

**REQUEST FOR CITY COUNCIL CONSIDERATION**

Meeting Date: June 16, 2025

|   |  |
|---|--|
| Agenda Item: 7G   | Prepared by:<br>L. Suzanne Pritchard, PLA, AICP, CFM |
| Agenda Section:<br>New Business: Ordinance. First Reading   | Date: June 11, 2025                                  |
| Subject:<br>Petition for Annexation and Zoning Designation for ±2.00 acres on Water Tower Road [Z-25-6] | Division: Planning and Development                   |

**Background:**

Jeremy Hartlaub, owner, has petitioned the City of North Myrtle Beach to annex ±2.00 acres on Water Tower Road identified by PIN 348-02-04-0002. The petition also reflects the requested City of North Myrtle Beach zoning district of Limited Industrial (LI) and will be heard concurrently.

**Existing Conditions:**

The subject property area is contiguous to the corporate boundary of the City of North Myrtle Beach and is zoned CFA under Horry County jurisdiction. Located on Water Tower Road, the parcel is fully developed for commercial use and improved with a modern commercial structure, featuring paved access, utilities, and site enhancements suitable for retail or service-based operations. Surrounding parcels within City limits are zoned LI and Mid-Rise Multifamily Residential (R-2A); surrounding county parcels are zoned CFA. Upon annexation, the parcel would be designated LI as per Exhibit A: Zoning Map Z-25-6, prepared by the City of North Myrtle Beach Planning and Development Department, depicting the annexation boundary. A proposed ordinance has been attached for Council’s review.

**Proposed LI Zoning:**

|   |       | Manufacturing | All other Uses       |
|---|-------|---------------|----------------------|
| Minimum Lot Area  |       | 2 Acres       | 10,000 SF            |
| Minimum Yards   | Front | 50 feet       | 25 feet              |
|   | Side  | 20 feet       | 10 feet <sup>1</sup> |
|   | Rear  | 30 feet       | 20 feet              |
| Maximum Impervious Surface Ratio  | 75%   | 75%           |                      |
| Maximum Height of Buildings   |       | 45 feet       | 50 feet              |
| Maximum Height of Signs   |       | 30 feet       | 30 feet              |
| Notes: <sup>1</sup> A five-foot side yard setback shall be required for substandard lots of record. |       |               |                      |

**LI District Permitted Uses:**

Manufacturing uses, including institutional use, processing and assembly plants; warehousing; wholesale establishments; office buildings and institutional uses; boatyards; signs permitted by and in accord with all applicable regulations of Article III; accessory buildings and uses customarily incidental to the above; retail sales when they comprise less than 50 percent of the total business operation; businesses engaging in body piercing as defined in section 23-2; wireless personal telephone transmission towers; gaming/gambling boats are permitted in boatyard marinas only; and tattoo parlors subject to the facility obtaining all required certifications from the State of South Carolina.

**Planning Commission Action:**

The Planning Commission held a public hearing on May 20, 2025, and voted to recommend approval of the Annexation and Zoning Designation, citing “C”, to recognize substantial change or changing conditions or circumstances in a particular locality. There was no public comment.

**Recommended Action:**

Approve or deny the proposed ordinance on first 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  
ANNEXING ±2.00 ACRES IDENTIFIED BY PIN 348-02-04-0002.**

**WHEREAS**, Jeremy Hartlaub, owner, has petitioned the City of North Myrtle Beach for annexation of ±2.00 acres consisting of the following parcel PIN 348-02-04-0002 as referenced on Exhibit A: Zoning Map Z-25-6, prepared by the City of North Myrtle Beach Planning and Development Department depicting the annexation boundary, which is attached hereto and incorporated herein by reference; and

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

**WHEREAS**, the City Council has received a report from the Planning Commission recommending the subject property be zoned Limited Industrial (LI) upon annexation.

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

**Section 1. Annexation.** That parcel identified by PIN 348-02-04-0002 (the “Annexed Parcel”), consisting of approximately ±2.00 acres and depicted on Exhibit A, and all contiguous portions of all public rights-of-way, streets, and highways are hereby annexed pursuant to Sections 5-3-150 and 5-3-240 of the Code of Laws of South Carolina, 1976, as amended.

**Section 2. Zoning Designation.** The Annexed Parcel is hereby designated and zoned as Limited Industrial (LI).

DONE, RATIFIED AND PASSED, THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2025.

