

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: December 1, 2025

Agenda Item: 7E	Prepared by: Amber Elmadolar, Plan Reviewer
Agenda Section: New Business: Ordinance. First Reading	Date: November 25, 2025
Subject: Rezoning Request for ±8.32 acres on Ye Olde Kings Highway [Z-25-12]	Division: Planning and Development

Background:

David O’Connell, agent for the owner, has requested that the City of North Myrtle Beach rezone 31 parcels consisting of ±8.32 acres on Ye Olde Kings Highway from Single-Family Residential Low-Density (R-1) to Single-Family Low-Medium Density (R-1B). The subject area is currently vacant and undeveloped and identified by PINs 351-10-02-0027, 351-10-02-0028, 351-10-02-0029, 351-10-02-0030, 351-10-02-0031, 351-10-02-0032, 351-10-02-0033, 351-10-02-0034, 351-10-02-0035, 351-10-02-0036, 351-10-02-0037, 351-10-02-0038, 351-10-02-0039, 351-10-02-0040, 351-10-02-0041, 351-10-02-0042, 351-10-02-0043, 351-10-02-0044, 351-10-02-0045, 351-10-03-0001, 351-10-03-0002, 351-10-03-0003, 351-10-03-0004, 351-10-03-0005, 351-10-03-0006, 351-10-03-0007, 351-10-03-0008, 351-10-03-0009, 351-10-03-0010, 351-10-03-0011, and 351-10-03-0012. Surrounding parcels are zoned R-1, R-1B, and Mobile/Manufactured Home Residential (R-3).

Comparison of Existing and Proposed Zoning:

The R-1 and R-1B districts share the same purpose: To preserve and protect the character of existing neighborhoods and subdivisions, and to prohibit any uses which would compromise or alter existing conditions and uses. Also, these districts are intended to encourage residential infilling and expansion of existing neighborhoods and subdivisions. Development land uses permitted in each are designed to reflect existing conditions and enhance the prospects of "lie development".

The permitted uses within both districts are the same: Single-family detached dwellings; neighborhood and community parks and centers, golf courses and similar outdoor uses, but not lighted for night use; publicly owned recreation facilities; churches, places of worship, religious institutions including accredited educational facilities when accessory thereto; accessory uses; home occupations; and signs permitted by and in accord with all applicable provisions of Article III.

R-1 and R-1B District:

District		R-1	R-1B
Lot Area Requirements	Single-Family Dwelling (SF)	10,000 SF	6,000 SF
	Churches	1 Acre	1 Acres
	Other Permitted Uses (SF)	10,000 SF	7,000 SF
Minimum Lot Width		80 feet	50 feet
Yard Requirements	Front (All Uses)	25 feet	25 feet
	Rear (Single-Family Dwelling)	20 feet	20 feet

	Rear (Churches and Other Permitted Uses)	25 feet	25 feet
	Side Yard	Single-Family Dwelling	10 feet ¹
		Churches	25 feet
		Other Permitted Uses	10 feet
Maximum Height of Structures	Single-Family Structures	35 feet	35 feet
	Accessory Building	15 feet	15 feet
	Other Permitted Uses (SF)	45 feet	45 feet

Note:¹A five-foot side yard setback shall be required for substandard lots of record.

Planning Commission Action:

The Planning Commission conducted a public hearing on September 16, 2025, and voted to recommend approval of the rezoning request, citing “A”, where necessary to implement the Comprehensive Plan. There was no public comment.

Recommended Action:

Approve or deny the proposed ordinance on first reading

Reviewed by Division 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
AMENDING THE OFFICIAL ZONING MAP TO REZONE
AN AREA SINGLE-FAMILY RESIDENTIAL LOW-DENSITY (R1)
TO SINGLE-FAMILY LOW-MEDIUM DENSITY (R-1B).

