with more than 10 lots. This proposal retains the existing dimensional and placement standards for subdivision entrance signs, but it also will allow signs that exceed those standards (including size, height, placement, or supporting structure) to be permitted only by special exception through the board of zoning appeals. The special exception process ensures that any increase is reviewed publicly, evaluated against adopted criteria, and approved only when appropriate for its context.

Under the existing BZA criteria, an applicant would need to demonstrate that the proposed sign:

- Meets applicable development standards
- Is in substantial harmony with surrounding development
- Is not injurious to adjoining property
- Does not discourage permitted uses in the vicinity. and
- Satisfies any reasonable conditions the Board may impose to enhance compatibility.

This structure gives the City a review mechanism for subdivision entrance features that fall outside the standard limits, while ensuring that approval is tied to context and neighborhood character.

The proposed amendment addresses **§ 23-36. – Sign Regulations, subsection (10) Zoning district sign regulations: subsection (a)**, and would appear in the Ordinance as follows (new matter underlined; deleted matter struck-through):

Sec. 23-36. – Sign Regulations.

(10) Zoning district sign regulations:

(a) Signs permitted in ~~R-1, R-1A,~~ CR, R-1, R-1A, R-1B, R-1E, R-2, R-2A, R-2B, R-3, R-4, and R-4I Districts:

1. In subdivisions with more than ten (10) lots, two (2) subdivision entrance signs per principal entrance are allowed. Such signs shall designate the subdivision by name or symbol only and shall be placed on the face of a masonry entrance wall to said subdivision or residential district.

i. Such signs shall not exceed twenty (20) square feet per sign face and an aggregate area of forty (40) square feet per entrance, nor shall they exceed a height of seven (7) feet. If a double-faced sign is used without the entrance walls, only one such sign is allowed per entrance.

ii. Subdivision entrance signs that exceed any of the above specifications, including but not limited to sign area, height, placement, or supporting structure, may be permitted only by special exception pursuant to Section 23-64 when site conditions or design circumstances justify a departure from the standard limits.

2. In subdivisions with ten (10) or fewer lots, one (1) subdivision identification sign is allowed. Such sign shall not exceed twenty (20) feet in area nor five (5) feet in height.

3. One (1) identification sign for each principal use allowed for religious, public, educational and public recreational uses provided it shall not exceed fifty (50) square feet in area per sign face. The maximum height of the sign shall be ten (10) feet if freestanding.

4. Multifamily structures and group developments are permitted building or development identification sign(s) not to exceed sixty-four (64) square feet in area. Only one (1) freestanding sign per street frontage is allowed not to exceed ten (10) feet in height.

5. Hotels, motels, inns and lodges shall be permitted business identification signs, which signs shall not exceed a combined area of one hundred (100) square feet. Only one (1) freestanding sign per street frontage is allowed not to exceed thirty (30) feet in height. Wall signs existing prior to February 1, 1989, within the R-4 District only, shall not be included in the combined area calculation.

According to § 23-4, *Amendments*, of the Zoning Ordinance, the advertisement requirement for Zoning Ordinance 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 City Council at their next meeting scheduled for January 5, 2026.

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 [ZTX-25-14] as submitted.

OR

- 2) I move that the Planning Commission recommend denial of the zoning ordinance text amendment [ZTX-25-14] as submitted.

OR

- 3) I move (an alternate motion).

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: January 5, 2026

Agenda Item: 7C	Prepared by: L. Suzanne Pritchard, PLA, AICP, CFM	
Agenda Section: New Business: Ordinance. First Reading	Date: December 31, 2025	
Subject: Amendments to Chapter 12, Health and Sanitation, of the Code of Ordinances of North Myrtle Beach, South Carolina, adding nuisance parties and impeding public passage [O-25-1]	Division: Planning and Development	
<u>Background:</u> The City of North Myrtle Beach Police Department regularly responds to large gatherings and parties that create safety concerns for surrounding neighborhoods. While the City's ordinances already address many of the individual behaviors associated with these events, such as excessive noise, disorderly conduct, littering, and illegal parking, those provisions are dispersed across multiple sections of the Code and do not provide a clear mechanism for addressing the gathering itself. In recent years, officers have reported recurring situations where gatherings spill into public rights-of-way, block streets or driveways, or continue into the early morning hours. These conditions can delay emergency response, create unsafe pedestrian and traffic conditions, and place an undue burden on surrounding residents. <u>Proposal:</u> The proposed ordinance establishes clear definitions and enforcement authority for nuisance parties and for impeding public passage, allowing law enforcement to address unsafe gatherings more effectively while remaining consistent with existing City regulations. The ordinance authorizes officers to order the cessation and dispersal of nuisance parties, including the removal of non-residents when the continued presence of a gathering reasonably presents a risk to public safety or neighborhood peace. It also authorizes the immediate removal of obstructions that block streets, sidewalks, or emergency access points. These provisions clarify and strengthen the City's ability to respond to situations that already constitute public nuisances under the current definition. The intent is to protect public safety, preserve emergency access, and support neighborhood quality of life while maintaining appropriate enforcement discretion and public protections. <u>Recommended Action:</u> Approve or deny the proposed ordinance on first reading		
Reviewed by Department Head	Reviewed by City Manager	Reviewed by City Attorney
Council Action: Motion By _____ 2nd 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 ADDING CHAPTER 12, HEALTH AND SANITATION, ARTICLE I, IN GENERAL, § 12-5, NUISANCE PARTIES, AND § 12-6, IMPEDING PUBLIC PASSAGE 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. § 12-5, Nuisance Parties* be created to read as follows (*new matter underlined*).

Sec. 12-5. Nuisance Party.