ATTEST:

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

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

APPROVED AS TO FORM:

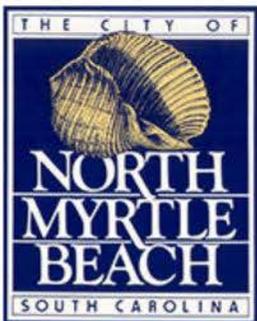
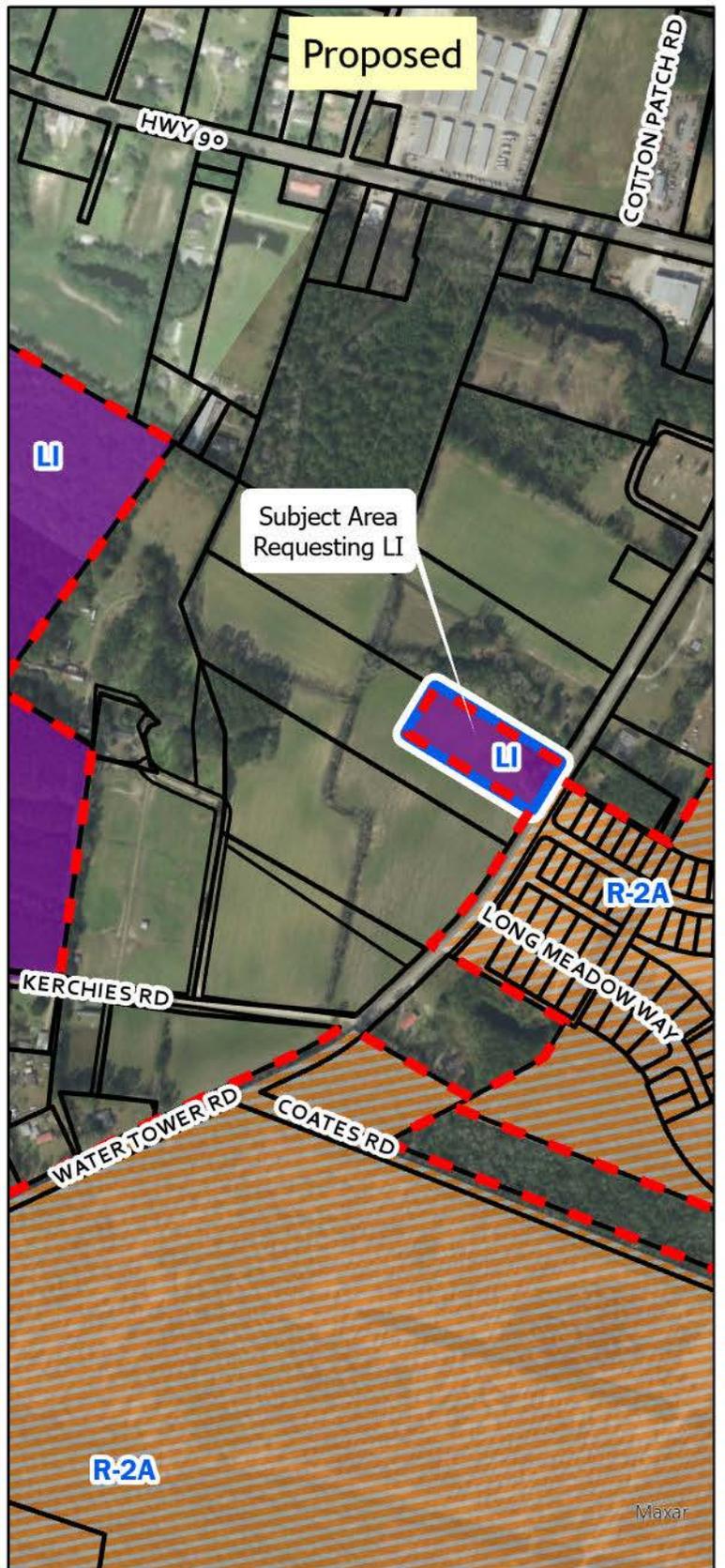
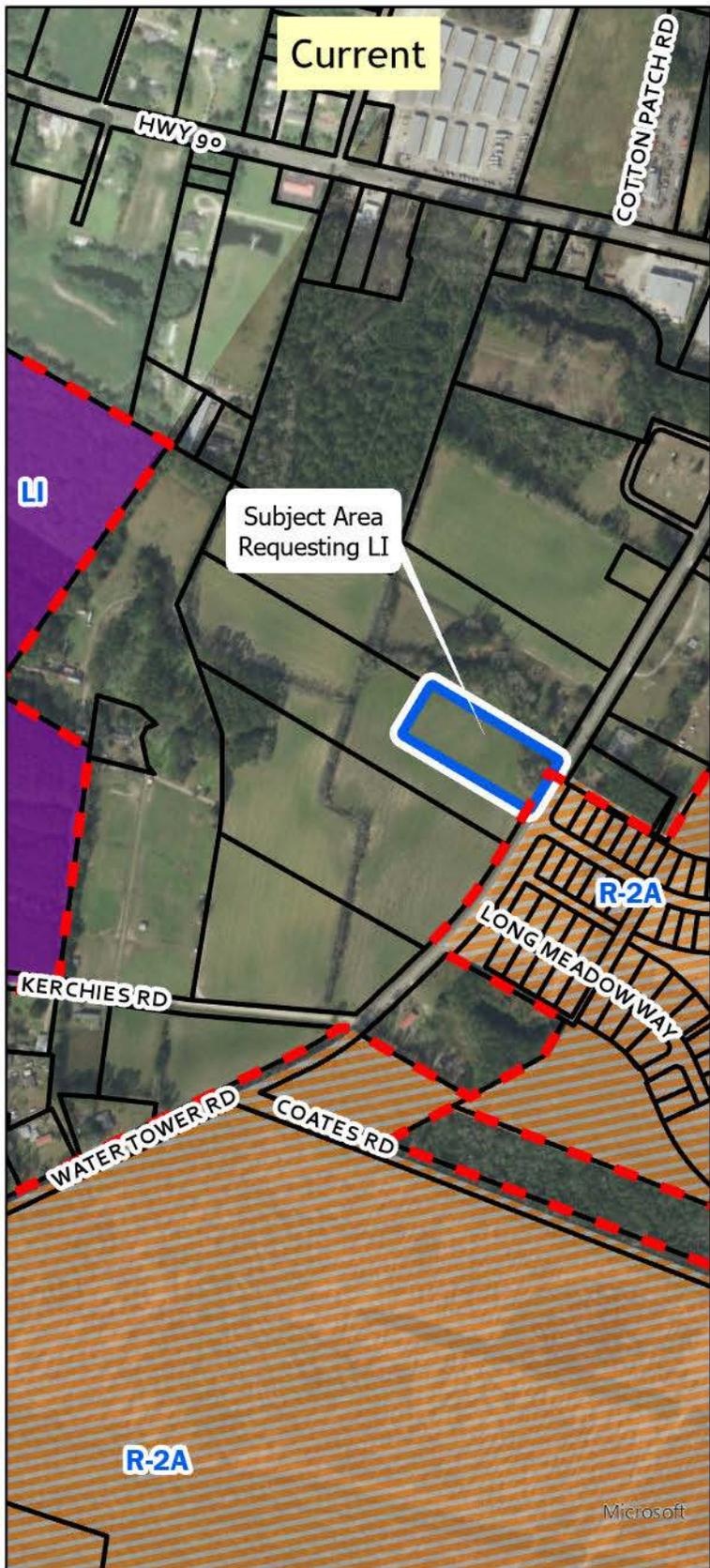
\_\_\_\_\_  
City Attorney

