

## REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: July 19, 2021

Agenda Item: 7C	Prepared by: L. Suzanne Pritchard, PLA, AICP
Agenda Section: New Business: Ordinance. First Reading	Date: July 14, 2021
Subject: Esperanza PDD and Hope Pointe [Z-21-6]	Division: Planning and Development

**Background:**

Adjacent to Tidewater Plantation on Little River Neck Road, the Esperanza PDD was entitled in 2007. The originally approved PDD contained a variety of residential products – Single-family homes, townhouses, multiplexes, and multi-family condos. Other features of the original PDD included amenity areas, a community marina with 50 slips on the Atlantic Intracoastal Waterway, and a commercial area meeting the standards of the Neighborhood Commercial (NC) district at the front of the property on Little River Neck Road. The density of the original PDD was limited to 375 dwelling units, and the project provided 27.7% open space. No portion of the entitled PDD has been constructed except for the boat slips on the waterway, but an existing unused residence remains on the property.

**Proposed Changes:**

The applicant, DDC Engineers, agent for the developer, has requested an amendment to the Esperanza PDD revising the project into Hope Pointe. This amendment reduces the overall density from 375 dwelling units to 250 dwelling units and removes the previously approved multiplex and multi-family uses from the development (3.81 dwelling units per acre down from 5.71 dwelling units per acre previously). The neighborhood commercial area adjacent to Little River Neck Road is also removed and converted to an area for townhomes. The remaining commercial component of the PDD is a proposed retail ship store on the Atlantic Intracoastal Waterway, near the existing community marina, which will be no larger than 5,000 square feet in size. This retail element will be completed prior to the issuance of 50% of the building permits for residential units within this project. The existing community marina will continue as a private marina limited in use to Hope Pointe property owners, and the development provides an amenity area and overlook park for residents. Total open space is 47.5%, a nearly 70% increase from the existing PDD.

The proposed development largely follows the previously created road network and winds around the existing wetlands on site. 146 townhomes are located at the front of the property adjacent to Little River Neck Road, and 104 single-family lots complete the residential portion of the development with typical dimensions of 52' by 120'. A standard 20' perimeter project setback applies throughout the project except the portion of the property which abuts Tidewater Plantation and Little River Neck Road. Along the Tidewater Plantation property line, a 40' minimum (in some places larger) perimeter buffer will be maintained with the first 25' of this buffer consisting of a year-round vegetated screen. Along Little River Neck Road, a 40' landscaped setback will also be provided.

Architecturally, the original Esperanza PDD was created as a Mediterranean coastal village with stucco or brick exteriors and tiled roofing. The Hope Point PDD revises this architectural style to a traditional coastal southern style using stucco, brick, stone, and a variety of siding types – horizontal lap, board and batten, and cedar shake – with architectural shingles or standing seam metal roofing. Street standards conform to city standards with a 50' right-of-way with sidewalks and street trees and 22' driveways for access to the townhome portions of the development.

**Planning Commission Action:**

The Planning Commission conducted a public hearing on June 22, 2021 and voted 6-1 to approve the request with the contingency that the amenity center would be completed by 60% of building permits being issued (or the 151st unit). Staff additionally requested small housekeeping revisions that were all made by the applicant. There were no public comments.

**Recommended Action:**

Approve ordinance on first reading

Reviewed by Division Head

Reviewed by City Manager

Reviewed by City Attorney

Council Action:

Motion By \_\_\_\_\_ 2<sup>nd</sup> 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 THE ESPERANZA PLANNED DEVELOPMENT DISTRICT (PDD) TO THE HOPE POINTE PDD.**

**Section 1:**

That the Esperanza PDD be amended to the Hope Pointe PDD through changes to the master plan and governing documents, entitled “HOPE POINTE PLANNED DEVELOPMENT DISTRICT (P.D.D.) DOCUMENT” dated March 2021, noting a list of exhibits in the following ways:

- SECTION 1: PURPOSE AND INTENT STATEMENT
- SECTION 2: PROJECT DEVELOPER AND TITLE
- SECTION 3: MASTER SITE PLAN
- SECTION 4: DEVELOPMENT DESCRIPTION
- SECTION 5: GENERAL DEVELOPMENT STANDARDS THROUGHOUT THE P.D.D.
  - A. Dimensional and Density Standards
  - B. Landscaping, Open Space, Parking, Maximum Heights of Structures and Signage
  - C. Access and Entrance Features
  - D. Parking Requirements
- SECTION 6: MAINTENANCE AND CONTROL
- SECTION 7: TENTATIVE CONSTRUCTION SCHEDULE

APPENDICES:

- Appendix A: P.D.D. Documentation (Including Survey, Master Site Plan, Phasing Plan, Master Water and Sewer Plan, Master Drainage Plan
- Appendix B: Hope Pointe P.D.D. Vicinity Map and Illustrative Master Plan
- Appendix C: Typical Project Elevations
- Appendix D: Conceptual Landscaping Plant Location Including Proposed Buffer Plantings, Conceptual Landscape Plan and Plant Materials List
- Appendix E: Site Aerial Photographs
- Appendix F: Typical Lighting within a P.D.D.
- Appendix G: Signage

The proposed Preliminary Master Plan & PDD Modification Request listed above shall replace the approved and recorded PDD booklet approved by 2<sup>nd</sup> Reading of Ordinance by City Council on July 2, 2007.

**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 \_\_\_\_\_, 2021.

ATTEST:

\_\_\_\_\_  
Mayor Marilyn Hatley

\_\_\_\_\_  
City Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney

REVIEWED:

\_\_\_\_\_  
City Manager

FIRST READING: 7.19.2021  
SECOND READING: \_\_\_\_\_

ORDINANCE: 21-27



# HOPE POINTE PDD

CITY OF NORTH MYRTLE BEACH, SC 29579  
MARCH, 2021



# HOPE POINTE PLANNED DEVELOPMENT DISTRICT (P.D.D.) DOCUMENT

March 2021

PN: 20028L

Prepared For: City of North Myrtle Beach Planning Commission

Project Developer: NVR, Inc.

Prepared By:



## **P.D.D. DOCUMENT TABLE OF CONTENTS**

**SECTION 1: PURPOSE AND INTENT STATEMENT**

**SECTION 2: PROJECT DEVELOPER AND TITLE**

**SECTION 3: MASTER SITE PLAN**

**SECTION 4: DEVELOPMENT DESCRIPTION**

**SECTION 5: GENERAL DEVELOPMENT STANDARDS THROUGHOUT THE P.D.D.**

- A. Dimensional and Density Standards
- B. Landscaping, Open Space, Parking, Maximum Heights of Structures and Signage
- C. Access and Entrance Features
- D. Parking Requirements

**SECTION 6: MAINTENANCE AND CONTROL**

**SECTION 7: TENTATIVE CONSTRUCTION SCHEDULE**

### **APPENDICES:**

Appendix A: P.D.D. Documentation (Including Survey, Master Site Plan, Phasing Plan, Master Water and Sewer Plan, Master Drainage Plan)

Appendix B: Hope Pointe P.D.D. Vicinity Map and Illustrative Master Plan

Appendix C: Typical Project Elevations

Appendix D: Conceptual Landscaping Plant Location Including Proposed Buffer Plantings, Conceptual Landscape Plan and Plant Materials List

Appendix E: Site Aerial Photographs

Appendix F: Typical Lighting within a P.D.D.

Appendix G: Signage

## **SECTION 1: PURPOSE AND INTENT STATEMENT**

The purpose of a Planned Unit Development (P.D.D.) is to encourage flexibility in the development of Land in order to promote its most appropriate use; to improve the design, character, and quality of new development; to facilitate the provision of streets and utilities; and to preserve the natural and scenic features of open areas. (City of North Myrtle Beach Zoning Ordinance § 23-29 (Municipal Code Corporation 1989 reprinted 1997).

All development within the Project will be regulated by the Master Site Plan and the City of North Myrtle Beach, South Carolina (the "City")<sup>1</sup>; and the North Myrtle Beach Code of Laws. All development will be consistent with the requirements of applicable North Myrtle Beach Zoning Regulations and other applicable codes and ordinances of the City of North Myrtle Beach unless specifically identified within this document. The definitions applicable throughout this Document are set forth in Section 23-2 of the City of North Myrtle Beach Zoning Ordinance.

## **SECTION 2: PROJECT DEVELOPER AND TITLE**

The Project title of this development is the Hope Pointe Planned Development District. The Project developer is NVR, Inc. The term "Developer" as used throughout this Document may also include all subsidiaries and affiliates of NVR, Inc., and the term will also include any of its successors in interest or successors in title and/or assigns by virtue of assignment or other instrument.

## **SECTION 3: MASTER SITE PLAN**

Appendix B of this Ordinance, attached hereto, contains the P.D.D. Documentation, including the Master Site Plan depicting the Project ("Master Site Plan"). The Master Site Plan (Sheet 1) shall be binding on the property, and any major departure shall be authorized by amendment only. This Project will include phases I and II. A general description of development intended within is listed below.

- A. Phase I;** Development in phase I will consist of ± 65.69 acres within the project to include the fifty (50) foot right-of-way and the twenty-two (22') foot pavement and curb driveway, single family, townhouses, amenity area, private community marina, and all relevant infrastructure necessary for the phase 1 development including water, sewer, drainage, parking and other supporting utilities. Phase I will be developed simultaneously in sub phases with amenities inclusive. <sup>(1)</sup>
  
- B. Phase II;** Includes the AICW Commercial Retail component of the project. This waterway focused commercial element will direct its focus towards providing retail services to the typical waterway traffic. A small parking area is provided to service this facility internally in addition to the primary marine traffic. This will minimize additional commercial related traffic along Little River Neck Road while providing a mixture of uses. It is the intention that the completion of this facility will occur prior to but at a maximum point at the issuance of the building permit associated with fifty (50) percent of the residential units of the project total.

<sup>(1)</sup> Residential development in phase I will consist of a maximum of eight (8) sub-phases in order to consider environmental priorities, the economy and other unforeseen impacts.

## SECTION 4: DEVELOPMENT DESCRIPTION

This Planned Development District will be nestled along the Atlantic Intracoastal Waterway (AICW) amid loblolly pines and white oaks along the historical Little River Neck of Horry County, South Carolina. It is here that Esperanza, Spanish for “hope”, will emerge. Through a synthesis of compatible land uses, this P.D.D. will allow for a walk-able, viable and self-sustaining community. A grand entrance feature will greet visitors and residents to a cherished coastal South Carolina experience.

Residential products within the P.D.D. will include single-family and townhouses units. A single amenity area will be included in the single-family portion of the project.

In addition to the upland amenity features of the project, a community marina with a dock not to exceed 50 slips will be provided within that portion of the property that is contiguous to the Atlantic Intracoastal Waterway (AICW). The marina will be private, with its use limited to Hope Pointe property owners, their invited guests, and associated area for the commercial ship store and grill.

Continuity of materials, spatial treatments and tasteful design relationships will provide the Hope Pointe P.D.D. with a sense of place. Architectural design of buildings will be consistent with an overall coastal South Carolina theme. (1)

*(1). Exteriors of all buildings throughout each phase of this development will be consistent in quality, design and choice of colors that are indigenous to the development theme.*

## SECTION 5: GENERAL DEVELOPMENT STANDARDS THROUGHOUT THE P.U.D.

### A. DIMENSIONAL AND DENSITY STANDARDS

The Developer will conform to the setback requirements set forth in the development standards established in Table 1(see page #5). There will be a standard perimeter setback of twenty (20') feet from the outer perimeter property lines inward of the project, except for that portion of the project which abuts Tidewater Plantation. Here the perimeter setback will be **forty (40') feet** from the outer perimeter property lines. Within the **40 foot** buffer, the **first 25 feet inward from the exterior property line that abuts Tidewater Plantation** shall be comprised of landscaping that will provide a year-a-round vegetative buffer (**see paragraph B, footnote #2 of this section**) and planted according to required caliper size. Hope Pointe will also provide a forty (40) foot building setback off Little River Neck Road and meet the P.D.D. landscape requirements where it fronts the right-of-way. Further, Hope Pointe P.D.D. will provide a year-a-round vegetative planting within the twenty (20) foot buffer on the right-side exterior property line adjacent to properties abutting the Riverside Drive subdivision.

See Table 2, Proposed Gross Densities, for specific density information. The size and location of these land uses are illustrated on the submitted sheet entitled *Planned Unit Development Districts*. The overall gross density for this project includes 146 townhouse units and ~~105~~ 104 single-family lots for a total of 251 DU. Market demand and/or design modifications may require the developer to change uses from the total number of

multi-family dwelling units to single-family dwelling units subsequent to approval from the City of North Myrtle Beach. At no time will this change request exceed 251 total units.

TABLE 1

**PROPOSED DIMENSIONAL STANDARDS CHART**

Propose Uses Phase I	Min. Site Area (Square Feet)	Minimum Setbacks (Feet)			Max Height (4)	Separation of Structures
		Front	Side	Rear		
Single family (1)	No Minimum Requirement	0'	0'	15'	40'	10' (2)
Townhouse (1) Common (3) Ownership	No Minimum Requirement	0'	0'	15'	48'	20'
Residents (1) Amenities (5)	No Minimum Requirement	0'	5'	5'	35'	
Private (1) Marina (5)	No Minimum Requirement	0'	0'	0'	35'	
Phase II Commercial (5)	No Minimum Requirement	0'	0'	0'	35'	

(1)

The required perimeter setback of twenty (20) feet shall be observed. Where the exterior property line abuts Tidewater Plantation and Little River Neck Road there will be a minimum setback of forty (40) feet for all structures.

(2)

Side yard of zero (0') feet allowed, so long as an individual lot's other side yard is doubled (i.e. 10').

(3)

Townhouses may have side yards of zero (0') feet to allow for common sidewalls. A minimum of two (2) up to a max of six (6) dwelling units shall be attached with common walls. Multiple unit buildings shall meet the (20') foot separation requirement at each end of the building.

(4)

Building height measured as highest vertical distance from the ground level at the building line to the mid-point of the roof between the lower eave and the highest point of the roof. Building height does not include architectural features such as, but not limited to spires, belfries, cupolas, widow walks, etc.

(5)

Where structure separation is not listed, they shall meet minimum separations in accordance with the City of North Myrtle Beach Building Code Standards.

