
2022-30 (1ST READING): TO AMEND ORDINANCES 2006-24, 2016-27 & 2018-67, KNOWN AS PINE ISLAND POINT PLANNED UNIT DEVELOPMENT TO INCLUDE AN ADDITIONAL 5.26+/- ACRES WITH ADDITIONAL HOUSING AND RETAIL OPPORTUNITIES, TO ADD UP TO 2 ADDITIONAL SIGNS, TO ADD PUBLIC IMPROVEMENTS, TO REDUCE THE NUMBER OF REQUIRED TREES, AND TO UPDATE THE PHASING SCHEDULE.

Applicant/Purpose: The McCabe Investment Group LLC (Jessica Wise, SGAINW agent) / to expand the Pine Island Point PUD located at Pine Island Rd & Seaboard St.

Brief:

- Pine Island Point is a mixed-use PUD of approx. 35 acres at the corner of Seaboard St. & Pine Island Rd.
- Phase One is complete, and includes the 55 & older Inspire Coastal Grand multifamily project and Sea Pine Blvd (a private St).
- Planning Commission (5.3.22): recommends approval (6/0) with the following changes:
 - At least one bus shelter, the location of which will be coordinated with COAST RTA.
 - Pedestrian improvements to the intersection of Pine Island Rd & Seaboard St, in coordination with the City's Public Works Department, to include at a minimum ladder-style crosswalks on all four sides, ADA ramps on all four corners, and pedestrian crossing signals for the visually impaired on all four corners.
 - Exhibit 17.E, Sec. 902.B.2 is amended to require the number of trees for multifamily dwellings be 1 tree for every 3 units, and allow the flexibility in new tree placement as requested.

Issues:

- Plans for the additional acreage include multifamily housing and a retail building along Sea Pine Blvd. The amendment includes updated maps and conceptual plans.
- The amendment allows:
 - Size flexibility per retail building Buildings A-E, with a total maximum square footage for at 150,000 sq. ft.
 - The amendment increases the number of secondary monument signs from 3 to 5.
 - The amendment reduces the number of trees required for multifamily dwellings from 1 tree for every 2 units to 1 tree for every 3 units, and allows flexibility in new tree placement.
- Staff recommends additional language in Section 14:
 - Stipulating any portion of the PUD for which a building permit or certificate of occupancy has been issued within ten (10) years of the date of City approval of this Ordinance will remain in compliance with the PUD and development may continue as planned.
 - In the event PUD construction is not complete by December 31, 2033, any further extension of the construction schedule beyond such date must be approved by City Council, and must be supported by facts and circumstances warranting such an extension.
 - In the event the Ordinance is repealed and the PUD revoked, in whole or in part, the undeveloped property that is subject of this PUD would thereafter be rezoned pursuant to the Zoning Ordinance of the City.

Public Notification: Agenda published, notice placed in newspaper.

Alternatives: Amend or deny the ordinance.

Financial Impact: The City will experience an increase in property tax revenue, business license revenue and development revenue (building permits).

Manager's Recommendation: I recommend 1st reading w/ staff recommendations (1.10.23).

Attachment(s): ordinance, supporting materials

ORDINANCE 2022-30

**CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA**

**TO AMEND ORDINANCES 2006-24, 2016-
27 & 2018-67, KNOWN AS PINE ISLAND
POINT PLANNED UNIT
DEVELOPMENT**

It is hereby ordained that the Pine Island Point Planned Unit Development is created pursuant to the terms and conditions of this ordinance. The development authorized and approved by this ordinance shall be located on those pieces, parcels or tracts of land identified as Horry County PIN 425-16-04-0004, 426-12-03-0001, 426-13-03-0005, 425-16-01-0006, 425-16-04-0003, 426-13-02-0004, 425-00-00-0312, 426-13-03-0004, 425-16-04-0005, 425-16-04-0002, 425-16-03-0015 and 426-13-03-0003, as shown on the "Subdivision Plat of Multiple Tracts of Land Located in Myrtle Beach Township, Horry County, S.C." prepared by PeeDee Land Surveying, LLC dated August 15, 2019 attached hereto as Exhibit 17.3.1, and "Preliminary Plat", prepared by DDC Engineers dated January 27, 2006 attached hereto as Exhibit 17.3.2. The development authorized by this ordinance shall be in accordance with that set of plans, drawn and/or compiled by SGA|NW dated March 24, 2016 and revised December 27, 2022, titled "Pine Island Point PUD, City of Myrtle Beach, South Carolina" [attached as Exhibits 17.1 through 17.13], inclusive of surveys described above, water infrastructure plans drawn by DDC Engineers dated February 26, 2006, titled "Water Distribution and Easement – Record Drawing" attached as Exhibit 17.12, sanitary sewer infrastructure plans drawn by DDC Engineers dated February 26, 2006, titled "Sanitary Sewer Distribution and Easement – Record Drawing" attached as Exhibit 17.13, which plans and surveys are incorporated into this ordinance (the plans drawn by SGA|NW, PeeDee Land Surveying, LLC and DDC Engineers are hereinafter collectively referred to as the "Plans").