WHEREAS, David O’Connell, agent for the owner, has submitted an application for the rezoning of (31) lots containing ±8.32 acres identified by PINs 351-10-02-0027, 351-10-02-0028, 351-10-02-0029, 351-10-02-0030, 351-10-02-0031, 351-10-02-0032, 351-10-02-0033, 351-10-02-0034, 351-10-02-0035, 351-10-02-0036, 351-10-02-0037, 351-10-02-0038, 351-10-02-0039, 351-10-02-0040, 351-10-02-0041, 351-10-02-0042, 351-10-02-0043, 351-10-02-0044, 351-10-02-0045, 351-10-03-0001, 351-10-03-0002, 351-10-03-0003, 351-10-03-0004, 351-10-03-0005, 351-10-03-0006, 351-10-03-0007, 351-10-03-0008, 351-10-03-0009, 351-10-03-0010, 351-10-03-0011, and 351-10030012, as referenced on Exhibit A: Zoning Map (Z-25-12) prepared by City of North Myrtle Beach Planning and Development Department. The applicant is requesting to change the zoning district from Single-Family Residential Low-Density (R-1) to Single-Family Low-Medium Density (R-1B); 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 Single-Family Low-Medium Density (R-1B); and

WHEREAS, the City Council has the authority to amend the zoning designation placed on the properties in accordance with applicable State Statutes and City ordinances.

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. Rezoning. That the Official Zoning Map is hereby amended to rezone the property Single-Family Low-Medium Density (R-1B) in accordance with the attached reference map entitled “Exhibit A: Zoning Map (Z-25-12).”

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

ATTEST:

Mayor J.O. Baldwin, III

City Clerk

APPROVED AS TO FORM:

City Attorney

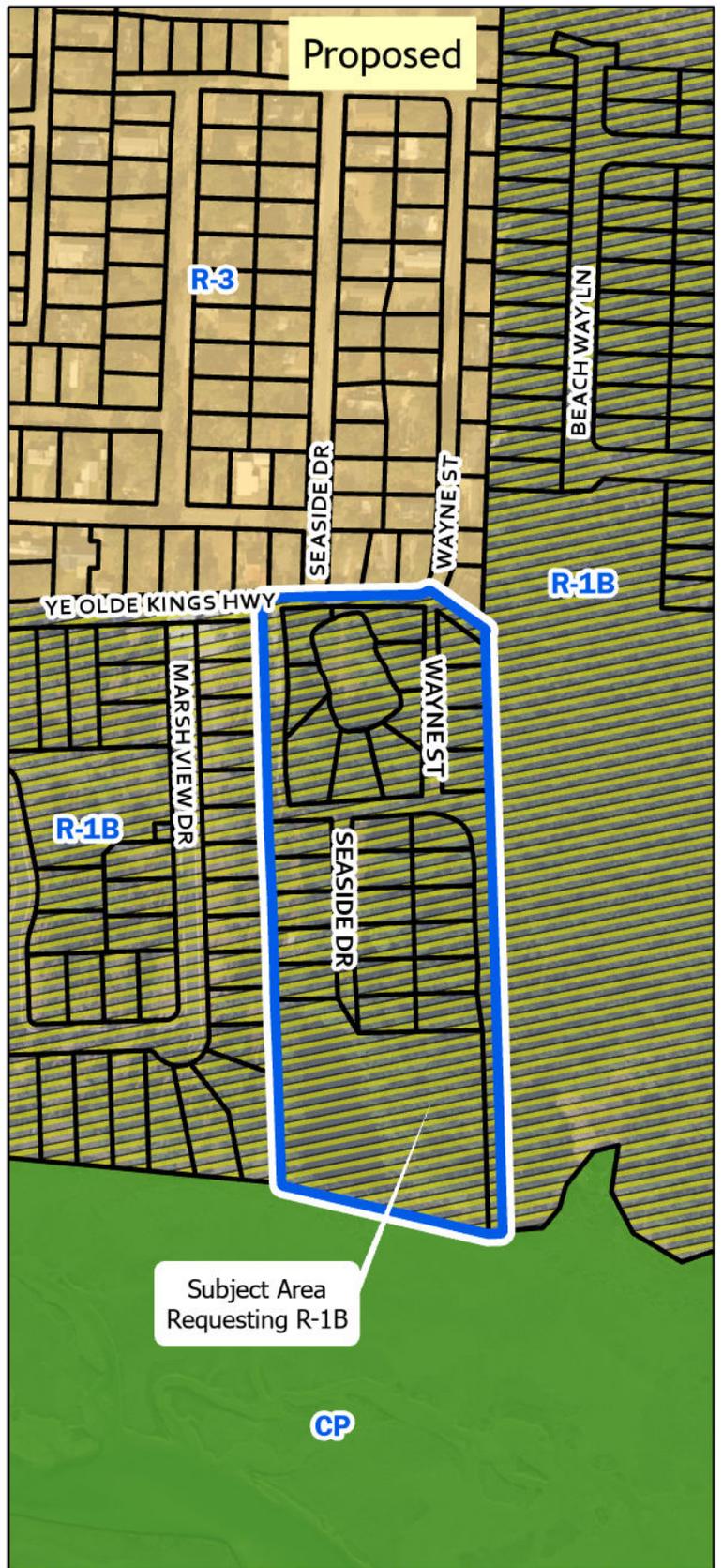
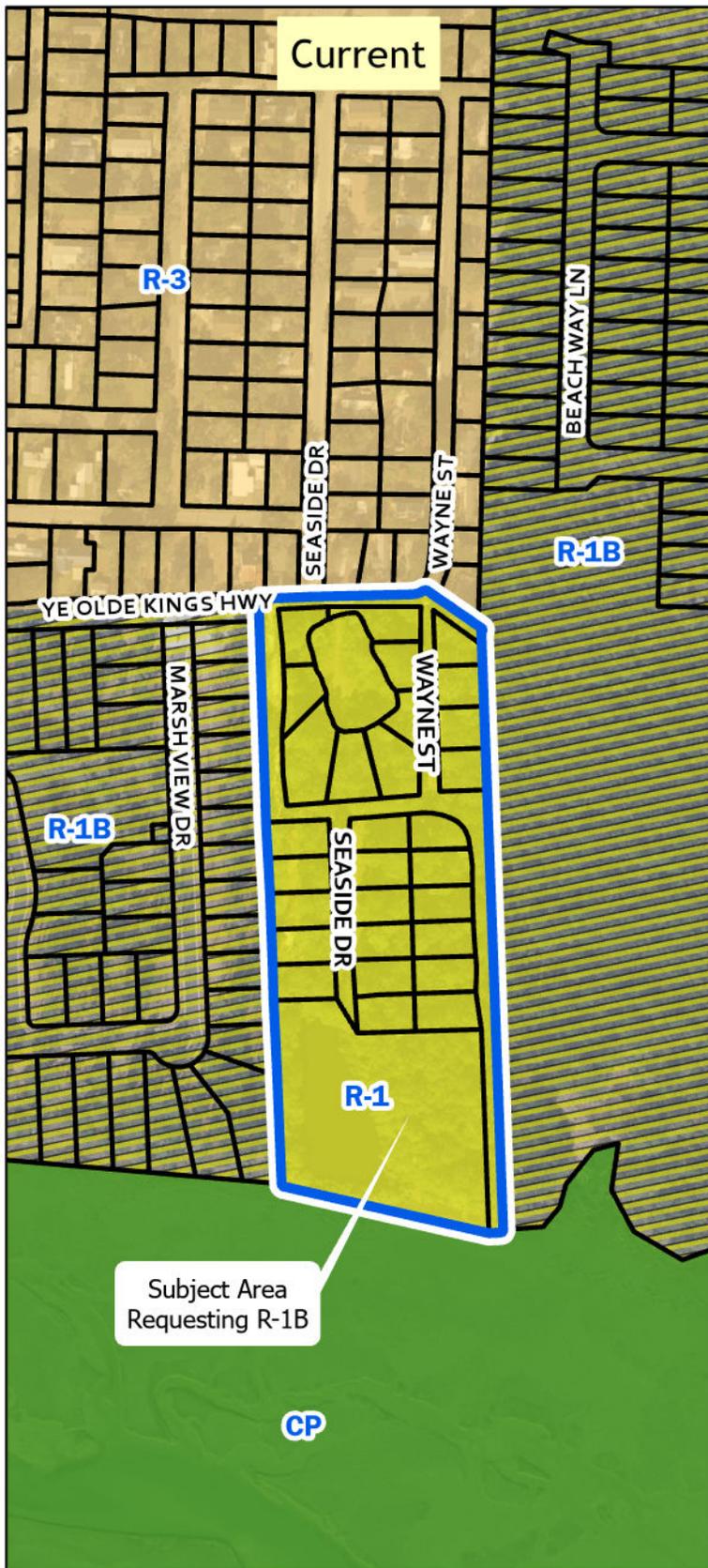
FIRST READING: 12.01.2025

