

**REQUEST FOR CITY COUNCIL CONSIDERATION**

Meeting Date: September 16, 2024

Agenda Item: 7A	Prepared by: L. Suzanne Pritchard, PLA, AICP, CFM
Agenda Section: New Business: Ordinance. First Reading	Date: September 4, 2024
Subject: Amendment to the Surf Estates Planned Development District (PDD) revising the entry at the Sea Mountain Highway beach store	Division: Planning and Development

**Background:**

The City Council reviewed an earlier version of this amendment at their May 20, 2024, meeting. During that meeting, the motion failed for lack of a second. The failed, previous proposal included both a monument sign and an entry design, whereas this current version includes only the entry design (without alterations).

**Proposed Changes:**

The applicant and owner, Rafi Adi, has requested an amendment to the Surf Estates PDD, proposing a new entry design for the Beach Life Resort Wear Store on Sea Mountain Highway, with a lifeguard stand as the central design element.

**Planning Commission Action:**

The Planning Commission conducted a public hearing on August 20, 2024, and voted unanimously to recommend denial of the request due to safety and aesthetic concerns.

**Recommended Actions:**

Approve or deny the proposed ordinance on first reading

Reviewed by Department Head	Reviewed by City Manager	Reviewed by City Attorney
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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 SURF ESTATES PLANNED DEVELOPMENT  
DISTRICT (PDD) REVISING THE ENTRY AT  
THE SEA MOUNTAIN HIGHWAY BEACH STORE.**

**Section 1:**

That the Surf Estates PDD be amended to include updated exhibits for the entry for the beach store on Sea Mountain Highway as depicted in Exhibit A, attached, and included in this ordinance.

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

**Section 2:**

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

DONE, RATIFIED AND PASSED, THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2024.

ATTEST:

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

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

APPROVED AS TO FORM:

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

REVIEWED:

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

FIRST READING: 9.16.2024  
SECOND READING: \_\_\_\_\_

ORDINANCE: \_\_\_\_\_

LIST OF ABBREVIATIONS

A/C	AIR CONDITIONING OR CONDITIONER
A/E	ARCHITECT/ENGINEER
ABV	ABOVE
ADA	AMERICANS WITH DISABILITIES ACT
AFF	ABOVE FINISHED FLOOR
AIA	AMERICAN INSTITUTE OF ARCHITECTS
AISC	AMERICAN INSTITUTE OF STEEL CONSTRUCTION
ALUM	ALUMINUM
ANSI	AMERICAN NATIONAL STANDARDS INSTITUTE
APPROX	APPROXIMATE
ARCH	ARCHITECT
ASHRAE	AMERICAN SOCIETY OF HEATING, REFRIGERATING, AND AIR CONDITIONING ENGINEERS
ASI	ARCHITECT'S SUPPLEMENTAL INSTRUCTION
ASK	ARCHITECTS SUPPLEMENTAL SKETCH
ASTM	AMERICAN SOCIETY FOR TESTING & MATERIALS
ATTN	ATTENTION
BD	BOARD
BLDG	BUILDING
BLKG	BLOCKING
BLW	BELOW
BOT	BOTTOM
CJ	CONSTRUCTION JOINT OR CONTROL JOINT
CL	CENTER LINE
CLG	CEILING
CLGHT	CEILING HEIGHT
CLR	CLEAR
CMU	CONCRETE MASONRY UNIT
CONC	CONCRETE
CONT	CONTINUOUS
CONTR	CONTRACTOR
COORD	COORDINATE
CPT	CARPET
CSI	CONSTRUCTION SPECIFICATIONS INSTITUTE
CTR	CENTER
CTRL	CONTROL
DIA	DIAMETER
DIAG	DIAGONAL
DIM	DIMENSION
DWG	DRAWINGS
EA	EACH
EQ	EQUAL
EQUIP	EQUIPMENT
EXT	EXTERIOR
FF	FINISH FLOOR
FLR	FLOOR
FLUOR	FLUORESCENT
FT	FEET
GA	GAUGE
GALV	GALVANIZED
GYP	GYPSPUM
GLZ	GLAZING
HC	HANDICAP
HD	HOT DIPPED
HM	HOLLOW METAL
HORIZ	HORIZONTAL
HR	HOUR
HVAC	HEATING, VENTILATING, AND AIR CONDITIONING
IBC	INTERNATIONAL BUILDING CODE
INSUL	INSULATION
INT	INTERIOR
JT	JOINT
LF	LINEAR FOOT
MAX	MAXIMUM
MECH	MECHANICAL
MIN	MINIMUM
MISC	MISCELLANEOUS
MTL	METAL
N	NORTH
N/A	NOT APPLICABLE
NIC	NOT IN CONTRACT
NTS	NOT TO SCALE
OC	ON CENTER
PL	PROPERTY LINE
PLAM	PLASTIC LAMINATE
PLAS	PLASTIC
PNTD	PAINTED
PLYWD	PLYWOOD
RCP	REFLECTED CEILING PLAN
REF	REFERENCE
SCHED	SCHEDULE
SPCL	SPECIAL
SPEC	SPECIFICATION
STL	STEEL
STRUCT	STRUCTURAL
T&G	TONGUE & GROOVE
TYP	TYPICAL
UON	UNLESS OTHERWISE NOTED
VERT	VERTICAL
W/	WITH
W/O	WITHOUT
WD	WOOD