(1) *Definition.* A social gathering or party which is conducted on premises within the City where the conduct of persons in attendance results in one or more of the following occurring on the premises or on neighboring public or private property:

- (a) Disorderly conduct.
- (b) Illegal open container.
- (c) Public urination or defecation.
- (d) Unlawful sale, furnishing, dispensing or consumption of alcohol.
- (e) Furnishing or selling alcohol to an underage person.
- (f) Possession or consumption of alcohol by an underage person.
- (g) Illegal use of a controlled substance.
- (h) Public indecency.
- (i) Unlawful littering, dumping, or deposit of refuse.
- (j) Damage or destruction of property without the owner's consent.
- (k) Obstruction of pedestrian or vehicular traffic.
- (l) Parking of vehicles to impede traffic flow or emergency access.
- (m) Noise that violates Article V of this chapter.
- (n) Any other conduct or condition that threatens injury, inconvenience, or alarm to persons or damage to property, and constitutes a public nuisance under § 12-1.

(2) *Duty to Control Premises.* Any owner, tenant, occupant, or other person with possession or control of premises who organizes, hosts, allows, or permits a gathering that becomes a nuisance party, and where the nuisance was either intentional or reasonably foreseeable, is in violation of this section.

(3) *Order to Cease and Disperse.* Upon determination by the Police Chief or designee that a nuisance party exists, the party shall cease immediately. All persons not residing at the premises must leave upon order. Any person who fails or refuses to obey such an order violates this section.

(4) *Penalty.* Violation of this article is a misdemeanor and is punishable as provided in § 1-6 of the Code of Ordinances of the City of North Myrtle Beach. Nothing in this section prohibits citation for any other applicable violation of this Code or state law.

Section 2. That *Sec. § 12-6, Impeding Public Passage* be created to read as follows (*new matter underlined*).

Sec. 12-6. Impeding Public Passage.

(1) Prohibited conduct. No person shall obstruct or cause the obstruction of any street, sidewalk, public right-of-way, driveway, or access point in a manner that prevents or unreasonably interferes with:

- (a) The passage of vehicles or pedestrians,
- (b) Access by police, fire, EMS, or other emergency responders, or
- (c) Emergency exit from a property during an incident.

(2) Order to remove obstruction. When an emergency responder or law enforcement officer determines that an obstruction exists, the responder or officer may order any person responsible for the obstruction to immediately remove, cease, or relocate the obstruction.

(c) Failure to comply. A person who fails or refuses to comply with an order issued under subsection (b) violates this section.

(d) Applicability. A violation of this section may be cited in addition to any other violation arising from the same incident, including a nuisance party under § 12-5.

(e) Penalty. Violation of this article is a misdemeanor and is punishable as provided in § 1-6 of the Code of Ordinances of the City of North Myrtle Beach. Nothing in this section prohibits citation for any other applicable violation of this Code or state law.

DONE, RATIFIED AND PASSED, THIS _____ DAY OF _____, 2026.

ATTEST:

Mayor J.O. Baldwin, III

City Clerk

APPROVED AS TO FORM:

City Attorney

FIRST READING: 1.5.2026
SECOND READING: _____

REVIEWED:

ORDINANCE: _____

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: January 5, 2026

Agenda Item: 7D	Prepared by: Amber Elmadolar, Plan Reviewer
Agenda Section: New Business: Ordinance. First Reading	Date: December 29, 2025
Subject: Rezoning Request for ±8.32 acres on Ye Olde Kings Highway [Z-25-12]	Division: Planning and Development

Background:

David O’Connell, agent for the owner, has requested that the City of North Myrtle Beach rezone 31 parcels consisting of ±8.32 acres on Ye Olde Kings Highway from Single-Family Residential Low-Density (R-1) to Single-Family Low-Medium Density (R-1B). The subject area is currently vacant and undeveloped and identified by PINs 351-10-02-0027, 351-10-02-0028, 351-10-02-0029, 351-10-02-0030, 351-10-02-0031, 351-10-02-0032, 351-10-02-0033, 351-10-02-0034, 351-10-02-0035, 351-10-02-0036, 351-10-02-0037, 351-10-02-0038, 351-10-02-0039, 351-10-02-0040, 351-10-02-0041, 351-10-02-0042, 351-10-02-0043, 351-10-02-0044, 351-10-02-0045, 351-10-03-0001, 351-10-03-0002, 351-10-03-0003, 351-10-03-0004, 351-10-03-0005, 351-10-03-0006, 351-10-03-0007, 351-10-03-0008, 351-10-03-0009, 351-10-03-0010, 351-10-03-0011, and 351-10-03-0012. Surrounding parcels are zoned R-1, R-1B, and Mobile/Manufactured Home Residential (R-3).

Comparison of Existing and Proposed Zoning:

The R-1 and R-1B districts share the same purpose: To preserve and protect the character of existing neighborhoods and subdivisions, and to prohibit any uses which would compromise or alter existing conditions and uses. Also, these districts are intended to encourage residential infilling and expansion of existing neighborhoods and subdivisions. Development land uses permitted in each are designed to reflect existing conditions and enhance the prospects of "lie development".

The permitted uses within both districts are the same: Single-family detached dwellings; neighborhood and community parks and centers, golf courses and similar outdoor uses, but not lighted for night use; publicly owned recreation facilities; churches, places of worship, religious institutions including accredited educational facilities when accessory thereto; accessory uses; home occupations; and signs permitted by and in accord with all applicable provisions of Article III.

R-1 and R-1B District:

District		R-1	R-1B
Lot Area Requirements	Single-Family Dwelling (SF)	10,000 SF	6,000 SF
	Churches	1 Acre	1 Acres
	Other Permitted Uses (SF)	10,000 SF	7,000 SF
Minimum Lot Width		80 feet	50 feet

Yard Requirements	Front (All Uses)		25 feet	25 feet
	Rear (Single-Family Dwelling)		20 feet	20 feet
	Rear (Churches and Other Permitted Uses)		25 feet	25 feet
	Side Yard	Single-Family Dwelling	10 feet ¹	5 feet
		Churches	25 feet	25 feet
		Other Permitted Uses	10 feet	10 feet
Maximum Height of Structures	Single-Family Structures		35 feet	35 feet
	Accessory Building		15 feet	15 feet
	Other Permitted Uses (SF)		45 feet	45 feet

Note:¹A five-foot side yard setback shall be required for substandard lots of record.

