

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: October 6, 2025

Agenda Item: 7D	Prepared by: Amber Elmadolar, Plan Reviewer
Agenda Section: New Business: Ordinance. First Reading	Date: October 1, 2025
Subject: Petition for Annexation and Zoning Designation for ±2.00 acres on Water Tower Road [Z-25-13]	Division: Planning and Development

Background:

Jeremy Hartlaub, owner, previously petitioned the City of North Myrtle Beach to annex ±2.00 acres on Water Tower Road identified by PIN 348-02-04-0002 for annexation and zoning to Limited Industrial (LI). City Council expressed concerns with the LI zoning district at the June 16 meeting, and the applicant withdrew the original petition. This new petition reflects the requested City of North Myrtle Beach zoning district of Highway Commercial (HC) and will be heard concurrently.

Existing Conditions:

The subject property area is contiguous to the corporate boundary of the City of North Myrtle Beach and is zoned CFA under Horry County jurisdiction. Located on Water Tower Road, the parcel is fully developed for commercial use and improved with a modern commercial structure, featuring paved access, utilities, and site enhancements suitable for retail or service-based operations. Surrounding parcels within City limits are zoned LI and Mid-Rise Multifamily Residential (R-2A); surrounding county parcels are zoned CFA. Upon annexation, the parcel would be designated HC as per Exhibit A: Zoning Map Z-25-13, prepared by the City of North Myrtle Beach Planning and Development Department, depicting the annexation boundary. A proposed ordinance has been attached for Council’s review.

HC Zoning District:

	Single-Family Dwelling	Multifamily Dwellings	Hotels, Motels, Resort Accommodations	All Other Uses ³
Minimum Site Area (SF)	NA	15,000	15,000	10,000
Minimum Lot Area per Dwelling Unit	10,000	1,350	NA	NA
Minimum Lot Width	NA	100 feet	100 feet	NA
Minimum Yards:	Front	25 feet	20 feet	20 feet
	Side	10 feet ⁵	¹	8 ²
	Rear	20 feet	20 feet	20 feet
Maximum Impervious Surface Ratio	60%	80%	80%	90%
Common Open Space		20%	20%	NA
Maximum Height of Structures	35 feet	50 feet	70 feet	50 feet ⁴
Maximum Height of Signs	N/A	10 feet	40 feet	40 feet

Notes:

¹ Ten (10) feet for the first thirty-five (35) feet plus one (1) foot for each one and one-half (1½) feet over thirty-five (35) feet; for each building in excess of eighty (80) feet in width, one (1) additional foot on each side shall be required for each seven (7) feet in building width over eighty (80) feet. For the purpose of calculating side setbacks and/or building separations, the height of the roof section (if not devoted to living or storage space) shall not be considered in determining the height of the structures.

² On buildings two hundred (200) feet in width or less, an eight-foot setback shall be required, except that commercial condominium projects shall be allowed to share interior property lines; for buildings greater than two hundred (200) feet in width, the following setbacks shall be required on the end units; further provided that such projects (buildings) shall not exceed six hundred (600) feet in width.

Width of Project	Side Yard Required (2 Sides)
To 200 feet	8 feet
201—400 feet	16 feet
401—600 feet	30 feet

³ "Big box" retail shall provide the following: All lighting systems installed within the parking area shall use a ninety-degree (or less) cutoff luminaire angled away from non-commercial properties with a maximum height of thirty (30) feet measured from the base of the pole when installed. All lamp posts shall be contained within a landscape island. Reference article VII, general supplemental, developments of regional significance, for guidelines and standards affecting gross retail square footage of seventy-five thousand (75,000) square feet or greater.

⁴ With approval of the North Myrtle Beach Board of Zoning Appeals as a special exception, amusement rides in amusement parks can extend up to seventy (70) feet in height.

⁵ A five-foot side yard setback shall be required for substandard lots of record.

Planning Commission Action:

The Planning Commission held a public hearing on September 16, 2025, and voted to recommend approval of the annexation and zoning designation, citing "C", to recognize substantial change or changing conditions or circumstances in a particular locality. There was no public comment.

