

**CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA  
NORTH MYRTLE BEACH CITY HALL  
CITY COUNCIL WORKSHOP  
Wednesday, January 12, 2022**

**Minutes**

**1. ROLL CALL: 1:30 PM**

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

Marilyn Hatley

JO Baldwin, via Zoom

Bubba Collins

Fred Coyne

Nicole Fontana, absent for roll call only

Trey Skidmore

Hank Thomas

**2. DISCUSSION:**

Jim Wood, Director of Planning and Development, presented two zoning options for the potential rezoning of 9.28 acres near 17<sup>th</sup> Avenue South from R-4 to RC. Director Wood explained that the 2018 Comprehensive Plan was a living document and served as a guide to help make decisions for land use. The next revision of the Comprehensive Plan would occur in 2023. Director Wood explained what was allowed currently within the R-4 zoning. The first option was an overlay zone that would not encompass the northern block, but only the southern block. The overlay would be a more targeted tool that avoided changing the underlying zoning district and provided flexibility in concessions offered and public benefits requested.

The second option was to make a Planned Development District (PDD) of the area. Director Wood stated a PDD would encourage flexibility in development and was like writing a customized zoning district for that piece of property, anything would be negotiable and on the table. He explained the pros and cons of having this area a PDD.

The Council and staff continued to discuss the options and which one would be better suited for this particular property. Councilman Thomas stated he liked the overlay option. It was reducing the requirements, especially density, to less than what the property owner was entitled to build. He liked the setbacks that would be on the second row property. Councilman Coyne stated this was a good balance and positive for everyone in the area, especially with the opportunity to have some retail. Mayor Hatley believed the overlay district would be the right way to go for several reasons that had been mentioned. She did not believe the PDD would be in the best interest, because it would open it up for extreme density. Councilman Coyne pointed out it would be too small of a parcel for a PDD and there would not be as much public benefit that should be associated with a PDD. Mayor Pro Tempore Baldwin asked if there should be more than 10% of retail space. Manager Mahaney stated he directed the staff to put in a minimum of 10% of retail space because of the requirements that were necessary in regards to the slope for parking garages and the examples of some places near North Myrtle Beach. Councilwoman Fontana stated it was smarter to go with the overlay rather than the PDD, because there was not enough land for it. Councilman Skidmore stated he voted on it originally because the area needed revitalization and thanked the staff for the presentation. They were headed in the right direction.

Mayor Hatley opened the floor for public comment.

Sam Shanely, 1506 Perrin Drive, North Myrtle Beach, stated he was the oldest living North Myrtle Beach lifeguard still around. He stated he's been able to retire to his favorite beach. He was there, on a serious

waste of his time most likely, to relay a story about this Mayor and some of the Council members that were there about 15 years ago. They woke up to the result of a conspiracy between the Mayor and Council that were working in secret. All of a sudden, the two inherited walkways that were beside his house that led to the beach and it was decided, before it went public, they would take the walkways away and give to builders that would build a series of 19-story condominiums. He was there addressing the audience. All these cities got together to form a conspiracy. They worked in secret. He had 10 days to defend their property. 4 of them were active and 4 of them beat them down. One of them happened to be a really bright guy. They went to the court house and found in 1937 in order to sell the houses, he gave the owners the property. When that was presented to the Council, they folded their hands and went away. He asked they get together and change the formation of this city. It would change the way they operate. He stated they should pay a \$5 million fee to build something and before they built it, have a hearing on it. Not wait until everything was done and then drop the shoe on it. He stated he didn't mean to offend anyone, but they knew what they did and it was a conspiracy time after time.

