

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: July 21, 2025

Agenda Item: 7C	Prepared by: L. Suzanne Pritchard, PLA, AICP, CFM
Agenda Section: New Business: Ordinance. First Reading	Date: July 16, 2025
Subject: Amendment to the Parkway Group Planned Development District (PDD) creating a 7-Eleven store at the Palmetto Coast Industrial Park [Z-25-8]	Division: Planning and Development

Background:

The City Council approved the major amendment creating Phases Four and Five of the Palmetto Coast Industrial Park (PCIP) at its December 2, 2024, meeting. Within this expansion of the PCIP, an outparcel lot was retained for future development.

Proposed Changes:

The applicant, Robert “Shep” Guyton, agent for the Developer, has requested an amendment to the Parkway Group PDD revising this outparcel lot located in Phases Four/Five of the PCIP to create a 7-Eleven convenience store site. Designed to serve both the industrial workforce and nearby residential areas, the project includes a 4,824 square-foot store building with associated retail. The site layout features dual fuel canopies: One larger, front-facing canopy for passenger vehicles, and one smaller, rear canopy for diesel and larger trucks. The site includes 25 parking spaces and will be served by two internal driveways located in the PCIP, which connect to Water Tower Road via deceleration lanes.

The building is designed in a coastal Lowcountry vernacular style and matches the architectural character of the recently constructed 7-Eleven near 82nd Avenue North in Myrtle Beach. The proposed building signs are also included for review. The development will contribute \$25,000 toward Water Tower Road improvements in lieu of required street trees and sidewalks, and Firewise design principles shall be incorporated into the site design, including the use of fire-resistant materials and separation buffers.

Staff Review:

The amendment has been reviewed by the Department of Public Works, the Department of Public Safety, and the Department of Planning and Development; no concerns have been expressed.

Planning Commission Action:

The Planning Commission held a public hearing on June 17, 2025, and voted unanimously to recommend approval of the proposal. There was no public comment.

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 _____ 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 THE PARKWAY GROUP
PLANNED DEVELOPMENT DISTRICT (PDD)
BY ADDING A 7-ELEVEN SITE
AT THE PALMETTO COAST INDUSTRIAL PARK**

Section 1:

That the Parkway Group PDD be amended to create a 7-Eleven store at the Palmetto Coast Industrial Park 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 _____, 2025.

ATTEST:

Mayor Marilyn Hatley

City Clerk

APPROVED AS TO FORM:

FIRST READING: 7.21.2025

SECOND READING: _____

City Attorney

REVIEWED:

ORDINANCE: _____

City Manager

A written project description of

**PALMETTO INDUSTRIAL PARK
CONVIENCE STORE AND MARKET
A PORTION OF THE PARKWAY GROUP
PLANNED DEVELOPMENT
DISTRICT (P.D.D.)**

June 17, 2025

PDD DOCUMENT TABLE OF CONTENTS

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- Section 7: MAINTENANCE AND CONTROL
- Section 8: CONSTRUCTION SCHEDULE
- Section 9: OFF-SITE AND STREETScape IMPROVEMENTS
- Section 10: FEES AND PUBLIC BENEFITS
- Section 11: AMENDMENTS AND ENFORCEMENT

Exhibit “A”: Boundary Survey of the Property

Exhibit “B”: Location Map

PDD Documentation Provided in Separate Exhibit Supplement.

- (i) Conceptual Site Plan
- (ii) Site Plan Dimension Exhibit
- (iii) Fuel & Garbage Truck Turn Exhibit
- (iv) WB-7 Truck Turn Exhibit
- (v) Conceptual Landscape Plan
- (vi) Conceptual Lighting Plan
- (vii) Building Conceptual Elevations and Material Callouts
- (viii) Canopy Conceptual Elevations and Material Callouts
- (ix) Materials Color Palette
- (x) Conceptual Site Signage

SECTION 1: PURPOSE AND INTENT STATEMENT

The purpose of a Planned Development District (PDD) 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 [*City of North Myrtle Beach Zoning Ordinance §23-29 (Amended October 20, 2009)*]

The Parkway Group P.U.D., now known as the “Parkway Group PDD” (the “**PDD**”) was adopted in October of 2008, and encompassed several large tracts of land, totaling approximately 1,363 acres, in the aggregate. Together these parcels combine frontage along the Atlantic Intracoastal Waterway and S.C. Highway 22, and are bisected by S.C. Highway 31, forming the Southernmost portion of the City of North Myrtle Beach. The original tracts have been subdivided and in some instances, conveyed to third parties, but remain subject to both the PDD, as amended, and that certain Master Development Agreement, by and among the City of North Myrtle Beach and the original owners of each of the parcels in the Parkway Group PDD, which Master Development Agreement is recorded in Deed Book 3382 at Page 3357, and First Amendment to Master Development Agreement recorded in Deed Book 4298 at Page 2823, in the public records of Horry County, South Carolina (collectively the “**Development Agreement**”), as amended.

Pursuant to the terms of the Development Agreement, property owners within the Parkway Group PDD, their successors and assigns, have agreed to provide certain reimbursements and public benefits to the City, which are set forth in the Development Agreement. Future amendments to the Parkway Group PDD and the Development Agreement may require additional or alternative public benefits, to be determined by the City and the applicant for such amendment, at the time of each amendment.

This particular portion of the Parkway Group PDD is a portion of the property is owned by PCIP Phase IV Partners, LLC, a subsidiary of the developer of Palmetto Industrial Park, upon land originally owned by Henry Road West, LLC, an original party to the Parkway Group PDD and the corresponding Development Agreement. The site consists of approximately 2.25 acres, located west of S.C. Highway 31. The property is a portion of Horry County PIN No.: 389-00-00-0247.

It is the specific intent of this PDD Amendment document (“**PDD Amendment**”) to create and maintain a convenience store and market, providing both fuel service, food and beverage and general convenience to the employment market within Palmetto Industrial Park, as well as the nearby residential communities, while also positioned so as to take advantage of the proximity of transportation corridors created by S. C. Highway 22 and S.C. Highway 31, while maintaining separation from the surrounding residential communities (the “**Project**”).

All development within this Project will be regulated by the terms of the master site plan, approved ordinance, the City of North Myrtle Beach zoning ordinance, and other applicable codes and ordinances of the City of North Myrtle Beach. *The definitions applicable throughout this Document are set forth in Section 23-2 of the City of North Myrtle Beach Zoning Ordinance.*

SECTION 2: LEGAL DESCRIPTION

Those certain pieces, parcels or tract of land lying and situate in the City of North Myrtle Beach, Horry County, South Carolina, and being more particularly shown and depicted in **Exhibit “A”** attached hereto (hereafter the “**Property**”).

SECTION 3: PROJECT DEVELOPER AND TITLE

The Project title of this development is “**Palmetto Industrial Park Convenience Store and Market**”. The current owner if PCIP Phase IV Partners, LLC, and the proposed developer is Encore Real Estate, and its related affiliates. The term “**Developer**” throughout this Document will include all subsidiaries and affiliates of PCIP Phase IV Partners, LLC, and the term will also include any of its successors in interest or successors in title and/or assigns by virtue of assignment or other instrument, including, but not limited to Encore Real Estate.

SECTION 4: SITE PLAN

A separate Exhibit Supplement to this Document, submitted together with this Document, contains the PDD Documentation, including the Master Site Plan depicting the parcel, which has been surveyed, but not yet subdivided, and the improvements to the made for development of the Project (“**Site Plan**”). The Site Plan shall be binding on the Property and any major departure shall be authorized by amendment only. The controlling Site Plan shall negate any contradiction between the Site Plan and any other plan, and this PDD Amendment. This Project includes One (1) parcel comprising the Project, which is adjacent to and will be coordinated with the previously approved Five (5) Phase Palmetto Industrial Park.

SECTION 5: DEVELOPMENT DESCRIPTION

The Convenience Store and Market is planned to include One (1) separate building, together with a second structure which is the fuel canopy for the convenience store. The building of approximately 4,824 square feet, with the front façade of this building, together with the required employee/customer paved parking spaces located between the store building and the larger fuel canopy structure, each oriented to Water Tower Road. The rear of the building also includes additional covered fuel pumps for diesel and larger trucks, with a smaller canopy structure, together with fuel unloading facilities and circulation, commercial air pumps, all taking into consideration both the traffic generated by the store, and the interaction between that traffic and the traffic generated by the adjacent industrial park. Proposed parking is shown on the Site Plan, which is consistent with design parking requirements for similar facilities operated by the Developer which accommodate operational demands as well as employees and customers.

In addition, development of the Project will address the requirements for “**Firewise Communities**” as to materials and conditions which are appropriate for the avoidance of fire hazards, which will include the avoidance of pine straw as a landscaping material, the use of fire resistant roofing materials and exterior wall materials, maintain exterior building surfaces to avoid vegetation or other “fuels”, incorporating landscaping materials that reduce the flammability of the site, and maintain adequate separations between the building and the property boundary.

The arterial roadway for the portion of the Parkway Group PDD is by way of Water Tower Road, providing access to and from South Carolina Highway 31 to the Project. A central private roadway provides access to the Project, and, upon completion, circulation is provided between the Amended Site Plan Parcel and Palmetto Industrial Park, with turn radiuses appropriate for large trucks. The building elevations, materials and colors are functional and consistent with light industrial and distribution uses in the Developer’s other similar projects and the underlying tenant, who is the holder of trademarks and other intellectual property associated with its national brand.

Table 1 below identifies the dimensional standards for the Project.

**TABLE 1
PROPOSED DIMENSIONAL STANDARDS CHART**

Permitted Uses	Min. Site Area Acres	Setbacks (Feet)			Max. Height*	Impervious Surface	Separation of Structures***
		Front	Side	Rear			
Convenience Store, food and beverages services, general grocery, fuel and petroleum product sales, car wash, commercial air pumps and automotive products.	2 Acres	25'	15'	15'	50'	80%	20'
Auxiliary Structures**	N/A	10'	10'	10'	36'	80%	5'

*Maximum Height shall be measured from the first occupied floor elevation to the midpoint of the roof on the highest floor. Maximum height of parapets, stair and elevator hoist way extensions, and other rooftop architectural features shall be measured from the first occupied floor elevation, and shall not be included in the calculation of Maximum Height.

**Auxiliary Buildings may share the same site area with the primary Building, provided the minimum combined site area is 2 Acres.

***Auxiliary Structures shall maintain a minimum 20’ separation from the primary Building, with the exception of the rear fuel canopy, which shall maintain a minimum 5’ separation from the primary Building. Separation figures are minimums and are measured from wall to wall.

SECTION 6: GENERAL DEVELOPMENT STANDARDS THROUGHOUT THIS PORTION OF THE P.D.D.

- A. Densities. The overall density for the Project will not exceed 5,000 square feet of building, and 5,000 square feet of fuel canopy.
- B. Permitted Uses.

Permitted Uses are as follows:

- (1) Primary Building: Convenience Store, food and beverages services, general grocery, fuel and petroleum product sales, car wash, commercial air pumps and automotive products.
- (2) Auxiliary Structures. Auxiliary Structures sharing the same site with the primary Building may be used for the same purposes.
- (3) Loading Docks, Loading Areas and Transfer Facilities. Loading docks, loading areas, transfer facilities, and walkways.
- (4) Change of One Permitted Use to Another Permitted Use. Should a designated use change after the final construction of a building, such designated use may be replaced with another permitted use. Notwithstanding such change of use, any exterior construction modifications of the building must be completed, as necessary, to bring it into compliance with the current development standards of this Document and the building code.

SECTION 7: MAINTENANCE AND CONTROL

It will be the responsibility of the Developer to maintain or provide for the maintenance of the property within the PDD, including any private roadways, pathways and driveways. The Developer's maintenance responsibilities and restrictions will cover the private rights-of-way, driveways, landscape areas, trees, parking areas, pathways, walkways, open space, common areas, wetland buffers, wetlands, buildings and other features of the development as appropriate under this Document, applicable City Zoning Regulations and Subdivision Regulations.

A perimeter buffer of not less than Five (5) feet shall be maintained for the Project, provided, however that such buffer may include any jurisdictional wetlands, storm drainage basins, lakes or ponds located within the Project. To the extent the Project includes the subdivision of one or more buildings as a separate parcel, no internal perimeter buffer shall be required. For landscaped areas within the Project, not less than One (1) tree per Twenty Five (25) linear feet of landscaped area, and One (1) shrub per Ten (10) linear feet of landscaped area shall be installed, with a minimum of 15/100 inch caliper for each linear foot of perimeter landscaped area,

SECTION 8: CONSTRUCTION SCHEDULE

Construction will begin following receipt of permits from the City of North Myrtle Beach and from other regulatory bodies. The nature of this Project, together with the current economic conditions, prevents the Developer from providing exact dates for commencement of future phases or exact completion dates.

SECTION 9: OFF-SITE AND STREETScape IMPROVEMENTS

Certain vehicular traffic improvements outside of the boundaries of the Project will be required, including changes to the divided median of Water Tower Road to control the points of ingress to and egress from the boundary of the Project and the Water Tower Road arterial roadway, and the installation of acceleration and deceleration lanes at the location of each of the access drive along Water Tower Road. Current conditions for Water Tower Road include a sloped drainage ditch and slope on each shoulder, at the time when the Water Tower Road profile is revised to include curb and gutter with underground storm drainage rather than open ditch drainage, the Project will install street trees along the boundary of the Project facing Water Tower Road, in accordance with the City Street Tree standards.

Water Tower Road, which abuts the Amended Site Plan Parcel presently does not allow for the installation of sidewalks and street trees which would otherwise be required under the Complete Streets provisions of the City's land development regulations, the Developer will in lieu of the installation of such sidewalks and street trees, contribute to the City, an amount equal to Twenty Five Thousand and No/100 (\$25,000.00) Dollars, in a single installment, which shall be due and payable on or before the issuance of the building permit for the store, to be used by the City for the improvement of Water Tower Road.