# BEACH LIFE CHERRY GROVE 2024 UPFIT -2 ENTRY UPFIT- EXTERNAL MODIFICATIONS

MATERIAL INDICATIONS		ARCHITECTURAL DRAWING SYMBOLS	
PATTERN	MATERIAL(S)	SYMBOL	DESCRIPTION
	EARTH		DETAIL
	GRAVEL FILL, CRUSHED STONE		DETAIL
	CONCRETE MASONRY UNIT		DETAIL
	CONCRETE		ENLARGED REFERENCE
	PLASTER OR GROUT		DETAIL
	GYPSPUM BOARD, CEMENT BOARD, TILE BACKER BOARD		DETAIL
	BRICK		DETAIL
	STEEL		ELEVATION SYMBOL
	ALUMINUM		DETAIL
	WOOD FRAMING-CONT.		DETAIL
	WOOD FRAMING-BLOCKING		SECTION SYMBOL
	FINISH WOOD		DETAIL
	PLYWOOD		DETAIL
	BATT INSULATION		DETAIL

SAFETY & EGRESS DATA SECTION 907.2.1		
FIRE ALARM AND DETECTION SYSTEMS	SECTION 903	NOT REQUIRED
LIFE SAFETY SYSTEMS	SECTION 903	NOT REQUIRED
SPRINKLERS REQUIRED/NOT REQUIRED	SECTION 903	NOT REQUIRED
EXIT REQUIREMENTS-DEAD END LIMIT	MAX-20 FEET	NO DEAD END CORRIDORS
EXIT REQUIREMENTS-TRAVEL DISTANCE TO EXIT	MAX-250 FEET	
EXIT CAPACITY CALCULATIONS		
DOOR CAPACITY WIDTH REQUIRED	NUMBER OF OCCUPANTS multiplied by 0.2 inches req per occupant	30.2 INCHES REQ.
DOOR CAPACITY WIDTH PROVIDED	6 x 36 + 1 x 72 egress doors	288 INCHES PROVIDED
STAIR CAPACITY WIDTH REQUIRED	44 IN	44 IN
STAIR CAPACITY WIDTH PROVIDED	44 IN	88 IN