Planning Commission Action:

The Planning Commission conducted a public hearing on September 16, 2025, and voted to recommend approval of the rezoning request, citing “A”, where necessary to implement the Comprehensive Plan. There was no public comment.

Recommended Action:

Approve or deny the proposed ordinance on first reading

Reviewed by Department Head	Reviewed by City Manager	Reviewed by City Attorney
Council Action: Motion By _____ 2 nd By _____ To _____		

ORDINANCE
AN ORDINANCE OF THE CITY OF NORTH MYRTLE BEACH
AMENDING THE OFFICIAL ZONING MAP TO REZONE
AN AREA SINGLE-FAMILY RESIDENTIAL LOW-DENSITY (R1)
TO SINGLE-FAMILY LOW-MEDIUM DENSITY (R-1B).

WHEREAS, David O’Connell, agent for the owner, has submitted an application for the rezoning of (31) lots containing ±8.32 acres identified by PINs 351-10-02-0027, 351-10-02-0028, 351-10-02-0029, 351-10-02-0030, 351-10-02-0031, 351-10-02-0032, 351-10-02-0033, 351-10-02-0034, 351-10-02-0035, 351-10-02-0036, 351-10-02-0037, 351-10-02-0038, 351-10-02-0039, 351-10-02-0040, 351-10-02-0041, 351-10-02-0042, 351-10-02-0043, 351-10-02-0044, 351-10-02-0045, 351-10-03-0001, 351-10-03-0002, 351-10-03-0003, 351-10-03-0004, 351-10-03-0005, 351-10-03-0006, 351-10-03-0007, 351-10-03-0008, 351-10-03-0009, 351-10-03-0010, 351-10-03-0011, and 351-10030012, as referenced on Exhibit A: Zoning Map (Z-25-12) prepared by City of North Myrtle Beach Planning and Development Department. The applicant is requesting to change the zoning district from Single-Family Residential Low-Density (R-1) to Single-Family Low-Medium Density (R-1B); and

WHEREAS, the North Myrtle Beach Planning Commission has provided the required public notice of this request and has held all necessary public hearings in accordance with applicable State Statutes and City Ordinances; and

WHEREAS, the City Council has received a report from the Planning Commission recommending the subject property be zoned Single-Family Low-Medium Density (R-1B); and

WHEREAS, the City Council has the authority to amend the zoning designation placed on the properties in accordance with applicable State Statutes and City ordinances.

NOW, THEREFORE, BE IT ORDAINED by the Mayor and Council of the City of North Myrtle Beach, South Carolina, in Council duly assembled:

Section 1. Rezoning. That the Official Zoning Map is hereby amended to rezone the property Single-Family Low-Medium Density (R-1B) in accordance with the attached reference map entitled “Exhibit A: Zoning Map (Z-25-12).”

DONE, RATIFIED AND PASSED, THIS _____ DAY OF _____, 2026.

ATTEST:

Mayor J.O. Baldwin, III

City Clerk

APPROVED AS TO FORM:

