

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: July 21, 2025

Agenda Item: 6A	Prepared by: L. Suzanne Pritchard, PLA, AICP, CFM
Agenda Section: Unfinished Business: Ordinance. Second Reading	Date: July 11, 2025
Subject: Amendments to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, addressing the definition of motel [ZTX-25-4]	Division: Planning and Development

Background:

City staff has identified a gap in the Zoning Ordinance definition of “Motel” after reviewing the operations of a recently opened establishment that uses an unmanned check-in process. The current definition requires that lodging be offered through an “on-site office,” which does not reflect emerging trends in contactless and remote guest services. This proposed text amendment updates the definition to recognize modern operational models while still distinguishing motels from other lodging types based on use and guest stay characteristics. The intent is to clarify that motels may offer lodging through either a physical front desk or a remote/online interface, as long as the operation remains geared toward transient guests and complies with other applicable regulations.

Proposal:

Staff is proposing a text amendment to the Zoning Ordinance revising the definition of “Motel” in the Zoning Ordinance to allow lodging services to be offered through either an on-site or virtual office.

Planning Commission Action:

The Planning Commission conducted a public hearing on May 20, 2025, and voted unanimously to recommend approval of the zoning amendment. There was no public comment.

Recommended Action:

Approve or deny the proposed ordinance on second reading

Reviewed by Department Head	Reviewed by City Manager	Reviewed by City Attorney
-----------------------------	--------------------------	---------------------------

Council Action:
Motion By _____ 2nd By _____ To _____

ORDINANCE

**AN ORDINANCE OF THE CITY OF NORTH MYRTLE BEACH
PROVIDING THAT THE CODE OF ORDINANCES,
CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA,
BE AMENDED BY REVISING CHAPTER 23, ZONING,
ARTICLE I, IN GENERAL, § 23.2,
DEFINITION OF MOTEL OF SAID CODE.**

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

Section 1. That *Sec. 23-2. - Definitions*, definition of *Motel*, be added to read as follows (*new matter underlined, deleted matter struck-through*).

Motel: A building or buildings in which lodging for transient or permanent guests, with or without meals, is provided and offered through an on-site or virtual office to the public for compensation, ~~which is open to transient or permanent guests.~~

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 _____, 2025.

ATTEST:

Mayor Marilyn Hatley

City Clerk

APPROVED AS TO FORM:

City Attorney

FIRST READING: 6.16.2025
SECOND READING: 7.21.2025

REVIEWED:

City Manager

ORDINANCE: 25-33

6B. ZONING ORDINANCE TEXT AMENDMENT ZTX-25-4: City staff has initiated a text amendment revising the definition of Motel.

Background:

City staff has identified a gap in the Zoning Ordinance definition of “Motel” after reviewing the operations of a recently opened establishment that uses an unmanned check-in process. The current definition requires that lodging be offered through an “on-site office,” which does not reflect emerging trends in contactless and remote guest services. This proposed text amendment updates the definition to recognize modern operational models while still distinguishing motels from other lodging types based on use and guest stay characteristics. The intent is to clarify that motels may offer lodging through either a physical front desk or a remote/online interface, as long as the operation remains geared toward transient guests and complies with other applicable regulations.

Proposed Changes:

Staff is proposing a text amendment to the Zoning Ordinance revising the definition of “Motel” in the Zoning Ordinance to allow lodging services to be offered through either an on-site or virtual office.

The proposed amendment addresses *Chapter 23, Zoning, Article I. - In General, § 23-2. - Definitions.* and would appear in the Ordinance as follows (new matter underlined, deleted matter struck-through):

Motel: A building or buildings in which lodging for transient guests, with or without meals, is provided and offered through an on-site or virtual office to the public for compensation, ~~which is open to transient or permanent guests.~~

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 June 16, 2025.

Planning Commission Action:

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

Alternative Motions

- 1) I move that the Planning Commission recommend approval of the zoning ordinance text amendment [ZTX-25-4] as submitted.

OR
- 2) I move that the Planning Commission recommend denial of the zoning ordinance text amendment [ZTX-25-4] as submitted.

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