

**CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA**  
**NORTH MYRTLE BEACH CITY HALL**  
**CITY COUNCIL WORKSHOP**  
**Thursday, November 13, 2025, 11:15 PM**

**Minutes**

**1. ROLL CALL: 11:16 PM**

Marilyn Hatley called the workshop to order and asked the Clerk to call the roll.

Marilyn Hatley

JO Baldwin

Bubba Collins

Fred Coyne

Nicole Fontana, Absent

Trey Skidmore

Hank Thomas

**2. DISCUSSION:**

Mayor Hatley stated the workshop was regarding an amendment to Chapter 23, Zoning, of the Code of Ordinances of North Myrtle Beach, South Carolina, revising murals with commercial content, non-commercial signs, and signs for subdivisions with more than 10 lots. Ryan Fabbri, City Manager, stated that this amendment was discussed at the October 6, 2025, and October 29, 2025, meetings and the Council had requested a workshop to discuss the amendment's details further. Manager Fabbri added that other items related to the sign ordinance would also be presented.

Suzanne Pritchard, Planning and Development Assistant Director, gave a presentation showing proposed changes to the sign ordinance. She noted that sign ordinances were highly litigated at the Supreme Court level relating to levels of speech protection. She added anything unrelated to the sign's content could be regulated. Assistant Director Pritchard stated the Planning and Development Department would work with the Legal Department on proposed changes to the sign ordinance for Council's consideration.

Assistant Director Pritchard discussed commercial content in a mural. She stated the amendment would allow additional signage for a business by allowing a commercial element in addition to the current sign allowance. Ms. Pritchard noted that other changes to subdivision signs would be added to the sign ordinance amendment for Council's consideration. Councilman Skidmore stated he felt more discussion was needed and sign approval needed to be considered. Jim Wood, Planning and Development Director, agreed to research options for oversight for the amendment. Several regulatory methods were discussed. Manager Fabbri cautioned Council on regulating content on a sign, but stated that it was an option Council could require. Councilman Collins noted that problems could be addressed in the future should they arise. Assistant Director Pritchard noted no standards were in place at present. She advised adding conditions to the amendment that could be monitored at the permit level.

Leslie Wallace, Destination North Myrtle Beach, stated the Destination Master Plan included and encouraged murals. She added several businesses were interested in installing a mural as part of the signage allowance.

Dana Brown, 2314 Vera Way, Longs, shared her knowledge of Virginia's sign code and encouraged Council to revisit the sign ordinance. Ms. Brown noted that the SC Code of Laws contained restrictions on specific content, which would offer some protection.

After several discussions, Council agreed to proceed with the changes in the proposed ordinance.

Councilman Collins and Councilman Skidmore thanked staff for compiling the information for the workshop.

Mayor Hatley adjourned the workshop at 12:00 PM.

Respectfully submitted,

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Angela C. Westmoreland, Assistant City Clerk

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J.O. BALDWIN, III, MAYOR

Minutes approved and adopted this 1st day of December 2025