

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: September 15, 2025

Agenda Item: 7A	Prepared by: L. Suzanne Pritchard, PLA, AICP, CFM
Agenda Section: New Business: Ordinance. First Reading	Date: August 13, 2025
Subject: Amendment to the Parkway Group Planned Development District (PDD) creating Eagle's Nest Village [Z-25-9]	Division: Planning and Development

Background:

The Parkway Group PDD, originally approved in 2008, encompasses a mix of uses along the Water Tower Road corridor. Over time, portions have been developed through regular amendments as conceptual areas shown on the original plan have become specific projects, including the Palmetto Coast Industrial Park, McDowell Corporate Center, and a UPS facility. The most recent amendment reviewed in this area was for a 7-Eleven site at the Palmetto Coast Industrial Park directly across the street from this proposal.

Proposed Changes:

The applicant, Greg McFarland, architect, has requested an amendment to the Parkway Group PDD, revising a portion of the Henry Road West section of the original PDD into Eagle's Nest Village, a retail center. The originally entitled PDD designated this area as Commercial-1 with a total of 970,571 square feet of commercial on the larger parcel from which this site has been subdivided. The proposed Eagle's Nest Village includes four buildings totaling approximately 45,800 square feet.

The site will be accessed by one driveway aligned with the industrial park's northward entrance across the street; a second right-in, right-out only driveway is also provided. An access easement divides the property and allows for future access to the parcel located to the south. Building One, located at the rear of the site, consists of multiple leasable tenant spaces. Building Two houses a service station and small restaurant, with associated gas pumps located for visibility from Water Tower Road and designed to accommodate truck maneuvering. Building Three includes two to three leasable tenant spaces, and Building Four is intended for a fast-food restaurant with direct access near the site entrance.

The proposal includes 152 parking spaces, including spaces at the fuel pumps. A 20-foot buffer protects on-site wetlands, and stormwater is managed through a retention pond. The project will be constructed in phases and includes roadway improvements to Water Tower Road as well as financial contributions to future Complete Streets enhancements. Signage, landscaping, and Firewise construction practices are also addressed. Uses remain consistent with the original Commercial-1 designation, and the amendment reflects a refinement of the original entitlements rather than an increase in density.

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 July 21, 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

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)
CREATING EAGLE’S NEST VILLAGE**

Section 1:

That the Parkway Group PDD be amended to create Eagle’s Nest Village 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:

City Attorney
REVIEWED:

FIRST READING: 9.15.2025
SECOND READING: _____

City Manager

ORDINANCE: _____

Exhibit A

A written project description of

EAGLE'S NEST VILLAGE

A PORTION OF THE PARKWAY GROUP
PLANNED DEVELOPMENT DISTRICT
(P.D.D.)

PDD DOCUMENT TABLE OF CONTENTS

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Exhibit “A”: Boundary Survey of the Property

Exhibit “B”: Location Map

PDD Documentation Provided in Separate Exhibit Supplement.

- (i) Conceptual Site Plan
- (ii) Schematic Utility Plan
- (iii) Schematic Drainage Plan
- (iv) Proposed Landscaping Plan
- (v) Proposed Phasing Plan
- (vi) Building Conceptual Elevations / Building Materials / Building Signage
& Conceptual Monument 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 owned by Eagle Nest Village, LLC (formerly owned by Henry Road West, LLC), an original party to the Parkway Group PDD and the corresponding Development Agreement. The site consists of approximately 5.4 acres, located west of S.C. Highway 31& South West. The property is a portion of Horry County TMS/PIN No.: 155-00-01-053/389-00- 00-0002.

It is the specific intent of this PDD Amendment document ("PDD Amendment") to create and maintain a Retail Center, which is to accommodate leasable retail structures, a Service Station with provisions for gasoline and Diesel fueling, and two potential restaurants. This development is to take advantage of and support the Industrial Parks and nearby residential districts. This complex will also provide needed retail space and fueling taking advantage of proximity to the transportation corridors of Highway 22 and SC Highway 31. The complex provides various workforce opportunities for small and medium-sized businesses.

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 "Eagle's Nest Village" (Actual Project Name may be changed at a later date). The developer is Eagle Nest Village, LLC, and its related affiliates. The term "Developer" throughout this Document will include all subsidiaries and affiliates of Eagle Nest Village, 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.

SECTION 4: SITE PLAN

As a separate Exhibit Supplement to this Document, submitted together with this Document, contains the PDD Documentation, including the Site Plan depicting the parcel, which has been surveyed, but not yet subdivided, and the improvements 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.

SECTION 5: DEVELOPMENT DESCRIPTION

The Eagle's Nest Village is planned with four separate buildings, totaling approximately 45,800 square feet. The site is to be accessed by one drive entrance, aligned with the Industrial Park's northward entrance. A Cross Easement divides the property to allow access to the former Owner's property to the south of this parcel. The rear Building (Building One) consists of multiple leasable tenant spaces, with stairs and elevator to access second floor office space, which will serve as Sales Office for the complex as well as potential leasable office square footage. Building Two is designed to house a Service Station, and joint access to a small Restaurant with shared toilet facilities. The gas pumps are located for prominent visibility and to allow adequate maneuverability for Semi-Trucks for fueling. Building Three is designed to allow for potential 2 to 3 leasable tenant spaces with double frontage. Building four is intended to potentially be a Fast Food Restaurant with easy access to the main entrance. This could be subdivided as an outparcel, dedicated to the Restaurant with cross easements as required, should the intended user require. The parking is intended to meet City Ordinance for each designated use; 1 space / 300 sf for retail and office uses and 1 space per 100 square feet for restaurant use. A 20 foot wide water quality buffer will be maintained around the existing Wetlands, located on the northern most part of the property.

Table 1 below identifies the dimensional standards for the Project (from NMB Zoning)

Permitted Uses	Min. Site Area Acres		Setbacks (Feet)		Max. Height**	Impervious Surface	Separation of Structures
		Front	Side	Rear	50	60%	
* See Below	2.25	25	15	15			20

*Approved Uses include Professional Offices, Clubs/Lodges/Armories, Public Utilities, Libraries/Museums, Professional Service, Convenience Retail, Primary Retail, Secondary Retail, General Business, Funeral Homes, Commercial Recreation, Hospitals/Clinics/Nursing, Automobile Service, Commercial Parking, Manufacturing, Warehousing, Distribution, Wholesale, Boat Yard, Wireless Towers, Self Storage, and Climate Storage and related offices ancillary to the primary use, fueling of trucks and other equipment, washing and repair work on vehicles, trailers and equipment used in the operation of the primary business, both inside and outside the Building.

****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.

The development of the Project will comply with the requirements of “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, maintaining exterior building surfaces to avoid vegetation or other “fuel sources”, incorporating landscaping materials that reduce the flammability of the site, and maintain adequate separations between buildings and the property boundary. See Sheet AS1-L for proposed landscaping.

Project Signage: Below describes signage standards for the Project (from NMB Zoning) Signs for commercial uses:

- a. There shall be permitted one (1) freestanding sign per location not exceeding forty (40) feet in height.
- b. Total sign area per location shall not exceed one hundred fifty (150) square feet.
- c. Wall signs with an area of one (1) square foot per linear foot of building frontage are allowed provided area does not exceed total allowable area.
- d. Window signs are not to exceed twenty-five (25) percent of glazed area.

See details for conceptual monument sign and building signage- Sheet A3 herewith.

