



**CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA  
NORTH MYRTLE BEACH CITY HALL  
CITY COUNCIL MEETING  
MONDAY, April 15, 2019  
AGENDA**

**6:30 PM**

**1. CALL TO ORDER:**

A. ROLL CALL

**EXECUTIVE SESSION:**

1. Legal Briefing regarding Code of Laws of South Carolina, Section 57-9-10.

**7:00 PM**

B. INVOCATION

C. PLEDGE OF ALLEGIANCE

**2. MINUTES:**

A. City Council Meeting April 1, 2019

**3. COMMUNICATIONS:**

A. PROCLAMATION: Woman's Club National Child Abuse and Neglect Prevention Month

B. Longevity Awards

1. Terrance Evans-5 years

2. William Norton- 15 years

C. Monthly Reports are online

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

**5. CONSENT AGENDA:**

A. MOTION: Motion to appoint a member to the Board of Zoning Appeals.

B. MOTION: Motion to approve the 14TH Annual Mayfest on Main.

C. ORDINANCE/SECOND READING: An ordinance regarding the prohibition on the sale, use or distribution of single-use carryout plastic bags by retail establishments within the City.

## **6. OLD BUSINESS:**

- A. ORDINANCE/SECOND READING: Zoning Ordinance Text amendment to create an overlay district that defines architectural, signage, landscaping, pedestrian amenities, lighting and parking standards for centers of activities.
- B. ORDINANCE/SECOND READING: Zoning overlay map amendment to apply the Activity Center Overlay zoning district to one (1) lot containing approximately 6.4 acres located at 601 Main Street.
- C. ORDINANCE/SECOND READING: Rezoning request for one lot (1) lot containing approximately 6.4 acres located at 601 Main Street from Planned Development District (PDD) to Highway Commercial (HC).
- D. ORDINANCE/SECOND READING: Land Development Regulations Text Amendment to address development standards regarding access for corner lots.
- E. ORDINANCE/SECOND READING: Non-Warranty Deed Restriction rescinding the Road & Drainage Dedication Deed dated October 17, 2018, and Recorded March 6, 2019 with the Horry County Register of Deeds.

## **7. NEW BUSINESS:**

- A. ORDINANCE/FIRST READING: An Ordinance amending the Prince Resort sign at the Cherry Grove Pier.

## **9. ADJOURNMENT:**

### **\* Public Comment is limited to 3 minutes and will be timed:**

- A 30-second warning light will appear.
- Please observe the rules.

### **\* Rules regarding video recording and 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, April 1, 2019  
MINUTES**

ROLL CALL 6:00

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

Marilyn Hatley  
Terry White  
Bob Cavanaugh  
Fred Coyne  
Nicole Fontana  
JO Baldwin  
Hank Thomas

Mike Mahaney, City Manager  
Chris Noury, City Attorney  
Merideth Smith, City Clerk

A quorum was established.

**6:00 p.m.** Executive Session

Mayor Hatley called for a motion to go into Executive Session:

1. Discussion of BZA appointment
2. Legal briefing regarding
  - a. The “Common Interest Confidentiality Agreement” between the City of Myrtle Beach and the City of North Myrtle Beach.
  - b. The Confidentiality Agreement between” Municipalities” and Horry County regarding I-73.
3. Maritime parking lot lease.
4. Property acquisitio.

The motion was made by Councilwoman Fontana and seconded by Councilman Baldwin. Council returned from Executive Session at 6:50 and stated that no votes were taken. Council adjourned the Executive Session.

**7:00 p.m.**

The City Manager delivered the Invocation.

The Mayor led the Pledge of Allegiance

Minutes of the March 18, 2019 meeting were approved as presented.

**COMMUNICATIONS**

A. The Mayor and the City Manager recognized the Chairmen Wheelchair Basketball Team who placed second in the state competitions.

B. Monthly reports are online. There were no questions.

**ANNOUNCEMENTS BY MAYOR AND CITY COUNCIL**

The Mayor welcomed Tom Keegan who is attending on behalf of Congressman Rice and Mr. Tony Cox with SCDOT.

**CONSENT AGENDA:** None

**OLD BUSINESS:**

A. ORDINANCE/SECOND READING: An ordinance regarding the prohibition on the sale, use or distribution of single-use carryout plastic bags by retail establishments within the City.

City Manager recommends tabling until April 15, 2019 meeting.

Mayor Hatley called for a motion.

The Motion to table until April 15, 2019 was made by Councilman Cavanaugh and seconded by Councilwoman Fontana. The motion to table passed 7-0.

**NEW BUSINESS:**

A. ORDINANCE/FIRST READING: Zoning Ordinance Text amendment to create an overlay district that defines architecture, signage, landscaping, pedestrian amenities, lighting and parking standards for centers of activities.

The City Manager read the Ordinance by title.

The Mayor Called for a motion.

The motion to approve was made by Councilman White and seconded by Councilman Cavanaugh.

The Mayor opened the floor to comments by Council. Councilman Cavanaugh asked staff to look at the signage requirements again closely to make sure that they are what is needed.

There was no public comment and Mayor Hatley called for the vote. The motion to approve passed 7-0.

B. ORDINANCE/FIRST READING: Zoning overlay map amendment to apply the Activity Center Overlay zoning district to one (1) lot containing approximately 6.4 acres located at 601 Main Street.

The City Manager read the Ordinance by title.

The Mayor called for a motion. The motion to approve was made by Councilman Coyne and seconded by Councilman Baldwin.

There were no comments and no public comment. The Mayor called for the vote. The motion to approve passed 7-0.

C. ORDINANCE/FIRST READING: Rezoning request for one lot (1) lot containing approximately 6.4 acres located at 601 Main Street from Planned Development District (PDD) to Highway Commercial (HC).

The City Manager read the Ordinance by title.

The Mayor called for a motion. The motion to approve was made by Councilman Coyne and seconded by Councilman Baldwin.

There were no comments and no public comment. The Mayor called for the vote. The motion to approve passed 7-0.

D. ORDINANCE/FIRST READING: Land Development Regulations Text Amendment to address development standards regarding access for corner lots.

The City Manager read the Ordinance<sup>3</sup> by title.

The Mayor Called for a motion.

The motion to approve was made by Councilwoman Fontana and seconded by Councilman Thomas.

**Public comment**

Mr. Joe Gosiewski representing Barefoot HOA, stated that they were concerned if this passes that the property in Barefoot that has one road access will be included.

Mr. Wood stated that this will not apply to that property. This is for access on corner lots to SCDOT roads.

There was no further comments.

The Mayor called for the vote. The motion to approve passed 7-0.

E. ORDINANCE/FIRST READING: Non-warranty Deed Rescinding the Road & Drainage Dedication Deed dated October 17, 2018 and recorded March 6, 2019.

The City Manager read the Ordinance by title. He explained that this was an error of recording by the County.

The Mayor Called for a motion. The motion to approve was made by Councilman Thomas and seconded by Councilman Baldwin.

There were no comments and no public comment. The Mayor called for the vote. The motion to approve passed 7-0.

F. RESOLUTION: Motion to approve a Festival Permit Zone for Barefoot Landing.

The Mayor called for a motion to approve.

The motion to approve was made by Councilman Thomas and seconded Councilman Baldwin.

There was no public comment and Mayor Hatley called for the vote. The motion to approve the permit passed 7-0.

G. MOTION: Approve Common Interest and Confidentially Agreement regarding the collective sharing of evidentiary information between Myrtle Beach and North Myrtle Beach.

The City Manager read the Motion by title.

The Mayor Called for a motion.

The motion to approve was made by Councilwoman Fontana and seconded by Councilman Baldwin.

There were no comments and no public comment. The Mayor called for the vote. The motion to approve passed 7-0.

H. MOTION: Approve Confidentiality Agreement between “Municipalities and Horry County regarding 1-73.

The City Manager read the Motion by title.

The Mayor Called for a motion. The motion to approve was made by Councilman Thomas and seconded by Councilman Coyne.

There were no comments and no public comment. The Mayor called for the vote. The motion to approve passed 7-0.

**PUBLIC COMMENT:**

1. Mr. Dean Tippet 321 2<sup>nd</sup> Ave. South stated that he still has problems with the noise from the Sky Bar and Pirates Cove on Main Street. He suggested some ways to correct the problem might be by turning the speaker in and not allowing outside music after 10p.m. He stated that the sound travels in the air and is not blocked like on the ground.

The City Manager assured Mr. Tippet that staff is investigating the best options to resolve the problem.

2. Morgan Livingston Madison Drive, urged the City Council to support the purchase of Ingram Dunes.

3. Damien Trouleyre asked Council to please continue to help find a way to purchase Ingram Dunes.

There were no further public comments.

Mayor adjourned the meeting at 7:43 p.m.

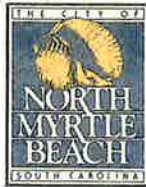
Respectfully submitted,

Merideth J. Smith, City Clerk

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MARILYN HATLEY, MAYOR  
Minutes approved and adopted this 15 April, 2019

# Proclamation



STATE OF SOUTH CAROLINA  
COUNTY OF HORRY  
CITY OF NORTH MYRTLE BEACH

**WHEREAS**, in Federal fiscal year 2013, 52 States reported 678,932 victims of child abuse or neglect; and

**WHEREAS** child abuse and neglect is a serious problem affecting every segment of our community and finding solutions requires input and action from everyone in our community; and

**WHEREAS**, our children are our most valuable resources and will shape the future of North Myrtle Beach and

**WHEREAS**, child abuse can have long-term psychological, emotional, and physical effects that can have lifelong consequences for victims of abuse; and

**WHEREAS**, protective factors are conditions that reduce or eliminate risk and promote the social, emotional, and developmental well-being of children;

**WHEREAS**, effective child abuse prevention activities succeed because of the meaningful connections and partnerships created between child welfare, education, health, community- and faith-based organizations, businesses and law enforcement agencies; and


**WHEREAS**, communities must make every effort to promote programs and activities that benefit children and their families;

**WHEREAS**, we acknowledge that we must work together as a community to increase awareness about child abuse and contribute to promote the social and emotional well-being of children and families in a safe, stable, nurturing environment.

**WHEREAS**, Prevention remains the best defense for our children and families;

**NOW, THEREFORE**, I, Marilyn Hatley, Mayor do hereby proclaim April, 2019 as **NATIONAL CHILD ABUSE AND NEGLECT PREVENTION MONTH** in North Myrtle Beach and urge all citizens to recognize this month by dedicating ourselves to the task of improving the quality of life for all children and families.

  
Marilyn Hatley  
Mayor North Myrtle Beach

  
Attest: City Clerk  
Date: April 15, 2019





# Information Services

March 2019

## GIS

- We continued to assist Public Works with the implementation of the mosquito management and abatement applications.
- Sarah continued to work on planning for training on the new the Cityworks install.
- Sarah and Matt Cayuela, or new DBA began working on several new projects within ArcGIS online.

## Technology

- During March, we worked with Tyler technologies on the setup of time clocks for ExecuTime time management software.
- We setup a license plate reader camera and the associated software on the Barefoot swing bridge. .
- We continued to work with the Mosquito abatement and control software. In March, we setup tablets and laptops that will be used with the program.
- We completed work on 68 iPhone 7s for Beach Services.
- We setup five new document scanners for the Revenue division.
- We completed deployment of Chromebooks for Public Works.
- We continue to work with Planning and Development to transition from Tidemark to ViewPoint.
- Our new DBA, Matt Cayuela, is working with Rob Foor to extract Tidemark permitting data for the ViewPoint project.
- We found a network problem with the Baseball coaches building and are working to resolve the issue. We are pretty sure that it is a broken cable from the Concessions building

## Websites

- We selected a new Employment application system. The new system will allow us to tailor employment applications for the job being posted and will help sort qualified candidates from unqualified.
- Beach Chair rentals are now online.
- According to "Stat Counter" NMB.US had 28,453 unique visitors in March versus 22,385 in February. PARKS.NMB.US had 27,805 unique visitors in March compared to 13,251 in February. Aquatics and Fitness had 7,053 unique visitors in March compared to 6,454 in February. Public Safety had 5,368 unique visitors in March compared to 4,230 in February. The Sports Park site had **142,881 unique** visitors in March compared to 23,125 unique visitors in February.

# ***PUBLIC WORKS DEPARTMENT***

## ***Monthly Report***

***Kevin D. Blayton, PE***  
***Director***



***ENGINEERING DIVISION***  
***Dana Hamilton, PE, Engineering Manager***



***UTILITY DIVISION***  
***Ralph Norris, Operations Manager***



***STREET & DRAINAGE DIVISION***  
***Robert Turner, Operations Manager***



***SANITATION DIVISION***  
***Lent Williams, Operations Manger***



***FLEET MAINTENANCE DIVISION***  
***Delton Grissett, Superintendent***



***FACILITIES MAINTENANCE DIVISION***  
***Richard Vernon, Supervisor***



***March 2019***

# Public Works Department

## Monthly Statistics

	2019	2018
<b>Water Supply &amp; Demand –</b>		
• Average Daily Water Use	3.1 MGD	3.6 MGD
• Water Pumped	94,549,400 Gallons	111,992,650 Gallons
• Water Billed**	104,707,000 Gallons	106,063,000 Gallons
<b>Wastewater Collection/Treatment -</b>		
• Average Daily Sewer Treated	4.0 MGD	2.9 MGD
• Peak Daily Sewer Treated	7.4 MGD	3.8 MGD
• Sewer Billed**	80,128,000 Gallons	77,681,000 Gallons
• Sewer Unbilled**	469,000 Gallons	499,000 Gallons
<b>Solid Waste Collection &amp; Disposal – February</b>		
• Volume		
○ MSW	680 Tons	728 Tons
○ Yard Waste	252 Tons	352 Tons
○ Recycled (Includes E-Waste)	153 Tons	120 Tons
○ C & D	83 Tons	74 Tons
○ Total Pick-up/Disposal	1,1168 Tons	1,274 Tons
• Recycling %	23%	17%
• Landfill Disposal Cost	\$31,951	\$36,233
<b>Fleet Maintenance -</b>		
• Preventative Maintenance		
○ # Vehicles	22	
○ Cost	\$21,300	
• Repairs		
○ # Vehicles	77	
○ Cost	\$65,100	
<b>Facility Maintenance -</b>		
• # Work Order Requests	36	
• Cost	\$11,260	

MGD=Million Gallons per Day

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

# Public Works Department Capital Improvement Project Update

## *Water and Sewer System Improvements*

Description	Location	Design Construction		Fund Cost	Status	Progress & Goal
		City	Impact			
Water System Improvements - CG	East Cherry Grove	R.H. Moore	\$1,500,000		Construction 70%	Continue
Sewer System Improvements - OD	Ocean Drive -- Tilghman Section	City RH Moore	Impact \$2,750,000		Construction 60%	Continue
South Ocean Boulevard Water/Sewer Crescent Beach	17 <sup>th</sup> Avenue South to 28 <sup>th</sup> Avenue South	DDC	Impact		Construction 95%	Continue
		RH Moore	\$2,000,000			
AIWW Retaining Wall	Ocean Drive WWTP	Design-Build	WWTP		Warranty Period	Close-out
		Greenwall	\$1,435,000			
Riverside Drive Sewer	Riverside Dr. LRN Rd. to end	City TBD	Impact TBD		Design Complete	SCDHEC Permit & Bid
Water Tank Barefoot BPS	Bridge Road @ Windy Hill Ext.	TBD TBD	Impact TBD		Preliminary Design	Select Consultant
North Transmission Water Line	Vereen Road	TBD	Impact		Preliminary Design	Select Consultant
		TBD	TBD			
Sewer Force Main Replacement	Cherry Grove	DDC TBD	Impact TBD		Preliminary Design	Begin Survey
Duffy St Water Tank Painting	31 <sup>st</sup> Ave N/Duffy St	AECOM Utility Service Co.	Operating \$1,250,000		Construction 10%	Continue

### *Storm Drainage System Improvements*

Description	Location	Design Construction		Fund Cost		Status	Progress & Goal
		City	TBD	Stormwater	\$700,000		
Priority Group 3/4 Drainage Imp	Various					Survey/Design	Continue Design
18 <sup>th</sup> Avenue North Ocean Outfall	Ocean Drive	DDC	TBD	Stormwater	TBD	Design and Permit Complete	Fall 2020

### *Beach Improvements*

Description	Location	Design Construction		Fund Cost		Status	Progress & Goal
		HRT	Sellers	Street Improvement	Beach		
Emergency Beach Access	5 <sup>th</sup> Ave North	HRT		Street Improvement		Construction 0%	Start Const.
Beach Access 2018	8 Locations	HRT		Street Improvement	\$115,589	Construction 15%	Under Construction
Beach Renourishment	OD/CB	USACE		Beach	\$4.8 M	Construction 75%	Begin Phase 3
Beach Parking Study	Citywide	Kimley Horn		Beach		Preliminary Assessment Underway	Continue

## Street Improvements

Description	Location	Design Construction		Fund Cost		Status	Progress & Goal
11 <sup>th</sup> Ave N Widening	11 <sup>th</sup> Ave N – Hwy 17 to Golfview Drive	Stantec	Various			Construction 99%	Complete Construction
South Ocean Blvd Widening Crescent Beach	17 <sup>th</sup> Ave S to 28 <sup>th</sup> Ave S	Stantec	SCDOT - GSATS			Construction 50%	Continue
		RH Moore	\$3,950,000				
South Ocean Boulevard ECT Crescent Beach	17 <sup>th</sup> Avenue South to 28 <sup>th</sup> Avenue South	DDC	Franchise			Construction 80%	Continue
		RH Moore	\$8,000,000				
Resurfacing – 2018	Various	City	Street Improvement/CTC			Construction 100%	Complete
		Palmetto Corp	\$500,000				
2 <sup>nd</sup> Avenue North Widening	Highway 17 at 2 <sup>nd</sup> Avenue North	City	Street Improvement			Design complete.	Re-bid for construction
		TBD	TBD				
RIDE III Street Resurfacing	Citywide	City	RIDE III			Construction 100%	Complete
		Palmetto	\$985,512				
NOB ECT	Cherry Grove - 29 <sup>th</sup> N to 34 <sup>th</sup> N	Mead & Hunt	Franchise Fund			Design Complete	Fall 2020
		TBD	TBD				
LRN Road Path	LRN Road	HRT	TBD			Survey/Design 50%	Complete Survey & Secure Funding
		TBD	TBD				
Edge Parkway Path	Edge Pkwy.	HRT	TBD			Preliminary Design	Secure Funding
		TBD	TBD				

### *Building/Park Improvements*

Description	Location	Design Construction	Fund Cost		Status	Progress & Goal
Fire Station #3 Driveways	33 <sup>rd</sup> Ave S	HRT	Fire		Bid	Award
		TBD	TBD			
NMB Sports Complex Boardwalk	Cypress Swamp	HRT	Parks		Complete	Complete
		Sellers				
Transfer Station Improvements	2 <sup>nd</sup> Avenue South	HRT	Sanitation		Design 80%	Complete Design
		TBD	TBD			
53 <sup>rd</sup> Ave Pier Replacement	53 <sup>rd</sup> Boat Ramp	HRT	Park		Construction 0%	Begin Construction
		Sellers	\$135,000			



# Monthly Report

**MARCH 2019**

## Human Resources



**HUMAN RESOURCES REPORT – MARCH 2019**

Human Resources employees were busy assisting departments and processing new and separating employees. Employee performance appraisals, pay adjustments and 344 applications/resumes were processed. We continue to provide assistance to departments on personnel matters including job postings, announcements, job descriptions, evaluations and change of status forms. Assisted employees with health/life insurance, retirement issues and other personnel-related matters.

New employees received one-on-one orientation sessions throughout the month. Employees received information about the City and their benefits and we enrolled them in the City's Health and Wellness Program and other supplemental benefits.

The City's onsite Health Clinic staffed by Georgann Houben, Nurse Practitioner and Sarah Ann Livingston, LPN is open to employees, retirees and their dependents. Participants of the City's Wellness Program received information on how to sign up for appointments to have their wellness screening performed. Employees with birth month in March received notices to schedule their wellness physicals.

Human Resources staff along with the American Red Cross sponsored a two-day blood drive on the Bloodmobile. They collected 46 pints of blood which is possibly enough to help save 138 lives. Thank you for giving the gift of life.

Sexual harassment training will be May 15 and June 10 at the Parks and Recreation Department for our seasonal and part-time employees. There will also be classes for employees that missed the sessions in September of 2018.

Planning for the employee health and benefits fair, scheduled for Thursday, June 20, has begun. We will provide basic health screenings, glucose and blood pressure checks. We will also provide informational booths designed to help employees become aware of the many health related programs, providers and services available.

<b>New Employees</b>		
Marquel Bellamy	Pub. Grounds Maintenance Worker - PT	Parks & Recreation
Louis Bushay	Custodian (Temporary)	Parks & Recreation
Jeremy Clark	Motor Equipment Operator	Public Works
Keyshawn Moore	Food & Beverage Cook - PT	Parks & Recreation - Sports Park
Julia Owens	Aquatic Instructor - PT	Parks & Recreation - A&FC
Daniel Zemsta	Communications Tech./Jailer	Public Safety
<i>BEACH SERVICES - CONCESSION WORKERS</i>		
Christopher Mincey	Alexander Rode	Rhett Simmons
Katelyn Thompson		
<i>OCEAN - LIFEGUARDS</i>		
Larson White		

Separated Employees		
Louis Bushay	Custodian (Temporary)	Parks & Recreation
Darlene Carney	Administrative Assistant - I	Parks & Recreation - A&FC
Robert Fuller	Pub. Grounds Spec. Events Work - PT	Parks & Recreation
Harry Gillings	Pub. Grounds Maintenance Worker - PT	Parks and Recreation - A&FC

Employee (BCBS & SAV- Rx) Insurance Update:		
February	Medical Claims Paid	\$189,746.89
February	Dental Claims Paid	25,967.25
February	Drug Card	31,694.96
TOTAL	February	\$247,409.10
*Drug card totals for Feb. \$65,851.53 plus BCBS run-out claims of \$296.29 (\$66,147.82) less Sav-RX rebate \$34,452.86 (\$31,694.96)		

#### WORKER'S COMPENSATION

(Public Safety): DOI 03/02/2019 - An employee was injured while exiting a patrol vehicle. As the employee was walking away, the door closed and the employee's finger caught in the car door. The employee complained of numbness to the right pointer finger to the first knuckle, swelling and discoloration. The employee declined treatment.

(Public Safety): DOI 3/15/20219 - An employee was injured while kneeling on concrete. The employee put all weight on right knee while reaching for a drill and heard a pop in the right kneecap causing pain. The employee declined treatment.

(Public Safety): DOI 03/16/2019 - An employee was injured while attempting to place a combative subject under arrest. Both the employee and the subject fell to the ground with the employee falling and striking the employee's right elbow on a paver. McLeod Seacoast treated and released the employee.

(Public Safety): DOI 03/18/2019 - An employee while exiting the fire apparatus went to step down when the employee's knee gave way causing the employee to fall to the ground. The employee complained of right knee pain and tightness. The City nurse treated and released the employee.

(Public Works): DOI 03/22/2019 - An employee was injured after being involved in a truck versus dump truck collision. The employee complained of all over body pain including head, neck, hip, lower back, shoulders, hands, wrists and right knee. Grand Strand Regional Medical treated and released the employee.

(Public Safety): DOI 03/22/2019 - An employee was trying to cut tape off a steel rod with a knife. The employee's hand slipped with the knife and caught the edge of the employees thumb. The employee complained of laceration to the left thumb. The City nurse treated and released the employee.

(Public Safety): DOI 03/24/2019 – An employee while participating in a training exercise and moving felt a sharp pain in the lower back that got progressively worse. The employee complained of lower back pain. Seacoast Medical Center treated and released the employee.

(Public Safety): DOI 03/25/2019 – An employee was pulling a 5" supply line and tripped over another hose causing the employee to fall backwards hitting the employee's lower back and both elbows. The employee complained of pain to the lower back and both elbows. The City nurse treated and released the employee.

(Public Safety): DOI 03/26/2019 – An employee was responding to a medical call when an air pack came out of a bracket and hit the back of the employee's neck as the driver of the fire engine applied the brakes. The employee complained of right arm pain, numbness, and a headache. The City nurse treated and released the employee.

*There are no other report of employees treated under Workers' Compensation for the month of March at this time.*

# March, 2019 Report



## Department of Public Safety



Fire Prevention  
Conducted 336 Fire  
Inspections



### Statistics

Total calls for service March 2019: **2,953**  
Police: 2,605      Fire: 348

Total calls for service March 2018: **2,695**  
Police: 2,345      Fire: 350

Fire Down By:            2  
Police Up By:            260

**Fire/Rescue Division** responded to 66 fire alarms, 6 structure fires, 3 brush fires, 183 first responder calls, assisted police with 23 accidents, and 7 elevator entrapments, among others.

**Law Enforcement Division** responded to 110 business alarms, 2 code violations, 28 domestic violence calls, 23 assaults, 23 shopliftings, 18 keep watch reports, 188 suspicious calls, 106 vehicle accidents, 38 larcenies, 30 calls for property damage, 10 burglaries, 78 ACO calls, 16 B&E autos, 84 public disorderly calls, 15 narcotics violations, 70 public assistance, among many other calls.

Traffic Stops initiated for March 2019: 905  
Traffic Stops initiated for March 2018: 683

Total Arrests for: March 2019: 127  
   March 2018: 165  
   March 2017: 123





**Parks and Recreation Department**

**City Council Report  
March 2019  
City Council April 15, 2019**

The AFC continues to experience growth. We ended the month with over 2954 packages compared to 2840 last year. The AFC hosted the Carolina Wheelchair Basketball Conference Championship March 15-17, seven teams competed, and North Myrtle Beach was represented by our local team Coastal Chairmen. The Chairmen represented the community well by coming in second place in the tournament.