Section 1 - Purpose of Planned Unit Development

The scope of the Pine Island Point PUD includes changes in permitted uses, conditional uses, signage, parking and lighting restrictions as described in depth below. The requested changes will allow this development to provide needed housing, services and additional retail opportunity for residents of and visitors to Myrtle Beach. The requested changes fit within the context of the existing surrounding developments. The site is currently grassed with little-to-no tree cover. Sea Pine Blvd, Outparcel 1 and Inspire Coastal Grand, as shown on Exhibit 17.6, utility infrastructure, as shown on Exhibits 17.12 and 17.13, and stormwater infrastructure, including two stormwater retention ponds, have previously been constructed on the site and are existing. The Pine Island Point PUD will include one (1) existing outparcel previously developed, four (4) additional outparcels located adjacent to Seaboard Street, multiple retail buildings (labeled as Retail A-E on Exhibit 17.6), an age restricted (55+) multi-family building (labeled as Inspire Coastal Grand on Exhibit 17.6), additional multi-family and/or other housing components, necessary parking and infrastructure. The project has sidewalks throughout to provide pedestrian connectivity and includes two landscaped stormwater retention ponds, complete with walking trails to provide a park-like experience for all users. Recreational open space amenities will be provided for the age restricted (55+) multi-family building and any additional multi-family. The project will be well landscaped and include coordinating signage to create a campus feel. The intent of the Pine Island Point PUD is to create housing, shopping and service opportunities for both residents of and visitors to the area. Service areas are tucked behind buildings with significant landscape buffering between the service areas and adjacent properties. Pedestrian plazas are provided around all retail buildings and in various locations within the development, as shown on Exhibit 17.6, Sea Pine Blvd and the associated right-of-way, water infrastructure and sewer infrastructure will be the responsibility of the

1 City of Myrtle Beach. All parking areas, buildings, landscaping, common areas and stormwater facilities
2 within the project area (exclusive of Sea Pine Blvd and its right-of-way) will be the responsibility of the
3 owner and maintained as such.
4

5 **Section 2 - Location of Planned Unit Development**

6

7 The property is bound by Seaboard Street, Pine Island Drive and Robert M. Grissom Parkway. Adjacent
8 to the west is property owned by Myrtle Beach Farms Company Inc. Across Seaboard Street to the
9 north is Coastal Grand Mall. The property includes 425-16-04-0004, 426-12-03-0001, 426-13-03-0005,
10 425-16-01-0006, 425-16-04-0003, 426-13-02-0004, 425-00-00-0312, 426-13-03-0004, 425-16-04-
11 0005, 425-16-04-0002, 425-16-03-0015 and 426-13-03-0003 and is +-39.36 acres total.
12

13 **Section 3 - Permitted Uses**

14

15 Permitted uses to include the following:

16
17 Accounting office
18 Administrative offices of federal, state and local governments
19 Advertising agency
20 Administrative service establishments of a business character which supply general needs of
21 an intangible nature to the public including establishments performing management duties in
22 the conduct of government, business, utilities, or industry
23 Advisory service establishments engaged in providing monetary and specialized professional
24 knowledge to the community, including offices of paralegals, lobbyists, and designers.
25 Architects office
26 Arts and crafts studio
27 Automobile Rental
28 Automated teller machines, free standing
29 Bakeries, retail
30 Banks
31 Bar, Tavern
32 Barbershops, beauty salons, and cosmetologists
33 Bed and Breakfast Establishments
34 Blueprinting services
35 Boating (non-motorized) and water-related activities
36 Booksellers / book stores
37 Bowling alleys
38 Broadcast Studios (Radio and Television)
39 Brokers
40 Business consultants, offices of
41 Chambers of commerce
42 Chiropractic care establishments
43 Clothing stores
44 Comedy Clubs
45 Commercial center
46 Confectionaries
47 Convention services
48 Copy shops and business service centers
49 Cosmetology establishments
50 Credit office
51 Dance Halls