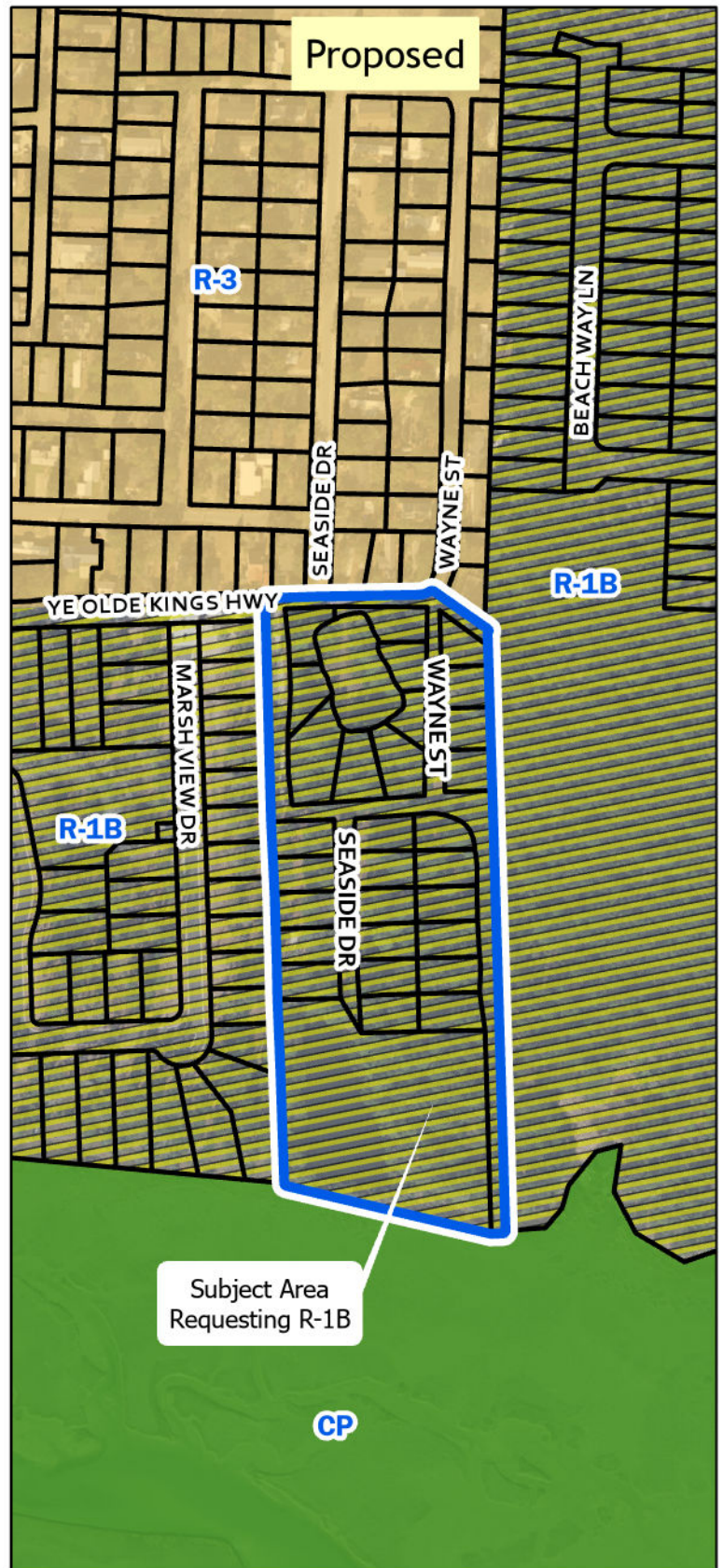
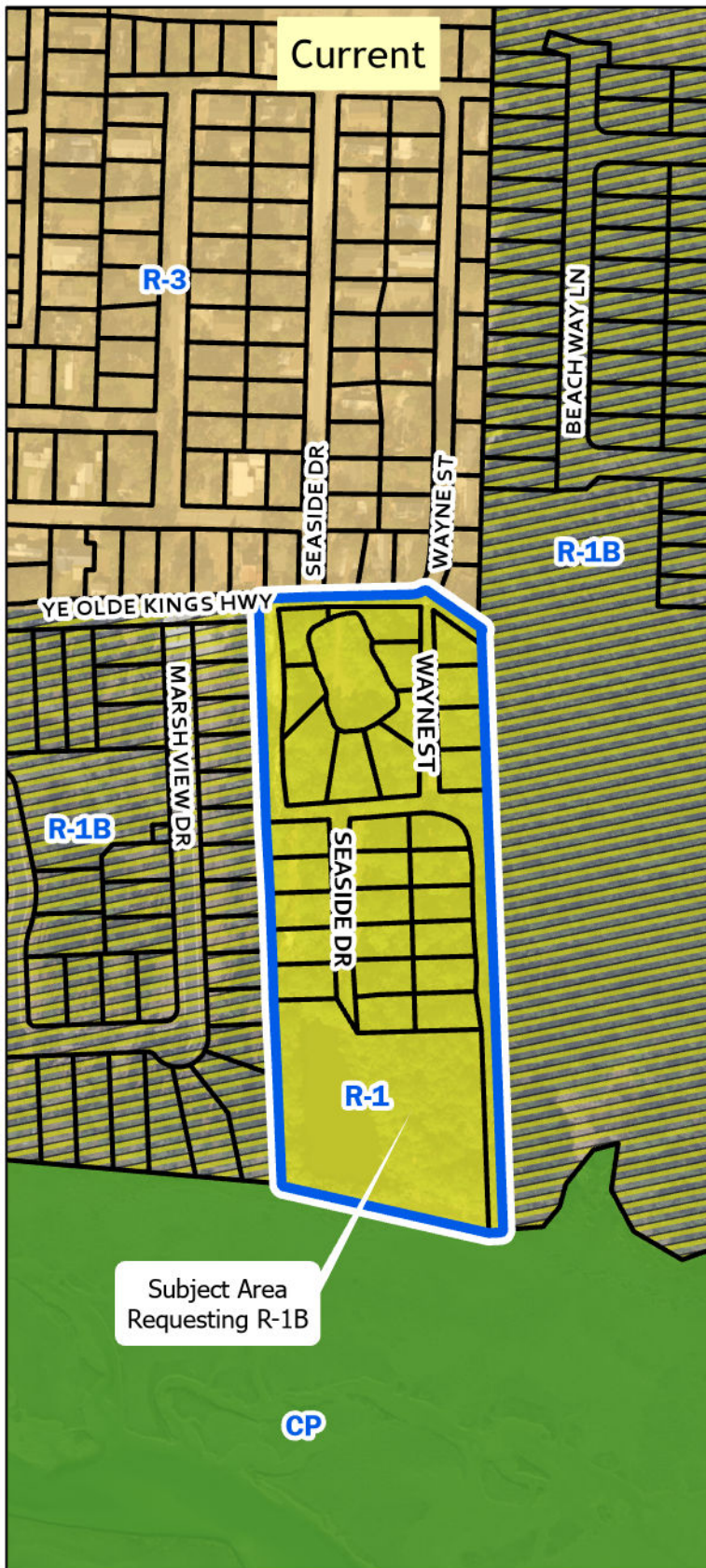
City Attorney

FIRST READING: 01.05.2026
SECOND READING: _____

REVIEWED:

City Manager

ORDINANCE: _____



-  North Myrtle Beach City Limit
-  Subject Area

Legend

-  Zoning District CP
-  R-1
-  R-1B
-  R-3



Exhibit A: Zoning Map Z-25-12

0 150 300 Feet

User: arelmadolar
Path: \\nmbplan\PDGIS\2025\25-019 Z-25-12 Ye Old Kings Hwy\Z-25-12.aprx

6A. REZONING REQUEST Z-25-12: The Planning & Development Department received an application requesting the rezoning of 31 parcels containing ± 8.32 acres located on Ye Olde Kings Highway, PINs 351-10-02-0027, 351-10-02-0028, 351-10-02-0029, 351-10-02-0030, 351-10-02-0031, 351-10-02-0032, 351-10-02-0033, 351-10-02-0034, 351-10-02-0035, 351-10-02-0036, 351-10-02-0037, 351-10-02-0038, 351-10-02-0039, 351-10-02-0040, 351-10-02-0041, 351-10-02-0042, 351-10-02-0043, 351-10-02-0044, 351-10-02-0045, 351-10-03-0001, 351-10-03-0002, 351-10-03-0003, 351-10-03-0004, 351-10-03-0005, 351-10-03-0006, 351-10-03-0007, 351-10-03-0008, 351-10-03-0009, 351-10-03-0010, 351-10-03-0011, and 351-10030012 from Single-Family Residential Low-Density (R-1) to Single-Family Low-Medium Density (R-1B).