**TABLE 2**  
**PROPOSED GROSS DENSITIES**

<b>Residential Uses</b>	<b>Approximate Gross Areas (ac)</b>	<b>Dwelling Units</b>	<b>Estimated Gross Density (DU=dwelling unit)</b>
Single Family	± 46.26 AC	104 DU	2.27 DU/AC
Townhouse (in common)	± 19.43 AC	146 DU	7.51 DU/AC
Amenity Area	± 0.36 AC	N/A	N/A
Private Marina	± 0.68 AC	N/A	N/A
<b>Total (Phase I) (1)</b>	<b>± 65.07 AC</b>	<del>251</del> 250 Current Plan	<del>3.86</del> DU/AC 3.84

<b>Future Marina Commercial (Phase II)</b>	<b>Approximate Gross Area (ac)</b>	<b>Proposed Dwelling units</b>	<b>Estimated Gross Density (DU=dwelling unit)</b>
Marina Retail	± 0.62 Acres	N/A	No Greater Than 5,000 Square Feet of Gross Floor Area
<b>Grand Total (Phase I &amp; II)</b>	<b>± 65.69 AC</b>	<del>251</del> 250 Current Plan	<del>3.82</del> DU/AC 3.81

(1) Phase 1 will consist of eight (8) sub phases as shown in Appendix A Phasing Plan pg#3.

**B. LANDSCAPING, OPEN SPACE, PARKING, MAXIMUM HEIGHTS OF STRUCTURES, AND SIGNAGE**

\*Landscaping, open space requirements, building heights, and signage within the P.D.D. will conform to the following North Myrtle Beach City Ordinance provisions: Article V (landscaping), except where (0') setbacks are permitted. Please note that a plant materials list along with conceptual landscape drawings are located in Appendix C; Ordinance 23-109 (open space), and 23-106 (height), except where a different standard is specified by an applicable government regulatory permit or within this P.D.D. Ordinance. Open space within Hope Pointe is enumerated in Table 3 below. *Please note that the minimum requirement of 15% open space for the PUD has been met in the aggregate, and not on a district-by-district basis.*

*\*2 Hope Pointe P.D.D. will provide landscaping within the perimeter buffer that at maturity will serve to screen views from adjacent properties along the side exterior property lines. "Infill" planting shall be a combination of canopy and under-story trees/bushes that will provide a minimum 80% opacity, throughout the year.*

A preliminary signage package is included with this amendment to the PDD

**TABLE 3  
OPEN SPACE**

<b>Project Phase</b>	<b>Approximate Upland Open Space Acreage Provided</b>	<b>Amount of Open Space Required (15% of total project acreage)</b>
Phase 1	± 30.93Acres	N/A
Phase 2	± 0.27 Acres	N/A
<b>Total</b>	± 31.20Acres	± 9.85 Acres

Note: ±13.05 AC wetland area in total open space.

**C. BUILDING MATERIALS**

Developer intends that the project be developed using typical architectural elements of coastal South Carolina communities, incorporating stucco, brick stone, or horizontal lap/vertical board and batten cement board siding exterior wall finishes, architectural shingles, cedar shake, or standing seam metal

roofing, detailed exterior trim and architectural elements. The exterior colors will be consistent with traditional coastal South Carolina communities.

A "Material List" is provided as a part of the PDD First Amendment. In the event Developer should elect to modify the approved list of building materials following the PDD First Amendment approval, Developer shall resubmit the modified list for approval, at the time the preliminary site plan for the phase in which such materials are intended to be used is submitted.

**D. ACCESS AND ENTRANCE FEATURES**

An additional ±17.5-foot access easement will be preserved for potential future right-of-way, from that portion of the site adjacent to Little River Neck Road right-of-way to provide acceleration and deceleration lanes for ingress/egress should a future traffic analysis reveal the necessity of completion by others. \*Further, the dedication is to provide the ability to improve Little River Neck Road for construction of a center/left turn lane into the subdivision.

\*Note: "Provided approval of South Carolina Department of Transportation is obtained."

**E. PARKING REQUIREMENTS**

All parking will adhere to the proposed site plan to include provisions for parking within the driveways and within a combination of garages and driveways in tandem.

**SECTION 6: MAINTENANCE AND CONTROL**

It will be the responsibility of the Developer, and/or the owners associations, during construction to provide for the maintenance of the property within the P.D.D., including the ingress/egress easements.\* Exceptions to this include, but are not limited to, planned public roads, Maintenance responsibilities and restrictions may cover the driveways, wetlands, landscape areas, trees, parking areas, walkways, open space, common areas, buildings and other features of the development as appropriate under this Ordinance, applicable City Zoning Regulations and Subdivision Regulations. Upon execution and recording of the master declarations of conditions, covenants, and restrictions, the foregoing responsibilities shall be assumed by the applicable commercial or residential property owners' associations.

*\*Note: The developer will maintain a twenty-five (25) foot landscape buffer abutting Little River Neck Road during the construction of phase I and phase II. At completion, all landscape buffering abutting Little River Neck Road will be in accordance with the standards required by the City of North Myrtle Beach.*

**SECTION 7: TENTATIVE CONSTRUCTION SCHEDULE**

Construction will begin following receipt of permits received from the City and other regulatory bodies. Although the nature of this long-term Project prevents the Developer from providing exact completion dates, the Developer anticipates that the following services, and structures, will be in place (or if not fully in place, the cost of their construction fully bonded or letter of credit posted pursuant to applicable City laws) as described and at the times provided below. This schedule is the Developer's best estimate of construction timing for the Project, may be subject to change depending on a variety of factors affecting the overall development of the Project including, but not limited to economic and market conditions.

**PHASE I**

**SUMMER 2021 CONSTRUCTION OF PHASE I SINGLE-FAMILY, TOWNHOUSE, AMENITY AREAS AND MARINA WILL BEGIN.**

{per Section 3 Phase I-A footnote (1)}

**PHASE II**

**THE CONSTRUCTION OF PHASE II COMMERCIAL WILL BE PRIOR TO OR AT A MINIMUM OF THE 50% COMPLETION POINT OF THE TOTAL APPROVED DENSITY AS MEASURED BY BUILDING PERMIT.**

Construction will begin following receipt of permits received from the City and other regulatory bodies.

**SECTION 8: CONTRIBUTIONS FOR PUBLIC GOOD**

**A. JOINT COUNTY/CITY AREA TRAFFIC ANALYSIS**

The Grand Strand Area Transportation Study completed a Northeast Area Transportation Study in September 2009 as a part of their long-range plan and evaluation of traffic on Little River Neck Rd. This analysis completed at no immediate cost to the City yield and analysis of traffic improvements based on future build out of Little River Neck Rd. These improvements indicated the future level of service (LOS) will not warrant widening to improve future road conditions

**B. CONTRIBUTIONS AT PRELIMINARY PLAT SUBMITTAL**

The Developer has agreed to contribute to the City, at the time of submitting a preliminary plat for approval of each of the Eight (8) respective residential phases of the Project, the sum of Thirty-Three Thousand and No/100 (\$ 33,000.00) Dollars. The new phasing plan will coordinate with this contribution schedule. In the event the Developer has not submitted each of the preliminary plats for the Eight (8) residential phases of the Project prior to the date which is Ten (10) years from the date of the First Amendment of this P.D.D. Ordinance, the Developer shall remit to the City and amount equal to Two Hundred and Sixty-Four Thousand (\$264,000.00) Dollars, less any amount previously paid at the submittal of any of the preliminary plats for a phase of the Project. The Developer and the City have agreed that such funds shall be used in the discretion of the City, for public good, which may include, but shall not be limited to parks and recreation and beach access parking.

**C. CONTRIBUTIONS AT THE TIME OF BUILDING PERMIT APPLICATION**

The Developer has also agreed to contribute to the City, an amount equal to Thirteen Hundred and No/100 (\$1,300.00) Dollars (the "Unit Contribution") for each Unit to be constructed within the Project. The Unit Contribution to be contributed for each respective Unit shall be remitted prior to the issuance of a building permit for any Unit within the Project. The Developer and the City have agreed that such funds shall be used in the discretion of the City, for public good, which may include, \$1,100 for parks and recreation and \$200 for beach parking.

**APPENDIX A**

**PDD DOCUMENTATION (SURVEY, MASTER SITE PLAN, PHASING PLAN, MASTER WATER AND SEWER PLAN, MASTER DRAINAGE PLAN)**



**LEGEND:**

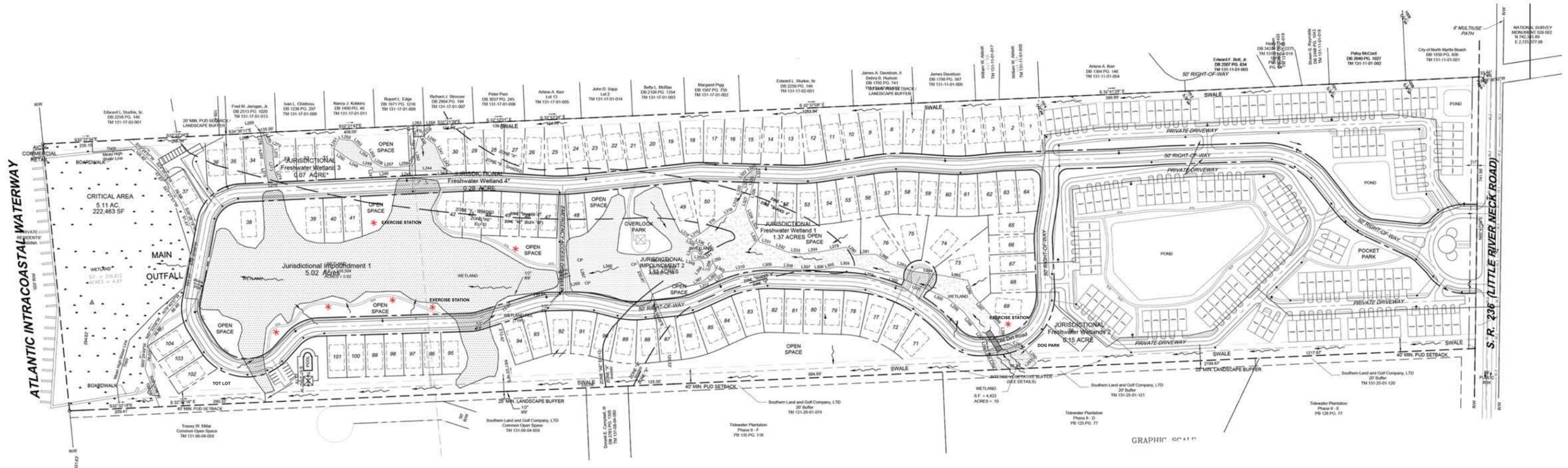
-  EXERCISE STATION
-  BENCHES

# Hope Pointe PDD

## ILLUSTRATIVE PLAN

City of North Myrtle Beach, SC

Prepared For: NVR, INC  
06/14/2021

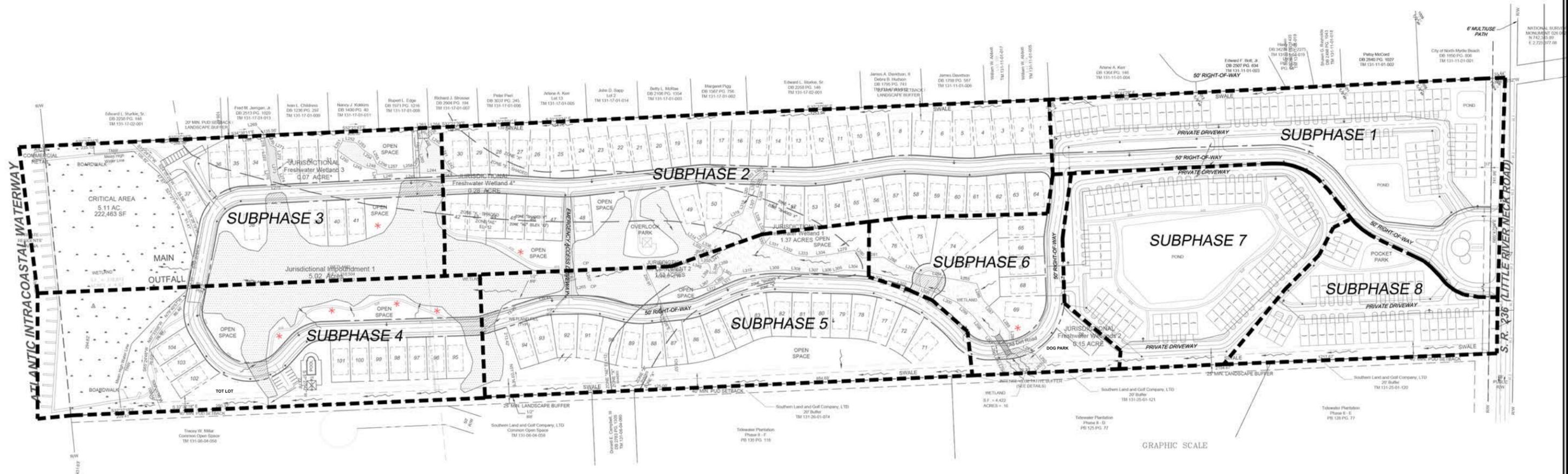


# HOPE POINTE PDD MASTER PLAN

City of North Myrtle Beach, SC

Prepared For: NVR, INC  
06/14/2021

TOWNHOMES - 146 UNITS  
SINGLE-FAMILY - 104 LOTS (52' x 120' TYP)

