

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: March 2, 2026

Agenda Item: 7B	Prepared by: L. Suzanne Pritchard, PLA, AICP, CFM
Agenda Section: New Business: Ordinance. First Reading	Date: February 25, 2026
Subject: Petition for Annexation and Zoning Designation for ±64.46 acres on SC Highway 90 [Z-25-20]	Division: Planning and Development

Background:

Cameron Parker, agent for owner, has petitioned the City of North Myrtle Beach to annex ±64.46 acres on the northwest corner of the intersection of Champions Boulevard and SC Highway 90 identified by PINs 349-00-00-0006 and 349-00-00-0007. 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.

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 off Champions Boulevard and Highway 90, the parcels are vacant. Surrounding parcels within City limits are zoned Highway Commercial (HC) and Mid-Rise Multifamily Residential (R-2A); surrounding Horry County parcels are zoned CFA and Retail with Accessory Outdoor Storage District (RE4). Upon annexation, the parcel would be designated HC as per Exhibit A: Zoning Map Z-25-20, 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.

Proposed HC Zoning Development Standards:

		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:

¹ 10 feet for the first 35 feet plus one foot for each one and one-half feet over 35 feet; for each building in excess of 80 feet in width, one additional foot on each side shall be required for each seven feet in building width over 80 feet. For 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 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 200 feet in width, the following setbacks shall be required on the end units; further provided that such projects (buildings) shall not exceed 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 90-degree (or less) cutoff luminaire angled away from non-commercial properties with a maximum height of 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 75,000 square feet or greater.

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

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

HC District Permitted Uses:

Permitted uses within HC districts include the following: Personal service establishments; convenience, primary and secondary retail establishments; general business services; funeral homes and accessory crematoriums; professional offices; commercial recreation establishments; churches, places of worship, and religious institutions including accredited educational facilities when accessory thereto; motels, hotels, lodges, and inns; hospitals, clinics, nursing and convalescent homes; educational institutions; armories, lodges and civic clubs; commercial and training schools; animal hospitals and veterinary clinics; automobile service and repair; public and private transportation service and facilities; commercial parking lots and structures; adult entertainment establishments; signs as permitted by Article III; accessory uses incidental to multifamily dwellings, hotels, motels, inns, lodges and resort residential; other accessory uses; cemeteries; and video gaming machines or stations.

Planning Commission Action:

The Planning Commission held a public hearing on February 17, 2026, and voted to recommend approval of the annexation and zoning designation, citing "A," where necessary to implement the Comprehensive Plan. Two residents of the Park Pointe neighborhood spoke during the public hearing:

- One resident expressed concern regarding the allowance of adult entertainment uses within the HC zoning district. The developer's representative stated that the Development Agreement could include a provision prohibiting such uses on these parcels.
- A second resident requested clarification regarding the location of the parcels and the annexation process. Staff and commissioners explained the site boundaries and noted that details related to access, layout, and permitted uses would be addressed in the accompanying Development Agreement.

No additional public comments were received.

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 ±64.46 ACRES IDENTIFIED BY
PINS 349-00-00-0006 AND 349-00-00-0007.**

WHEREAS, Cameron Parker, agent for the owner, has petitioned the City of North Myrtle Beach for annexation of ±64.46 acres consisting of the following parcel PINs 349-00-00-0006 and 349-00-00-0007 as referenced on Exhibit A: Zoning Map Z-25-20, prepared by the City of North Myrtle Beach Planning and 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 PINs 349-00-00-0006 and 349-00-00-0007 (the “Annexed Parcel”), consisting of approximately ±64.46 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 _____, 2026.

ATTEST:

Mayor J.O. Baldwin, III

City Clerk

APPROVED AS TO FORM:

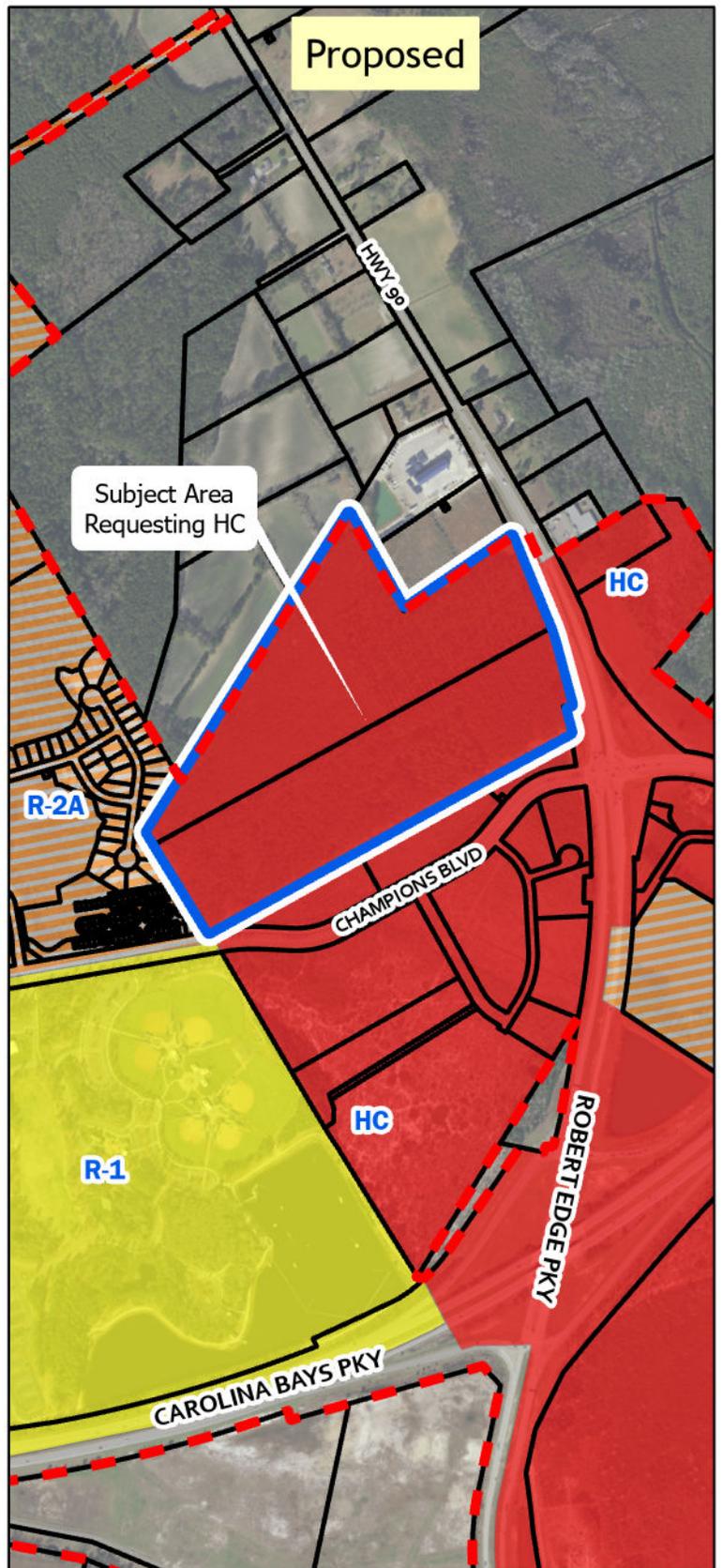
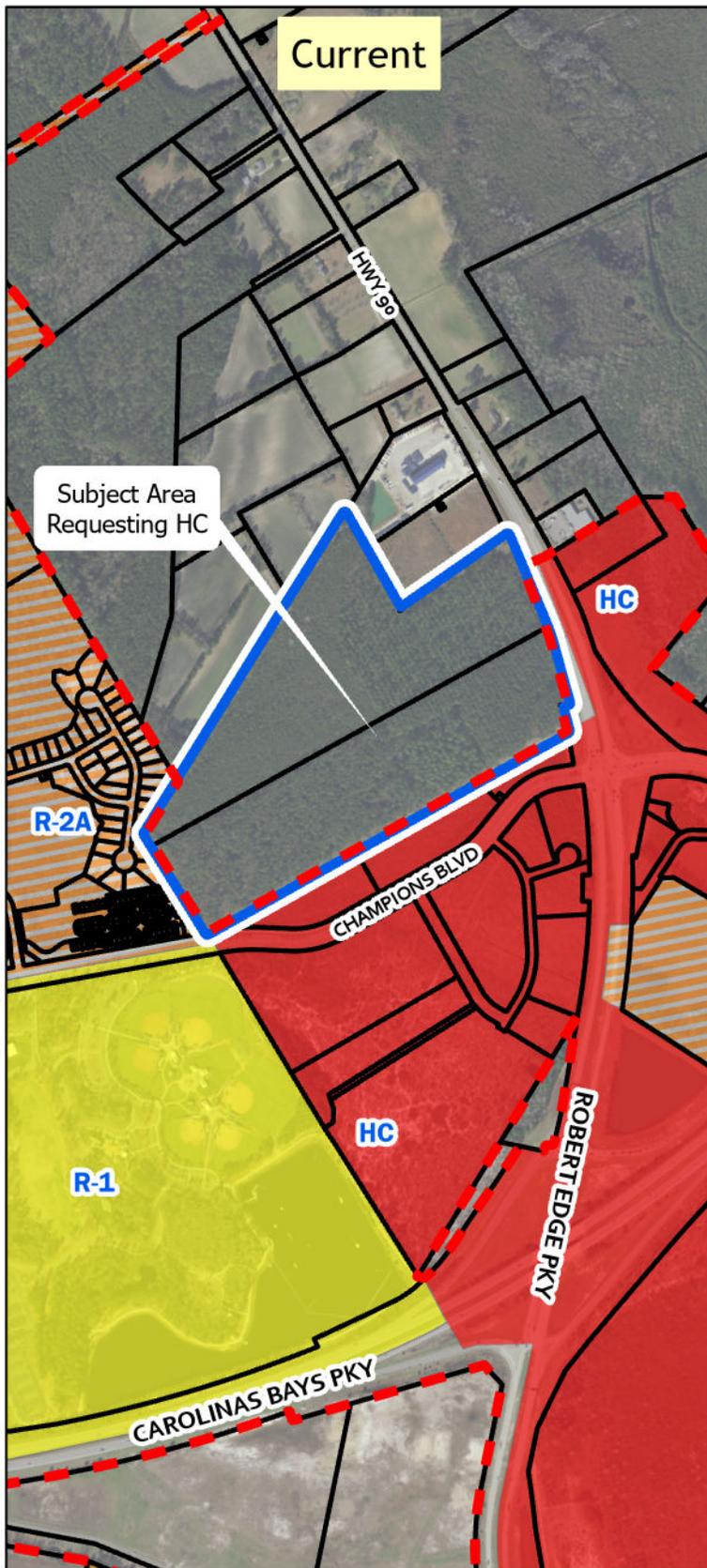
City Attorney

