

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: December 1, 2025

Agenda Item: 7B	Prepared by: L. Suzanne Pritchard, PLA, AICP, CFM	
Agenda Section: New Business: Ordinance. First Reading	Date: November 26, 2025	
Subject: Amendment to the Parkway Group Planned Development District (PDD) revising Parcel Three of the McDowell Corporate Center [Z-25-17]	Division: Planning and Development	
<u>History:</u> The City Council approved the major amendment entitling the McDowell Corporate Center at their May 1, 2023, meeting. <u>Proposed Changes:</u> The applicant, Ed McDowell (owner), requests a major amendment to the McDowell Corporate Center within the Parkway Group (PDD) to allow for the development of Parcel 3. The proposed development consists of a two-story, 28,000-square-foot office and warehouse building with a height of approximately 40 feet. The building is oriented toward Highway 31 and the existing lake located on Parcel 5. The site plan includes a 27,000-square-foot fenced hardstand area positioned between the building and Water Tower Road, with 73 parking spaces provided. Access is provided from the private drive that connects to Water Tower Road. A six-foot-wide sidewalk is proposed, extending around the lake and connecting to the East Coast Greenway to provide pedestrian access through the site and link it with the larger regional trail network. Architectural elevations and landscape plans are included with the proposal, showing a modern façade design with monument signage and substantial landscaping. The landscape plan includes enhanced plantings and heavy screening along Water Tower Road to minimize visual impacts of the hardstand area. Conceptual stormwater and utility plans have been reviewed by the Public Works Department, and Grand Strand Water and Sewer Authority will provide water and sewer service. <u>Staff Review:</u> 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. <u>Planning Commission Action:</u> The Planning Commission held a public hearing on November 11, 2025, and voted unanimously to recommend approval of the proposal. There was no public comment. <u>Recommended Actions:</u> 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 PARCEL THREE OF THE MCDOWELL
CORPORATE CENTER AT THE PARKWAY GROUP PLANNED
DEVELOPMENT DISTRICT (PDD).**

Section 1:

That the Parkway Group PDD be amended to revise the McDowell Corporate Center 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 J.O. Baldwin, III

City Clerk

APPROVED AS TO FORM:

City Attorney

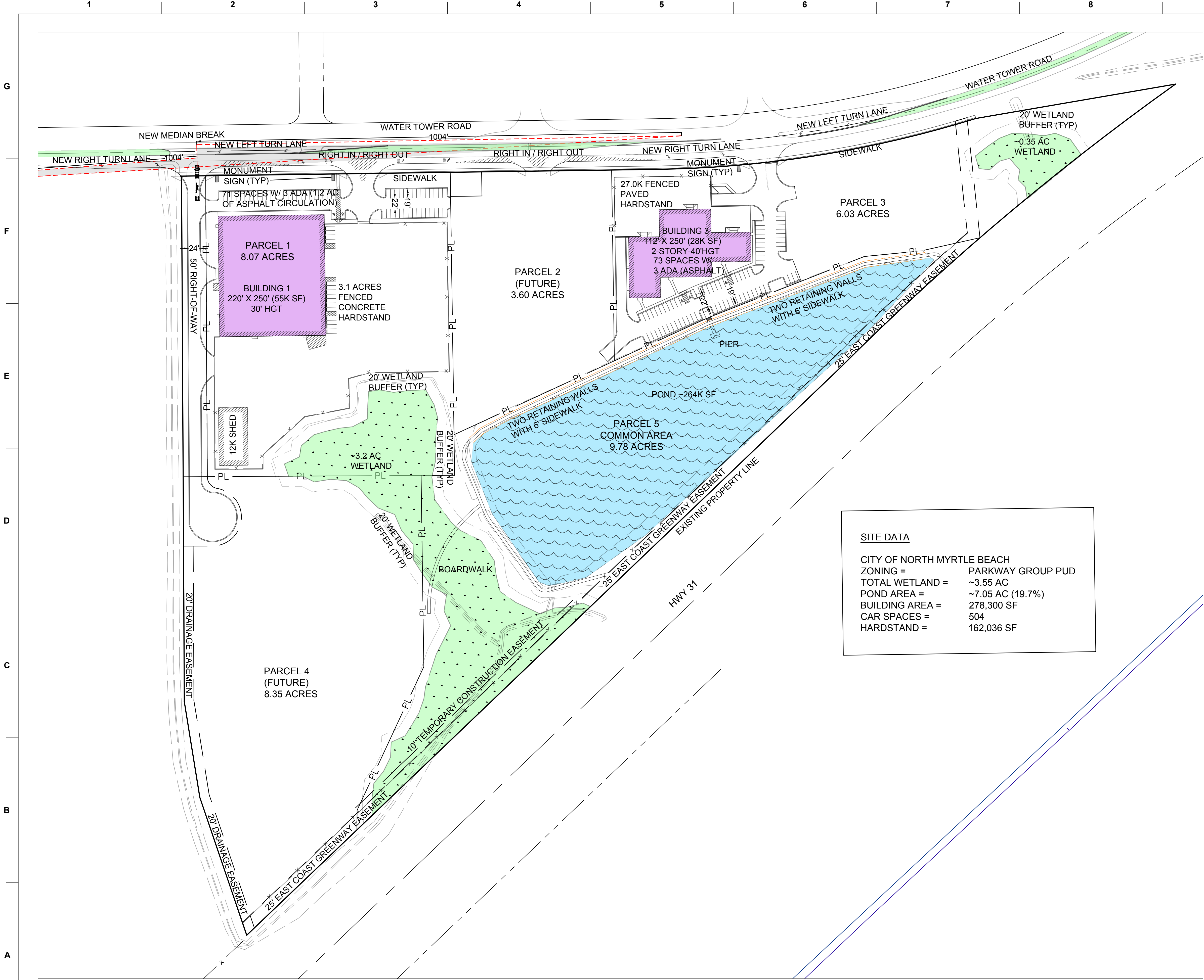
REVIEWED:

City Manager

FIRST READING: 12.01.2025

SECOND READING: _____

ORDINANCE: _____



LEGEND

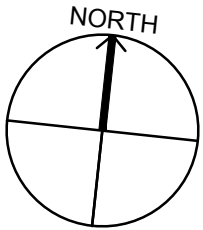
GENERAL NOTES

- SETBACKS:
- FRONT: 25'
 - SIDE YARD 15'
 - REAR 15'
- PHASING (ESTIMATED):
- PHASE 1 - PARCEL 1, 2, 5 - EST MAR 2026
 - PHASE 2 - PARCEL 3 - EST NOV 2028
 - PHASE 3 - PARCEL 4 - EST JAN 2030

SITE DATA

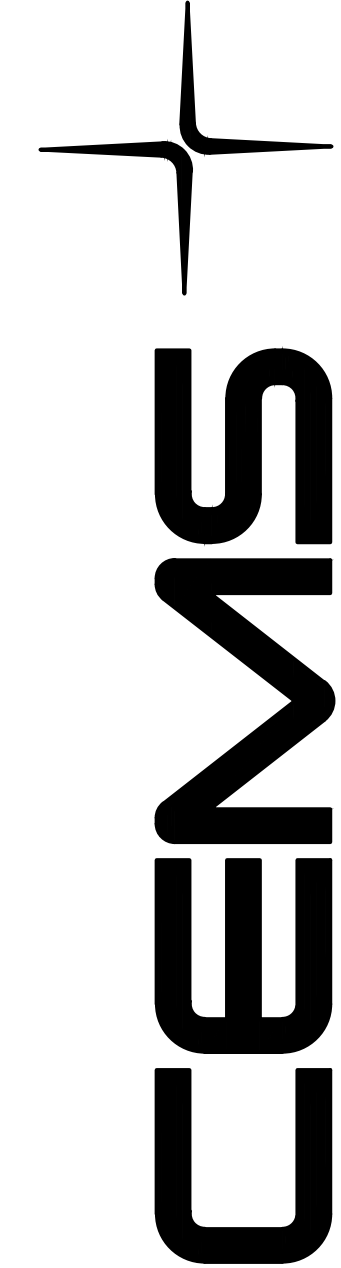
CITY OF NORTH MYRTLE BEACH
ZONING = PARKWAY GROUP PUD
TOTAL WETLAND = ~3.55 AC
POND AREA = ~7.05 AC (19.7%)
BUILDING AREA = 278,300 SF
CAR SPACES = 504
HARDSTAND = 162,036 SF

A1 OVERALL MASTER PLAN
SCALE: 1" = 100'



SCALE: 1" = 100'

GRAPHIC SCALE



www.cems-ae.com | Summerville, SC | Wilmington, NC | 843.875.3637

MCDOWELL
CORPORATE
CENTER
JOB TITLE

OVERALL
MASTER PLAN
SHEET TITLE

XX-XX-XX

REVISIONS

NO.	DESCRIPTION	DATE

DRAWN

DESIGNED

CHECKED

APPROVED BY
APPROVED

Project Issue Date
ISSUE DATE

20-003
JOB NO.



LEGEND

- SD 24" STORM DRAIN LINE
- DRAINAGE INLET

GENERAL NOTES

- UTILITY PROVIDERS:
1. WATER AND SEWER:
GRAND STRAND WATER AND SEWER AUTHORITY
 2. GAS:
DOMINION ENERGY
 3. ELECTRIC:
HORRY ELECTRIC COOPERATIVE INC.
 4. STORMWATER:
CITY OF NORTH MYRTLE BEACH