Recommended Action:

Approve or deny the proposed ordinance on first reading

Reviewed by 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
ANNEXING ±2.00 ACRES IDENTIFIED BY PIN 348-02-04-0002.**

WHEREAS, Jeremy Hartlaub, owner, has petitioned the City of North Myrtle Beach for annexation of ±2.00 acres consisting of the following parcel PIN 348-02-04-0002 as referenced on Exhibit A: Zoning Map Z-25-13, prepared by the City of North Myrtle Beach Planning & Development Department depicting the annexation boundary, which is attached hereto and incorporated herein by reference; and

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

WHEREAS, the City Council has received a report from the Planning Commission recommending the subject property be zoned Highway Commercial (HC) upon annexation.

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

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

Section 2. Zoning Designation. The Annexed Parcel is hereby designated and zoned as Highway Commercial (HC).

DONE, RATIFIED AND PASSED, THIS _____ DAY OF _____, 2025.

ATTEST:

Mayor Marilyn Hatley

City Clerk

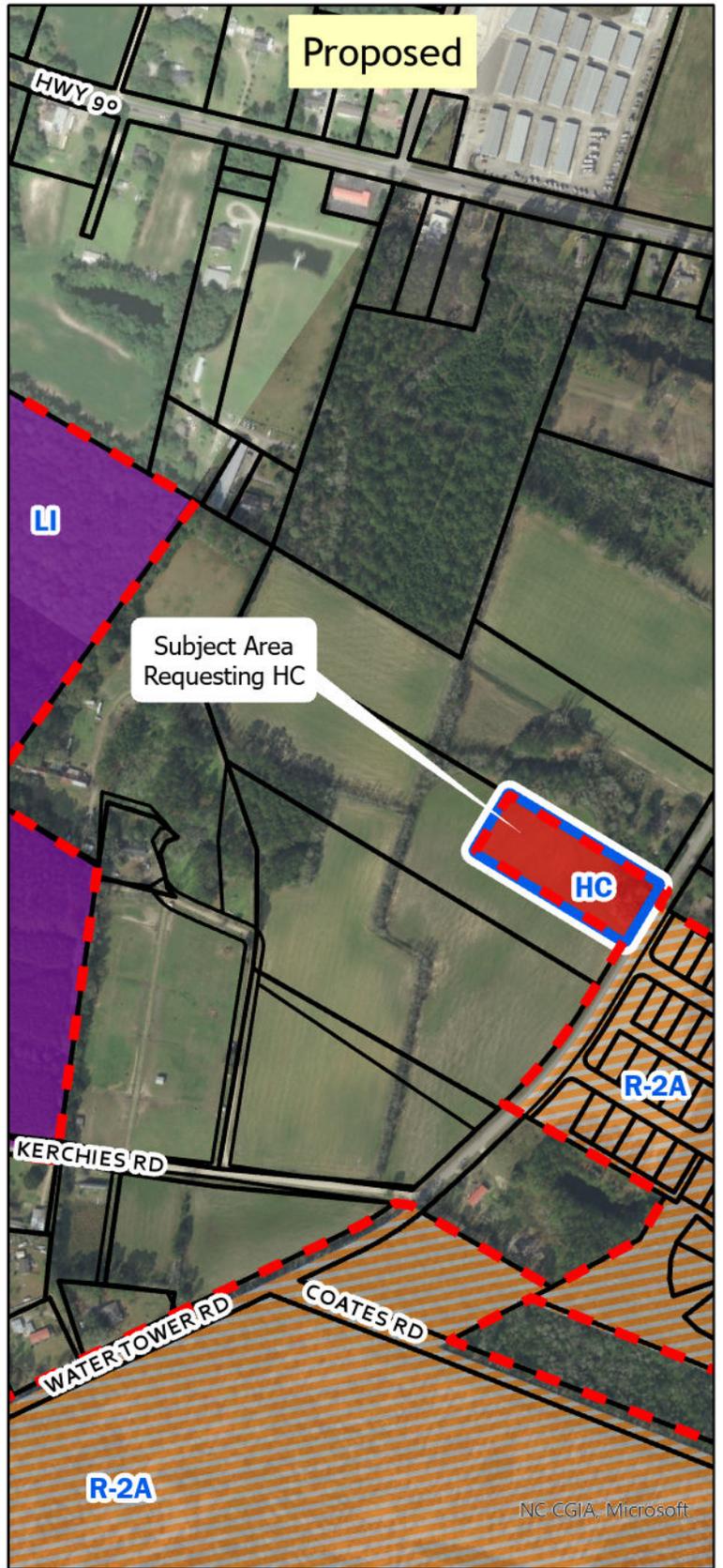
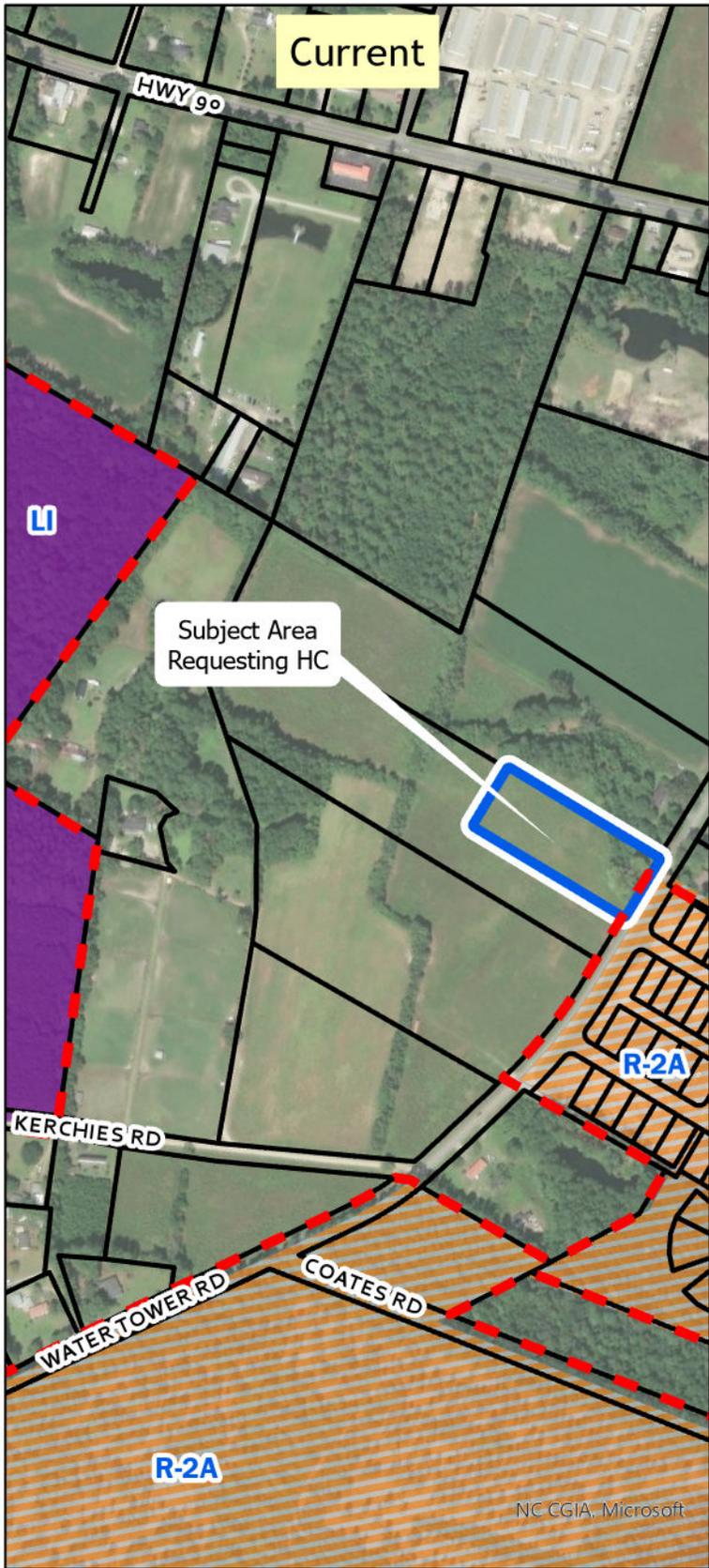
APPROVED AS TO FORM:

City Attorney
REVIEWED:

FIRST READING: 10.6.2025
SECOND READING: _____

City Manager

ORDINANCE: _____

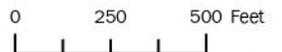


Legend

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



Exhibit A: Zoning Map Z-25-13



6B. ANNEXATION & ZONING DESIGNATION Z-25-13: City staff received a petition to annex ±2.00 acres on Water Tower Road identified by PIN 348-02-04-0002. The lots are currently unincorporated and zoned Commercial Forest Agriculture (CFA) by Horry County. The petition also reflects the requested City of North Myrtle Beach zoning district of Highway Commercial (HC) and will be heard concurrently.