FIRST READING: 3.2.2026
SECOND READING: _____

REVIEWED:

City Manager

ORDINANCE: _____



Legend

- North Myrtle Beach City Limit
- Subject Area
- Zoning District HC
- Zoning District R-1
- Zoning District R-2A



Exhibit A: Zoning Map Z-25-20



6B. ANNEXATION & ZONING DESIGNATION Z-25-20: City staff received a petition to annex ±64.46 acres on the northwest corner of the intersection of Champions Boulevard and SC Highway 90 identified by PINs 349-00-00-0006 and 349-00-00-0007. 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.

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 off Champions Boulevard and Highway 90, the parcels are vacant. Surrounding parcels within City limits are zoned Highway Commercial (HC) and Mid-Rise Multifamily Residential (R-2A); surrounding Horry County parcels are zoned CFA and Retail with Accessory Outdoor Storage District (RE4).

Proposed HC Zoning Development Standards

		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:

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 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)
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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.

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HC District Permitted Uses

Permitted uses within HC districts include the following: Personal service establishments; convenience, primary and secondary retail establishments; general business services; funeral homes and accessory crematoriums; professional offices; commercial recreation establishments; churches, places of worship, and religious institutions including accredited educational facilities when accessory thereto; motels, hotels, lodges, and inns; hospitals, clinics, nursing and convalescent homes; educational institutions; armories, lodges and civic clubs; commercial and training schools; animal hospitals and veterinary clinics; automobile service and repair; public and private transportation service and facilities; commercial parking lots and structures; adult entertainment establishments; signs as permitted by Article III; accessory uses incidental to multifamily dwellings, hotels, motels, inns, lodges and resort residential; other accessory uses; cemeteries; and video gaming machines or stations.

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 Mixed Use (MU) as the 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 MU include larger scale mixed-use development at key transportation nodes and gateways in the community, intense mixed-use development with access to major transportation corridors; walkable areas where users can park once and access live,

work, and play services in proximity. The recommended primary zoning district is HC and Resort Commercial (RC); Neighborhood Commercial (NC) is the secondary zoning district alternatives.