- 1 Drapery shops, custom
- 2 Dressmaker
- 3 Engineering office
- 4 Eyeglass sales
- 5 Facilities for active recreation not otherwise listed
- 6 Facilities for passive recreation
- 7 Financial office
- 8 Florists and flower shops
- 9 Funeral homes
- 10 Galleries
- 11 Gift shops
- 12 Golf courses
- 13 Grocery and food stores
- 14 Hardware stores
- 15 Health care establishments engaged in the science and art of preventing, curing, recovering
- 16 from, or alleviating injury or disease, and associated offices, including medical, surgical,
- 17 psychiatric, osteopathic, and dental, including medical, surgical, psychiatric, osteopathic, and
- 18 dental, but not primarily for recovery from substance abuse
- 19 Health clubs, gymnasiums, exercise and workout areas
- 20 Home decorating accessory shops sales
- 21 Hospital
- 22 Indoor Passive Recreation
- 23 Jewelry sales and repair
- 24 Laundromats and service
- 25 Law office
- 26 Library, public
- 27 Licensed group residential (caregiving)
- 28 Liquor package stores
- 29 Mailing/addressing services
- 30 Medical Clinic (may include outpatient substance abuse treatment programs only as an
- 31 ancillary use to the primary use of the medical clinic)
- 32 Motor Vehicle Parts Store
- 33 Motor Vehicle Sales
- 34 Motor Vehicle Rental and Leasing
- 35 Museums
- 36 Music sales
- 37 News and magazine stands
- 38 Parking facilities
- 39 Parks, recreation areas, recreation facilities or recreation buildings owned by the City of Myrtle
- 40 Beach
- 41 Permanent residence, single-family dwellings
- 42 Permanent residence, two-family dwellings
- 43 Permanent residence, multi-family dwellings
- 44 Pharmacies
- 45 Photography developing establishments
- 46 Photography studios
- 47 Pool halls/billiard parlors
- 48 Post office
- 49 Professional organizations, offices of
- 50 Prosthetic facilities
- 51 Public regional stormwater facilities

1 Public safety stations including fire, police and rescue services
2 Public utilities installations and substations
3 Public works facility/public utilities
4 Real estate offices
5 Religious establishments providing for religious service and development
6 Residential care facilities of nine or less persons with mental or physical handicaps
7 Restaurant (with or without drive-through service)
8 Restaurant (with outdoor dining)
9 Retail Big Box
10 Retail establishments providing convenience items and services
11 Rooftop gardens
12 Rooming or Boarding House
13 Ropes course
14 Schools, elementary and secondary, including school stadiums
15 Schools, colleges or universities
16 Schools, trade or vocational
17 Schools, artistic training
18 Schools, athletic training
19 Service establishments of a business character providing maintenance, installation, and repair
20 for specialized service needs to individuals or other businesses, including sales and service
21 operations, and stenographic and letter writing services
22 Shoe repair
23 Social welfare organizations
24 Sport facilities not otherwise listed
25 Studios (art, dance, or music)
26 Studios (martial arts, athletic)
27 Swimming pools, indoor or outdoor
28 Tennis facilities, indoor or outdoor
29 Theater, indoor
30 Theater, outdoor
31 Travel agencies
32 Veterinary Office and Clinic
33 Video and other Media Productions
34 Visitor Accommodations not otherwise listed
35

36 **Section 4 - Conditional Uses**

37
38 Conditional uses to include the following:
39

40 Adult Day Care Facilities. The facility and its operator shall hold all licenses required by the
41 State of South Carolina.
42

43 Assisted living facilities subject to the following:

- 44 1. The facility must be licensed as such by the State of South Carolina.
- 45 2. The number of dwelling units must be included in the computation of allowable density for
46 the zoning district in which the facility is located. For the purposes of density calculations,
47 a rooming unit (see definition in Article 2) shall be counted as ½ a dwelling unit. In no
48 instance shall the number of dwelling units exceed the maximum number of residential
49 units allowed within the zoning district.
- 50 3. The facility shall have 24-hour on-site management.
51

1 Buildings and uses of utilities holding a franchise from the city provided a Special Exception
2 has been granted by the Board of Zoning Appeals.
3

4 Child Care Centers (CCC); Child Care Homes, Family (FCCH); and Child Care Homes, Group
5 (GCCH) provided the facility and its operator holds all licenses required by the State of
6 South Carolina and that in all zoning districts except C6 (Urban Village) the center is located
7 only on the ground floor of the structure.
8

9 Independent Living, Older Adult; Commercial group residential:

- 10 1. The facility and its operator shall hold all licenses required by the State of South Carolina.
- 11 2. No facility listed in this section shall be located on any lot or parcel within 1200 feet of any
12 other facility listed in this section.
- 13 3. *Recreation areas/open space*: In all permitted zoning districts except multifamily (RM)
14 districts, there shall be provided 200 square feet of usable open space for each resident,
15 within which required landscaping may be included. All open space area shall be suitably
16 landscaped with at least one shade tree for each 1,000 square feet of yard area or part
17 thereof.
18