Existing Conditions and Surrounding Land Uses:

Located on Ye Olde Kings Highway, the parcels are vacant and undeveloped. Surrounding parcels are zoned R-1, R-1B, and Mobile/Manufactured Home Residential (R-3).

Comparison of Existing and Proposed Zoning:

The R-1 and R-1B districts share the same purpose: To preserve and protect the character of existing neighborhoods and subdivisions, and to prohibit any uses which would compromise or alter existing conditions and uses. Also, these districts are intended to encourage residential infilling and expansion of existing neighborhoods and subdivisions. Development land uses permitted in each are designed to reflect existing conditions and enhance the prospects of "lie development".

The permitted uses within both districts are the same: Single-family detached dwellings; neighborhood and community parks and centers, golf courses and similar outdoor uses, but not lighted for night use; publicly owned recreation facilities; churches, places of worship, religious institutions including accredited educational facilities when accessory thereto; accessory uses; home occupations; and signs permitted by and in accord with all applicable provisions of article III.

R-1 & R-1B District

District			R-1	R-1B
Lot Area Requirements	Single-Family Dwelling (SF)		10,000 SF	6,000 SF
	Churches		1 Acre	1 Acres
	Other Permitted Uses (SF)		10,000 SF	7,000 SF
Minimum Lot Width			80 feet	50 feet
Yard Requirements	Front (All Uses)		25 feet	25 feet
	Rear (Single-Family Dwelling)		20 feet	20 feet
	Rear (Churches & Other Permitted Uses)		25 feet	25 feet
	Side Yard	Single-Family Dwelling	10 feet ¹	5 feet
		Churches	25 feet	25 feet
		Other Permitted Uses	10 feet	10 feet
Maximum Height of Structures	Single-Family Structures		35 feet	35 feet
	Accessory Building		15 feet	15 feet

	Other Permitted Uses (SF)	45 feet	45 feet
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Note:¹A five-foot side yard setback shall be required for substandard lots of record.

Planning Commission Action:

As per the Zoning Ordinance Section 23-4, *Amendments*, the Planning Commission shall prepare a report and make recommendations on any proposed amendment to the North Myrtle Beach Zoning Ordinance, including the Zoning Map, stating its findings and its evaluation of the request. In making its report, the Commission shall consider the following factors:

- a) The relationship of the request to the Comprehensive Plan:

The Future Land Use map contained in the 2018 Comprehensive Plan recommends Residential Suburban (RS) and Resource, Protection, & Conservation (RPC) as land use classes for the subject area. The principal permitted uses noted in the compliance index for RS include primarily single-family lots, small farms and farm related uses such as produce stands, and mobile homes on individual lots. The recommended primary zoning district is Single-Family R-1; Single-Family Residential Low-Medium Density (R-1A), R-1B are the secondary zoning district alternatives. The principal permitted uses noted in the compliance index for RPC include formal parks, informal open spaces, and protecting land directly adjacent to marshes, estuaries, and waterways from intense development. The recommended primary zoning district is Conservation Preservation (CP); R-1, R-1A, and R-1B are the secondary zoning district alternatives.

The proposed zoning designation, R-1B, is a primary recommended zoning district for RS and a secondary recommended zoning district for RPC within the Compliance Index for the subject property.

- b) Whether the request violates or supports the Plan:

Chapter 5, “The Way We Grow,” of the 2018 Comprehensive Plan identifies the RS future land use classification as follows: The purpose of this classification is to define, protect, and provide low density, single-family detached housing areas where designated, and to prohibit any development that would compromise existing residential characteristics. In addition, these areas are intended to provide for in-fill and expansion of existing neighborhoods and subdivisions. Standards and densities for these areas are designated to reflect existing conditions. This area is also intended to allow incorporation of property west of the waterway at densities typical of inland development. Primarily single-family lots, small farms and farm related uses such as produce stands, and mobile homes on individual lots, excluding large mobile home parks, are compatible uses here. This category allows up to five dwelling units per acre (du/acre).

The RPC future land use classification is identified as follows: Intended to preserve and protect scenic and natural resources; provide network of critical open space and non-renewable resources; includes formal parks, informal open spaces, and protecting land directly adjacent to marshes, estuaries, and waterways from intense development.

The proposed R-1B zoning is consistent with the Residential Suburban land use classification, but inconsistent with the RPC land use classification found in the 2018 Comprehensive Plan.

- c) Whether the uses permitted by the proposed change would be appropriate in the area concerned:

The purpose of the R-1B zoning district is, "To preserve and protect the character of existing neighborhoods and subdivisions, and to prohibit any uses which would compromise or alter existing conditions and uses. Also, these districts are intended to encourage residential infilling and expansion of existing neighborhoods and subdivisions. Development land uses permitted in each are designed to reflect existing conditions and enhance the prospects of 'lie development.'"

The uses permitted in the R-1B district would be appropriate in the area. Two large tracts flanking the property share the R-1B zoning.

- d) Whether adequate public-school facilities, roads and other public services exist or can be provided to serve the needs of the development likely to take place because of such change, and the consequence of such change:

Access subject to City encroachment permit approval.

- e) Whether the proposed change is in accord with any existing or proposed plans for providing public water supply and sanitary sewer to the area:

Public water and sewer are available.

As a matter of policy, no request to change the text of the ordinance or the map shall be acted upon favorably, except:

- (a) Where necessary to implement the comprehensive plan, or
- (b) To correct an original mistake or manifest error in the regulations or map, or
- (c) To recognize substantial change or changing conditions or circumstances in a particular locality, or
- (d) To recognize changes in technology, the style of living, or manner of doing business.

This rezoning request is presented to the Planning Commission for a recommendation that will be forwarded to the City Council at their next meeting scheduled for October 6, 2025. Should the Planning Commission desire to forward a positive recommendation to the City Council, one of the reasons should be included in the report.

Staff Review:

Planning and Development, Planning Division

The Planning Division has no issue with the proposed rezoning request.