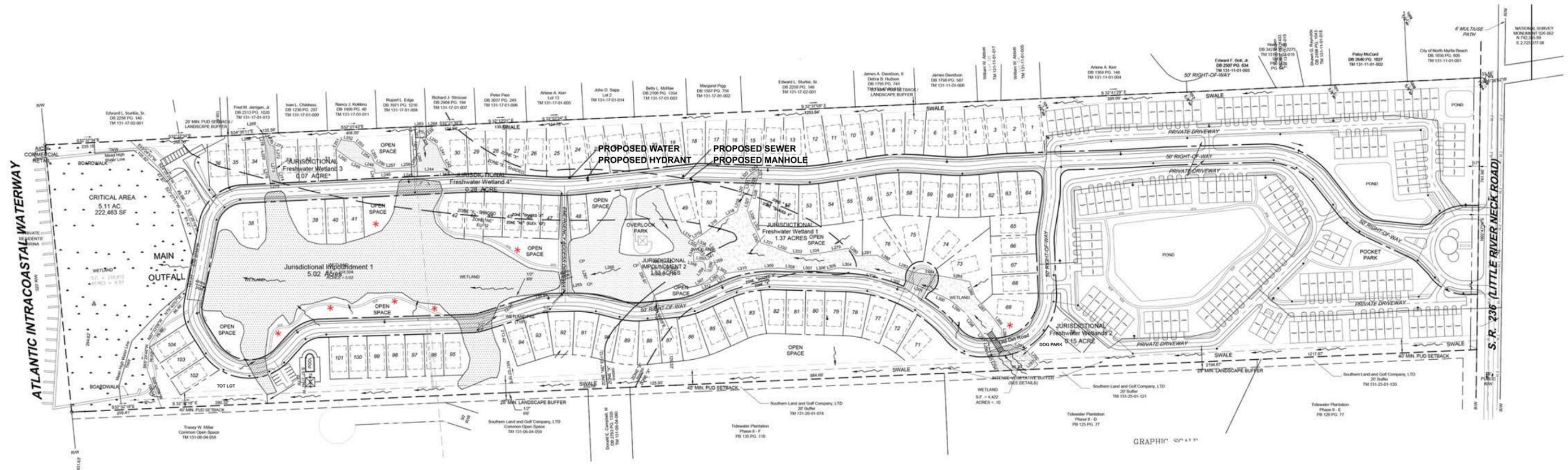


# HOPE POINTE PDD SUBPHASING PLAN

City of North Myrtle Beach, SC

Prepared For: NVR, INC  
06/14/2021

TOWNHOMES - 146 UNITS  
SINGLE-FAMILY - 104 LOTS (52' x 120' TYP)



# HOPE POINTE PDD WATER/SEWER/DRAINAGE

City of North Myrtle Beach, SC

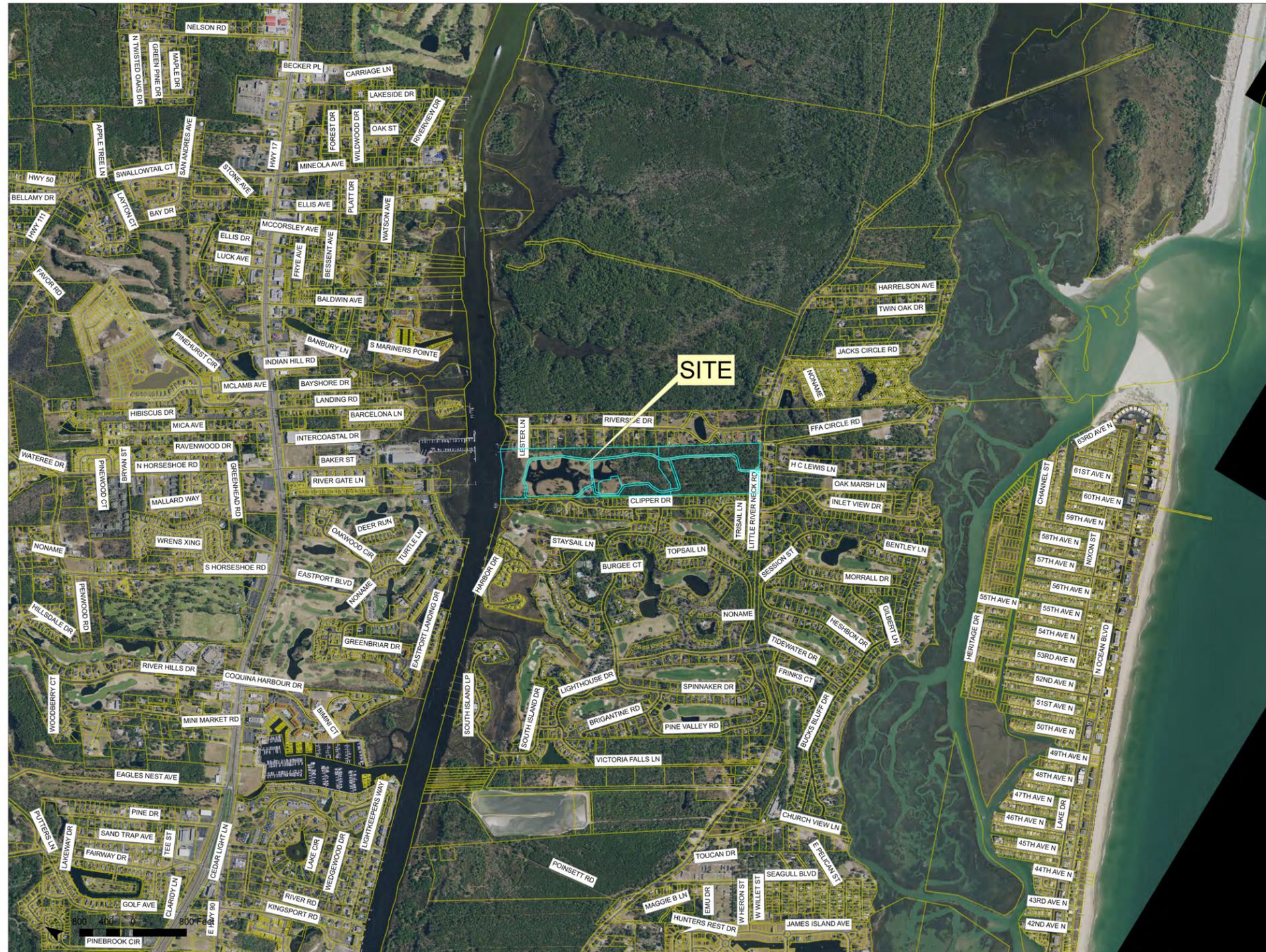
Prepared For: NVR, INC  
06/14/2021

**LEGEND**

-  WATER FLOW
-  PROPOSED STRUCTURE
-  WATER LINE
-  SANITARY SEWER LINE
-  HYDRANT LOCATION
-  EXERCISE STATION

**APPENDIX B**

**HOPE POINTE P.D.D. VICINITY MAP AND ILLUSTRATIVE MASTER PLAN**



# HOPE POINTE PDD VICINITY MAP

City of North Myrtle Beach, SC

Prepared For: NVR, INC  
3/4/21



# Hope Pointe PDD ILLUSTRATIVE PLAN

City of North Myrtle Beach, SC

Prepared For: NVR, INC  
3/4/21

**APPENDIX C**

**TYPICAL PROJECT ELEVATIONS**



# Home Pattern Book

for

Hope Pointe PDD

by

Ryan Homes

# SECTION 1

## **"Sample Elevations & Styles"**



















# Hope Pointe Townhomes

Note: Trellis to be added over top of garage on all townhome units.