	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Packages as of January	2535	2645	2646	2656	2834	3057
Packages as of February	2546	2740	2666	2661	2899	3039
Packages as of March	2549	2700	2589	2682	2840	2954
Packages as of April	2339	2506	2421	2489	2710	
Packages as of May	2300	2415	2412	2464	2687	
Packages as of June	2317	2486	2467	2575	2755	
Packages as of July	2317	2471	2441	2549	2729	
Packages as of August	2278	2412	2358	2495	2692	
Packages as of September	2296	2355	2330	2442	2601	
Packages as of October	2236	2330	2324	2614	2709	
Packages as of November	2364	2387	2382	2566	2705	
Packages as of December	2383	2426	2361	2602	2745	

**Member check-in:**

**March 2019: 26,821**

**March 2018: 27,910**

**Aquatic Programs**

- There were 2291 participants in the water exercise classes, 2277 lap swimmers, 1784 whirlpool users and 1841 therapy pool swimmers

### **March Events**

- Tuesday/Thurs. swim lessons began with 30 swimmers registered
- Saturday Lessons continue with 43 children and adults registered
- Dolphins participated in Conway Holiday Classic swim meet
- Lifeguard in-service 3 hrs./ 9 guards
- Jr. Guards completed their training with 20 registered
- Lifeguard Certification/ Re-Cert course was held with 3 participants
- Kayak class was held with 8 paddlers
- 20 Dolphins participated in a meet in the Myrtle Beach Clover Meet
- 12 GSMS swimmers participated in the Bolivia, NC meet
- March Madness Water Ex event held from 7:0 am – 1:30 pm  
6 instructors were rotated in and out every 30 minutes. Turnout was great and feedback was super!

### **April Scheduled Events**

- T/Th group swim lessons continue followed by another 3 week sessions
- Saturday group swim lessons will continue followed by another 6 week session
- Dolphins will attend the Championship meet in Conway
- Dolphins will participate in an Intra-Squad Meet April 26
- Masters Swim Team continues M/W/Sat
- Shallow LG course will be held April 1-5 for Kingston Plantation
- After School kids are scheduled to swim April 4 & 25
- Kayak class is scheduled April 11 with 8 registrants
- Spring Break kids will be in the pool April 19,22,24,26 with the slide all 3 days
- Shallow Water LG Certification class will be held for Sands Resort
- Beach Patrol will run their first Beach Lifeguard Academy April 12 & 14

### **Fitness Programs**

- March 2019 Land class participation: 5874  
267 classes for the month  
Class average: 22.0
- March 2018 Land class participation: 4822  
286 classes for the month  
Class average: 17.04
- Total orientations – 12 for the month
- Les Mills Virtual On Demand: 173
- Kids Cardio Circuit: 104 participants

### **Child Watch & Activity Program**

- Averaged 10 participants in the morning program    Total – 252 visits
- Averaged 10 participants in the evening program    Total – 214 visits
- 30 kids in gymnasium

- Adult gym participation average was 23, with a total of 275 adults in the gym for the month
- Wheelchair basketball practice continues every Wednesday night and participated in the Carolina Wheelchair Basketball Conference tournament held at AFC March 16-17
- After School averaged 27 kids

### **Customer Service**

- Total tours 77
- In-state tours 48
- Out of state tours 27
- 2 visitors did not provide information
- 36 new member letters were sent out

### **Recreation**

#### **Artists Everywhere**

- March 4-April 8: Asiale Potts

#### **Special Events / Festivals**

- St. Patrick's Day Parade and Festival
  - March 17, 2019 on Main Street
  - Media Sponsor WPDE, Parade Presenting Sponsor NMB Chamber of Commerce
  - Approximately 49,000 attendees
  - 193 Vendor Spaces & 120 Parade Entries
  - Free Admission, Open to the Public
- Pedal in the Park
  - March 22, 2019; 7:30 PM
  - 3 Mile Family Friendly Bike Ride

#### **April**

- Touch A Truck
  - April 6, 2019; 10-2 PM
  - NMB Park & Sports Complex, Wild Wing Café Soccer//Lacrosse Complex
  - Free Admission, Open to the Public
- McLeod Nature Trail Opening
  - April 16, 2019; 3 PM

#### **May**

- Mayfest on Main
  - May 11, 2019; 10 AM – 6 PM
  - Two stages of live entertainment
  - Approximately 100 Vendors

#### **Programing**

- Dog Agility & Obedience
  - 3/23/2019 – 4/18/2019

**April**

- Outsider ArtVenture
  - Mommy and Me Art– April 3, 2019
  - Picnic Art – April 13, 2019

**May**

- Day Trip
  - Art Fields, Lake City – May 2, 2019
- Family Fishing
  - May 18, 2019; 9 AM – NMBPSC Lake, CCNB Picnic Shelter
  - Registration closed at maximum capacity of 28

**August**

- Extended Bus Tour Registration Open – Pigeon Forge, Tennessee, Titanic Museum, 4 Dinners shows. Tour of the Great Smoky Mountains
  - August 6- August 9, 2019
  - \$659 per person/double occupancy

**Sponsorships**

**Sports Complex/Recreation**

- Renewals / Payments
  - Rockin Jump – warm up area
  - Little River Elks Lodge – field sign

**St. Patrick's Parade & Festival**

- Stage sponsors
  - Freedom Boat Club
  - Flynn's
  - Paradise Adventure Golf
  - South Atlantic Bank
  - Fun Warehouse
  - Vantage Vacation Rentals
  - Food Lion
  - Little Ceasars
  - Wyman Wise State Farm
  - All Star Signs

**Summer Concert / Movie Series**

- Music on Main Sponsors – CCNB
- Sounds of Summer – Food Lion
- Movies at McLean – Ledo Pizza



## **KNMBB**

### **Unfinished Business**

- A date for the grand opening of the Community Garden has not been set
- Touch a Truck is April 6<sup>th</sup>, 11 am – 2 pm, set up at 10 am. Volunteers are needed
- Monday after the Masters is April 15<sup>th</sup>. Six to eight volunteers are needed per shift from 7 am until cleanup is complete
- Bags of candy for the Easter Egg Hunt will be assembled at the Community Center on April 17<sup>th</sup> at 4:00 pm. Volunteers welcome
- The Easter Egg Hunt is April 20<sup>th</sup>. Volunteers are needed at 8 am
- Captain Smiley's waterway and Waities Island cleanup is April 27<sup>th</sup>, staging at Johnny Causey Landing at 8:00 am. Breakfast and lunch will be served to the volunteers
- Dee Myers needs volunteers for the Diva Run water stop on May 5<sup>th</sup>

### **New Business**

- A copy of My Coast Beach Cleanup Report was distributed to those present. Beach access volunteers who report online are included in this report. KNMBB member Sylvia Bray was on the list
- Driftwood Garden Club and the junior gardeners at Riverside Elementary are planting a spring garden on school grounds. KNMBB is contributing supplies
- The annual Litter Index is scheduled for June 11<sup>th</sup>
- High school and college groups here on March 30<sup>th</sup> and April 14<sup>th</sup> will participate in cleanups
- The Beach Sweep is scheduled for September 21<sup>st</sup>, staging at 53<sup>rd</sup> N Boat Landing

### **Other Announcements**

- Sylvia Bray thanked KNMBB for sponsoring her attendance at the SC Conference
- The Earth Day banner will be displayed at the NMB Historical Museum in lieu of a celebration since the date coincides with Easter

## **Athletics**

- Spring sports registration ended on March 8<sup>th</sup> and evaluations were held in baseball, softball and soccer. We have a total of 693 participants in spring sports
- 410 total participants for youth baseball, plus still registering for oldest boys baseball league (412 last season)
- 88 total participants for youth softball (102 last season)
- 195 total participants for youth soccer (213 last season)
- Practices started for baseball on March 18<sup>th</sup> and softball and soccer started on March 25<sup>th</sup>

### **Sports Tourism**

- March hosted an abundance of sports tourism events with 4 weeks each of Fastpitch Dream Collegiate Softball Spring Training and Hightide Ultimate Frisbee tournaments with a direct economic impact of \$6,871,029, up 4.75% from last year
- Fastpitch Dreams brought in 96 teams from various states all over the country
- Hightide Ultimate Frisbee brought in over 170 teams from various states across the nation

**Parks and Recreation Department  
City Council Monthly Report  
March 2019  
Page 6 of 7**

- On March 8-9, we hosted over 100 Pickleballers at the Paddle at the Beach tournament at JBFCC with some coming from as far as New Jersey
- National Travel Basketball Association hosted a basketball tournament on March 15-17 with 36 teams
- Grand Strand Softball Classic came to town March 25-29 with 18 teams from OH, PA, WV, TN
- UNCW Ultimate Frisbee welcomed 20 collegiate club Frisbee teams on March 30-31 from all over the US including Harvard, UC Santa Barbara, Oregon, UNC, Virginia, VA Tech, Carelton, Tufts, Brown. 5 of the teams were ranked in the top 10 nationally.

**Upcoming**

- Opening ceremonies for the baseball/softball season will be held April 4<sup>th</sup> at the NMB Park & Sports Complex. Members of City Council and the Recreation Commission will officially open the 2019 youth baseball/softball season.
- Evaluations for 13-15 baseball and softball will be April 3<sup>rd</sup>
- Baseball games will begin on April 5<sup>th</sup> and 8<sup>th</sup>
- Tball games will start on April 23<sup>rd</sup> and Softball games will begin April 25<sup>th</sup>
- Soccer games will start on April 25<sup>th</sup> and 29<sup>th</sup>
- April will host the Grand Strand Softball Classic for two weeks during spring breaks bringing over 67 teams
- Coast FA Soccer Spring Classic, April 13-14 and April 27-28, over 150 teams will be participating in North Myrtle Beach

**Beach Services**

- All boxes will be on the beach this March
- Rentals begin April 1<sup>st</sup>
- Hiring continues for box workers and concessions

**Parks and Grounds**

**Non-Routine Projects and Activities**

**Parks and Beach**

- Contractor continues rebuilding Cherry Grove Boat Ramp stationary dock – in cooperation with Public Works
- Construct Bocce court behind Community Center, begin cleaning and reclaiming associated common area
- Annual dune grass fertilization
- Begin pre-season walkover inspection and repair process
- Post Ocean and Central Park hours to make enforceable

**Recreation and Special Events**

- Logistical support for St Patrick's Day Parade and Festival, Pedal in the Park, Fast Pitch Dreams and GSS Softball, Top Gun baseball, and High Tide Ultimate Frisbee

- Landscape renovation at Ocean Park
- Finalize plan for 2019 GCLS – begin mapping and electrical infrastructure process

**Medians and Right of Ways**

- Sight triangle hazard correction at 26<sup>th</sup> S and Madison, 24<sup>th</sup> N, 8<sup>th</sup> N at Wal-Mart exit
- Treat ponds at 8<sup>th</sup> N and 9<sup>th</sup> S for algae
- Order new/replacement Christmas decorations for Highway 17

**Custodial**

- Continue off-season deep cleaning cycle and beachfront restroom pre-season prep

**Landscape Maintenance**

- Finalize landscape renovation at Main Street, begin at Community Center
- Winter planting – 80% complete

**Park and Sports Complex**

- Install PSC swamp footbridge interpretive signage
- Clean debris from wetlands
- Plant annuals at entrance median

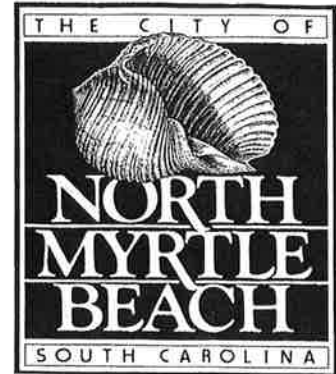
**Other**

- Grainger, Lewis and Driggers/Sloop (tree board) attend Trees SC tree training

**Upcoming Projects**

- Install new main entry gates at NMB Park & Sports Complex
- Fuel tank installation at NMB Park & Sports Complex Maintenance Facility
- Construction of new crew quarters and storage at NMB Park & Sports Complex
- Maintenance

# MEMO



**TO:** Mayor and City Council

**FROM:** Jim Wood  
Director, Planning & Development

**DATE:** April 5, 2019

**RE:** Monthly Report – Department of Planning & Development

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Attached is the March monthly report for the Department of Planning and Development.

The report identifies the construction permits issued and inspections performed. The activities of the Planning Commission and Board of Zoning Appeals are also included.

Office of Planning and Development

1018 2<sup>nd</sup> Avenue South, North Myrtle Beach, SC 29582



## BUILDING DIVISION MONTHLY REPORT MARCH 2019

<b>PERMITS ISSUED</b>	<b>THIS MONTH</b>	<b>LAST MONTH</b>	<b>MAR 2018</b>	<b>THIS FY YTD</b>	<b>LAST FY YTD</b>	<b>%CHANGE</b>
Single Family *	13	20	17	220	178	24%
Townhouse Building Permits ~	0	0	0	39	11	255%
Townhouse Units	(0)	(0)	(0)	(39)	(11)	255%
Multifamily Buildings	0	0	0	1	2	-50%
Multifamily Units	(0)	(0)	(0)	(24)	(27)	-11%
Mixed-Use (Comm & M/F)	0	0	0	0	0	0%
Hotel/Motel Buildings	0	0	0	0	1	-100%
Hotel/Motel Units	(0)	(0)	(0)	(0)	(138)	-100%
Commercial	0	1	1	6	8	-25%
Relocation	1	2	0	5	8	-38%
Demolitions	3	1	1	21	15	40%
Swimming Pools	8	11	10	62	58	7%
Signs	6	5	4	53	48	10%
Alter/Addition/Repair	232	187	240	1989	1863	7%
Mobile Homes (New)	0	0	2	4	9	-56%
Mobile Homes (Replace)	2	0	0	4	2	100%
RV's/Park Models	0	0	2	4	4	0%
Other	88	86	42	403	376	7%
<b>TOTALS:</b>	<b>353</b>	<b>313</b>	<b>319</b>	<b>2811</b>	<b>2583</b>	<b>9%</b>

<b>CERTIFICATES ISSUED</b>	<b>THIS MONTH</b>	<b>LAST MONTH</b>	<b>MAR 2018</b>	<b>THIS FY YTD</b>	<b>LAST FY YTD</b>	<b>% CHANGE</b>
C.O.'s	189	112	135	1505	1532	-2%
Zoning Compliances	70	48	56	522	517	1%

<b>NUMBER OF INSPECTIONS</b>	<b>THIS MONTH</b>	<b>LAST MONTH</b>	<b>MAR 2018</b>	<b>THIS FY YTD</b>	<b>LAST FY YTD</b>	<b>% CHANGE</b>
Building	74	48	61	403	787	-49%
Electrical	159	159	154	1359	1295	5%
Plumbing	121	100	119	865	1020	-15%
HVAC/Gas	87	92	106	804	968	-17%
Info (Tenant Changes)	14	20	19	91	119	-24%
C.O.'s	132	81	131	1076	1355	-21%
Other	49	67	33	378	477	-21%
<b>Totals:</b>	<b>636</b>	<b>567</b>	<b>623</b>	<b>4976</b>	<b>6021</b>	<b>-17%</b>
Daily Average	30	28	30			

### BUILDING VALUATION

<b>THIS FY TO DATE</b>	<b>LAST FY TO DATE</b>	<b>CHANGE</b>
\$141,916,192.31	\$121,148,504.95	17%

### REVENUE

<b>THIS FY TO DATE</b>	<b>LAST FY TO DATE</b>	<b>FY BUDGET</b>	<b>% OF BUDGET</b>
\$643,835.86	\$927,712.60	\$468,750.00	137%

\* In March - 0 Duplex Structures  
~ In March - 0 TH Bldgs, 0 Permits

**CITY OF NORTH MYRTLE BEACH  
MAJOR PROJECTS PERMITTED  
PLANNING & DEVELOPMENT  
MARCH 2019**

**#1 BFR – EDGEWATER BLDG 9**

**PROJECT LOCATION: 2180 Waterview Dr, Bldg 9**

**CONTRACTOR: PRIME SOUTH OF THE CAROLINAS, LLC**

**VALUATION: \$932,789.00**

**PERMIT FEE COLLECTED: \$3,811.50**

**DESCRIPTION: Remove exterior stucco, make repairs, reflash windows, install HVAC line set, remove roof tile / reflash, repair any exterior damage, install temporary power pole for construction.**

**CITY OF NMB**  
**TENANT CHANGES**  
**MARCH, 2019**

<u>ADDRESS</u>	<u>OLD BUSINESS</u>	<u>NEW BUSINESS – TYPE</u>
3700 S Ocean Blvd	The Corner Store	Trailblaze Adventure (Retail, Sales, Rental, Tours)
1814 Hwy 17 S – (Unit C)	Vacant	AraBella Boutique (Retail)
1200 Hwy 17 S	La Pupusa Loca	Sugrue’s Pub & Eatery (Restaurant)
621 Sea Mtn Hwy	Real Counseling, LLC	Thomas Annual Rentals / Beach & Co (Real Estate)
109 Ash St, Ste A	Southwind Eng, LLC	Trunkplayers Surf & Skate (Retail)
1021 Sea Mtn Hwy, (Unit B-2)	Manning Realty	Frazier Law Firm, PC (Law Firm)



**PLANNING DIVISION  
MONTHLY REPORT  
March 2019**

During the month of March, the City of North Myrtle Beach Planning Commission held two regularly scheduled meetings and workshops.

**Monthly Plan and Plat Review Statistics:**

	Site Plan Submittals		
	Pre-Applications	New Full Submittals	Approved
<b>March</b>	1	1	4

	Approved Major Final Plats		Approved Major Preliminary Plat		Staff Approved Plats	
	Number	# Lots	Number	# Lots	Number	Acreage
<b>March</b>	2	60	1	18	1	0.97

**Planning Commission Activity:**

March 5, 2019

*New Business*

- A. BONDED FINAL SUBDIVISION PLAT SUF-19-02:** A bonded major final plat of subdivision for Park Pointe Phase 2 South to create thirty-five (35) single-family lots of record, open space, and public rights-of-way off Champions Boulevard across from the NMB Park and Sports Complex.

*Action: The planning commission voted 5-1 to approve the proposed bonded major final plat of subdivision.*

- B. REZONING REQUEST Z-19-01:** A rezoning request for one (1) lot containing approximately 6.4 acres located at 601 Main Street, PIN 356-01-03-2011, from PDD (Planned Development District) to HC (Highway Commercial). (*Applicant requests to table.*)

*Action: At the applicant's request, the planning commission voted unanimously to table the proposed rezoning request to the March 19<sup>th</sup> meeting.*

- C. PLANNED DEVELOPMENT DISTRICT AMENDMENT MNPDD-19-01:** The Planning & Development Department received an application for a minor amendment to the Bellasera Planned Development District to create eighteen townhome lots in the third and final phase of the development.

*Action: The planning commission voted unanimously to approve the proposed minor amendment to the Bellasera Planned Development District.*



- D. PLANNED DEVELOPMENT DISTRICT AMENDMENT MNPDD-19-02:** The Planning & Development Department received an application for a minor amendment to the Barefoot Landing Planned Development District to expand the Lulu's building footprint.

*Action: The planning commission voted unanimously to approve the proposed minor amendment to the Barefoot Landing Planned Development District.*

March 19, 2019

*Old Business*

- A. REZONING REQUEST Z-19-01:** A rezoning request for one (1) lot containing approximately 6.4 acres located at 601 Main Street, PIN 356-01-03-2011, from PDD (Planned Development District) to HC (Highway Commercial).

*Action: The planning commission voted unanimously to recommend approval of the rezoning request. The request was forwarded to city council to be considered for first reading of ordinance on April 1.*

*New Business – "Consent Items"*

- A. BONDED FINAL SUBDIVISION PLAT SUF-18-16:** A bonded major final plat of subdivision for Phase 2 of Blackwater at the Dye Club to create twenty-five (25) lots of record, one (1) common space, and one (1) private right-of-way off Gray Heron Drive in the Dye Estates.

*Action: The planning commission voted unanimously to approve the proposed bonded major final plat of subdivision.*

*New Business*

- A. LAND DEVELOPMENT REGULATIONS TEXT AMENDMENT STX-19-01:** City staff has initiated an amendment to the Land Development Regulations text to address development standards regarding access for corner lots.

*Action: The planning commission voted unanimously to recommend approval of the land development regulations text amendment. The amendment was forwarded to city council to be considered for first reading of ordinance on April 1.*

- B. ZONING ORDINANCE TEXT AMENDMENT ZTX-19-01:** City staff has initiated an amendment to the zoning ordinance text to create an overlay district that defines architectural, signage, landscaping, pedestrian amenities, lighting and parking standards for centers of activity.

*Action: The planning commission voted unanimously to recommend approval of the zoning ordinance text amendment. The amendment was forwarded to city council to be considered for first reading of ordinance on April 1.*

- C. ZONING OVERLAY ZO-19-01:** City staff has initiated a zoning map amendment to apply the Activity Center Overlay (ACO) zoning district to one (1) lot containing approximately 6.4 acres located at 601 Main Street, PIN 356-01-03-2011.

*Action: The planning commission voted unanimously to recommend approval of the zoning overlay request. The request was forwarded to city council to be considered for first reading of ordinance on April 1.*

**D. PRELIMINARY SUBDIVISION PLAT SUP-19-01:** A major amended preliminary plat of subdivision for Bellasera Phase 3 creating 18 lots of record, common space and private rights-of-way within the Bellasera Planned Development District (PDD) on 2nd Avenue North.

*Action: The planning commission voted 3-1 to approve the proposed preliminary plat of subdivision.*

**E. MAJOR PLANNED DEVELOPMENT DISTRICT AMENDMENT MJPDD-18-05 (pier sign only):** A referral from city council back to the planning commission concerning a new pier sign proposed for the Prince Resort at the Cherry Grove Pier Planned Development District.

*Action: The planning commission voted unanimously to table the major planned development district amendment to the April 2<sup>nd</sup> meeting.*

Respectfully submitted,



Aaron C. Rucker  
Principal Planner

**BOARD OF ZONING APPEALS**  
**MARCH 2019**  
**Monthly Report**

The Board of Zoning Appeals met on March 14, 2019 and took the following action:

**APPROVED VARIANCE #V04-19:** Mr. William Hovis has made application for a variance of 10 feet for a storage building in the front yard on a double fronting street in the R-3 (Mobile Home Residential) district at 1009 Seaside Drive.

**APPROVED VARIANCE #V05-19:** Mr. Roger Henson has made application for a variance to remove a tree in excess of the 24-inch caliper measurement that is protected by the ordinance at 1912 Hillside Drive South.

**APPROVED VARIANCE #V08-19:** Foxfire RV Resort Inc. has made application for a variance of 10 feet from the required 30-foot rear yard setback in the R-3 (Mobile Home Residential) district for a proposed RV (recreational vehicle) park at 1000 37<sup>th</sup> Avenue South. The proposal would include area on 37<sup>th</sup> Avenue South and 38<sup>th</sup> Avenue South.

**APPROVED VARIANCE #V09-19:** John Mandikos has made application for a variance to remove four trees in excess of the 24-inch caliper measurement that is protected by the ordinance at 2426 Ridge Street.

**APPROVED SPECIAL EXCEPTION #SE1-19:** Mr. Lance Denny has made application for a special exception to serve on-premises alcoholic beverages at 2208 North Ocean Boulevard.

**DENIED VARIANCE #V10-19:** Ms. Katherine Shields has made application for a variance to place an accessory storage building in the front yard and a variance of 14 feet from the required 20-foot front yard setback in the R-3 (Mobile Home Residential) district at 818 Wayne Street.

**APPROVED VARIANCE #V14-19:** Ms. Mary Patton has made application for a variance of 8 inches from the required 25-foot front yard project setback in a zero-lot line, single-family residential project in the R-2 (Medium Density Residential) district at 601-A 3<sup>rd</sup> Avenue South.

**APPROVED SPECIAL EXCEPTION #SE2-19:** Jack Axe Throwing has made application for a special exception to serve on-premises alcoholic beverages in the HC (Highway Commercial) district at 3606 Highway 17 South.

To: Paul Blust  
From: Ben Caldwell  
RE: March Building Maintenance Progress Report / Outstanding Caseload  
4/4/2019

Any future dates listed below illustrate the expiration of the initial 90 day grace period.

**1003 Seaside Drive – 6/3/18**

- \*Decayed siding in need of replacement
- \*Torn screens need removed or replaced

**2405 Bryan Street – 7/10/18**

- \*Torn window screens in need of repair, replacement or removal
- \*Accessory building siding in poor condition with rotten wood siding in need of repair
- \*Rotten wood on decks in need of repair or replacement

**308 31<sup>st</sup> Avenue North – 7/4/18**

- \*Torn window screens in need of repair, replacement or removal
- \*Missing and/or dilapidated siding is in need of repair or replacement
- \*Deck boards and railings are missing and in need of replacement
- \*Steps leading to deck are in need of repair or replacement
- \*Case Closed

**312 31<sup>st</sup> Avenue North – 6/27/18**

- \*Exterior doors are not secure. Repair or replace exterior door locking mechanisms
- \*Torn window screens in need of repair, replacement or removal
- \*The deck is thoroughly dilapidated and in need of repair or replacement

**600 41<sup>st</sup> Avenue South – 6/27/18**

- \*Missing and rotted roofing elements in need of repair or replacement

**1002 39<sup>th</sup> Avenue South – January 2019**

- \*Mobile home roof in poor repair and is currently covered with a torn tarp. The tarp needs to be removed and the roof shall be repaired as needed to assure a weather resistant exterior envelope.
- \*Remove the damaged camper located on this lot. Campers are not permitted in this zoning district.