Planning and Development, Zoning Division

The Zoning Administrator has no issue with the proposed rezoning request.

Public Works

The City Engineer has no issue with the proposed rezoning request.

Public Safety

The Fire Marshall has no issue with the proposed rezoning request.

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 rezoning request [Z-25-12] as submitted.
OR
- 2) I move that the Planning Commission recommend denial of the rezoning request [Z-25-12] as submitted.
OR
- 3) I move (an alternate motion).

Rezoning Finance Account Code:	3.51
FEE PAID:	\$500 on August 7, 2025
FILE NUMBER:	Z-25-12
Complete Submittal Date:	August 7, 2025



Notice Published:	August 28, 2025
Property Posted:	August 6, 2025
Planning Commission:	September 16, 2025
First Reading:	October 6, 2025
Second Reading:	October 20, 2025

City of North Myrtle Beach, SC

Application for Rezoning

GENERAL INFORMATION	
Date of Request: July 30, 2025	Property PIN(S): 35110020027 35110020028 35110020029 35110020030 35110020031 35110020032 35110020033 35110020034 35110020035 35110020036 35110020037 35110020038 35110020039 35110020040 35110020041 35110020042 35110020043 35110020044 35110020045 35110030001 35110030002 35110030003 35110030004 35110030005 35110030006 35110030007 35110030008 35110030009 35110030010 35110030011 35110030012
Property Owner(s): PREMIUM INVESTMENT CORP	Type of Zoning Map Amendment: Rezoning (not to PDD)
Address or Location: 2700 Ye Olde Kings	Project Contact: David O'Connell
Contact Phone Number: Contact the Planning Division for Info	Contact Email Address: Contact the Planning Division for Info
Current Zoning: R-1	Proposed Zoning: R-1B
Total Area of Property: 8.32 Acres	Currently Located in City: Yes
RECORDED COVENANT INFORMATION	
I hereby certify that the tract(s) or parcel(s) of land to which this approval request pertains is not restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the activity for which approval is sought, as provided in South Carolina Code of Laws (§ 6-29-1145). Applicant's E-signature: <u>David O'Connell</u>	
This form complies with a state law that took effect on July 1, 2007 (S.C. Code § 6-29-1145) that requires all planning agencies to inquire in an application for a permit if the parcel of land is restricted by a recorded covenant that is contrary to, conflicts with, or prohibits the permitted activity. If such a covenant exists, the agency shall not issue the permit until written confirmation of its release is received. The release must be through the action of an appropriate legal authority.	



CITY OF NORTH MYRTLE BEACH
LETTER OF AGENCY

Revision Date 05.24.19

Today's Date: 07/18/20

Nature of Approval Requested: Rezoning



Property PIN(s): 35110020037+ 30 other parcels owned by Premium Investment Corp

Property Address/Location: Ye Olde Kings Highway

I, Carl Meares, hereby authorize David OConnell

to act as my agent for for the purposes of the above referenced approval.