SECTION 10: FEES AND PUBLIC BENEFITS

The fees and public benefits to be paid under the PDD Amendment, together with the Development Agreement Amendment, which may also be set forth in provisions above, are as follows:

(A) Developer shall construct its site improvements to correspond with the widen the paved section of Water Tower Road, to be completed by others, within the existing public right-of-way, which site work improvements for the store being either (i) complete; or (ii) bonded in accordance with the City's typically roadway improvement bonding standards, at or prior to the issuance of a certificate of occupancy for the building.

(B) The City intends to improve Water Tower Road to comply with the Complete Streets portion of the City's land development regulations, provided however, that as of the date of this Amendment, the existing roadway section of Water Tower Road does not allow for installation of sidewalks or street trees, and therefore, in lieu of sidewalks and street trees being installed during the development of the Amended Site Plat Parcel, the owner of the Amended Site Plan Parcel, will contribute to the City, based upon an engineer's estimate approved by the City, an amount equal to Twenty Five Thousand and No/100 (\$25,000.00) Dollars, in a single installment, due and payable on or before the issuance of the building permit for the building, to be used by the City for improvement of Water Tower Road.

(C) Developer shall install or cause to be installed, streetlights within the Project, together with street lights along the boundary of the Project with Water Tower Road, in accordance with the Code of Ordinances. To the extent such street lights are located within the public right-of-way of Water Tower Road, following the installation of such street lights at the expense of Developer, the City shall thereafter contribute toward the monthly cost for each streetlight in an amount equal to the costs for the base street light fixture offered by the utility provider. The remaining monthly cost for each streetlight, including additional charges associated

with an enhancement street light fixture, if any, shall be borne by the Developer and/or Owners Association established by Developer for the Amended Site Plan Parcel.

SECTION 11: AMENDMENTS AND ENFORCEMENT

The Developer shall record the approved ordinance in the public records of Horry County and return two (2) time-stamped copies to the City of North Myrtle Beach.

Expansions and further amendments to this PDD shall not be permitted without review by the Zoning Administrator and approval as prescribed by the City of North Myrtle Beach Zoning Regulations.

EXHIBIT “A”

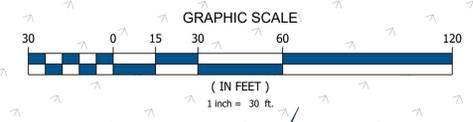
Map of Property

EXHIBIT “B”

Location Map

EXHIBIT SCHEDULE SUMMARY

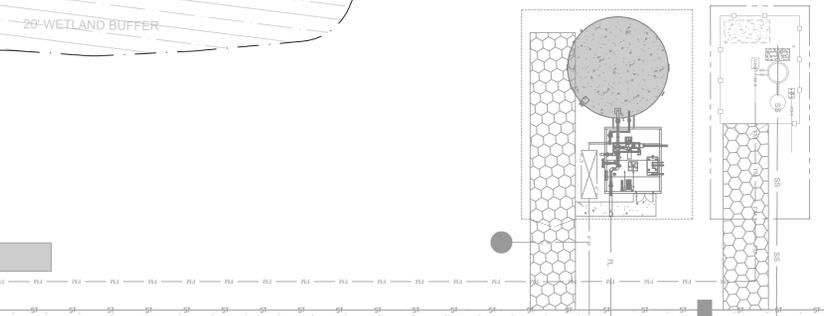
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PIN: 389-00-00-0002
TMS: 155-00-01-053
2,643,354 sq.ft.
60.68 Acres
Inclusive of Wetlands
Current Owner
Henry Road West LLC
Deed Book 3467 Page 1562
Parcel in its Entirety Located in
North Myrtle Beach

Wetland Area
±19,878 sf
±0.5 Ac
See Note: 12

Wetland Area
±58,145 sf
±1.3 Ac
See Note: 12



Water Tower Road
(Public Right-of-Way Varies)

BUILDING BY OTHERS

PAVING LEGEND

- CONCRETE SIDEWALK REQ'D., TYPICAL. SEE DETAIL.
- NORMAL STRENGTH ASPHALT PAVEMENT REQ'D., TYPICAL. SEE DETAIL.
- NORMAL STRENGTH CONCRETE PAVEMENT REQ'D., TYPICAL. SEE DETAIL.
- HIGH STRENGTH CONCRETE PAVEMENT REQ'D., TYPICAL. SEE DETAIL.

HORIZONTAL DATUM : NAD 83
VERTICAL DATUM : NAVD 88

PARCEL PIN # (S) :	389-00-00-0002
CURRENT ZONING :	PDD
PROPOSED LAND USE :	COMMERCIAL (GAS STATION)
TOTAL PROJECT AREA =	2.25 ACRES (98,105 SF)
LAND DISTURBANCE AREA =	2.25 ACRES
IMPERVIOUS AREAS =	72,487 SF (76%)
BUILDING/ROOFS =	12,213 SF
ASPHALT LOT/DRIVES =	58,199 SF
OTHER =	3,831 SF
PERVIOUS AREAS =	23,862 SF (24%)
GRASS/LANDSCAPING =	23,862 SF
PARKING PROVIDED :	25 STALLS
STANDARD =	23 STALLS
VAN ACCESSIBLE =	2 STALLS
BUILDING SETBACKS : (NEED PDD AMMENDMENT)	
FRONT :	25 FT
SIDE :	TBD
REAR :	TBD
WETLAND AREA =	0.00 ACRES
POND AREA =	0.00 ACRES

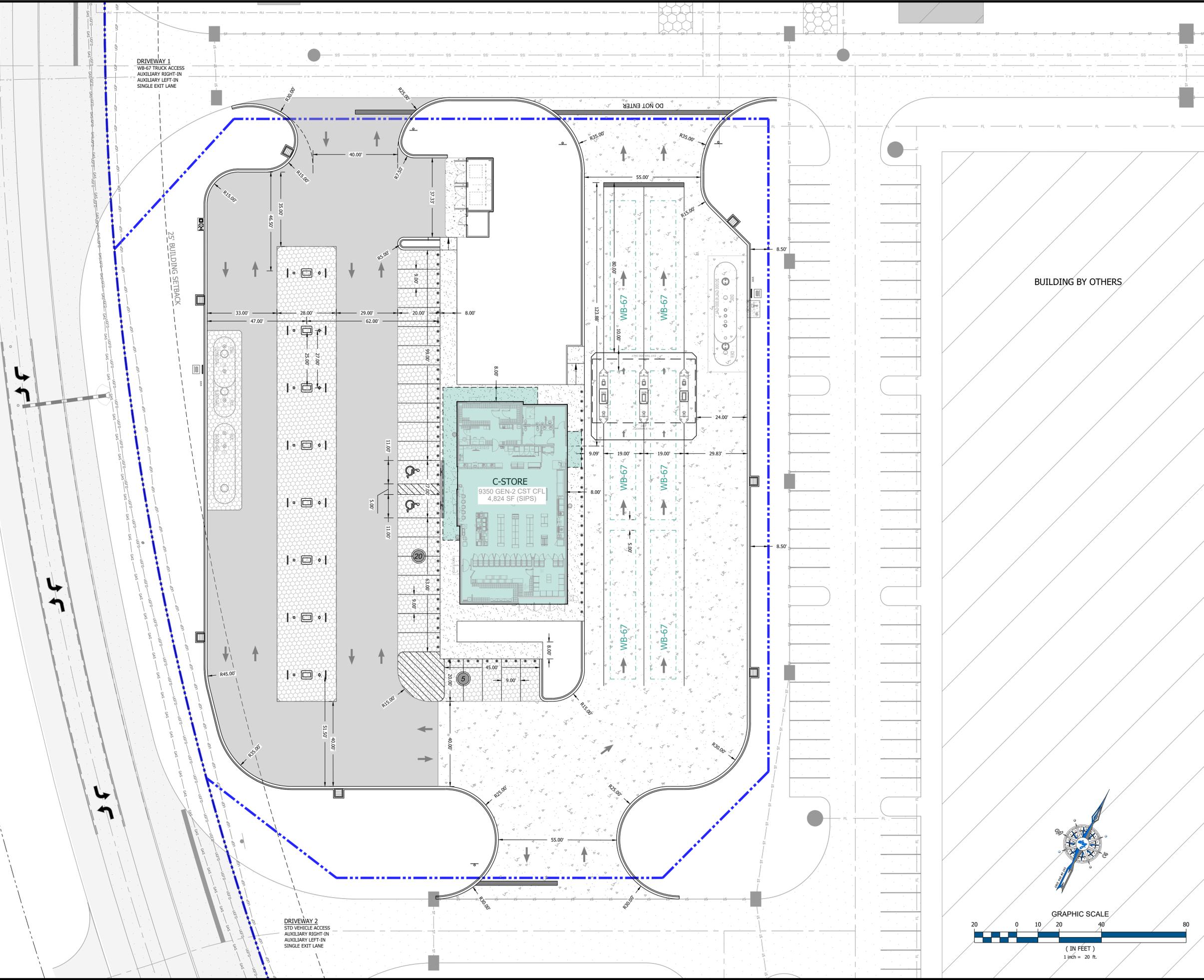
THIS PROPERTY IS LOCATED IN FLOOD ZONE "X" AS SCALED FROM F.I.R.M. No. 45051C0591 K, DATED DEC. 16, 2021, THIS PLAN IS NOT THE BASIS FOR FLOOD ZONE DETERMINATION OR FLOOD ZONE RELATED ISSUES.

CONTRACTOR SHALL BE KNOWLEDGEABLE WITH LOCAL, CITY, COUNTY, STATE, AND FEDERAL REGULATIONS AS THEY MAY PERTAIN TO THIS PROJECT AND SHALL ADHERE TO THESE REGULATIONS.

INFORMATION REGARDING THE PRESENCE, SIZE, CHARACTER, AND LOCATION OF ANY UNDERGROUND UTILITY AND/OR STRUCTURE SHOWN ON THIS PLAN IS APPROXIMATE. IT IS THE CONTRACTOR'S RESPONSIBILITY TO HAVE ALL UNDERGROUND UTILITIES LOCATED.

EXISTING CONDITIONS AND ELEVATIONS AS SHOWN ON THIS PLAN WERE TAKEN FROM A FIELD TOPOGRAPHIC SURVEY PREPARED BY DRG, DATED 01.31.2024, CONTRACTOR SHALL CONTACT AND REFERENCE SAME BENCHMARK AS USED BY SURVEYOR.

Water Tower Road
(Public Right-of-Way Varies)



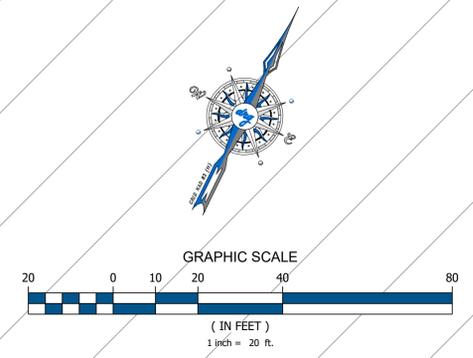
DEVELOPMENT RESOURCE GROUP, LLC
4703 OLEANDER DRIVE
MYRTLE BEACH, SC 29577
843-839-3350 | DRGPLLC.COM

SITE PLAN DIMENSION EXHIBIT

WATER TOWER RD 7-ELEVEN (STORE #XXX)

JOB NO:	24.205
SCALE:	1" = 20'
DESIGNED BY:	JOB
CHECKED BY:	MES
DATE:	12.12.2024
EXHIBIT NUMBER:	

C2.0





DEVELOPMENT RESOURCE GROUP, LLC
4703 OLEANDER DRIVE
MYRTLE BEACH, SC 29577
843-839-3350 | DRGPLLC.COM

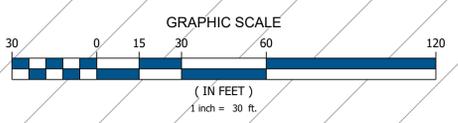
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60.68 Acres
Inclusive of Wetlands
Current Owner
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Deed Book 3467 Page 1562
Parcel in its Entirety Located in
North Myrtle Beach

DRIVEWAY 1
WB-67 TRUCK ACCESS
AUXILIARY RIGHT-IN
AUXILIARY LEFT-IN
SINGLE EXIT LANE

DRIVEWAY 2
STD VEHICLE ACCESS
AUXILIARY RIGHT-IN
AUXILIARY LEFT-IN
SINGLE EXIT LANE

Water Tower Road
(Public Right-of-Way Varies)

C-STORE
9350 GEN-2 CST CFL
4,824 SF (SIPS)



FUEL & GARBAGE TRUCK TURN EXHIBIT

WATER TOWER RD 7-ELEVEN (STORE #XXX)

JOB NO:	24.205
SCALE:	1" = 30'
DESIGNED BY:	JOB
CHECKED BY:	MES
DATE:	12.12.2024
EXHIBIT NUMBER:	

EXH1



DEVELOPMENT RESOURCE GROUP, LLC
4703 OLEANDER DRIVE
MYRTLE BEACH, SC 29577
843-839-3350 | DRGPLLC.COM

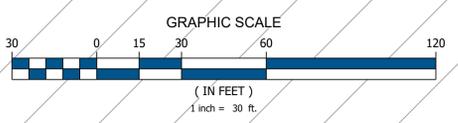
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AUXILIARY LEFT-IN
SINGLE EXIT LANE

DRIVEWAY 2
STD VEHICLE ACCESS
AUXILIARY RIGHT-IN
AUXILIARY LEFT-IN
SINGLE EXIT LANE

Water Tower Road
(Public Right-of-Way Varies)

C-STORE
9350 GEN-2 CST CFL
4,824 SF (SIPS)



WB-67 TRUCK TURN EXHIBIT

WATER TOWER RD 7-ELEVEN (STORE #XXX)

JOB NO:	24.205
SCALE:	1" = 30'
DESIGNED BY:	JOB
CHECKED BY:	MES
DATE:	12.12.2024
EXHIBIT NUMBER:	