## SECTION 2

### **"Material Diagram"**



ARCHITECTURAL  
ASPHALT SHINGLES

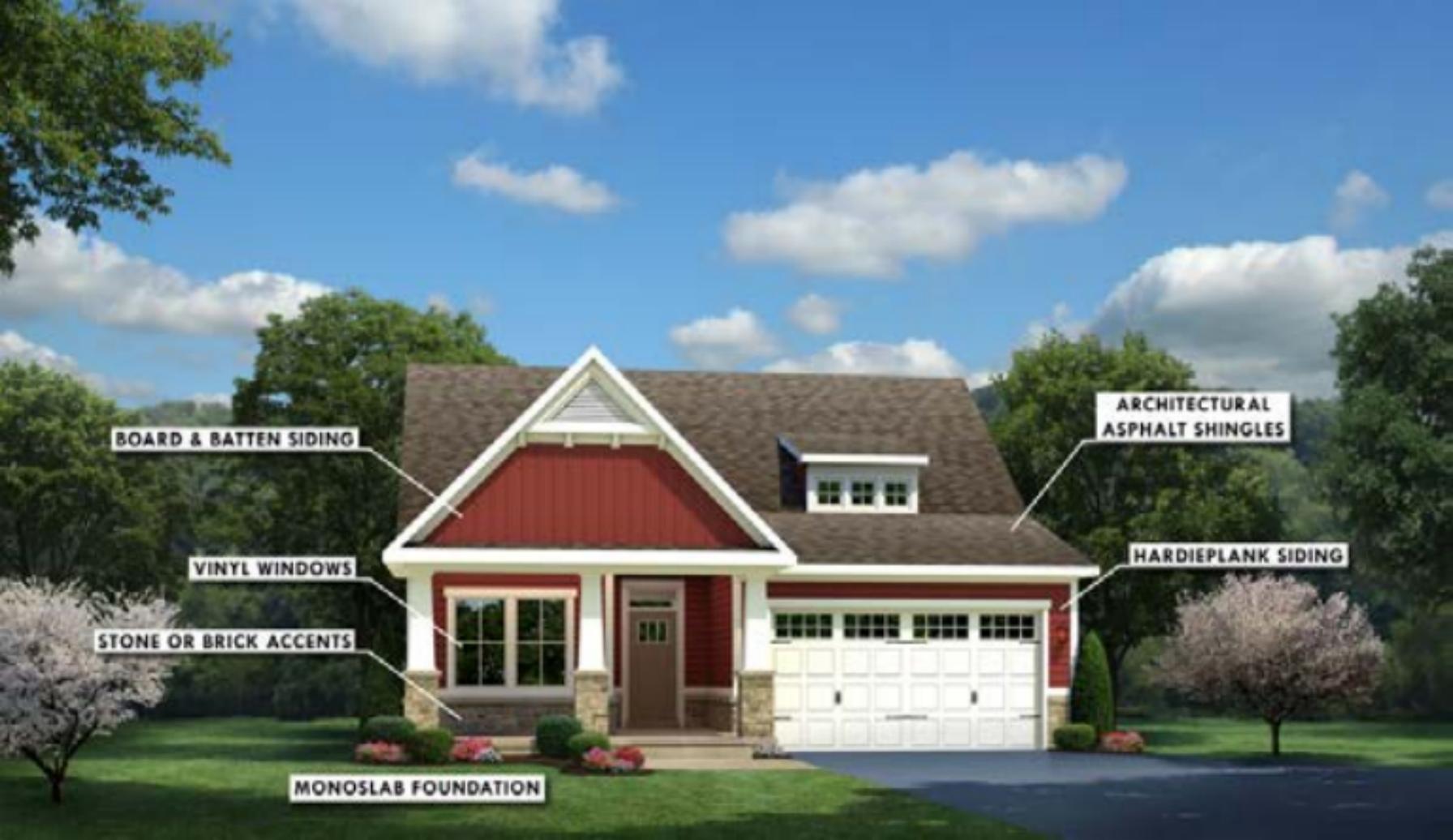
CEDAR SHAKE SIDING

HARDIEPLANK SIDING

VINYL WINDOWS

MONOSLAB FOUNDATION

BRICK OR STONE ACCENTS



**BOARD & BATTEN SIDING**

**ARCHITECTURAL  
ASPHALT SHINGLES**

**VINYL WINDOWS**

**HARDIEPLANK SIDING**

**STONE OR BRICK ACCENTS**

**MONOSLAB FOUNDATION**



**ARCHITECTURAL  
ASPHALT SHINGLES**

**BRICK OR STONE ACCENTS**

**VINYL WINDOWS**

**HARDIEPLANK SIDING**

**MONOSLAB FOUNDATION**



**HARDIEPLANK SIDING**

**VINYL WINDOWS**

**MONOSLAB FOUNDATION**

**ARCHITECTURAL  
ASPHALT SHINGLES**

**BRICK OR STONE ACCENTS**

**ARCHITECTURAL  
ASPHALT SHINGLES**

**CEDAR SHAKE SIDING**

**VINYL WINDOWS**

**HARDIEPLANK SIDING**

**STONE OR BRICK ACCENTS**

**MONOSLAB FOUNDATION**



ARCHITECTURAL  
ASPHALT SHINGLES

HARDIEPLANK SIDING

BOARD & BATTEN SIDING

VINYL WINDOWS

STONE OR BRICK ACCENTS

MONOSLAB FOUNDATION

## SECTION 3

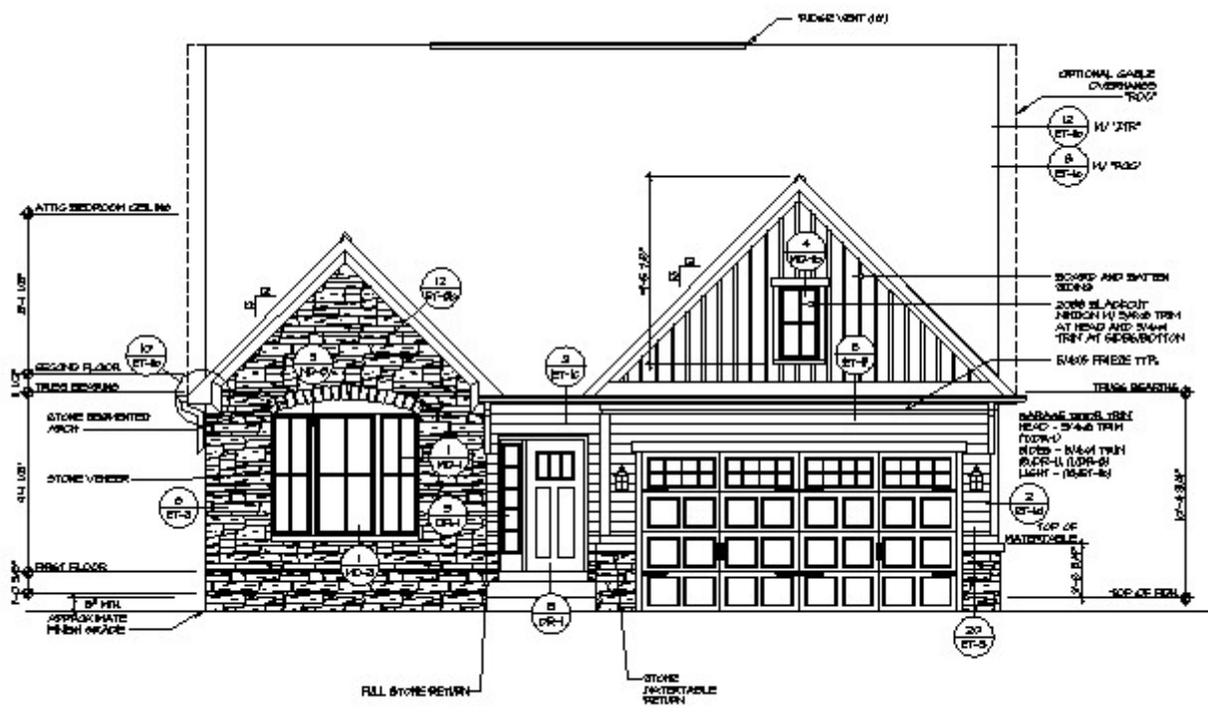
# **"Architectural Blueprints"**









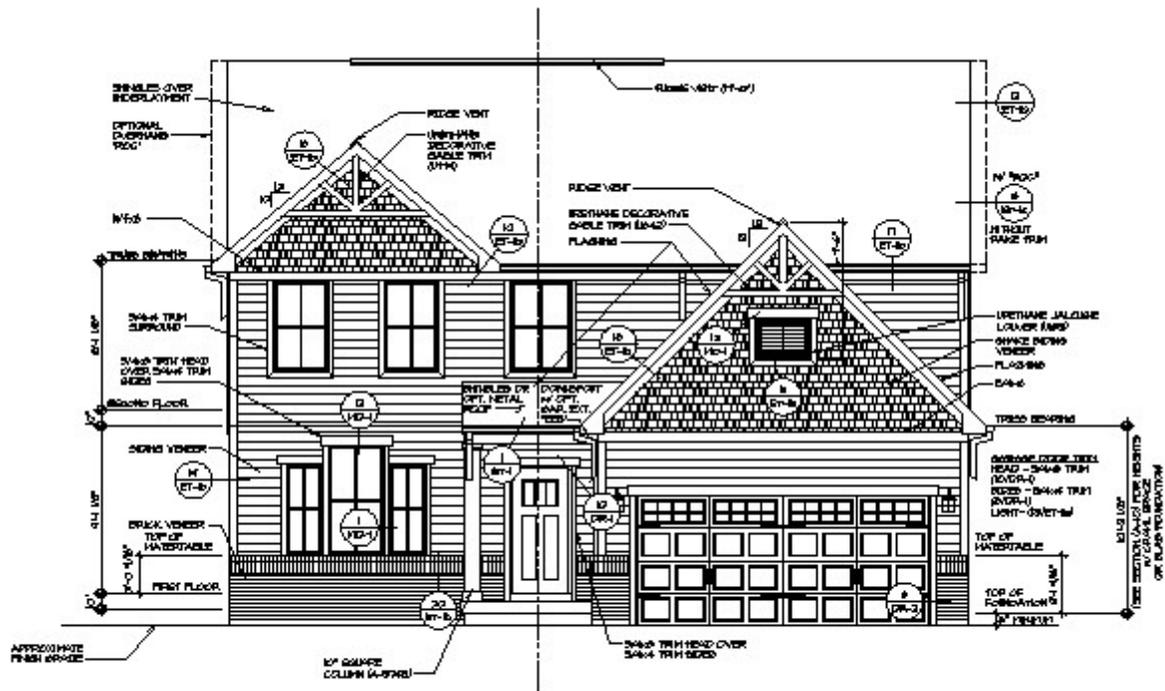


K
A1
**FRONT ELEVATION "K"**  
 SCALE: 1/4" = 1'-0"





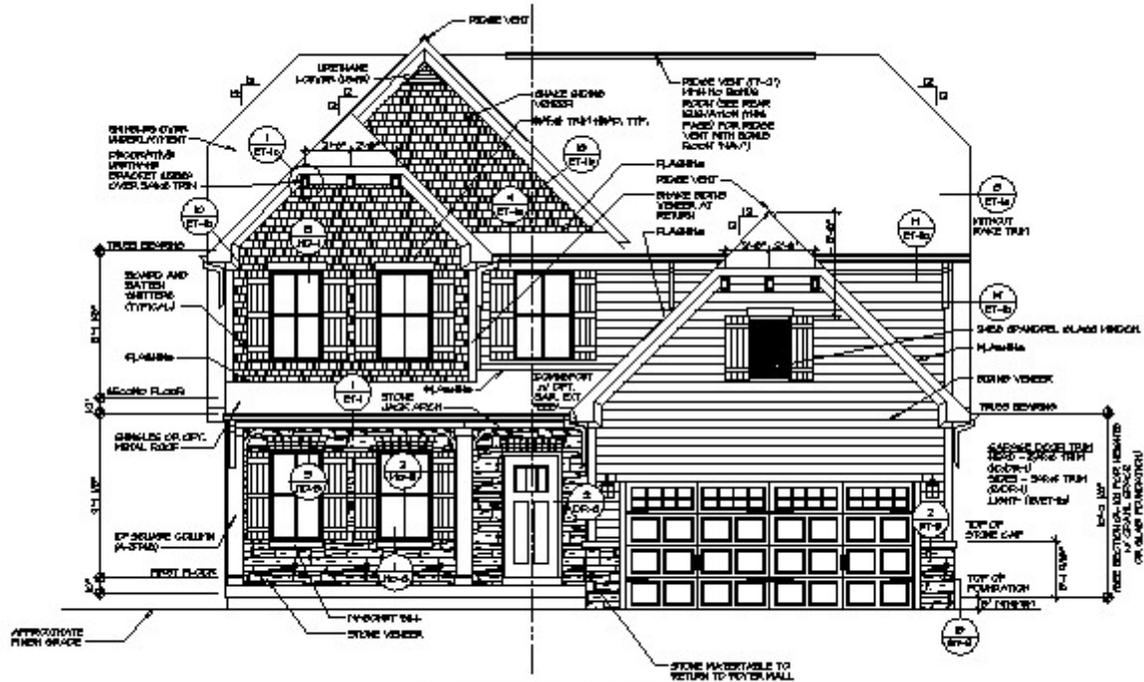




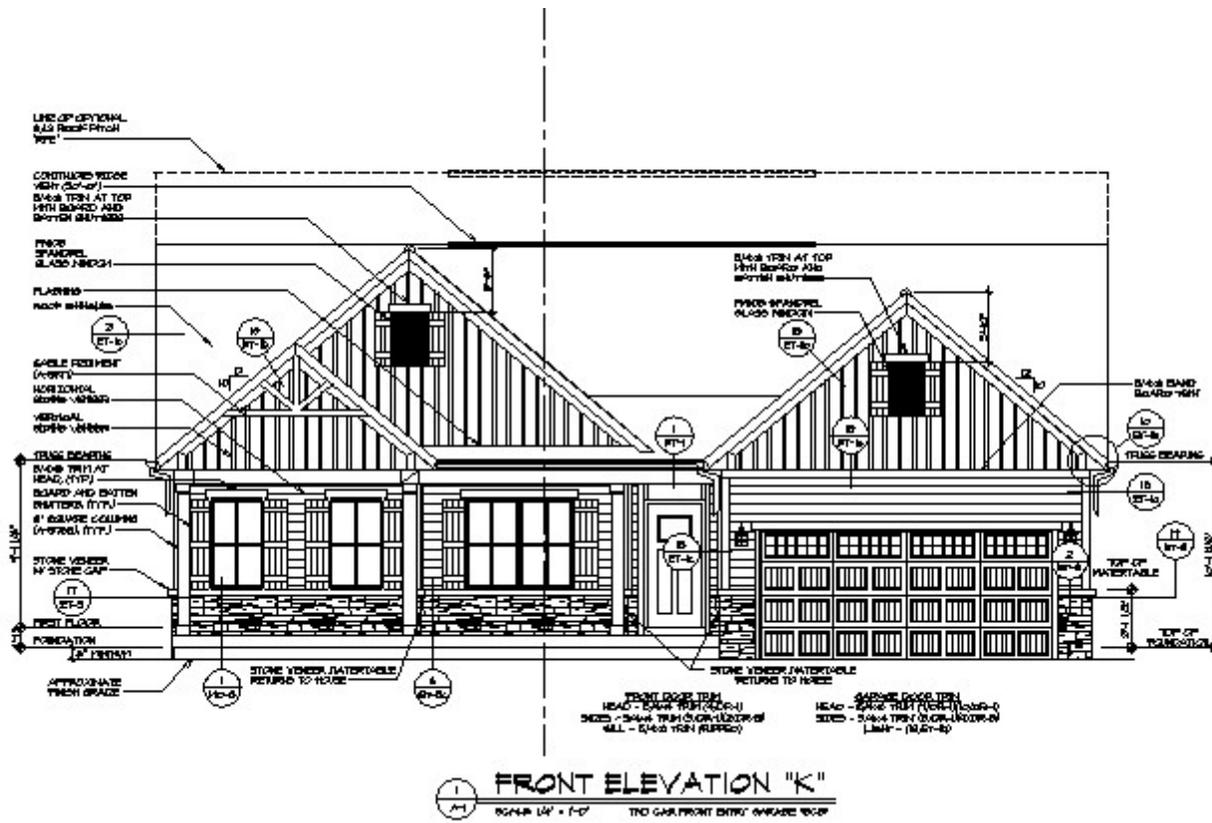
1
K
**FRONT ELEVATION "K"**  
 SCALE: 1/4" = 1'-0"      TWO CAR GARAGE FRONT EXIST' TOGO'

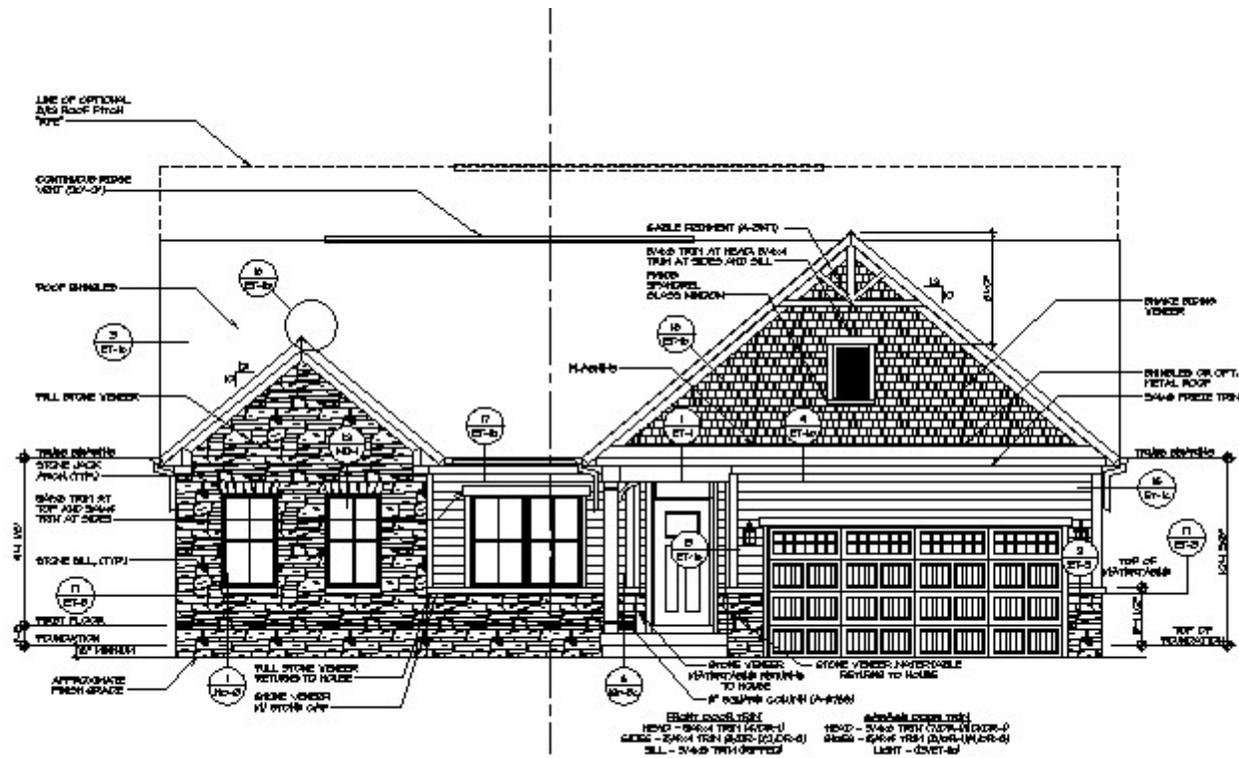


1/4" SCALE 1/4" = 1'-0" THE CAR GARAGE SIDE ENTRY "GG"