FIRST READING: 6.16.2025  
SECOND READING: \_\_\_\_\_

REVIEWED:

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

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

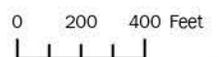


### Legend

- North Myrtle Beach City Limit
- Subject Area
- Zoning District LI
- Zoning District R-2A



## Exhibit A: Zoning Map Z-25-6



**6A. ANNEXATION & ZONING DESIGNATION Z-25-6:** City staff received a petition to annex ±2.00 acres on Water Tower Road identified by PIN 348-02-04-0002. The lots are currently unincorporated and zoned Commercial Forest Agriculture (CFA) by Horry County. The petition also reflects the requested City of North Myrtle Beach zoning district of Limited Industrial (LI) and will be heard concurrently.

**Existing Conditions and Surrounding Land Uses:**

The subject property area is contiguous to the corporate boundary of the City of North Myrtle Beach and is zoned CFA under Horry County jurisdiction. Located on Water Tower Road, the parcel is fully developed for commercial use and improved with a modern commercial structure, featuring paved access, utilities, and site enhancements suitable for retail or service-based operations. Surrounding parcels within City limits are zoned LI and Mid-Rise Multifamily Residential (R-2A); surrounding county parcels are zoned CFA.

**LI District Development Standards**

|   |       | Manufacturing | All other Uses       |
|---|-------|---------------|----------------------|
| Minimum Lot Area  |       | 2 Acres       | 10,000 SF            |
| Minimum Yards   | Front | 50 feet       | 25 feet              |
|   | Side  | 20 feet       | 10 feet <sup>1</sup> |
|   | Rear  | 30 feet       | 20 feet              |
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| Notes: <sup>1</sup> A five-foot side yard setback shall be required for substandard lots of record. |       |               |                      |

**LI District Permitted Uses**

Manufacturing uses, including institutional use, processing and assembly plants; warehousing; wholesale establishments; office buildings and institutional uses; boatyards; signs permitted by and in accord with all applicable regulations of Article III; accessory buildings and uses customarily incidental to the above; retail sales when they comprise less than 50 percent of the total business operation; businesses engaging in body piercing as defined in section 23-2; wireless personal telephone transmission towers; gaming/gambling boats are permitted in boatyard marinas only; and tattoo parlors subject to the facility obtaining all required certifications from the State of South Carolina.

**Planning Commission Action:**

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

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

*The Future Land Use map contained in the 2018 Comprehensive Plan recommends Residential Suburban as a land use class for the subject area. The principal permitted uses noted in the compliance index include primarily single-family lots, small farms and farm related uses such as produce stands,*

*and mobile homes on individual lots. The recommended primary zoning district is Single-Family Residential Low-Density (R-1); Single-Family Residential Low-Medium Density(R-1A), Single-Family Low-Medium Density (R-1B) are the secondary zoning district alternatives.*

The proposed zoning designation, LI, is not a primary or secondary recommended zoning district within the Compliance Index for the subject property.

b) Whether the request violates or supports the Plan:

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

The proposed LI zoning is inconsistent with the Residential Suburban land use classification found in the 2018 Comprehensive Plan.

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

*The purpose of the LI zoning district is, “To encourage the development of business and manufacturing uses relatively free of offensive elements in landscaped surroundings—to provide job opportunities in compatible industrial settings.”*

This parcel is located in a transition area between Highways 90 and 22, both major transportation corridors that have attracted contractors, suppliers, and storage facilities due to their accessibility. At the same time, residential development continues to expand in this area under significant growth pressure. While some uses permitted in the LI district may be appropriate, compatibility with nearby residential development should be considered.

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

*Access is subject to SCDOT encroachment permit approval.*

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

*Public water and sewer is available through GSWSA.*

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

(a) Where necessary to implement the comprehensive plan, or

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

This petition for annexation and zoning designation is presented to the Planning Commission for a recommendation that will be forwarded to the City Council at their next meeting tentatively scheduled for June 16th, 2025. Should the Planning Commission desire to forward a positive recommendation to the City Council, one of the reasons should be included in the report.

**Staff Review:**

*Planning and Development, Planning Division*

The Planning Division has no issue with the proposed petition for annexation and zoning.

*Planning and Development, Zoning Division*

The Zoning Administrator has no issue with the proposed petition for annexation and zoning.

*Public Works*

The City Engineer has no issue with the proposed petition for annexation and zoning.

*Public Safety*

The Fire Marshall has no issue with the proposed petition for annexation and zoning.

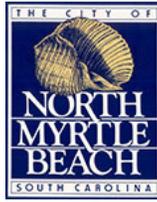
**Planning Commission Action:**

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 annexation and zoning petition [Z-25-6] as submitted.  
  
OR
- 2) I move that the Planning Commission recommend denial of the annexation and zoning petition [Z-25-6] as submitted.  
  