**1004 38<sup>th</sup> Avenue South – January 2019**

- \*Mobile home doors are in poor repair and need repaired or replaced
- \*Mobile home windows are broken and in need of replacement

**1006 38<sup>th</sup> Avenue South – January 2019**

- \*Mobile home windows are broken and in need of replacement
- \*Storage building is in need of repair, replacement or removal

**1036 38<sup>th</sup> Avenue South – January 2019**

- \*Missing siding needs to be replaced
- \*Broken and missing windows need replaced

**1040 38<sup>th</sup> Avenue South – January 2019**

- \*Decking and steps in need of repair or replacement

**5101 North Ocean Boulevard – April 2019**

- \*Siding is in extremely poor condition. Make appropriate repairs that provide a weather resistant exterior envelope.
- \*Deck and step railings missing or otherwise in extremely poor condition and are unsafe. Properly repair as needed.

**1202 Thomas Avenue – April 2019**

\*Siding and roofing on the accessory storage building(s) are in extremely poor condition. Make appropriate repairs that provide a weather resistant exterior envelope or remove the storage building(s) from the property.

**111028<sup>th</sup> Avenue South – May 2019**

- \*Roof is in poor repair and repair or replacement is needed.
- \*Steps are in poor repair and are needing to be replaced or repaired.
- \*The rear door is boarded up. Remove boards and repair door as necessary to properly function as intended.
- \*Torn window screens need to be removed or replaced.
- \*Loose vinyl siding needs to be repaired or replaced.

**3305 South Ocean Boulevard – May 2019**

- \*Roofing is in poor repair and needs replaced or repaired.
- \*Broken window on 2<sup>nd</sup> floor needs replaced.
- \*Storm door is in poor repair and needs replaced or repaired to properly intended condition.
- \*Siding is in poor repair and needs to be replaced or repaired.

**B507 15<sup>th</sup> Avenue South – May 2019**

- \*Boarded windows need to be unboarded and repaired or replaced with operable windows.
- \*Eaves and overhangs of the roof are in disrepair and in need or replacement or repair.
- \*Holes in the block wall of the home are needed to be repaired.
- \*Broken windows are required to be replaced with operable windows.

# MONTHLY REPORT

## FINANCE DEPARTMENT

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### March 2019

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#### FINANCE DIRECTOR

The Director and the Assistant Director spent much of the month of March working with the City Manager and other department heads on writing the annual budget. The Director and Assistant Director have taken the results of the annual Budget Retreat and have written the FY 2020 Budget in accordance with the direction provided by the Mayor and City Council at the retreat.

#### Cash Flow Projections for Next Month

<u>Fund</u>	<u>Beginning Balance</u>	<u>Collections</u>	<u>Expenditures</u>	<u>Ending Balance</u>	<u>Yield Spread</u>
General Fund	\$ 13,946,792	\$ 3,200,000	\$ 2,500,000	\$ 14,646,792	.75 to 2.6%
Water/Sewer	\$ 7,838,137	1,500,000	1,800,000	\$ 7,538,137	.75 to 2.6%

#### ACCOUNTING

In March, 682 Accounts Payable and 1,010 Payroll checks were issued by the Accounting Division. The total dollar amount of all Accounts Payable checks was \$4,846,934.03.

**GENERAL FUND**  
**Monthly Report**  
**July 1, 2018 to March 31, 2019**

	FY2018 Annual Budget	FY2018 YTD Actual	FY2019 Annual Budget	FY2019 YTD Actual	% of Budget
<b><u>REVENUES</u></b>					
Current Taxes	\$ 13,200,000	\$ 13,330,050	\$ 14,300,000	\$ 14,300,746	100%
Delinquent Taxes	400,000	258,463	375,000	282,185	75%
Hospitality Fees	4,982,400	3,059,801	5,181,433	3,040,676	59%
Licenses & Permits	9,134,000	2,945,402	10,321,500	2,506,303	24%
Intergovernmental	1,283,560	755,631	1,555,810	611,272	39%
Fines/Forfeitures	351,000	237,688	351,000	321,184	92%
Use of Money/Property	422,000	172,072	222,000	137,513	62%
Sales/Service Charges	460,001	340,951	460,000	405,620	88%
Miscellaneous/Grants	40,000	143,015	65,000	99,906	154%
Interfund Transfers	901,592	589,281	1,075,245	545,497	51%
<b>TOTAL</b>	<b><u>\$ 31,174,553</u></b>	<b><u>\$ 21,832,352</u></b>	<b><u>\$ 33,906,988</u></b>	<b><u>\$ 22,250,902</u></b>	<b><u>66%</u></b>
<b><u>EXPENDITURES</u></b>					
General Government	\$ 2,599,887	\$ 1,875,872	\$ 2,689,687	\$ 1,762,012	66%
Information Services	461,990	490,359	526,091	456,833	87%
Finance	878,072	632,289	911,253	651,901	72%
Public Safety	14,458,606	10,695,311	15,838,283	11,772,678	74%
Community Services	1,800,274	1,247,668	1,882,564	1,275,073	68%
Public Works	2,178,796	1,728,420	2,347,094	1,923,483	82%
Parks & Recreation	3,979,363	2,556,835	4,262,847	3,183,011	75%
Support Services	1,109,341	768,481	1,117,795	677,480	61%
Debt Service	758,224	-	777,565	56	0%
Other Financing Uses	2,950,000	-	3,525,000	-	0%
<b>TOTAL</b>	<b><u>\$ 31,174,553</u></b>	<b><u>\$ 19,995,233</u></b>	<b><u>\$ 33,878,179</u></b>	<b><u>\$ 21,702,527</u></b>	<b><u>64%</u></b>

# WATER & SEWER FUND

## Monthly Report

July 1, 2018 to March 31, 2019

	FY2018 Annual Budget	FY2018 YTD Actual	FY2019 Annual Budget	FY2019 YTD Actual	% of Budget
<b><u>REVENUES</u></b>					
Water Usage	\$ 7,878,500	\$ 5,158,685	\$ 8,110,000	\$ 5,042,549	62%
Sewer Usage	5,321,400	3,474,436	6,150,000	3,853,080	63%
Water Taps	50,000	73,450	50,000	55,500	111%
Sewer Taps	20,000	25,282	20,000	23,700	119%
Interest on Investments	125,000	19,332	125,000	290	0%
Service Charges	75,000	47,045	75,000	51,090	68%
Late Payment Penalties	80,000	45,419	80,000	52,146	65%
Grants	-	3,374	-	-	0%
Miscellaneous	<u>237,500</u>	<u>252,787</u>	<u>237,500</u>	<u>190,502</u>	<u>80%</u>
TOTAL	<u>\$ 13,787,400</u>	<u>\$ 9,099,811</u>	<u>\$ 14,847,500</u>	<u>\$ 9,268,856</u>	<u>62%</u>
<b><u>EXPENSES</u></b>					
Water Billing	\$ 622,518	\$ 463,758	\$ 676,479	\$ 485,966	72%
Public Works Admin.	696,211	528,122	821,329	558,440	68%
Wastewater Treatment	2,565,411	1,999,641	2,281,486	1,449,430	64%
Wells/Lift Maintenance	1,873,419	1,215,803	1,975,562	1,325,754	67%
Construction/Maintenance	4,156,759	3,332,064	4,313,947	3,328,529	77%
Overhead Allocation	2,685,259	2,013,957	2,812,248	2,119,095	75%
Depreciation	3,236,537	2,427,403	3,236,537	2,427,403	75%
Debt Interest	<u>171,925</u>	<u>142,538</u>	<u>108,888</u>	<u>86,450</u>	<u>79%</u>
TOTAL	<u>\$ 16,008,039</u>	<u>\$ 12,123,285</u>	<u>\$ 16,226,476</u>	<u>\$ 11,781,067</u>	<u>73%</u>



**SOLID WASTE**  
**Monthly Report**  
**July 1, 2018 to March 31, 2019**

	FY2018 Annual Budget	FY2018 YTD Actual	FY2019 Annual Budget	FY2019 YTD Actual	% of Budget
<b><u>REVENUES</u></b>					
Miscellaneous Revenue	\$ 8,000	\$ 1,536	\$ -	\$ 100	-
Fees Billed	4,375,000	3,296,013	5,150,000	3,843,141	75%
Late Payment Penalties	27,500	17,758	27,500	19,965	73%
Interest on Investments	-	1,845	-	2,129	-
Grants	10,000	250,881	-	-	-
Interfund Transfer - A-Tax	245,958	160,758	178,959	116,878	65%
TOTAL	<u>\$ 4,666,458</u>	<u>\$ 3,728,792</u>	<u>\$ 5,356,459</u>	<u>\$ 3,982,212</u>	<u>74%</u>
<b><u>EXPENDITURES</u></b>					
Commercial Collection	\$ 463,277	\$ 358,131	\$ 484,816	\$ 311,926	64%
Transfer Station	999,339	619,147	1,054,648	682,268	65%
Residential Collection	1,017,666	727,675	1,083,746	733,516	68%
Trash/Litter Collection	340,005	215,079	338,529	225,137	67%
Beach Cleaning	245,823	141,495	254,657	147,563	58%
Recycling	389,964	281,342	374,714	300,440	80%
Depreciation Expense	450,000	337,500	550,000	412,500	75%
Overhead Allocations	759,392	569,547	806,557	603,000	75%
TOTAL	<u>\$ 4,665,466</u>	<u>\$ 3,249,917</u>	<u>\$ 4,947,667</u>	<u>\$ 3,416,349</u>	<u>69%</u>

**BEACH SERVICES**  
**Monthly Report**  
**July 1, 2018 to March 31, 2019**

	FY2018 Annual Budget	FY2018 YTD Actual	FY2019 Annual Budget	FY2019 YTD Actual	% of Budget
<b><u>REVENUES</u></b>					
Miscellaneous Revenue	\$ 20,000	\$ 7,786	\$ 20,000	\$ 11,381	57%
NMB Merchandise Sales	-	285	-	30	-
Beach Obstruction Removal Fee	-	-	-	-	-
Rentals	2,000,000	1,384,375	2,250,000	1,258,675	56%
All day Wrist Band Sales \$20	48,750	21,200	27,500	17,580	64%
Single Ride Sales \$3	73,750	16,615	45,000	14,135	31%
Weekly Ride Sales \$60	2,500	2,880	2,500	1,620	65%
Group HIPPO Rate \$5	-	75	-	-	0%
Season Passes	-	1,475	-	2,125	0%
Frozen Lemonade Sales	350,000	188,970	300,000	226,608	76%
Other Sales	10,000	110	10,000	258	3%
Sponsorships	-	-	-	-	-
Interfund Transfer - A-Tax	192,396	125,750	157,805	103,062	65%
Interfund Transfer- Local A-Tax	318,295	-	363,862	-	0%
Transfer from General Fund	-	-	-	-	0%
Less Sales Tax	(155,000)	(121,163)	(185,000)	(115,666)	63%
<b>TOTAL</b>	<b>\$ 2,860,691</b>	<b>\$ 1,628,358</b>	<b>\$ 2,991,667</b>	<b>\$ 1,519,808</b>	<b>51%</b>
<b><u>EXPENSES</u></b>					
Personnel - Concessions	\$ 603,312	\$ 368,228	\$ 603,452	\$ 368,191	61%
Oper. & Maint.- Concessions	266,552	132,106	269,299	153,727	57%
Personnel - Lifeguards	642,863	437,900	683,337	417,933	61%
Oper. & Maint.- Lifeguards	35,850	55,398	52,730	62,863	119%
Depreciation	150,000	112,500	150,000	112,500	75%
Overhead Allocations	609,682	457,245	627,066	469,872	75%
Transfer Out NMB Enterprise Fund	-	-	200,000	-	0%
<b>TOTAL</b>	<b>\$ 2,308,259</b>	<b>\$ 1,563,377</b>	<b>\$ 2,585,884</b>	<b>\$ 1,585,086</b>	<b>61%</b>

# AQUATICS & FITNESS CENTER

## Monthly Report

July 1, 2018 to March 31, 2019

	<u>FY2018</u> <u>Annual</u> <u>Budget</u>	<u>FY2018</u> <u>YTD</u> <u>Actual</u>	<u>FY2019</u> <u>Annual</u> <u>Budget</u>	<u>FY2019</u> <u>YTD</u> <u>Actual</u>	<u>% of</u> <u>Budget</u>
<b><u>REVENUES</u></b>					
Membership Fees	\$ 1,659,000	\$ 1,274,330	\$ 1,659,000	\$ 1,339,115	81%
Enrollment Fees	55,000	50,073	55,000	51,118	93%
Grants	-	-	-	-	0%
Programs - Operating	241,000	210,978	241,000	221,223	92%
Programs - Nonoperating	15,000	16,780	10,000	(9,326)	-93%
Local Accommodations	823,205	702,119	823,205	677,537	82%
A-Tax Transfer In	-	-	-	-	0%
Less Sales Tax	-	(3,265)	-	(3,613)	0%
Miscellaneous	-	21	-	306	0%
TOTAL	<u>\$ 2,793,205</u>	<u>\$ 2,251,036</u>	<u>\$ 2,788,205</u>	<u>\$ 2,276,361</u>	<u>82%</u>
<b><u>EXPENSES</u></b>					
Administration	\$ 827,497	\$ 661,884	\$ 863,630	\$ 666,392	77%
Aquatics	279,089	180,623	289,558	197,290	68%
Activity Specialist	195,798	140,662	209,858	127,107	61%
Fitness	279,095	185,879	278,268	189,207	68%
Custodians	147,319	108,631	152,888	102,676	67%
Depreciation	275,000	206,250	275,000	206,250	75%
Interest	133,541	54,067	114,658	47,199	41%
Overhead Allocations	228,610	171,450	238,533	178,821	75%
TOTAL	<u>\$ 2,365,949</u>	<u>\$ 1,709,445</u>	<u>\$ 2,422,393</u>	<u>\$ 1,714,943</u>	<u>71%</u>

**NMB ENTERPRISE**  
**Monthly Report**  
**July 1, 2018 to March 31, 2019**

	FY2018 Annual Budget	FY2018 YTD Actual	FY2019 Annual Budget	FY2019 YTD Actual	% of Budget
<b><u>REVENUES</u></b>					
NMB Park Sponsorships	\$ 130,000	\$ 44,955	\$ 130,000	\$ 65,171	50%
NMB Field/Tourn Rentals	105,000	98,548	105,000	80,294	76%
NMB Park Rentals	30,000	25,948	30,000	9,262	31%
NMB Park Admissions	45,000	26,457	45,000	37,011	82%
NMB Park Concessions	330,000	274,467	330,000	265,155	80%
NMB Park Vending	500	6,533	500	2,757	551%
NMB Merchandise Sales	15,000	-	15,000	-	0%
Revenue Share Activities	75,000	50,703	75,000	71,643	96%
Christmas Light Show	500,000	369,453	500,000	392,515	79%
Private Donations	-	-	-	-	0%
Sales Tax	(30,000)	(53,227)	(30,000)	(30,621)	102%
Miscellaneous	-	919	-	1,424	0%
General Fund Transfer	50,000	-	150,000	-	0%
Beach Services Fund Transfer	-	-	200,000	-	-
A-Tax Transfer In	143,643	93,885	129,859	84,811	65%
TOTAL	<u>\$ 1,394,143</u>	<u>\$ 938,641</u>	<u>\$ 1,680,359</u>	<u>\$ 979,421</u>	<u>58%</u>
<b><u>EXPENSES</u></b>					
Concessions	\$ 246,820	\$ 232,077	\$ 357,580	\$ 262,201	73%
Christmas Light Show	138,000	224,696	198,000	206,408	104%
Depreciation	985,033	738,775	280,000	210,000	75%
Overhead Allocations	539,605	404,703	657,129	493,740	75%
Transfer - General Fund	-	-	75,000	-	0%
TOTAL	<u>\$ 1,909,458</u>	<u>\$ 1,600,251</u>	<u>\$ 1,567,709</u>	<u>\$ 1,172,349</u>	<u>75%</u>

# Utility Billing / Meter Reading

## Monthly Report

4/10/2019

### Reading Dates:

	Previous Month:	Present Month:
O.D.	01/16 to 01/17	02/20 to 02/21
W.H.	01/22 to 01/23	02/26 to 02/27
C.B.	01/02 to 01/02	03/04 to 03/04
C.G.	02/01 to 02/11	03/06 to 03/11

### Customer Service:

	O.D.		W.H.		C.B.		C.G.	
	MTD	YTD	MTD	YTD	MTD	YTD	MTD	YTD
H2O ON	25	95	23	92	18	53	33	145
H2O OFF	22	63	39	96	14	19	38	113
NEW INSTALLS	10	26	0	3	2	5	4	57
HIGH RDG. CHECKS	35	96	29	74	7	37	34	90

### Maintenance Program

	Current Period	Year to Date
3/4" Meters Replaced	19	95
3/4" Meters Raised	0	4
Meter Boxes Replaced	1	7
Meter Boxes Raised	4	15
Meter Lids Replaced	2	9

	O.D.		W.H.		C.B.		C.G.	
	MTD	YTD	MTD	YTD	MTD	YTD	MTD	YTD
Flow Tests	0	0	0	1	0	0	0	0

### Zero Consumption Replacements

	MTD	YTD
Ocean Drive	0	3
Windy Hill	2	16
Crescent Beach	0	1
Cherry Grove	18	21

**MONTHLY REPORT - FINANCE**  
**March 2019**  
**REVENUES**

<b>REVENUES</b>	March 2019	FY2018 Actual	FY2018 Budget	% of Budget
Property Taxes	\$270,473.63	\$5,840,228.94	\$13,390,000	44%
Business Licenses	\$533,991.15	\$975,922.00	\$6,425,000	15%
Business License Penalties	\$0.00	\$49,591.66	\$40,000	124%
Hospitality Fees	\$6,566.33	\$4,456,430.56	\$5,945,000	75%
Hospitality Fee Penalties	\$402.13	\$8,056.80	\$11,000	73%
Santee Cooper Franchise	\$0.00	\$96,674.48	\$1,400,000	7%
Local Government Taxes	\$0.00	\$155,289.06	\$350,000	44%

<i>This Month</i>	<i>Fiscal YTD</i>
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**BUSINESS LICENSE INSPECTIONS REPORT**

Hours Spent in Field Enforcement		776
Total Businesses Contacted		2150
New Businesses Licensed		113
License Fees Collected		\$240,946.37

**MISCELLANEOUS REVENUES**

horry co. \$30 road tax (Motor Carrier)  
 state aid to subdividers  
 merchant's inventory reimbursement tax  
 Spectrum franchise fee  
 HTC Cable Franchise Fee  
 Frontier Cable Franchise Fee  
 Horry Electric Franchise Fee  
 SCANA (s c e & g) Gas Franchise Fee  
 Santee Cooper Franchise Fee  
 Telcom - Windstream Franchise Fee  
 New Wave Water Sports (Beach Franchise)  
 Coast 2 Coast (Aloha) (Beach Franchise)  
 NMB Watersports (Beach Franchise)  
 Fire Contract Briarcliffe Acres  
 Fire Contract Horry County  
 Property Rent (Midcon, Weight Watchers, RJ Griffin)  
 ABC Temporary Permits  
 Admission Tax - Barefoot Landing  
 Homestead Exemption Tax  
 Nustrat Analytics  
 Shop with Santa

**INVESTMENT RETURNS**

Repurchase Agreements

SCLGIP

# UTILITY BILLING MARCH 2019

<b>Mar-19</b>	<b><u>WATER</u></b>	<b><u>SEWER</u></b>	<b><u>GARBAGE</u></b>	<b><u>CAPITAL FEES</u></b>	<b><u>STORM WATER</u></b>
TOTALS	\$497,850	\$418,758	\$426,181	\$285	\$244,549

<b>USAGE TOTALS</b>					
	<b><u>H2O USAGE</u></b>	<b><u>SEWER USAGE</u></b>	<b><u>H2O SERVICES</u></b>	<b><u>SEWER SERVICES</u></b>	<b><u>BANK DRAFTS</u></b>
TOTALS	94,195	82,679	14,188	14,051	4,242

<b>BILLING TOTALS</b>			
<b><u>DATE</u></b>	<b><u>WATER</u></b>	<b><u>SEWER</u></b>	<b><u>GARBAGE</u></b>
3/21/2019	497,850	418,758	426,181

PURCHASING  
MONTHLY REPORT

March 2019



**BID REQUIREMENTS:**

<b>Bid Number</b>	<b>Description</b>	<b>Dept.</b>	<b>Update</b>
2018-037JK	Medical Services: After Hours	HR	<b>Doctors Care</b>
2019-004JK	Sand Filter Media-Crescent Bch WWTP	Public Works	<b>Wayne's Backhoe Service: PO 73334</b>
2019-008JK	Aquatic Center Pool Resurface	AFC	<b>Due 3/6/19: In review</b>
2019-009JK	Re-Roof Fires Station #1	Public Safety	<b>Pre-bid 4/2/19, Due 4/16/19</b>
2019-010JS	Emergency Disaster & Recovery Services	Public Safety	<b>Due 4/17/19</b>
2019-010JS	Parking Lots Sealing & Striping	Parks/Grounds	<b>Due 4/2/19</b>

**PURCHASING:**

Number of Purchase Orders	122
Purchase Order Dollars	\$859,131.02

## Grants Update

<i>New Grant Proposal</i>	<i>Request</i>	<i>Department</i>	<i>Amount to be Requested/ Requested</i>	<i>% Match</i>	<i>Proposal Due Date</i>	<i>Expected Notification Date</i>
FY 2019 SCDPS Justice Assistance Grant (JAG)	Chevy Tahoe	Public Safety	\$34,200	10% (\$3,800)	15-Mar-19	Summer/Fall 2019
FY 2020 SCDHEC Solid Waste Reduction & Recycling Grant	Oceanfront Recycling - Phase 3	Public Works	\$25,000	50% (\$35,912)	5-Apr-19	Summer 2019
FEMA Hazard Mitigation Grant Program due to Hurricane Florence	Funding to elevate Duffy Street	Public Works	Unknown at this time	25%	April 3, 2019 (pre-application); May 31, 2019 (full application)	Unknown
2019 SCPRT Parks and Recreation Development Fund (PARD)	Central Park Tennis Courts - resurface courts; replace fencing; construct shade structures (2) on courts; replace trash cans and benches on courts	Parks & Recreation	\$20,000	20% (\$73,000)	15-Nov-18	Unknown
FY 2018 Assistance to Firefighters Grant	Mobile Cascade System and Washer/Dryer/Extractors (2)	Public Safety	\$180,395	5% (\$9,495)	26-Oct-18	Unknown
<b>Other Activities</b>						
<i>Grant Administration</i>	Continued grant administration - including grant close-outs - SCDOT LPA grant for S.O.B. widening project; PARD grant for cypress swamp elevated bridge at PSC; proposed RIA project along Jacks Circle Road; and update critical infrastructure information					
<i>Research/Review/Miscellaneous</i>	Conducted research to find potential funding sources for various City projects such as FY 2020 SCDHEC Recycling grants for Public Works and the Project Safe Neighborhoods grant for Public Safety					

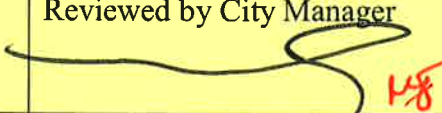
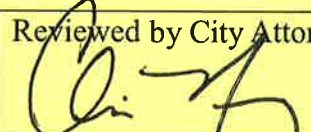
**REQUEST FOR CITY COUNCIL CONSIDERATION**

Meeting Date: April 15, 2019

Agenda Item: <p align="center">5A</p>	Prepared By: Michael Mahaney, City Manager
Agenda Section : CONSENT	Date: April 15, 2019
Subject: MOTION	Division: Administration

**RECOMMENDED ACTION:**

Appoint Ray Skidmore, Jr. to the Board of Zoning Appeals to serve the remainder of the 4-year term of Mr. Bob Terrell.

Reviewed by Division Head	Reviewed by City Manager 	Reviewed by City Attorney 
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**REQUEST FOR CITY COUNCIL CONSIDERATION**

Meeting Date: April 15, 2019

Agenda Item: <span style="margin-left: 100px;">5B</span>	Prepared By: Joyce Harris
Agenda Section: CONSENT: Special Event Permit	Date: April 8, 2019
Subject: 14 <sup>th</sup> Annual Mayfest on Main	Division: Human Resources

**BACKGROUND:**

The North Myrtle Beach Parks and Recreation Department is sponsoring the 14th Annual Mayfest which will be held on Main Street from Hillside to the Horseshoe on Saturday, May 11, 2019, between the hours of 10:00 am and 6:00 pm.

Set up for the event will be between the hours of 5:00 am and 10:00 am and dismantling will be between the hours of 6:00 pm and 8:00 pm.

They are requesting that the following streets be closed on May 11th from 5:00 am until 8:00 pm.:

- ◆ Main Street from Hillside Drive to the Horseshoe
- ◆ Ocean Boulevard from 1st Ave. S. to 1st Ave. N.

They are requesting that the Horseshoe be closed from 5:00 am May 10th until 8:00 pm May 11th.

Public parking areas on Main Street will be closed from 5:00 am May 10th until 8:00 pm on May 11th.

**Map is attached as is additional information.**

All applicable departments have reviewed the Festival Application and have signed off via e-mail

**RECOMMENDED ACTION:**

Approval of Special Event Permit Application.

Reviewed by Assistant to the City Mgr. <span style="margin-left: 50px;">uf</span>	Reviewed by City Manager	Reviewed by City Attorney <span style="margin-left: 50px;">[Signature]</span>



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, including required attachments, to the City of North Myrtle Beach Administration no later than sixty (60) days before your event.