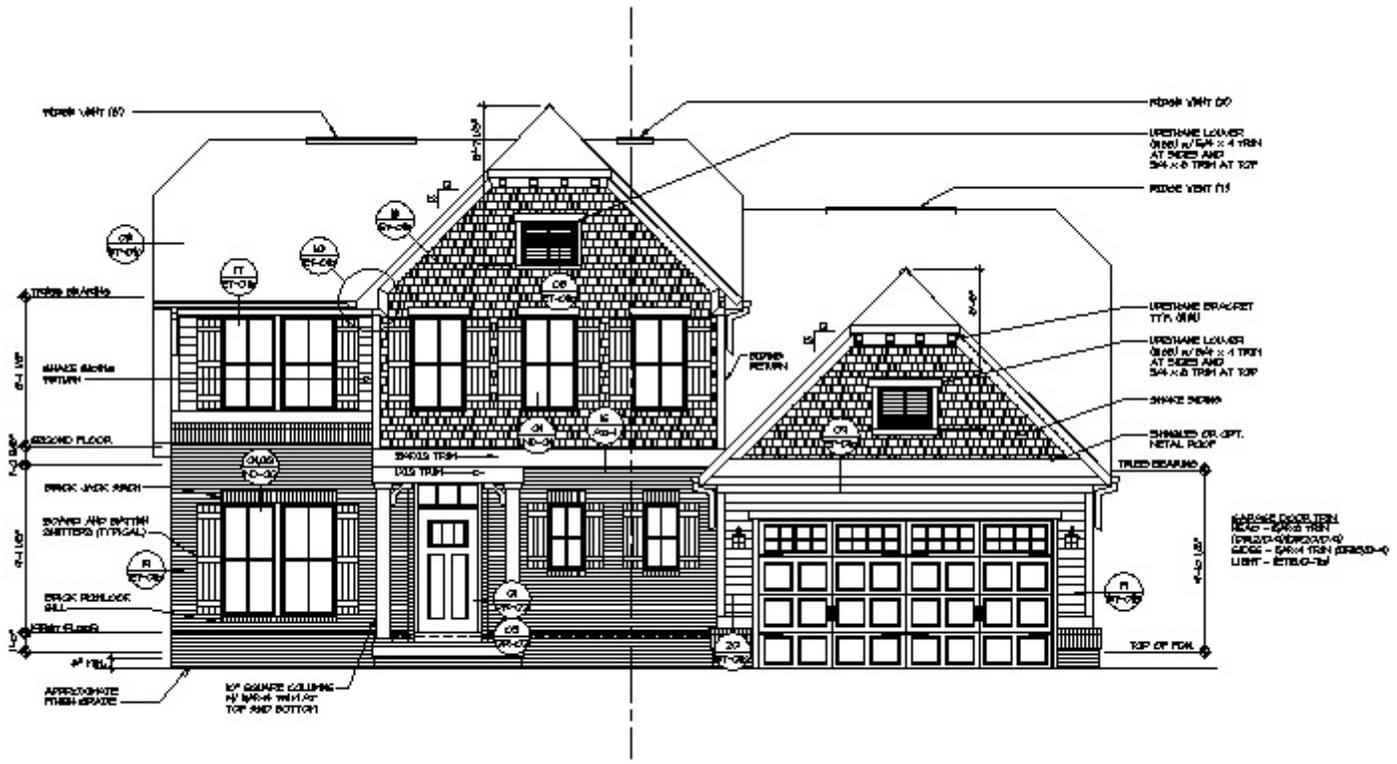


1 FRONT ELEVATION "M"  
 SCALE 1/4" = 1'-0" THE CAR GARAGE SIDE ENTRY "GG"

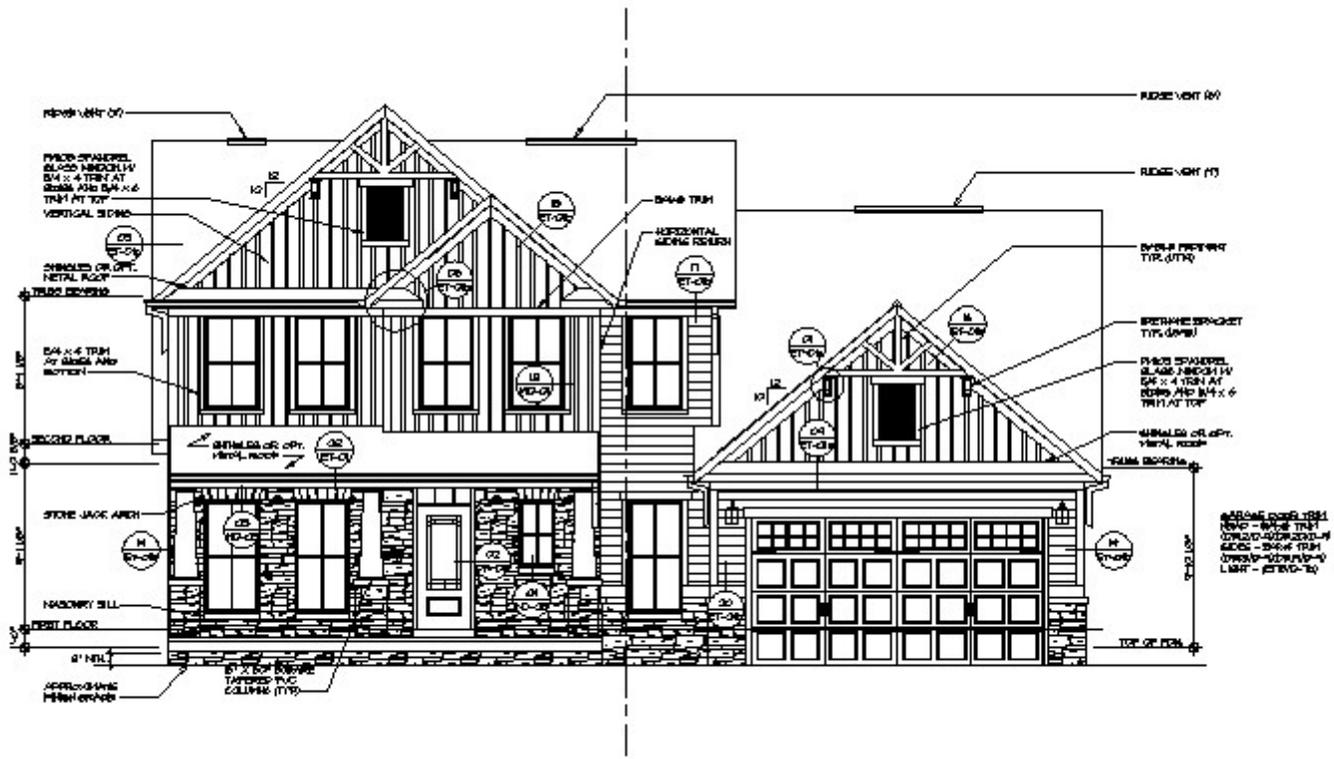




**1**  
**1/4"**  
**FRONT ELEVATION "L"**  
 SCALE UP = 1/4"    1/2" CAR FRONT ENTRY GARAGE 1/2"



FRONT ELEVATION "K"  
 SCALE: 1/8" = 1'-0"  
 1/2" GAR. FRONT ENTRY GARAGE 10'0"

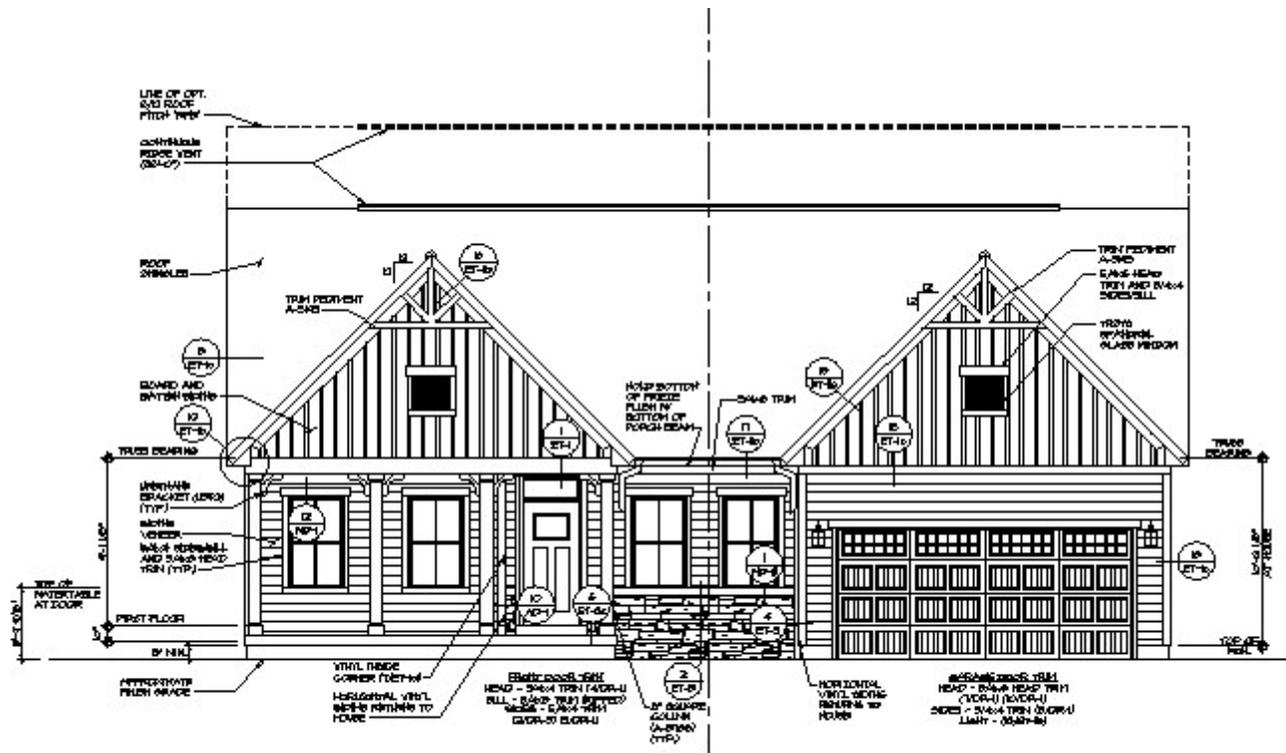


1 FRONT ELEVATION "L"  
 A1 SCALE: 1/4" = 1'-0" TWO CAR FRONT ENTRY GARAGE 1602P









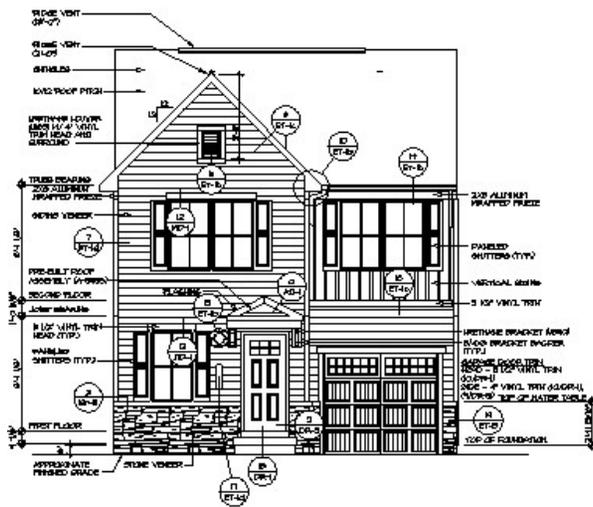
1  
A1 FRONT ELEVATION "L"  
SCALE 1/4" = 1'-0" TWO CAR GARAGE - FRONT ELEVATION



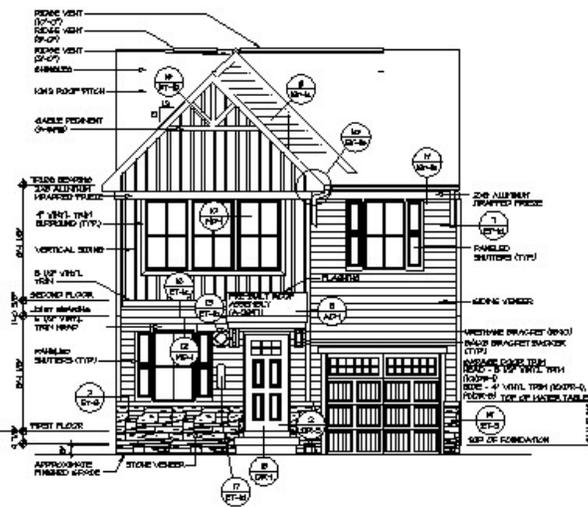




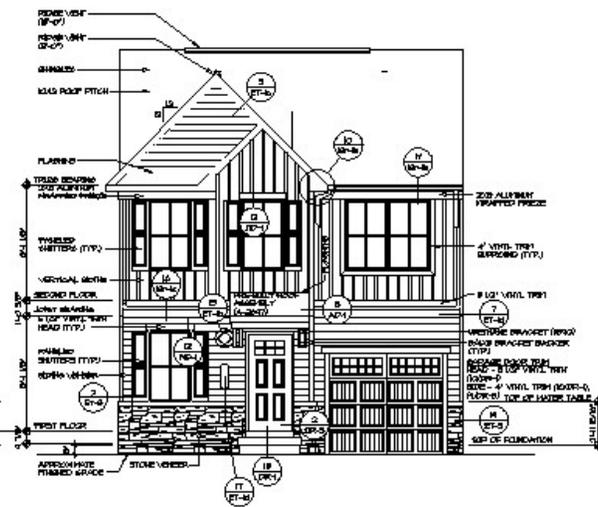




1 FRONT ELEVATION "K"  
SCALE 1/4" = 1'-0"



2 FRONT ELEVATION "L"  
SCALE 1/4" = 1'-0"



3 FRONT ELEVATION "M"  
SCALE 1/4" = 1'-0"



**UNIT D**  
ELEVATION 'K'  
(PER PLAN)

**UNIT C**  
ELEVATION 'M'  
(PER PLAN)

**UNIT B**  
ELEVATION 'K'  
(PER PLAN)

**UNIT A**  
ELEVATION 'L'  
(REVERSE)



**4 - UNIT BUILDING**

SCALE: 1/8" = 1'-0"