19 Congregate Housing, Older Adult; Continuing Care Retirement Community; Nursing Home
20 Facilities:

- 21 1. The facility and its operator shall hold all licenses required by the State of South Carolina.
- 22 2. Except in the Medical/Professional (MP) district which has no maximum, the number of
23 dwelling units must be included in the computation of allowable density for the zoning
24 district in which the facility is located and shall not exceed the maximum number of
25 residential units allowed within the zoning district. For the purposes of density
26 calculations, a rooming unit 1 shall be counted as ½ a dwelling unit.
- 27 3. *Bathroom facilities*: A minimum of one full bathroom with toilet, sink and tub or shower per
28 five residents plus an additional toilet and sink shall be provided for each additional group
29 of three persons or less.
- 30 4. *Recreation areas/open space*: There shall be provided 200 square feet of usable open
31 space for each resident, within which required landscaping may be included. All open
32 space area shall be suitably landscaped with at least one shade tree for each 1,000
33 square feet of yard area or part thereof.
34

35 Dry Cleaning Establishments:

- 36 1. Only non-combustible dry cleaning solvents (such as perchlorethlene) shall be used in the
37 dry cleaning process.
- 38 2. The dry cleaning machines must be closed systems.
39

40 Farm Stands or shelter for the retail sales of seasonal agricultural produce, plants, seed,
41 garden supplies, honey, prepared foods and beverages, dairy and dairy products, poultry,
42 eggs, fish, shrimp and ice provided that:

- 43 1. All stands and shelters must meet applicable South Carolina DHEC and Department of
44 Agriculture regulations and be appropriately licensed by all appropriate licensing
45 organizations;
- 46 2. All stands and shelters must be on or adjacent to land occupied by a compliant farm use.
47 For real property tax assessment purposes, where the farm is classified as agricultural,
48 the adjacent land upon which such sales are conducted shall also be classified
49 agricultural;
- 50 3. All stands and shelters must be on private property, limited to one such venue per parcel,
51 and must meet the setbacks of the zoning district in which they are located;

4. No preparation of food on premises in conjunction with the farm stand operation;
5. Parking spaces equaling one space per 250 square feet of stand must be provided, at a minimum graded with gravel and suitably maintained;
6. The size of stands or shelters shall not exceed six hundred (600) square feet;
7. Ingress and egress of vehicular traffic shall not create a hazard for traffic on an adjacent street, as determined by city code enforcement and public works staff; and
8. Allowed signage meets the following criteria:
 - a. For fixed stands: one primary sign, affixed to the stand or shelter, either projected or parallel to the wall (flat).
 - i. If sign is projected, it shall not exceed 32 sq ft (64 sq ft aggregate).
 - ii. If sign is parallel (flat), it shall not exceed 32 sq ft.
 - b. For all uses: one menu board sign, listing the prices and varieties of products, not to exceed eight sq ft (16 sq ft aggregate).
 - c. For all uses: No signage will be allowed to encroach into the adjacent rights-of-way.

Gasoline Station provided that gas pump islands shall be set back a minimum of 17' from any property line.

Golf Courses, Miniature:

1. *Lighting.* No lighting shall be permitted to shine on any adjacent property or street. A lighting plan prepared by a lighting engineer must be submitted for review and approval by the zoning administrator.
2. *Buffer.* A landscape buffer shall be provided on any side adjacent to any residential district. Such buffer shall be as follows:
 - a. The buffer strip shall have a minimum width of eight feet.
 - b. Trees shall be planted the entire length of the buffer with a minimum spacing of 12 feet. Each tree shall be at least eight feet tall and 1 and 1/2 inches caliper.
 - c. Chain link fencing shall be:
 - i. Coated in black or green vinyl; and
 - ii. Screened by providing three-foot tall shrubs every three feet on the exterior of the fence for the entire length of the fence.

Home Occupations:

1. Such occupation is conducted by no other persons than members of the family residing on the premises.
2. Such occupation is conducted within the dwelling, is clearly incidental and secondary to the use of the structure for dwelling purposes and does not detract from the residential character of the immediate area.
3. No stock in trade is kept or commodities sold or leased on the premises.
4. No mechanical equipment is used except such that is normally used for family, domestic, or household purposes.
5. Such occupation(s) utilizes no more than 25 percent of the total floor area of the principal building.
6. Such occupation creates no offensive noise, vibrations, smoke, dust, odors, heat, or glare noticeable at or beyond the property line.
7. Such occupation is not evident from outside the dwelling and there is no exterior indication that the building is being used for any purpose other than a dwelling.
8. Musical instruction is limited to a maximum of two (2) pupils at a time.
9. Child care is limited to a maximum of six (6) children.
10. Under no circumstances shall any of the following be considered a home occupation: adult oriented businesses, aerobic exercise studio, ambulance service, auto repair