MCDOWELL
CORPORATE
CENTER
JOB TITLE

SCHEMATIC
DRAINAGE PLAN
SHEET TITLE

XX-XX-XX

REVISIONS

NO.	DESCRIPTION	DATE

DRAWN

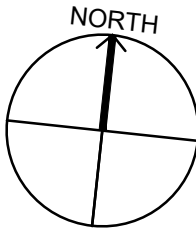
DESIGNED

CHECKED

APPROVED BY
APPROVED

Project Issue Date
ISSUE DATE

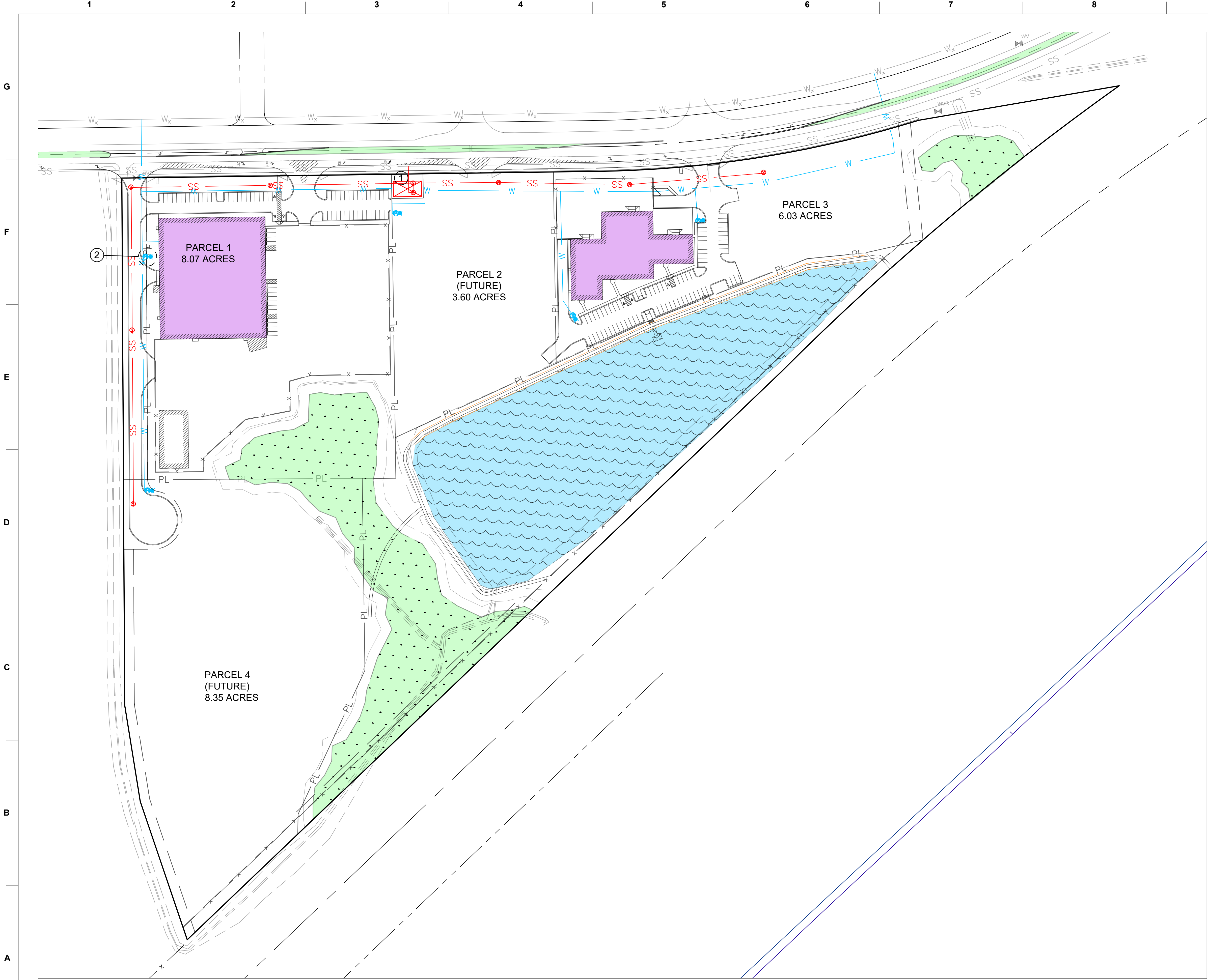
20-003
JOB NO.



SCALE: 1" = 100'

GRAPHIC SCALE

A1 SCHEMATIC DRAINAGE PLAN
SCALE: 1" = 100'



LEGEND

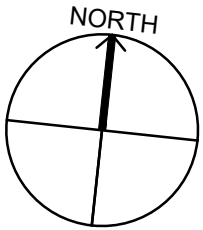
- SS 8" SEWER LINE
- FM 4" FORCE MAIN
- W 8" WATER LINE
- SEWER MANHOLE
- WATER VALVE
- HYDRANT
- LIFT STATION
- EXISTING 6" FORCE MAIN
- EXISTING 8" WATER LINE

GENERAL NOTES

- UTILITY PROVIDERS:
- WATER AND SEWER: GRAND STRAND WATER AND SEWER AUTHORITY
 - GAS: DOMINION ENERGY
 - ELECTRIC: HORRY ELECTRIC COOPERATIVE INC.
 - STORMWATER: CITY OF NORTH MYRTLE BEACH