**I. APPLICANT AND SPONSORING ORGANIZATION INFORMATION**

SPONSORING ORGANIZATION NAME:  
City of North Myrtle Beach Parks and Recreation

CHIEF OFFICER OF ORGANIZATION:  
John Bullard

APPLICANT NAME:  
Tina McCrackin

ADDRESS:  
1018 Second Avenue South, North Myrtle Beach, SC 29582

DAYTIME PHONE: 843-281-3764 EVENING PHONE: 843-516-9318 FAX: 843-280-5593

ON-SITE CONTACT PERSON: Tina McCrackin PAGER/CELL PHONE: 843-516-9318

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

YES NO N/A

IS THE CITY A CO-SPONSOR?

WHAT IS THE NAME OF THE CITY CONTACT PERSON?  
Tina McCrackin

**II. EVENT INFORMATION**

EVENT NAME:  
14th Annual Mayfest on Main

PURPOSE OF EVENT:  
Community & Tourism Special Event

EVENT DATE(S): 05/11/2019 TOTAL EXPECTED ATTENDANCE: 20K

LOCATION:  
Main Street, from Hillside Drive to the Horseshoe; Ocean Blvd, from 1st North to 1st South

EVENT HOURS: 10:00 am - 6:00 pm

SET-UP HOURS: 5:00 am - 10:00 am

DISMANTLE HOURS: 6:00 pm - 8:00 pm

(Includes same-day clean-up of all trash and debris generated by event)

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 (specify between X and Y Streets)      Date/Time Closed      Date/Time Opened

1.	<u>Main St. from Hillside to Horseshoe</u>	<u>5/11/19 5:00 am</u>	<u>5/11/19 8:00 pm</u>
2.	<u>Ocean Blvd. from 1st Ave. S to 1st Ave. N</u>	<u>5/11/19 5:00 am</u>	<u>5/11/19 8:00 pm</u>
3.	<u>Horseshoe</u>	<u>5/10/19 5:00 am</u>	<u>5/11/19 8:00 pm</u>
4.	<u>Public Parking Areas on Main Street</u> <small>(dirt lot beside Barber Shop &amp; paved lot directly across the street)</small>	<u>5/10/19 5:00 am</u>	<u>5/11/19 8:00 pm</u>

### III. EVENT DESCRIPTION

YES      NO      N/A

- Does the event involve the sale of alcoholic beverages? If "YES", please describe.  
Possible Vendors with beer and wine sales
- Has State Permit been applied for or received?
- Will items or services be sold at the event? If "YES", please describe.  
Foods, arts & crafts merchandise
- Will there be musical entertainment at your event? If "YES", please provide the following info:  
 Number of Stages: 2      Number of Band(s): 7+      Type(s) of Music: Variety  
 Time(s) Music will start and stop. 10:00 am - 6:00 pm  
 Name of Band(s): David Victor, Blue Monday, Nelson, Cowboy Mouth, Gary Lowder & Smokin' Hot  
*(Attach additional sheet if necessary).*
- Will there be any tents or canopies at the proposed event site? If "YES": No. of tents 100+  
 Will any tent be over 30' by 30' in the area? no (how many?) \_\_\_\_\_
- Will there be any amusement or carnival type rides at your event? If "YES", please describe.  
children carnival games
- Will there be any fireworks associated with this event? If "YES", please describe.  
 Name of Fireworks Company \_\_\_\_\_ Phone \_\_\_\_\_
- Has State and City Permit applied for or received?
- Will food be served at this event? If "YES", please describe.  
variety of festival type food vendors, sandwiches, funnel cakes, etc.

- | YES                                 | NO                       | N/A                      |  |
|-------------------------------------|--------------------------|--------------------------|--|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Have DHEC requirements been met? Permit number <u>form submitted by P&amp;R</u>  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Will you provide portable toilets for the general public attending the event? If "YES", number of Portable Toilets <u>23</u> number of ADA Accessible Toilets <u>6</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Will you require the use of City electricity?  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Will you require the use of City water?  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Will you require Traffic Control?  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Will you require the use of City Personnel for Trash Removal?  |

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

#### IV. FEES AND PROCEEDS

- | YES                                 | NO                                  | N/A                                 |  |
|-------------------------------------|-------------------------------------|-------------------------------------|--|
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | Is the SPONSORING ORGANIZATION a "Tax Exempt, non-profit" organization as defined by the IRS?  |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | Will admission fees be charged to attend the event? If "YES", please provide amount(s) of all tickets. _____   |
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | Will fees be charged to vendors to participate in this event? If "YES", please provide amount(s).<br><u>A&amp;C \$100+, Professional \$150+, Non-profit \$10+, Food \$250+</u>   |
| <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | If the SPONSORING ORGANIZATION is not a "Tax Exempt, non-profit" organization, will donations be made to any charitable organization(s)? If "YES", please list the names of the organization(s) and the expected amount of donation. _____ |

#### V. EVENT SITE MAP (Attachment)

**REQUIRED:** Attach a site map of the proposed event site indicating the locations of the following items:

- |   |   |
|---|---|
| 1. Fencing, Barriers and/or Barricades                  | 9. Trash Receptacles or Dumpsters         |
| 2. Gates or points of Admission                         | 10. Locations(s) of Portable Generator(s) |
| 3. Scaffolding, Bleachers, Stages or Related Structures | 11. Points of Connection to City Water    |
| 4. Alcohol Outlets                                      | 12. Points of Connection to City Electric |
| 5. Food and Beverage Vendors                            | 13. Tables and Chairs                     |
| 6. Portable and Permanent Toilets                       | 14. Vehicles and/or Trailers              |
| 7. First Aid Facilities                                 | 15. Location of Vendor Parking            |
| 8. Canopies or Tent Locations                           | 16. Other Components Not Covered Above    |
|   | 17. Amusement or Carnival Type Rides      |

*(Prior to issuance of a FESTIVAL PERMIT, you are required to submit a FINAL EVENT SITE map to the City.)*

**VI. SECURITY**

YES NO N/A

Will this event require security to handle the event? If so,

Security Source: \_\_\_\_\_

Address: \_\_\_\_\_

On-site Contact: \_\_\_\_\_ Phone No. \_\_\_\_\_

**VII. INSURANCE INFORMATION**

➤ **REQUIRED:** 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) 280-5555 with this information. Otherwise, City personnel and equipment may be needlessly dispatched and approvals of your future applications may be jeopardized.

*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 (print) Tina McCrackin Title Event & Program Director

*Tina McCrackin* Date 04/08/2019

*Signature of Applicant*

**ORIGINAL APPLICATION SHOULD BE CLEARLY PRINTED OR TYPED AND MAILED TO:**

City of North Myrtle Beach  
Attention: Administration, Event/Festival Application  
1018 2<sup>nd</sup> Avenue South  
North Myrtle Beach, SC 29582

Anyone with questions should contact Debbie Brown at (843) 283-5555



## Additional Information:

### Public Safety:

- 5/11/19 – 5:00 am – move barricades into place, closing off appropriate sections of Main Street & Ocean Blvd.
- 5/11/19 – 6:00 PM – assist with traffic control
- 5/11/19 - 9:30 am – 7:30 pm (or until all vendors, festival activities are completed) Police patrolling festival area.
- Digital Traffic Signs along roadways for festival and directional information

### Sanitation:

- Sanitation to drop off trash cans (see attached map for locations) by 7:30 am 5/11/19 and return around 11:00 am to work the festival. Remove and pick up debris from the festival area throughout the event. Sanitation should not leave the festival area until all debris and trash is removed from the streets/festival area and have checked with Event Coordinator.

### Fire Dept:

- Gator/Bike EMTs onsite for duration of event.
- Flush Fire Hydrant in median near the public parking lot on Main Street and add spigot.

### Facility Maintenance:

- Check all electrical outlets on Main St. from Hillside Dr. to the end of the Horseshoe. (including 110v outlets in the back of the paved public parking lot)
  - Must have power source in Horseshoe
  - Must have power at end of Main Street near Duffy's
- 5/11/19 Clean McLean Park restrooms before 8:00 am
- 5/11/19 Clean Ocean Park restrooms before 8:00 am
- 5/11/19 Clean Horseshoe restrooms before 8:00 am

### Parks & Grounds

- 5/10/19 @ 5:00 am – Close Horseshoe and hang P&R “Towing” banner on orange barricades. (stage will begin to be set up around 8:00 am on 5/10/19)
- 5/11/19 – City stage setup by 6:30 am
- Pick up beach chairs from Beach Services 5/10/19, lock in shed area. Return to locked shed area after event. Deliver back to Beach Services 5/13/19.
- 25 cattle gates at the horseshoe delivered on 5/10/19.
- Drop off orange & steel barricades by 5/10/19 (see map for barricade locations)

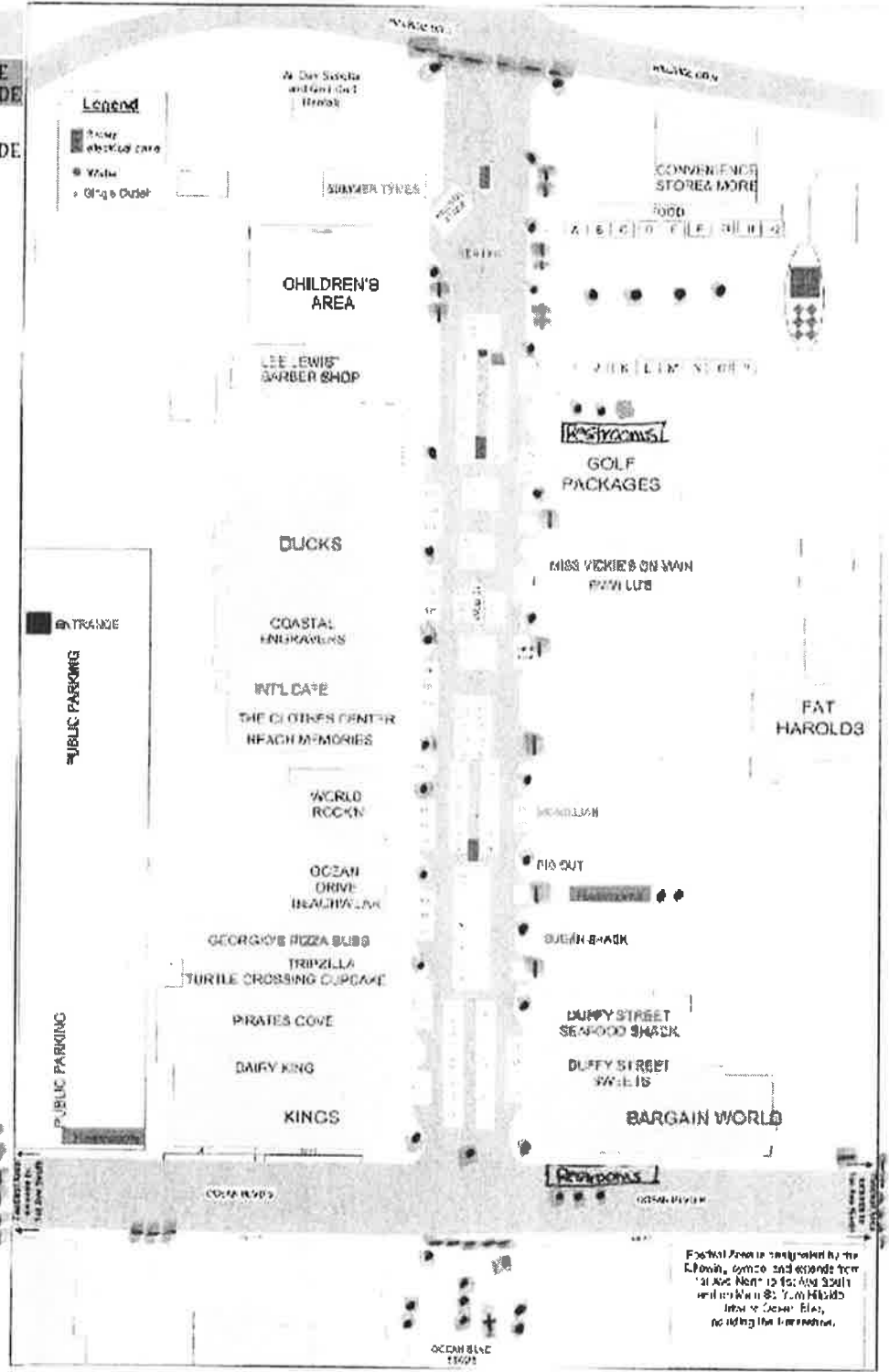
### Beach Services

- 100 Beach Chairs loaded on trailer for P&G to pick up by 5/10/19.
- Two beach umbrellas for P&G to pick up by 5/10/19.

- TRASH CANS
- ORANGE BARRICADE
- + STEEL BARRICADE

**Legend**

- Temporary electrical cable
- Water
- King's Outlet



Festival Area is restricted by the following orange and expands from 1st Ave. North to 1st Ave. South and from Main St. to W. Highway 10th St. (Ocean Blvd), including the intersection.

**REQUEST FOR CITY COUNCIL CONSIDERATION**

Meeting Date: April 15, 2019

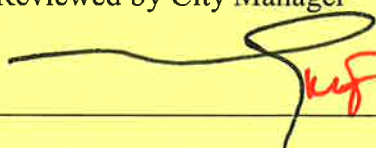
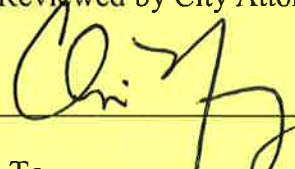
Agenda Item: <span style="margin-left: 100px;">5C</span>	Prepared By: Chris Noury, City Attorney
Agenda Section: Business. Ordinance. Second Reading	Date: April 8, 2019
Subject: An ordinance regarding the prohibition on the sale, use or distribution of single-use carryout plastic bags by retail establishments within the City	Division: Legal

**BACKGROUND:**

As discussed during City Council's meeting on March 4, 2019 and at the workshop held on Monday, April 1, 2019, attached for Council's review and consideration is an ordinance presented for second reading which will prohibit the sale, use or distribution of single-use carryout plastic bags by retail establishments within the City.

If Council adopts the ordinance, it shall not become effective until January 1, 2021 to allow retailers to expend their stock of single-use carryout plastic bags.

**RECOMMENDED ACTION:** Adoption or denial of the ordinance

Reviewed by Division Head	Reviewed by City Manager 	Reviewed by City Attorney 
Council Action: Motion By _____	2 <sup>nd</sup> By _____	To _____

**AN ORDINANCE**

**AN ORDINANCE OF THE CITY OF NORTH MYRTLE BEACH CREATING ARTICLE VIII, OF CHAPTER 12, BEGINNING AT SECTION 12-111 TITLED “PROHIBITION ON THE SALE, USE OR DISTRIBUTION OF SINGLE-USE CARRYOUT PLASTIC BAGS BY RETAIL ESTABLISHMENTS WITHIN THE CITY”**

**WHEREAS**, the North Myrtle Beach City Council declares that it is in the best interest of the public health, safety and welfare of its residents and visitors to reduce litter and pollutants on the land and in the waters of the City; and

**WHEREAS**, the North Myrtle Beach City Council is committed to supporting the continuous improvement of health, environmental stewardship and overall quality of life in our community; and

**WHEREAS**, the North Myrtle Beach City Council is aware that the City’s economy is heavily dependent on tourism and to sustain that activity it is necessary to provide visitors with a high quality, clean, safe, environmentally responsible experience; and

**WHEREAS**, the North Myrtle Beach City Council is deeply committed to providing residents a clean, safe community in which to live, work and recreate; and

**WHEREAS**, non-biodegradable plastic bags are increasingly coming into focus as a threat to land and sea and a major source of environmental and habitat damage; and

**WHEREAS**, distribution of single-use carryout plastic bags by retailers to consumers for the use of carrying purchased goods has a detrimental effect on the environment of the City; and

**WHEREAS**, discarded single-use carryout plastic bags contribute to overburdened landfills, threaten wildlife and marine life and degrade and litter the beaches and waters off the South Carolina coast, which includes areas within the City; and

**WHEREAS**, plastic bags constitute a portion of the litter in the City’s streets, parks, public places and waterways and degrade the aesthetics of the environment when not properly disposed of; and

**WHEREAS**, on February 4, 2019 the North Myrtle Beach City Council unanimously adopted a Resolution in support of a phased, long-term strategy to reduce non-biodegradable plastics in the environment of North Myrtle Beach: and

**WHEREAS**, the above referenced Resolution contains language to expand community education initiatives highlighting the threat to our environment imposed by non-biodegradable plastics, and providing resources for citizens to help them find alternatives to such products; and

**WHEREAS**, the above referenced Resolution contains language to gradually phase in targeted local legislation dealing with certain subtypes of non-biodegradable plastics, such as single-use plastic bags as alternatives become cost-effective and readily available; and

**WHEREAS**, this ordinance provides for a future effective date to allow retail establishments to expend their current stock of single-use carryout plastic bags and transition to reusable, recyclable, or compostable alternatives; and

**WHEREAS**, the North Myrtle Beach City Council finds that this ordinance is necessary for the public health, safety and welfare of City residents, visitors and future generations.

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

**ARTICLE VIII: Sale, Use or Distribution of Single-Use Carryout Plastic Bags by Retail Establishments within the City**

**SEC. 12-111 Definitions**

- (a) *Customer* means any person purchasing goods from a retail establishment.
- (b) *Single-use carryout plastic bag* means a bag provided by a company or individual to a customer, typically at the point of sale, for the purpose of transporting purchases, which is made predominantly of plastic derived from petroleum or a biologically-based source. This definition includes bags provided to a customer to transport items provided free of charge, including but not limited to, samples and informational materials.
- (c) *Exempt bags* means any bag without handles provided to a customer (1) to protect food or merchandise from being damaged or contaminated by other food or merchandise, when items are placed together in a reusable bag or recyclable bag, including produce bags; (2) to hold prescription medications dispensed from a pharmacy or veterinary office; (3) designed to be placed over articles of clothing on a hanger, including dry cleaning bags; (4) door hanger bags, (5) newspaper bags, (6) garbage bags; (7) pet waste bags; (8) yard waste bags; (9) bags of any type that a customer previously owned and brings to a retail establishment for his or her own use in carrying away store goods.
- (d) *Reusable bag* means a bag with handles that is specifically designed and manufactured for multiple reuse and made of durable material specifically designed for and provided to consumers with the intention of multiple, long-term use and does not include any film plastic bags.
- (e) *Retail establishment* means any entity or individual engaged in the retail sale of goods. Retail establishment includes any supermarket, grocery store, convenience store, shop, service station, restaurant, farmers' market vendor, and any other sales outlet where a customer can directly purchase goods, materials and products.

**SEC. 12-112: Single-Use Carryout Plastic Bags Prohibited; Exceptions**

- (a) No retail establishment shall provide to any customer a single-use carryout plastic bag, unless noted in exceptions below.
- (b) *Exceptions:* Although the discontinuation of the use of single-use carryout plastic bags is strongly encouraged by the City of North Myrtle Beach this article shall not apply to Exempt Bags as defined in Section 12-111(c).

**SEC. 12-113: Penalty**

A violation of this Article shall be prosecuted in the same manner as misdemeanors and upon conviction the violator shall be punished according to the General Penalty provisions of this Code in Section 1-6.

**SEC. 12-114: Effective Date**

The ordinance shall become effective January 1, 2021 to allow retail establishments to expend their current stock of single-use plastic bags and transition to acceptable, alternative products.

**REQUEST FOR CITY COUNCIL CONSIDERATION**

Meeting Date: April 15, 2019

Agenda Item:  <b>6A</b>	Prepared By: Aaron C. Rucker, AICP
Agenda Section: Old Business: Ordinance: 2 <sup>nd</sup> Reading	Date: April 11, 2019
Subject: Proposed Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina [ZTX-19-01].	Division: Planning & Development

**Executive Summary:**

City Council voted unanimously to approve the first reading of ordinance at their April 1<sup>st</sup> meeting.

**Background:**

Important corridors in the city were identified as focus areas in the 2018 Comprehensive Plan, areas that would benefit from establishing design standards to encourage quality development. The five focus areas are Main Street, 17<sup>th</sup> Avenue South, 37<sup>th</sup> Avenue South, Sea Mountain Highway, and Little River Neck Road. Growth and development that occurs in these areas over time should follow the community’s vision and take the form of walkable, mixed-use centers in order to best serve local neighborhoods and hospitality needs.

Building off the four Priority Investment Activity Center Overlays created to reduce parking requirements and stimulate reinvestment in these areas; applying form-based design standards emphasizes the significance of building locations and architecture, leading to visually interesting designs.

**Proposal:**

Staff is proposing a text amendment to the Zoning Ordinance to create an overlay district that defines architectural, signage, landscaping, pedestrian amenity, lighting and parking standards for activity centers. Outside of a PDD, the city’s zoning districts do not address architectural design or building placement, pole signs or sign materials, foundation landscaping, pedestrian circulation systems, pedestrian-scaled lighting, or limiting parking between the front building face and the street. This proposed overlay would establish standards for the above elements; and provide a tool that could achieve some of the design goals of a PDD on sites where a mixed-use project isn’t desired by a property owner. The uses for any given site would be governed by the underlying zoning district, with the exception that this overlay would prohibit gasoline service stations and drive-through window service on any other use.

Like other overlay zones, this would be added to the Zoning text as a ‘floating zone,’ which means it only exists in the text of the ordinance until applied to a specific piece of property. In this particular case, we do have one applicant who is concurrently seeking to apply it to a 6.4 AC property on Main Street next to the Barefoot Church, which is currently zoned PDD. The applicant is seeking to rezone the site to HC, and then to apply this overlay onto the site.


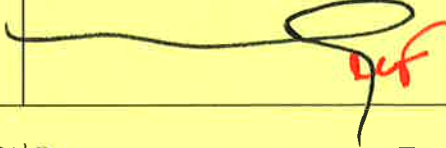
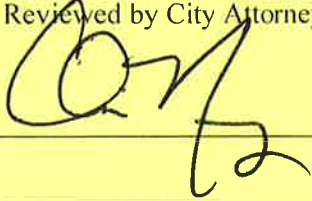
If the overlay text is accepted, staff is interested in future refinements, including more incentives to complement design standards.

**Planning Commission Action:**

The Planning Commission conducted a public hearing on March 19 and voted unanimously to recommend approval to City Council as submitted. There were many members of the public present at the meeting; however, no comments were made.

**Action:**

Approve or deny the proposed ordinance on 2<sup>nd</sup> reading.

Reviewed by Division Head 	Reviewed by City Manager 	Reviewed by City Attorney 
Council Action: Motion By _____ 2 <sup>nd</sup> By _____ To _____		



## ORDINANCE

AN ORDINANCE OF THE CITY OF NORTH MYRTLE BEACH PROVIDING THAT THE CODE OF ORDINANCES, CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA, BE AMENDED BY REVISING CHAPTER 23, ZONING, ARTICLE II, ZONING DISTRICTS AND DEVELOPMENT REGULATIONS, § 23-31. – OVERLAY ZONES, 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 23-31. – Overlay zones*, be amended to read as follows (*new matter underlined, deleted matter struck-through*):

**Sec. 23-31. – Overlay zones.**

(5) *Priority Investment Zones (as an umbrella category)*. The Priority Investment Overlay planning tool, created under the South Carolina Priority Investment Act of 2007, provides a format for public response to private sector economic revitalization/reinvestment issues as the "vision" for the future of an area evolves. The overlay zones created under this category may be applied to centers of activity, specific street corridors, or neighborhoods. This "centers, corridors, and neighborhoods" approach was identified in the city's 2010 Comprehensive Plan Update. Each overlay area may need specific provisions to address issues unique to that particular context, and not necessarily applicable to the other Priority Investment areas in the city.

(a) PI-ACO (Priority Investment - Activity Center Overlay) Zone.

- (1) *Purpose*: The purpose of Activity Center Overlay Zones is to encourage development and redevelopment to occur within a one-third mile watershed centered around the traditional commercial centers of the four historic beach communities (Cherry Grove, Ocean Drive, Crescent Beach, and Windy Hill) that were combined to form the City of North Myrtle Beach. This shall be accomplished by relaxing parking standards in those watersheds, which will permit development and redevelopment of small parcels that were created prior to current parking standards. It has been shown that a primary limiting factor in the economic use and revitalization of these areas has been excessive parking requirements for new uses. Reducing these standards will also promote walkability and the use of other modes of transportation.
- (2) *Application*: The Activity Center Overlay provides an increased range of options over conventional zoning in that it permits reuse, redevelopment, and new development to occur on parcels otherwise too small to satisfy requirements. It is further meant to complement (not replace) the standards in the Zero Lot Line Overlay zone.

The Activity Center Overlay Zones are to be designated by the Official City Zoning Map or text, and encompass areas located approximately one-third (1/3) of a mile from the center of the following intersections:

- Main Street and Hillside Drive (Ocean Drive)
- 17<sup>th</sup> Avenue South and Holly Drive (Crescent Beach)
- Sea Mountain Highway and Spring Street (Cherry Grove)

- 37<sup>th</sup> Avenue South and Seaview Street (Windy Hill)

For any parcel situated within this overlay zone, the property owner may choose to request development review under the provisions herein.

(3) *Provisions of the Activity Center Overlays as designated in section:*

- a. *Activity Center Parking Flexibility.* Proposed new uses for existing structures or new construction, may provide one-half (½) of the underlying zoning district requirements for that use, with the exception of the following:

Multi-family residential uses, motels, hotels, bars/nightclubs and resort accommodations shall provide the full amount of parking otherwise required by this Ordinance. (For purposes of this section, a bar/nightclub shall be defined as any establishment licensed by the State of South Carolina to serve alcoholic beverages, and whose sale of such beverages constitutes forty (40) percent or more of its gross revenues. For those applicants who wish to claim that their sales of such beverages constitute less than forty (40) percent of gross revenues, the burden of proof shall rest with the applicant to so demonstrate.