BUILDING CODE ANALYSIS - FORM F3 PROJECT DESIGNED ACCORDANCE WITH: IBC,IMC, & IPC 2021 EDITIONS, IECC 2009,NEC 2020 EDITION & ICC/ANSI 117.1 2017 EDITION		
CODE ITEM	CODE REFERENCE	MERCANTILE MINOR BUILDING ALTERATIONS
OCCUPANCY CLASSIFICATION	SECTION 508 SECTIONS 302.304 & 311	MERCANTILE CATEGORY II
OCCUPANCY CATEGORY PER 1604.5		CATEGORY II
CONSTRUCTION CLASSIFICATION	CHAPTER 6	5B
SPRINKLERS REQUIRED/NOT REQUIRED	IBC 2021-907.2 IBC 2021-907.2.10.1.2	NOT REQUIRED
HEIGHT (STORIES)	CHAPTER 5 TABLE 503	2 STORIES 40 FT
AREA (SQ. FT.)	ALLOWED TABULAR = 8500 SF/LVL AREA PER LVL W/ FRONTAGE INCREASE = ( 1.42 x 8500) =	2 STORY 25 FT
ACTUAL		12070 ALLOWED PER LEVEL
MERCANTILE OCCUPANCY	TABLE 1004.1.1	8,728 SF GRND 2,080 SF MEZZANINE 10,808 SF TOTAL
STORAGE S-1 OCCUPANCY		8,812 SF X 1/60 = 147
TOTAL		1994 SF X 1/300 = 4
STRUCTURAL MEMBERS		151 OCCUPANTS
SEISMIC REQUIREMENTS	CHAPTER 16	II S <sub>05</sub> =0.69 S <sub>D</sub> =0.32
WIND REQUIREMENTS	CHAPTER 16	140 MPH W/ 3 SEC GUST FULLY ENCLOSED
PLUMBING FIXTURES	CHAPTER 29 REQUIRED	PROVIDED
SIX RESTROOMS PROVIDED		1 PER 50
FOUR ADA COMPLIANT, TWO PER FLOOR ONE ADA COMPLIANT SHOWER		LAV-6 WC-8 UR 2

INDEX OF DRAWINGS

- G-1 INDEX +CODE ANALYSIS
- A-1 NEW COVERED ENTRY
- A-2 NEW ELEVATIONS

## Exhibit A

GENERAL PROJECT NOTES

ALL DIMENSIONS ARE TO FACE OF STRUCTURE UNLESS OTHERWISE NOTED

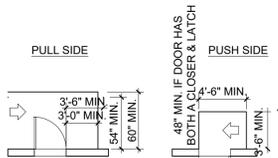
DO NOT SCALE DRAWINGS-USE DIMENSIONS CONTRACTOR TO CONTACT THE ARCHITECT AS REQUIRED FOR CLARIFICATIONS

CONTRACTOR IS RESPONSIBLE FOR OBTAINING ALL REQUIRED PERMITS AND TO COMPLY WITH ALL LOCAL CODES, LAWS AND ORDINANCES REGULATING CONSTRUCTION

ALL WORK PERFORMED SHALL BE OF ADEQUATE QUALITY AND IN COMPLIANCE WITH ALL APPLICABLE CODES. NON COMPLIANT CONSTRUCTION SHALL BE REMEDIED BY THE CONTRACTOR.

THE ARCHITECT SHALL BE PERMITTED ACCESS AS NEEDED TO THE PROJECT & THE PROJECT SITE AT ALL TIMES, AND RESERVES THE RIGHT TO REJECT ANY SUBSTANDARD WORK

HCAP CLEARANCE REQUIREMENTS



HINGE SIDE APPROACHES  
ANSI A117.1 MANEUVERING CLEARANCES  
SCALE: 1/4" = 1'-0"

NOTES:  
DIMENSIONS AND CLEARANCES SHOWN MUST BE PROVIDED AT HANDICAP ACCESSIBLE DOORS. CONTRACTOR SHALL REVIEW FIELD LAYOUT AND CONFIRM THAT ALL OF THE APPROPRIATE CLEARANCES ARE PROVIDED. ANY DISCREPANCIES SHALL BE BROUGHT TO THE ARCHITECT'S ATTENTION.  
ANY REMEDIAL WORK THAT SHOULD HAVE BEEN AVOIDED BY BRINGING DISCREPANCIES TO THE ARCHITECT'S ATTENTION SHALL BE AT THE CONTRACTOR'S EXPENSE.