1 service, barber shop, beauty parlor, body piercing establishment, child care center,
2 chiropractor, dentist, doctor, drug/alcohol counseling services, escort services, firearms
3 manufacturing, group day care home, gym, health salon, kennel, mortuary, musical or
4 dancing instruction involving more than two pupils at one time, nightclub, nursing home,
5 psychiatrist or psychologist office, restaurant, substance abuse clinics, swimming pool
6 companies, tattoo parlor, trucking company, welding service, wig styling clinic,
7 veterinarian's clinic.
8

9 Indoor Urban Farm. The purpose of this ordinance is to provide standards for indoor urban
10 farms while balancing the interests of public health, safety, and overall community wellbeing.

- 11 1. All activities, including but not limited to growing, production, storage and packaging, shall
12 be conducted within completely enclosed buildings.
- 13 2. The space in which indoor urban farming occurs shall be no more than 2,000 square feet
14 in size.
- 15 3. The Indoor Urban Farm shall have a retail component.
- 16 4. Vehicles used for product delivery shall have a capacity no larger than one (1) ton.
- 17 5. The facility and its operator shall hold all licenses required by the State of South Carolina.
- 18 6. Operating hours shall be consistent with those of surrounding businesses.
- 19 7. No use may generate any odor that reaches the odor threshold, measured at the outside
20 walls of the building or structure within which the urban farm operates.
- 21 8. There shall be no exterior dumping or disposal of wastewater.
- 22 9. No use shall create any electrical disturbance that adversely affects any operations or
23 equipment other than those of the creator of such disturbance.
- 24 10. No use may generate noise that is audible by a panel of healthy listeners standing
25 outside the walls of the building or structure within which the urban farm operates.
- 26 11. No use may generate any ground-transmitted vibration that is perceptible to the human
27 sense of touch outside the walls of the building or structure within which the urban farm
28 operates.
29

30 Therapeutic Massage Establishments:

- 31 1. All massage therapists shall be licensed by the State of South Carolina.
- 32 2. Hours of operation are limited to 7:00 a.m. to 10:00 p.m.
33

34 Outside Display and Merchandise Areas. Only the following merchandise shall be displayed or
35 stored outside of a building (in this case only, building is defined as any structure having
36 completely enclosed walls and a roof):

- 37 1. Live nursery products,
- 38 2. Fresh produce,
- 39 3. Cut flowers,
- 40 4. Prepackaged firewood,
- 41 5. Newspaper and magazine racks,
- 42 6. Christmas trees from November 1st to January 2nd of the next year, and
- 43 7. Vending machines where not otherwise prohibited, provided that the vending machines
44 are screened from public view from off the property upon which they are located.
45

46 Solar Farms:

- 47 1. Intent. The intent of these standards is to provide for safe, attractive, orderly and
48 functional sustainable energy options in furtherance of the goals of the comprehensive
49 plan.
- 50 2. Application. These standards shall apply to the installation and/or placement of any solar
51 farm within the City of Myrtle Beach.

3. Installation.

- a. Solar farms shall be installed and maintained in compliance with the International Building Code, National Electric Code and all local regulations, directives and codes.
- b. Installation of any solar farm shall require the issuance of any applicable permits such as building and/or electrical.
- c. Solar farms may have transformers with substation capabilities in the design and installation.
- d. A building permit shall not be issued without Community Appearance Board approval.

4. Setbacks and buffers.

- a. **Front street setbacks.** Any solar farm installation will set back from the front street 30 feet or the front street setback of the underlying zoning, whichever is greater.
- b. **Side/Rear setbacks.** 10 feet.
- c. **15-foot minimum landscape buffers** as required by CAB.

5. Structural Height Limit. 35 feet.

Transportation Facility for Urban Passengers of Conveyances Including Bus, Passenger Rail, Taxicab provided that such facility is designed to accommodate no more than one vehicle at a time.

Water tanks, public provided a Special Exception has been granted by the Board of Zoning Appeals.

Section 5 - Accessory Uses

Accessory uses to include the following:

Uses Customarily Accessory to Single-family Dwellings.

1. Private garage, open storage space or parking area for motor vehicles, provided that such is designed and/or used for the storage of motor driven vehicles, owned and used by the occupants of the dwelling to which it is accessory. An accessory garage, open space or parking area shall not be used for:
 - a. More than one commercial vehicle licensed as such by the State of South Carolina per dwelling unit
 - b. Any vehicle more than one ton in capacity.
2. Shed or tool room for the storage of equipment used in grounds or building maintenance.
3. Children's playhouse and play equipment.
4. Private, noncommercial recreational facilities including swimming pool and bathhouse or cabana, tennis courts, etc., owned, used and maintained by the owner and/or tenants of the dwelling units.
5. Structures designed and used for purposes of shelter in the event of man-made or natural catastrophes.
6. Noncommercial flower, ornamental shrub or vegetable garden or greenhouse.