EXH2

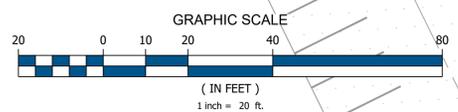


CONCEPTUAL LANDSCAPE PLAN

WATER TOWER RD 7-ELEVEN (STORE# - TBD)

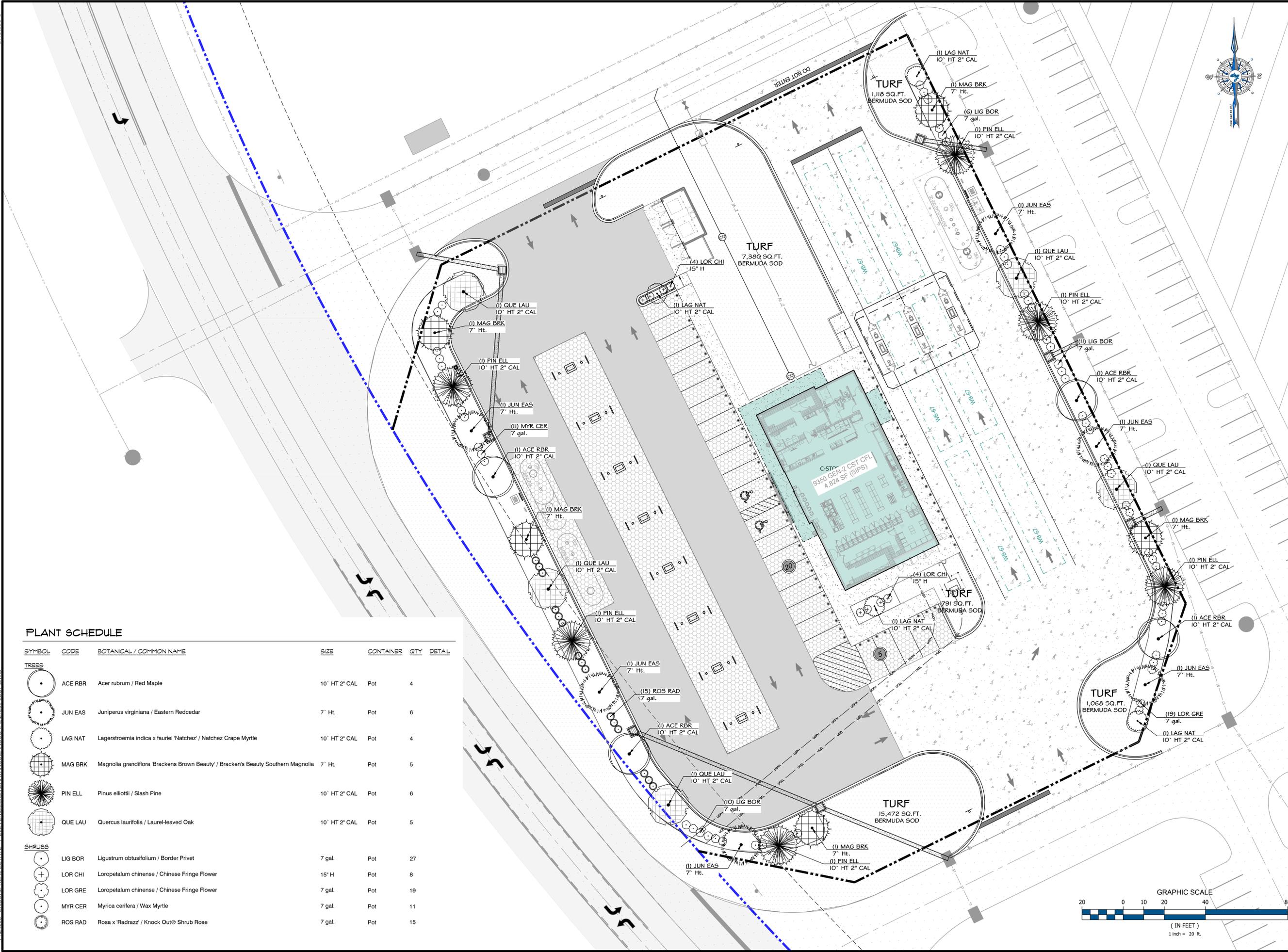
JOB NO:	24205
SCALE:	1"=20'
DESIGNED BY:	SCH
CHECKED BY:	SCH
DATE:	05/21/2025
EXHIBIT NUMBER:	

L1.0



PLANT SCHEDULE

SYMBOL	CODE	BOTANICAL / COMMON NAME	SIZE	CONTAINER	QTY	DETAIL
TREES						
	ACE RBR	Acer rubrum / Red Maple	10' HT 2" CAL	Pot	4	
	JUN EAS	Juniperus virginiana / Eastern Redcedar	7' Ht.	Pot	6	
	LAG NAT	Lagerstroemia indica x fauriei 'Natchez' / Natchez Crape Myrtle	10' HT 2" CAL	Pot	4	
	MAG BRK	Magnolia grandiflora 'Brackens Brown Beauty' / Bracken's Beauty Southern Magnolia	7' Ht.	Pot	5	
	PIN ELL	Pinus elliottii / Slash Pine	10' HT 2" CAL	Pot	6	
	QUE LAU	Quercus laurifolia / Laurel-leaved Oak	10' HT 2" CAL	Pot	5	
SHRUBS						
	LIG BOR	Ligustrum obtusifolium / Border Privet	7 gal.	Pot	27	
	LOR CHI	Loropetalum chinense / Chinese Fringe Flower	15" H	Pot	8	
	LOR GRE	Loropetalum chinense / Chinese Fringe Flower	7 gal.	Pot	19	
	MYR CER	Myrica cerifera / Wax Myrtle	7 gal.	Pot	11	
	ROS RAD	Rosa x 'Radrazz' / Knock Out® Shrub Rose	7 gal.	Pot	15	



Symbol	Qty	Label	Arrangement	LMF	Lum. Lumens	Lum. Watts	Part Number
	32	CPY-FLAT-4L WH	SINGLE	1.000	4590	29	CPY250-C-4L-57K7-F-UL-DM-WH-HZ
	12	CPY-FLAT-4L BZ	SINGLE	1.000	4590	29	CPY250-C-4L-57K7-F-UL-DM-BZ-HZ
	7	OSQW-3M	Single	1.000	4020	27	OSQW-C-4L-57K7-3M-UL-WM-BK
	10	CPY-FLAT-4L	SINGLE	1.000	4590	29	CPY250-C-4L-57K7-F-UL-DM-BK-HZ
	2	XSPLG-3ME	SINGLE	1.000	23800	184	XSPLG-D-HT-3ME-24L-57K7-UL-BK-N
	2	XSPLG-4ME	SINGLE	1.000	23800	184	XSPLG-D-HT-4ME-24L-57K7-UL-BK-N
	3	XSPLG-4ME-2	2 @ 90°	1.000	23600	184	XSPLG-D-HT-4ME-24L-57K7-UL-BZ-N
	2	XSPLG-4ME-3	3 @ 90°	1.000	23600	184	XSPLG-D-HT-4ME-24L-57K7-UL-BZ-N

Calculation Summary (Footcandles calculated using predicted lumen values @ 50K hrs of operation)						
Label	Units	Avg	Max	Min	Avg/Min	Max/Min
Diesel Canopy	Fc	19.80	22	14	1.41	1.57
Gas Canopy	Fc	17.36	21	9	1.93	2.33
SITE	Fc	1.79	23.3	0.0	N.A.	N.A.
PAVED PARKING	Fc	6.43	23.2	1.3	4.95	17.85
TRUCK PAVED PARKING	Fc	3.13	6.4	1.2	2.61	5.33

Fixture Mounting Height: 20' & 30' AFG (17' & 30' Pole + 3.0' Concrete Base)

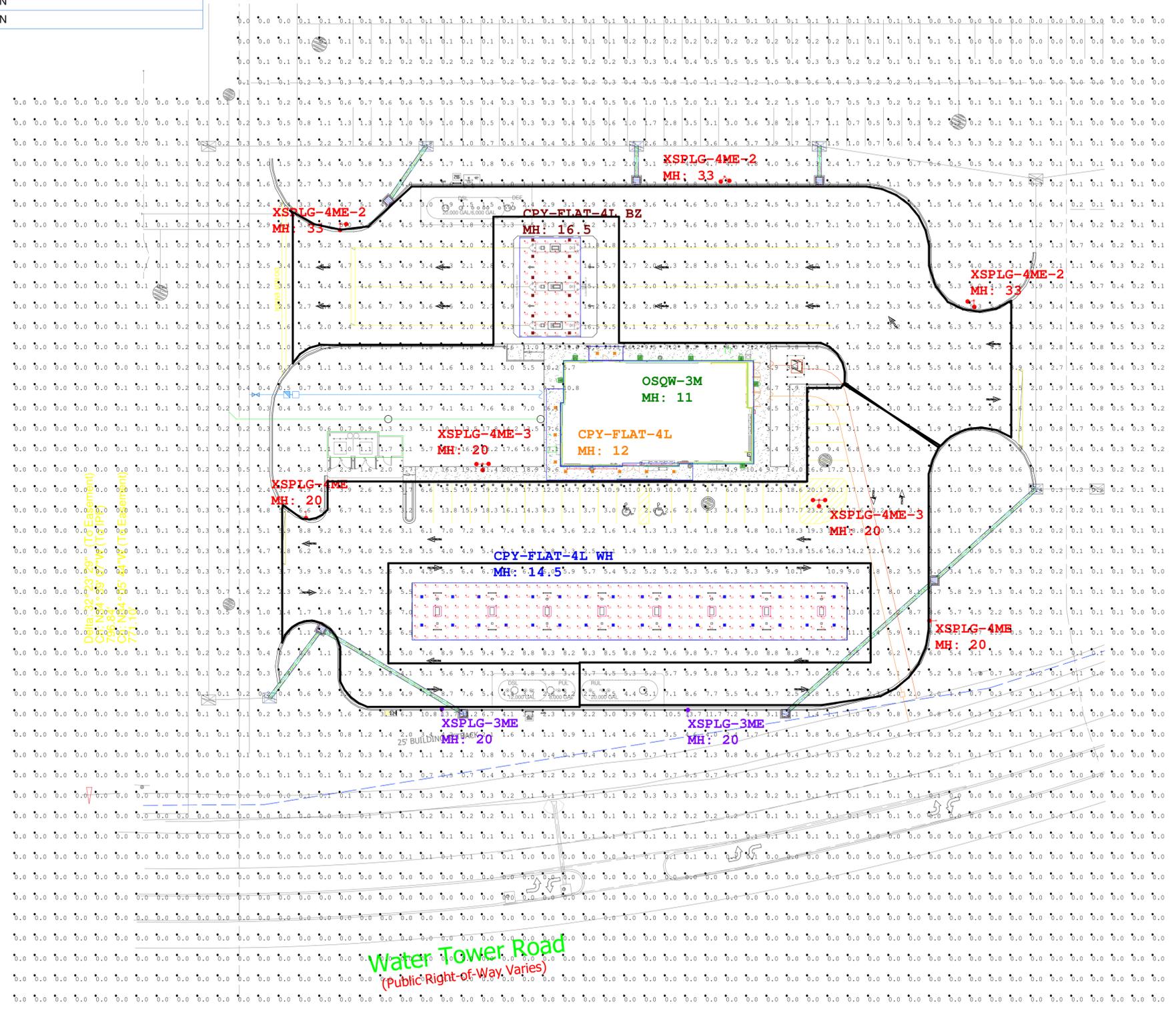
- Pole Schedule**
 06 SSS-4-11-17-CW-BS-OT-N-BK (17' x 4" x 11ga STEEL SQUARE POLE)
 03 SSS-5-7-30-CW-BS-OT-N-BK (30' x 5" x 7ga STEEL SQUARE POLE)
 04 PD-1H4(90)BK (Horizontal tenon 1@90)
 03 PD-2H5(90)BK (Horizontal tenon 2@90)
 02 PD-3H4(90)BK (Horizontal tenon 3@90)

Proposed Poles meet 120mph sustained winds.

*** CUSTOMER TO VERIFY ORDERING INFORMATION AND CATALOGUE NUMBER PRIOR TO PLACING ORDER ***

BOM: Complete Part Description

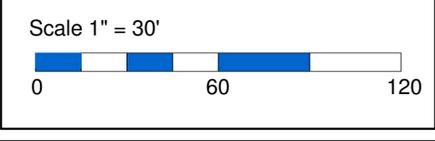
- 32 CPY250-C-4L-57K7-F-UL-DM-WH-HZ
- 12 CPY250-C-4L-57K7-F-UL-DM-BZ-HZ
- 10 CPY250-C-4L-57K7-F-UL-DM-BK-HZ
- 07 OSQW-C-4L-57K7-3M-UL-WM-BK
- 02 XSPLG-D-HT-3ME-24L-57K7-UL-BK-N
- 14 XSPLG-D-HT-4ME-24L-57K7-UL-BK-N
- 06 SSS-4-11-17-CW-BS-OT-N-BK
- 03 SSS-5-7-30-CW-BS-OT-N-BK
- 04 PD-1H4(90)BK
- 03 PD-2H5(90)BK
- 02 PD-3H4(90)BK



Illumination results shown on this lighting design are based on project parameters provided to Cree Lighting used in conjunction with luminaire test procedures conducted under laboratory conditions. Actual project conditions differing from these design parameters may affect field results. The customer is responsible for verifying dimensional accuracy along with compliance with any applicable electrical, lighting, or energy code.