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

A. **Densities.** The overall density for the Project will not exceed 561,000 square feet of buildings.

B. **Permitted Uses.** Permitted Uses are as follows:

- (1) **Primary Building:** Professional Offices, Public Utilities, Professional Service, Convenience Retail, Primary Retail, Secondary Retail, Restaurants, General Business, Clinics/Nursing, Self Storage, and Climate Storage and related offices ancillary to the primary use, fueling of trucks and other equipment.
- (2) **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. Wetlands to be maintained in order to preserve the required sight triangle locations along Water Tower Road shall be subjected to a maintenance agreement by and between the owners of the Project and the owners of any other portion of the PDD which includes wetlands that would obscure sight triangles for the Project if not maintained. 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 the work or exact completion dates. See anticipated Phasing Plan sheet AS1-P.

SECTION 9: OFF-SITE AND STREETSCAPE IMPROVEMENTS

Certain vehicular traffic improvements outside of the boundaries of the Project will be required, including potential changes to the divided median of Water Tower Road to control the points of ingress to and egress from the Project and Water Tower Road, and the installation of turn lanes at the drive access 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.

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 widen the paved section of Water Tower Road, within the existing public right-of-way of Water Tower Road, to accommodate turning movements, concurrently with the site work improvements for the first building within the Amended Site Plan Parcel, such improvements being either (i) complete; or (ii) bonded in accordance with the City's typical roadway improvement bonding standards, at or prior to the issuance of a building permit for the second building within the Amended Site Plan Parcel.

(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 $561'-6''$ frontage $561.5/50'$ per tree = 12 trees x \$600 ea. = \$7,200_ + $561.5' \times \$6.00$ per linear foot of sidewalk = \$3369 – Totaling Ten Thousand Five Hundred Sixty Nine (\$10,569) Dollars, in two separate and equal installments, the first of such installments due and payable on or before the issuance of the building permit of the first building within the Amended Site Plan Parcel, and the second of such installments due and payable on or before the issuance of the certificate of

occupancy for the first building within the Amendment Site Plan Parcel, 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.

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": Boundary Survey of the Property

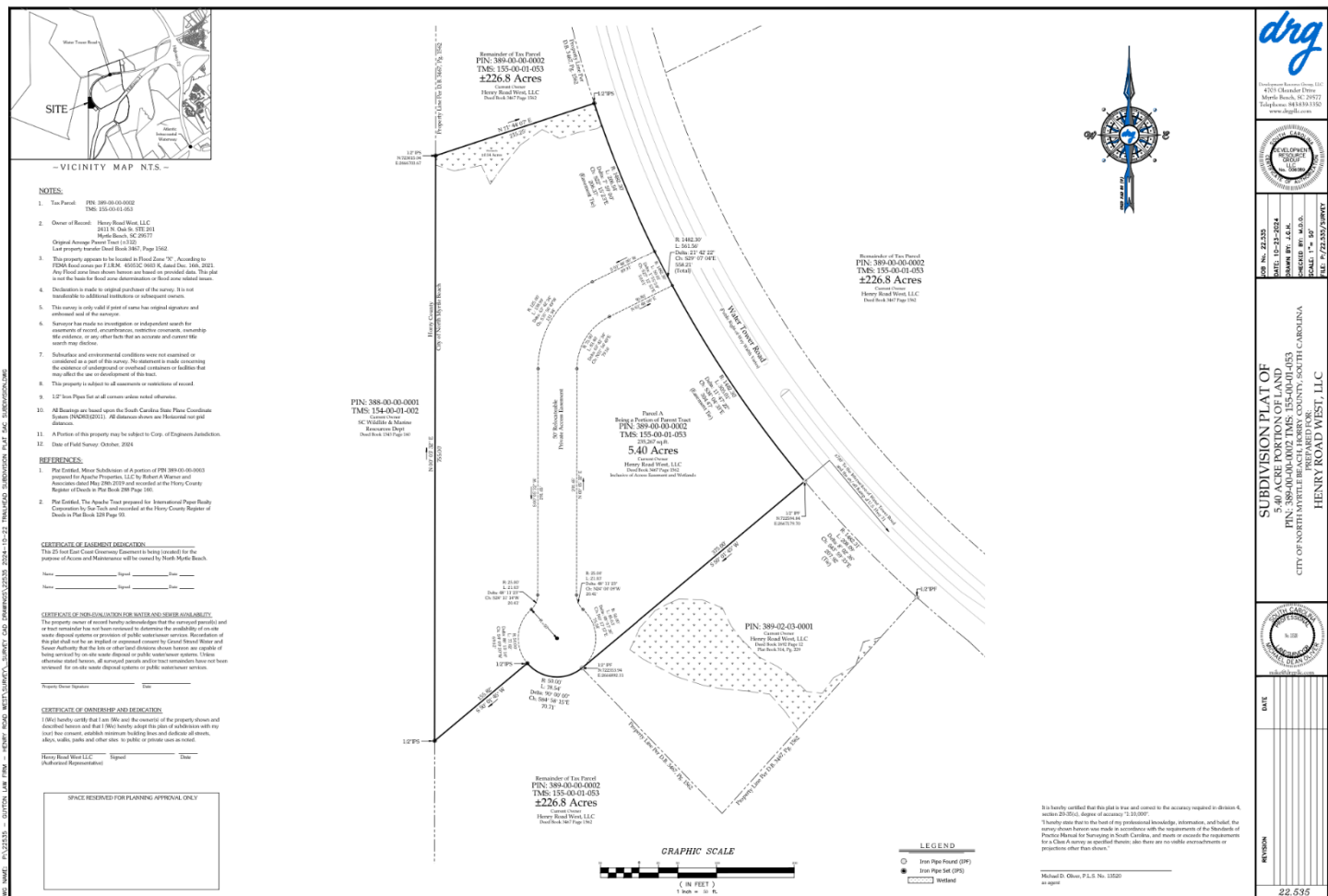
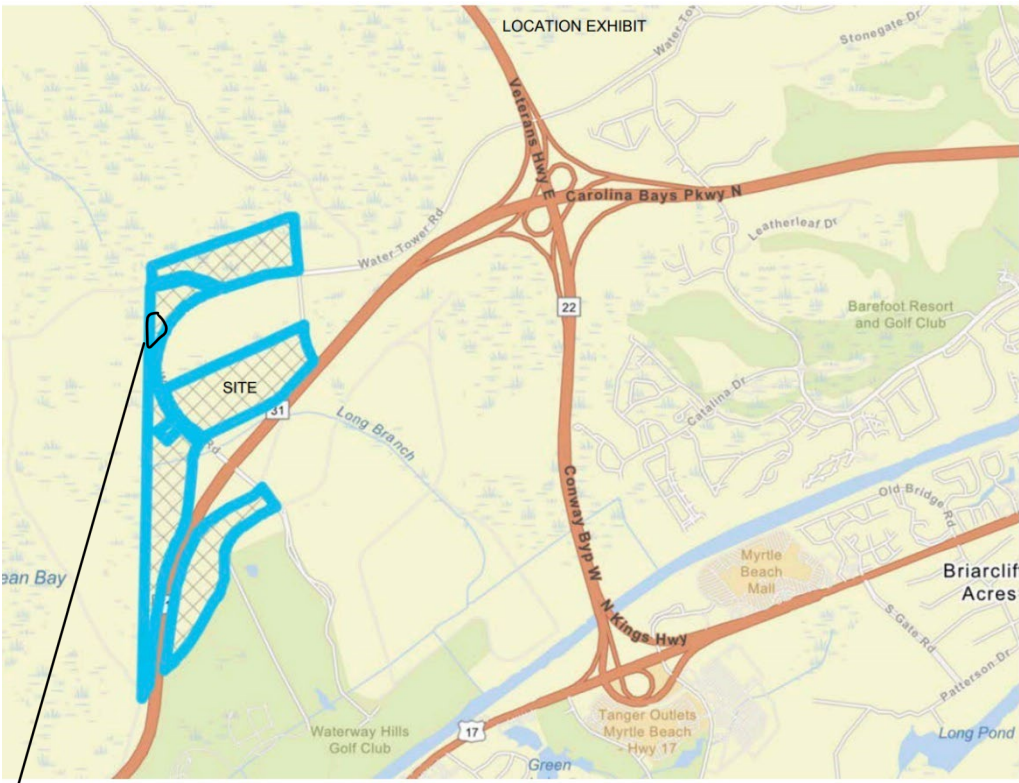