History:

On May 20, 2025, the Planning Commission recommended approval for a petition for annexation and zoning to Limited Industrial (LI) involving this parcel. The petition failed to receive approval from City Council, who preferred HC. The applicant withdrew the original petition and submitted with the requested district HC.

Existing Conditions and Surrounding Land Uses:

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

HC Zoning District

		Single-Family Dwelling	Multifamily Dwellings	Hotels, Motels, Resort Accommodations	All Other Uses ³
Minimum Site Area (SF)		NA	15,000	15,000	10,000
Minimum Lot Area per Dwelling Unit		10,000	1,350	NA	NA
Minimum Lot Width		NA	100 feet	100 feet	NA
Minimum Yards:	Front	25 feet	20 feet	20 feet	20 feet
	Side	10 feet ⁵	¹	¹	8 ²
	Rear	20 feet	20 feet	20 feet	20 feet
Maximum Impervious Surface Ratio		60%	80%	80%	90%
Common Open Space			20%	20%	NA
Maximum Height of Structures		35 feet	50 feet	70 feet	50 feet ⁴
Maximum Height of Signs		N/A	10 feet	40 feet	40 feet

Notes:

¹Ten (10) feet for the first thirty-five (35) feet plus one (1) foot for each one and one-half (1½) feet over thirty-five (35) feet; for each building in excess of eighty (80) feet in width, one (1) additional foot on each side shall be required for each seven (7) feet in building width over eighty (80) feet. For the purpose of calculating side setbacks and/or building separations, the height of the roof section (if not devoted to living or storage space) shall not be considered in determining the height of the structures.

² On buildings two hundred (200) feet in width or less, an eight-foot setback shall be required, except that commercial condominium projects shall be allowed to share interior property lines; for buildings greater than two hundred (200) feet in width, the following setbacks shall be required on the end units; further provided that such projects (buildings) shall not exceed six hundred (600) feet in width.

Width of Project	Side Yard Required (2 Sides)
To 200 feet	8 feet
201–400 feet	16 feet
401–600 feet	30 feet

³ "Big box" retail shall provide the following: All lighting systems installed within the parking area shall use a ninety-degree (or less) cutoff luminaire angled away from non-commercial properties with a maximum height of thirty (30) feet measured from the base of the pole when installed. All lamp posts shall be contained within a landscape island. Reference article VII, general supplemental, developments of regional significance, for guidelines and standards affecting gross retail square footage of seventy-five thousand (75,000) square feet or greater.

⁴ With approval of the North Myrtle Beach Board of Zoning Appeals as a special exception, amusement rides in amusement parks can extend up to seventy (70) feet in height.

⁵ A five-foot side yard setback shall be required for substandard lots of record.

Planning Commission Action:

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

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

The Future Land Use map contained in the 2018 Comprehensive Plan recommends Residential Suburban as a land use class for the subject area. The principal permitted uses noted in the compliance index include primarily single-family lots, small farms and farm related uses such as produce stands, and mobile homes on individual lots. The recommended primary zoning district is Single-Family Residential Low-Density (R-1); Single-Family Residential Low-Medium Density (R-1A), Single-Family Low-Medium Density (R-1B) are the secondary zoning district alternatives.

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

- b) Whether the request violates or supports the Plan:

Chapter 5, "The Way We Grow," of the 2018 Comprehensive Plan identifies the Residential Suburban future land use classification as follows: The purpose of this classification is to define, protect, and provide low density, single-family detached housing areas where designated, and to prohibit any development that would compromise existing residential characteristics. In addition, these areas are intended to provide for in-fill and expansion of existing neighborhoods and subdivisions. Standards and densities for these areas are designated to reflect existing conditions. This area is also intended to allow

incorporation of property west of the waterway at densities typical of inland development. Primarily single-family lots, small farms and farm related uses such as produce stands, and mobile homes on individual lots, excluding large mobile home parks, are compatible uses here. This category allows up to five dwelling units per acre (du/acre).

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

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

The purpose of the HC zoning district is, “The purpose of this district is to provide commercial opportunities to the traveling public, and areas in the community where large-scale commercial projects may take place with minimal impact on contiguous residential development.