SECOND READING: _____

REVIEWED:

City Manager

ORDINANCE: _____



Legend

-  North Myrtle Beach City Limit
-  Subject Area

-  Zoning District CP
-  R-1
-  R-1B
-  R-3



Exhibit A: Zoning Map Z-25-12



6A. REZONING REQUEST Z-25-12: The Planning & Development Department received an application requesting the rezoning of 31 parcels containing ±8.32 acres located on Ye Olde Kings Highway, PINs 351-10-02-0027, 351-10-02-0028, 351-10-02-0029, 351-10-02-0030, 351-10-02-0031, 351-10-02-0032, 351-10-02-0033, 351-10-02-0034, 351-10-02-0035, 351-10-02-0036, 351-10-02-0037, 351-10-02-0038, 351-10-02-0039, 351-10-02-0040, 351-10-02-0041, 351-10-02-0042, 351-10-02-0043, 351-10-02-0044, 351-10-02-0045, 351-10-03-0001, 351-10-03-0002, 351-10-03-0003, 351-10-03-0004, 351-10-03-0005, 351-10-03-0006, 351-10-03-0007, 351-10-03-0008, 351-10-03-0009, 351-10-03-0010, 351-10-03-0011, and 351-10030012 from Single-Family Residential Low-Density (R-1) to Single-Family Low-Medium Density (R-1B).

Existing Conditions and Surrounding Land Uses:

Located on Ye Olde Kings Highway, the parcels are vacant and undeveloped. Surrounding parcels are zoned R-1, R-1B, and Mobile/Manufactured Home Residential (R-3).

Comparison of Existing and Proposed Zoning:

The R-1 and R-1B districts share the same purpose: To preserve and protect the character of existing neighborhoods and subdivisions, and to prohibit any uses which would compromise or alter existing conditions and uses. Also, these districts are intended to encourage residential infilling and expansion of existing neighborhoods and subdivisions. Development land uses permitted in each are designed to reflect existing conditions and enhance the prospects of "lie development".

The permitted uses within both districts are the same: Single-family detached dwellings; neighborhood and community parks and centers, golf courses and similar outdoor uses, but not lighted for night use; publicly owned recreation facilities; churches, places of worship, religious institutions including accredited educational facilities when accessory thereto; accessory uses; home occupations; and signs permitted by and in accord with all applicable provisions of article III.

R-1 & R-1B District

District		R-1	R-1B	
Lot Area Requirements	Single-Family Dwelling (SF)	10,000 SF	6,000 SF	
	Churches	1 Acre	1 Acres	
	Other Permitted Uses (SF)	10,000 SF	7,000 SF	
Minimum Lot Width		80 feet	50 feet	
Yard Requirements	Front (All Uses)	25 feet	25 feet	
	Rear (Single-Family Dwelling)	20 feet	20 feet	
	Rear (Churches & Other Permitted Uses)	25 feet	25 feet	
	Side Yard	Single-Family Dwelling	10 feet ¹	5 feet
		Churches	25 feet	25 feet
Other Permitted Uses		10 feet	10 feet	
Maximum Height of Structures	Single-Family Structures	35 feet	35 feet	
	Accessory Building	15 feet	15 feet	

	Other Permitted Uses (SF)	45 feet	45 feet
--	---------------------------	---------	---------

Note:¹A 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 (RS) and Resource, Protection, & Conservation (RPC) as land use classes for the subject area. The principal permitted uses noted in the compliance index for RS 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 R-1; Single-Family Residential Low-Medium Density (R-1A), R-1B are the secondary zoning district alternatives. The principal permitted uses noted in the compliance index for RPC include formal parks, informal open spaces, and protecting land directly adjacent to marshes, estuaries, and waterways from intense development. The recommended primary zoning district is Conservation Preservation (CP); R-1, R-1A, and R-1B are the secondary zoning district alternatives.

The proposed zoning designation, R-1B, is a primary recommended zoning district for RS and a secondary recommended zoning district for RPC 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 RS 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 RPC future land use classification is identified as follows: Intended to preserve and protect scenic and natural resources; provide network of critical open space and non-renewable resources; includes formal parks, informal open spaces, and protecting land directly adjacent to marshes, estuaries, and waterways from intense development.