NAS04

## SECTION 4

### **"Optional Features"**



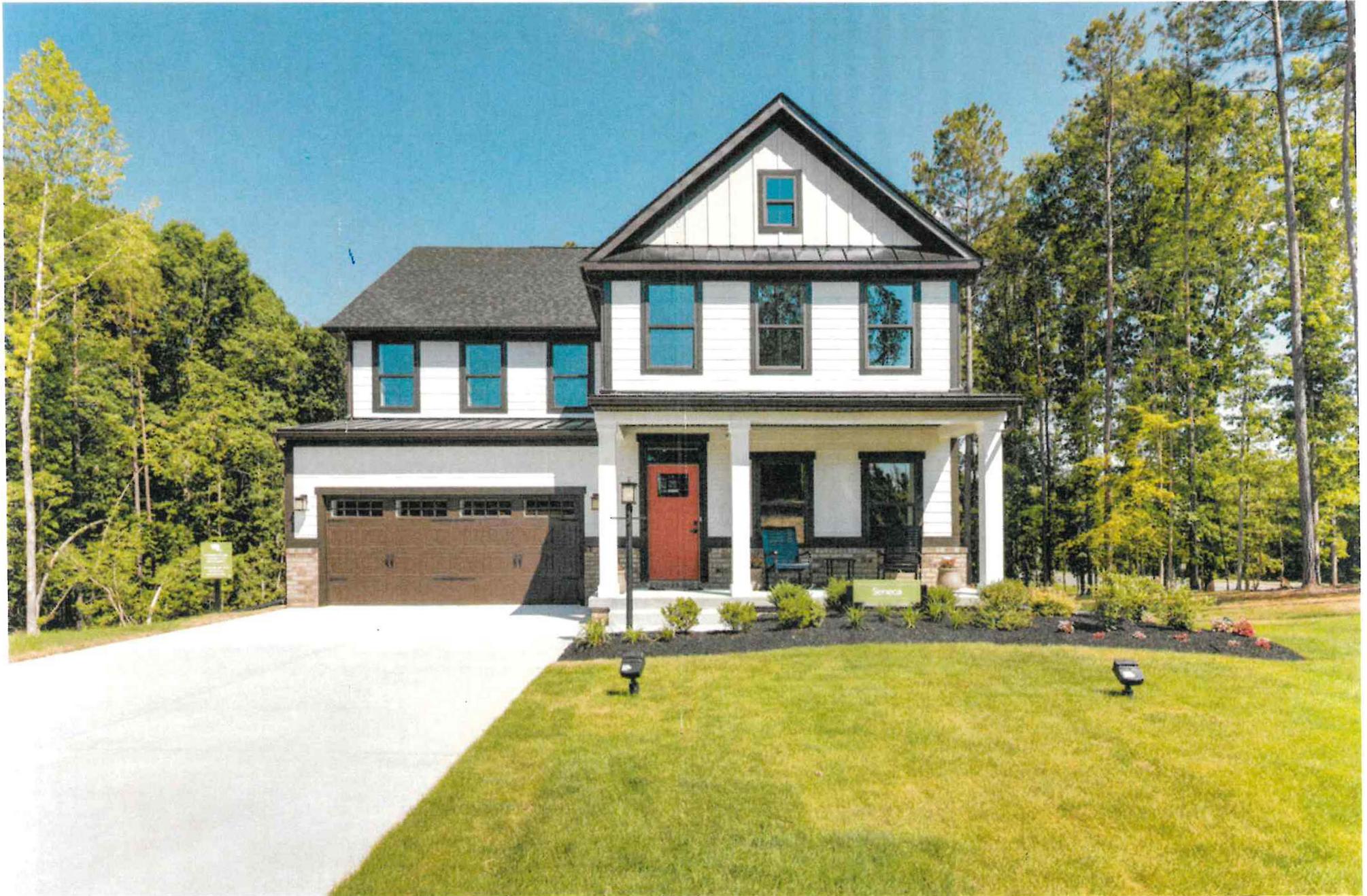
**"Trellis Over Garage"**



**"Almond/Neutral Trim & Garage"**



**"Almond/Neutral Trim & Garage"**

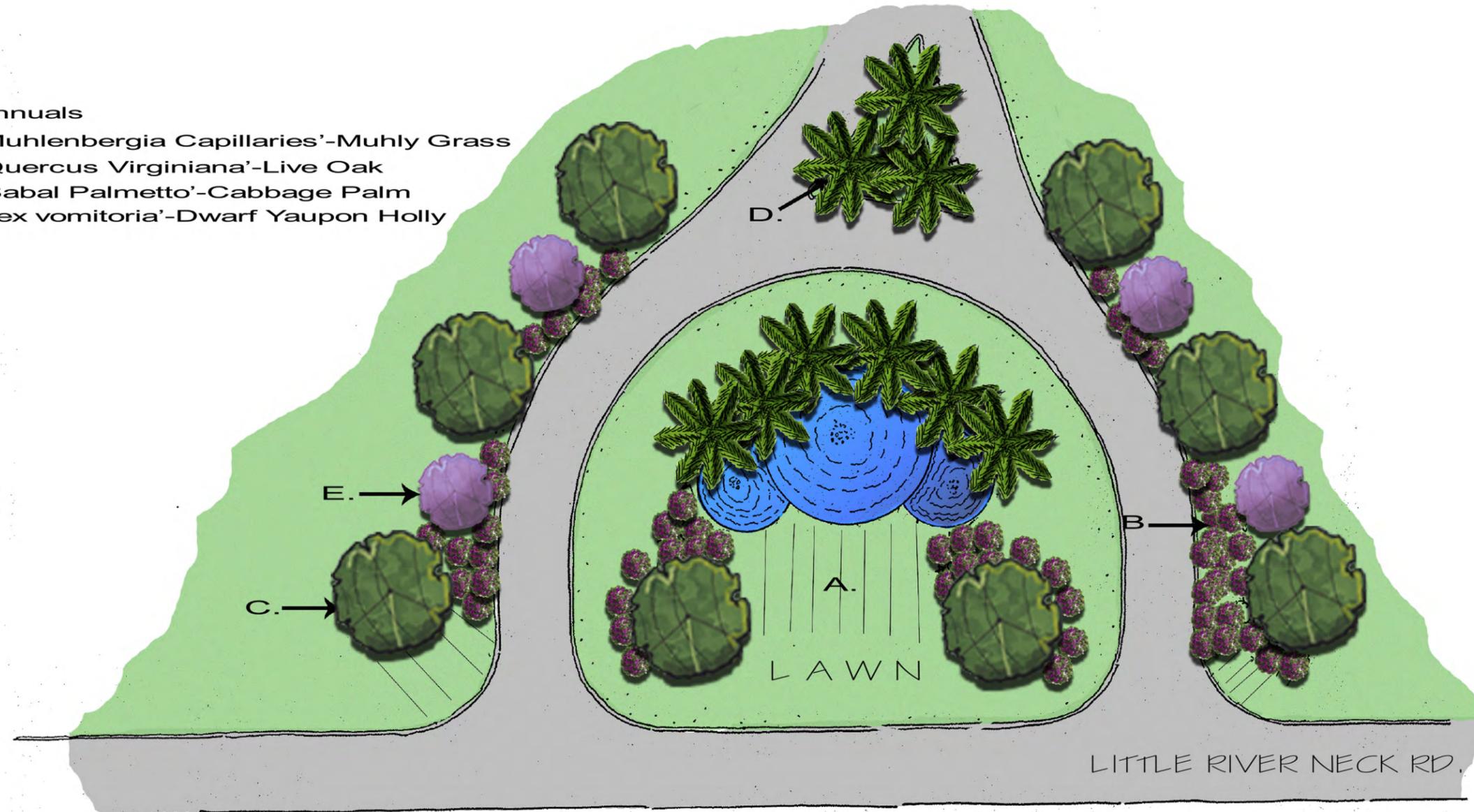


**"Brown Trim & Garage"**

**APPENDIX D**

**CONCEPTUAL LANDSCAPING PLANT LOCATION INCLUDING PROPOSED BUFFER PLANTINGS,  
CONCEPTUAL LANDSCAPING PLAN AND PLANT MATERIALS LIST**

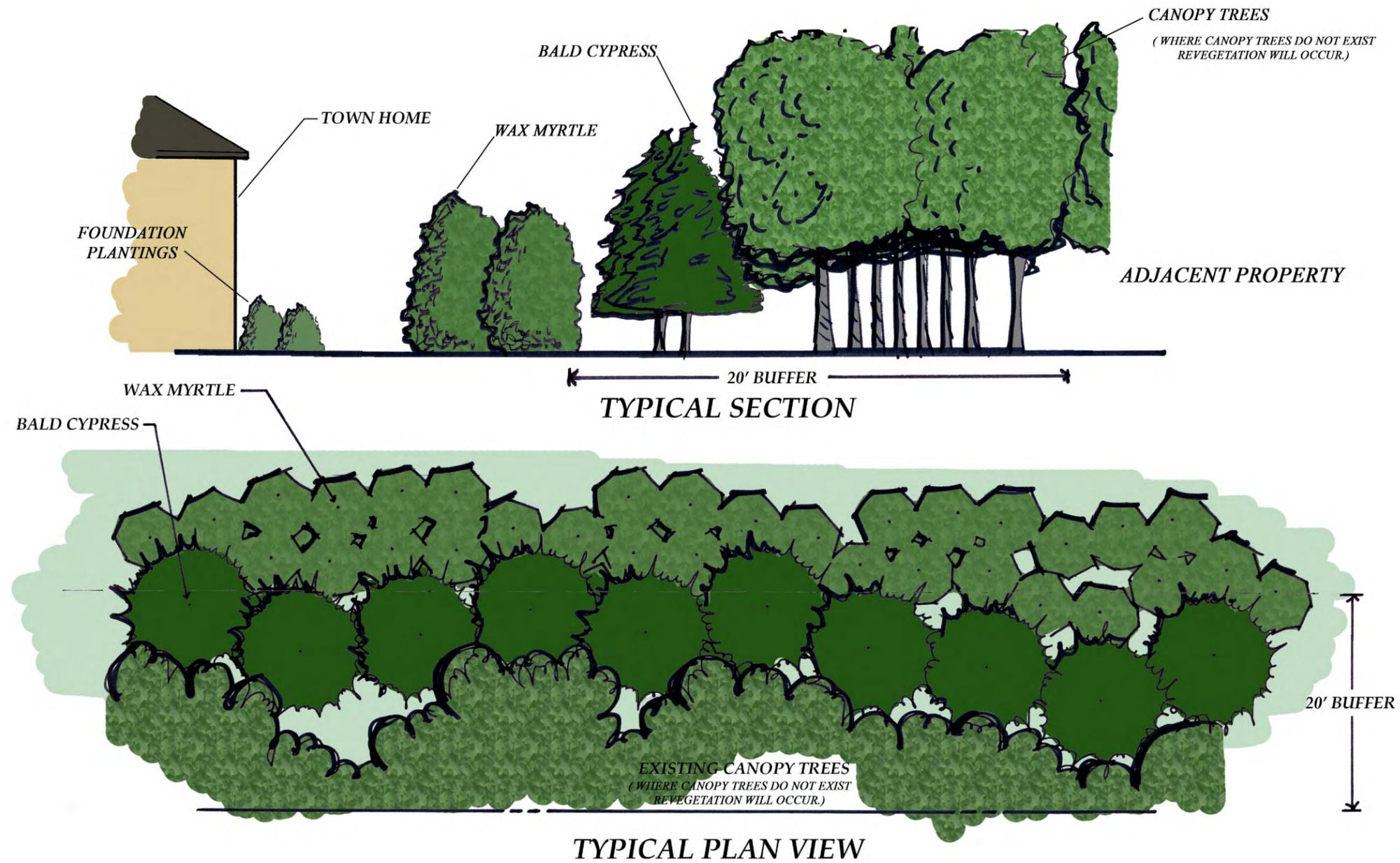
- A.- Annuals
- B.- 'Muhlenbergia Capillaries'-Muhly Grass
- C.- 'Quercus Virginiana'-Live Oak
- D.- 'Sabal Palmetto'-Cabbage Palm
- E.- 'Ilex vomitoria'-Dwarf Yaupon Holly