This parcel is located in a transition area between Highways 90 and 22, both major transportation corridors that have attracted contractors, suppliers, and storage facilities due to their accessibility. At the same time, residential neighborhoods are steadily growing in this area. The HC zoning district is designed to provide commercial opportunities along busy routes while keeping impacts on nearby homes to a minimum. In this case, HC is appropriate because it supports commercial activity that benefits from the visibility and traffic of the highways, but it also helps ensure that future development is more compatible with the residential growth happening nearby.

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

Access is subject to SCDOT encroachment permit approval.

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

Public water and sewer is available through GSWSA.

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

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

This petition for annexation and zoning designation is presented to the Planning Commission for a recommendation that will be forwarded to the City Council at their next meeting tentatively scheduled for October 6, 2025. Should the Planning Commission desire to forward a positive recommendation to the City Council, one of the reasons should be included in the report.

Staff Review:

Planning and Development, Planning Division

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

Planning and Development, Zoning Division

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

Public Works

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

Public Safety

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

Planning Commission Action:

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

Alternative Motions

- 1) I move that the Planning Commission recommend approval of the annexation and zoning petition [Z-25-13] as submitted.

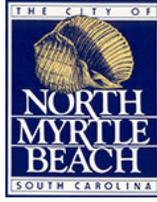
OR

- 2) I move that the Planning Commission recommend denial of the annexation and zoning petition [Z-25-13] as submitted.

OR

- 3) I move (an alternate motion).

FILE NUMBER:	Z-25-13
Complete Submittal Date:	August 14, 2025



Notice Published:	August 28, 2025
Planning Commission:	August 22, 2025
First Reading:	October 6, 2025
Second Reading:	October 20, 2025

City of North Myrtle Beach, SC

Petition for Annexation & Zoning

GENERAL INFORMATION

Date of Request: August 14, 2025	Property PIN(S): 34802040002
Property Owner(s): MGMT, LLC	Type of Zoning Map Amendment: Petition for Annexation and Zoning
Address or Location: 2488 Water Tower Rd., Longs, SC 29568	Project Contact: Jeremy Hartlaub
Contact Phone Number: Contact the Planning Division for Info	Contact Email Address: Contact the Planning Division for Info
Current County Zoning: Horry	Proposed Zoning: HC
Total Area of Property: 2 Acres	Approximate Population of Area to be Annexed: 0

RECORDED COVENANT INFORMATION

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

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

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

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

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

Signature Page to Follow

**HORRY COUNTY REGISTER OF DEEDS
TRANSMITTAL SHEET**

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

DOCUMENT TYPE OF INSTRUMENT BEING FILED: Deed

DATE OF INSTRUMENT: .

DOCUMENT SHALL BE RETURNED TO:

NAME: Gwin Law Office, LLC

ADDRESS:

5001 N Kings Hwy Ste 203

Myrtle Beach, SC 29577-2556

TELEPHONE: (843) 839-2239

FAX: (843) 839-2239

E-MAIL ADDRESS: rgwin3@gmail.com

Related Document

(s):