OR
- 3) I move (an alternate motion).

|                          |                |
|--------------------------|----------------|
| FILE NUMBER:             | Z-25-6         |
| Complete Submittal Date: | April 25, 2025 |



|                      |               |
|----------------------|---------------|
| Notice Published:    | May 1, 2025   |
| Planning Commission: | May 20, 2025  |
| First Reading:       | June 16, 2025 |
| Second Reading:      | July 21, 2025 |

**City of North Myrtle Beach, SC**

**Petition for Annexation & Zoning**

**GENERAL INFORMATION**

|   |   |
|---|---|
| <b>Date of Request: April 25, 2025</b>                              | <b>Property PIN(S): 34802040002</b>                                     |
| <b>Property Owner(s): MGMT, LLC</b>                                 | <b>Type of Zoning Map Amendment: Petition for Annexation and Zoning</b> |
| <b>Address or Location: 2488 Water Tower Rd., Longs, SC 29568</b>   | <b>Project Contact: Jeremy Hartlaub</b>                                 |
| <b>Contact Phone Number: Contact the Planning Division for Info</b> | <b>Contact Email Address: Contact the Planning Division for Info</b>    |
| <b>Current County Zoning: Horry</b>                                 | <b>Proposed Zoning: LI</b>  |
| <b>Total Area of Property: 2 Acres</b>                              | <b>Approximate Population of Area to be Annexed: 0</b>                  |

**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: Jeremy Hartlaub*

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.



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

**TO HAVE AND TO HOLD**, all and singular the premises before mentioned unto the said MGMT, LLC, its successors and assigns, forever, in fee simple.

**AND** Grantor does hereby bind itself and its successors and assigns, to warrant and forever defend all and singular the said premises unto the said MGMT, LLC, its successors and assigns, forever, in fee simple, against the Grantors and the Grantor's successors and against every person whomsoever lawfully claiming, or to claim, the same or any part thereof.

Signature Page to Follow





**HORRY COUNTY REGISTER OF DEEDS  
TRANSMITTAL SHEET**

**TO BE FILED WITH EACH INSTRUMENT PRESENTED ELECTRONICALLY FOR RECORDING.  
HORRY COUNTY REGISTER OF DEEDS, 1301 SECOND AVENUE POST OFFICE BOX 470 , CONWAY ,  
SOUTH CAROLINA 29526**

DOCUMENT TYPE OF INSTRUMENT BEING FILED: Deed

DATE OF INSTRUMENT: .

DOCUMENT SHALL BE RETURNED TO:

NAME: Gwin Law Office, LLC

ADDRESS:

5001 N Kings Hwy Ste 203

Myrtle Beach, SC 29577-2556

TELEPHONE: (843) 839-2239

FAX: (843) 839-2239

E-MAIL ADDRESS: rgwin3@gmail.com

Related Document

(s):