Project Name: 24205-7-Eleven Water Tower Rd North Myrtle Beach South Carolina
 CASE # 00649970 || Footcandles calculated at grade || Filename: 711-250513WTRDLSR1.AGN

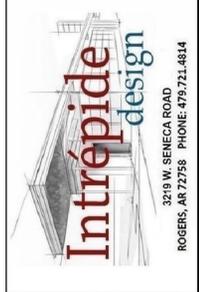
Layout By: Linda Schaller
 Date: 5/15/2025





4 FRONT ELEVATION
3/16" = 1'-0"

EXTERIOR MATERIALS SCHEDULE		
FINISH	MATERIAL	PATTERN
R-1	PAD-CLAD METALIC - KYNAR 500 PREFINISHED ALUMINUM ROOF - CITY SCAPE	
M-1	GLEN GERY BRICK VENEER - GENESEE	
SD-1	FIBER CEMENT LAP SIDING SW9146 - "FADED FLAXFLOWER"	
SD-2	FIBER CEMENT LAP SIDING SW6233 - "SAMOVAR SILVER"	
SD-3	FIBER CEMENT LAP SIDING SW7005 - "PURE WHITE"	
MT-1	HURRICANE SHUTTERS - SW7615 "SEA SERPENT"	
S-2	24 GAGE GAL. METAL COPING CAP, SLOPE 1/2" PER FOOT - PRE-FINISHED TO MATCH P-2 SW7005 "PURE WHITE"	
P-3	SW7005 - "PURE WHITE"	
S-1	KAWNEER "CLEAR" ALUMINUM STOREFRONT FRAME WITH 1" CLEAR INSULATED GLAZING	



SEAL:

THIS DRAWING IS FOR REFERENCE ONLY - NOT FOR CONSTRUCTION

STIPULATION FOR REUSE



2 RIGHT SIDE ELEVATION
3/16" = 1'-0"



3 LEFT SIDE ELEVATION
3/16" = 1'-0"

Submissions:
DATE: PHASE

7-ELEVEN, INC.
3200 HACKBERRY ROAD, IRVING, TEXAS 75063

7-ELEVEN STORE
WATER TOWER RD
N MYRTLE BEACH, SC



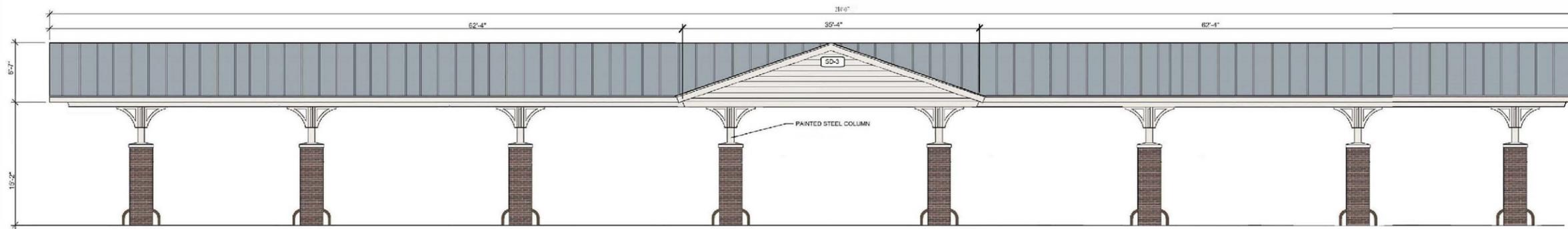
JOB NUMBER: 24128
CHECKED BY: CB
DRAWN BY: CB
DATE: 1.23.25

TITLE:
REVIEW BOARD ELEVATIONS

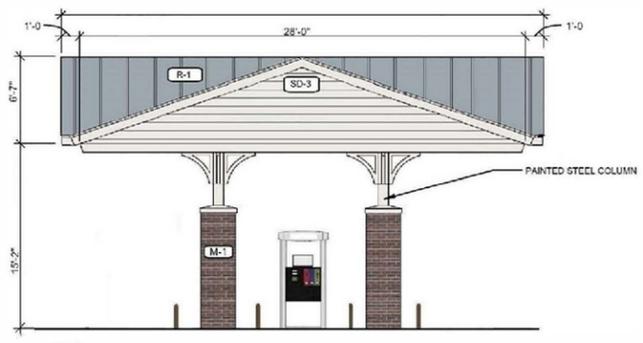
SHEET:
RBE-1



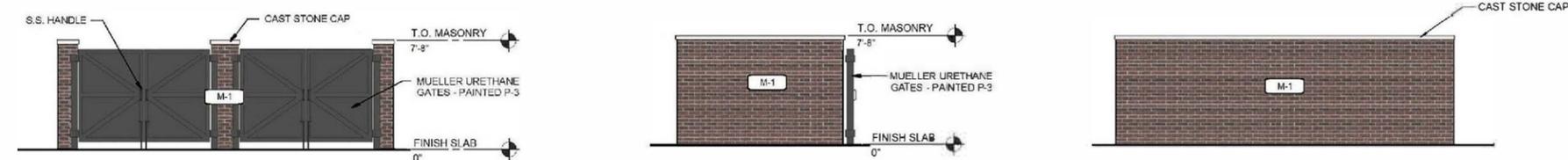
1 REAR ELEVATION
3/16" = 1'-0"



2 CANOPY ELEVATION LONG SIDE
3/16"=1'-0"

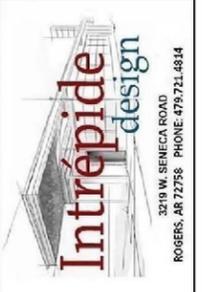


1 CANOPY ELEVATION SHORT SIDE



3 DUMPSTER FRONT ELEVATION
2/16"=1'-0"

EXTERIOR MATERIALS SCHEDULE		
FINISH	MATERIAL	PATTERN
R-1	PAD-CLAD METALIC - KYNAR 500 PREFINISHED ALUMINUM ROOF - CITY SCAPE	
M-1	GLEN GERY BRICK VENEER - GENESEEE	
SD-1	FIBER CEMENT LAP SIDING SW9146 - "FADED FLAXFLOWER"	
SD-2	FIBER CEMENT LAP SIDING SW6233 - "SAMOVAR SILVER"	
SD-3	FIBER CEMENT LAP SIDING SW7005 - "PURE WHITE"	
MT-1	HURRICANE SHUTTERS - SW7615 "SEA SERPENT"	
S-2	24 GAGE GAL. METAL COPING CAP, SLOPE 1/2" PER FOOT - PRE FINISHED TO MATCH P-2 SW7005 "PURE WHITE"	
P-3	SW7005 - "PURE WHITE"	
S-1	KAWNEER "CLEAR" ALUMINUM STOREFRONT FRAME WITH 1" CLEAR INSULATED GLAZING	



SEAL:
THIS DRAWING IS FOR REFERENCE ONLY - NOT FOR CONSTRUCTION

STIPULATION FOR REUSE

Submissions:
DATE: _____

7-ELEVEN, INC.
3200 HACKBERRY ROAD, IRVING, TEXAS 75063

7-ELEVEN STORE #
WATER TOWER RD
N MYRTLE BEACH, SC



JOB NUMBER: 24128
CHECKED BY: CB
DRAWN BY: CB
DATE: 01.17.25

TITLE:
REVIEW BOARD ELEVATIONS

SHEET:
RBE-2



EXTERIOR MATERIALS



SD-1
FIBER CEMENT LAP SIDING -
SW9146 "FADED FLAXFLOWER"



SD-2
FIBER CEMENT LAP SIDING -
SW6223 "SAMOVAR SILVER"



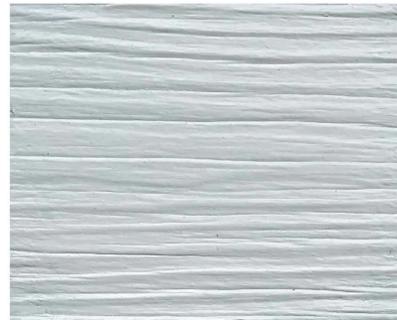
R-1
PAC-CLAD METALIC - KYNAR 500
PREFINISHED ALUMINUM ROOF -
"CITISCAPE"



MT-1
HURRICANE SHUTTERS -
SW7615 "SEA SERPENT"



P-3
SW7005 "PURE WHITE"



SD-3
FIBER CEMENT LAP SIDING -
SW7005 "PURE WHITE"



S-1
KAWNEER "CLEAR" ALUMINUM
STOREFRONT FRAME WITH 1" CLEAR
INSULATED GLAZING



M-1
GLEN GERY BRICK VENEER -
"GENESE" OR APPROVED EQUAL

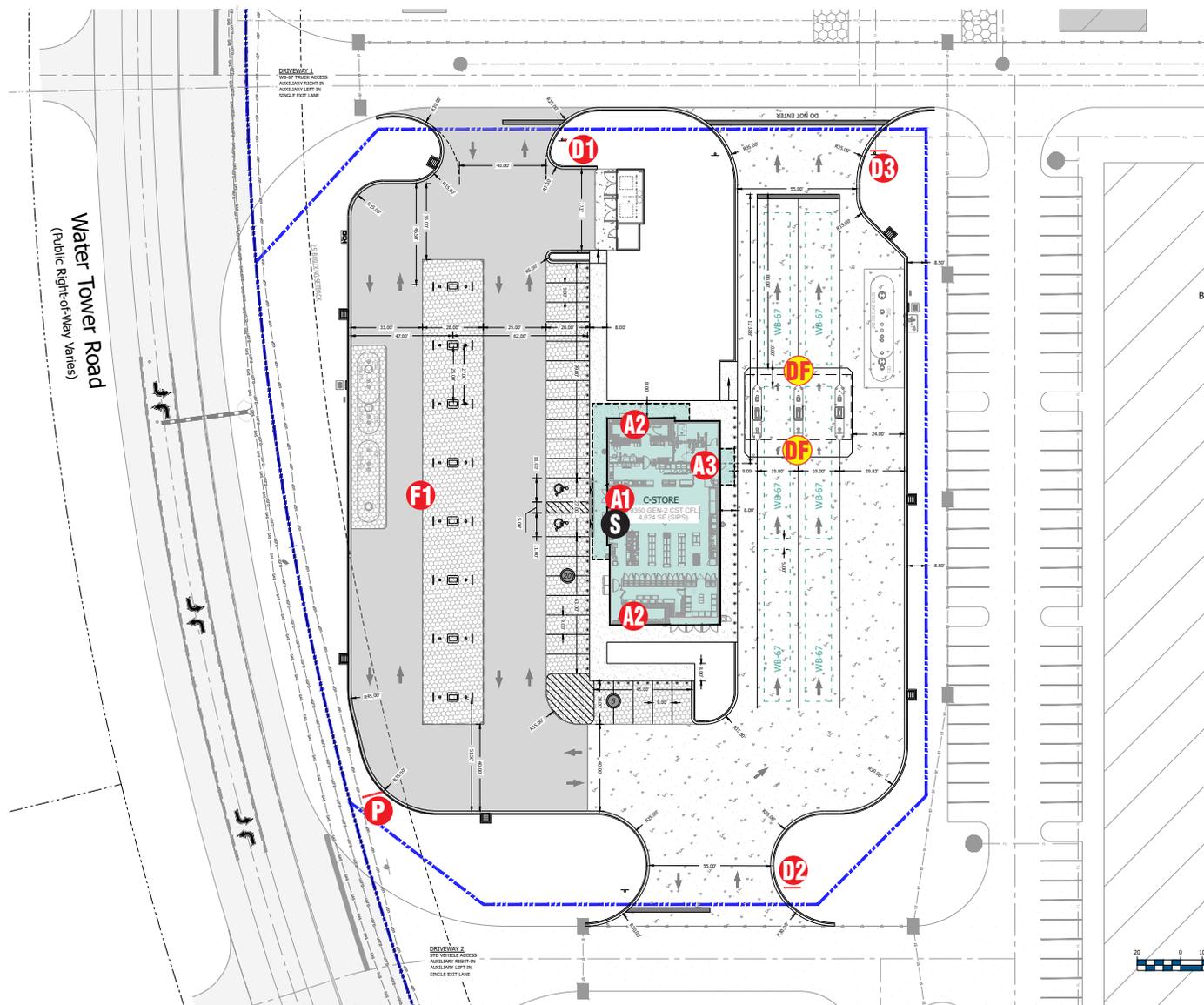


encore
REAL ESTATE
1646 W SNOW AVE, SUITE #63
TAMPA, FL 33606



7-ELEVEN STORE #1057003

WATER TOWER RD
NORTH MYRTLE BEACH, SC



PRODUCT LIST		
SQ. FT.	QTY	ITEM
EXTERIOR BUILDING SIGNS		
A1	23	1 5' SF KEYSTONE WALL SIGN
A2	27	2 6' WALL CHANNEL LOGOS
A3	12	1 4' WALL CHANNEL LOGO
ARCHITECTURAL ELEMENTS		
S	N/A	1 CHANNEL STRIPES SET
EXTERIOR GROUND SIGNS		
P	157	1 DF PYLON SIGN
D1	6	1 DF DIRECTIONAL SIGN (AUTO EXIT)
D2	32	1 DF DIRECTIONAL SIGN (TRUCKS/AUTOS)
D3	32	1 DF DIRECTIONAL SIGN (TRUCKS EXIT/DNE)
FUEL CANOPY FASCIA SIGNS		
F1	33.3	1 CHANNEL LETTER SET
FUEL CANOPY FASCIA ITEMS BY OTHERS		
OF	N/A	2 DIESEL FUEL VINYL DECALS (BY OTHERS)

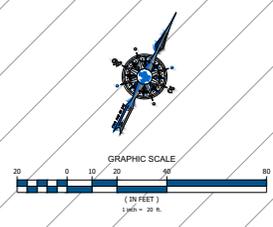
JURISDICTION: City of North Myrtle Beach
ZONING: PDD - Planned Development District