*\*Main street activity center:* As a means of further encouraging investment and reinvestment, proposed new uses for existing structures or new construction other than multi-family residential, motels, and hotels located entirely within this activity center may, as an alternative to providing all or some portion of the required number of parking stalls, pay into a parking development fund, on a per-space fee schedule established by city council.

- b. *Location of new parking:* For the Main Street and 17<sup>th</sup> Avenue South activity centers, all required and/or voluntarily provided on-site parking shall be in the side or rear yards of the parcel. No parking spaces shall be permitted to be placed between the building and the street frontage. This restriction shall not apply to the Sea Mountain Highway and 37<sup>th</sup> Avenue South activity centers.
- c. *Off site parking:* Within these activity centers, property owners with existing structures requesting to change uses (new use must be allowed in the underlying district) or new construction may still be unable to provide the reduced parking requirements onsite. In these cases, providing required parking offsite will be allowed. This may be accomplished by leasing spaces from other property owners regardless of ownership, provided:

- At least one property line of the lot upon which the offsite parking is situated is within five hundred (500) feet of any property line of the lot upon which the use is situated, and;
- The proposed offsite lot is zoned to permit parking lots, or contains an existing grandfathered parking lot.

A copy of the executed lease and site plan illustrating the requested leased parking spaces shall be provided to the Zoning Administrator, and said lease must be for a minimum of two years with a renewal option. If the business owner fails to maintain the required number of leased stalls for any reason, including involuntary loss of lease, the lost parking stalls must be provided in another manner acceptable to the Zoning Administrator. Failure to do so will constitute a violation of this ordinance. In locations where a newly created parking lot would abut a residentially used or zoned lot, a six-foot high solid wooden fence or vegetative screen is required as per 23-58(2)(d).

A long-range goal of the city, as determined in the 2010 Comprehensive Plan update, is to provide complete streets accessible to all modes of transportation, and possibly eliminate the need for

individual businesses to provide parking in these Activity Center areas. However, the immediate short-range goal of this section is to encourage new investment and reinvestment in these areas. Since this provision is meant to be a temporary measure, required parking within these Activity Centers may be located off-site on existing parking sites that do not meet the paving and landscaping standards required in this Ordinance. However, a dust-free surface shall still be required, and the applicant shall satisfy that requirement with any variety of materials deemed acceptable by the city engineer.

(b) PI-FADO (Priority Investment – Focus Area Design Overlay).

(1) Purpose: The purpose of the Focus Area Design Overlay is to create an overlay district that enhances architectural character, signage, landscaping, pedestrian amenities, lighting and parking standards for centers of activity. This shall be accomplished in the following ways: providing standards for architectural design, building materials, and building orientation more in keeping with traditional development principles, enhancing signage standards, requiring foundation landscaping, creating distinct pedestrian circulation systems that favor walking and the use of other modes of transportation, and providing pedestrian-scaled lighting.

(2) Application: The Focus Area Design Overlay provides an increased range of standards over conventional zoning in that it requires new development to provide a higher design standard on parcels otherwise not subject to the same requirements. The Overlay may be applied to the four Priority Investment Activity Center areas as discussed under Sec. 23-31(5)(a) PI-ACO. Uses are governed by the underlying zoning district; with the exception that gasoline service stations, and uses that include drive-through window service, are prohibited.

(3) Design Standards of the Focus Area Design Overlay as designated in section:

a. Architecture Standards:

- i. 3-tab, flat asphaltic shingles shall be prohibited.
- ii. The use of smooth-faced masonry block and metal siding as a primary exterior facade material is prohibited. Split-faced concrete block and metal siding may be used as an accent material, not to exceed 20% of the area of the facade upon which it is applied.
- iii. Vinyl siding shall not used on the exterior of a building
- iv. HVAC equipment shall be screened via fencing and landscaping if at ground level and via parapet walls, or equivalent, if roof-mounted.
- v. Variation in facades shall be required and achieved through facade articulation and the use of contrasting materials and colors. Uniform cookie-cutter design shall be prohibited.
- vi. The primary street frontage shall be lined with buildings, oriented to face the street, and set back not more than 20 feet from the property line, with functional customer entrances facing the street. Not less than 65% of the total lot frontage shall be so arranged. Gaps between buildings may punctuate this frontage up to 35% of the total length of primary street frontage. For example, if the primary street frontage is 500 feet in length, at least 325 feet of building facade must be so oriented.
- vii. Some combination of at least 3 architectural elements such as, but not limited to, columns, awnings, window and door casings, sills and headers,

cornices, transom windows, pediments, exaggerated roof overhangs, and water tables, shall be used to provide visual interest and break up monotonous facades.

viii. Preferred architectural styles are Art Deco and Carolina Low Country.

ix. Primary colors may not be utilized on any building or sign, except as an accent color, covering no more than 10% of any surface.

b. Signage Standards:

i. Approved sign types shall be limited to monument style signs (not to exceed 1 per 150 linear feet of project street frontage and not more than 12 feet in height and 75 square feet of sign area), wall mounted signs, and bracket mounted signs. No signs shall be permitted on a roof or awning, and no ground signs other than monument style signs shall be permitted.

ii. Signs shall not be vinyl faced box or cabinet style signs, nor shall they be internally illuminated.

iii. Individual sign letters mounted on a wall may be permitted, and backlighting or directional lighting used to illuminate them.

iv. Individual tenant sign square footage for wall and bracket signs shall be limited to 0.75 square feet of sign area for each linear foot of tenant frontage.

v. Signs mounted to a wall shall be contained within an architectural sign frieze incorporated into the building facade.

c. Landscaping/Pedestrian Amenities:

i. A distinct pedestrian circulation system shall be provided, and defined via the use of sidewalks, pavers, contrasting materials, or similar. The use of plazas and gathering spaces is strongly encouraged.

ii. Pedestrian amenities such as shade structures or landscaping, outdoor seating, and container plantings shall be required within plazas.

iii. Where a front landscape buffer is required by the underlying zoning district, such buffer and required plantings may be relocated to internal site locations exclusive of other required plantings and clearly labelled on the landscape plan. Street trees within planter beds or tree wells shall be located every 50' along a site's street frontage.

iv. Materials used within identified pedestrian circulation pathways shall not be of a type or texture that provides obstacles to mobility-challenged individuals.

v. A minimum 3-foot wide foundation-planting strip shall be provided along the facades of buildings that contain customer entrances and/or are adjacent to primary pedestrian circulation paths within the project. Plantings such as shrubs, flowers and ornamental grasses shall be installed within foundational planting beds, covering a minimum of 60% of the facade length.

vi. Properties abutting bodies of water or other significant natural features may be able to waive the screening/buffer standards otherwise required for the length of frontage on that water body.

d. Parking:

i. Where feasible, on-street parking shall be provided, and may count toward the minimum parking requirement for the site or project. The City Engineer shall have final say on the feasibility of, and design of any on-street parking.

ii. Interior parking spaces shall not directly abut the primary street frontage, nor be located between the street frontage and the building facades addressing the street; and shall be arranged so that they are not the dominant visual feature on the site.

e. Lighting:

i. All project lighting shall be designed to cast light inward and downward. Lighting for sidewalks, roads, and other pedestrian circulation areas shall be pedestrian in scale and not exceed 15' in height (to bottom of fixture). Lighting for parking areas shall not exceed 30' in height (to bottom of fixture).

**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 \_\_\_\_\_, 2019.

\_\_\_\_\_  
ATTEST:

Mayor Marilyn Hatley

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

APPROVED AS TO FORM:

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

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

REVIEWED:

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

**7.B. ZONING ORDINANCE TEXT AMENDMENT ZTX-19-01:** City staff has initiated an amendment to the zoning ordinance text to create an overlay district that defines architectural, signage, landscaping, pedestrian amenities, lighting and parking standards for activity centers, as described in the Comprehensive Plan.

**Background:**

According to the 2018 Comprehensive Plan, key corridors in the city were identified as focus areas during the planning process as areas that would benefit from establishing specific design standards to encourage quality development in the future. Building off the four Priority Investment Activity Center Overlays previously created to reduce parking standards and stimulate reinvestment in these areas; these design standards would enforce and encourage quality design. The five locations of Main Street, 17<sup>th</sup> Avenue South, 37<sup>th</sup> Avenue South, Sea Mountain Highway, and Little River Neck Road were chosen to receive further analysis to create contextual design recommendations. Each of these focus areas includes property that is an important component to their respective community. The growth and development that occurs in these areas over time should follow the community's vision and take the form of walkable, mixed-use centers in order to best serve the local neighborhoods and hospitality needs, as well as benefit the city overall.

**Proposed Changes:**

Staff is proposing a text amendment to the Zoning Ordinance to create an overlay district that defines architectural, signage, landscaping, pedestrian amenities, lighting and parking standards for activity centers. Outside of a PDD, the city's zoning districts do not address architectural design or building placement, poles signs or sign materials, foundation landscaping, distinct pedestrian circulation systems, pedestrian-scaled lighting, or limiting parking between the front building face and the street.

Rather than apply a one-size-fits-all regulation to the entire corridor, any landowner within the Focus Areas may request the overlay for their individual property. If the overlay text is accepted, staff is interested in future refinements to create incentives to complement design standards.

The proposed amendment addresses a section in *Chapter 23, Zoning, Article II. – Zoning Districts and Development Regulations* and would appear in the Ordinance as follows (new matter underlined, deleted matter struck-through):

**Sec. 23-31. –Overlay zones;** be amended as follows (*new matter underlined, deleted matter struck-through*).

(5) *Priority Investment Zones (as an umbrella category)*. The Priority Investment Overlay planning tool, created under the South Carolina Priority Investment Act of 2007, provides a format for public response to private sector economic revitalization/reinvestment issues as the "vision" for the future of an area evolves. The overlay zones created under this category may be applied to centers of activity, specific street corridors, or neighborhoods. ~~This "centers, corridors, and neighborhoods" approach was identified in the city's 2010 Comprehensive Plan Update.~~ Each overlay area may need specific provisions to address issues unique to that particular context, and not necessarily applicable to the other Priority Investment areas in the city.

(a) PI-ACO (Priority Investment - Activity Center Overlay) Zone.

(1) *Purpose:* The purpose of Activity Center Overlay Zones is to encourage development and redevelopment to occur within a one-third mile walkshed centered around the traditional commercial centers of the four historic beach communities (Cherry Grove,

Ocean Drive, Crescent Beach, and Windy Hill) that were combined to form the City of North Myrtle Beach. This shall be accomplished by relaxing parking standards in those walksheds, which will permit development and redevelopment of small parcels that were created prior to current parking standards. It has been shown that a primary limiting factor in the economic use and revitalization of these areas has been excessive parking requirements for new uses. Reducing these standards will also promote walkability and the use of other modes of transportation.

- (2) *Application:* The Activity Center Overlay provides an increased range of options over conventional zoning in that it permits reuse, redevelopment, and new development to occur on parcels otherwise too small to satisfy requirements. It is further meant to complement (not replace) the standards in the Zero Lot Line Overlay zone.

The Activity Center Overlay Zones are to be designated by the Official City Zoning Map or text, and encompass areas located approximately one-third (1/3) of a mile from the center of the following intersections:

- Main Street and Hillside Drive (Ocean Drive)
- 17<sup>th</sup> Avenue South and Holly Drive (Crescent Beach)
- Sea Mountain Highway and Spring Street (Cherry Grove)
- 37<sup>th</sup> Avenue South and Seaview Street (Windy Hill)

For any parcel situated within this overlay zone, the property owner may choose to request development review under the provisions herein.

- (3) *Provisions of the Activity Center Overlays as designated in section:*

- a. *Activity Center Parking Flexibility.* Proposed new uses for existing structures or new construction, may provide one-half (½) of the underlying zoning district requirements for that use, with the exception of the following:

Multi-family residential uses, motels, hotels, bars/nightclubs and resort accommodations shall provide the full amount of parking otherwise required by this Ordinance. (For purposes of this section, a bar/nightclub shall be defined as any establishment licensed by the State of South Carolina to serve alcoholic beverages, and whose sale of such beverages constitutes forty (40) percent or more of its gross revenues. For those applicants who wish to claim that their sales of such beverages constitute less than forty (40) percent of gross revenues, the burden of proof shall rest with the applicant to so demonstrate.

*\*Main street activity center:* As a means of further encouraging investment and reinvestment, proposed new uses for existing structures or new construction other than multi-family residential, motels, and hotels located entirely within this activity center may, as an alternative to providing all or some portion of the required number of parking stalls, pay into a parking development fund, on a per-space fee schedule established by city council.

- b. *Location of new parking:* For the Main Street and 17<sup>th</sup> Avenue South activity centers, all required and/or voluntarily provided on-site parking shall be in the side or rear yards of the parcel. No parking spaces shall be permitted to be placed between the building and the street frontage. This restriction shall not apply to the Sea Mountain Highway and 37<sup>th</sup> Avenue South activity centers.
- c. *Off site parking:* Within these activity centers, property owners with existing structures requesting to change uses (new use must be allowed in the underlying district) or new construction may still be unable to provide the reduced parking requirements onsite. In these cases, providing required parking offsite will be allowed. This may be accomplished by leasing spaces from other property owners regardless of ownership, provided:
- At least one property line of the lot upon which the offsite parking is situated is within five hundred (500) feet of any property line of the lot upon which the use is situated, and;
  - The proposed offsite lot is zoned to permit parking lots, or contains an existing grandfathered parking lot.

A copy of the executed lease and site plan illustrating the requested leased parking spaces shall be provided to the Zoning Administrator, and said lease must be for a minimum of two years with a renewal option. If the business owner fails to maintain the required number of leased stalls for any reason, including involuntary loss of lease, the lost parking stalls must be provided in another manner acceptable to the Zoning Administrator. Failure to do so will constitute a violation of this ordinance. In locations where a newly created parking lot would abut a residentially used or zoned lot, a six-foot high solid wooden fence or vegetative screen is required as per 23-58(2)(d).

A long-range goal of the city, as determined in the 2010 Comprehensive Plan update, is to provide complete streets accessible to all modes of transportation, and possibly eliminate the need for individual businesses to provide parking in these Activity Center areas. However, the immediate short-range goal of this section is to encourage new investment and reinvestment in these areas. Since this provision is meant to be a temporary measure, required parking within these Activity Centers may be located off-site on existing parking sites that do not meet the paving and landscaping standards required in this Ordinance. However, a dust-free surface shall still be required, and the applicant shall satisfy that requirement with any variety of materials deemed acceptable by the city engineer.

(B) PI-FADO (Priority Investment – Focus Area Design Overlay).

- (1) Purpose: The purpose of the Focus Area Design Overlay is to create an overlay district that enhances architectural character, signage, landscaping, pedestrian amenities, lighting and parking standards for centers of activity. This shall be accomplished in the following ways: Providing standards for architectural design, building materials, and building orientation more in keeping with traditional development principles, enhancing signage standards, requiring foundation landscaping, creating distinct pedestrian



circulation systems that favor walking, and providing pedestrian-scaled lighting. It has been shown that a primary limiting factor in the economic use and revitalization of these areas has been excessive parking requirements for new uses. Reducing these standards will also promote walkability and the use of other modes of transportation.

(2) Application: The Focus Area Design Overlay provides an increased range of standards over conventional zoning in that it requires new development to provide a higher design standard on parcels otherwise not subject to the same requirements. The Overlay may be applied to the four Priority Investment Activity Center areas as discussed under Sec. 23-31(5)(a) PI-ACO. Uses are governed by the underlying zoning district; with the exception that gasoline service stations, and uses that include drive-through window service, are prohibited.

(3) Design Standards of the Focus Area Design Overlays as designated in section:

a. Architecture Standards:

- i. 3-tab, flat asphaltic shingles shall be prohibited.
- ii. The use of smooth-faced masonry block and metal siding as a primary exterior facade material is prohibited. Split-faced concrete block and metal siding may be used as an accent material, not to exceed 20% of the area of the facade upon which it is applied.
- iii. Vinyl siding shall not used on the exterior of a building
- iv. HVAC equipment shall be screened via fencing and landscaping if at ground level and via parapet walls, or equivalent, if roof-mounted.
- v. Variation in facades shall be required and achieved through facade articulation and the use of contrasting materials and colors. Uniform cookie-cutter design shall be prohibited.
- vi. The primary street frontage shall be lined with buildings, oriented to face the street, and set back not more than 20 feet from the property line, with functional customer entrances facing the street. Not less than 65% of the total lot frontage shall be so arranged. Gaps between buildings may punctuate this frontage up to 35% of the total length of primary street frontage. For example, if the primary street frontage is 500 feet in length, at least 325 feet of building facade must be so oriented.
- vii. Some combination of at least 3 architectural elements such as, but not limited to, columns, awnings, window and door casings, sills and headers, cornices, transom windows, pediments, exaggerated roof overhangs, and water tables, shall be used to provide visual interest and break up monotonous facades.
- viii. Preferred architectural styles are Art Deco and Carolina Low Country.
- ix. Primary colors may not be utilized on any building or sign, except as an accent color, covering no more than 10% of any surface.

b. Signage Standards:

- i. Approved sign types shall be limited to monument style signs (not to exceed 1 per 150 linear feet of project street frontage and not more than 12 feet in height and 75 square feet of sign area), wall mounted signs, and bracket

- mounted signs. No signs shall be permitted on a roof or awning, and no ground signs other than monument style signs shall be permitted.
- ii. Signs shall not be vinyl faced box or cabinet style signs, nor shall they be internally illuminated.
- iii. Individual sign letters mounted on a wall may be permitted, and backlighting or directional lighting used to illuminate them.
- iv. Individual tenant sign square footage for wall and bracket signs shall be limited to 0.75 square feet of sign area for each linear foot of tenant frontage.
- v. Signs mounted to a wall shall be contained within an architectural sign frieze incorporated into the building facade.

c. Landscaping/Pedestrian Amenities:

- i. A distinct pedestrian circulation system shall be provided, and defined via the use of sidewalks, pavers, contrasting materials, or similar. The use of plazas and gathering spaces is strongly encouraged.
- ii. Pedestrian amenities such as shade structures or landscaping, outdoor seating, and container plantings shall be required within plazas.
- iii. Where a front landscape buffer is required by the underlying zoning district, such buffer and required plantings may be relocated to internal site locations exclusive of other required plantings and clearly labelled on the landscape plan. Street trees within planter beds or tree wells shall be located every 50' along a site's street frontage.
- iv. Materials used within identified pedestrian circulation pathways shall not be of a type or texture that provides obstacles to mobility-challenged individuals.
- v. A minimum 3-foot wide foundation-planting strip shall be provided along the facades of buildings that contain customer entrances and/or are adjacent to primary pedestrian circulation paths within the project. Plantings such as shrubs, flowers and ornamental grasses shall be installed within foundational planting beds, covering a minimum of 60% of the facade length.
- vi. Properties abutting bodies of water or other significant natural features may be able to waive the screening/buffer standards otherwise required for the length of frontage on that water body.

d. Parking:

- i. Where feasible, on-street parking shall be provided, and may count toward the minimum parking requirement for the site or project. The City Engineer shall have final say on the feasibility of, and design of any on-street parking.
- ii. Interior parking spaces shall not directly abut the primary street frontage, nor be located between the street frontage and the building facades addressing the street; and shall be arranged so that they are not the dominant visual feature on the site.
- iii. All project lighting shall be designed to cast light inward and downward. Lighting for sidewalks, roads, and other pedestrian circulation areas shall be pedestrian in scale and not exceed 15' in height (to bottom of fixture).

Lighting for parking areas shall not exceed 30' in height (to bottom of fixture).

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 April 1, 2019.

**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 forward the zoning ordinance text amendment [ZTX-19-01] to the Mayor and City Council with a recommendation of approval.  
  
OR
- 2) I move that the Planning Commission forward the zoning ordinance text amendment [ZTX-19-01] to the Mayor and City Council with a recommendation of denial.  
  
OR
- 3) I move (an alternate motion).

**REQUEST FOR CITY COUNCIL CONSIDERATION**

Meeting Date: April 15, 2019

Agenda Item:  <b>6B</b>	Prepared By: Aaron C. Rucker, AICP
Agenda Section: Old Business: Ordinance: 2 <sup>nd</sup> Reading	Date: April 11, 2019
Subject: Application requesting a zoning map amendment to apply the Priority Investment – Focus Area Design Standards Overlay to 601 Main Street [ZO-19-01].	Division: Planning & Development

**Executive Summary:**

City Council voted unanimously to approve the first reading of ordinance at their April 1<sup>st</sup> meeting.

**Background:**

The Planning Department has initiated a request to apply the Priority Investment – Focus Area Design Overlay Zone (PI-FADO) to one 6.4 AC parcel at 601 Main Street identified by PIN 356-01-03-2011. The underlying zoning of the lot is currently Planned Development District (PDD), an approved but unbuilt project called Town Center on Main. Concurrent on this agenda, the PDD zoning will be changing to Highway Commercial (HC). The lot is currently vacant and undeveloped.

**Proposed Zoning Map Amendment Request:**

The purpose and intent of PI-FADO is to create a design overlay district that defines architectural, signage, landscaping, pedestrian amenity, lighting, and parking standards for centers of activity. The Main Street Focus Area is the first such area identified for strategic development in the 2018 Comprehensive Plan. In concert with the rezoning request to change the Town Center PDD to Highway Commercial, the property owner has expressed support for the City applying this overlay district to the site.

The parcel is a prime candidate for application of the PI-FADO. Located at the entrance to Main Street, this parcel is highly visible to vehicles and pedestrians and has ±400 feet of Main Street frontage. Although the Town Center on Main PDD that currently governs the development of the site provides for maximum control and development of this gateway property, application of this zoning map overlay would give a much better outcome for the site's future development than would be possible with straight rezoning to HC.

**Planning Commission Action:**

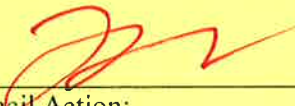

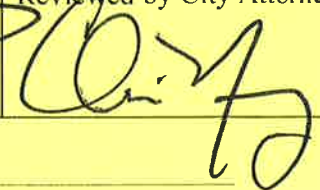
The Planning Commission conducted a public hearing on March 19 and voted unanimously to recommend approval of the proposed zoning map amendment, citing **(c) To recognize substantial change or changing conditions or circumstances in a particular locality**. Although many members of the public attended the meeting, no comments were made.

**Recommended Action:**

Approve or deny the proposed ordinance on 2<sup>nd</sup> reading.

**In terms of the order that the actions pertaining to this property should occur, it should proceed as follows:**

1. **Adopt the text amendment creating the PI-FADO overlay zoning district [ZTX-19-01].**
2. **Apply the newly created overlay to the property at 601 Main Street [ZO-19-01].**
3. **Rezone the property from PDD to Highway Commercial [Z-19-01].**

Reviewed by Division Head 	Reviewed by City Manager 	Reviewed by City Attorney 
Council Action: Motion By _____ 2 <sup>nd</sup> By _____ To _____		

**ORDINANCE**

**AN ORDINANCE OF THE CITY OF NORTH MYRTLE BEACH AMENDING THE OFFICIAL ZONING MAP TO APPLY THE PRIORITY INVESTMENT – FOCUS AREA DESIGN OVERLAY ZONE TO 601 MAIN STREET, PIN 356-01-03-2011.**

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

Section 1: The City of North Myrtle Beach Planning & Development Department has initiated a request to apply the Priority Investment – Focus Area Design Overlay (PI-FADO) Zone to 601 Main Street, PIN 356-01-03-2011, as depicted on Exhibit A, “ZO-19-01,” prepared by the City of North of North Myrtle Beach Planning & Development Department.

Section 2: That 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.

Section 3: That the City Council has received a report from the Planning Commission recommending that the PI-FADO Zone be applied to this neighborhood.

Section 4: That City Council has the authority to amend the zoning designation placed on the properties in accordance with applicable State Statutes and City Ordinances.

Section 5: That the Official Zoning Map is hereby amended to apply the PI-FADO to the subject property in accordance with the attached reference map entitled “Exhibit A.”

DONE, RATIFIED AND PASSED, THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2019.