Premium Investment Corp
By [Signature] Pres

Signature

Title

Signature

Title

Signature

Title

Signature

Title

Signature

Title

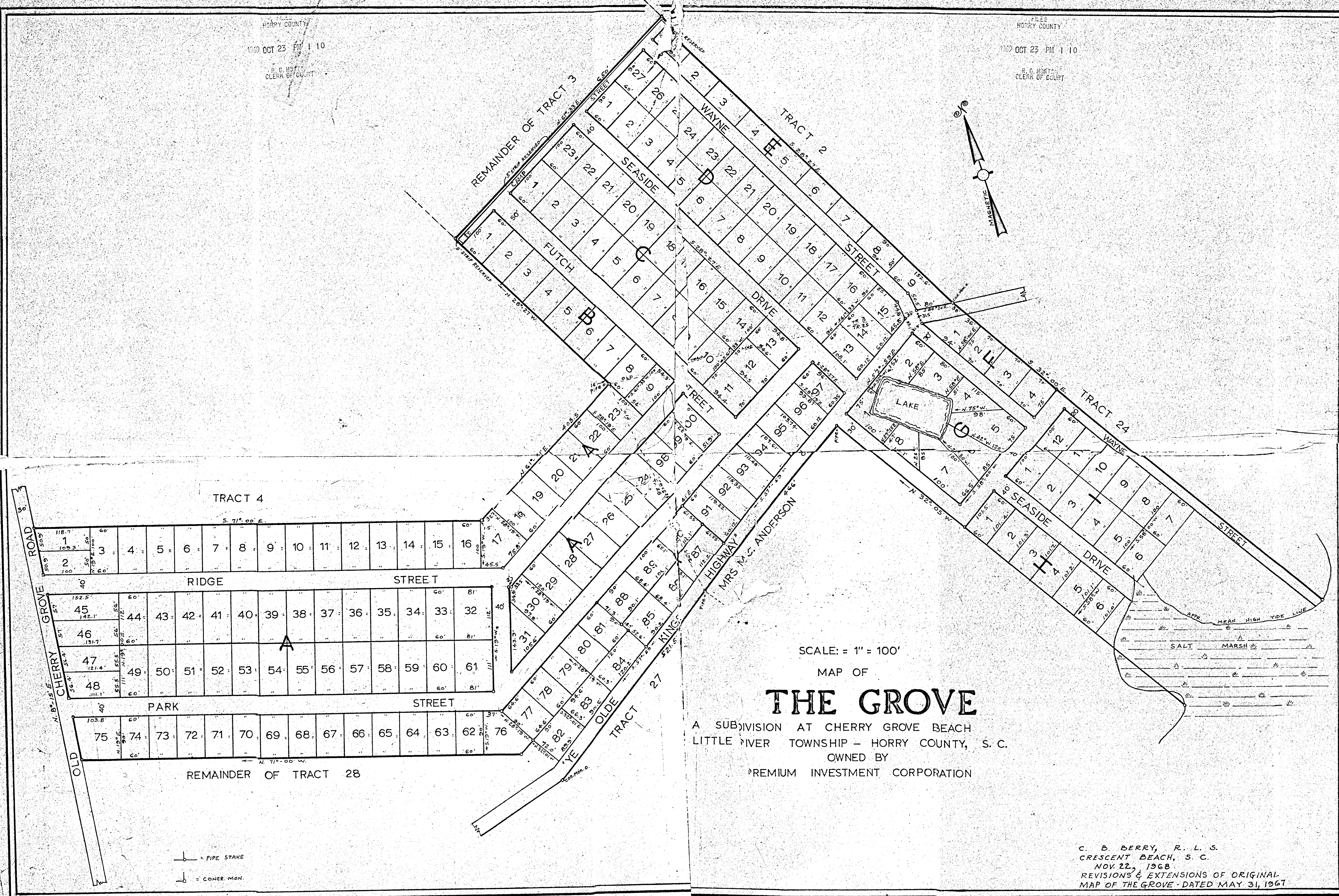
Signature

Title

Please have all property owners sign application; disregard additional spaces if not needed. If additional signature lines are required, please duplicate this sheet and bind all sheets together into one document.

FILED
HORRY COUNTY
OCT 23 PM 1 10
R. G. HORTA
CLERK OF COURT

FILED
HORRY COUNTY
OCT 23 PM 1 10
R. G. HORTA
CLERK OF COURT



SCALE: = 1" = 100'

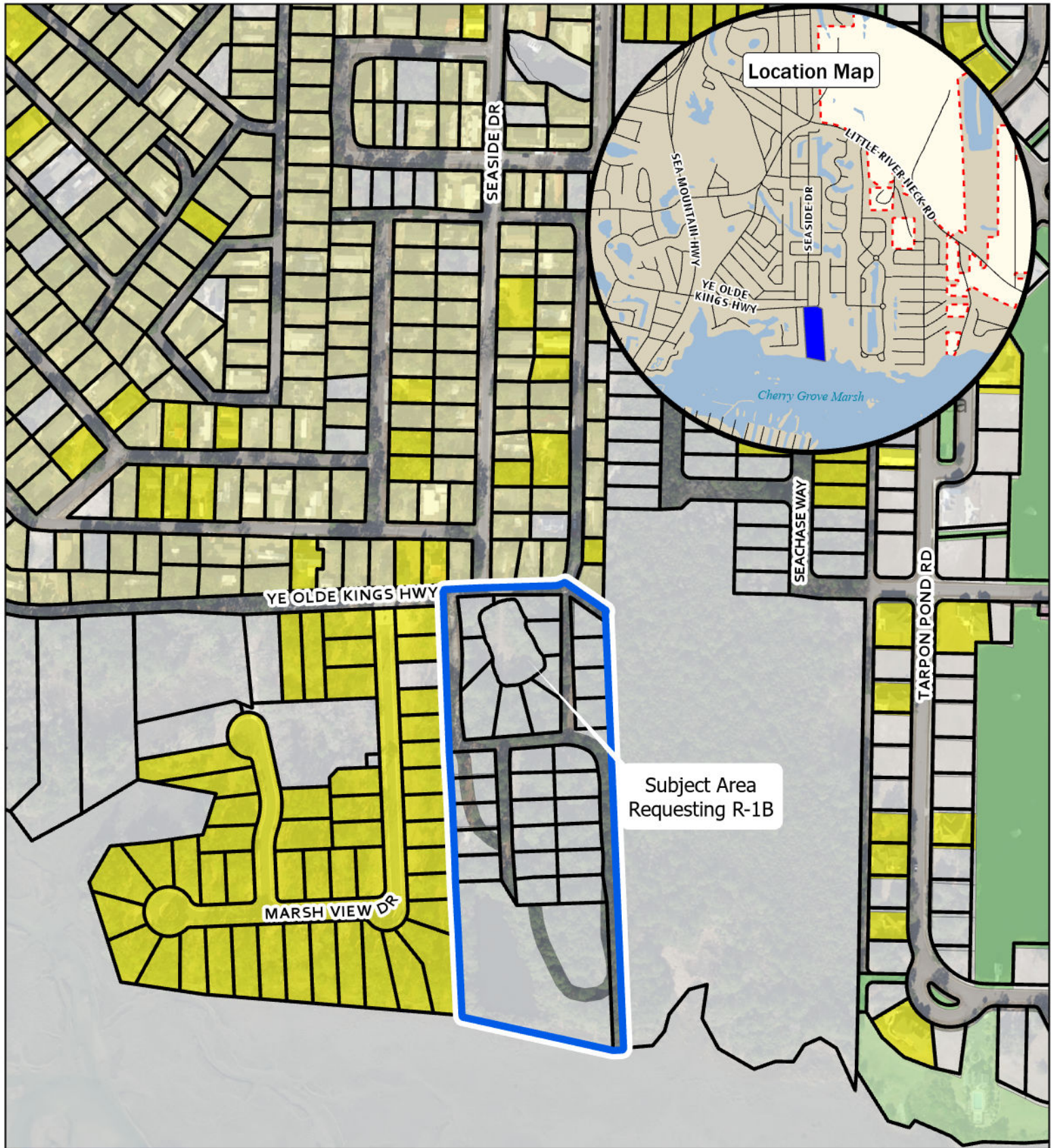
MAP OF

THE GROVE

A SUBDIVISION AT CHERRY GROVE BEACH
LITTLE RIVER TOWNSHIP - HORRY COUNTY, S. C.