Exhibit “B”: Location Map

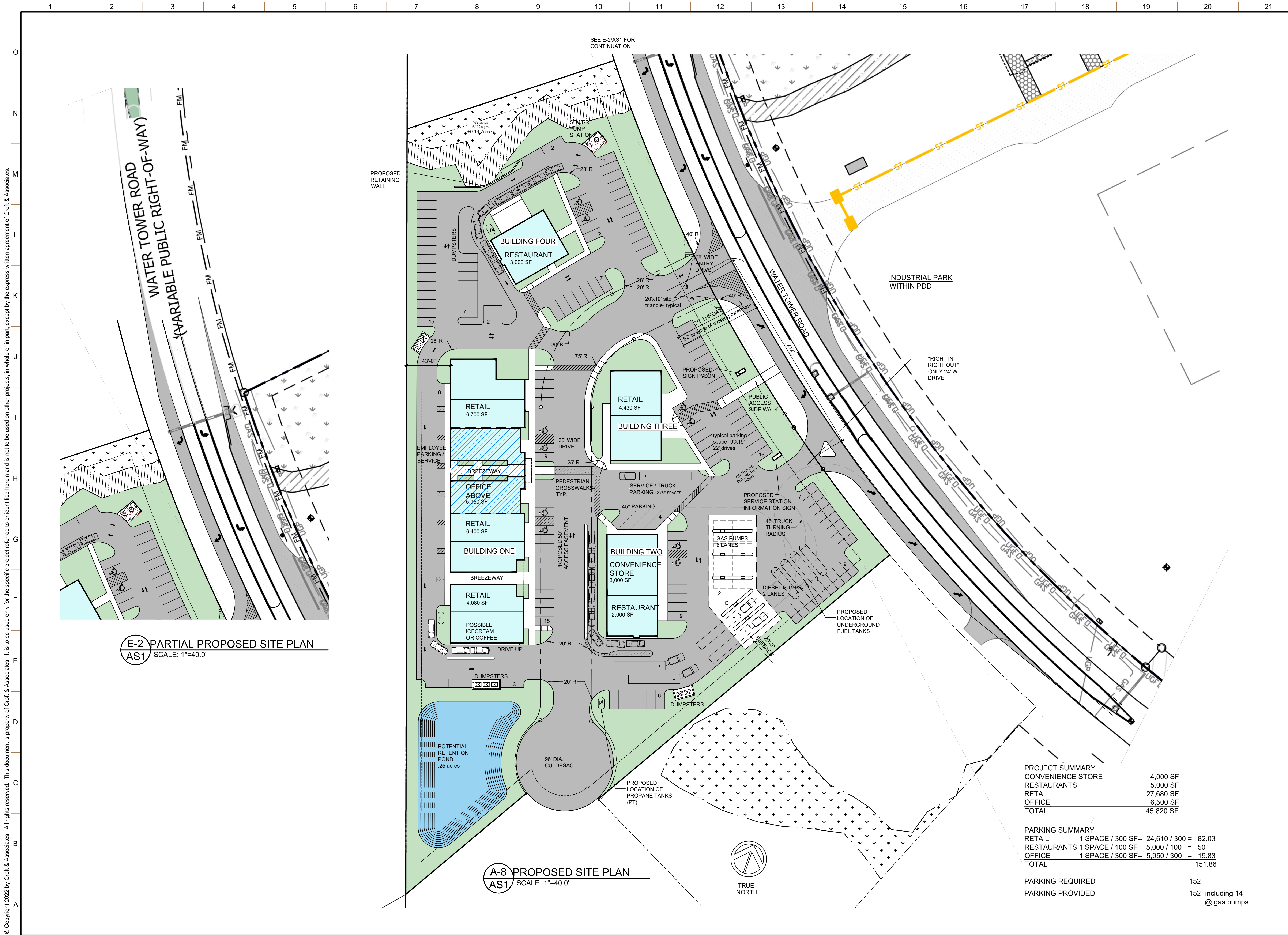
Parkway
Group
PDD



Eagle Nest
Village, LLC
Property
5.4 acres



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OWNER

PROJECT

**EAGLE NEST VILLAGE, LLC-
PROPOSED RETAIL DEVELOPMENT-
WATER TOWER ROAD-
THE PARKWAY GROUP PDD**

PROJECT NUMBER
24030

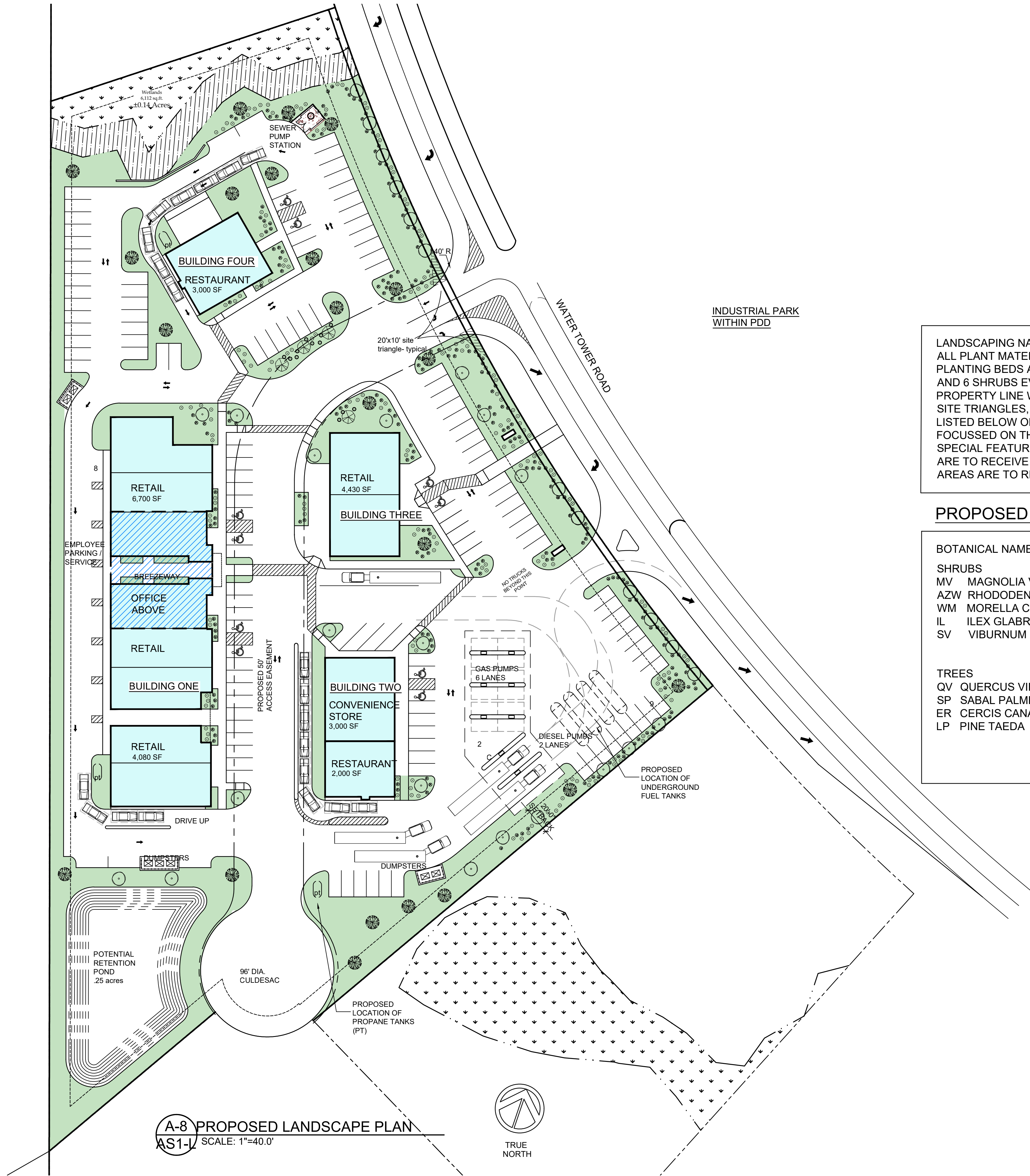
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CHECKED:
DATE: 8-13-25

SHEET TITLE
Site Plan

SHEET NO.