**PURCHASE PRICE / MORTGAGE AMOUNT: \$ 188875.00**

**BRIEF PROPERTY DESCRIPTION: New Lot 3-A Vereen Estates**

**TAX MAP NUMBER (TMS #), / PIN NUMBER: ,**

**GRANTOR / MORTGAGOR / OBLIGOR / MARKER (FROM WHO):**

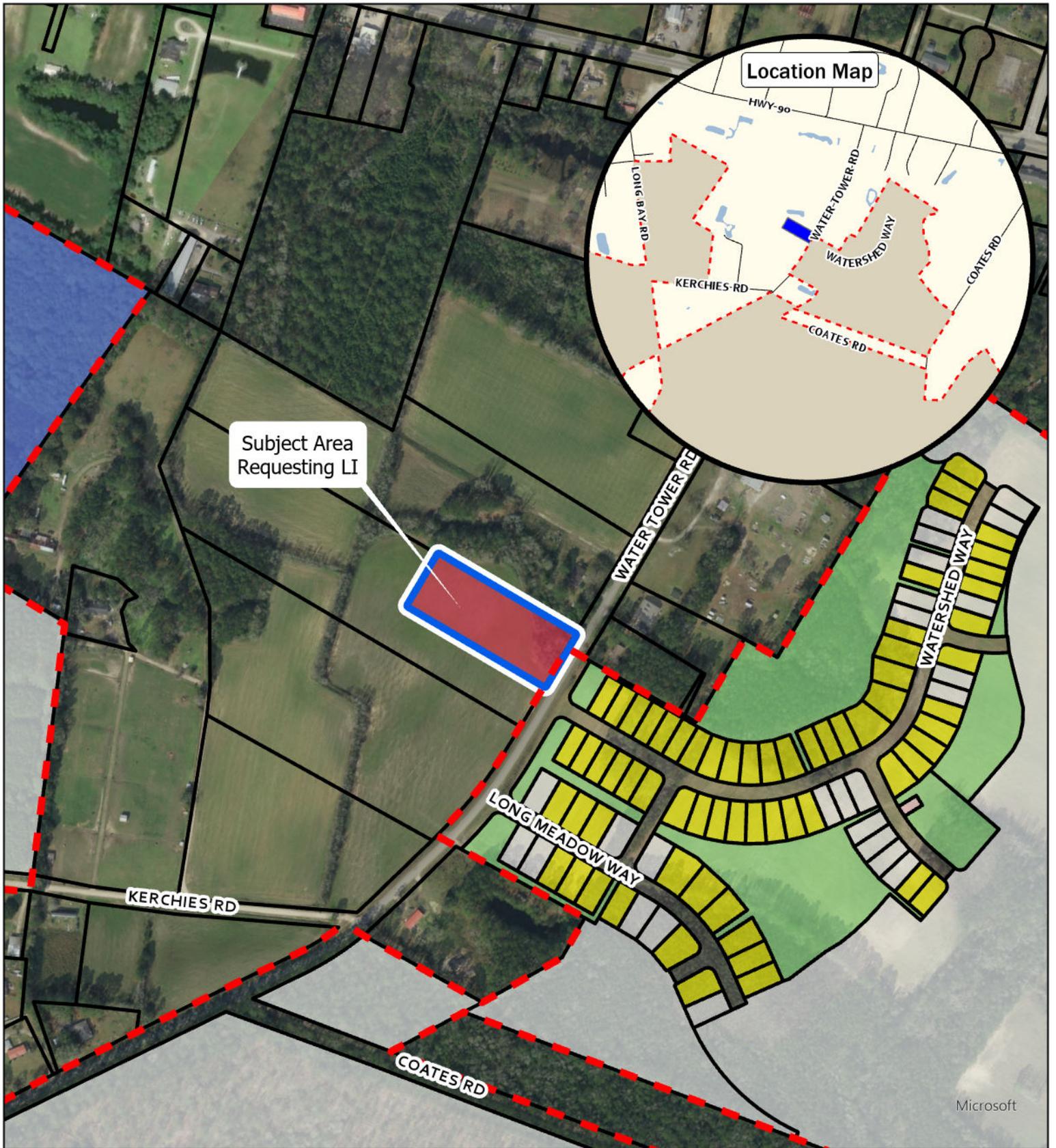
FULL BUSINESS NAME

1. **DAWOL HOMES, INC.**

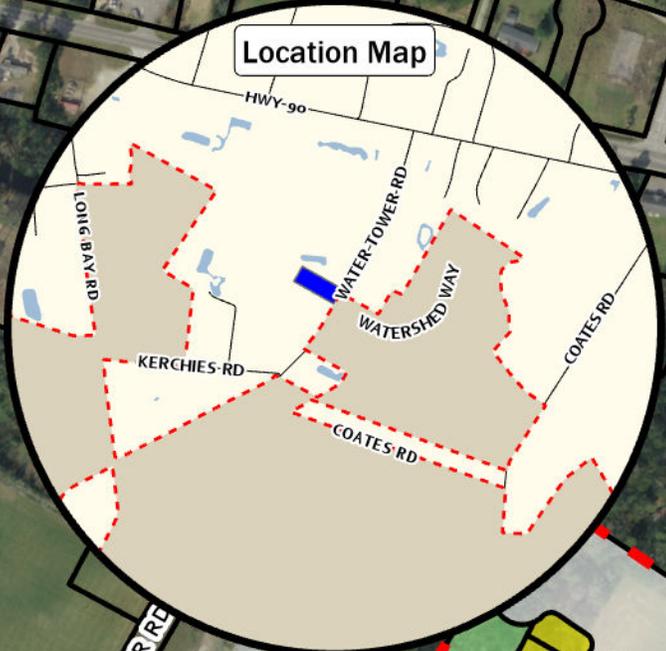
**GRANTEE / MORTGAGEE / OBLIGEE (TO WHO):**

FULL BUSINESS NAME

1. **MGMT, LLC**



Subject Area Requesting LI



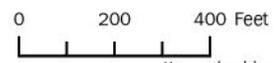
- |                               |                   |                          |
|-------------------------------|-------------------|--------------------------|
| North Myrtle Beach City Limit | Commercial        | Industrial / Warehouse   |
| Subject Area                  | Common Open Space | Public, Social, Cultural |
|                               |                   | Single-Family            |
|                               |                   | Vacant                   |

