

Revised North Myrtle Beach Project Receives Planners OK

NORTH MYRTLE BEACH – Developers of about 3.57 acres of land in the Cherry Grove area have made improvements to a project that would include an oceanfront park, a two-lane road and parking. The changes come after City Council asked the developers earlier this week to tweak the project. Council members gave the planned unit development first approval. On Tuesday, the city's Planning Commission approved the plan's revisions. City Council will consider a final vote Oct. 2.

Developers propose to tear down the Cherry Grove Manor and the Springs Towers on North Ocean Boulevard between 21st and 23rd avenues North to build two oceanfront towers for multi-family resort accommodations, two second-row parking decks with ground-floor commercial space and one third-row parking deck. Towers Investment LLC, Casey Shroff and David Hix are the property owners of the Cherry Grove Manor, which would be redeveloped into "Towers on the Grove."

Alfred Gardiner is the property owner of Springs Towers, which would retain its name after the redevelopment, Gardiner said Tuesday. Springs Towers residents would have their existing units replaced with new units. The overall project would include up to 731 residential units, office, kitchen, laundry facilities, dining and retail space, parking, recreation areas, oceanfront public beach access park and resort amenities. Mayor Marilyn Hatley said the council wants developers to reduce the project's number of units and heights even more.

The developers had already reduced the number of residential units from 817 to 731 and lowered the buildings' heights. The South Tower, or the Towers on the Grove, would be 186 feet tall instead of 192 feet. And the North Tower, or the Springs Towers, would be 177 feet tall instead of 186 feet. Shroff said after the planning commission's meeting Tuesday that they are considering the council's request for lowering the density and height more.

As public benefits to the city, the developers are widening a road on Ocean Boulevard and Spring Street, putting in sidewalks and adding trees, shrubs and lights, Gardiner said. A 120-foot-wide oceanfront park also would be accessible for handicapped people. There would be handicapped parking spaces, a ramp that would extend from a gazebo onto the beach, and handicapped-accessible bathroom facilities, Gardiner said.

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