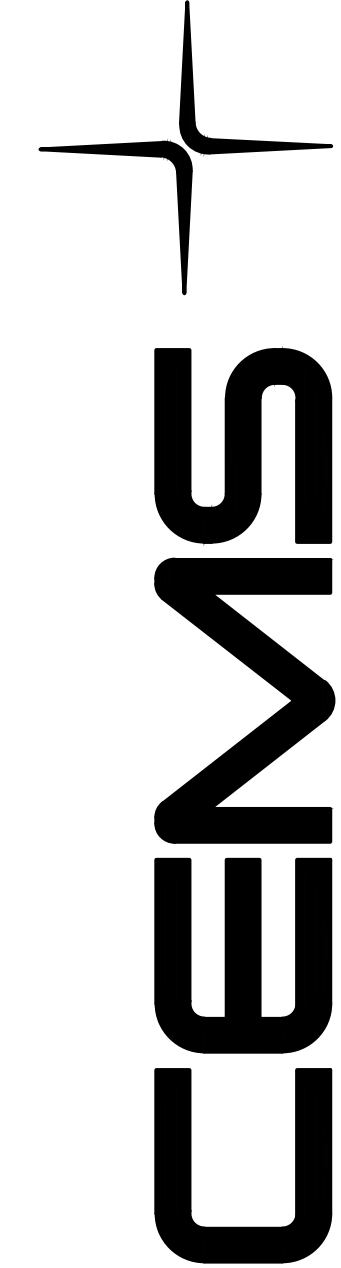
ON-SITE FIRE SUPPRESSION:
AUTOMATIC SPRINKLER PROTECTION WILL BE PROVIDED FOR EACH BUILDING WHEN REQUIRED AS DICTATED BY THE SC BUILDING CODE BASED ON THE OCCUPANCY AND USE OF EACH BUILDING. IF NEEDED, A FIRE BOOSTER PUMP WILL BE PROVIDED TO MEET FIRE SPRINKLER PRESSURE DEMANDS IF IT IS DETERMINED THAT WATER PRESSURE FROM GRAND STRAND WATER AND SEWER AUTHORITY IS NOT ADEQUATE. ON-SITE WATER STORAGE FOR FIRE SUPPRESSION IS NOT ANTICIPATED FOR LIGHT INDUSTRIAL USE ON THIS SITE.

- 1 50' x 65' EASEMENT AREA DESIGNATED FOR GRAND STRAND WATER AND SEWER AUTHORITY LIFT STATION.
- 2 TYPICAL FIRE HYDRANT ASSEMBLY



SCALE: 1" = 100'