# HOPE POINTE PDD CONCEPTUAL LANDSCAPE

City of North Myrtle Beach, SC

Prepared For: NVR, INC  
3/4/21

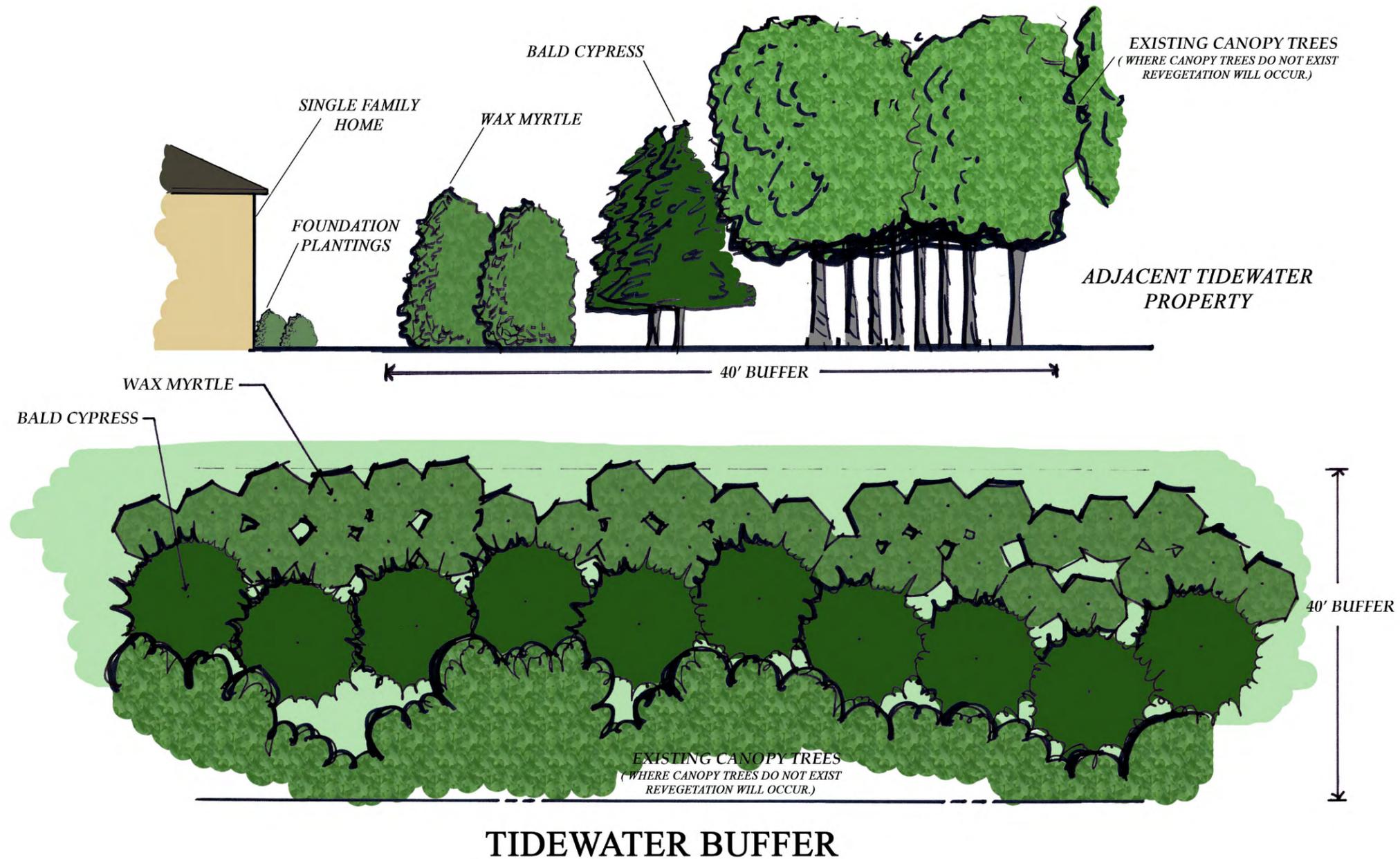


# HOPE POINTE PDD

## BUFFER 1

City of North Myrtle Beach, SC

Prepared For: NVR, INC  
3/4/21



# HOPE POINTE PDD BUFFER 2

City of North Myrtle Beach, SC

Prepared For: NVR, INC  
3/4/21

**APPENDIX E**  
**SITE AERIAL PHOTOGRAPHS**



**HOPE POINTE PDD**  
**AERIAL IMAGE**  
City of North Myrtle Beach, SC

Prepared For: NVR, INC  
3/4/21

**APPENDIX F**  
**TYPICAL LIGHTING**



Santee Cooper Light the Night Collection

**APPENDIX G**

**SIGNAGE**



Entrance & Monument Layout



Entrance & Monument Layout  
PERSPECTIVE

# HOPE POINTE PDD SIGN

City of North Myrtle Beach, SC

Prepared For: NVR, INC  
3/4/21



**LEGEND:**

-  EXERCISE STATION
-  BENCHES

# Hope Pointe PDD

## ILLUSTRATIVE PLAN

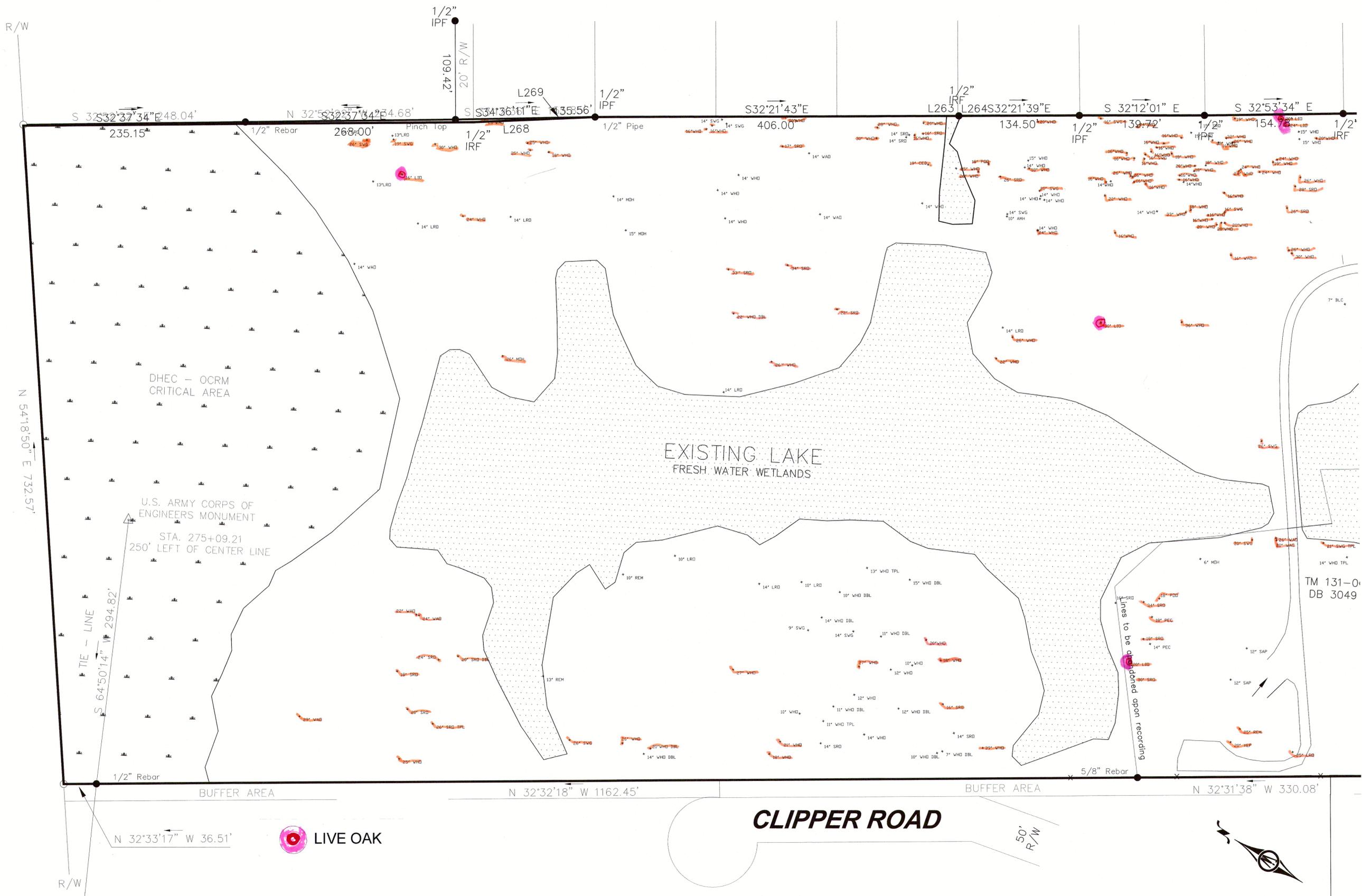
City of North Myrtle Beach, SC

Prepared For: NVR, INC  
06/14/2021



No.	Date	Revision	Description	Scale	By
20028L	07/09/2021			1" = 50'	CA

File No.:	TREE VERIFICATION
Sheet No.:	1 OF 3
Prepared For:	Ryan Homes
<b>HOPE PLANTATION</b> Horry County, South Carolina	
<b>TREE EXHIBIT</b>	

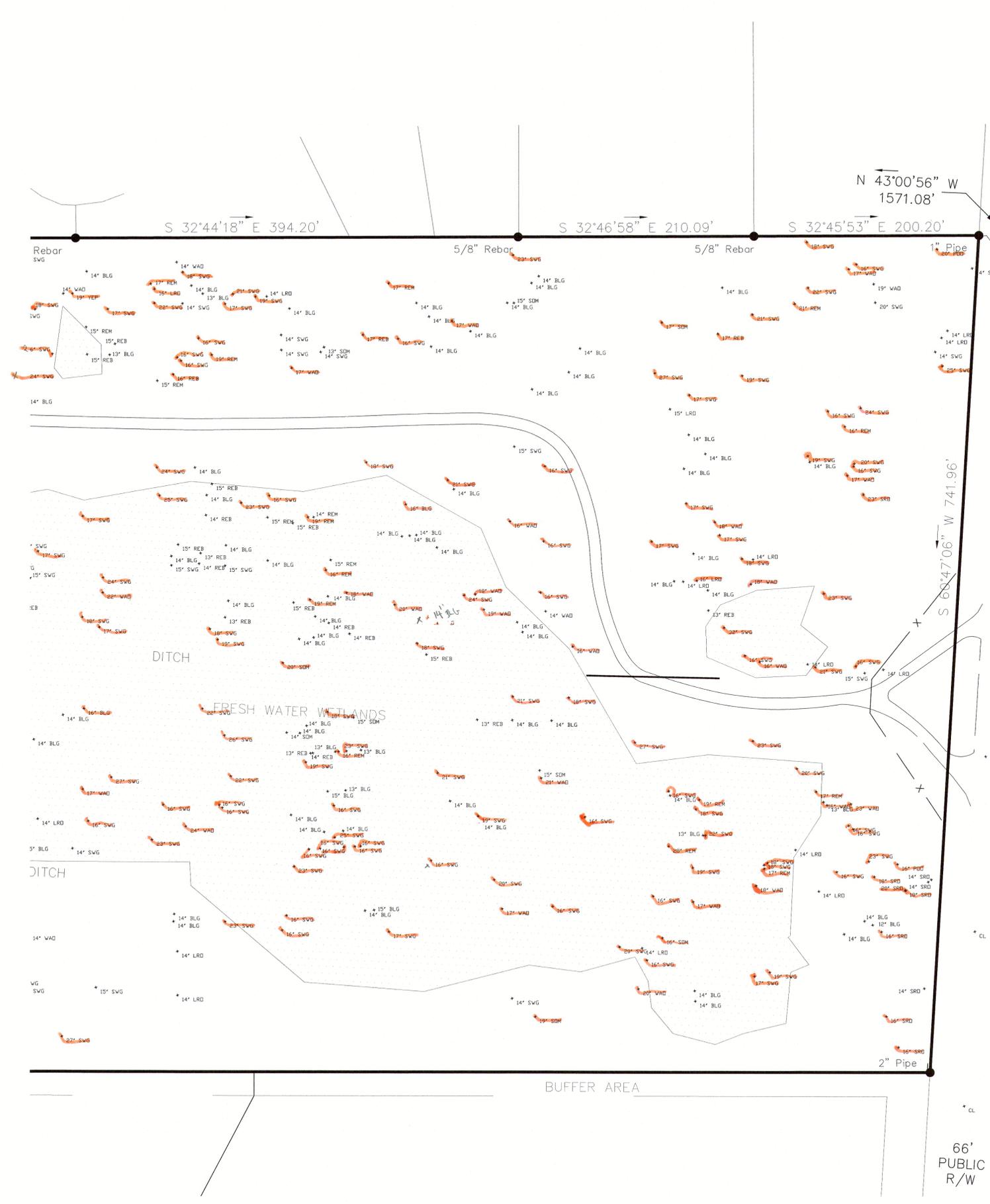


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NATIONAL SURVEY  
MONUMENT 026 062  
N 742,345.89  
E 2,725,377.08

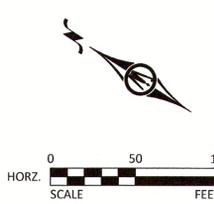


**FFA Circle Rd.**

**S. R. 236 (LITTLE RIVER NECK ROAD)**

BUFFER AREA

66'  
PUBLIC  
R/W



**DDC Engineers**  
BOLTON & MENK, INC.  
[www.ddcinc.com](http://www.ddcinc.com)  
1298 PROFESSIONAL DRIVE  
MYRTLE BEACH, SOUTH CAROLINA 29577  
Email: MyrtleBeach@bolton-menk.com  
www.bolton-menk.com



NO.	DATE	REVISION	DESCRIPTION	BY

Proj. No.	2022BL	Date:	07/09/2021	Scale:	1" = 50'
Design:		Draft:		Check:	CA
Field Book:		Page:			

HOPE PLANTATION  
HORRY COUNTY, SOUTH CAROLINA  
**TREE EXHIBIT**

Prepared For: Ryan Homes

File No.: TREE VERIFICATION  
Sheet No.: 3 OF 3

© Bolton & Menk, Inc. 2021. All Rights Reserved  
A:\Plans\2020\092831 - Hope Plantation\DDC Tree Verification REV 5-19-2021.dwg, Layout (B) 7/9/2021 11:06:54 AM, Arch D

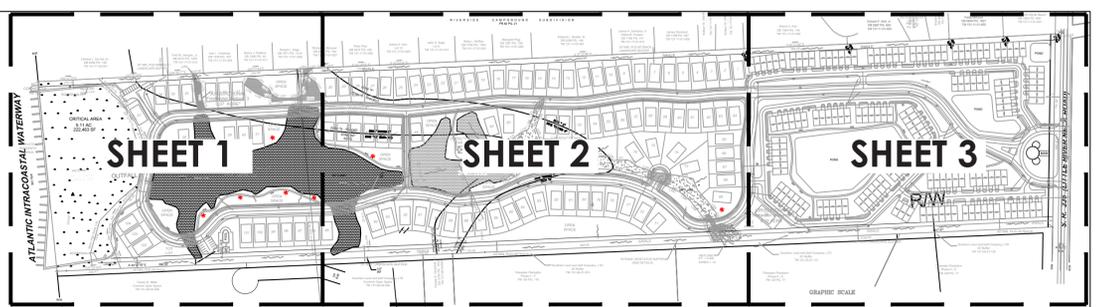
**HOPE PLANTATION - EXISTING TREE KEY**  
**16" CALIPER and LARGER**

July 11, 2021

TREE KEY	COMMON NAME
AME	American Elm
AMH	American Holly
BLC	Black Cherry
BLG	Black Gum
CED	Red Cedar
* LIO *	LIVE OAK
LRO	Laurel Oak
MOH	Mockernut Hickory
PEC	Pecan
POO	Post Oak
REB	Red Bay
REM	Red Maple
SAP	Sabal Palm
SOM	Southern Magnolia
SRO	Southern Red Oak
SWG	Sweetgum
WAO	Water Oak
WHO	White Oak
YEP	Yellow Poplar (Tulip Poplar)

**Notes:**

- 1). A few Live Oaks on site mostly located on the western portion of the property.
- 2). Majority of trees on site over 16" are Sweetgums.
- 3). Second largest group of trees over 16" are the Oaks.
- 4). Some Red Maples and Black Gums over 16" scattered on site.
- 4). Small numbers of various other species on site.