The proposed zoning designation, HC, is a primary recommended zoning district for MU and is not a recommended zoning district for RS 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 MU future land use classification is identified as follows: Intended for larger scale mixed-use development at key transportation nodes and gateways in the community. Areas of this sort are well positioned for intense mixed-use development, especially given their access to major transportation corridors. This category supports the creation of walkable areas where users can park once and access live, work, and play services in proximity.

The proposed HC zoning is consistent with the Mixed-Use land use classification and 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, “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 district is designed to support local as well as regional shopping centers, and business complexes. As such, this district will accommodate a wide range of business and commercial uses, clustered where feasible for “cumulative attraction” and located for optimum accessibility.”

The uses permitted in the HC district would be appropriate in the area. The proposed annexation and zoning request applies a single HC zoning district across both parcels. While HC is not a recommended zoning district for areas designated RS when considered independently, staff finds the request appropriate in this case due to the parcels being planned and developed as a unified project. The development pattern, access, and infrastructure are shared across both parcels, and the overall design aligns more closely with the intent of the Mixed-Use designation than with a stand-alone residential suburban development. As proposed, the annexation supports coordinated site planning and

implementation of a cohesive development rather than fragmented zoning across parcel boundaries.

- 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:

New access points off Champions Boulevard subject to city of NMB encroachment permit application review/approval; access off SC Hwy 90 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; GSWSA water and sewer service area.

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 March 2, 2026. 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-25-20] as submitted.

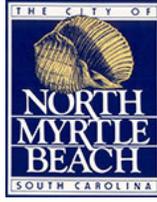
OR

- 2) I move that the Planning Commission recommend denial of the annexation and zoning petition [Z-25-20] as submitted.

OR

- 3) I move (an alternate motion).

FILE NUMBER:	Z-25-20
Complete Submittal Date:	December 3, 2025



Notice Published:	
Planning Commission:	January 6, 2026
First Reading:	February 2, 2026
Second Reading:	February 16, 2026

City of North Myrtle Beach, SC

Petition for Annexation & Zoning

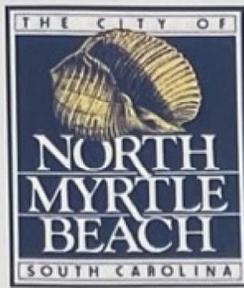
GENERAL INFORMATION

Date of Request: December 3, 2025	Property PIN(S): 34900000006, 34900000007
Property Owner(s): SARVIS PAMELA HAYES, HAYES FAMILY PROPERTIES LLC	Type of Zoning Map Amendment: Petition for Annexation and Zoning
Address or Location: NW of intersection of Champions Blvd & HWY 90	Project Contact: Cameron Parker
Contact Phone Number: Contact the Planning Division for Info	Contact Email Address: Contact the Planning Division for Info
Current County Zoning: CFA	Proposed Zoning: HC
Total Area of Property: 64.56 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: Cameron Parker

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:

Nature of Approval Requested: Petition for Annexation and Zoning

Property PIN(s): 34900000006 & 34900000007

Property Address/Location: West of Int of HWY 90, Robert Edge Blvd and Champions Blvd

I, the current landowners of the subject properties, hereby authorize Development Resource Group