GRAPHIC SCALE



MCDOWELL
CORPORATE
CENTER
JOB TITLE

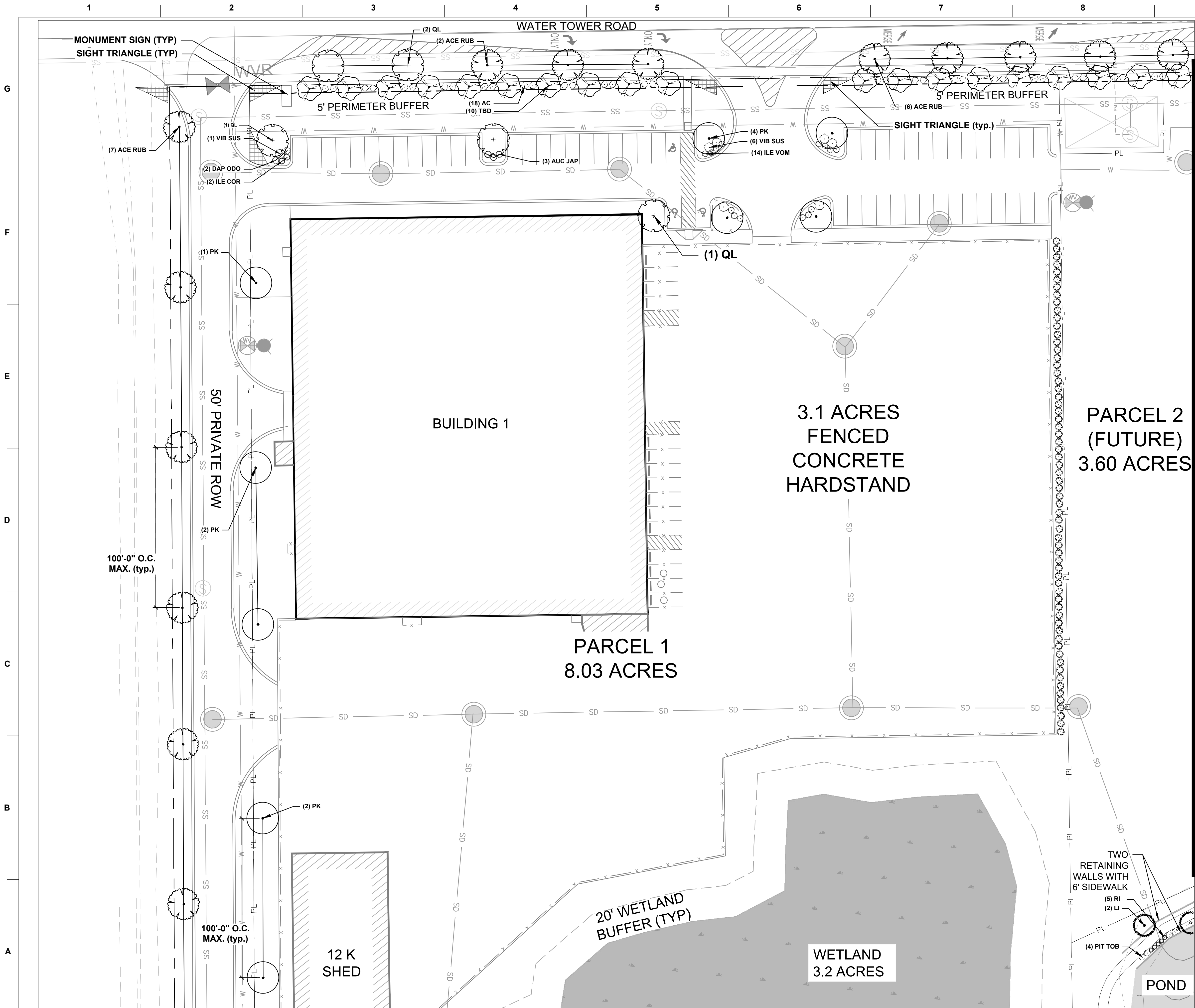
SCHEMATIC
UTILITY PLAN
SHEET TITLE

XX-XX-XX
REVISIONS

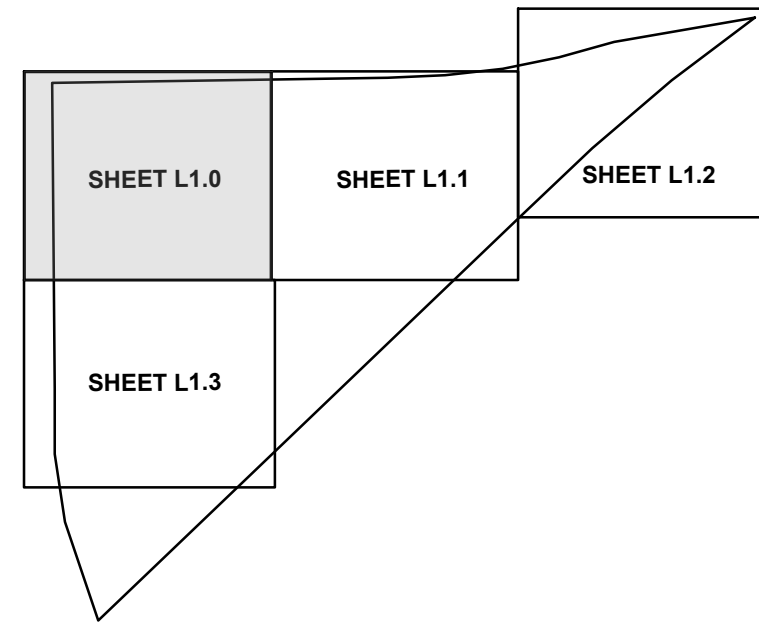
NO.	DESCRIPTION	DATE

DRAWN
DESIGNED
CHECKED
APPROVED BY
APPROVED
Project Issue Date
ISSUE DATE

20-003
JOB NO.



SHEET INDEX

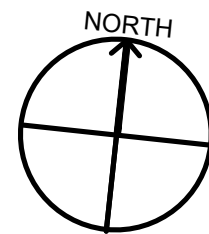


GENERAL NOTES

MATCH LINE SHEET L1.1



ESP Associates, Inc.
2154 N. Center Street Suite E-503
N. Charleston, SC 29406
843.714.2040
www.espassociates.com



GRAPHIC SCALE

MCDOWELL
CORPORATE
CENTER

JOB TITLE

LANDSCAPE PLAN
(SHEET 1 OF 4)

SHEET TITLE

XX-XX-XX

REVISIONS

NO.	DESCRIPTION	DATE
1	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	03/05/2023
2	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	03/13/2024
3	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	03/06/2024
4	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	04/26/2024