AS1

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INDUSTRIAL PARK
WITHIN PDD

LANDSCAPING NARRATION:
ALL PLANT MATERIAL IS TO BE NATIVE TO SOUTH CAROLINA.
PLANTING BEDS ALONG THE PERIMETER (ROAD FRONTAGE) ARE TO HAVE ONE CANOPY TREE
AND 6 SHRUBS EVERY 25 FEET. PLANTINGS ARE CONCEPTUALLY TO BE PLACED ALONG THE
PROPERTY LINE WITH THE EXCEPTION AT SIGN PYLON. TREES ARE TO BE LOCATED OUT OF
SITE TRIANGLES, AND OUT OF SITE LINES FOR SIGNAGE. PLANTINGS ARE TO BE OF VARIETIES
LISTED BELOW OR SIMILAR (TO BE DETERMINED) INTERIOR LANDSCAPING IS TO BE
FOCUSSED ON THE MAIN ENTRY DRIVE CORRIDOR AND AT ENTRY POINTS OF BUILDINGS OR
SPECIAL FEATURES. ALL PLANTINGS SHALL BE OF DROUGHT TOLERANT VARIETIES. ALL BEDS
ARE TO RECEIVE PINE BARK MULCH AND IRRIGATED. ALL OTHER INTERIOR LANDSCAPED
AREAS ARE TO RECIEVE CENTEPEED SOD. LARGER OPEN AREAS ARE TO BE HYDROSEEDDED

PROPOSED PLANT MATERIAL SCHEDULE

BOTANICAL NAME	COMMON NAME	SIZE
SHRUBS		
MV MAGNOLIA VIRGINIANA	SWEET BAY MAGNOLIA	3 GA.
AZW RHODODENRON "ANGEL"	ENCORE ANGEL AZALEA	3 GA.
WM MORELLA CERIFERA	WAX MYRTLE	3 GA.
IL ILEX GLABRA	INKBERRY	3 GA.
SV VIBURNUM ODORATISSIMUM	SWEET VIBRUNUM	3 GA.
TREES		
QV QUERCUS VIRGINIANA	LIVE OAK	3" CAL.- 12'-14'
SP SABAL PALMETTO Q	SABLE PALM	20'
ER CERCIS CANADENSIS	EASTERN RED BUD	3" CAL.- 8'-10'
LP PINE TAEDA	LOBLOLLY PINE	3" CAL.- 12'-14'

OWNER

PROJECT

**EAGLE NEST
VILLAGE, LLC-
PROPOSED RETAIL
DEVELOPMENT-
WATER TOWER
ROAD-
THE PARKWAY
GROUP PDD**

PROJECT NUMBER
24030

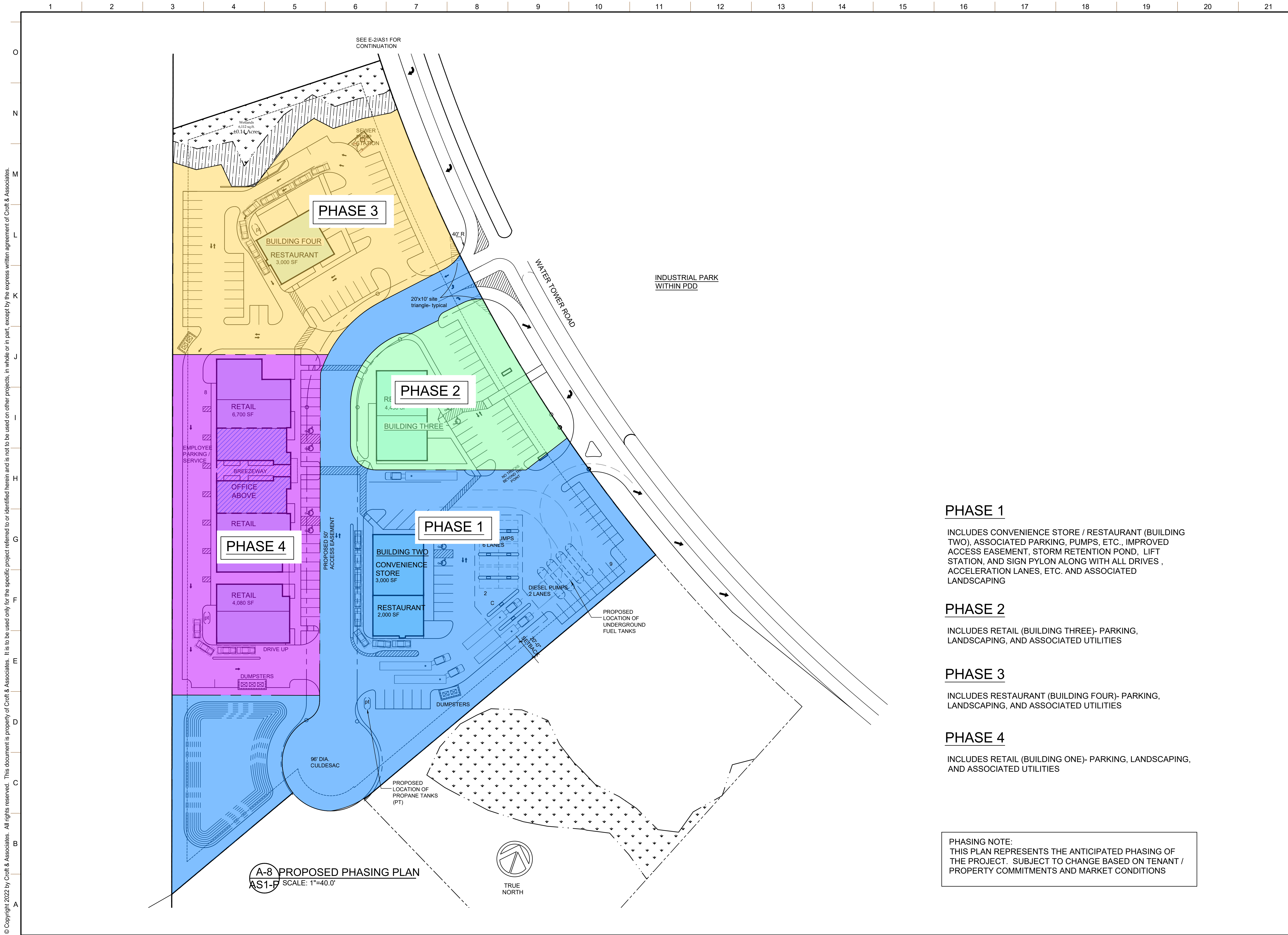
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SHEET TITLE
Site Plan

SHEET NO.