Approved By 7-Eleven Construction Manager

Name : _____

Signed: _____

Date: _____





FRONT ENTRANCE

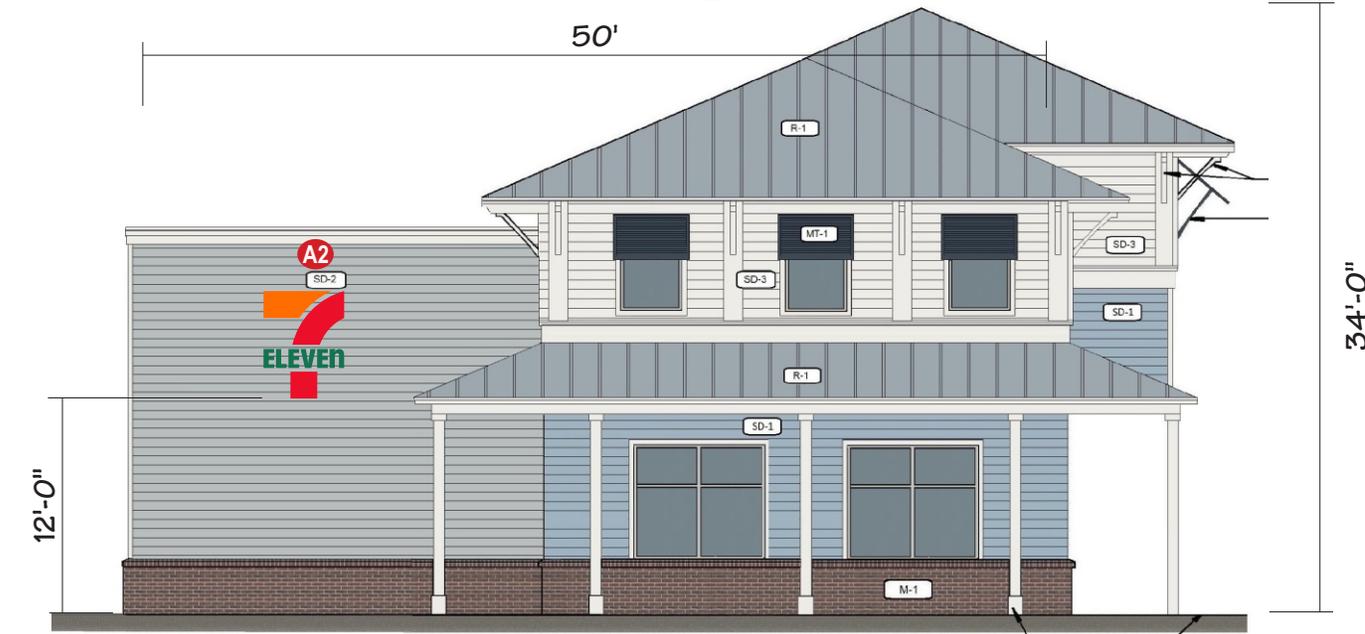
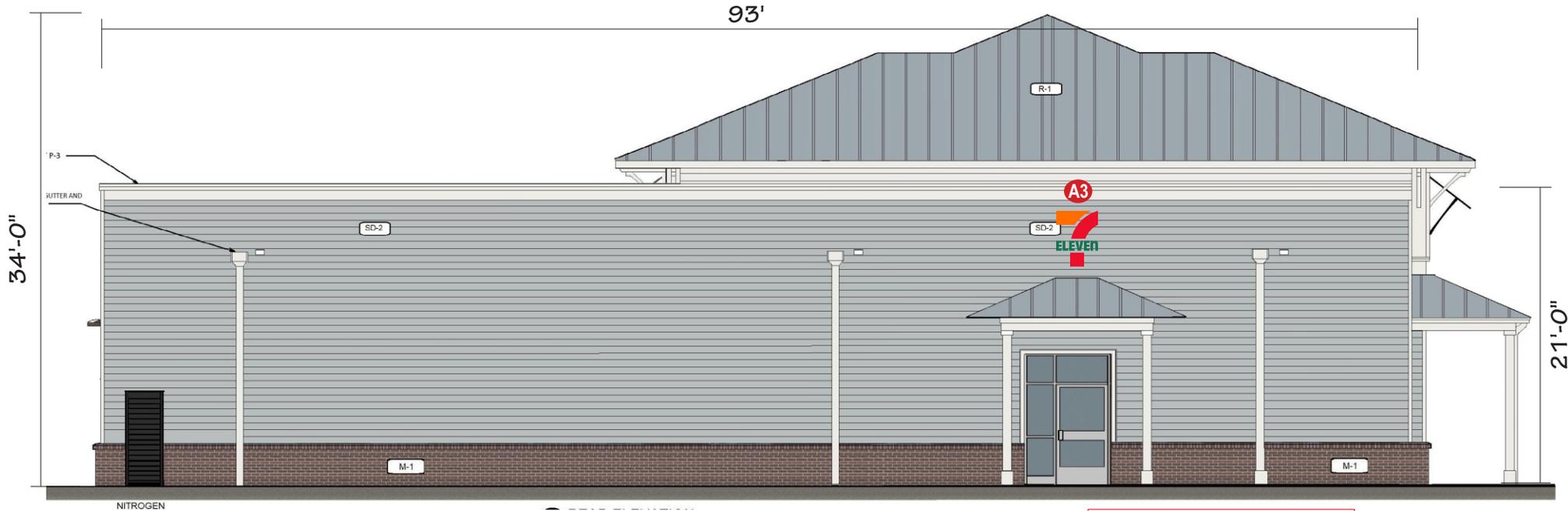
PROPOSED: 23 SF

BUILDING SIGNS CODE:
 As per Ben Caldwell, AICP-Zoning Admin;
 No sign regulations in place for PDD.



RIGHT SIDE

PROPOSED: 27 SF

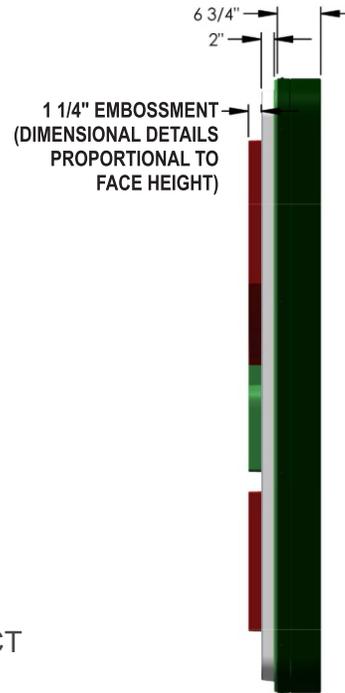
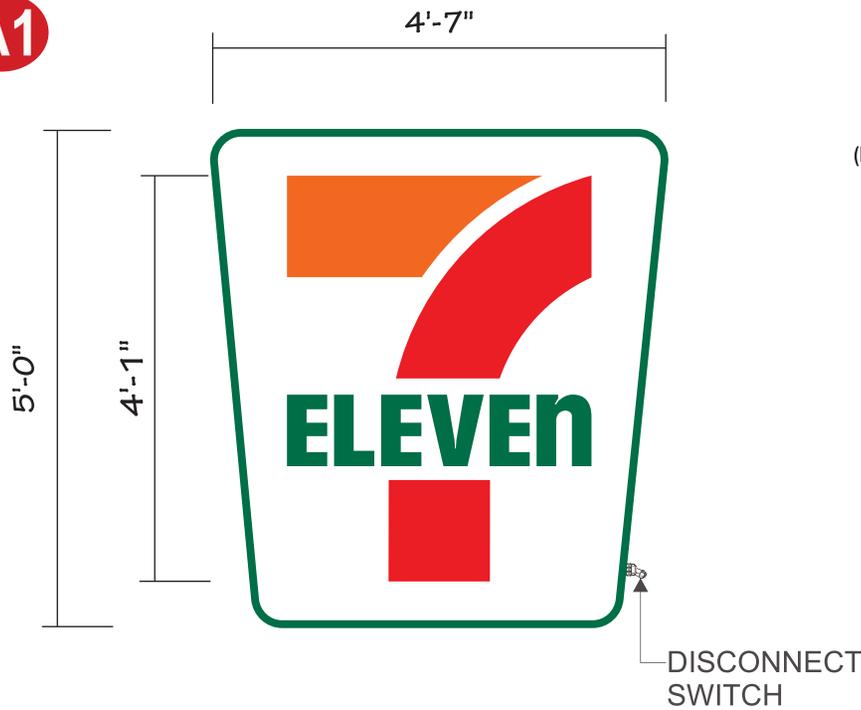


PROPOSED: 12 SF REAR

PROPOSED: 27 SF LEFT SIDE

BUILDING SIGNS CODE:
As per Ben Caldwell, AICP-Zoning Admin;
No sign regulations in place for PDD.

A1

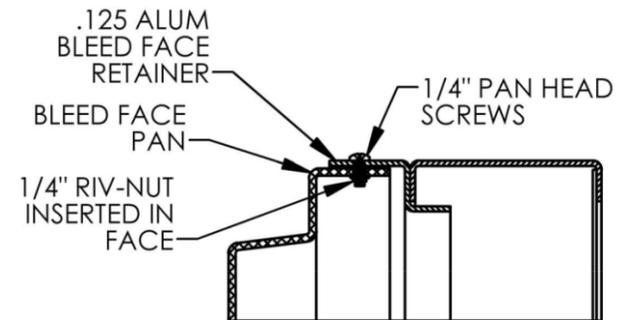


CABINET:
EXTRUDED ALUM. CAB. & RETAINERS
PAINTED GREEN TM PMS 336C

FACE:
PAN-FORMED & EMBOSSED CLEAR
POLYCARBONATE, BACK SPRAYED WHITE
WITH 2ND SURFACE APPLIED VINYL GRAPHICS.

ILLUMINATION:
WHITE LEDS

-  3M Scotchlcal **3730-3243**
Pantone PMS 1505 XGC
-  3M Scotchlcal **3730-6537**
Pantone PMS 336 C
-  3M Scotchlcal **3730-2723**
Pantone PMS 2347 XGC



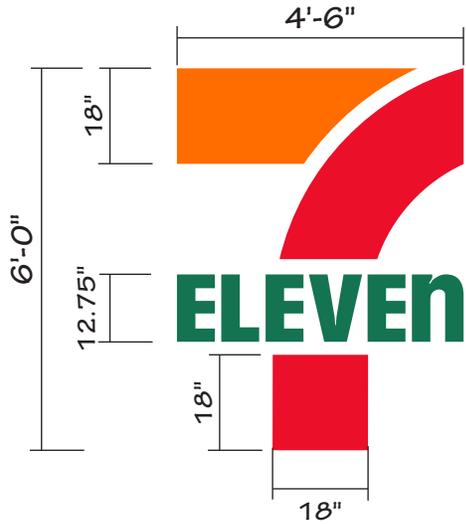
Display Square Footage (Cabinet): 23

Job Location: Site # 1057003
Water Tower Rd. & Hwy 31
N. Myrtle Beach, SC 29582
Date: March 4, 2025

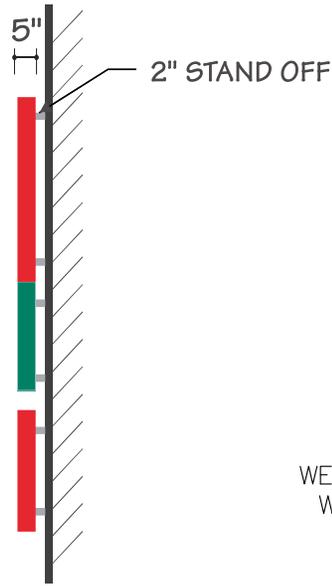


D-ORDER# 1569535764.03
Project Mgr.: Austyn Travis
austyn.travis@cummingsigns.com
Page: 4 of 19

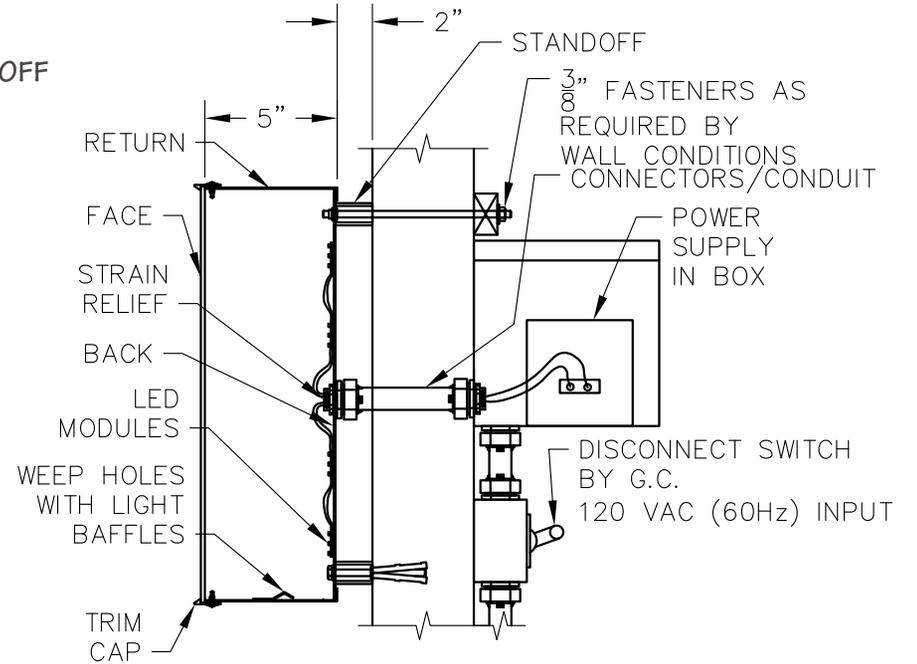
A2



FRONT VIEW



SIDE VIEW



SECTION DETAIL
EQUIPMENT GROUNDED
NOT TO SCALE

FACES:

CLEAR ACRYLIC WITH 2ND SURFACE APPLIED VINYL. (CLEAR ACRYLIC BACKS W/ 36355-30 WHITE FILM)

TRIM CAP:

1" JEWELITE WHITE, PAINT TM RETURN.