John Lamberth, 1614 Perrin Drive, North Myrtle Beach, stated he agreed with Sam. He stated he talked to the Planning Board. They were helpful and nice and took time with him. They said the City Council had asked them to do this. At the Planning Board meeting, they were surprised at all the people that didn't want to do this. They unanimously voted it down by the Planning Board. Then he found out after the election, it was put back on the agenda in December. The first reading was voted on. His problem was they had no idea it was put back on the agenda. He stated probably 90% or 95% of people in Crescent Beach did not want the rezoning. He stated he was told they had to talk to educated people. His education was if they could do it under RC, let them build it under RC. They can tear down Castaways and rebuild in RC. Why come up here? Why an overlay? He agreed with Sam. Something was wrong here. The majority of the people do not want it. If he heard it correctly, it had to be re-advertised and through more readings. He stated they needed to be notified. A lot of these neighbors were not getting notified. Mayor Hatley asked Manager Mahaney how many letters were sent out. Manager Mahaney stated it was not required by law, but they sent out over 500 letters that this was going on. He pointed out that there was a mass meeting at Possum Trot. They heard the objections to RC and to density. Manager Mahaney stated this was started by finding out from the Planning Staff that Crescent Shores was 165 feet high and the parking garage was 93 ½ feet high. That was where they started. There was not any subterfuge here. They had a very busy summer and it was always said they would come back in the fall and they did. There was no conspiracy, to his knowledge. Mr. Lamberth stated the issue was the people did not want it. Crescent Beach did not want this rezoning.

Delores Toon, 1418 Hillside Drive South, North Myrtle Beach, stated what they all want was what was best for their community. This was not a plan they could understand now. She explained some of them did not know what a PDD or all the other things were. She stated, "You people need to go back and look at this." She asked they explain where they could understand it. She inquired why they would need more hotels in an area that never failed to fill all their hotels on the busiest day of the summer. It was something they didn't understand and didn't need it. It was being put on the narrowest part of the beach. It was going to cause problems. It would cause problems with the development of our wildlife. Ms. Toon stated they made a big thing about the turtles. What about the turtles? Doesn't anyone care about them now? The things you guys tell us we have to do. We don't. We care about our lives and future. This will hurt our lives and future if you put all this in. And we are all mad about it.

Damien Triouleyre, 902 Perrin Drive, North Myrtle Beach, stated one thing that was very important was the northern section was not in the overlay zoning proposal. It was mainly because people didn't want to change the zoning. What he heard today and what he did for three years trying to save Ingram Dunes. An overlay would give more control to the whole process. When there was a zoning change, people didn't want to do it. We didn't want to do it with Ingram Dunes. In this proposal, there would be much more control over what would be built there than if it was left at R-4. He agreed it did not need to be Resort Commercial. If it was left R-4, there would be a lot less control on what would be built. It was an important

point. He went through this whole process. He was glad there were community members there, because it was important they cared about where they lived. He asked them to really think about it before leaving it as R-4. R-4 would allow for all those high-rises. The owners have a right to build a very high high-rise if they did nothing. If there was an overlay they would have more control over the density and how it would be built. He urged the Council and the audience to consider an overlay on the North as well as the South.

Anne Bronson, 1625 South Ocean Boulevard, North Myrtle Beach, stated if there was an overlay in the south area at 165 feet and on the backside there would be 90 feet, she understood it would not be residential. She stated that's for this particular property being developed. Did that mean with this overlay that anyone in the area could do 165 feet and 165 feet on the back with residential use? Manager Mahaney stated all of it would stay R-4, except for the overlay district. He stated part of the problem, especially at Crescent Shores, the pools were too small. Many people go out to the beach, because the pools were too small. He stated they would be working with the new builder to make sure they have larger pools. Ms. Bronson stated this one developer would have controls on them, but asked if other developers would have the same controls. Manager Mahaney stated they would if they were in the overlay district. He stated one reason he eliminated the northern area was because he heard from the community that they were afraid a big developer would come in and offer large amounts of money to buy their beach homes. To accommodate them, he eliminated the northern area from being in the proposed rezoning. It would stay R-4. Ms. Bronson reiterated her question. Director Wood stated ocean side would be 165 feet and the second row would be 90 feet within the overlay.

Mayor Hatley closed the floor for public comment. Having no further comment from the Council or the public, Mayor Hatley adjourned the workshop at 2:39 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 February 2022