PURCHASE PRICE / MORTGAGE AMOUNT: \$ 188875.00

BRIEF PROPERTY DESCRIPTION: New Lot 3-A Vereen Estates

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

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

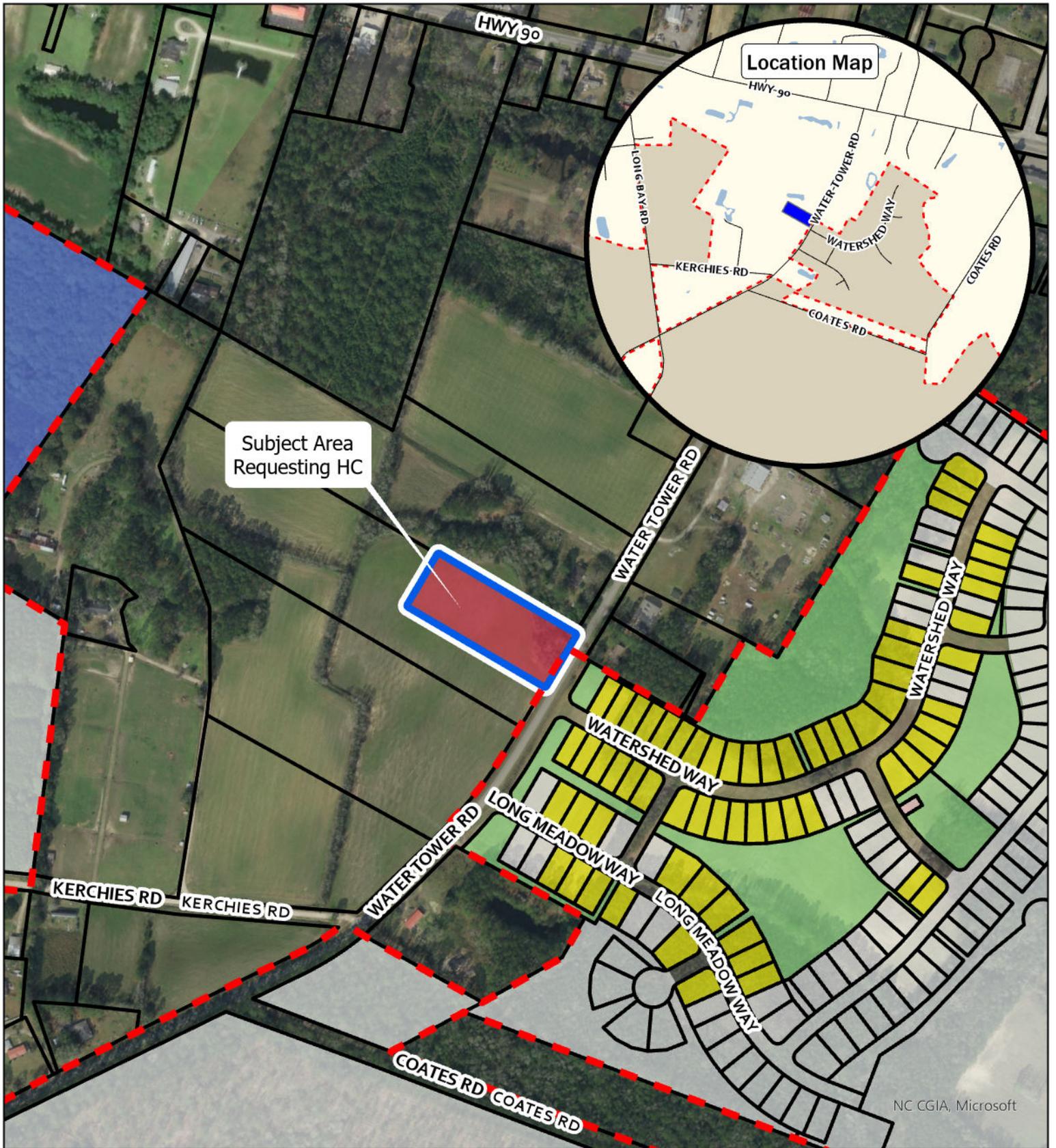
FULL BUSINESS NAME

1. **DAWOL HOMES, INC.**

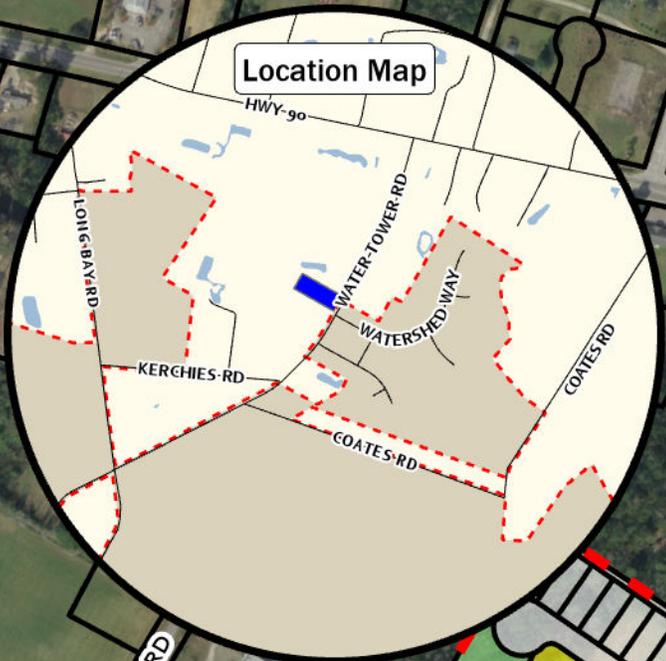
GRANTEE / MORTGAGEE / OBLIGEE (TO WHO):