TDM

DRAWN

TDM

DESIGNED

CHECKED

APPROVED

10-16-2025

ISSUE DATE

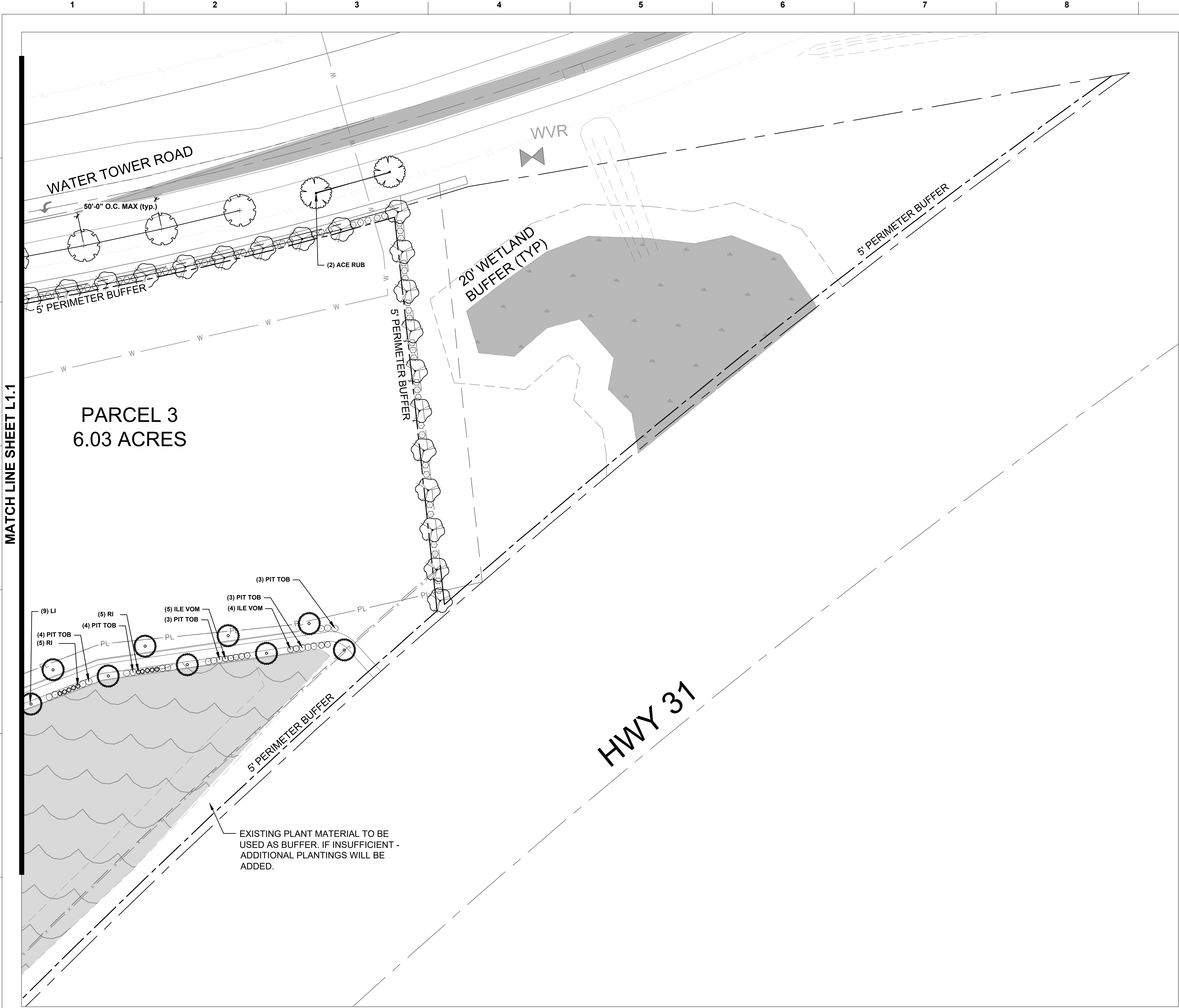
20-003

JOB NO.

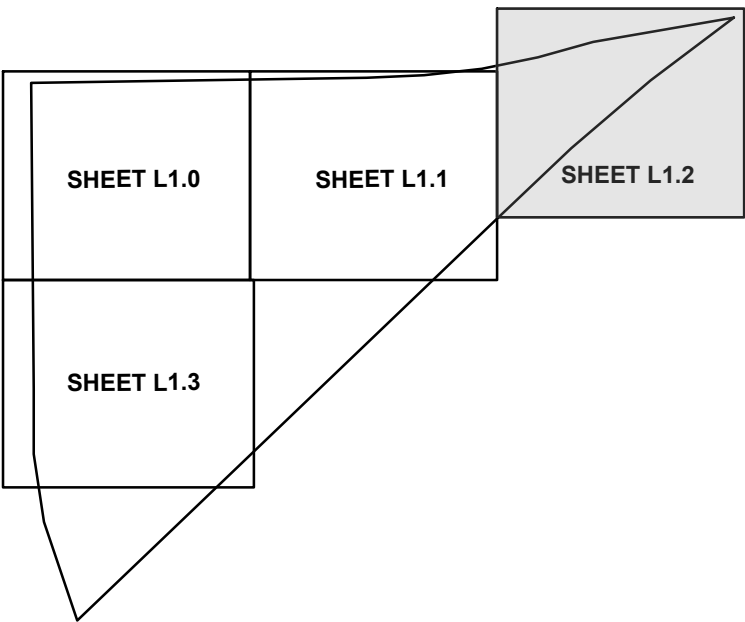
L1.0

SHEET NO.

SHEET OF Y



SHEET INDEX



GENERAL NOTES



MCDOWELL
CORPORATE
CENTER

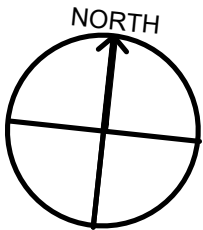
JOB TITLE

LANDSCAPE PLAN
(SHEET 3 OF 4)

SHEET TITLE



ESP Associates, Inc.
2154 N. Center Street Suite E-503
N. Charleston, SC 29406
843.714.2040
www.espassociates.com



SCALE: 1" = 30'

GRAPHIC SCALE

XX-XX-XX

REVISIONS

NO.	DESCRIPTION	DATE
1	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	03/05/2023
2	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	03/11/2024
3	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	03/06/2024
4	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	04/26/2024