ARCHITECT  
NICK NYE - ARCHITECT  
1715 PHARVIEW DRIVE  
OCEAN ISLE BEACH, NC 28469  
TELEPHONE: (910) 540-3663  
NICK@NICKNYE.BIZ  
WWW.NICKNYE.BIZ

OWNER  
BEACH LIFE

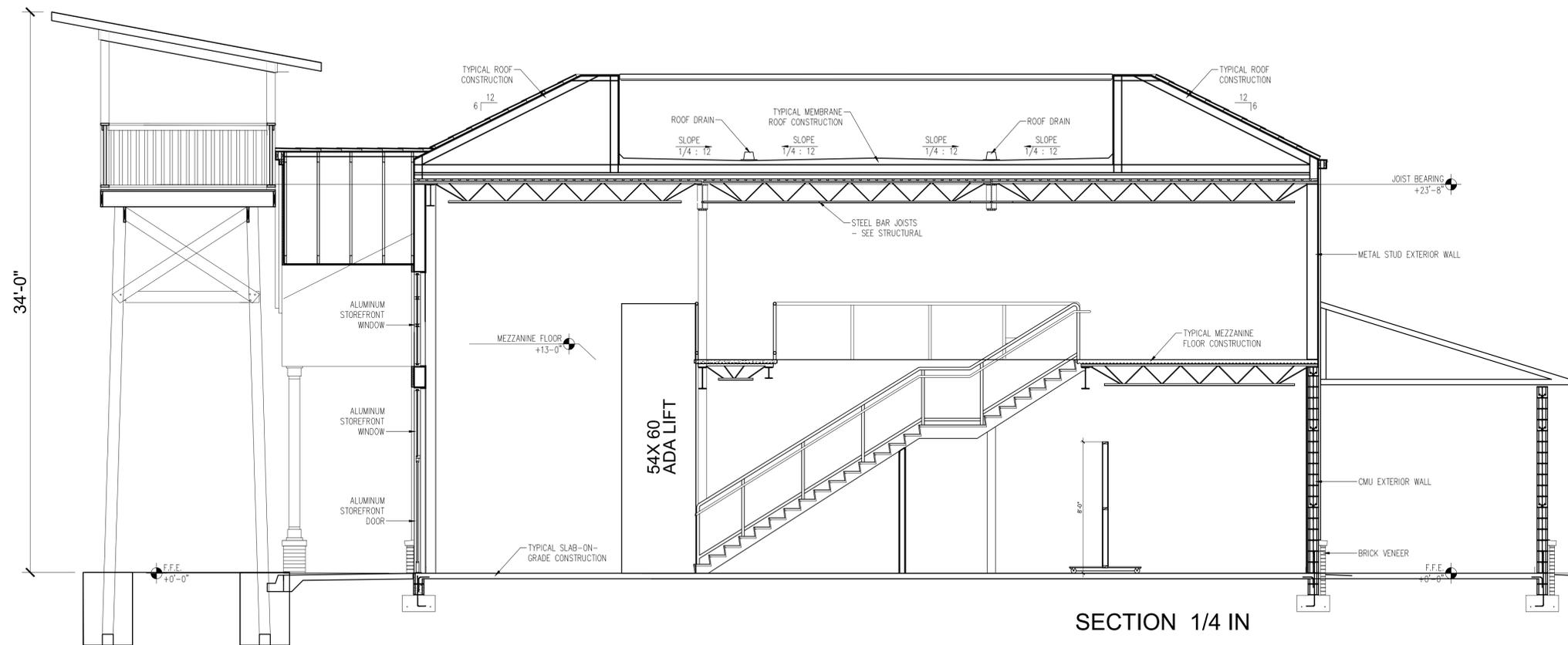
BEACH LIFE  
CHERRY GROVE 2024 UPFIT

Revisions  
07-11-2024  
NMBSC PERMIT#  
BLD-24-957

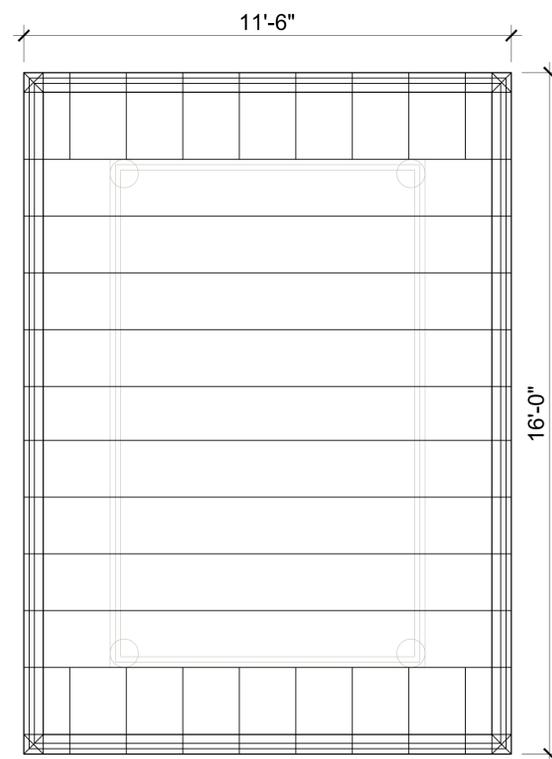
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1st ed 03-12-2024  
2nd ed 05-14-2024  
3rd ed 07-11-2024