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

ATTEST:

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

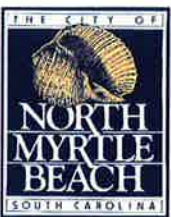
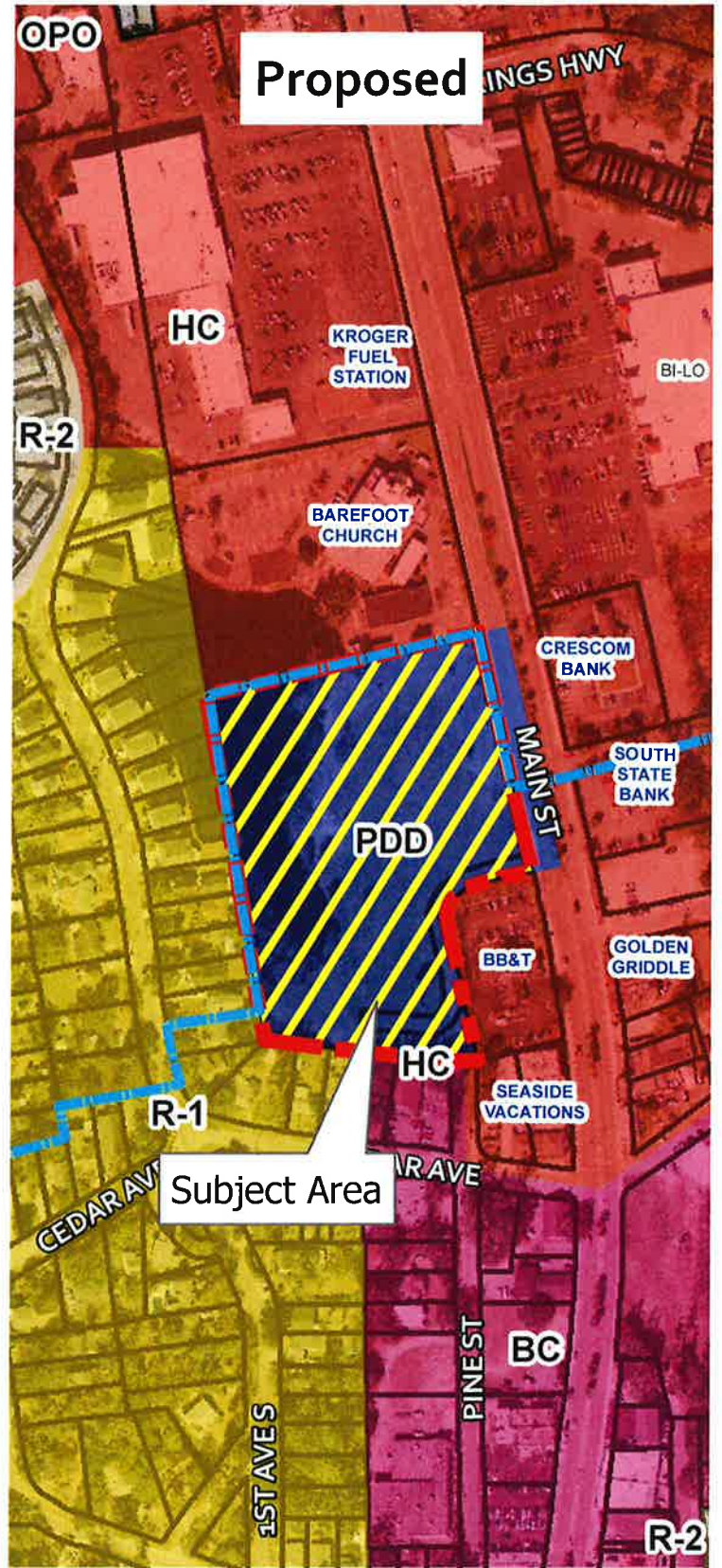
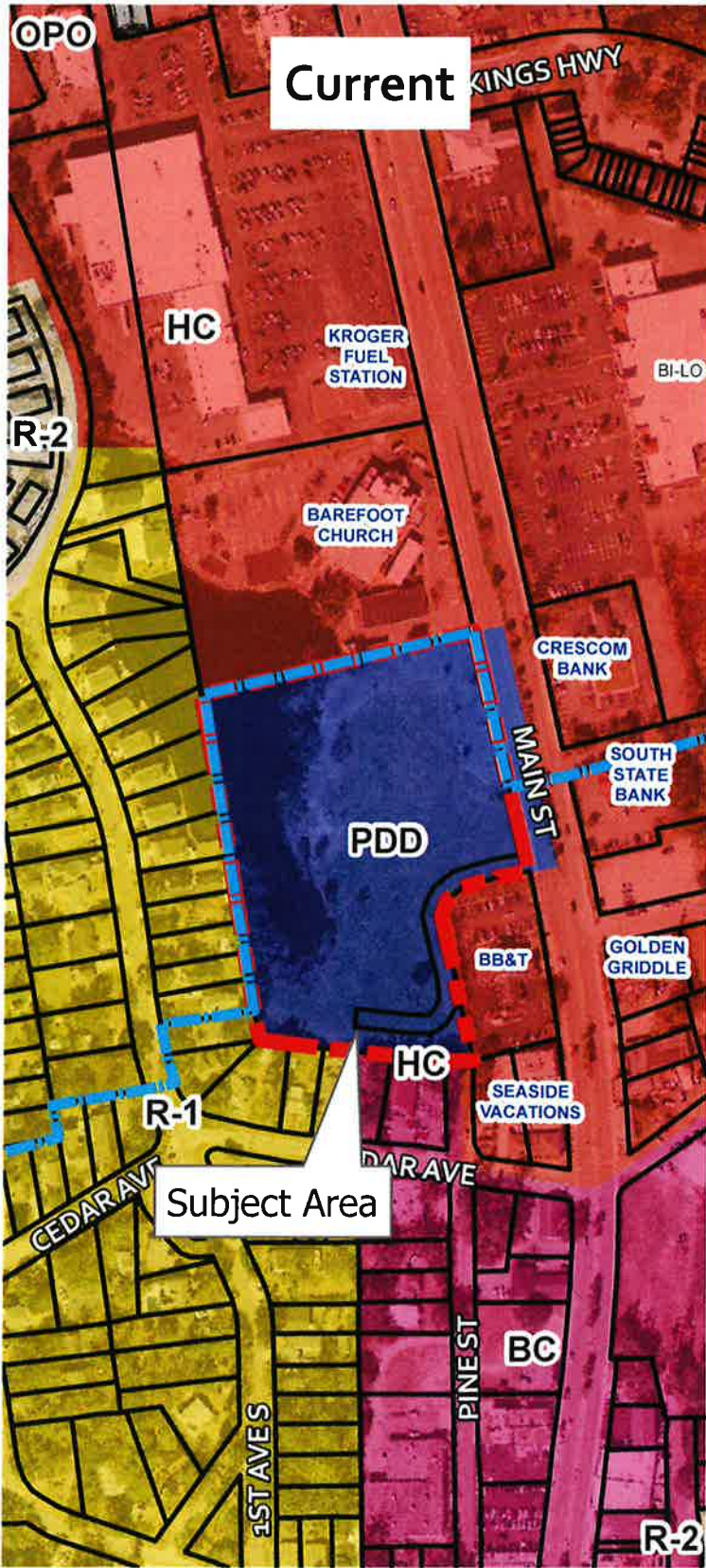
FIRST READING: \_\_\_\_\_  
SECOND READING: \_\_\_\_\_

APPROVED AS TO FORM:





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




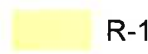

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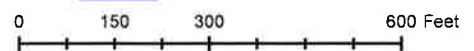
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City Manager



Author: Dawn E. Snider  
 Date: 3/15/2019  
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-  Subject Area
-  Overlay Zoning District
-  Priority Investment - Activity Center Overlay Zone (PIACO)
-  Priority Investment - Focus Area Design Overlay (PFADO)

Zoning District	
	BC
	HC
	PDD
	R-1
	R-2



# Exhibit A: Zoning Overlay Map (ZO-19-01)



**7.C. ZONING OVERLAY REQUEST ZO-19-01:** City staff has initiated a zoning map amendment to apply the Priority Investment – Focus Area Design Overlay Zone (PI-FADO) zoning district to one (1) lot containing approximately 6.4 acres located at 601 Main Street, PIN 356-01-03-2011.

**Existing Conditions and Surrounding Land Uses:**

The Planning Department has initiated a request to apply the Priority Investment – Focus Area Design Overlay Zone (PI-FADO) to one 6.4 AC parcel at 601 Main Street identified by PIN 356-01-03-2011. The underlying zoning of the lot will remain Planned Development District (PDD); the lot is currently vacant and undeveloped.

**Proposed Zoning Map Amendment:**

The purpose and intent of PI-FADO is to create an overlay district that defines architectural, signage, landscaping, pedestrian amenities, lighting, and parking standards for centers of activity. The Main Street Focus Area is the first such area identified for strategic development in the 2018 Comprehensive Plan. The corridor is approximately .75 miles long and is the gateway to what many call the heart of the community. Overall, the streetscape and built environment have existing characteristics that make the area pedestrian-friendly, although no specific design standards apply to building construction.

The parcel located at 601 Main Street is a prime candidate for application of the PI-FADO. Located at the entrance to Main Street, this parcel is highly visible to vehicles and pedestrians and has ±400 feet of Main Street frontage. Although the Town Center on Main PDD that currently governs the development of the site provides for maximum control and development of this gateway, application of this zoning map overlay would give a much better outcome for the site's future development than a straight rezoning to HC, which is being requested on this same agenda. The applicant has consented to this overlay being applied to provide a higher measure of control for the site, if this site is rezoned from PDD. The planning commission and city council should consider and review these related agenda items in the following order: [ZTX-19-01], [ZO-19-01], and finally, [Z-19-01].

**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 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 city's 2018 Comprehensive Plan recommends Mixed Use as a land use class for the subject area. The principal permitted uses described in the compliance index are, "Intended for larger scale mixed-use development at key transportation nodes and gateways in the community that are well positioned for intense mixed-use development given their access to major transportation corridors; supports the creation of walkable areas where users can park once and access live, work, and play services in close proximity." The recommended primary zoning district are HC or RC; NC is the secondary zoning district alternatives.*

Staff Comment: The proposed zoning map amendment to apply PI-FADO does not alter the existing PDD zoning district. This amendment would support the creation of walkable areas recommended in the 2018 Comprehensive Plan by imposing requirements for a more pedestrian-friendly streetscape with higher design standards. However, there is no mixed-use component as presented.

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



*Chapter 5, "The Way We Grow," of the 2018 Comprehensive Plan identifies the Mixed Use future land use classification as follows: This classification is intended for larger scale mixed-use development at key transportation nodes and gateways in the community. The intersection of Main Street and US Highway 17 is an example of such a node. Areas of this sort are well positioned for intense mixed-use development, especially given their access to major transportation corridors. This category supports the creation of walkable areas where users can park once and access live, work, and play services in close proximity.*

Staff Comment: Application of PI-FADO is consistent with the Future Land Use Map, albeit without a mixed-use listed.

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

Staff Comment: Application of PI-FADO does not impact the allowed uses in the area of concern.

- 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 as a result of such change, and the consequence of such change:

Staff Comment: Public services are available to the subject property.

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

Staff Comment: Water and sewer services exist and would not be affected by application of PI-FADO.

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.

The rezoning request is presented to the Planning Commission for a recommendation that will be forwarded to City Council at their next meeting, scheduled for April 1, 2019. Should the Planning Commission desire to forward a positive recommendation to City Council, one of the aforementioned reasons above should be included in the report.

## **SUGGESTED MOTIONS**

- 1) I move that the Planning Commission forward the zoning map amendment request [ZO-19-01] to the Mayor and City Council with a recommendation of approval.

OR

- 2) I move that the Planning Commission forward the zoning map amendment request [ZO-19-01] to the Mayor and City Council with a recommendation of denial.

OR

- 3) I move (an alternate motion).

**REQUEST FOR CITY COUNCIL CONSIDERATION**

Meeting Date: April 15, 2019

Agenda Item:  <p style="text-align: center; font-size: 2em;">6C</p>	Prepared By: L. Suzanne Pritchard, PLA, AICP
Agenda Section: Old Business: Ordinance: 2 <sup>nd</sup> Reading	Date: April 10, 2019
Subject: Request to rezone 6.4 acres of land located at 601 Main Street from PDD (Planned Development District) to HC (Highway Commercial) [Z-19-01]	Division: Planning & Development

**Executive Summary:**

City Council voted unanimously to approve the first reading of ordinance at their April 1<sup>st</sup> meeting.

**Background:**

City staff received a rezoning application from Brad Alexander, authorized agent for the owner, requesting a zoning change for one parcel totaling 6.4 AC located at 601 Main Street from Planned Development District (PDD) to Highway Commercial (HC). The subject property is currently vacant and undeveloped and was previously zoned HC prior to creation of the Town Center on Main PDD in 2016. The zoning districts surrounding the subject property are Single-Family Residential Low-Density (R-1), HC, and Business Commercial (BC).

**Comparison of Existing and Proposed Zoning:**

The purpose of the PDD district is to encourage flexibility in the development of land in order to promote its most appropriate use, to improve the design, character and quality of new development, to facilitate the provision of livable streets and utilities, to preserve the natural and scenic features of open areas, and to provide a flexible zoning management tool that meets the needs of integrated mixed use developments in creative arrangements. This district is best suited to areas where PDD is a superior response to less coordinated development, and it is an appropriate response in relatively large areas undergoing redevelopment.

The purpose of the HC district is to provide commercial opportunities to the traveling public and areas in the community where large-scale commercial projects may take place with minimal impact on contiguous residential development.

PDD zoning allows more flexibility for design and use standards than straight zoning. In exchange for this flexibility, the City has more oversight regarding architecture, landscaping, signage and other elements, not afforded to the City through straight zoning in any district. The Town Center on Main PDD is governed by a master plan, but a large PDD document also accompanies the PDD that details standards for all elements of the site's development. The currently approved PDD provides a gradation of use across the site. Mixed-use buildings with commercial uses on the ground floor and residential uses above are oriented towards the Main Street side of the PDD. The rear of the property that borders the existing, single-family properties is occupied by residential townhomes in the PDD design.

**Staff Review:**

The Department of Public Works and the Zoning Administrator have reviewed the rezoning request and expressed no concerns with the rezoning.

The proposed zoning designation of HC is a prescribed zoning district for this property within the City's 2018 *Comprehensive Plan* mixed use land use classification with the understanding that mixed uses should be provided to meet the intent of the land use category. Given the close proximity of single-family housing to the rear and side of the property, special care must be taken to protect residential development.

The location of this property at the gateway to Main Street, considered by some to be the symbolic heart of the City, gives it a prominent position in the community. Removing the Town Center on Main PDD zoning removes many standards that the City created with the site owner to ensure a high-quality built environment in this location. However, the application of the proposed PI-FADO zoning overlay district (considered on this same agenda), provides standards for development that ensure better quality architecture, landscaping, signage, and pedestrian accommodations than straight HC zoning. With the PI-FADO overlay zoning in place, rezoning to HC still affords the City an expectation of higher quality development.

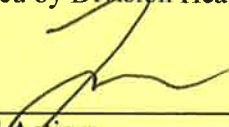
**Planning Commission Action:**

The Planning Commission conducted a public hearing on March 19<sup>th</sup> and voted 4-0 to recommend approval of the proposed rezoning, citing **(c) To recognize substantial change or changing conditions or circumstances in a particular locality**. Many members of the public were present at this public hearing, but none expressed any comment during the meeting.

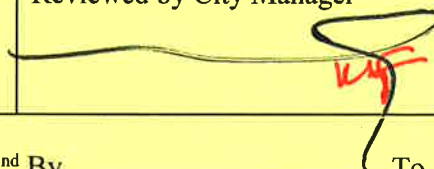
**Recommended Action:**

Approve or deny the proposed rezoning on second reading.

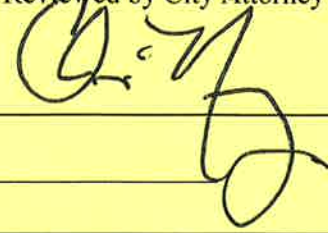
Reviewed by Division Head



Reviewed by City Manager



Reviewed by City Attorney



Council Action:

Motion By \_\_\_\_\_

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

To \_\_\_\_\_

**ORDINANCE**

**AN ORDINANCE OF THE CITY OF NORTH MYRTLE BEACH AMENDING THE OFFICIAL ZONING MAP TO REZONE AN AREA FROM PDD (PLANNED DEVELOPMENT DISTRICT) TO HC (HIGHWAY COMMERCIAL).**

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

Section 1: Applicant Brad Alexander, authorized agent for the owner, has submitted an application for the rezoning of one (1) lot containing approximately 6.4 acres, PIN 356-01-03-0211, depicted on Exhibit A "Z-19-01 Zoning Map," prepared by Dawn E. Snider of the Planning and Development Department on March 12, 2019. The applicant is requesting to change the zoning district from PDD (Planned Development District known as the *Town Center on Main*) to HC (Highway Commercial).

Section 2: That 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.

Section 3: That the City Council has received a report from the Planning Commission recommending that this property be zoned HC (Highway Commercial).

Section 4: That City Council has the authority to amend the zoning designation placed on the properties in accordance with applicable State Statutes and City Ordinances.

Section 5: That the Official Zoning Map is hereby amended to rezone the property HC (Highway Commercial) in accordance with the attached reference map entitled "Exhibit A."

DONE, RATIFIED AND PASSED, THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2019.

ATTEST:

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

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

FIRST READING: \_\_\_\_\_

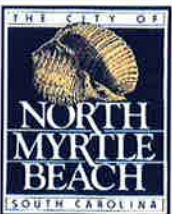
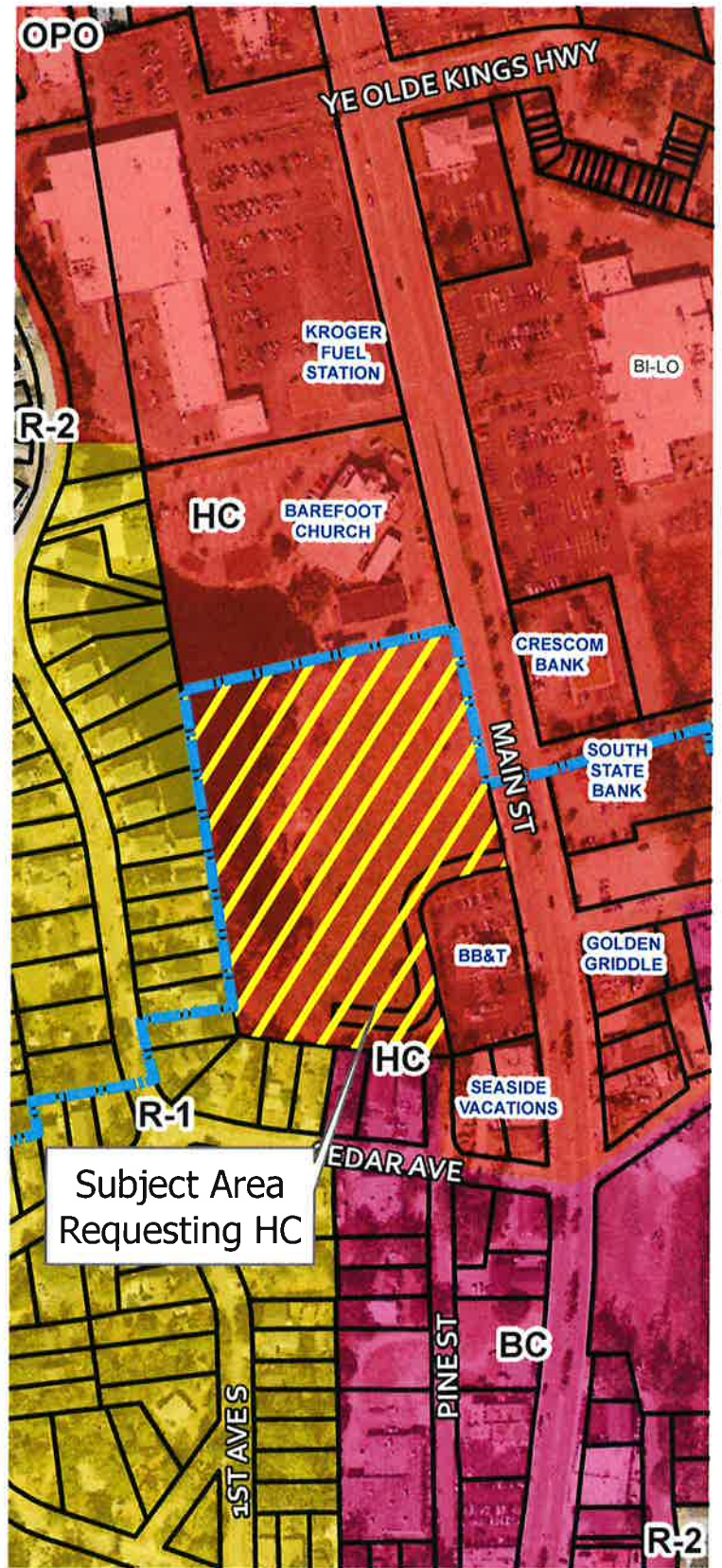
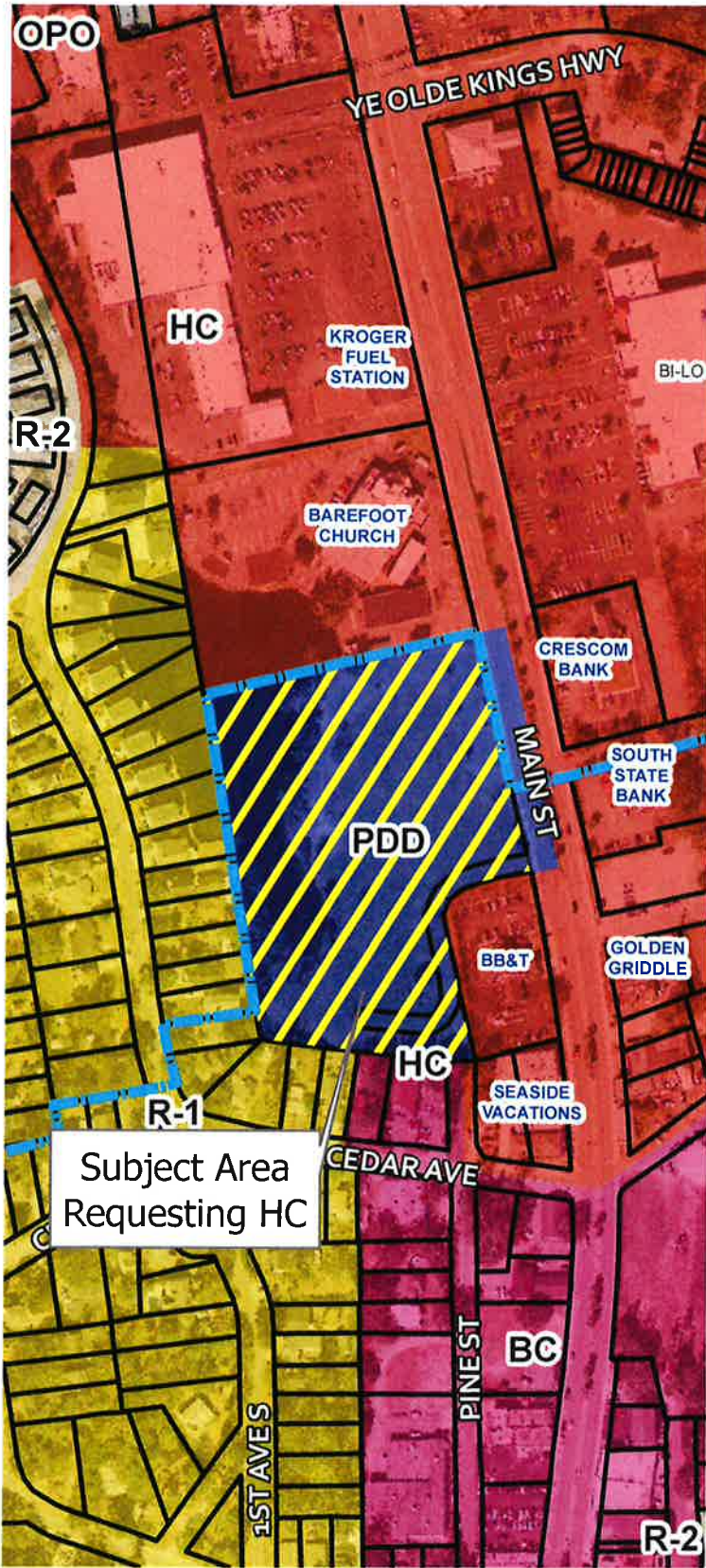
SECOND READING: \_\_\_\_\_




APPROVED AS TO FORM:






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

REVIEWED:

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

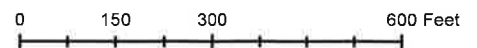


-  Subject Area
-  Overlay Zoning District
-  Priority Investment Activity Center Overlay Zone (PIACO)

- Zoning District
-  BC
  -  HC
  -  PDD
  -  R-1
  -  R-2



Author: Dawn E. Snider  
 Date: 3/12/2019  
 Path: M:\2019\2019-012 Rezoning Z-19-01\Z-19-01 Zoning.mxd



# Exhibit A: Z-19-01 Zoning Map

**5.A. REZONING REQUEST Z-19-01:** A rezoning request for one (1) lot containing approximately 6.4 acres located at 601 Main Street, PIN 356-01-03-2011, from PDD (Planned Development District) to HC (Highway Commercial).

**Existing Conditions and Surrounding Land Uses:**

City staff received a rezoning application from Brad Alexander, authorized agent for the owner, requesting a zoning change for one 6.4 AC parcel located on Main Street from PDD (Planned Development District) to HC (Highway Commercial). The subject property is currently vacant and undeveloped and was previously zoned HC prior to the Town Center on Main PDD. The zoning districts surrounding the subject property are R-1 (Single-Family Residential Low-Density), HC (Highway Commercial) and BC (Business Commercial).

**Comparison of Existing and Proposed Zoning:**

The purpose of the PDD district is to encourage flexibility in the development of land in order to promote its most appropriate use; to improve the design, character and quality of new development; to facilitate the provision of livable streets and utilities, to preserve the natural and scenic features of open areas, and to provide a flexible zoning management tool that meets the needs of integrated mixed use developments in creative arrangements. This district is best suited to areas where "Planned Development District" is a superior response to less coordinated development and is an appropriate response in relatively large areas undergoing redevelopment. The purpose of the HC district is to provide commercial opportunities to the traveling public, and areas in the community where large-scale commercial projects may take place with minimal impact on contiguous residential development.

PDD zoning allows a development more flexibility for design and use standards than straight zoning. In exchange for this flexibility, the city has more control and oversight regarding the architecture, landscaping, signage and other elements not afforded to the city through straight zoning in any district. We have attached the approved master site plan for the Town Center on Main PDD for planning commission's review; the Town Center on Main PDD is governed by this site plan, but a large PDD document also accompanies the PDD which details standards for all elements of the site's development. The currently approved PDD provides a gradation of use across the site. Mixed use with commercial uses on the ground floor front the Main Street side of the PDD; the rear of the property bordering the existing, adjacent single-family properties is occupied by residential townhomes.