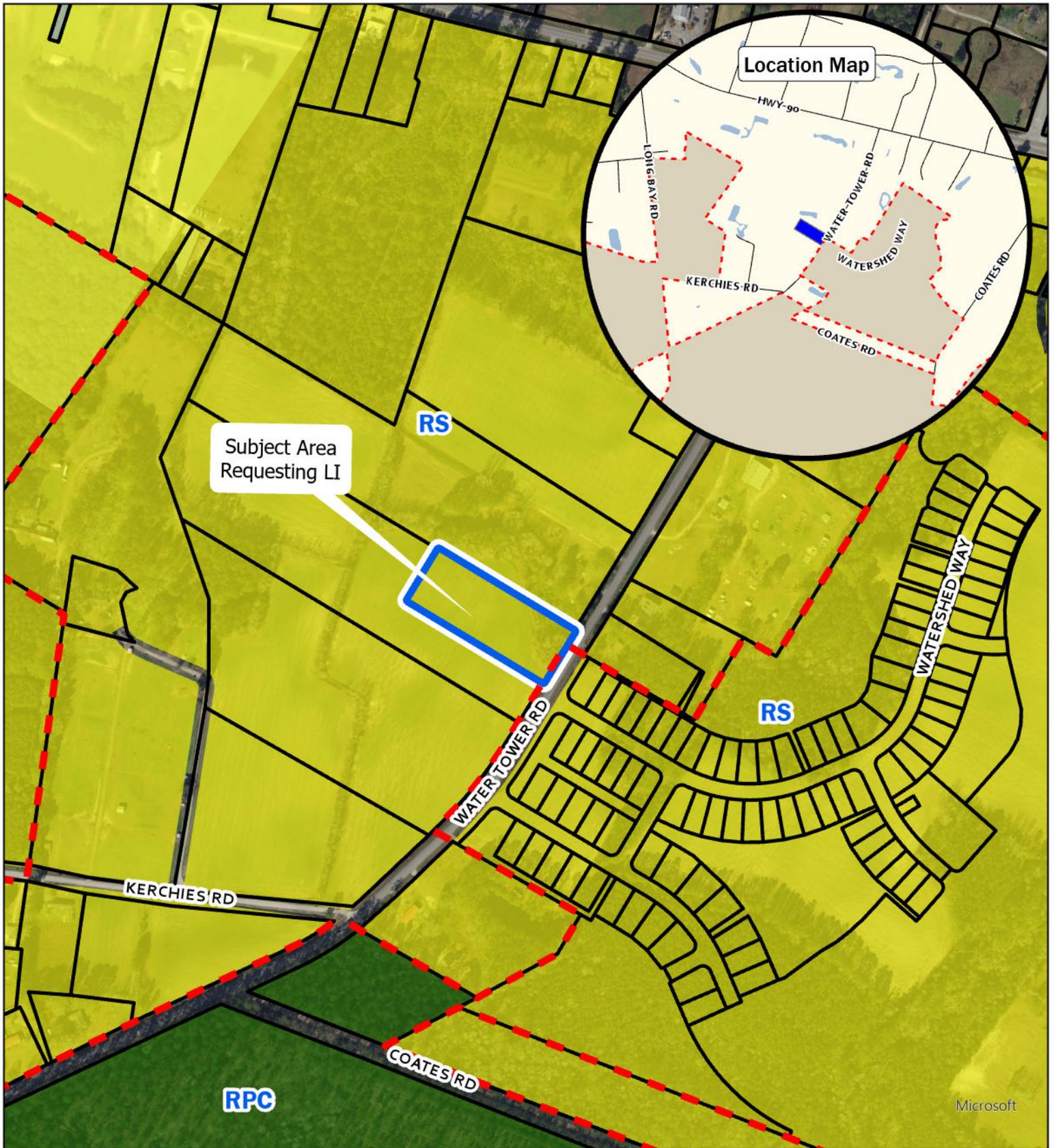
**Legend**

**Existing Land Use**



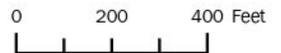
**Existing Land Use**





### Legend

-  North Myrtle Beach City Limit
-  Subject Area
-  Future Land Use: RPC
-  Future Land Use: RS



### Future Land Use