TDM
DRAWN

TDM
DESIGNED

CHECKED

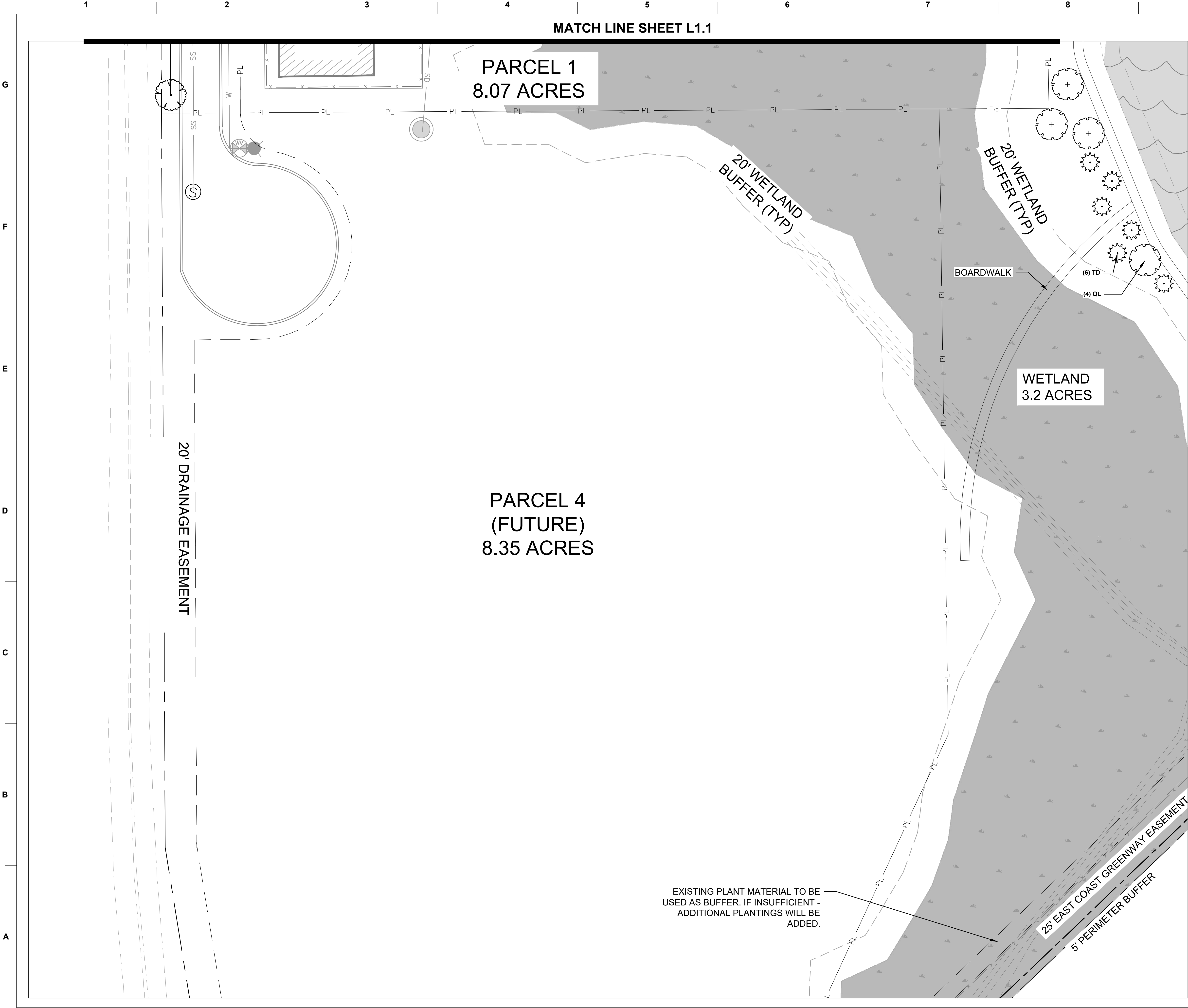
APPROVED

10-16-2025
ISSUE DATE

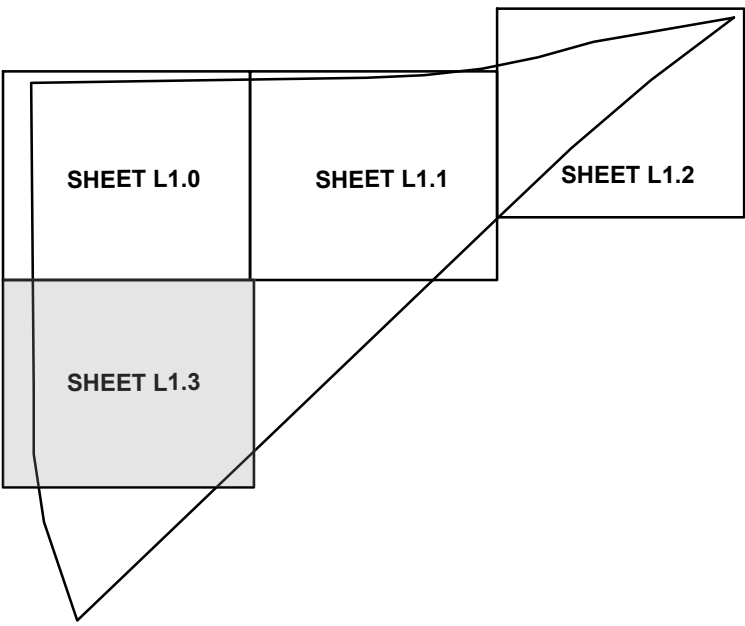
20-003
JOB NO.