The proposed R-1B zoning is consistent with the Residential Suburban land use classification, but inconsistent with the RPC 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 R-1B zoning district is, “To preserve and protect the character of existing neighborhoods and subdivisions, and to prohibit any uses which would compromise or alter existing conditions and uses. Also, these districts are intended to encourage residential infilling and expansion of existing neighborhoods and subdivisions. Development land uses permitted in each are designed to reflect existing conditions and enhance the prospects of ‘lie development.’”

The uses permitted in the R-1B district would be appropriate in the area. Two large tracts flanking the property share the R-1B zoning.

- 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 subject to City 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 are available.

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 rezoning request is presented to the Planning Commission for a recommendation that will be forwarded to the City Council at their next meeting 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 rezoning request.

Planning and Development, Zoning Division

The Zoning Administrator has no issue with the proposed rezoning request.

Public Works

The City Engineer has no issue with the proposed rezoning request.

Public Safety

The Fire Marshall has no issue with the proposed rezoning request.

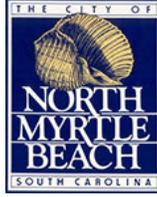
Planning Commission Action:

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 rezoning request [Z-25-12] as submitted.
OR
- 2) I move that the Planning Commission recommend denial of the rezoning request [Z-25-12] as submitted.
OR
- 3) I move (an alternate motion).

Rezoning Finance Account Code:	3.51
FEE PAID:	\$500 on August 7, 2025
FILE NUMBER:	Z-25-12
Complete Submittal Date:	August 7, 2025



Notice Published:	August 28, 2025
Property Posted:	August 6, 2025
Planning Commission:	September 16, 2025
First Reading:	October 6, 2025
Second Reading:	October 20, 2025

City of North Myrtle Beach, SC

Application for Rezoning

GENERAL INFORMATION

Date of Request: July 30, 2025	Property PIN(S): 35110020027 35110020028 35110020029 35110020030 35110020031 35110020032 35110020033 35110020034 35110020035 35110020036 35110020037 35110020038 35110020039 35110020040 35110020041 35110020042 35110020043 35110020044 35110020045 35110030001 35110030002 35110030003 35110030004 35110030005 35110030006 35110030007 35110030008 35110030009 35110030010 35110030011 35110030012
Property Owner(s): PREMIUM INVESTMENT CORP	Type of Zoning Map Amendment: Rezoning (not to PDD)
Address or Location: 2700 Ye Olde Kings	Project Contact: David O'Connell
Contact Phone Number: Contact the Planning Division for Info	Contact Email Address: Contact the Planning Division for Info
Current Zoning: R-1	Proposed Zoning: R-1B
Total Area of Property: 8.32 Acres	Currently Located in City: Yes

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: David O'Connell

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.