Uses Customarily Accessory to Multi-family Complexes. The customary incidental accessory uses of multi-family complexes including but not limited to:

1. Parking provided that such is designed and/or used for the storage of motor driven vehicles, owned and used by the occupants of the dwelling to which it is accessory. Accessory parking shall not be used for:
- a. More than one commercial vehicle licensed as such by the State of South Carolina per dwelling unit

- b. Any vehicle more than one ton in capacity.
 2. Mailbox clusters
 3. Swimming pools and equipment
 4. Tennis courts
 5. Laundry facilities
- Such accessory uses shall be on the same lot as the permitted use they support.

Uses Customarily Accessory to Congregate Housing, Elderly.

1. Nursing home facility.
2. Professional and medical offices.
3. Convenience retail.
4. Kitchen and dining facilities.
5. Facilities for recreation and physical therapy.
6. Educational, social, and occupational training facilities.
7. Beauty or barber shop within the permitted use building.
8. Storage building.

Uses Customarily Accessory to Religious Establishments.

1. Religious education buildings.
2. Child day care centers confined to religious educational buildings.
3. Parsonage, pastorium or parish house, together with any use accessory to those dwellings.
4. Off-street parking area or garage for use without charge and only as an accessory use to a permitted use on the same parcel or tract.
5. Completely enclosed building for storage of supplies or equipment.
6. Cemetery, mausoleum, or memorial garden, provided that:
 - a. The tract of land is screened with a permanent fence installed along any abutting property zoned Single-family (R), Multifamily (RM), or residential Planned Unit Development (PUD);
 - b. The burial area does not exceed 0.25 acres in size; and
 - c. Burial plots are set back a minimum of 20' from the property line.

Use Customarily Accessory to Funeral Homes: Crematorium shall only be permitted as an accessory to a funeral home. In no case shall a crematorium be permitted as a primary use.

Uses Customarily Accessory to Golf Courses, Tennis Facilities and Other Recreational Facilities.

1. Off-street parking areas.
2. Completely enclosed building for the storage of supplies, stock or merchandise, provided the building is either:
 - a. Screened from public view; or
 - b. Architecturally compatible with the primary structure or the surrounding neighborhood.
3. Clubhouse facilities in more than one building; provided the building(s) shall be setback from the parcel property lines no less than 200 feet. The facilities may include restaurants, bars, pro shops, gift shops, clothing stores, and limited visitor accommodations (not more than one unit per 2 1/2 acres in the golf course tract). These facilities may be open to the public.
4. Locker rooms.
5. Maintenance facilities.
6. Rest rooms.

1
2 Uses Customarily Accessory to Visitor Accommodations.

- 3 1. Structures or facilities under the same operation and control as the permitted use and on
4 the same or contiguous property (which in this case shall not exclude properties on
5 opposite sides of public rights-of-way):
6 a. Recreational facilities.
7 b. Laundry facilities.
8 c. Convention facilities.
9 d. Meeting rooms.
10 e. Spas and exercise facilities.
11 f. Parking facilities.
12 g. Offices.
13 2. Restaurant within a permitted use building.
14 3. Game rooms and arcades provided that they are located within the permitted
15 accommodations building and that no identifying signs or machines are visible from the
16 outside of the building. The facilities may be used by registered guests of the
17 accommodations and shall be accessible only through the lobby or interior corridor of the
18 permitted use building.
19 4. Facilities with 100 accommodation units or more may establish the following provided they
20 are located within a permitted use building of 50 units or more and are accessible through
21 the lobby, interior corridor or exterior doorway located 20 feet or more from a public street,
22 alleyway or walkway. No signs or merchandise shall be visible from the outside of the
23 building except that one public service sign as set forth in Article 8 – *Sign Regulations*
24 may be located immediately over or within 2 feet adjacent to the door:
25 a. News stands.
26 b. Snack bars.
27 c. Florists.
28 d. Gift shops.
29 e. Confectionary stores.
30 f. Automobile rental agencies.
31 g. Drug and sundry shops.
32 h. Bars.
33 i. Hair salons.

34
35 Uses Customarily Accessory to Retail Operations.