RETURNS:

ALUMINUM PAINTED TM FACE COLOR

ILLUMINATION:

WHITE LEDS

-  3M Scotchcal **3730-3243**
Pantone PMS 1505 XGC
-  3M Scotchcal **3730-6537**
Pantone PMS 336 C
-  3M Scotchcal **3730-2723**
Pantone PMS 2347 XGC

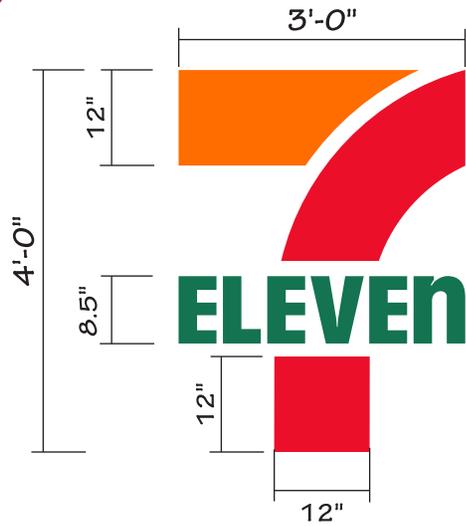
Display Square Footage : 27

Job Location: Site # 1057003
Water Tower Rd. & Hwy 31
N. Myrtle Beach, SC 29582
Date: March 4, 2025

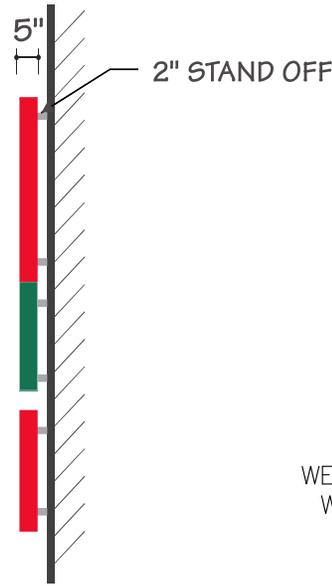


D-ORDER# 1569535764.03
Project Mgr.: Austyn Travis
austyn.travis@cummingsigns.com
Page: 5 of 19

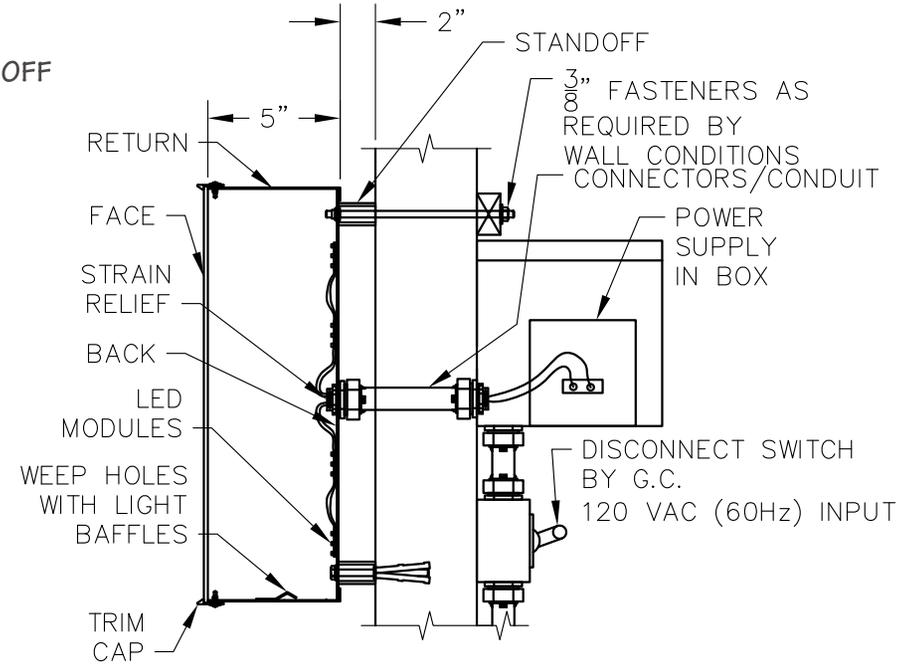
A2



FRONT VIEW



SIDE VIEW



**SECTION DETAIL
EQUIPMENT GROUNDED
NOT TO SCALE**

FACES:

CLEAR ACRYLIC WITH 2ND SURFACE APPLIED VINYL. (CLEAR ACRYLIC BACKS W/ 36355-30 WHITE FILM)

TRIM CAP:

1" JEWELITE WHITE, PAINT TM RETURN.

RETURNS:

ALUMINUM PAINTED TM FACE COLOR

ILLUMINATION:

WHITE LEDS

-  3M Scotchcal **3730-3243**
Pantone PMS 1505 XGC
-  3M Scotchcal **3730-6537**
Pantone PMS 336 C
-  3M Scotchcal **3730-2723**
Pantone PMS 2347 XGC

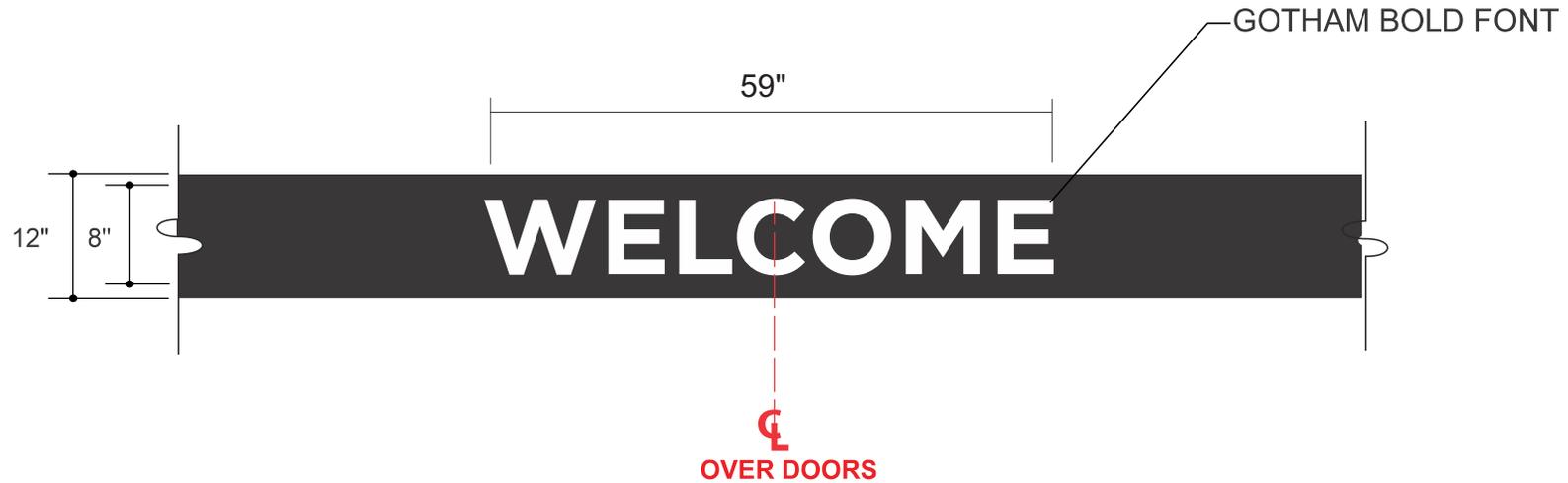
Display Square Footage : 12

Job Location: Site # 1057003
Water Tower Rd. & Hwy 31
N. Myrtle Beach, SC 29582
Date: March 4, 2025



D-ORDER# 1569535764.03
Project Mgr.: Austyn Travis
austyn.travis@cummingsigns.com
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E



OPAQUE WHITE WELCOME VINYL LETTERS FOR FIRST SURFACE IN FIELD APPLICATION TO NEW BLDG. CANOPY FACE.

Job Location: Site # 1057003
 Water Tower Rd. & Hwy 31
 N. Myrtle Beach, SC 29582
Date: March 4, 2025



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Project Mgr.: Austyn Travis
 austyn.travis@cummingsigns.com
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BUILDING TRI-STRIPE BAND CHANNEL SET - NEW IMAGE 2024



FACES:

CLEAR ACRYLIC WITH 2ND SURFACE APPLIED VINYL. (CLEAR ACRYLIC BACKS W/ 36355-30 WHITE FILM)

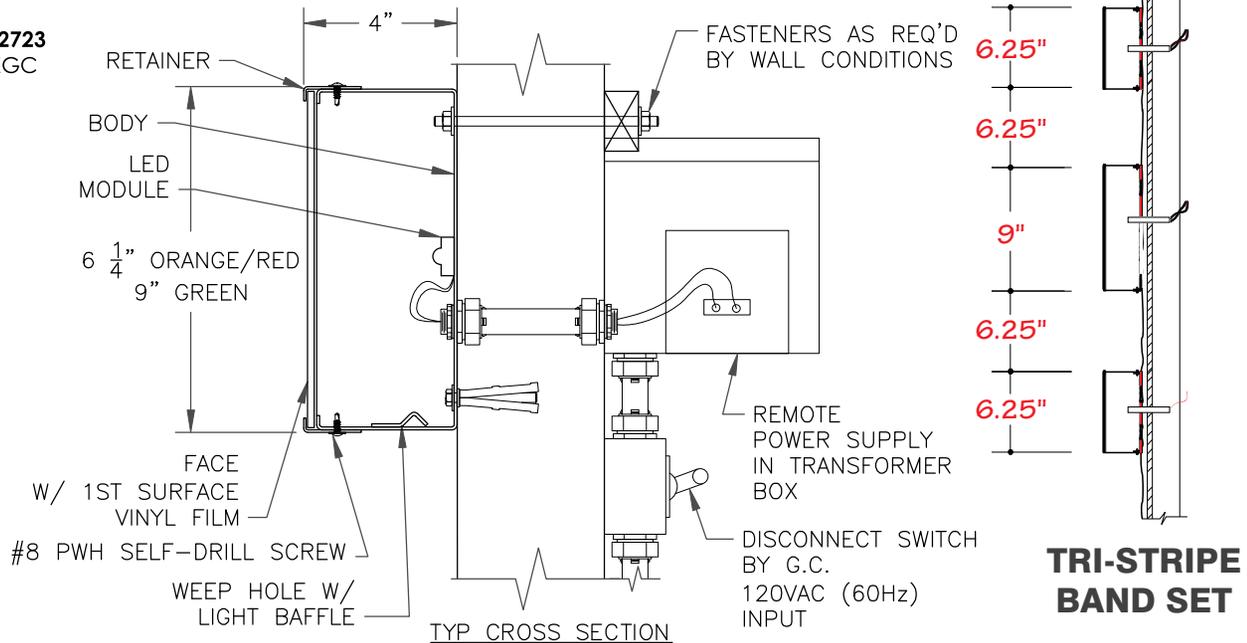
STRIPE BODY RETAINER ENDCAP SCREWS – PAINT TO MATCH FACE

ILLUMINATION:
WHITE LEDS

- 3M Scotchcal **3730-3243**
Pantone PMS 1505 XGC
- 3M Scotchcal **3730-6537**
Pantone PMS 336 C
- 3M Scotchcal **3730-2723**
Pantone PMS 2347 XGC

- STOP
- MORE INFORMATION REQUIRED
- DIMENSIONS
 - COLORS
 - MATERIAL
 - MOUNTING TYPE
 - OTHER _____

STRIPE LENGTH SIZES SHOWN ARE APPROXIMATE AND SUBJECT TO CHANGE. ESTIMATES PROVIDED BASED ON THE ABOVE SIZES ARE ALSO SUBJECT TO CHANGE. FIELD SURVEY REQUIRED PRIOR TO MANUFACTURING.



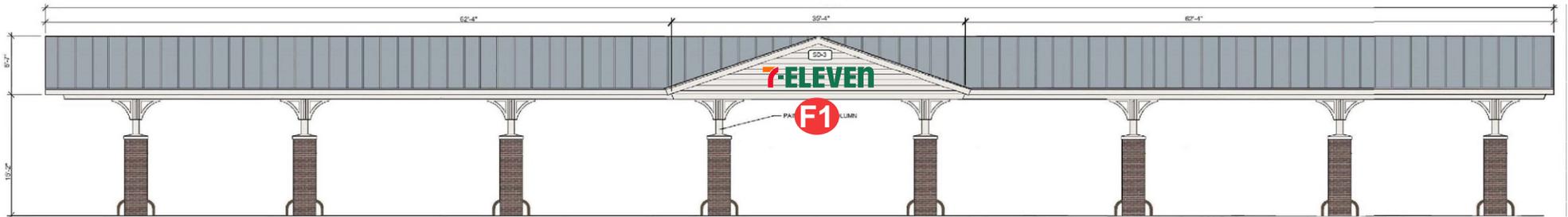
TRI-STRIPE BAND SET

Job Location: Site # 1057003
Water Tower Rd. & Hwy 31
N. Myrtle Beach, SC 29582
Date: March 4, 2025

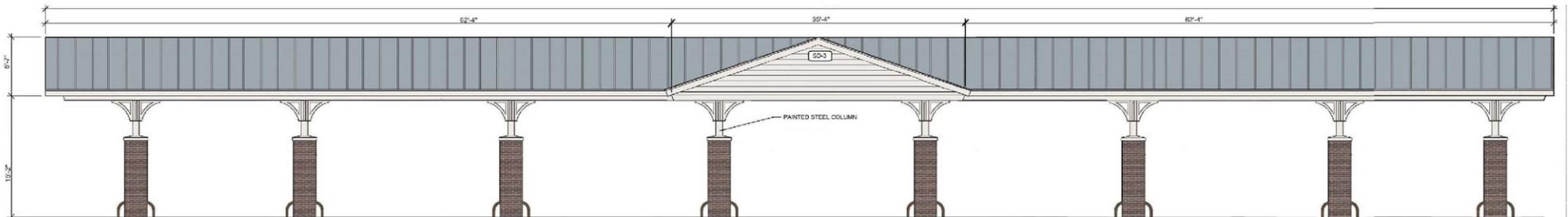


D-ORDER# 1569535764.03
Project Mgr.: Austyn Travis
austyn.travis@cummingsigns.com
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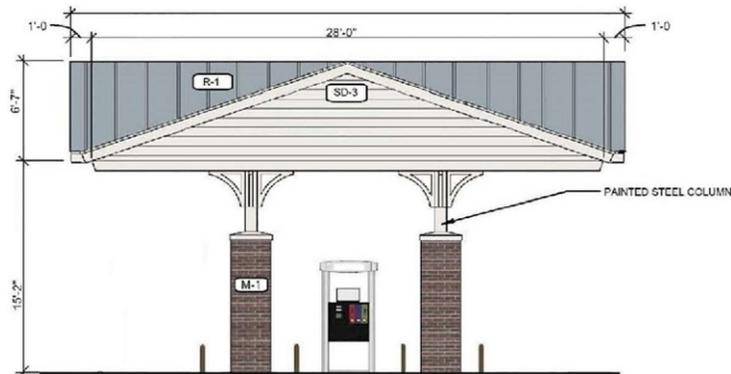
Code: Per Ben Caldwell; Zoning Admin - No sign regulations in place for PDD - We are required to provide submittal, and they will review and work with us.