**Staff Review:**

The Zoning Administrator and Department of Public Works have reviewed the rezoning request and have expressed no concerns with the rezoning. Staff have received several letters in opposition to the rezoning application from the residents whose properties border the subject parcel. These letters cite issues with property values, noise, bright lights, trash, traffic, the existing lake, and the appropriateness of the commercial use in this location.

**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 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 city's 2018 Comprehensive Plan recommends Mixed Use as a land use class for the subject area. The principal permitted uses described in the compliance index are, "Intended for larger scale mixed-use development at key transportation*

*nodes and gateways in the community that are well positioned for intense mixed-use development given their access to major transportation corridors; supports the creation of walkable areas where users can park once and access live, work, and play services in close proximity.” The recommended primary zoning district are HC or RC; NC is the secondary zoning district alternatives.*

**Staff Comment:** The proposed zoning designation, HC (Highway Commercial), is a recommended zoning district within the Compliance Index for the subject property with the understanding that mixed-use is provided to meet the intent of the land use category.

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

*Chapter 5, “The Way We Grow,” of the 2018 Comprehensive Plan identifies the Mixed Use future land use classification as follows: This classification is intended for larger scale mixed-use development at key transportation nodes and gateways in the community. The intersection of Main Street and US Highway 17 is an example of such a node. Areas of this sort are well positioned for intense mixed-use development, especially given their access to major transportation corridors. This category supports the creation of walkable areas where users can park once and access live, work, and play services in close proximity.*

**Staff Comment:** HC zoning is consistent with the Future Land Use Map with the understanding that mixed-use is provided to meet the intent of the land use category.

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

*The purpose of the HC zoning district is to, “Provide commercial opportunities to the traveling public, and areas in the community where large scale commercial projects may take place with minimal impact on contiguous residential development.”*

**Staff Comment:** Given the close proximity of single-family housing to the rear and side of the property, special care must be taken to protect residential development.

- 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 as a result of such change, and the consequence of such change:

**Staff Comment:** Public services are available to the subject property.

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

**Staff Comment:** Water and sewer are available to the property.

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.

The rezoning request is presented to the Planning Commission for a recommendation that will be forwarded to City Council at their next meeting, scheduled for April 1, 2019. Should the Planning Commission desire to forward a positive recommendation to City Council, one of the aforementioned reasons above should be included in the report.

**SUGGESTED MOTIONS**

- 1) I move that the Planning Commission forward the rezoning request [Z-19-01] to the Mayor and City Council with a recommendation of approval.  
  
OR
- 2) I move that the Planning Commission forward the rezoning request [Z-19-01] to the Mayor and City Council with a recommendation of denial.  
  
OR
- 3) I move (an alternate motion).

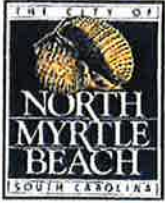
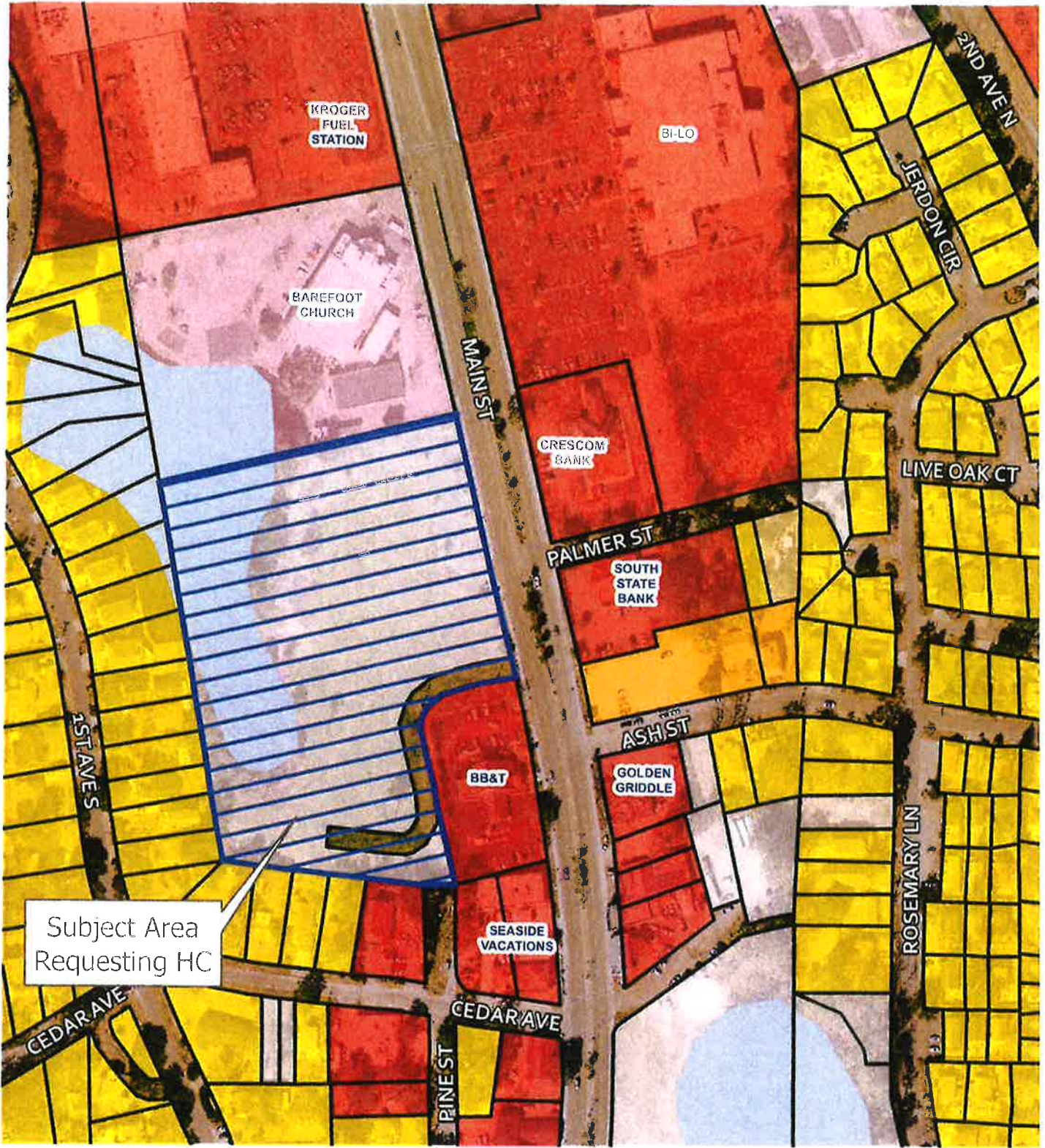




**PROJECT:** TOWN CENTER ON MAIN  
**LOCATION:** 500 Main Street, N. Myrtle Beach, South Carolina  
**DATE:** 08/27/17  
**SCALE:** 1" = 30'  
**SET:** MASTER SITE PLAN A.01

APPROVED BY PLANNING COMMISSION ON 09/05/17



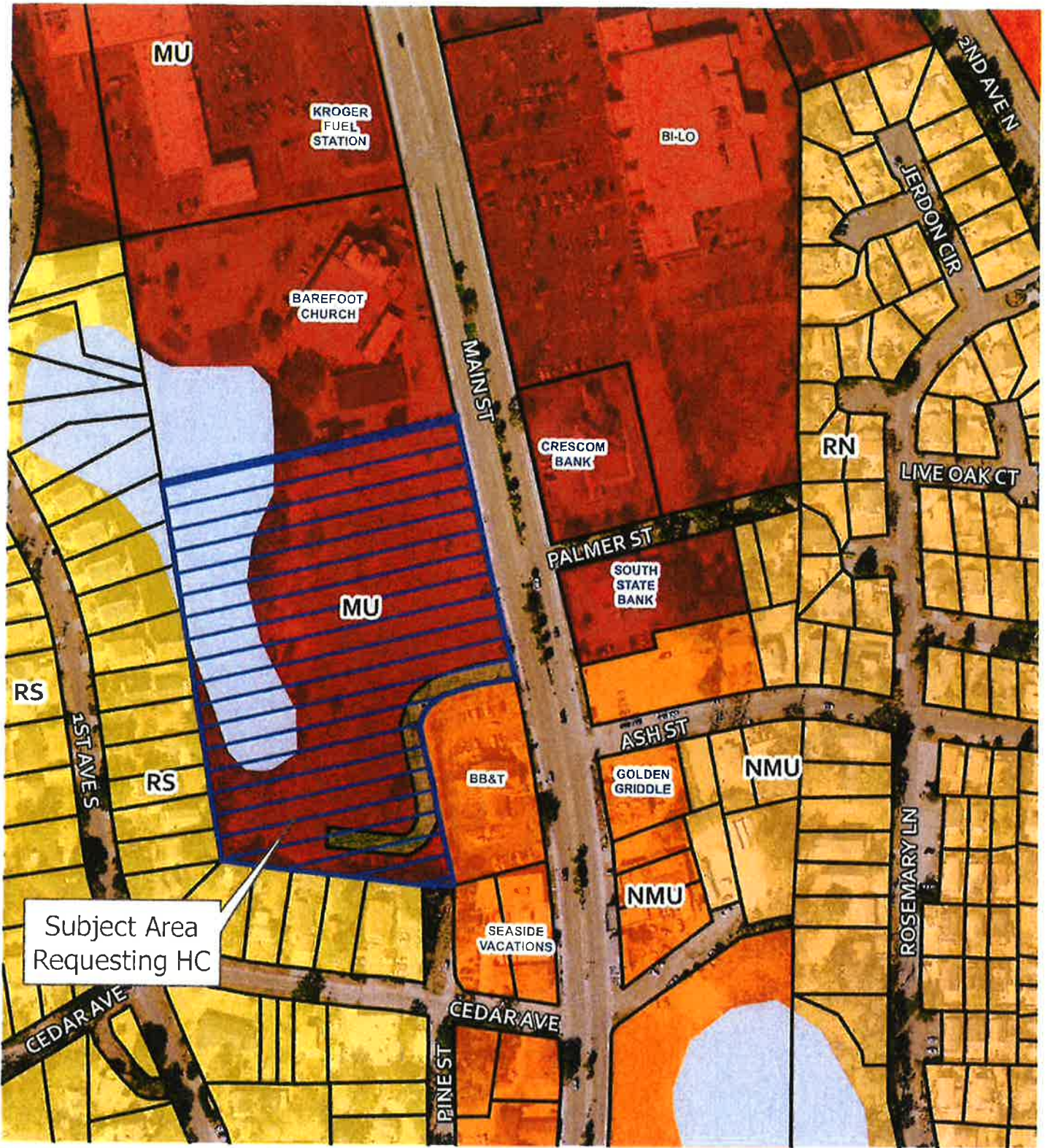


Subject Area	Common Open Space	Mobile Home	RV / Campground
Open water, bays & estuaries	Duplex	Multi-Family	Single-Family
<b>2018 Existing Land Use</b>	Golf Course	Parking Lot	Town House
Amenity Area	Hotel / Motel	Private Parking Lot	Vacant
Amusement	Industrial / Warehouse	Public, Social, Cultural	
Commercial			

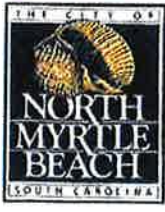
Author: Dawn E. Snider  
 Date: 3/27/2019  
 Path: M:\2019\2019-012 Rezoning\2019\012\1901 ELL\lrcd













# Existing Land Use Map



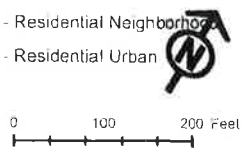
Subject Area Requesting HC



-  Subject Area
-  Open water, bays & estuaries
- 2018 Recommended Future Land Use Categories**
-  Undesignated
-  CC - Conservation Community

-  RPC - Resource, Protection, Conservation
-  CV - Civic / Education
-  SP - Service / Production
-  HC - Highway Commercial
-  MU - Mixed Use
-  MMU - Marina Mixed Use
-  NMU - Neighborhood Mixed Use
-  RS - Residential Suburban
-  RN - Residential Neighborhood
-  RU - Residential Urban

Author: Dawn E. Snider  
 Date: 3/12/2019  
 Path: M:\2019\2019-01-2 Rezoning Z-19-05\Z-19-01 FLU.mxd



# Future Land Use Map

**REQUEST FOR CITY COUNCIL CONSIDERATION**

Meeting Date: April 15, 2019

Agenda Item:  6D	Prepared By: L. Suzanne Pritchard, PLA, AICP
Agenda Section: Old Business: Ordinance: 2 <sup>nd</sup> Reading	Date: April 10, 2019
Subject: Proposed Amendments to Chapter 20, Land Development Regulations, of the Code of Ordinances of North Myrtle Beach, South Carolina. [STX-19-01].	Division: Planning & Development

**Executive Summary:**

City Council voted unanimously to approve the first reading of ordinance at their April 1<sup>st</sup> meeting.

**Background:**

The City of North Myrtle Beach Land Development Regulations specify standards governing access and connectivity for commercial and high-density residential development within the city. Currently, these standards prohibit any corner lot having less than 150 feet of frontage on a heavily traveled street from having driveway access to that street.

**Proposal:**

Staff is proposing a text amendment to the Land Development Regulations to allow driveway access to a corner lot from the more heavily traveled street when the frontage along that street is less than 150 feet, at the discretion of the City Engineer. When making an exception to this standard, the City Engineer could require any design modifications to the site plan deemed necessary to maximize safe and efficient access. Examples of these design modifications could include raised medians, right-in/right-out "pork chop" islands, and other access control devices. If the street frontage was located on a SCDOT-owned road, SCDOT approval of the access would also be required. However, city requirements may be more restrictive than SCDOT requirements.

**Planning Commission Action:**

The Planning Commission conducted a public hearing on March 19<sup>th</sup> and voted unanimously to recommend approval to City Council as submitted.

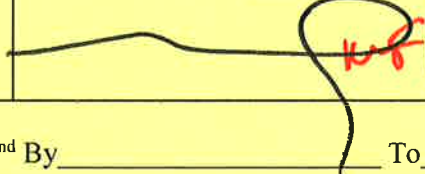
**Action:**

Approve or deny the proposed ordinance on 2<sup>nd</sup> reading.

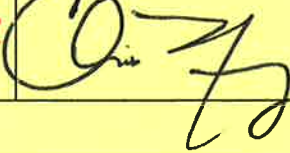
Reviewed by Division Head



Reviewed by City Manager



Reviewed by City Attorney



Council Action:

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

## ORDINANCE

AN ORDINANCE OF THE CITY OF NORTH MYRTLE BEACH PROVIDING THAT THE CODE OF ORDINANCES, CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA, BE AMENDED BY REVISING CHAPTER 20, LAND DEVELOPMENT REGULATIONS, ARTICLE II, SITE-SPECIFIC DEVELOPMENT PLAN REVIEW, § 20-7. – SITE-SPECIFIC DEVELOPMENT PLAN REQUIREMENTS, SUBSECTION (8), ACCESS, CONNECTIVITY, AND CONGESTION MANAGEMENT PLAN, 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 20-7. – Site-specific development plan requirements, Subsection (8) Access, connectivity, and congestion management plan*, be amended to read as follows (*new matter underlined, deleted matter struck-through*):

### **Sec. 20-7. (8) – Access, connectivity, and congestion management plan.**

b. *Vehicular access to and from public right-of-way corridors/streets.* All development sites shall be designed to help mitigate potential negative impacts to traffic flow on adjacent streets by addressing the following:

- i. Minimize proposed curb cuts/vehicular access points to/from public rights-of-way.
- ii. In the case of two (2) or more adjacent parcels being developed at the same time, by the same applicant, sites must share an access point to the roadway at the property line dividing the sites. The city engineer may waive this requirement where practical difficulties and/or safety concerns would reasonably preclude such driveway location.
- iii. On ~~non-corner~~ non-corner sites with more than one (1) frontage adjacent to public rights-of-way, access must be provided to all existing or planned streets, alleys, sidewalks and recreational trails, with the following two (2) possible exceptions:
  - The city engineer determines that any such access will constitute a safety hazard.
  - The development across any given adjoining street is predominantly residential in character, with homes fronting on said street. Negative traffic impacts to the safety, convenience, and quality of life of those residents shall be weighed before making the decision to require access on that street.
- iv. Corner lots having less than one hundred fifty (150) feet of frontage on the more heavily traveled of the two (2) adjacent streets ~~must~~ shall generally provide all vehicular access for the site from the secondary or side street. Exceptions to this may be approved by the City Engineer, at his/her sole discretion, in cases where secondary access is problematic, and/or if the site has frontage on a South Carolina Department of Transportation (SCDOT) owned road, and SCDOT approves access from the road. The City Engineer may require any design modifications to such accesses as deemed necessary to maximize safety and efficient traffic movement.
- v. In cases where adjacent street rights-of-way are maintained by SCDOT, the applicant must provide evidence of SCDOT approval of any access points and/or right-of-way improvements of any kind. However, it should be noted that city site plan requirements regarding access may be more restrictive than SCDOT requirements.

**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 \_\_\_\_\_, 2019.

\_\_\_\_\_  
ATTEST:

Mayor Marilyn Hatley

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

APPROVED AS TO FORM:

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

FIRST READING: \_\_\_\_\_

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

REVIEWED:

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

**7.A. LAND DEVELOPMENT REGULATIONS TEXT AMENDMENT STX-19-01:** City staff has initiated an amendment to the Land Development Regulations text to address development standards regarding access for corner lots.

**Background:**

The City of North Myrtle Beach Land Development Regulations specify standards governing access and connectivity for site-specific development within the city. Currently, these standards prohibit any corner lot having less than 150 feet of frontage on a heavily traveled street from having vehicular access to that street.

**Proposed Changes**

Staff is proposing a text amendment to the Land Development Regulations to allow vehicular access to a corner lot from the more heavily traveled street when the frontage along that street is less than 150 feet, only at the discretion of the city engineer. When making an exception to this standard, the city engineer could require any design modifications to the site plan deemed necessary to maximize safe and efficient traffic. Examples of these design modifications could include raised medians, right-in/right-out “pork chop” islands, and other access control devices. If the street frontage was located on a SCDOT-owned road, SCDOT approval of the access would also be required. However, city requirements may be more restrictive than SCDOT requirements.

The proposed amendment addresses Subsection 8 of *Chapter 20, Land Development Regulations, Sec. 20-7. – Site-specific development plan requirements* and would appear in the Ordinance as follows (new matter underlined, deleted matter struck-through):

**Sec. 20-7. (8) Access, connectivity, and congestion management plan;** be amended as follows (*new matter underlined, deleted matter struck-through*).

- b. *Vehicular access to and from public right-of-way corridors/streets.* All development sites shall be designed to help mitigate potential negative impacts to traffic flow on adjacent streets by addressing the following:
  - a. Minimize proposed curb cuts/vehicular access points to/from public rights-of-way.
  - b. In the case of two (2) or more adjacent parcels being developed at the same time, by the same applicant, sites must share an access point to the roadway at the property line dividing the sites. The city engineer may waive this requirement where practical difficulties and/or safety concerns would reasonably preclude such driveway location.
  - c. On ~~non-corner~~ non-corner sites with more than one (1) frontage adjacent to public rights-of-way, access must be provided to all existing or planned streets, alleys, sidewalks and recreational trails, with the following two (2) possible exceptions:
    - The city engineer determines that any such access will constitute a safety hazard.
    - The development across any given adjoining street is predominantly residential in character, with homes fronting on said street. Negative traffic impacts to the safety, convenience, and quality of life of those residents shall be weighed before making the decision to require access on that street.
  - d. Corner lots having less than one hundred fifty (150) feet of frontage on the more heavily traveled of the two (2) adjacent streets ~~must~~ shall generally provide all vehicular access for the site from the secondary or side street. Exceptions to this may be approved by the City Engineer, at his/her sole discretion, in cases where secondary access is problematic, and/or if the site has frontage on a SC Department of Transportation (SCDOT) owned road, and SCDOT approves access from the road. The City Engineer may require any

design modifications to such accesses as deemed necessary to maximize safety and efficient traffic movement.

- e. In cases where adjacent street rights-of-way are maintained by SCDOT, the applicant must provide evidence of SCDOT approval of any access points and/or right-of-way improvements of any kind. However, it should be noted that city site plan requirements regarding access may be more restrictive than SCDOT requirements.

According to § 20-25, *Amendments*, of the Zoning Ordinance, the advertisement requirement for Land Development Regulation amendments is 30 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 April 1, 2019.

**Planning Commission Action**

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

Alternative Motions

- 1) I move that the Planning Commission forward the Land Development Regulations text amendment [STX-19-01] to the Mayor and City Council with a recommendation of approval.  
OR
- 2) I move that the Planning Commission forward the Land Development Regulations text amendment [STX-19-01] to the Mayor and City Council with a recommendation of denial.  
OR
- 3) I move (an alternate motion).



**REQUEST FOR CITY COUNCIL CONSIDERATION**

Meeting Date: April 15, 2019

Agenda Item: <p style="text-align: center; font-size: 2em;">6E</p>	Prepared By: L. Suzanne Pritchard, PLA, AICP
Agenda Section: Old Business: Ordinance: 2 <sup>nd</sup> Reading	Date: April 10, 2019
Subject: Non-Warranty Deed Rescinding the Road & Drainage Dedication Deed dated October 17, 2018, and Recorded March 6, 2019, at Deed Book 4189 Page 1558, Horry County Register of Deeds	Division: Planning & Development

**Executive Summary:**

City Council voted unanimously to approve the first reading of ordinance at their April 1<sup>st</sup> meeting.

**Background:**

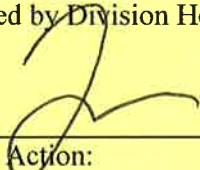
The City of North Myrtle Beach Public Works Department provides standard documents and specifications to consultants developing property within the City as a service to facilitate a more efficient approval and acceptance process. As part of the general project closeout documents, a Road and Drainage Dedication Deed is provided to consultants to dedicate approved streets and drainage systems to the City. Blackwater at the Dye Club townhome development utilizes a privately owned and maintained streets and drainage system within its subdivision. As part of their project closeout process, the project engineers *inadvertently recorded a deed dedicating these streets and drainage systems to the City.*

The dedication of these streets and drainage systems to the City needs to be rescinded to avoid exposing the City to future maintenance, ownership, and liability. The Road & Drainage Deed that was recorded in error has been attached as Exhibit A for Council's review.


**Action:**

Approve or deny the ordinance regarding the non-warranty deed reconveying the road and drainage dedication deed that was recorded in error.

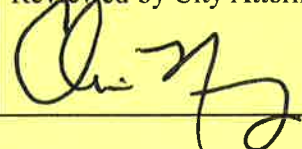
Reviewed by Division Head



Reviewed by City Manager



Reviewed by City Attorney



Council Action:

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

**ORDINANCE**

**AN ORDINANCE TO APPROVE THE NON-WARRANTY DEED TO RECONVEY BLACKWATER TOWNHOMES SUBDIVISION – PHASE 1 IMPROVEMENTS ERRONEOUSLY DEDICATED TO THE CITY OF NORTH MYRTLE BEACH BACK TO THE DEVELOPER, D.R. HORTON, INC., AND TO AUTHORIZE THE CITY MANAGER TO SIGN THE NON-WARRANTY DEED ON BEHALF OF THE CITY.**

**WHEREAS**, the City requires that Blackwater Townhomes Subdivision – Phase 1 assume maintenance responsibility and ownership of their privately controlled streets and drainage systems; and

**WHEREAS**, D.R. Horton, Inc., developer of the Blackwater Townhome Subdivision – Phase 1 erroneously recorded a deed of dedication dated October 17, 2018, and recorded March 6, 2019, at Deed Book 4189 Page 1559, Horry County Register of Deeds, depicted as Exhibit A, dedicating the subdivision’s improvements to the City; and

**WHEREAS**, the developer of the Blackwater Townhome Subdivision – Phase 1 prepared a Non-Warranty Deed to reconvey the subdivision improvements that were dedicated in error back to D.R. Horton, Inc. as was originally intended.

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

**Section 1:** That the Non-Warranty Deed referenced above is hereby approved.

**Section 2:** The City Manager is authorized to sign the Non-Warranty Deed on behalf of the City.

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

DONE, RATIFIED AND PASSED, THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2019.

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

ATTEST:

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

FIRST READING: \_\_\_\_\_

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

APPROVED AS TO FORM:

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

REVIEWED:

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

Exhibit A: Page 1

Instrument#: 2019000024087, DEED BK:  
4189 PG: 1558 DOCTYPE: 062 03/06/2019  
at 03:36:27 PM, 1 OF 3, EXEMPT, MARION  
D. FOXWORTH III, HORRY COUNTY, SC  
REGISTRAR OF DEEDS

STATE OF SOUTH CAROLINA

ROAD & DRAINAGE DEDICATION DEED

COUNTY OF HORRY

KNOW ALL MEN BY THESE PRESENTS, THAT DR Horton Inc  
(the "Grantor"), for and in consideration of the sum of Five and No/100 Dollars (\$5.00), to it in  
hand paid at and before the sealing of these presents by **City of North Myrtle Beach (the**  
**"Grantee")**, having an address of 1018 Second Avenue South, North Myrtle Beach, SC 29582,  
in the State aforesaid, the receipt whereof is hereby acknowledged, have granted, bargained, sold  
and released, and by these presents does grant, bargain, sell and release unto the said Grantee, its  
successors and assigns, the property described as follows:

ALL AND SINGULAR, that certain property located in the City of North Myrtle  
Beach, Horry County, South Carolina, being more particularly described as  
Blackwater Townhomes - Phase 1 Subdivision

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (the "Property").