AS1-L

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PHASE 1

INCLUDES CONVENIENCE STORE / RESTAURANT (BUILDING TWO), ASSOCIATED PARKING, PUMPS, ETC., IMPROVED ACCESS EASEMENT, STORM RETENTION POND, LIFT STATION, AND SIGN PYLON ALONG WITH ALL DRIVES , ACCELERATION LANES, ETC. AND ASSOCIATED LANDSCAPING

PHASE 2

INCLUDES RETAIL (BUILDING THREE)- PARKING, LANDSCAPING, AND ASSOCIATED UTILITIES

PHASE 3

INCLUDES RESTAURANT (BUILDING FOUR)- PARKING, LANDSCAPING, AND ASSOCIATED UTILITIES

PHASE 4

INCLUDES RETAIL (BUILDING ONE)- PARKING, LANDSCAPING, AND ASSOCIATED UTILITIES

PHASING NOTE:
THIS PLAN REPRESENTS THE ANTICIPATED PHASING OF THE PROJECT. SUBJECT TO CHANGE BASED ON TENANT / PROPERTY COMMITMENTS AND MARKET CONDITIONS

OWNER

PROJECT

**EAGLE NEST VILLAGE, LLC-
PROPOSED RETAIL DEVELOPMENT-
WATER TOWER ROAD-
THE PARKWAY GROUP PDD**

PROJECT NUMBER
24030

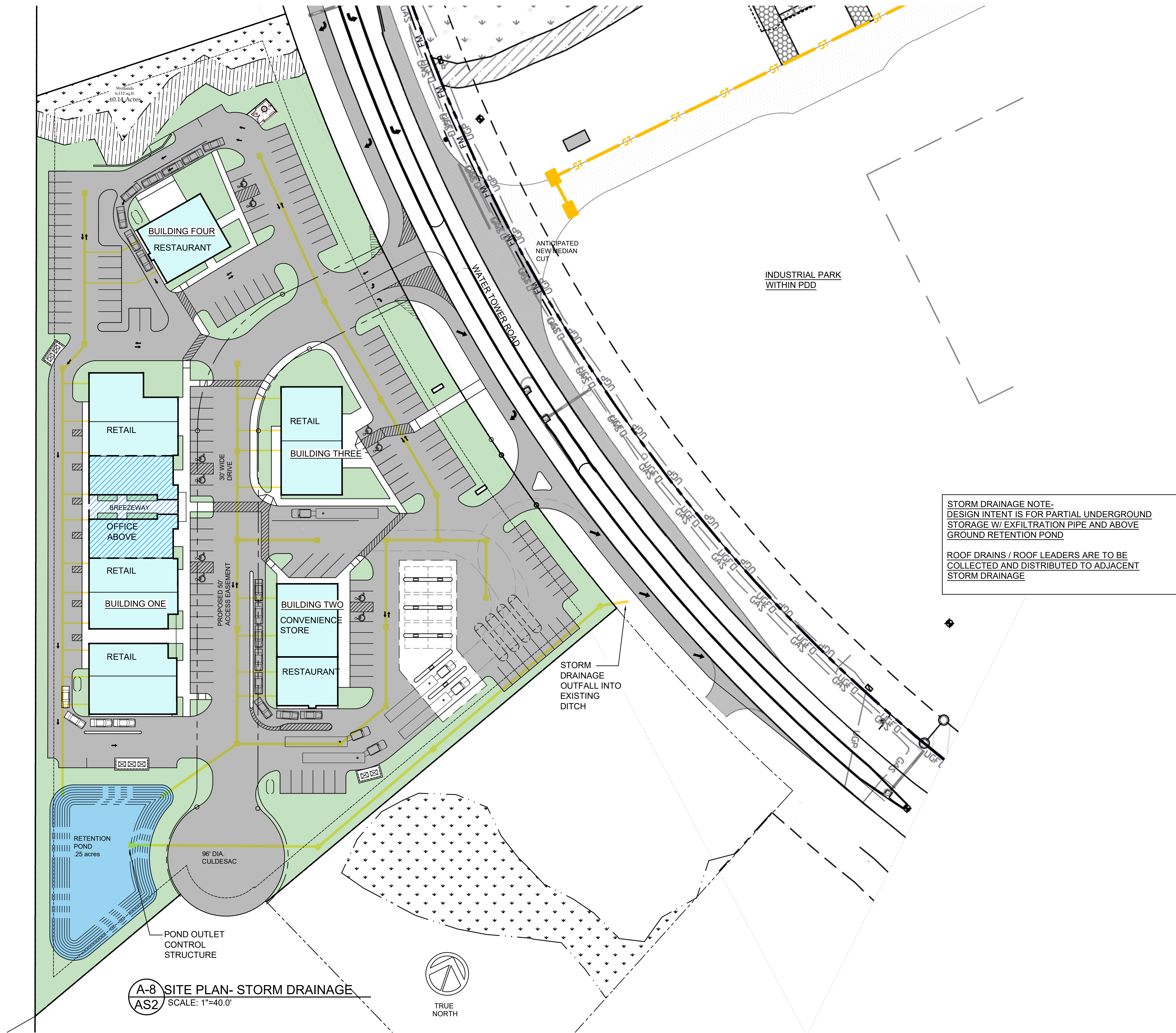
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SHEET TITLE
Site Plan

SHEET NO.

AS1-P

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OWNER

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**EAGLE NEST
VILLAGE, LLC-
PROPOSED RETAIL
DEVELOPMENT-
WATER TOWER
ROAD-
THE PARKWAY
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PROJECT NUMBER
24030

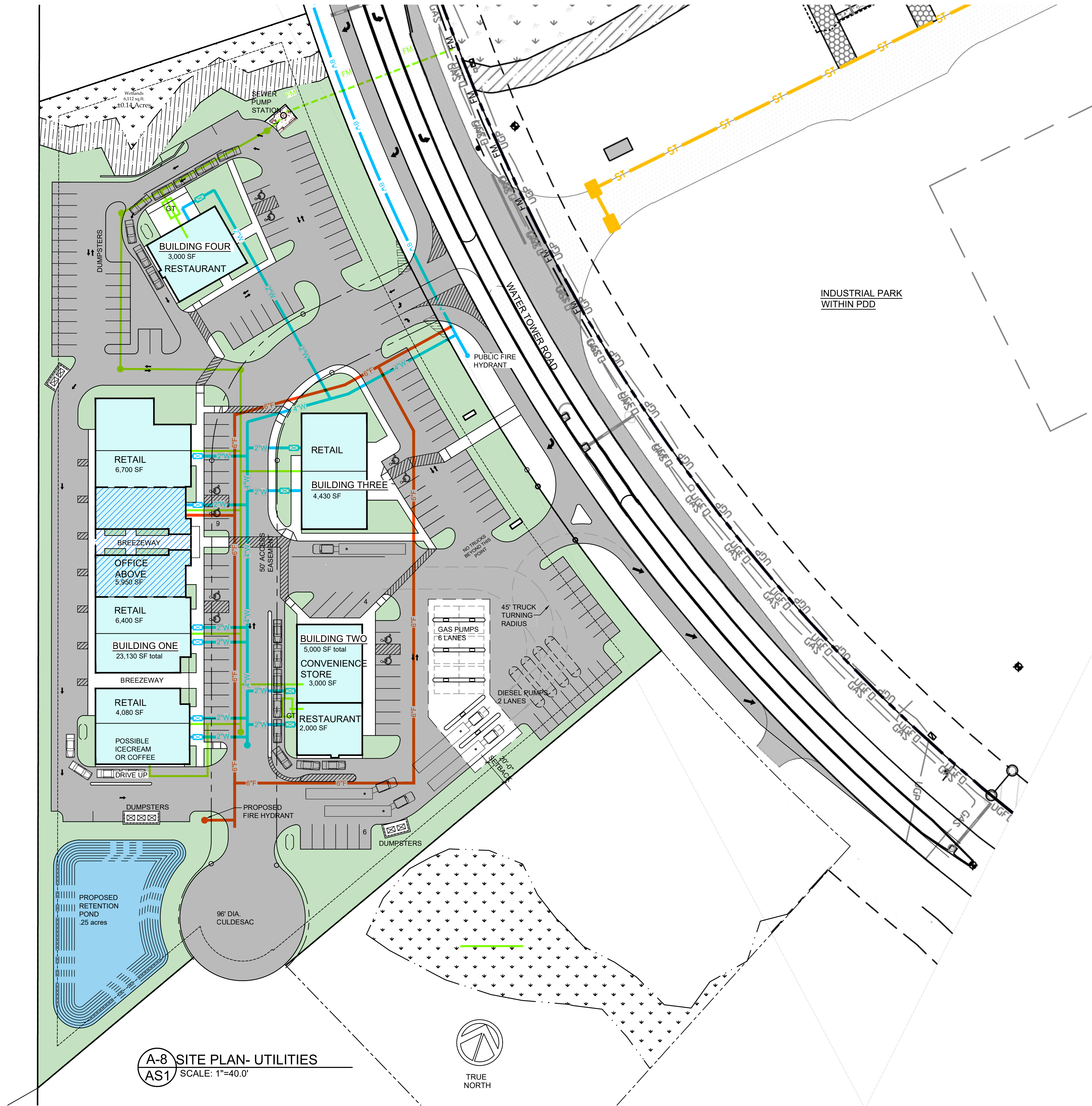
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SHEET TITLE
**Site Plan- Schematic
Storm Drainage**

