

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: March 16, 2026

Agenda Item: 6B	Prepared by: L. Suzanne Pritchard, PLA, AICP, CFM
Agenda Section: Unfinished Business: Ordinance. Second Reading	Date: March 11, 2026
Subject: Petition for Annexation and Zoning Designation for ±64.46 acres on SC Highway 90 [Z-25-20]	Division: Planning and Development

NOTE:

Staff requests a postponement to allow additional time for requested revisions to the document.

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
	Side	10 feet ⁵	¹	¹
	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 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:

Postpone the proposed ordinance on second reading

Reviewed by Department Head

Reviewed by City Manager

Reviewed by City Attorney

Council Action:

Motion By _____ 2nd By _____ To _____