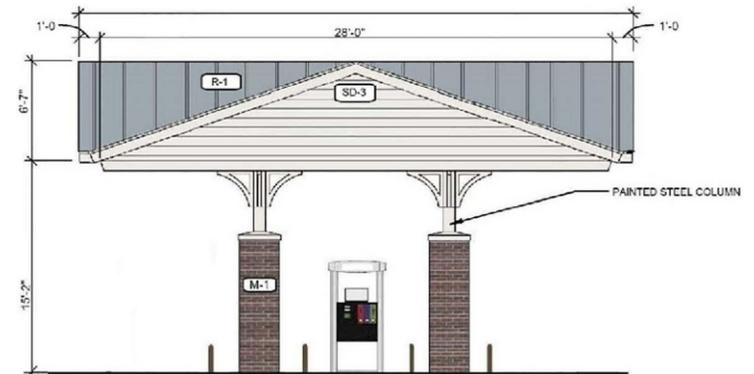
FRONT (FACING STREET) - ILLUMINATED LETTERS BY CUMMINGS



REAR (FACING STORE)

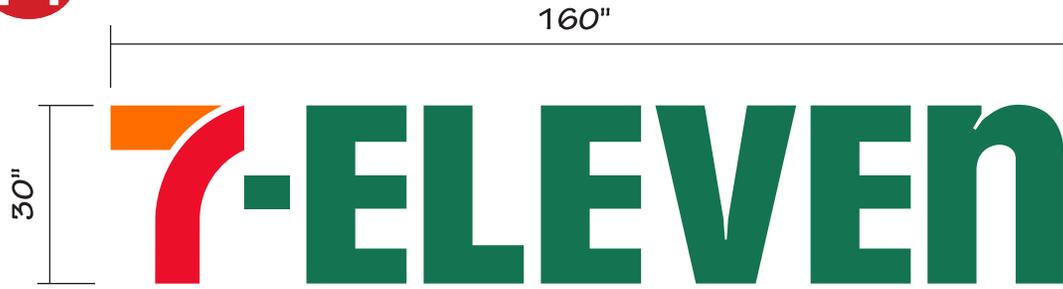


LEFT SIDE



RIGHT SIDE

F1



33.3 SQ. FT.

BACKS: WHITE ACM

FACES: CLEAR ACRYLIC WITH 2ND SURFACE VINYL

TRIM CAPS: 1" JEWELITE PAINTED TM FACE COLOR

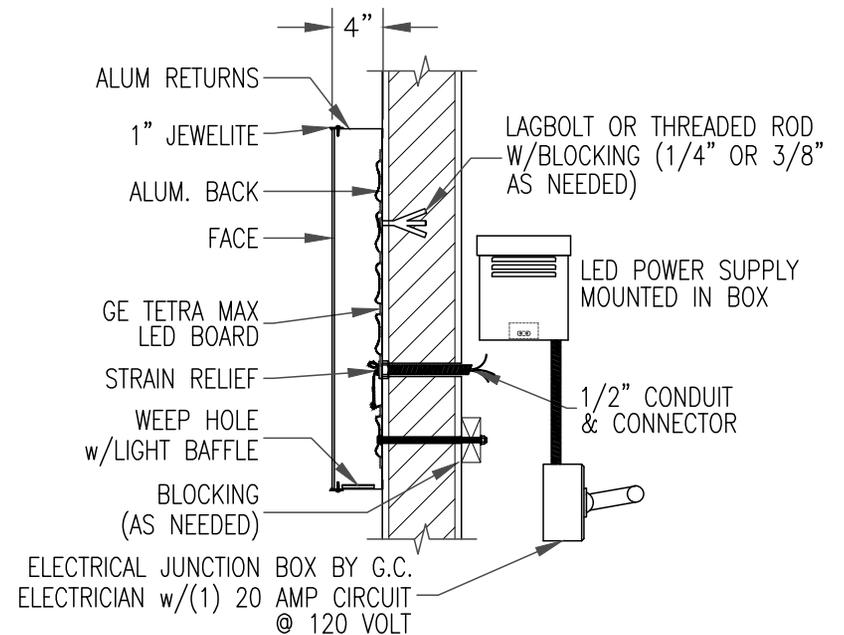
RETURNS: ALUMINUM COIL PAINTED TM FACE COLOR

ILLUMINATION: (FACE LIT) LED

 3M Scotchcal **3730-3243**
Pantone PMS 1505 XGC

 3M Scotchcal **3730-6537**
Pantone PMS 336 C

 3M Scotchcal **3730-2723**
Pantone PMS 2347 XGC

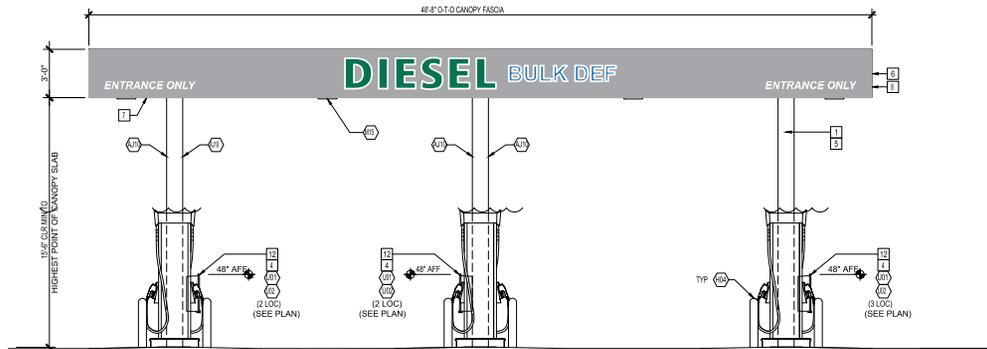


REMOTE LED CHLL LTR CROSS SECTION
SCALE: NTS (REFERENCE ONLY)
EQUIPMENT GROUNDED

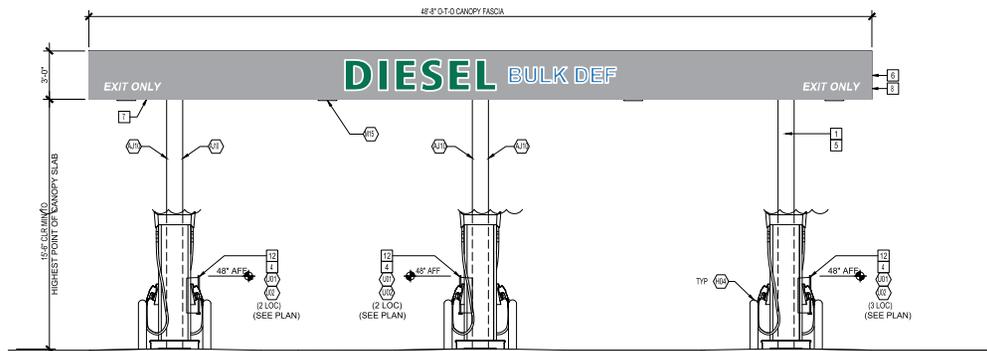
Job Location: Site # 1057003
Water Tower Rd. & Hwy 31
N. Myrtle Beach, SC 29582
Date: March 4, 2025



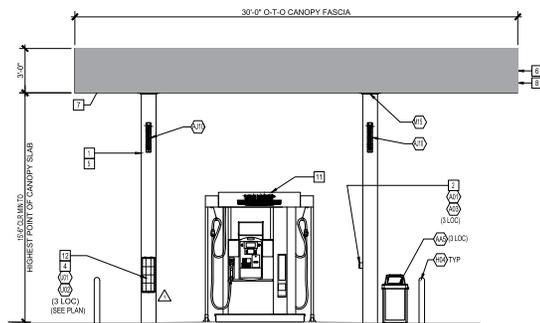
D-ORDER# 1569535764.03
Project Mgr.: Austyn Travis
austyn.travis@cummingsigns.com
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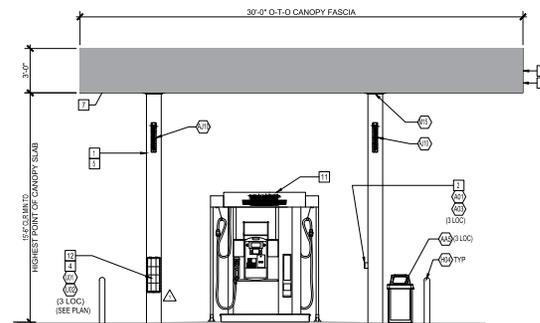
ENTRANCE



EXIT



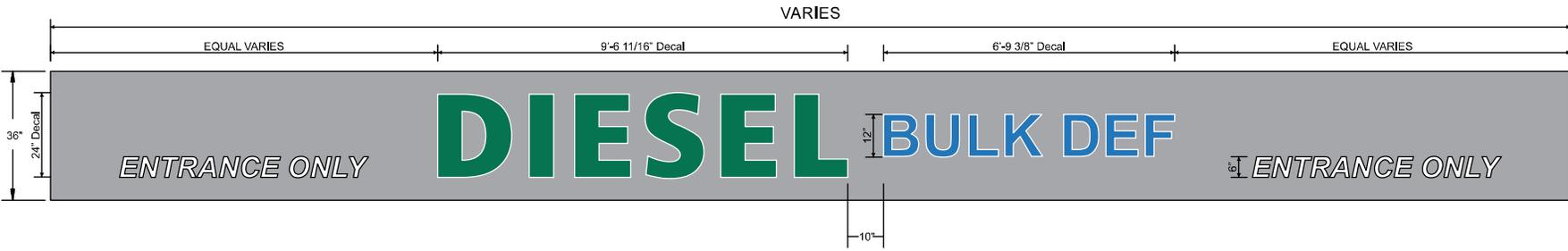
LEFT SIDE



RIGHT SIDE

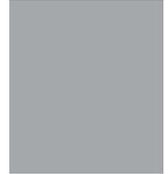
DF

ENTRANCE SIDE



CANOPY ACM PANEL COLOR

Colorweld® 500



Cadet Grey

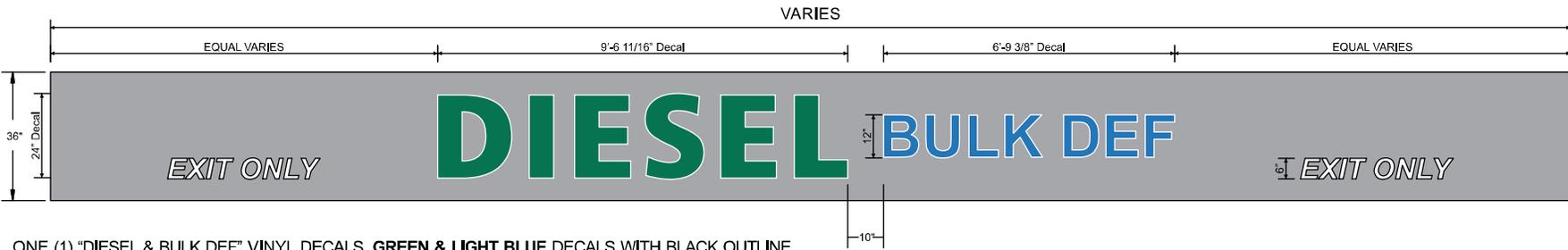
ONE (1) "DIESEL & BULK DEF" VINYL DECALS. **GREEN & LIGHT BLUE** DECALS WITH BLACK OUTLINE. VINYL GRAPHICS TO BE APPLIED FIRST SURFACE ONTO DESIGNATED CANOPY FASCIA.

TWO (2) 6" ENTRANCE ONLY VINYL DECALS. **WHITE** DECALS WITH BLACK OUTLINE. VINYL GRAPHICS TO BE APPLIED FIRST SURFACE ONTO DESIGNATED CANOPY FASCIA.

Front Elevation - 36" Canopy Height - Diesel Graphics Layout

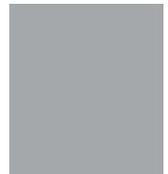
	3M Scotchcal 3730-6537 Pantone PMS 336 C
	C:100 M:100 Y:100 K:100 BLACK
	C:91 M:52 Y:1 K:0 LIGHT BLUE

EXIT SIDE



CANOPY ACM PANEL COLOR

Colorweld® 500



Cadet Grey

ONE (1) "DIESEL & BULK DEF" VINYL DECALS. **GREEN & LIGHT BLUE** DECALS WITH BLACK OUTLINE. VINYL GRAPHICS TO BE APPLIED FIRST SURFACE ONTO DESIGNATED CANOPY FASCIA.

TWO (2) 6" EXIT ONLY VINYL DECALS. **WHITE** DECALS WITH BLACK OUTLINE. VINYL GRAPHICS TO BE APPLIED FIRST SURFACE ONTO DESIGNATED CANOPY FASCIA.