CITY OF NORTH MYRTLE BEACH
LETTER OF AGENCY

Revision Date 05.24.19

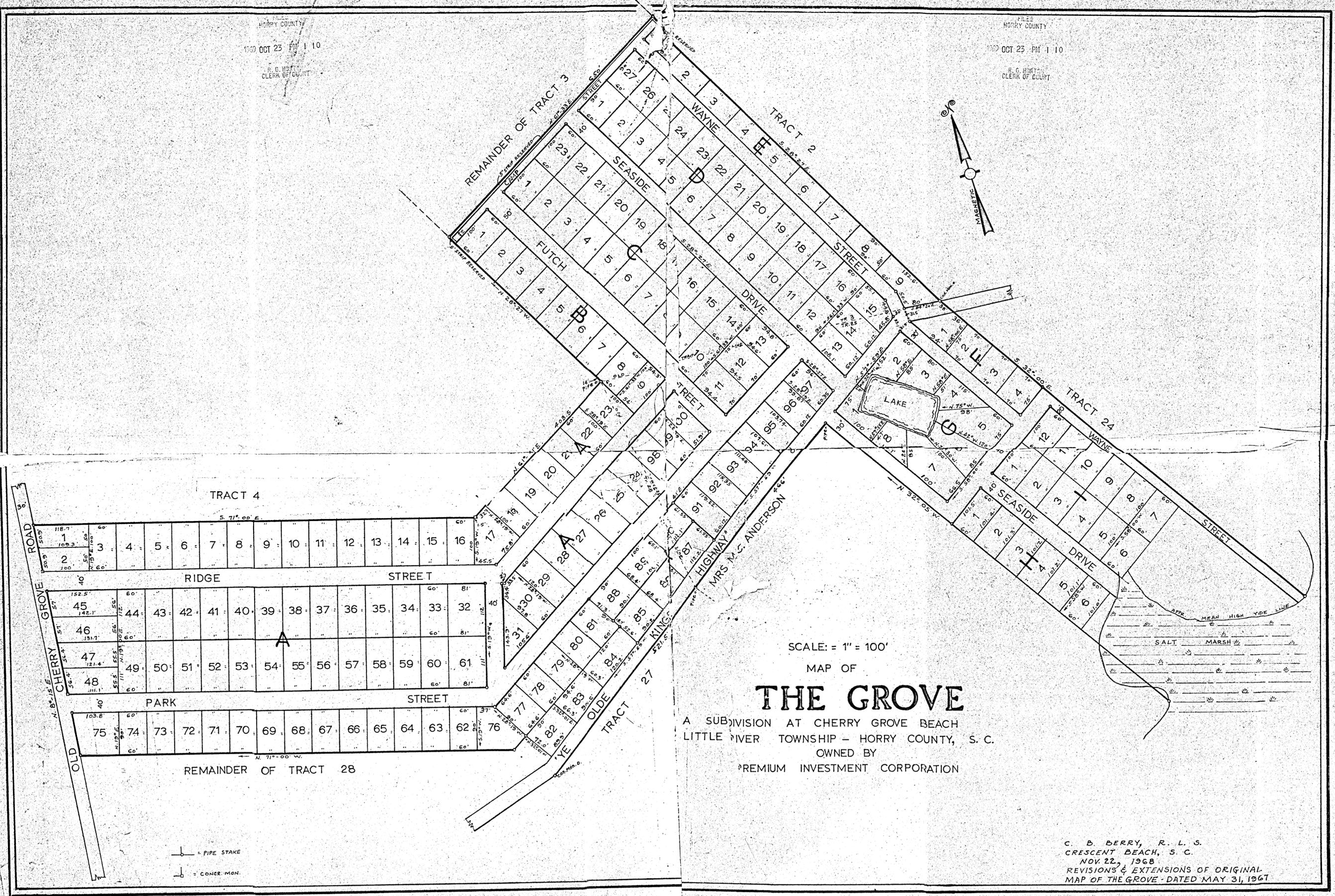
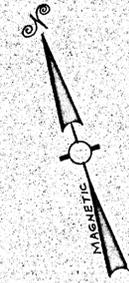
Today's Date: 07/18/20	
Nature of Approval Requested: Rezoning <input type="checkbox"/>	
Property PIN(s): 35110020037+ 30 other parcels owned by Premium Investment Corp	
Property Address/Location: Ye Olde Kings Highway	
I, <u>Carl Meares</u> , hereby authorize <u>David OConnell</u>	
to act as my agent for for the purposes of the above referenced approval.	
<u>Carl Meares</u> Signature Title	<u>David OConnell</u> Signature Title
_____ Signature Title	_____ Signature Title
_____ Signature Title	_____ Signature Title
_____ Signature Title	_____ Signature Title

Please have all property owners sign application; disregard additional spaces if not needed. If additional signature lines are required, please duplicate this sheet and bind all sheets together into one document.