TMS # \_\_\_\_\_ / PIN # 35816010026

**DERIVATION:** This being a portion of the property conveyed to Grantor by  
deed of \_\_\_\_\_, dated  
08/07/2017, and recorded 08/07/2017 in Deed Book 4032 at  
Page 806 in the Office of the Register of Deeds for Horry County, South  
Carolina.

TOGETHER with all and singular the rights, hereditaments and appurtenances to the said  
premises belonging, or in anywise incident or appertaining.

TO HAVE AND TO HOLD all and singular the said premises before mentioned unto the  
said Grantee, its successors and assigns forever. And the said Grantor does hereby bind itself  
and its successors and assigns, against itself and its successors, and all other persons  
whomsoever lawfully claiming, or to claim the same, or any part thereof.

The Grantor herein and by these presents, warrants and covenants that there are no liens,  
mortgages or judgments affecting or pertaining to the Property herein conveyed.

**[SIGNATURES APPEAR ON NEXT PAGE]**

Exhibit A: Page 2

IN WITNESS WHEREOF, the said Grantor has caused these presents to be signed this 17 day of Oct, ~~2018~~ 2018

Signed, Sealed and Delivered  
In the Presence Of:

[Signature]  
Witness #1 signs here

[Signature]  
Witness #2/Notary signs here

D.R. Horton, Inc.

By: [Signature] (L.S.)

Name: Bradford C Brundage

Title: Division President

STATE OF SOUTH CAROLINA )  
  )  
COUNTY OF HORRY )

ACKNOWLEDGMENT

I, the undersigned Notary Public, do hereby certify that DR Horton Inc Bradford C. Brundage personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

WITNESS my hand and official stamp or seal this 17 day of Oct, <sup>2018</sup> 2018.

[Signature]  
Notary Public for South Carolina

My commission expires



Exhibit A: Page 3

**STREET AND DRAINAGE  
ENCUMBRANCE DECLARATION**

WHEREAS, **DR Horton INC.**, (Developer) has at their own expense engaged a Street and Drainage Contractor and Engineer to provide certain specific services and materials in the construction of Street and Drainage Improvements within the City of North Myrtle Beach;

AND WHEREAS, such services and materials have been provided by **AO Hardee & Son, Inc** (Street and Drainage Contractor) for the above developer on the **Blackwater Townhomes Subdivision – Phase One** (Project Name) project to the approval of the City of North Myrtle Beach, Public Works Department;

AND WHEREAS, the City of North Myrtle Beach intends to accept dedication of ownership for such constructed improvements upon verification that all work is free from any and all encumbrances;

THEREFORE, as verification to the City of North Myrtle Beach that free and clear title exists on the Street and Drainage improvements, the concerned parties referenced above do hereby provide this DECLARATION stating that any monetary remuneration due has been paid in full and that such improvements are clear of any encumbrances.

By: [Signature] (Authorized Official) Date: 2/5/19

For: GZ ENGINEERING (Engineer)

Witnessed by: M. A. Kra (Witness)

By: [Signature] (Authorized Official) Date: 1/11/19

For: A.O. HARDEE & SON, INC (Utility Contractor)

Witnessed by: [Signature] (Witness)

By: [Signature] (Authorized Official) Date: 1-28-19

For: DR Horton, Inc (Developer)

Witnessed by: [Signature] (Witness)

Prepared By (without title examination) :  
Michael R. Ganley, Attorney at Law  
Bagwell Holt Smith P.A.  
111 Cloister Court, Suite 200  
Chapel Hill, NC 27514

Grantee's address: 1018 Second Avenue South, North Myrtle Beach, SC 29582

**SOUTH CAROLINA**        )  
                                  )  
**HORRY COUNTY**         )

**NON-WARRANTY DEED**

**KNOW ALL MEN BY THESE PRESENTS** that the **CITY OF NORTH MYRTLE BEACH**, as Grantor, in consideration of Ten Dollars and Other Consideration, the receipt of which is hereby acknowledged, has granted, bargained, sold and released, and by these presents grants, bargains, sells, and releases unto **D.R. HORTON, INC.**, a Delaware corporation, as Grantee, its successors and assigns forever:

ALL AND SINGULAR, that certain property located in the City of North Myrtle Beach, Horry County, South Carolina, being more particularly described as Blackwater Townhomes – Phase 1 Subdivision (the “Property”).

PIN# 35816010026

DERIVATION: This being a portion of the property conveyed to Grantor of that Road & Drainage Dedication Deed dated October 17, 2018 and recorded March 6, 2019 at Deed Book 4189 Page 1558, Horry County Register of Deeds.

THIS CONVEYANCE IS MADE SUBJECT TO any and all restrictions, reservations, zoning ordinances, easements, or rights of way that may appear of record, on the recorded plat(s) or on the premises.

THIS CONVEYANCE IS MADE TOGETHER WITH all and singular, the rights, members, hereditaments, and appurtenances to said premises belonging or in any way incident or appertaining thereto; to have and to hold all and singular the premises abovementioned unto the Grantee, subject to the limitations contained herein.

THE PURPOSE of this Non-Warranty Deed is to rescind that Road & Drainage Dedication Deed dated October 17, 2018 and recorded March 6, 2019 at Deed Book 4189 Page 1558, Horry County Register of Deeds and for Grantor to release any dedication of ownership for such constructed improvements on the Property.

IN WITNESS WHEREOF, the Grantor has hereto set its hand and seal this \_\_\_\_ day of \_\_\_\_\_, 2019.

SIGNED, SEALED AND DELIVERED  
In the Presence of:

\_\_\_\_\_  
Witness #1

**CITY OF NORTH MYRTLE BEACH**

\_\_\_\_\_  
Witness #2

By: \_\_\_\_\_

Name: \_\_\_\_\_

Its: \_\_\_\_\_

State of \_\_\_\_\_ Carolina  
County of \_\_\_\_\_

**ACKNOWLEDGEMENT**

On this \_\_\_\_ day of \_\_\_\_\_, 2019, before me personally appeared \_\_\_\_\_, who provided satisfactory evidence of his/her identification to be the person whose name is subscribed to this instrument and s/he acknowledged that s/he executed the foregoing instrument as \_\_\_\_\_, for the City of North Myrtle Beach, by his/her signature here.

\_\_\_\_\_  
*Signature of Signer*

Sworn to (or affirmed) and subscribed before me this the \_\_\_\_ day of \_\_\_\_\_, 2019.

(Official Seal)

\_\_\_\_\_  
*Official Signature of Notary*

\_\_\_\_\_, Notary Public  
*Notary's printed or typed name*

\_\_\_\_\_ County, South Carolina  
My commission expires: \_\_\_\_\_

STATE OF SOUTH CAROLINA )  
 )  
COUNTY OF HORRY )

DEED AFFIDAVIT

PERSONALLY appeared before me the undersigned , who duly sworn, deposes and says:

- 1) I have read the information on this affidavit and I understand such information.
- 2) The property being transferred is located in Horry County, designated as shown above was transferred by the City of North Myrtle Beach to D.R. Horton, Inc. on \_\_\_\_\_, 2019.
- 3) Check one of the following - the deed is:
  - a. \_\_\_ subject to the deed recording fees as a transfer for consideration paid in money or money's worth.
  - b. \_\_\_ subject to the deed recording fee as a transfer between a corporation, a partnership, or other entity and a stockholder, partner, or owner of the entity or is a transfer to a trust or as a distribution to a trust beneficiary.
  - c.  exempt from the deed recording fee because (See information section of this affidavit) § (If exempt, please skip items 4-7, and go to item 8 on this affidavit).
- 4) Check one of the following if either item 3(a) or 3(b) above has been checked (See information section of this affidavit):
  - a. \_\_\_ The fee is computed on the consideration paid or to be paid in money or money's worth in the amount of \$\_\_\_\_\_.
  - b. \_\_\_ The fee is computed on the fair market value of the realty which is \$\_\_\_\_\_.
  - c. \_\_\_ The fee is computed on the fair market value of the realty as established for property tax purposes which is \$\_\_\_\_\_.
- 5) Check Yes \_\_\_ or No \_\_\_ to the following: A lien or encumbrance existed on the land, tenement, or realty before the transfer and remained on the land, tenement, or realty after the transfer. If "Yes," the amount of the outstanding balance of this lien or encumbrance is: \$\_\_\_\_\_.
- 6) The deed recording fee is computed as follows:
  - a. Place the amount listed in item 4 above here: \$\_\_\_\_\_.
  - b. Place the amount listed in item 5 above here: \$\_\_\_\_\_. (If no amount is listed, place zero here.)
  - c. Subtract Line 6(b) from Line 6(a) and place result here: \$\_\_\_\_\_.
- 7) The deed recording fee due is based on the amount listed on Line 6(c) above and the deed recording fee due is: \$\_\_\_\_\_.
- 8) As required by Code Section, 12-24-70, I state that I am a responsible person who was connected with the transaction as Seller.
- 9) I understand that a person required to furnish this affidavit who willfully furnishes a false or fraudulent affidavit is guilty of a misdemeanor and, upon conviction, must be fined not more than one thousand dollars or imprisoned not more than one year, or both.

CITY OF NORTH MYRTLE BEACH

SWORN TO before me this \_\_\_\_  
Day of \_\_\_\_\_, 2019

\_\_\_\_\_  
Notary Public for \_\_\_\_\_  
My Commission Expires: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Its: \_\_\_\_\_



**REQUEST FOR CITY COUNCIL CONSIDERATION**

Meeting Date: April 15, 2019

Agenda Item:  <b>7A</b>	Prepared by: Aaron C. Rucker, AICP
Agenda Section: New Business: Ordinance: 1 <sup>st</sup> Reading	Date: April 11, 2019
Subject: Prince Resort at the Cherry Grove Pier sign [MJPDD-18-05 pier sign only]	Division: Planning & Development

**Executive Summary:**

**Council approved all elements of the major amendment to the Prince Resort at the Cherry Grove Pier PDD on March 18, except the proposal for a new pier sign. Between 1<sup>st</sup> and 2<sup>nd</sup> reading, the proposed pier signage had changed. Consequently, council referred that element back to the planning commission for review and recommendation.**

**Background:**

The current pier sign is located adjacent to a vacant oceanfront lot. If left untouched in its present location, the sign would maintain “grandfathered” status; however, the beach and pier access is shifting south to accommodate the new Hampton Inn & Suites hotel. Thus, a new sign and location must be considered.

Initially, commission tabled the applicant’s first request for signage. Commission recommended a lower height and smaller size, and to consider using a sandblasted design style with downcast lighting more in keeping with the existing sign design and the city’s zoning ordinance regulating PDD signage (i.e., pole signs prohibited and vinyl-faced box signs strongly discouraged). Furthermore, comparing the surrounding R-4 zoning district, only one freestanding sign is permitted per lot and the maximum signage allowed is 100 sq. ft. The applicant made modifications by lowering the height and reducing the size, and the second sign was approved.

**Proposed Changes:**

The applicant and authorized agent, Brett Callaghan of Progress Companies, representing Elizabeth Gann of Prince Resort, has submitted a new pier sign elevation for review. The request consists of replacing the existing sign with a new sign and moving the location to the south.

The existing sign is made of wood, sitting atop two wooden supports, and is externally illuminated. The proposed sign incorporates two vinyl-faced metal boxes with internally illuminated reverse router cut graphics to provide depth. One sign box would announce the fishing pier, while the other (lower) sign the Boardwalk Beach Café. The sign boxes are secured to a metal pole. Design elements from the existing sign provided inspiration. A comparison of existing and proposed signage is provided as follows:

Pier Sign	Base	Style	Illumination	Overall Height	Sq. Ft	Side Profile
Existing Sign	2 wooden pier posts	wooden sign face with individual letters	external	14'	81.5	20"
Proposed Sign	1 powder-coated metal pole	vinyl-faced reverse router cut graphics	internal	14' 9"	58 (pier and café sign)	24"

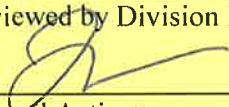
**Planning Commission Action:**

The planning commission conducted a public hearing on March 19 and voted unanimously to table the request. Commission met again on April 2 to review revisions and recommend approval to city council. There were no public comments.

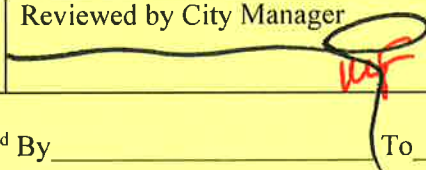
**Recommended Action:**

Approve or deny the proposed ordinance on 1<sup>st</sup> reading. A proposed ordinance has been attached for council's review.

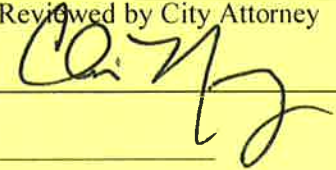
Reviewed by Division Head



Reviewed by City Manager



Reviewed by City Attorney



Council Action:

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

**ORDINANCE**

**AN ORDINANCE OF THE CITY OF NORTH MYRTLE BEACH PROVIDING THAT THE CODE OF ORDINANCES, CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA, BE AMENDED BY REVISING THE PRINCE RESORT AT THE CHERRY GROVE PIER PDD (PLANNED DEVELOPMENT DISTRICT) TO ALLOW CHANGES TO DESIGN AND LOCATION OF THE EXISTING CHERRY GROVE FISHING PIER SIGN LOCATED ON THE OCEANFRONT.**

**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 the Prince Resort at the Cherry Grove Pier Planned Development District be amended per the attached exhibits presented by Progress Design Studio, representing Elizabeth Gann of Prince Resort, illustrating the existing fishing pier sign, current sign proposal, and location of new signage:

- Existing Sign,
- Current Sign Proposal,
- Widening & Signage Plan Hampton Inn (1 page).

The proposed changes shall be included with the approved and recorded PDD booklet showing the Hampton Inn & Suites hotel and parking garage approved by City Council on March 18, 2019 [MJPDD-18-05]; however, the three exhibits shall be recorded separately.

**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 \_\_\_\_\_, 2019.

ATTEST:

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

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

APPROVED AS TO FORM:

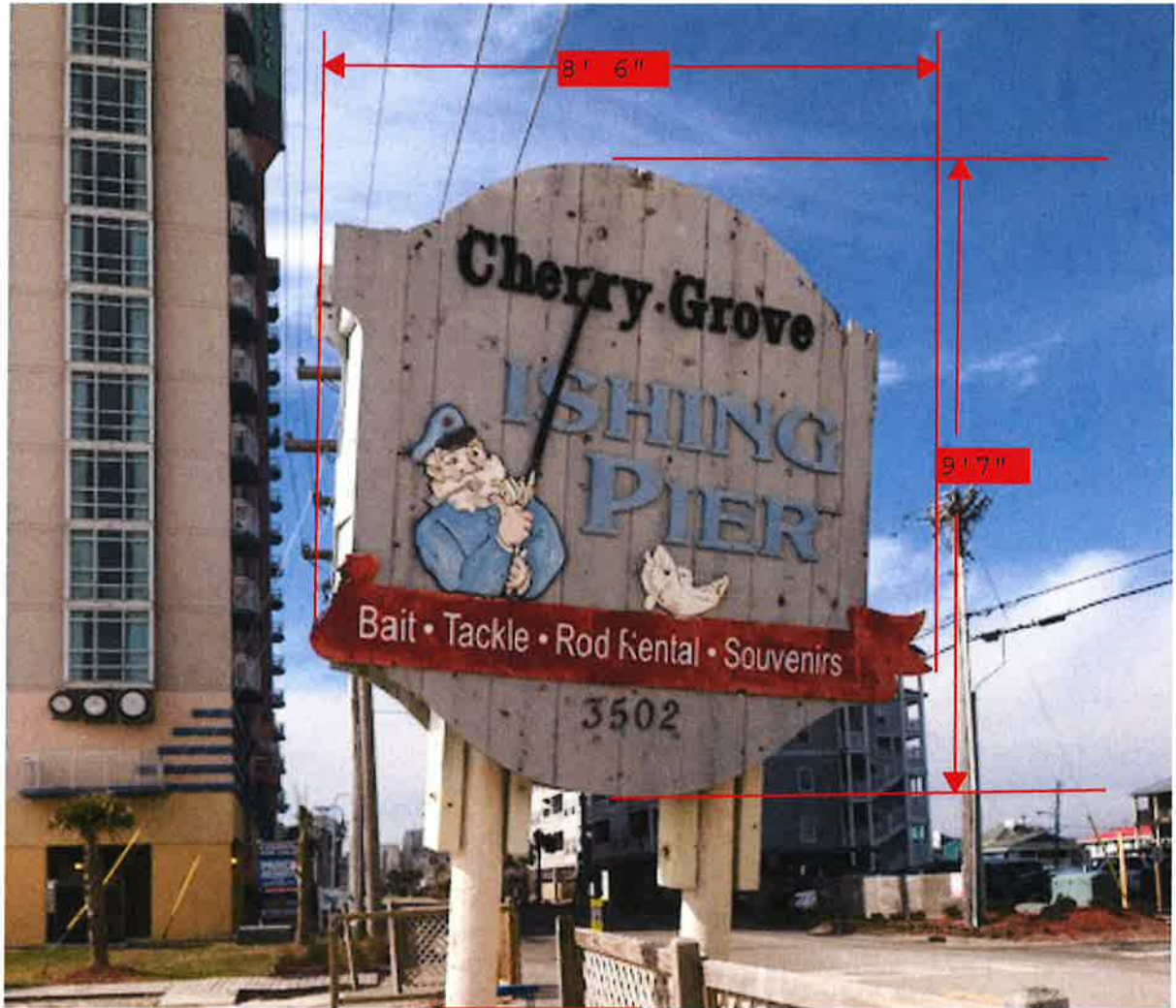
FIRST READING: \_\_\_\_\_

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

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

REVIEWED:

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



PIER SIGN

M

EXISTING SIGN

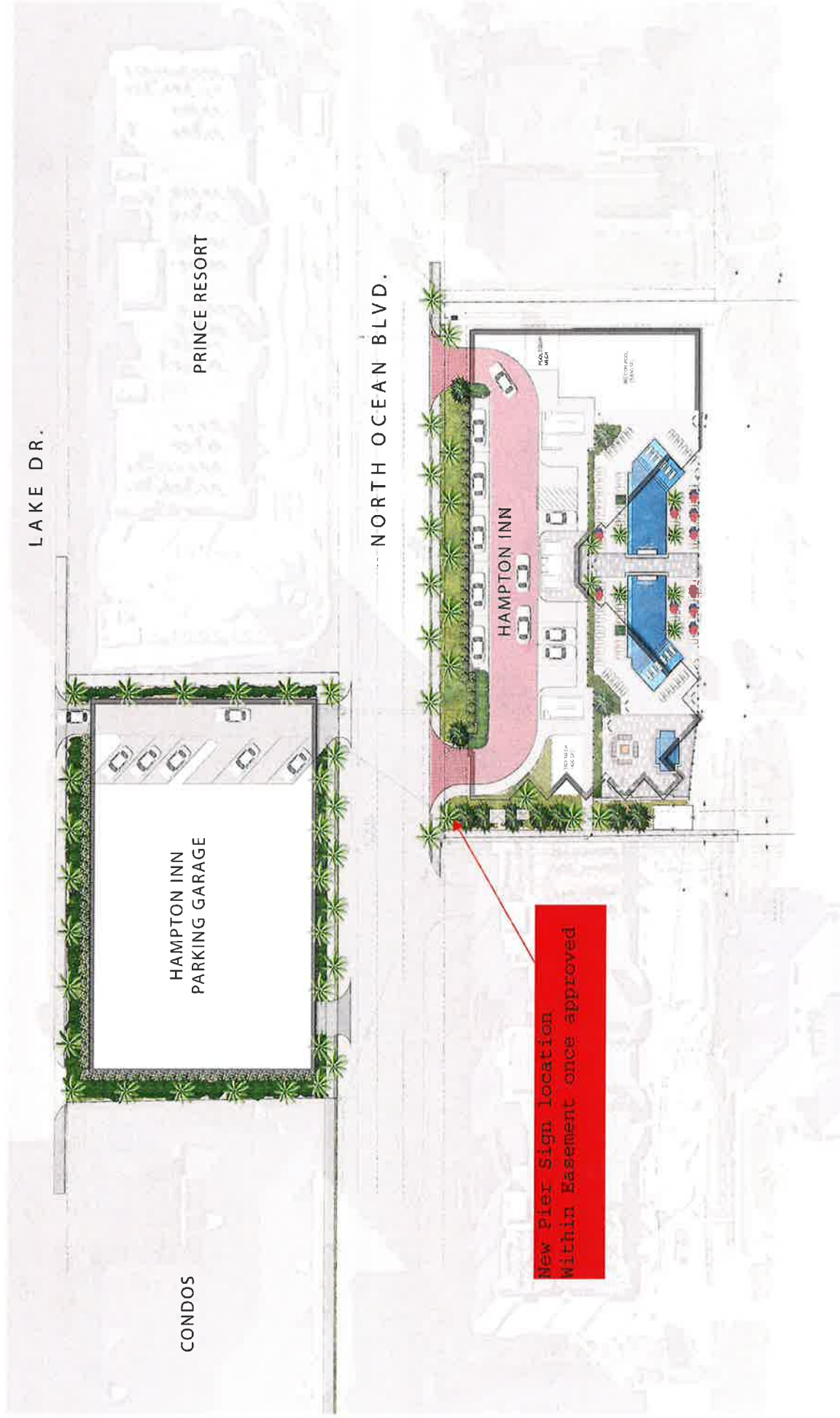
Internally illuminated aluminium sign cabinet with reverse router cut graphics

CURRENT SIGN PROPOSAL



Pier sign 49 sf  
Cafe Sign 9 sf

Side profile was reduced to 24". Overall height 14' 9"



LAKE DR.

HAMPTON INN  
PARKING GARAGE

CONDOS

NORTH OCEAN BLVD.

HAMPTON INN

New Pier Sign location  
Within Easement once approved

DECEMBER 21, 2018  
SCALE: NADA

WAYFINDING & SIGNAGE PLAN  
HAMPTON INN

**5.A. MAJOR PLANNED DEVELOPMENT DISTRICT AMENDMENT MJPDD-18-05 (pier sign only):** A referral from city council back to the planning commission concerning a new pier sign proposed for the Prince Resort at the Cherry Grove Pier Planned Development District.

**Executive Summary:**

Council approved all elements of the major amendment to Prince Resort at the Cherry Grove Pier PDD on Monday, March 18, except approval of a new pier sign. Planning commission considered the proposal at their March 19 meeting, voting to table the request to the April 2 meeting. Commission directed the applicant to lower the height and size of the sign and consider using a sandblasted design style with downcast lighting more in keeping with the existing pier sign.

**Existing Conditions:**

The current pier sign is located adjacent to the vacant oceanfront lot. Originally erected with the construction of Prince Resort circa 2004, the sign measures 8’ 6” in width and 9’ 7” in height for a total of 81.5 sq. ft. The double pole sign is approximately 14 feet from the ground to the top of the sign. A single light on both sides of the sign face illuminates the lettering below.

**Proposed Changes:**

The applicant and authorized agent, Brett Callaghan, Progress Companies representing the owners of the Prince Resort, have submitted a revised pier sign elevation for review. The request still consists of replacing the existing pole-mounted sign with a new pole-mounted sign in two separated segments; however, the proposal has been revised as follows:

	Style	Overall Height	Pier Sign	Café Sign	Side Profile
Current Sign Proposal	Pole; internally illuminated with reverse router cut graphics	14’ 9”	49 sq. ft	9 sq. ft	24”
Previous Sign Proposal	Pole; internally illuminated with reverse router cut graphics	21’ 4”	96 sq. ft	21sq. ft	30”
Existing Sign	2 wooden piers; externally illuminated with individual lettering	14’	81.5 sq. ft (no Boadwalk Beach Café signage)		18”

Because beach and pier access is shifting south, placement of the new sign must change. An exhibit showing the location of the proposed new pier sign has also been provided.

Following review, council will consider commission’s recommendation at two readings of ordinance anticipated to occur on April 15 and May 6.

**Staff Review:**

*Planning & Development, Planning Division*

Staff notes the aesthetic of the city and individual developments is generally improved when monument style signs are used instead of pole mounted signs. Concessions provided by the applicant in reducing the height and size of the sign in the current proposal is also recognized. As per the zoning ordinance regulating PDD signage, “Signage within PDDs will be harmonious with the proposed uses and will be architecturally integrated with the overall project design. In general, pole or pylon signs shall be prohibited, and vinyl-faced box signs shall be strongly discouraged. Actual allowable signage within a PDD will be determined

*at the time a particular PDD is established or amended. While it is the intent of this section to allow flexibility in the height, size, location, and character of allowable signage, it is not the intent of this section to allow signage, which has a negative impact on the PDD or surrounding uses. Moreover, it is generally not the intent to allow signage of greater intensity than would be allowed similar uses within other zoning districts.”*

*Planning & Development, Zoning Division*

The Zoning Division notes the sign as proposed does not meet the standards set forth in the zoning ordinance. Furthermore, by comparing the surrounding R-4 zoning districts, only one freestanding sign is permitted per lot and the maximum signage allowed is 100 sq. ft. If approved, further review of the sign would take place by staff during permit review.

*Public Works*

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

**Planning Commission Action:**

The planning commission may approve, approve with modifications and/or conditions, or disapprove the proposal as submitted:

**SUGGESTED MOTIONS**

- 1) I move that the Planning Commission approve the Major Planned Development District Amendment to the Prince Resort at the Cherry Grove Pier Planned Development District concerning pier signage only [MJPDD-18-05] as submitted.
  - 2) I move that the Planning Commission deny the Major Planned Development District Amendment to the Prince Resort at the Cherry Grove Pier Planned Development District concerning pier signage only [MJPDD-18-05] as submitted.
- OR
- 3) I move (an alternate motion).