- 36 1. Off-street parking areas.
37 2. Completely enclosed building for the storage of supplies, stock or merchandise.
38 3. Coin operated amusement devices subject to the following restrictions:
39 a. Maximum number of machines per use is five.
40 b. Only allowed as an accessory use to retail facilities of at least 2,000 sq. ft. of gross
41 floor space.
42

43 Uses Customarily Accessory to Office Uses, Financial and Advisory Establishments, and
44 Health Care Establishments.

- 45 1. Off-street parking areas.
46 2. Completely enclosed building for the storage of supplies, stock or merchandise.
47 3. Restaurants not to exceed ten percent (10%) of the total square footage of the building
48 within which the restaurant is contained, provided that drive-up or drive-through windows
49 are not allowed, and further provided that signage is limited to the characteristics of
50 signage allowed for other tenants in the building. A seating area may be provided
51 outdoors as an amenity.

Uses Customarily Accessory to Hospitals.

1. Pharmacies
2. Gift shops
3. Restaurants

Uses Customarily Accessory to Bakeries, Bars and Restaurants.

1. Off-street parking areas
2. Completely enclosed building for the storage of supplies, stock or merchandise
3. Wholesale prepared foods
4. Catering services
5. Rooftop seating

Section 6 - Dimensional Requirements

Building setback from all perimeter roadways: Thirty feet (30')

Building setback from PUD-adjacent property lines: Fifteen feet (15')

1. Outparcels located adjacent to Seaboard Street:

Min Lot Area	Min Lot Width	Min Lot Depth	Max Height	Max Building Coverage	Min Front Setback	Min Side Street Setback	Min Side and Rear Yard Setback	Min Open Space
10,000 sf	---	---	60'	50%	30'	30'	B	0% hh

(B) Setbacks are zero except that the provisions of Chapter 6 – Buildings and Building Regulations and Chapter 9 – Fire Prevention & Protection of the Code of Ordinances apply. However, sight triangles and sight lines shall be maintained and requirements in Exhibit 17.E – Landscaping Regulations shall be met.

(hh) 20% minimum open space on properties of 3 acres or more.

2. All other parcels:

Min Lot Area	Min Lot Width	Min Lot Depth	Max Height	Max Building Coverage	Min Front Setback	Min Side Street Setback	Min Side and Rear Yard Setback	Min Open Space
---	---	---	C	---	B	B	B	L

(B) Setbacks are zero except that the provisions of Chapter 6 – Buildings and Building Regulations and Chapter 9 – Fire Prevention & Protection of the Code of Ordinances apply. However, sight triangles and sight lines shall be maintained and requirements in Exhibit 17.E – Landscaping Regulations shall be met.

(C) Equal to the width of the widest right-of-way upon which it fronts.

(L) Per the landscape regulations.

Total building square footage for retail, restaurant, commercial and/or office uses labeled as Retail A-E on Exhibit 17.6 shall not exceed 150,000 sf. This shall not apply to assisted living facilities, commercial group residential, congregate housing (older adult), continuing care retirement community, hospital, independent living (older adult), nursing home facilities, unlicensed group residential (caregiving), residential uses or public services.

Section 7 - Parking Standards

Location

- A. All parking spaces required herein shall be located on the same lot with the principal building or use or uses served except under standards as addressed in section 1007 - Standards for Off-Site Parking Facilities of this Ordinance.
- B. No parking spaces shall be located such that parked vehicles will block sight lines or sight triangles as defined in Article 2 Definitions.
- C. Bicycle parking shall be installed in accordance with Section 1009 and located as approved by the zoning administrator so as to be accessible from the nearest bike lane, path or trail, in a travel way of minimal conflict with the automobile.

Vehicular Use Areas

A scale drawing or layout of all required parking areas showing the location, size and arrangement of the individual parking spaces, loading spaces, and landscaped areas shall be submitted to the zoning administrator for approval. All parking areas shall be surfaced with concrete, asphalt, grass paver blocks, or other pervious material approved by the city engineer except the following:

- A. One- and two-family dwelling units
- B. Those instances where residential dwelling units are being converted to commercial uses which require less than 5 parking spaces in order to meet the terms of this ordinance.

Interior Circulation and Movement.

All parking shall be served by interior circulation drives with adequate space for turning maneuvers on the lot or within a shared access easement. No individual off-street parking space shall access directly from a public street except for single-family and two-family dwellings. All parking spaces shall be located so that the occupant of any parking space can enter and leave independently, except for single family residences where tandem parking is permitted.