FILES
HORRY COUNTY
1969 OCT 23 PM 1 10
R. G. HORTON
CLERK OF COURT

FILES
HORRY COUNTY
1969 OCT 23 PM 1 10
R. G. HORTON
CLERK OF COURT

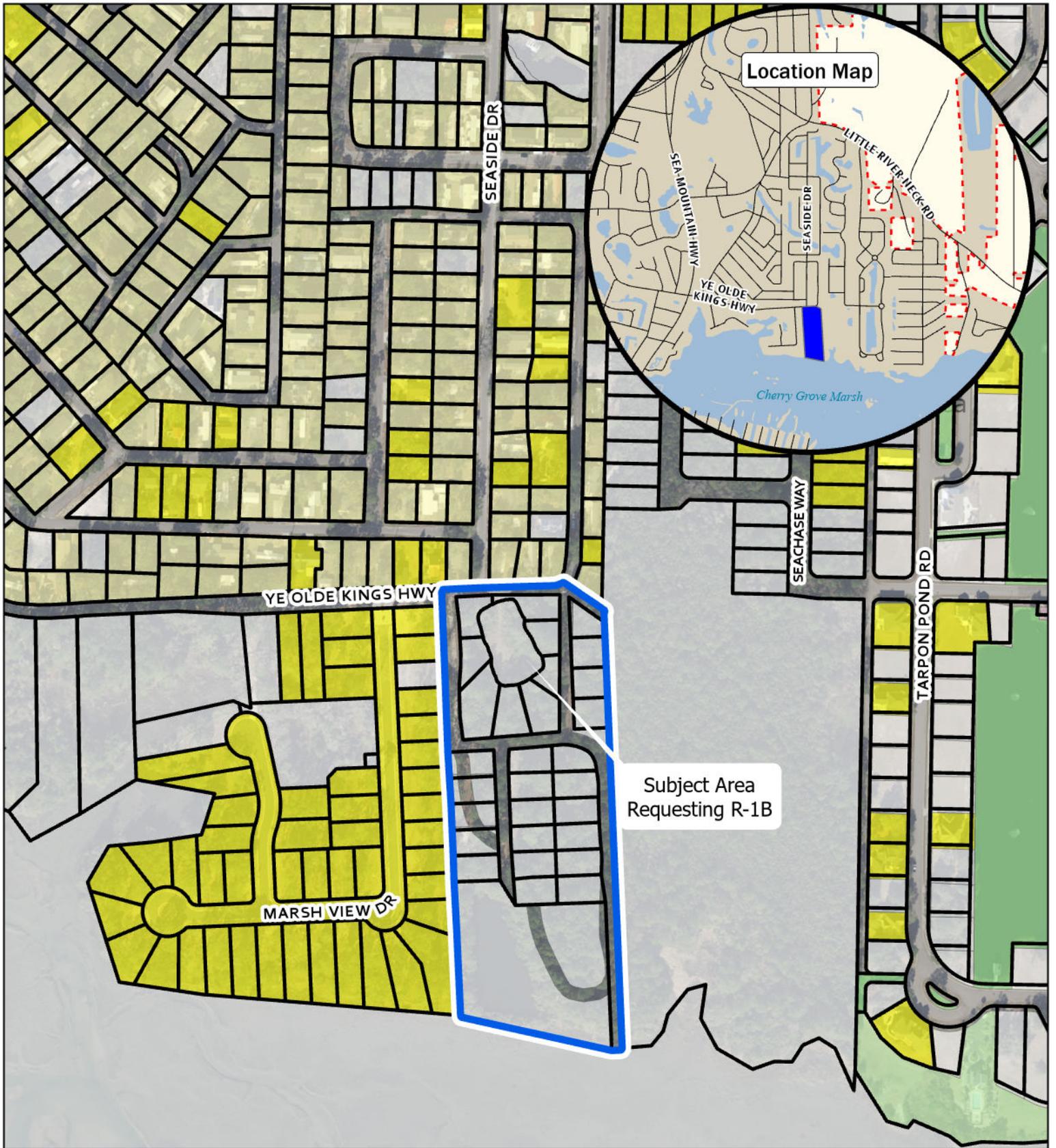


SCALE: = 1" = 100'

MAP OF THE GROVE

A SUBDIVISION AT CHERRY GROVE BEACH
LITTLE RIVER TOWNSHIP - HORRY COUNTY, S. C.
OWNED BY
PREMIUM INVESTMENT CORPORATION

C. B. BERRY, R. L. S.
CRESCENT BEACH, S. C.
NOV. 22, 1968
REVISIONS & EXTENSIONS OF ORIGINAL
MAP OF THE GROVE DATED MAY 31, 1967