DWN BY NICK  
CHK BY NYE  
DATE 07-11-2024

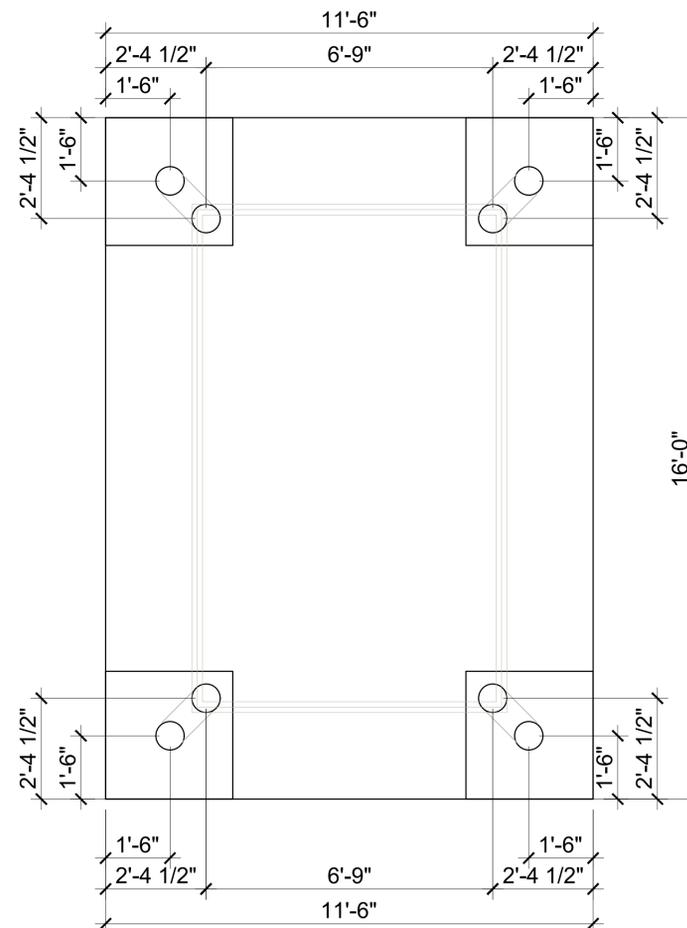
G-1



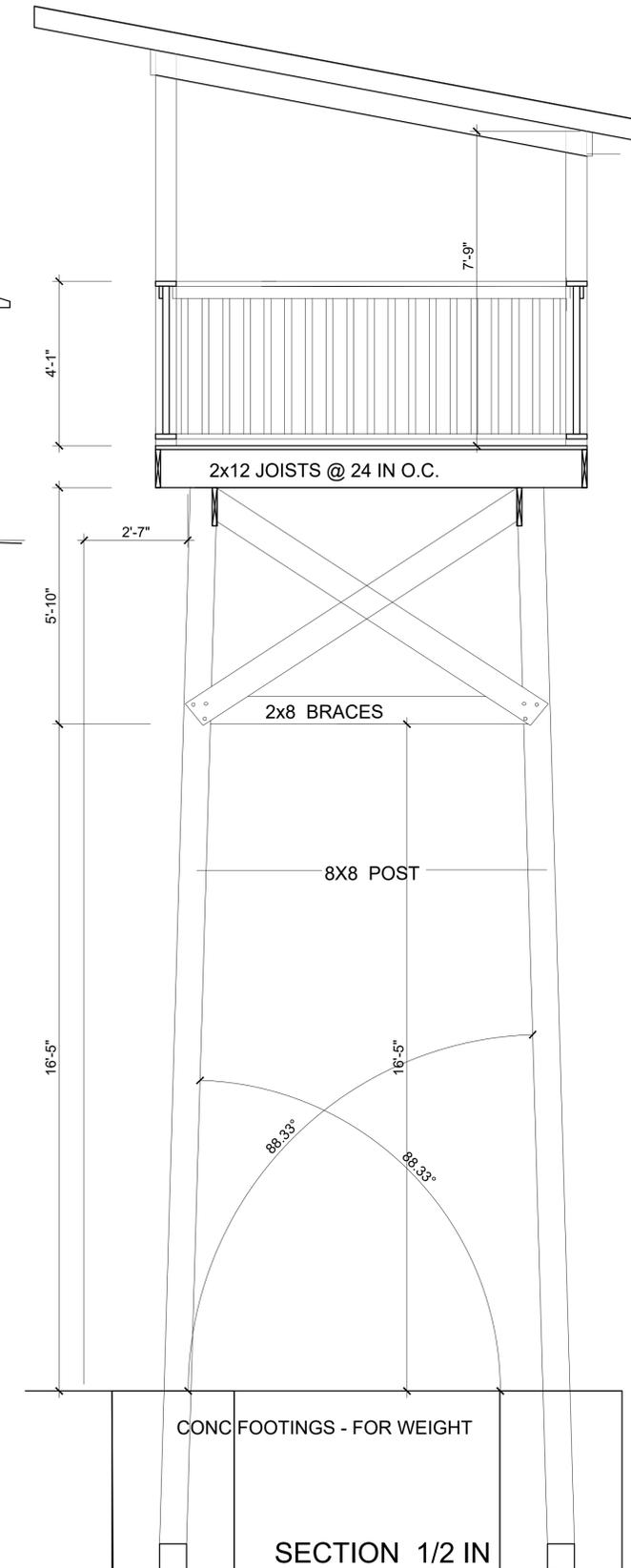
SECTION 1/4 IN



FRAMING DIAGRAM 1/2 IN



PLAN 1/2 IN



SECTION 1/2 IN

NEW COVERED ENTRY- SHAPED LIKE LIFE GUARD STAND

**NICK NYE**  
ARCHITECT  
OIB NC

STATE OF SOUTH CAROLINA  
**NICK NYE**  
Ocean Isle, NC 28469  
REGISTERED ARCHITECT #7376

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**A-1**



**6A. MAJOR PLANNED DEVELOPMENT DISTRICT AMENDMENT Z-24-26:** City staff received an application for a major amendment to the Surf Estates Planned Development District (PDD) revising the entry at the Sea Mountain Highway beach store.