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

K Scott
Signature
co-owner / Hayes Family Properties
Title

Lorey Davis PR
Signature
PANGELA SARVIS ESTATE
Title

Signature

Title

Signature

Title

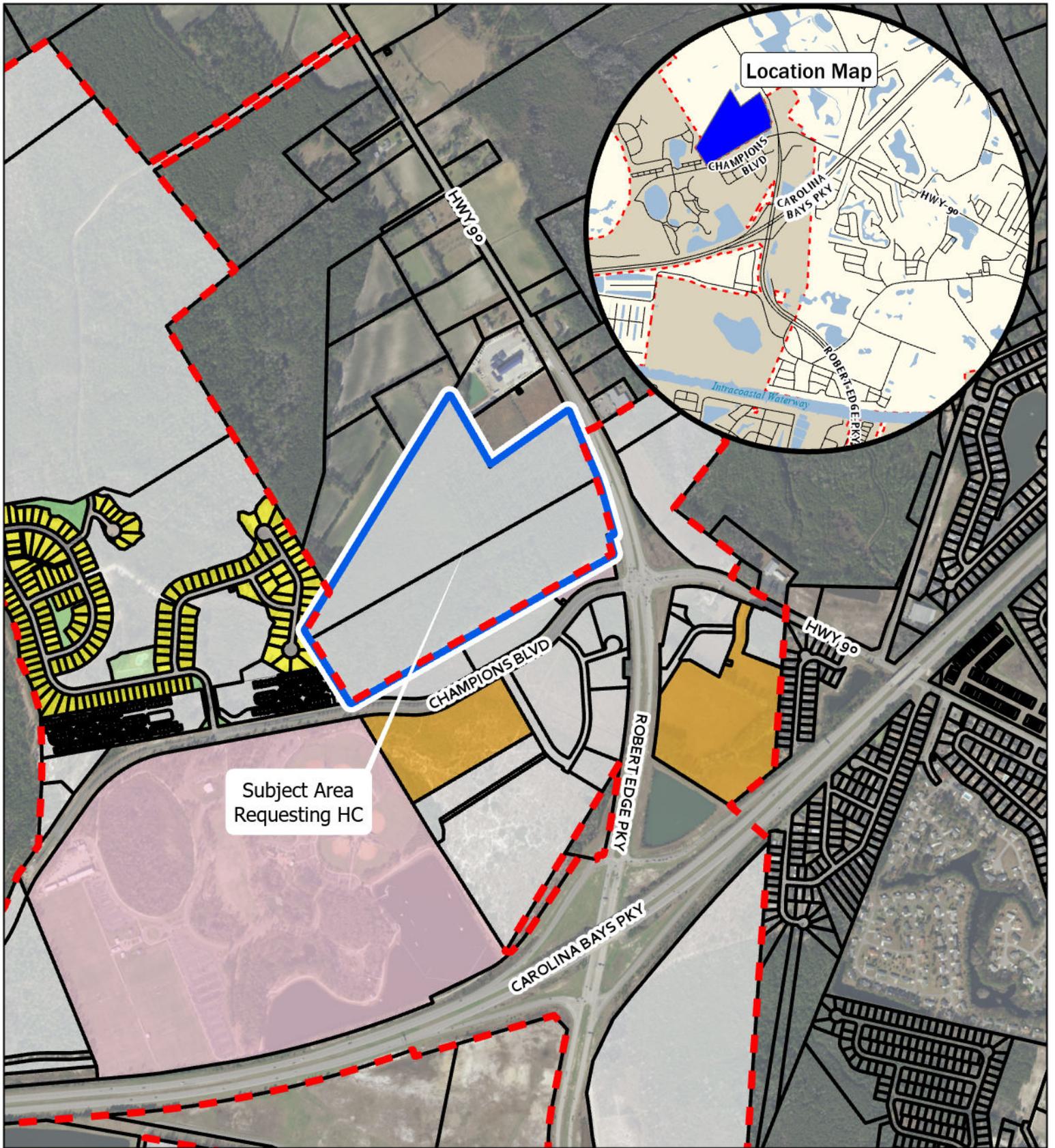
Signature

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.