-  North Myrtle Beach City Limit
-  Subject Area

- Existing Land Use**
-  Amenity Area
 -  Common Open Space

Legend

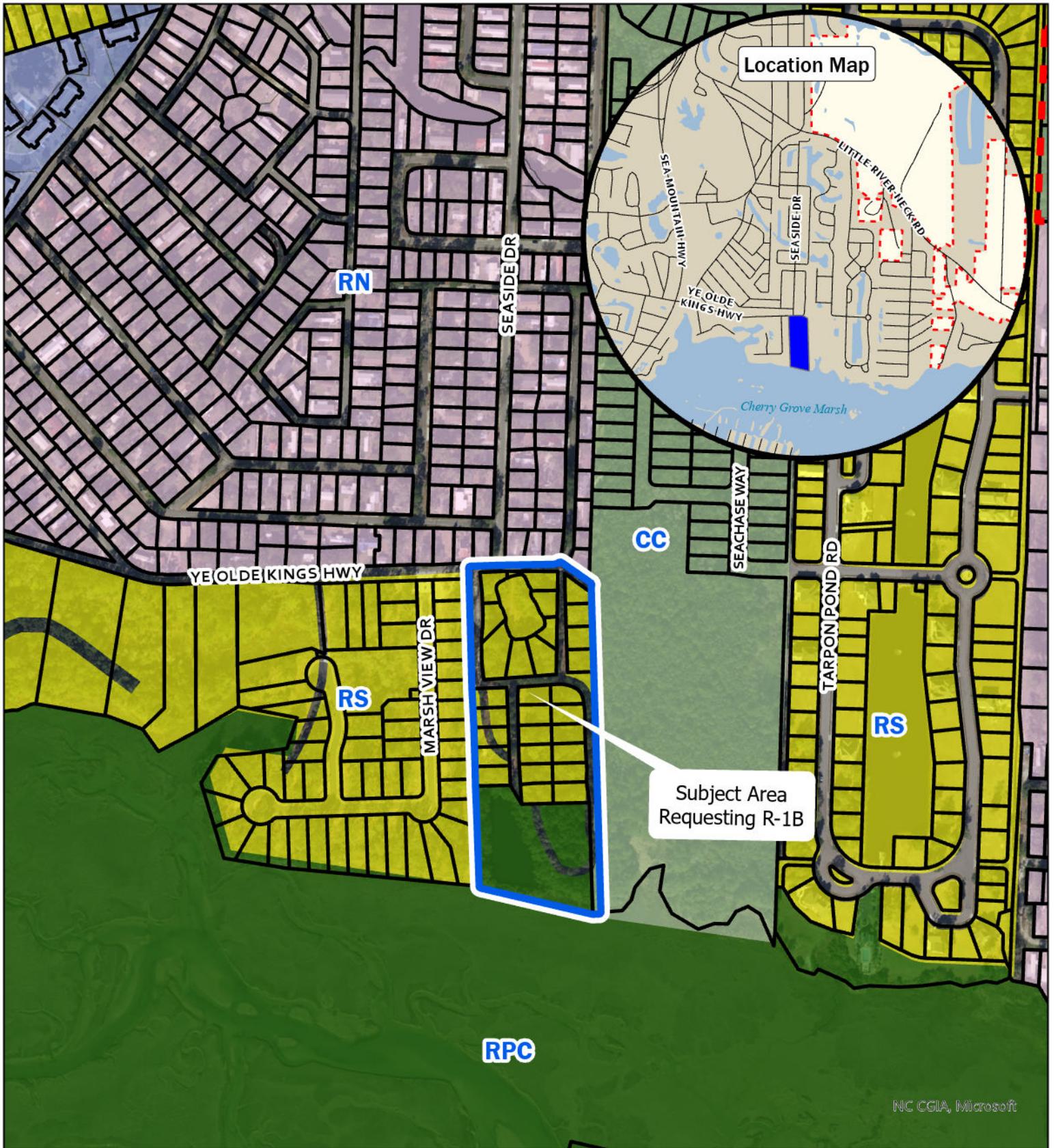
-  Mobile Home
-  Private Common Open Space
-  Single-Family

-  Vacant



Existing Land Use

0 200 400 Feet

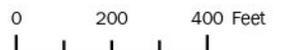


-  North Myrtle Beach City Limit
-  Subject Area

Legend

- Future Land Use
-  CC
 -  MU

-  RN
-  RPC
-  RS



Future Land Use