SHEET NO.

AS2

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PROJECT

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PROPOSED RETAIL DEVELOPMENT-
WATER TOWER ROAD-
THE PARKWAY GROUP PDD**

PROJECT NUMBER
24030

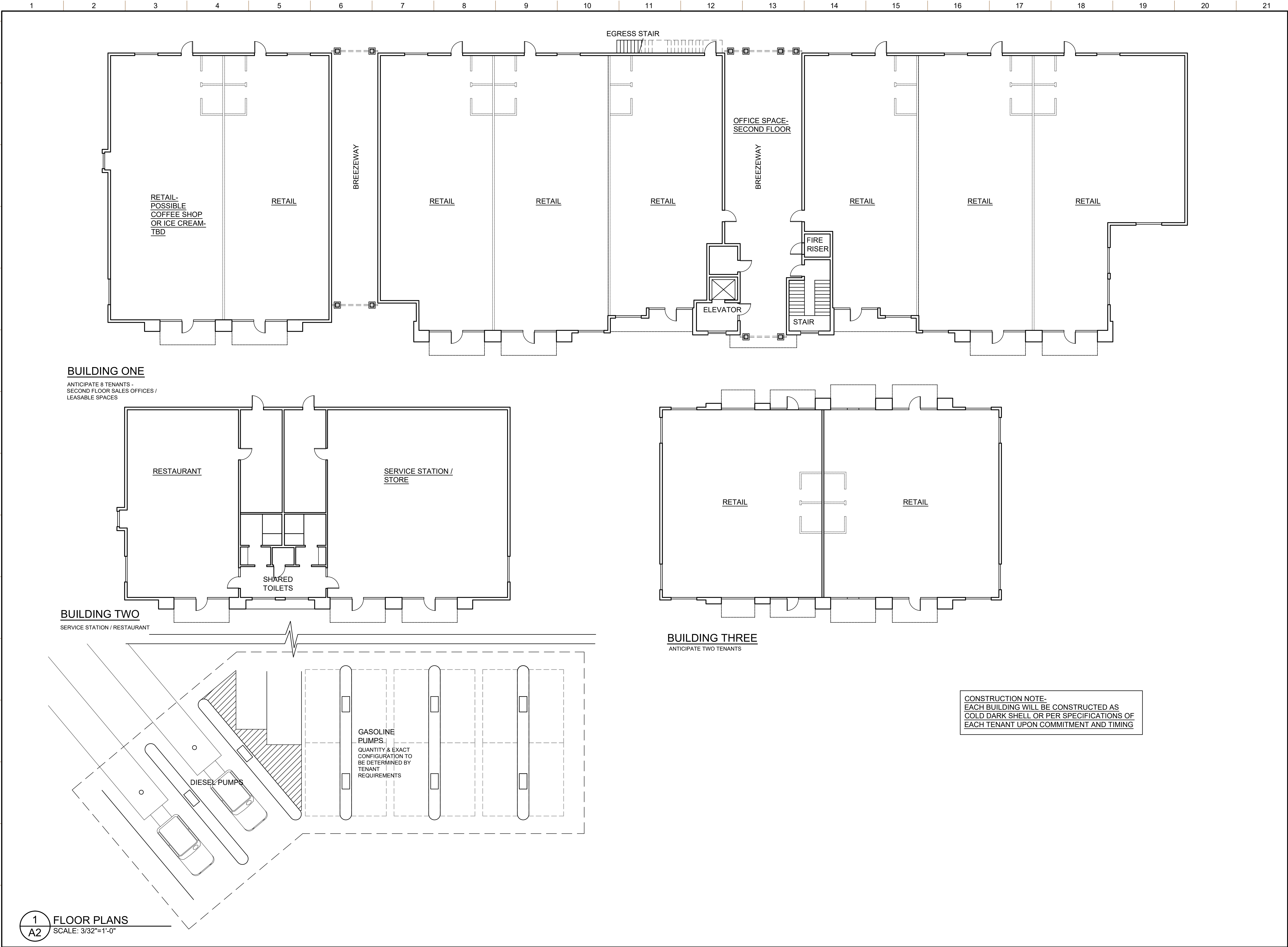
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DATE: 8-13-25

SHEET TITLE
Site Plan- Utilities

SHEET NO.

AS3

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VILLAGE, LLC-
PROPOSED RETAIL
DEVELOPMENT-
WATER TOWER
ROAD-
THE PARKWAY
GROUP PDD**

PROJECT NUMBER
23040

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SHEET TITLE
**Schematic
Floor Plans**

SHEET NO.

A1

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VILLAGE, LLC-
PROPOSED RETAIL
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WATER TOWER
ROAD-
THE PARKWAY
GROUP PDD**

PROJECT NUMBER
23040

DRAWN: GTMc
CHECKED:
DATE: 8-13-25

SHEET TITLE
**BUILDING
ELEVATIONS**

SHEET NO.

