

CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA
NORTH MYRTLE BEACH CITY HALL
CITY COUNCIL WORKSHOP
Wednesday, December 9, 2020

Minutes

1. ROLL CALL: 2:00 PM

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

Marilyn Hatley

JO Baldwin

Fred Coyne

Nicole Fontana

Hank Thomas

Terry White, Absent

2. DISCUSSION:

The City Council, staff and developers discussed the potential amendment to the Waterway Hills/Grande Dunes North section of the Parkway PDD. Franklin Daniels, attorney for the developers, explained the change of leadership from LStar to Freehold Communities. The ownership of the property stayed the same. Mr. Daniels introduced Peter Kyte, President of Freehold Communities. Mr. Kyte stated he had the opportunity to meet with Staff to discuss the plans and hear their suggestions for improvements. Mr. Kyte introduced Steve Lovett, a partner with the firm Erwin, Lovett, Miller out of Jacksonville, FL. Mr. Lovett will be the planner & designer for the project. Mr. Lovett stated their company started working on the project in August and was committed to find enhanced value and superior solutions for the project.

Mr. Lovett presented some observations of the inherited site. The current landscape and mature trees were beautiful and would be worked into the site planning. The spine road was a unique asset, which would be used to help improve the entrance and arrival area of the community. They did not like entering the community to see an apartment complex. He stated they wanted to choreograph the arrival experience to create greater value. The coastal edge had an opportunity to create a meaningful open space to enhance the value for the entire community of residents. In observing the different residential products, Mr. Lovett explained there was a missed opportunity to create individual villages with their own character and signage. The connectedness of open spaces was missing in the original plan. One of the ways they helped solve this was to use cul-de-sacs to terminate at open spaces with trail heads.

Mr. Lovett presented the highlights of the overall redesigned plan of the property. He reiterated that most of the spine road was developed and would be kept. He explained the amenity center would be located at the front of the community, with a long, landscaped water view entry leading to it. There would be five different residential parcels and product offerings. Parcels 1 & 2, 3, 9, 10, and 11 would be the five different products, with each village having their own character. The ponds would be more open and exposed with value to everyone in the community. On the Intracoastal Waterway, there would be a park, approximately 300-400 square feet north/south and 150-200 square feet east/west, which everyone in the community could enjoy. Mayor Hatley inquired how many acres the entire project was. Mr. Lovett stated it was 250 acres.

Mr. Lovett stated the initial phase of the plan would have pared villas, townhomes, and a variety of single-family home lots. He explained the size of the lots and where each of them were located in the existing plan. The amenity/social center would be on approximately 4-5 acres of land and exist toward

the beginning of the entrance, across from the pond. There would be a social, multi-generational pool, playground, and open lawn area. Mr. Lovett explained the trails and open spaces within the community.

Mr. Lovett explained their stance on the garage setback being 22 feet versus 24 feet from the sidewalk. From their research and planning, he believed having a 24 foot setback would allow a homeowner to stack cars and block the sidewalk. Having the 22 foot setback did not spatially give the room for stacked cars, therefore not blocking the sidewalk.

The previous plan had 1,216 units and this plan had 218 fewer units, with only single-family homes and did not include the apartment complex. Mr. Kyte stated there was a revenue of \$545,600 for the beach and parking fund with the previous plan. They wanted to make sure this revenue was not an issue in the discussion and the City would still receive the same amount.

Mayor Hatley stated what was presented she liked very much, pointing out the landscaping, trails, and open spaces. She inquired why the smaller homes were on the waterfront instead of the larger homes. She was glad to hear there were not any proposed tiny homes. She stated she was looking forward to seeing the type of homes and materials being used.

Councilman Baldwin stated this was a much better plan with less density and appreciated them keeping the fee the same amount. Mayor Hatley stated they would consider the 22 foot setback and consult the Planning Department on it. She stated they have had issues with other developments, which garnered several complaints. Mike Mahaney, City Manager, wanted to make clear that those residents would not be getting the free parking pass to the beach that allowed them free parking in the beach front parking lots. Mr. Kyte reiterated that the residents would be paying a monthly fee to be Grande Dunes Ocean Club members as a part of buying a home in the Grande Dunes. Councilman Thomas stated he liked the plan and the only objection would be the 22 feet versus the 24 feet garage setback. Councilman Coyne stated he tended to agree with Councilman Thomas. Mr. Lovett stated he wanted to achieve what they were looking for and not have a cluttered mess of cars blocking the sidewalks, but in their experience, that was achieved by shortening the driveways, not lengthening them. Councilwoman Fontana stated she was still concerned with the setbacks, because of the problems they have had with other developments. Once this precedent was set, she stated it would follow in future developments. She stated she was glad to hear that area 11 were single-family homes and not multi-family homes.

Jim Wood, Director of Planning and Development, explained there would be another workshop once the developer submitted specific house designs and materials. Director Wood stated to the developers to establish a minimum lot and home size for each neighborhood pod, before the next submittal. Mayor Hatley stated she did not hear any major issue they could not work out. Mr. Kyte stated there were 11 different planning areas and they would be putting together a phasing schedule with the formal submittal in January and construction would begin in 2021. Councilwoman Fontana asked when the amenity center would begin. Mr. Kyte stated the amenity center would be started at the 150th certificate of occupancy.

Mayor Hatley thanked everyone. Mayor Hatley adjourned the workshop at 2:57 PM.

Respectfully submitted,

Allison K. Galbreath, Clerk to Council

MARILYN HATLEY, MAYOR

Minutes approved and adopted this 4th day of January 2021.