**History**

On May 7, the planning commission reviewed and voted to recommend denial of a similar request that also included a monument sign. The commission agreed that the building entry needed updating but preferred the original monument signage using the Surf Estate design vocabulary with columns brick and oyster shell tabby details. At the City Council meeting on May 20, 2024, the proposal failed to receive approval.

**Proposed Changes**

The applicant, Rafi Adi, owner, has requested an amendment to the Surf Estates PDD proposing a new entry for the Beach Life Resort Wear Store on Sea Mountain Highway using the lifeguard stand vocabulary in its design. The proposed entry is attached for review.

**Staff Review**

*Planning & Development, Planning Division*

The Planning Department has no issue with the proposed amendment. However, staff did request a more rendered version of the proposed entry for planning commission review showing color, dimensions, and material callouts.

*Planning & Development, Zoning Division*

The Zoning Administrator has no issue with the proposed amendment.

*Public Works*

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

*Public Safety*

The Fire Marshal has no issue with the proposed amendment.

According to § 23-4, Amendments, of the Zoning Ordinance, the advertisement requirement for Zoning Ordinance amendments is 15 days, and that advertisement notice has been met. The amendment is presented to the Planning Commission for a recommendation that will be forwarded to the City Council at their next meeting scheduled for September 16, 2024.

**Planning Commission Action**

The Planning Commission may recommend approval, recommend approval with modifications and/or conditions, or recommend denial of the proposal as submitted.

**Alternative Motions**

- 1) I move that the Planning Commission recommend approval of the major planned development district amendment to the Surf Estates PDD [Z-24-26] as submitted.

OR

- 2) I move that the Planning Commission recommend denial of the major planned development district amendment to the Surf Estates PDD [Z-24-26] as submitted.

OR

- 3) I move (an alternate motion).

PDD Zoning Finance Account Code:	<b>3.22</b>
FEE PAID:	\$0.00 on
FILE NUMBER:	Z-24-26
Complete Submittal Date:	



Notice Published:	August 1, 2024
Planning Commission:	August 20, 2024
First Reading:	September 16, 2024
Second Reading:	October 7, 2024

City of North Myrtle Beach, SC

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

**GENERAL INFORMATION**

<b>Date of Request:</b> June 26, 2024	<b>Property PIN(S):</b> 35109020166TMS1442101048
<b>Property Owner(s):</b> Cherry llc	<b>Type of Zoning Map Amendment:</b> Major PDD Amendment
<b>Address or Location:</b> 1109 Sea Mountain Hwy	<b>Project Contact:</b> Rafi Adi
<b>Contact Phone Number:</b> 843-450-4783	<b>Contact Email Address:</b> rafiadi@hotmail.com
<b>PDD Name:</b> Surf Estates	<b>Total Area of Property:</b> 1.33 Acres
<b>Proposed Amendment:</b> Cherry LLC- Oners of Beach Life at 1109 Sea Mnt Hwy- wishes to modify the building facade' and mounment sign into A Lifegaurd Tower Chair Motif	

**RECORDED COVENANT INFORMATION**

I hereby certify that the tract(s) or parcel(s) of land to which this approval request pertains is not restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the activity for which approval is sought, as provided in South Carolina Code of Laws (§ 6-29-1145).  
*Applicant's E-signature: Rafi Adi*

This form complies with a state law that took effect on July 1, 2007 (S.C. Code § 6-29-1145) that requires all planning agencies to inquire in an application for a permit if the parcel of land is restricted by a recorded covenant that is contrary to, conflicts with, or prohibits the permitted activity. If such a covenant exists, the agency shall not issue the permit until written confirmation of its release is received. The release must be through the action of an appropriate legal authority.

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