A2

BUILDING ONE- FRONT

BUILDING ONE- REAR

BUILDING ONE- SOUTH

BUILDING ONE- NORTH

BUILDING TWO- SOUTH

BUILDING TWO- FRONT- WITH GAS PUMP
STRUCTURE SHOWN

BUILDING TWO- NORTH

BUILDING TWO- FRONT- BUILDING ONLY

BUILDING TWO- REAR

BUILDING SIGNAGE BAR:
UP TO 16" LETTERS (50 SQ FT.)-
INTERNALLY LIT- STYLE, ETC.
PER TENANT REQUIREMENTS

LOW SLOPE ROOFS W/
ROOFTOP PACKAGE
MECHANICAL UNITS

REAR SIDE OF BUILDINGS DRAIN
TO GUTTER / DOWN SPOUT

BUILDING SIGNAGE BAR:
UP TO 16" LETTERS (50 SQ FT.)-
INTERNALLY LIT- STYLE, ETC.
PER TENANT REQUIREMENTS

DARK BRONZE MTL.
FLASHING / PARAPET CAPS /
AWNINGS

2'-0" OVERHANG

EIFS SYSTEM- GRAY

EIFS SYSTEM- WHITE

FIELD BRICK 1- GRAY

CAST STONE
WATER TABLE

BASE BRICK 1-
RED / BROWN

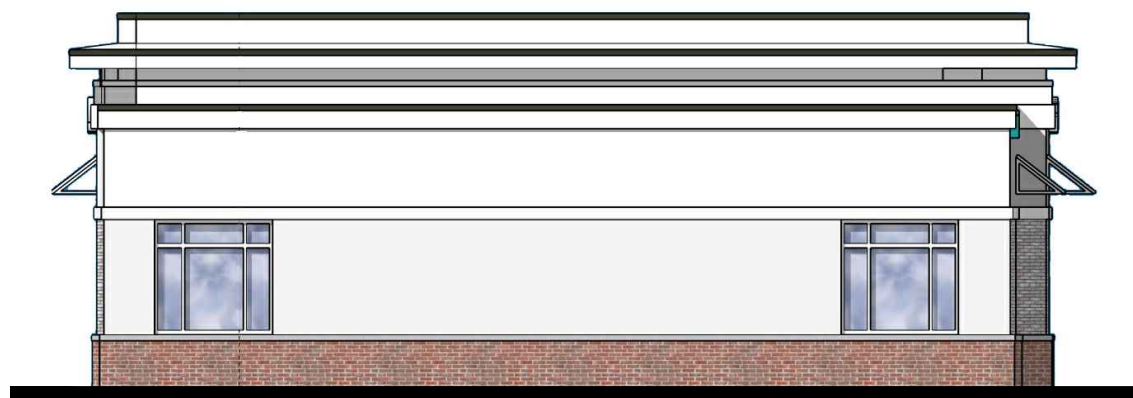
2
A2 BUILDING ELEVATION- COMMON ELEMENT
SCALE: 3/64"=1'-0"

DESIGN INTENT:- COMMON ARCHITECTURAL
ELEMENTS ARE TO BE INCORPORATED INTO EACH
BUILDING. SIGNATURE ARCHITECTURAL DETAILS OF
TENANT BRAND MAY BE INCORPORATED BUT
COMPLIMENTING THE OVERALL CENTER THEME- TBD

DISCLAIMER:
ARCHITECTURAL FEATURES, COLORS, ETC. MAY CHANGE
DEPENDING ON THE SPECIFIC NEEDS OF THE TENANT /
OCCUPANT. TO BE DETERMINED AT A LATER DATE

1
A2 BUILDING ELEVATIONS
SCALE: 3/32"=1'-0"

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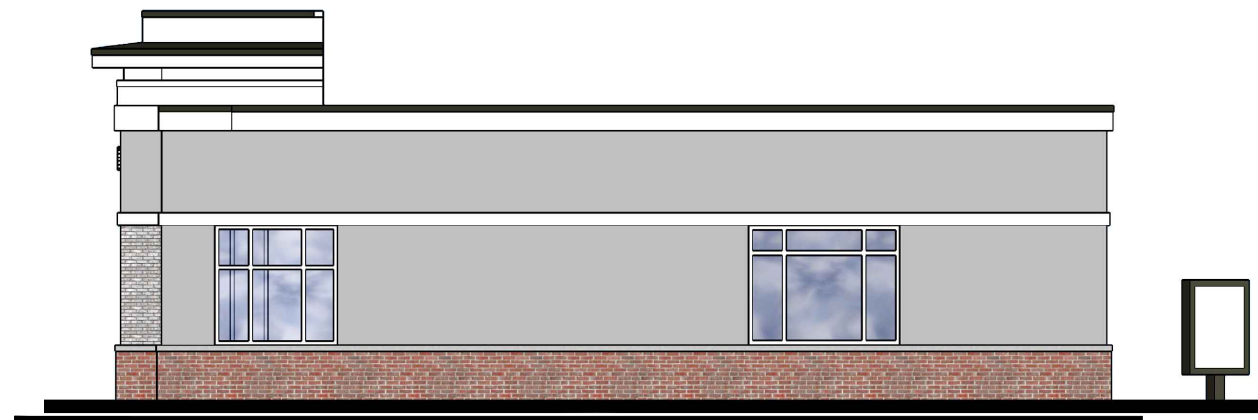
BUILDING THREE- SOUTH



