

**CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA  
J. BRYAN FLOYD COMMUNITY CENTER  
CITY COUNCIL & PLANNING COMMISSION WORKSHOP  
Wednesday, May 5, 2021**

**Minutes**

**1. ROLL CALL: 1:35 PM**

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

Marilyn Hatley  
JO Baldwin  
Fred Coyne  
Nicole Fontana  
Trey Skidmore  
Hank Thomas  
Terry White

Harvey Eisner  
Silvio Cutuli  
Jessica Bell, Absent  
Ruth Anne Ellis  
Ed Horton  
Callie Jean Wise

**2. DISCUSSION:**

- A. Presentation by Mike Mahaney, City Manager. Manager Mahaney presented a broad overview of how the city was managing growth, the population within the city, how it increased with visitors, and housing within the city. Manager Mahaney explained some of the upcoming infrastructure work related to enhancing and preserving the quality of life for the city's residents. Manager Mahaney explained that with the reality of hurricanes hitting the city, a new Emergency Operations Center was necessary and construction would begin this next budget year. The Emergency Operations Center will be able to withstand a Category 5 hurricane. The Park and Sports Complex would also have a 96-acre expansion, including splash pads and a family entertainment center. Manager Mahaney explained no tax increase was proposed for the new budget year. In addition, within the presentation handout, there were listed several residential and commercial projects that were in the pipeline for development.
- B. Financial analysis of the Del Webb community. Manager Mahaney gave an overview of what the financial impact of a subdivision, like the Del Webb community, would be to the City of North Myrtle Beach. The Council was looking for quality developments that included amenities, sidewalks, landscaping, etc. Manager Mahaney went over the one-time fees and charges, the various annual revenues, contributed capital, and charges that would come to the city. He also explained the need for more Public Safety when a subdivision came into the city. He estimated over \$2 million would be contributed to other taxes, such as county, vehicle, and schools.
- C. Regarding possible expansion of the RC District near 17<sup>th</sup> South and Ocean Boulevard. Suzanne Pritchard, Senior Planner for the Planning and Development Department, presented an overview of where the current RC District was and how it was proposed to expand. A graph displayed the comparisons between the RC and R-4 Districts purposes, permitted uses, and building heights. Ms. Pritchard stated there were a lot of overlapping features between the two districts. The RC District allowed a broader variety of commercial uses and higher limits of 165' versus a building height for 90' for the R-4 District. Ms. Pritchard described the properties that would be affected by the possible expansion.
- D. Regarding Comprehensive Plan recommendations for conservation communities and the development of lands in areas of future City expansion, Ms. Pritchard stated this was a future land use classification and there were no primary or secondary zoning districts that were associated with it. She displayed an example of how a conservation community would be developed. It would have

more open space and the key concept was sustainability of compactness. It would be an increase in density but with more open space and community connectivity. Ms. Pritchard displayed a future land use map of where the Conservation Community would be located within North Myrtle Beach. Mayor Hatley inquired what the lot sizes would be. Ms. Pritchard stated there was not a specified lot size. It would be set up for what would best meet the needs of the community. Another slide demonstrated how Horry County encouraged the design of a sustainable environment through the Multi-Residential District.

- E. Regarding the east side of Water Tower Road across from the back of Barefoot Resort, Ms. Pritchard explained the existing conditions on Water Tower Road and explained that there were many vacant properties along the road. There was a push to annex into the City in order to develop in a manner that protected adjoining neighborhoods. She also showed a graph on a class comparison of the different land uses within that area.
- F. Regarding the Code of Laws of SC Section 31-3-10 et seq. also known as the “Housing Authorities Law”, Manager Mahaney stated 30% of the shown map could have apartment complexes, if they chose to. There were 500-600 apartment units in the pipeline to be developed. In addition, there were also 10,000 units outside of the city limits that contained apartment complexes. He stated this would continue to be monitored.

Mayor Hatley asked to hear from the Planning Commission. When looking at the Comprehensive Plan, Chairman Eisner asked how strict of an interpretation should they have. He was concerned about the infrastructure in the city, especially along Water Tower Road. Commissioner Wise stated their questions were on the future land uses and inquired if the 2018 Comprehensive Plan needed to be revisited. She was concerned about the quality of residential developments. Commissioner Wise wanted to know what the large tracts of land that were within the city limits were going to be used for and if they would need to be rezoned. She stated businesses paid the most taxes in the city versus the residents and the amount of residential developments coming in concerned her along with the lack of infrastructure. She wanted to know how much a single-family home versus a business brought into the city. Some of the Planned Development Districts (PDD) were approved with commercial components, but then they come back and amend it and take out the commercial component. Randy Wright, Director of Finance, stated the single-family homeowner and the business pays the same millage. The single-family homeowner was taxed at 4% and the business at 6%. He explained some examples of the two and how the assessed values worked. Commissioner Wise wanted to make sure the developments were not putting an added strain on city services. Mayor Hatley stated new housing developments were coming and that would bring more businesses.

The Council, Commission, and staff discussed the Comprehensive Plan. Manager Mahaney and Councilman Coyne stated it was a guideline and it was okay to change the plan with changing times. Commissioner Wise inquired about instituting an architectural review board. She stated her concern was what the city would look like in 50-100 years. She had a concern for the look of some of the areas on Highway 17. She wanted to look at the colors and design of what was coming into the city. Chairman Eisner stated there was also a concern over signage. It did not have to be uniform, but attractive. Mayor Hatley stated she was not against that type of review board but it needed guidelines. She cautioned that some of the review boards become dictators and she did not want that for the city. Mayor Hatley stated they would talk with staff and the City Manager about what they could come up with to help with this situation. She explained that code enforcement might need to tighten up on enforcement. Commissioner Cutuli stated the Planning Commission was looking for guidelines on how North Myrtle Beach could have its own unique look.