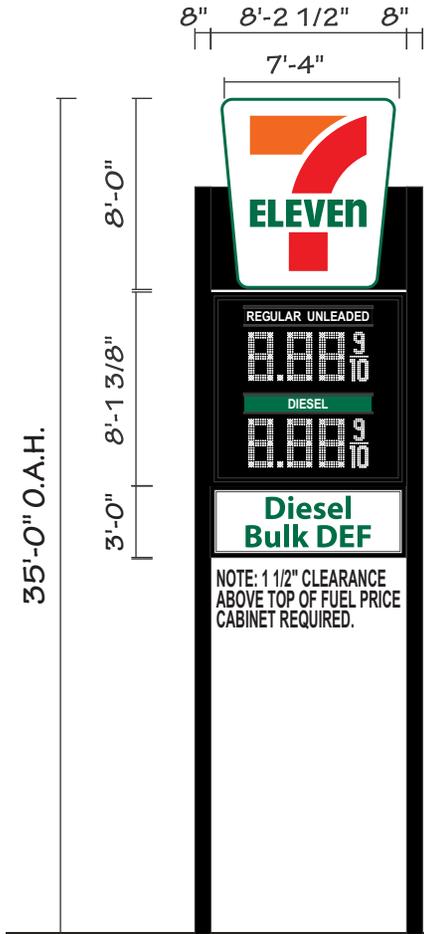
Front Elevation - 36" Canopy Height - Diesel Graphics Layout

	3M Scotchcal 3730-6537 Pantone PMS 336 C
	C:100 M:100 Y:100 K:100 BLACK
	C:91 M:52 Y:1 K:0 LIGHT BLUE

Job Location: Site # 1057003
Water Tower Rd. & Hwy 31
N. Myrtle Beach, SC 29582
Date: March 4, 2025

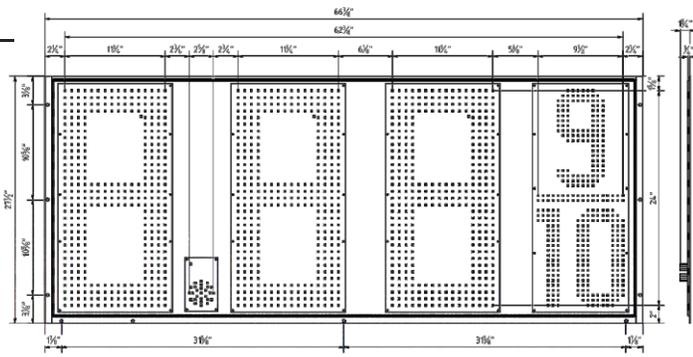
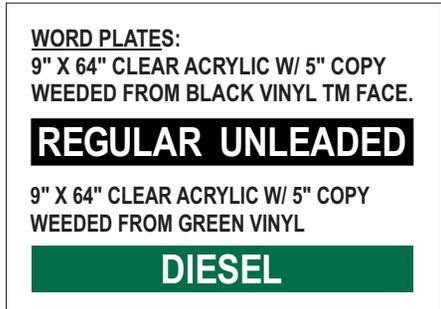


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austyn.travis@cummingsigns.com
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157 SQ. FT.

Cummings responsible for Stamped Engineering & Pylon footings/concrete.



DF INTERNALLY ILLUMINATED PYLON SIGN

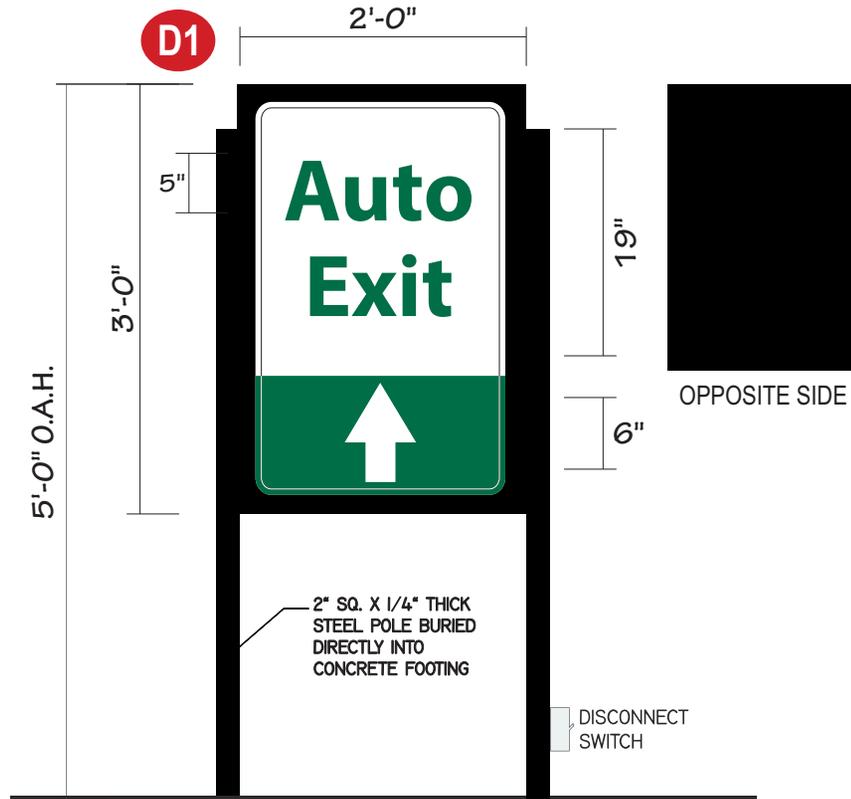
- 7-ELEVEN SIGN HEAD**
- 8" DEEP, DF EXTRUDED ALUMINUM CABINET & RETAINERS PAINTED GREEN.
 - PAN-FORMED & EMBOSSED CLEAR POLYCARBONATE FACES W/2ND SURFACE DECORATION
 - LED ILLUMINATION
 - FABRICATED ALUM. RECESSED BOX CAN TO BE PAINTED TRICORN BLACK.

- DEF SIGN HEAD**
- 8" DEEP, DF EXTRUDED ALUMINUM CABINET & RETAINER PAINTED TRICORN BLACK SW 6258
 - PAN-FORMED CLEAR POLYCARBONATE FACES W/2ND SURFACE FLAT DECORATION
 - LED ILLUMINATION

- FUEL PRICE SIGN HEAD**
- 8" DEEP, DF EXTRUDED ALUMINUM CABINET & RETAINER PAINTED TRICORN BLACK SW 6258
 - PAN-FORMED CLEAR POLYCARBONATE FACES BACK SPRAYED BLACK WITH WHITE RECTANGLES FOR FLAT CLEAR ACRYLIC WORD PLATES WITH COPY WEEDED FROM BLACK & GREEN BACK-GROUNDS TO SLIDE INTO 1ST SURFACE APPLIED CLEAR TRACKS.
 - **FLAT PCU TACK (PWM) 24" WHITE LED DIGITS**
 - LED ILLUMINATION

- 7-ELEVEN COLORS**
- 3M Scotchcal **3730-3243** Pantone PMS 1505 XGC
 - 3M Scotchcal **3730-6537** Pantone PMS 336 C
 - 3M Scotchcal **3730-2723** Pantone PMS 2347 XGC

FREESTANDING SIGN Code: Per Ben Caldwell - No Sign Regs. Please submit desired proposal for review.



DF INTERNALLY ILLUMINATED DIRECTIONAL SIGN

- 6" DEEP DF LED ILLUMINATED CABINET 1" X 1" X 1/8" ANGLED IRON FRAME W/1.5" ALUM. RETAINERS. CABINET & RETAINERS PAINTED TRICORN BLACK.
- PAN-FORMED CLEAR POLYCARBONATE FACES W/2ND SURFACE FLAT DECORATION.
- 2" SQ. X 1/4" THICK STEEL POLES, PAINTED TRICORN BLACK, BURIED DIRECTLY INTO CONCRETE FOOTING.

7-ELEVEN COLORS

- 3M Scotchcal **3730-3243** Pantone PMS 1505 XGC
- 3M Scotchcal **3730-6537** Pantone PMS 336 C
- 3M Scotchcal **3730-2723** Pantone PMS 2347 XGC

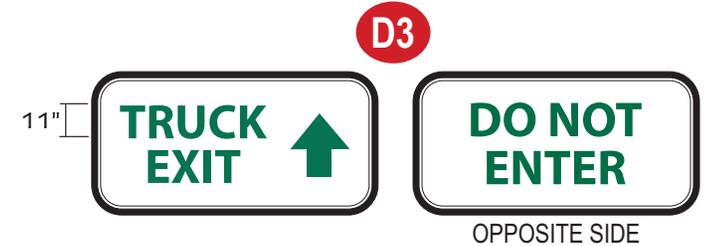
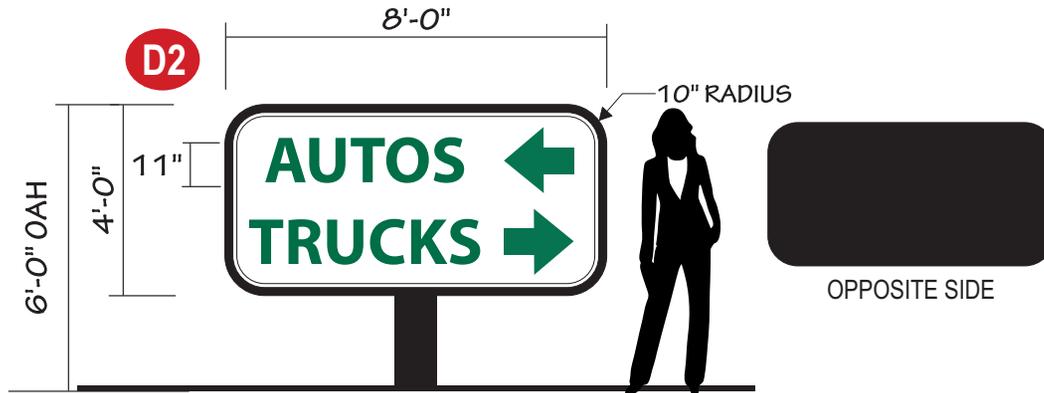
DIRECTIONAL SIGNAGE Code: Per Zoning Admin: Submit desired proposal and City will review.

6 SQ. FT.

Job Location: Site # 1057003
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DF INTERNALLY ILLUMINATED DIRECTIONAL SIGN

- DF CABINET, LED INTERNALLY ILLUMINATED. CABINET & RETAINERS PAINTED TRICORN BLACK.
- PAN-FORMED CLEAR POLYCARBONATE FACES W/2ND SURFACE FLAT DECORATION.
- SINGLE POLE, PAINTED TRICORN BLACK, BURIED DIRECTLY INTO CONCRETE FOOTING.

7-ELEVEN COLORS

■ 3M Scotchcal 3730-6537 Pantone PMS 336 C

DIRECTIONAL SIGNAGE Code: Per Zoning Admin: Submit desired proposal and City will review.

32 SQ. FT.

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6C. MAJOR PLANNED DEVELOPMENT DISTRICT AMENDMENT Z-25-8: City staff received an application for a major amendment to the Parkway Group Planned Development District (PDD) adding a 7-Eleven store at the Palmetto Coast Industrial Park (PCIP).

Background

The Planning Commission recommended approval of phases one and two of the PCIP in March of 2022, phase three in August of 2022, and the immediately adjacent phases four and five October 22, 2024. City Council approved phases four and five on December 2, 2024.

Proposed Changes

The applicant, Robert “Shep” Guyton, agent for the developer, has requested an amendment to the Parkway Group PDD revising an outparcel lot located in phases four/five of the PCIP to create a 7-Eleven convenience store site. Designed to serve both the industrial workforce and nearby residential areas, the project includes a 4,824 square foot store building with associated retail. The site layout features dual fuel canopies: One larger, front-facing canopy for passenger vehicles, and one smaller, rear canopy for diesel and larger trucks. The site includes 25 parking spaces and will be served by two internal driveways, which connect to Water Tower Road via deceleration lanes. The development will contribute \$25,000 toward Water Tower Road improvements in lieu of required street trees and sidewalks, and Firewise design principles shall be incorporated into the site design, including the use of fire-resistant materials and separation buffers.

Staff Review

Planning & Development, Planning Division

The Planning Department is reviewing the proposed amendment.

Planning & Development, Zoning Division

The Zoning Administrator is reviewing the proposed amendment.

Public Works

The Public Works Department is reviewing the proposed amendment.

Public Safety

The Fire Marshal has no issue with the proposed amendment.

According to § 23-4, Amendments, of the Zoning Ordinance, the advertisement requirement for Zoning Ordinance amendments is 15 days, and that advertisement notice has been met. The amendment is presented to the Planning Commission for a recommendation that will be forwarded to City Council at their next meeting scheduled for July 21, 2025.

Planning Commission Action

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

Alternative Motions

- 1) I move that the Planning Commission recommend approval of the major planned development district amendment to the Parkway Group PDD [Z-25-8] as submitted.
OR
- 2) I move that the Planning Commission recommend denial of the major planned development district amendment to the Parkway Group PDD [Z-25-8] as submitted.
OR
- 3) I move (an alternate motion).

PDD Zoning Finance Account Code:	3.22
FEE PAID:	\$500.00 on June 12, 2025
FILE NUMBER:	Z-25-8
Complete Submittal Date:	June 12, 2025



Notice Published:	June 8, 2025
Planning Commission:	June 24, 2025
First Reading:	July 21, 2025
Second Reading:	August 18, 2025

City of North Myrtle Beach, SC

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

GENERAL INFORMATION	
Date of Request: June 5, 2025	Property PIN(S): 38900000247
Property Owner(s): PCIP PHASE IV PARTNERS LLC	Type of Zoning Map Amendment: Major PDD Amendment
Address or Location: Water Tower Road	Project Contact: Robert Guyton
Contact Phone Number: Contact the Planning Division for Info	Contact Email Address: Contact the Planning Division for Info
PDD Name: Parkway Group	Total Area of Property: 2.25 Acres
Proposed Amendment: Proposal for 7-11 Store at the Palmetto Coast Industrial Park including plans, elevations, materials, and signage	

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: Robert Guyton

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

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

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

REC#: 01985259 6/20/2025 8:51 AM
OPER: C2 TERM: 002
REF#: 7985 SO

TRAN: 3.2200 PUD FEE
ROBERT GUYTON
WATER TOWER ROAD
BUILDING PERMITS 500.00CR

TENDERED: 500.00 CHECK
APPLIED: 500.00-

CHANGE: 0.00