OWNED BY
PREMIUM INVESTMENT CORPORATION

C. B. BERRY, R. L. S.
CRESCENT BEACH, S. C.
NOV 22, 1968
REVISIONS & EXTENSIONS OF ORIGINAL
MAP OF THE GROVE DATED MAY 31, 1967



- North Myrtle Beach City Limit
- Subject Area

- Existing Land Use**
- Amenity Area
 - Common Open Space

Legend

- Mobile Home
- Private Common Open Space
- Single-Family

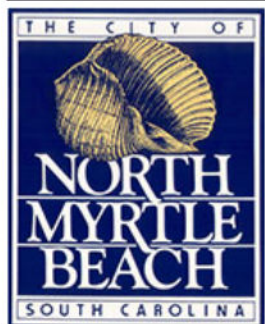
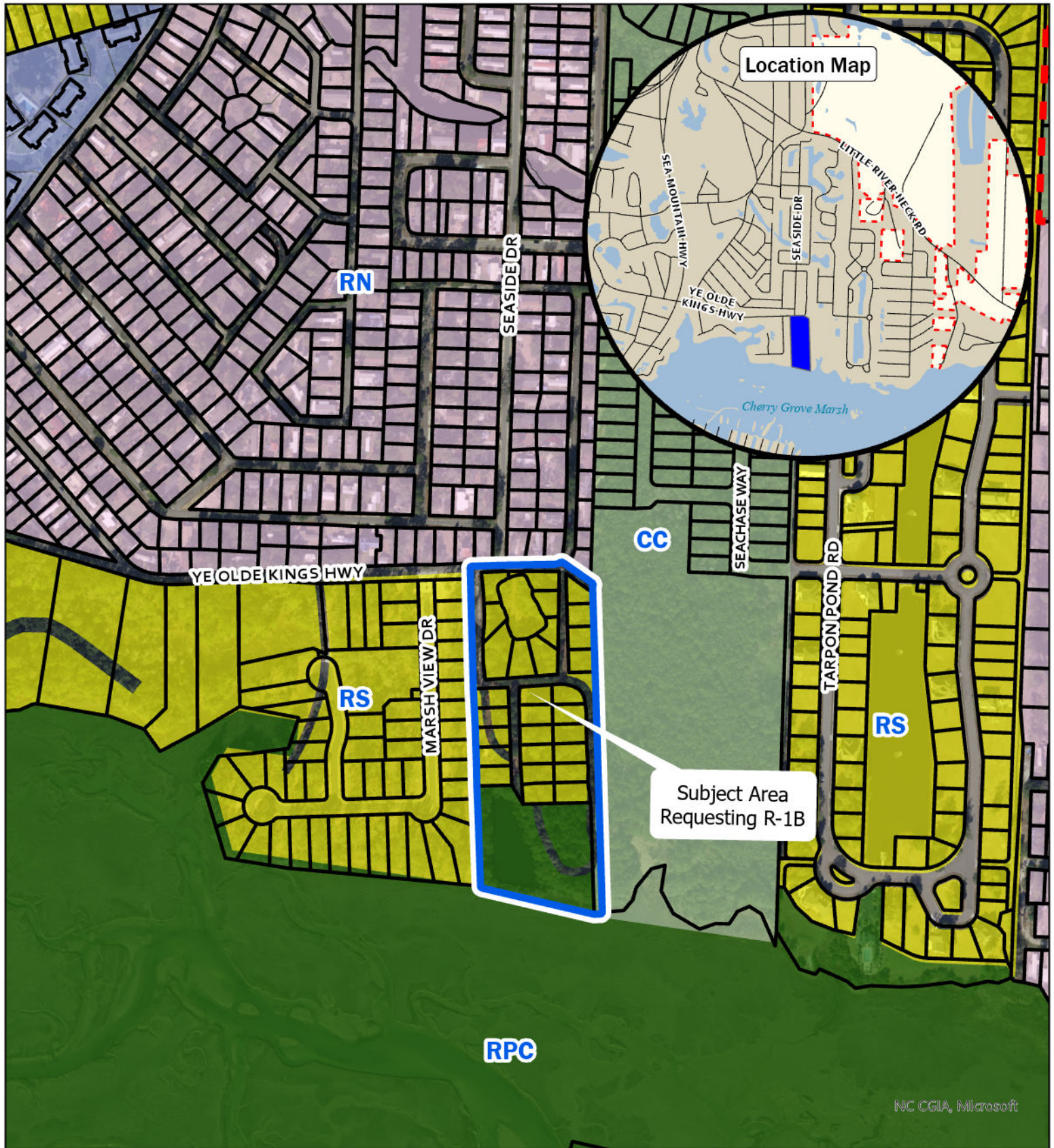
- Vacant



Existing Land Use

0 200 400 Feet

Path: \\nmbplan\PDGIS\2025\25-019 Z-25-12 Ye Old Kings Hwy\Z-25-12.aprx User: arelmadolar



-  North Myrtle Beach City Limit
-  Subject Area

Legend

- Future Land Use**
-  CC
-  MU

-  RN
-  RPC
-  RS



0 200 400 Feet

Future Land Use

User: arelmadolar
Path: \\nmbplan\PDGIS\2025\25-019 2-25-12 Ye Old Kings Hwy\2-25-12.aprx

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: January 05, 2026

Agenda Item: 7E		Prepared by: Chris Noury, City Attorney
Agenda Section: New Business: Second Public Hearing		Date: December 30, 2025
Subject: Regarding the First Amendment to the Development Agreement for the Lauret Associates Tract		Division: Legal
<u>NOTE:</u> Staff requests to postpone		
<u>Recommended Action:</u> Postpone the proposed Development Agreement Amendment		
Reviewed by Department Head	Reviewed by City Manager	Reviewed by City Attorney
Council Action: Motion By _____ 2 nd By _____ To _____		

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: January 05, 2026

Agenda Item: 7F		Prepared by: Amber Elmadolar, Plan Reviewer	
Agenda Section: New Business: Ordinance. First Reading		Date: December 30, 2025	
Subject: Rezoning Request for ±8.32 acres on Ye Olde Kings Highway [Z-25-12]		Division: Planning and Development	
<u>NOTE:</u> Staff requests to postpone			
<u>Recommended Action:</u> Postpone the proposed ordinance			
Reviewed by Department Head		Reviewed by City Manager	Reviewed by City Attorney
Council Action: Motion By _____ 2 nd By _____ To _____			