Edward L. Sturkie, Sr.  
DB 2258 PG. 146  
TM 131-17-02-001

Fred M. Jerrigan, Jr.  
DB 2513 PG. 1020  
TM 131-17-01-013

Ivan L. Childress  
DB 1236 PG. 297  
TM 131-17-01-009

Nancy J. Kokkins  
DB 1490 PG. 40  
TM 131-17-01-011

Rupert L. Edge  
DB 1971 PG. 1216  
TM 131-17-01-008

Richard J.  
DB 2944  
TM 131-17-01-011

**ATLANTIC INTRACOASTAL WATERWAY**

COMMERCIAL  
RETAIL

BOARDWALK

Mean High Water Line

CRITICAL AREA  
5.11 AC.  
222,463 SF

PRIVATE  
RESIDENTS'  
MARINA

WETLAND  
S.F. = 216,612  
ACRES = 4.97

MAIN  
OUTFALL

JURISDICTIONAL  
Freshwater Wetland 3  
0.07 ACRE\*

Jurisdictional Impoundment 1  
5.02 Acres  
S.F. = 218,504  
ACRES = 5.02

OPEN SPACE

OPEN SPACE

OPEN SPACE

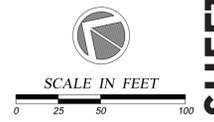
TOT LOT

TOOD  
Tie Line

**HOPE POINTE PDD  
MASTER PLAN**  
City of North Myrtle Beach, SC

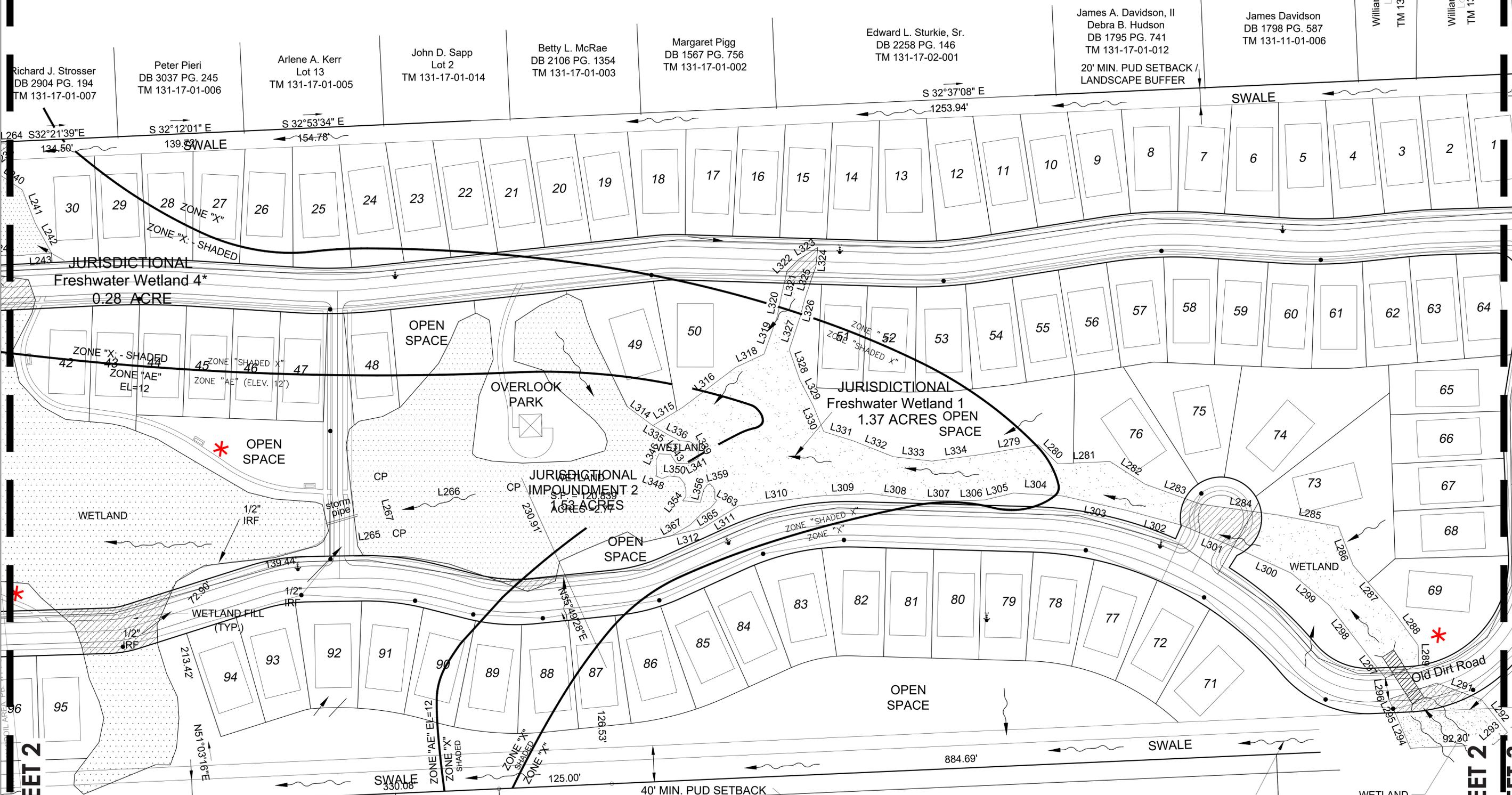
Prepared For: NVR, INC  
06/14/2021

Tracey W. Millar  
Common Open Space  
TM 131-06-04-058



**SHEET 1**  
**SHEET 2**

RIVERSIDE CAMPGROUND SUBDIVISION  
PB 62 PG. 21



Richard J. Strosser  
DB 2904 PG. 194  
TM 131-17-01-007

Peter Pieri  
DB 3037 PG. 245  
TM 131-17-01-006

Arlene A. Kerr  
Lot 13  
TM 131-17-01-005

John D. Sapp  
Lot 2  
TM 131-17-01-014

Betty L. McRae  
DB 2106 PG. 1354  
TM 131-17-01-003

Margaret Pigg  
DB 1567 PG. 756  
TM 131-17-01-002

Edward L. Sturkie, Sr.  
DB 2258 PG. 146  
TM 131-17-02-001

James A. Davidson, II  
Debra B. Hudson  
DB 1795 PG. 741  
TM 131-17-01-012  
20' MIN. PUD SETBACK /  
LANDSCAPE BUFFER

James Davidson  
DB 1798 PG. 587  
TM 131-11-01-006

William W. Abbot  
Lot 5B  
TM 131-11-01-01

William W. Abbot  
Lot 5A  
TM 131-11-01-00

SHEET 1

SHEET 2

SHEET 2

SHEET 3

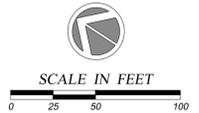
Southern Land and Golf Company, LTD  
Common Open Space  
TM 131-06-04-059

Donald E. Campbell, II  
DB 2783 PG. 1305  
TM 131-06-04-060

Tidewater Plantation  
Phase II - F  
PB 135 PG. 118

Southern Land and Golf Company, LTD  
20' Buffer  
TM 131-26-01-074

WETLAND  
S.F. = 4,422  
ACRES = .10



Arlene A. Kerr  
DB 1364 PG. 146  
TM 131-11-01-004

Edward F. Bott, Jr.  
DB 2507 PG. 634  
TM 131-11-01-003

Harden  
DB 3427 PG. 2275  
TM 131-11-01-019  
P. S. 131-11-01-019  
PG. 64

Shawn G. Reynolds  
DB 2498 PG. 104  
TM 131-11-01-011

Patsy McCord  
DB 2840 PG. 1027  
TM 131-11-01-002

City of North Myrtle Beach  
DB 1850 PG. 806  
TM 131-11-01-001

S 32°41'29" E  
399.99'

SWALE

POND

33.41'  
N 36°36'52" W

POND

POND

POCKET PARK

17'

741.96'

N 60°47'06" E

**S. R. 236 (LITTLE RIVER NECK ROAD)**

**FUTURE COMMERCIAL DEVELOPMENT**  
10,000 SQ FT +/-

17.5' RESERVED AS FUTURE RIGHT-OF-WAY FOR LITTLE RIVER NECK ROAD

JURISDICTIONAL Freshwater Wetlands 2  
0.15 ACRE

DOG PARK

SWALE

1217.67'

40' MIN. PUD SETBACK

SWALE

2194.67'  
25' MIN. LANDSCAPE BUFFER

Southern Land and Golf Company, LTD  
20' Buffer  
TM 131-25-01-120

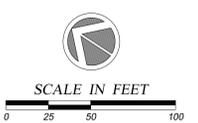
Southern Land and Golf Company, LTD  
20' Buffer  
TM 131-25-01-121

Tidewater Plantation  
Phase II - E  
PB 128 PG. 77

66'  
PUBLIC R/W

**SHEET 2**  
**SHEET 3**

Tidewater Plantation



**5A. PLANNED DEVELOPMENT DISTRICT AMENDMENT Z-21-6:** City staff has received an application for a major amendment to the Esperanza Planned Development District (PDD) revising the PDD to the Hope Pointe PDD through changes to the master plan and governing documents.

### **History**

Originally heard at the May 18 Planning Commission meeting, this agenda item was originally postponed to allow the applicant to respond to comments from Planning Commission and the public.

### **Background**

Adjacent to Tidewater Plantation on Little River Neck Road, the Esperanza PDD was entitled in 2009. The originally approved PDD contained a variety of residential products – Single-family homes, townhouses, multiplexes, and multi-family condos. Other features of the original PDD included amenity areas, a community marina with 50 slips on the Atlantic Intracoastal Waterway, and a commercial area meeting the standards of the Neighborhood Commercial (NC) district at the front of the property on Little River Neck Road. The density of the original PDD was limited to 375 dwelling units, and the project provided 27.7% open space. No portion of the entitled PDD has been constructed except for the boat slips on the waterway, but an existing unused residence remains on the property.

### **Proposed Changes**

The applicant, DDC Engineers, agent for the developer, has requested an amendment to the Esperanza PDD revising the project into Hope Pointe. This amendment reduces the overall density from 375 dwelling units to 250 dwelling units (1 single-family dwelling unit was removed in this revised proposal) and removes the previously approved multiplex and multi-family uses from the development (3.81 dwelling units per acre down from 5.71 dwelling units per acre previously). The neighborhood commercial area adjacent to Little River Neck Road is also removed and converted to an area for townhomes. The remaining commercial component of the PDD is a proposed retail ship's store on the Atlantic Intracoastal Waterway, near the existing community marina, which will be no larger than 5,000 square feet in size. This retail element will be completed prior to the issuance of 50% of the building permits for residential units within this project. The existing community marina will continue as a private marina limited in use to Hope Pointe property owners, and the development provides an amenity area for residents. Open space is increased from 27.7% to 47.5%.

The proposed development largely follows the previously created road network and winds around the existing wetlands on site. 146 townhomes are located at the front of the property adjacent to Little River Neck Road, and 104 single-family lots complete the residential portion of the development with typical dimensions of 52' by 120'. A standard 20' perimeter project setback applies throughout the project except the portion of the property which abuts Tidewater Plantation and Little River Neck Road. Along the Tidewater Plantation property line, a 40' minimum (in some places larger) perimeter buffer will be maintained with the first 25' of this buffer consisting of a year-round vegetated screen. Along Little River Neck Road, a 40' landscaped setback will also be provided.

Architecturally, the original Esperanza PDD was created as a Mediterranean coastal village with stucco or brick exteriors and tiled roofing. The Hope Point PDD revises this architectural style to a traditional coastal southern style using stucco, brick, stone, and a variety of siding types – horizontal lap, board and batten, and cedar shake – with architectural shingles or standing seam metal roofing. Street standards conform to city standards with a 50' right-of-way with sidewalks and street trees and 22' driveways for access to the townhome portions of the development.

### **Staff Review**

*Planning & Development, Planning Division*

The Planning Department would like to make note of the following elements from the revised proposal:

- The maximum heights in Table 1: Proposed Dimensional Standards Chart do not match the heights in the development agreement.
- Table 2: Proposed Gross Densities should be updated to show the total and grand total number of dwelling units as 250; estimate gross density should also be updated in this table.
- The proposal includes two illustrative master plans, but the version that has been rendered using markers appears to be an older version that omits the Overlook Park. Inclusion of the Overlook Park in this revised proposal serves to provide more on-site amenities for residents to address the number of trips required on Little River Neck Road.
- The Home Pattern Book has been significantly expanded.
- Appendix E is not needed at this level of review and would be better included when the project goes through the subdivision/site-specific development plan process. (Previous version of the proposal specifically removed this element at staff's request.)

*Planning & Development, Zoning Division*

Per § 23-29(3)(a)(11) The Zoning Administrator would like to see an exhibit noting the general location of heritage trees and significant stands of protected trees.

*Public Works*

The Director of Public Works has no issues with the proposed amendment.

*Public Safety*

The Fire Marshal has no issues 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 July 19, 2021.

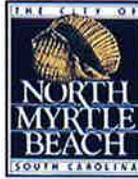
**Planning Commission Action**

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 major planned development district amendment to the Esperanza PDD creating Hope Pointe [Z-21-6] as submitted.  
  
OR
- 2) I move that the Planning Commission recommend denial of the major planned development district amendment to the Esperanza PDD creating Hope Pointe [Z-21-6] as submitted.  
  
OR
- 3) I move (an alternate motion).

PDD Zoning Finance Account Code:	<b>3.22</b>
<b>FEE PAID:</b>	<b>500 on March 26, 2021</b>
FILE NUMBER:	Z-21-6
Complete Submittal Date:	March 26, 2021



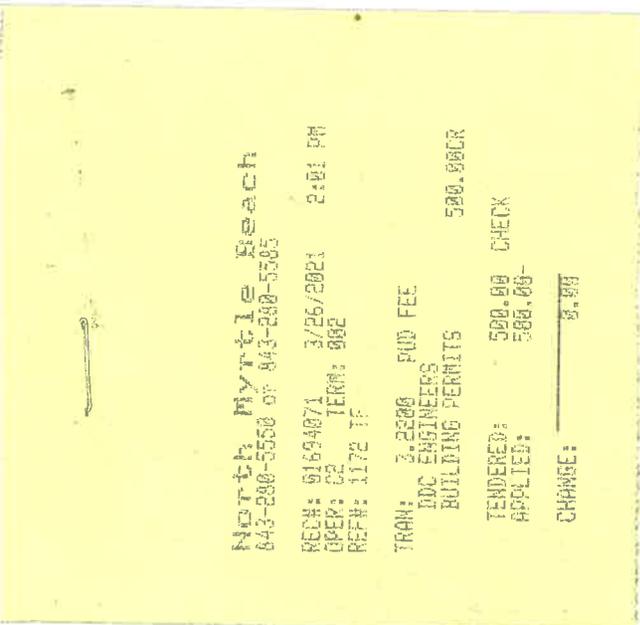
Notice Published:	
Planning Commission:	
First Reading:	
Second Reading:	

City of North Myrtle Beach, SC

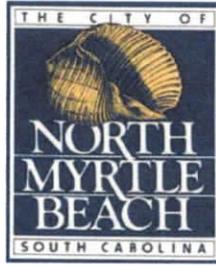
**Application for a Major Amendment  
to a Planned Development District  
(PDD)**

GENERAL INFORMATION	
Date of Request: March 26, 2021	Property PIN(S): 35200000001, 31200000470, 31213030035
Property Owner(s): DDC Engineers - AGENT	Type of Zoning Map Amendment: Major PDD Amendment
Address or Location: 5225 Little River Neck Road	Project Contact: Patty Crawford
Contact Phone Number: 843-692-3200	Contact Email Address: Sean.Hoelscher@bolton-menk.com
PDD Name: Esperanza	Total Area of Property: 65.69 Acres
Proposed Amendment: Updating PUD to new Hope Pointe PDD document and exhibits	
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>true</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



**PAID**  
**MAR 26 2021**



CITY OF NORTH MYRTLE BEACH  
LETTER OF AGENCY

Revision Date 05.24.19

Today's Date: 06/15/21

Nature of Approval Requested: PDD Zoning

Property PIN(s): 35200000001; 31213030035; 31200000470

Property Address/Location: Adjacent to Tidewater Plantation & Little River Neck Road

I, Allen McCall, hereby authorize James M. Wooten, PE

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

*Allen McCall*  
Signature  
MANAGING MEMBER  
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.