Subject Area Requesting HC



-  North Myrtle Beach City Limit
-  Subject Area

- Existing Land Use
-  Amenity Area
 -  Common Open Space

Legend

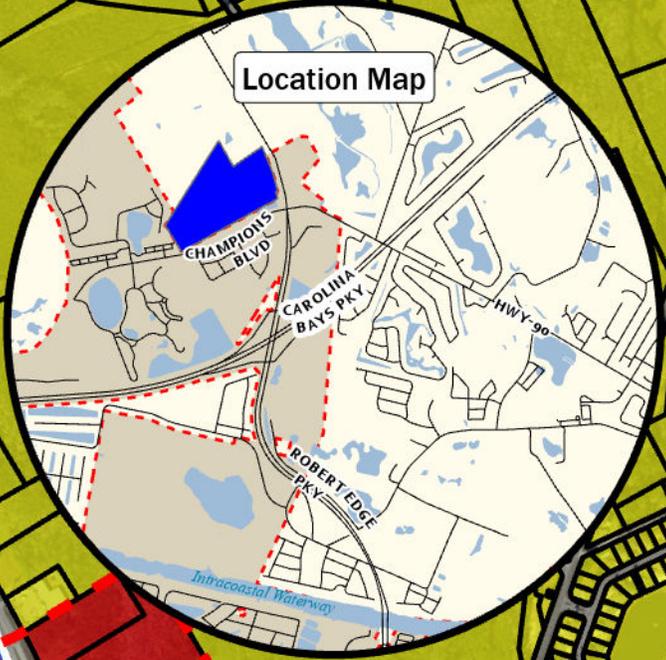
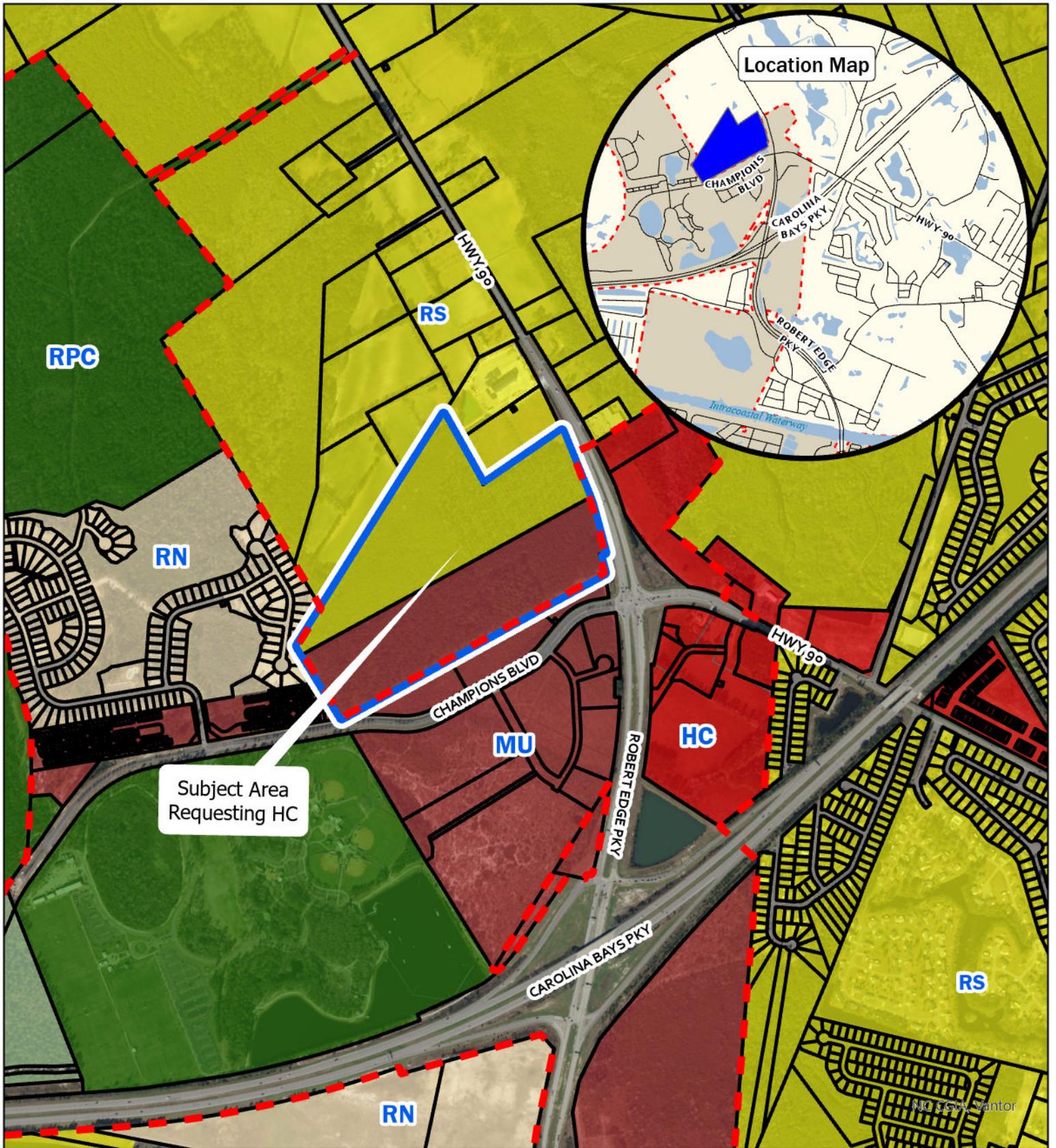
-  Multi-Family
-  Private Common Open Space
-  Single-Family

-  Vacant



Existing Land Use

0 500 1,000 Feet



Legend

- | | |
|-------------------------------|---------------------|
| North Myrtle Beach City Limit | Future Land Use CC |
| Subject Area | Future Land Use HC |
| | Future Land Use MU |
| | Future Land Use RN |
| | Future Land Use RPC |
| | Future Land Use RS |



Future Land Use