BUILDING THREE- FRONT



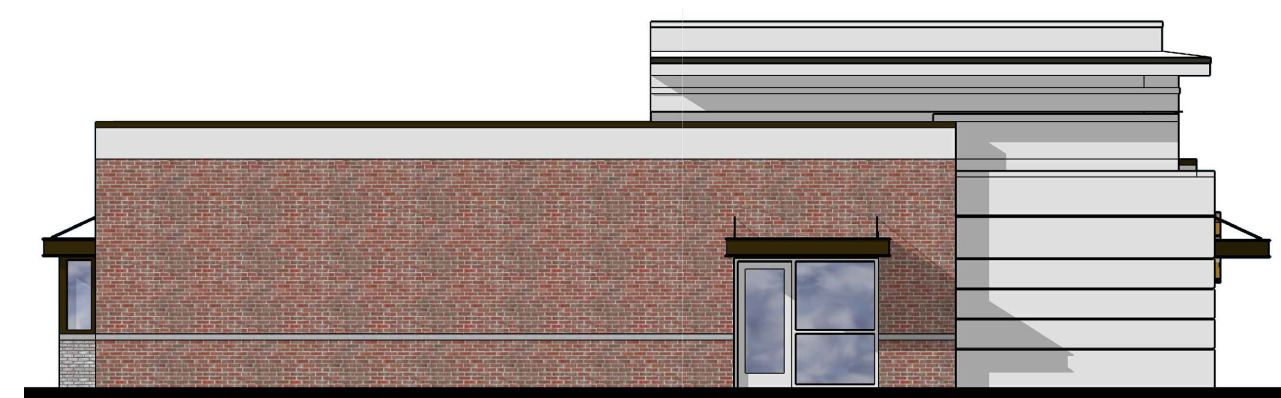
BUILDING THREE- REAR



BUILDING THREE- NORTH



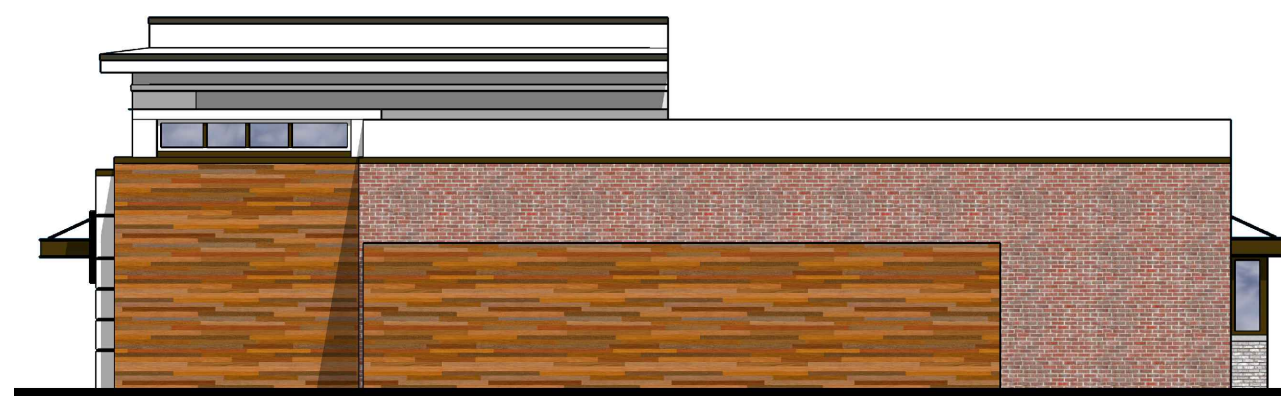
BUILDING FOUR- REAR



BUILDING FOUR- SOUTH



BUILDING FOUR- FRONT



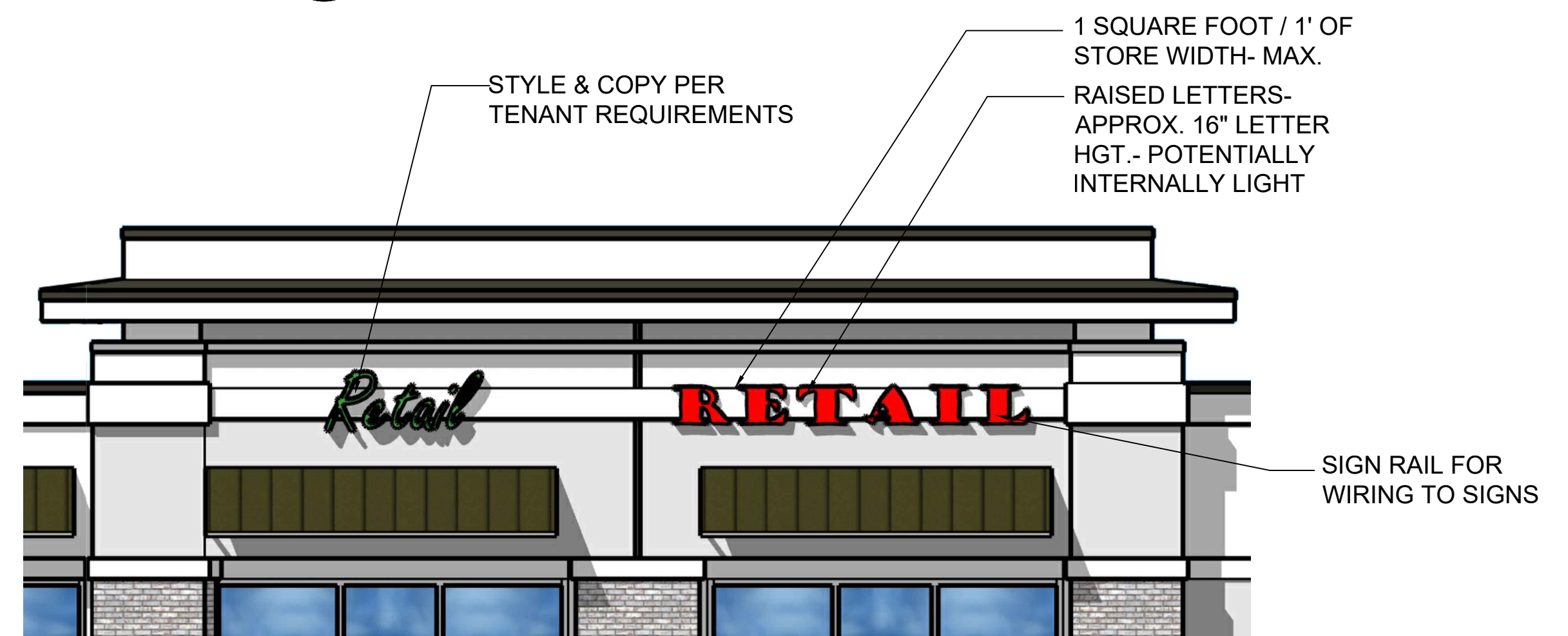
BUILDING FOUR- NORTH

DISCLAIMER:
ARCHITECTURAL FEATURES, COLORS, ETC. SUBJECT
TO CHANGE DEPENDING ON THE SPECIFIC NEEDS OF
THE TENANT / OCCUPANT. TO BE DETERMINED AT A
LATER DATE

1 BUILDING ELEVATIONS
SCALE: 3/32"=1'-0"



2 CONCEPTUAL SIGN PYLON
SCALE: nts



3 CONCEPTUAL WALL SIGNS
SCALE: 1/4"=1'-0"

OWNER

PROJECT

EAGLE NEST
VILLAGE, LLC-
PROPOSED RETAIL
DEVELOPMENT-
WATER TOWER
ROAD-
THE PARKWAY
GROUP PDD

PROJECT NUMBER
23040

DRAWN: GTMc CHECKED:
DATE: 8-13-25

SHEET TITLE
BUILDING
ELEVATIONS

SHEET NO.

A3

6A. MAJOR PLANNED DEVELOPMENT DISTRICT AMENDMENT Z-25-9: City staff received an application for a major amendment to the Parkway Group Planned Development District (PDD) creating the Eagle's Nest Village, a retail center with retail and office space, convenience store, and restaurants on a 5.4-acre site on Water Tower Road.

Background

Near the intersection of Highway 31 and Highway 22 and bounded by the Grande Dunes and Barefoot PDDs and the Intracoastal Waterway, the Parkway Group PDD was originally entitled in 2008. The originally approved PDD was approximately 1,363 acres and contained a variety of uses. Portions of the Henry Road Section of the original PDD have been amended to now contain the Palmetto Coast Industrial Park, McDowell Corporate Center, UPS Facility, and a new City Fire Station. Most recently at the June 24 meeting, the Planning Commission saw this area of the PDD when they were reviewing an outparcel site to create a 7-11 site across the street from this site.

Proposed Changes

The applicant, Greg McFarland, architect, has requested an amendment to the Parkway Group PDD revising a portion of the Henry Road West section of the original PDD into Eagle's Nest Village, a retail center. The originally entitled PDD designated this area as Commercial-1 with a total of 970,571 square feet of commercial on the larger parcel from which this site has been subdivided. The proposed Eagle's Nest Village includes four buildings totaling approximately 45,800 square feet.

The site will be accessed by one driveway aligned with the industrial park's northward entrance across the street. An access easement divides the property and allows for future access to the parcel located to the south. Building One, located at the rear of the site, consists of multiple leasable tenant spaces. Building Two houses a service station and small restaurant, with associated gas pumps located for visibility from Water Tower Road and designed to accommodate truck maneuvering. Building Three includes two to three leasable tenant spaces, and Building Four is intended for a fast-food restaurant with direct access near the site entrance.

The proposal includes 152 parking spaces, including spaces at the fuel pumps. A 20-foot buffer protects on-site wetlands, and stormwater is managed through a retention pond. The project will be constructed in phases and includes roadway improvements to Water Tower Road as well as financial contributions to future Complete Streets enhancements. Signage, landscaping, and Firewise construction practices are also addressed. Uses remain consistent with the original Commercial-1 designation, and the amendment reflects a refinement of the original entitlements rather than an increase in density.

Staff Review

Planning & Development, Planning Division

The Planning Department has reviewed the proposed amendment and recommends two revisions. First, due to the site's proximity to the Lewis Ocean Bay Heritage Preserve, staff requests that all proposed plantings be limited to native species and their cultivars. Second, staff recommends that the financial contribution for streetscape improvements be updated to reflect the estimated cost of installing a five-foot-wide sidewalk along the property's frontage and native canopy trees (minimum two-inch caliper) spaced every fifty feet.

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 City Council at their next meeting scheduled for August 18, 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-25-9] 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-25-9] as submitted.
OR
- 3) I move (an alternate motion).

PDD Zoning Finance Account Code:	3.22
FEE PAID:	\$500.00 on June 18, 2025
FILE NUMBER:	Z-25-9
Complete Submittal Date:	June 27, 2025



Notice Published:	July 3, 2025
Planning Commission:	July 22, 2025
First Reading:	August 18, 2025
Second Reading:	September 15, 2025

City of North Myrtle Beach, SC

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

GENERAL INFORMATION	
Date of Request: June 11, 2025	Property PIN(S): 38902030002
Property Owner(s): Eagle Nest Village, LLC	Type of Zoning Map Amendment: Major PDD Amendment
Address or Location: Water Tower Road	Project Contact: Greg McFarland
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: 5 Acres
Proposed Amendment: A proposed Retail Center, including Retail, Office Space, Gas Station Convenience Store and Restaurants	
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). <i>Applicant's E-signature: <u>Greg McFarland</u></i>	
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.	