FULL BUSINESS NAME

1. **MGMT, LLC**



Subject Area Requesting HC



NC CGIA, Microsoft

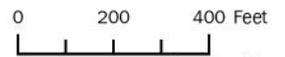


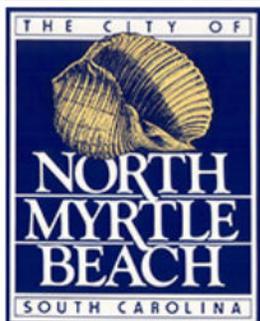
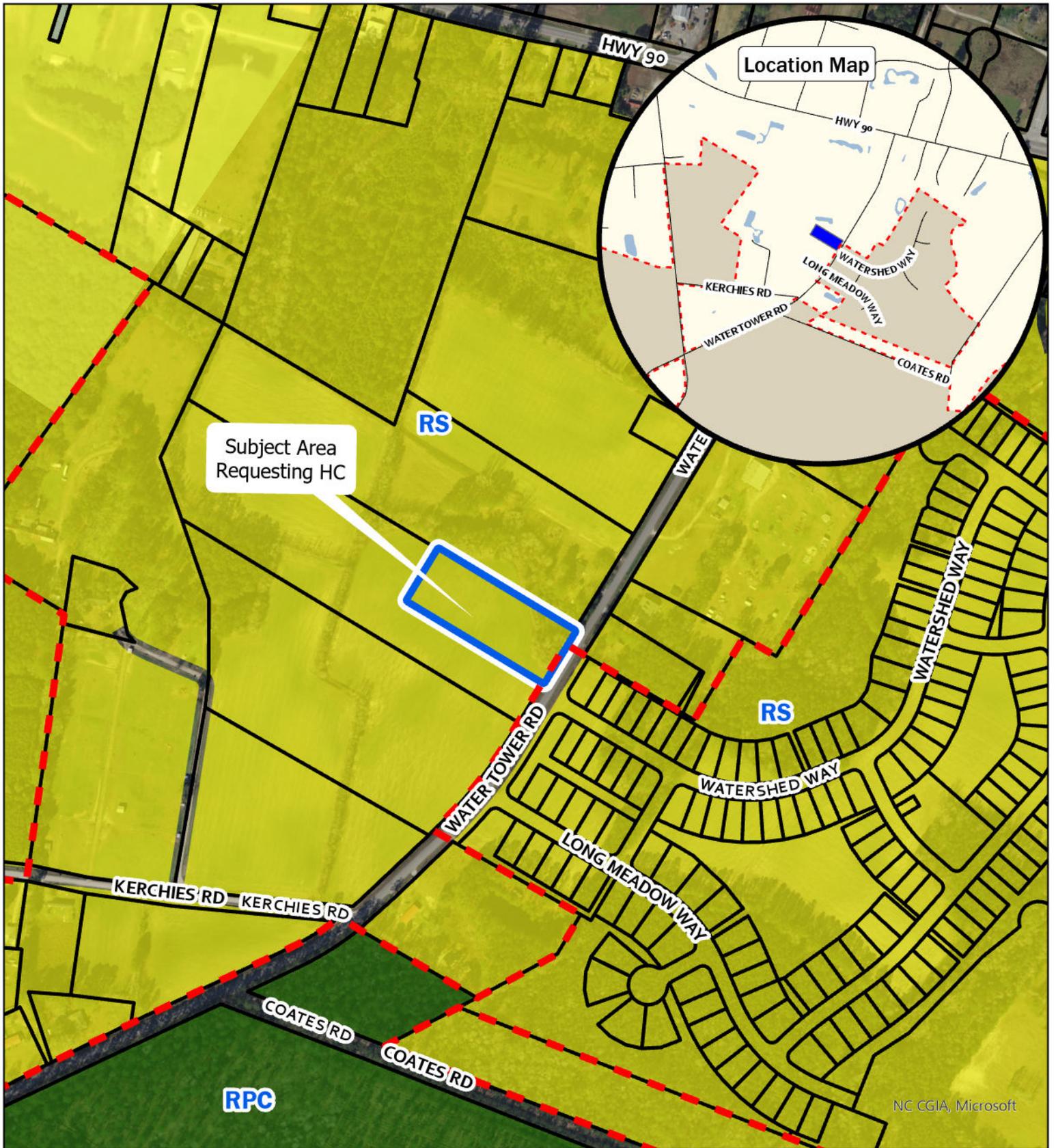
Legend

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



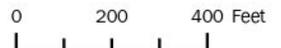
Existing Land Use





Legend

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



Future Land Use