L1.2

SHEET NO. SHEET OF Y



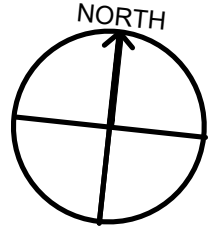
SHEET INDEX



GENERAL NOTES



ESP Associates, Inc.
2154 N. Center Street Suite E-503
N. Charleston, SC 29406
843.714.2040
www.espassociates.com



SCALE: 1" = 30'

GRAPHIC SCALE

MCDOWELL
CORPORATE
CENTER

JOB TITLE

LANDSCAPE PLAN
(SHEET 4 OF 4)

SHEET TITLE

XX-XX-XX

REVISIONS		
NO.	DESCRIPTION	DATE

1	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	03/05/2023
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3	REVISIONS PER TRC AND PUBLIC WORKS COMMENTS	03/05/2024
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TDM

DRAWN

TDM

DESIGNED

CHECKED

APPROVED

10-16-2025

ISSUE DATE

20-003

JOB NO.

L1.3

SHEET NO. SHEET OF Y



10'

5'



MCDOWELL
CORPORATE CENTER



10'

5'



8501





7A. MAJOR PLANNED DEVELOPMENT DISTRICT AMENDMENT Z-25-17: City staff received an application for a major amendment to the Parkway Group Planned Development District (PDD) revising parcel three at the McDowell Corporate Center.

Background

The Planning Commission recommended approval of the major amendment entitling the McDowell Corporate Center at their March 21, 2023, meeting. The development passed second reading at City Council on May 1, 2023. The Planning Commission subsequently approved the preliminary plat creating Commercial Drive at their February 20, 2024, meeting.

Proposed Changes

The applicant, Ed McDowell (owner), requests a major amendment to the McDowell Corporate Center within the Parkway Group (PDD) to allow for the development of Parcel 3. The proposed development consists of a two-story, 28,000-square-foot office and warehouse building with a height of approximately 40 feet. The building is oriented toward Highway 31 and the existing lake located on Parcel 5.

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Staff Review

Planning & Development, Planning Division

The planning division has no issue with the proposed amendment.

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 December 2, 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-25-17] 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-25-17] as submitted.
OR
- 3) I move (an alternate motion).

PDD Zoning Finance Account Code:	3.22
FEE PAID:	\$500.00 on November 4, 2025
FILE NUMBER:	Z-25-17
Complete Submittal Date:	November 4, 2025



Notice Published:	October 23, 2025
Planning Commission:	November 11, 2025
First Reading:	December 1, 2025
Second Reading:	January 5, 2026

City of North Myrtle Beach, SC
Application for a Major Amendment
to a Planned Development District (PDD)

GENERAL INFORMATION	
Date of Request: October 16, 2025	Property PIN(S): 360-00-00-0010, 360-13-04-0001, 389-03-02-0001
Property Owner(s): MCC Watertower 1 LLC. American Builders & Contractors Supply Co Inc	Type of Zoning Map Amendment: Major PDD Amendment
Address or Location: 8389 Water Tower Rd	Project Contact: Thomas McDowell
Contact Phone Number: Contact the Planning Division for Info	Contact Email Address: Contact the Planning Division for Info
PDD Name: Parkway Group PDD	Total Area of Property: 35.71 Acres
Proposed Amendment: This amendment provides adjustments and greater detail to the site plan. It includes an updated landscaping plan, sidewalk, retaining wall, and pier amenities at the pond along with parking and building updates.	
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: <u>Thomas McDowell</u>	
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

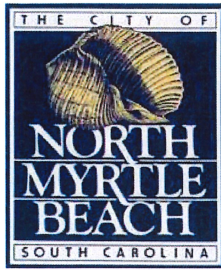
North Myrtle Beach
843-280-5550 or 843-280-5585

REC#: 02012568 11/05/2025 4:45 PM
OPER: C2 TERM: 002
REF#: 21337 BA

TRAN: 3.2200 PUD FEE
MCDOWELL CONSTRUCTION CORP
8389 WATER TOWER RD
BUILDING PERMITS 500.00CR

TENDERED: 500.00 CHECK
APPLIED: 500.00-
CHANGE: 0.00





CITY OF NORTH MYRTLE BEACH
LETTER OF AGENCY

Revision Date 05.24.19

Today's Date: 10/15/25

Nature of Approval Requested: PDD Amendment



Property PIN(s): 36014030001, 36000000010, 36013040001, 38903020001

Property Address/Location: 8389 Water Tower Rd

I, MCC Watertower 1 LLC, hereby authorize Thomas E McDowell

to act as my agent for for the purposes of the above referenced approval.

Signature

Owner

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.