Mayor Hatley stated the Planning Commission had a hard job and had a lot of material to read. She recommended to staff to get their packets to them a day or two earlier, even if it meant having to tell a developer they had to wait to a later meeting because their material wasn't in on time.

Mayor Hatley opened the floor for public comment.

Susan Platt, 942 South Ocean Boulevard, North Myrtle Beach, stated she was on the Historic Planning Commission for the county. She stated they were an architectural review board and changed it to a commission because of the same items that were discussed today. In 1994, South Carolina passed the Bailey Bill which offers incentives to keep historic buildings/homes. It gives an owner a tax abatement for up to 20 years and does not penalize the property owner for not increasing the value of the property. This was applied in downtown Myrtle Beach and some of the buildings were getting federal, state, county, and city tax credits. It was a way to give incentives and not just code enforcement. As you drive down North Myrtle Beach, there were iconic structures that could stay that way with the help of the Bailey Bill.

Damian Triouleyre, 902 Perrin Drive, North Myrtle Beach, stated he represented the Friends of Ingram Dunes and he thanked the Council and Commission for doing the joint meeting. He asked Ms. Pritchard about the end of Little River Neck Road and what is was designated. Ms. Pritchard stated it was a conservation community. He would like the whole area, around 3,000 acres, to be preserved as a huge conservation area. He stated he thought the Governor was in favor of it, too. Mayor Hatley stated she had just come from Columbia having meetings with a few legislators. She stated they seemed to know about Waties Island and were in agreement that the area needed to be preserved. Mr. Triouleyre thanked Mayor Hatley for working on that for them. He stated there was a lot of input from the community on the 2018 Comprehensive Plan. It was more than a piece of paper and urged them to use the plan. Mayor Hatley stated the Planning Commission tried to follow the plan closely. They had recommended zonings that would follow and compliment the Comprehensive Plan. Mr. Triouleyre stated a concern for the former Possum Trot golf course area. He stated there was a chance to get a 10-20 acre park in the Del Webb community and he wanted to know if there could be any influence now on the design to get a community park. Manager Mahaney stated that would not likely happen. The property was in the county and the city was looking for a high quality residential neighborhood. It could have been a trailer park. It was a matter of negotiation and where would the money come from to get a 20 acre park. Mayor Hatley stated the project did have 7 acres of recreation and open space within their development. The first plan had higher density, which was turned down. A large amount of buffering was required in order to not interfere with the current residents. Mayor Hatley stated they did an excellent job of getting as much open space as possible. Chairman Eisner stated the Planning and Development Department had done an outstanding job in presenting to the Planning Commission subdivisions with open land options and presenting ideas to preserve trees, not just clear cut them. Mr. Triouleyre agreed the second plan was much better because the Council drew a hard line, but it could have been better. He was looking for public open spaces, not just for residents in the community. As they went forward, he wanted them to look at more public open spaces, but stated they were moving in the right direction. Mayor Hatley stated they do have a lot of public open spaces with picnic shelters, playgrounds, and parks right now. Mr. Triouleyre agreed that everyone loved McLean Park and the nature park in Cherry Grove.

Joe Gosiewski, 5206 Windy Pines Drive, Barefoot Resort, stated he had two observations. For the longest time he stated the Planning Commission was looked upon as having the duty to pave North Myrtle Beach and not stop any kind of development. He appreciated the comments today and felt they were doing a great job. He would love to see an architectural review board or something like it, because of the condition of stores between Barefoot to the Post Office. The look of those stores versus from Main Street to Sea Mountain Highway was vastly different. As building permits were issued and new places were built, he would support a review board. Secondly, the quality of life was a concern. He stated the city keeps expanding west and southwest, he asked that Council not leave them behind. A

number of ordinances like noise, trash, and soon to be parking, were directed for Ocean Drive and east of Highway 17. He inquired about west of Highway 17 and Highway 31. He stated if Public Safety was taking care of issues east of Highway 17, who would be taking care of the other side of the city. He stated Public Safety did a fantastic job. He didn't want to see west and south left out, they needed a good quality of life, too. Mayor Hatley and Manager Mahaney stated they would not leave them behind and the parking and noise ordinance would include them, too.

Cheryl Kilday, with Destination NMB, stated she was pleased to see the meeting taking place and the Chamber was committed to working with them on some of the issues that impacted businesses and residents in the city. As the city grew, she asked about workforce housing and thinking about affordability for those that work here. She asked if green space was a part of the plan within the new communities and developments. Mayor Hatley stated the Council was working with the SCDOT and with Horry County about another park with open space on the south end of the city. They were still working on the details, but it would be a great addition of green space.

Mayor Hatley thanked everyone for attending and the Planning Commission for the amount of time they dedicated to their position on the Commission. She stated anyone was welcome to come to City Hall to discuss anything they wished to discuss. Mayor Hatley adjourned the workshop at 2:57 PM.

Respectfully submitted,

Allison K. Galbreath, Clerk to Council

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MARILYN HATLEY, MAYOR

Minutes approved and adopted this 7<sup>th</sup> day of June 2021.