Aisles

- A. Shared Drive Aisles Permitted; Easement. A cross easement is required for properties for which a shared driveway aisle has been authorized along with plats of affected properties showing the boundaries of the easement area. Plats will require stamped approval of the city planning director or his agent and all documents shall be properly filed with the Register of Mesne Conveyance for Horry County, and may be released only by the written consent of the City. Consent shall be given by the City at such time as subject properties have received final inspection and approval for plans that no longer use shared access for site modifications in compliance with current codes and ordinances. Receipt of recorded copy of easement agreement and plats shall be required prior to the issuance of a certificate of occupancy and/or final inspection.
- B. Aisle Width. The minimum width of all aisles providing direct access to individual parking stalls shall be as follows:

Required Widths for Driveway Aisles

Parking Angle (degree)	Minimum Aisle Width (in feet)	
	One-way	Two-way
31-45	11	Not permitted
46-60	13	Not permitted
61-70	18	Not permitted
71-80	19	Not permitted
81-90	22	22

- C. Stacking Lanes. Where parking lot or parking structure access is to or from a street, channelization or storage space shall be provided sufficient to prevent queues into the public street, in accordance with the minimum requirements specified below:

<i>Traffic Generator (type)</i>	<i>Minimum On-Site Storage* Required (# of vehicles)</i>
Car Wash (Automatic)	8 per aisle
Drive-Up (Retail/Service)	4 per aisle
Drive-Up (Financial)	6 per aisle
Drive-Up (Food Service)	8 per aisle
Parking Facilities (Lot or Garage):	
1-30 Spaces	1 per access point
30-50 Spaces	2 per access point
51-100 Spaces	3 per access point
101-200 Spaces	4 per access point
Over 200 Spaces	5 per access point

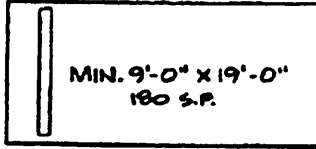
*Minimum required storage of vehicles is to be accommodated between the edge of the driveway entry into the street right-of-way and the first contact point for sales (e.g. menu boards, etc.)

Spaces and Loading/Unloading Areas

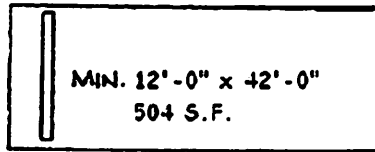
- A. Size. Except for single- and two-family residences where unmarked tandem parking is permitted, parking stalls shall be clearly marked and shall not be less than nine feet by nineteen feet. A maximum of 20% of the total number of stalls may be eight and one-half feet by sixteen feet provided such spaces are clearly designated "for compact cars only." Parallel parking stalls shall not be less than nine feet by twenty four feet. All parking spaces shall be located so that the occupant of any parking space can enter and leave independently. Handicapped parking spaces will conform to size standards found in ANSI A117.1-2009 (Accessible and Usable Buildings and Facilities) Section 502, or the most current adopted edition the Accessible and Usable Buildings and Facilities standards.

ANGLE PARKING

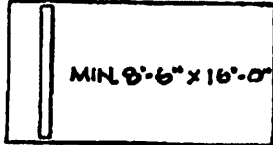
STANDARD



Bus

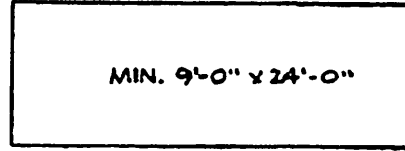


COMPACT CARS ONLY

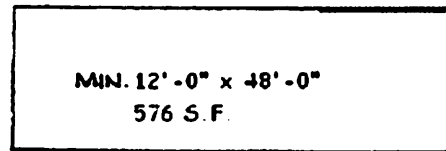


PARALLEL PARKING

STANDARD



Bus



- B. Use of Right-of-Way Restricted. No required parking or maneuvering area shall be located in any public right-of-way.
- C. Curbs and Wheel Stops Required
1. Except on single-family residential lots, raised curbs with a minimum width of one foot six inches or approved barriers will be installed on the perimeter of the parking lot to control the entrance and exit of vehicles or pedestrians. This requirement may be waived by the city engineer to permit sheet flow drainage into pervious areas designed as part of an approved alternative engineered stormwater retention system.
 2. Landscaped areas and pedestrian walkways shall be protected from vehicular encroachment or overhang through appropriate wheel stops or curbs.
 3. If full size parking spaces are utilized, then wheel stops must be located to ensure a minimum clearance of two and one-half feet from the landscape areas describe in 1006.C.2 - *Landscaped Areas And Pedestrian Walkways* above.
 4. If a raised curb is used, then the parking spaces may be reduced two and one half feet in length provided required landscape material is not located in the vehicle overhang area or any vehicle overhang does not encroach into required pedestrian walkways.

D. Minimum Off-street Parking Requirements for Permitted Uses

Permitted Uses	Minimum Required Parking Spaces (DU=dwelling unit; SF=square feet; fractional calculations shall be rounded up)
All office uses	1 space per 300 SF of gross building area. See sec. 1006.G.3 - <i>Office Uses</i> for exceptions.
All single-family residential uses	2 spaces per DU
All two-family and multi-family residential uses and independent living, older adult	1.5 spaces per DU for units with 1 or 2 bedrooms and 2 spaces per DU for units with 3 or more bedrooms.
Motor vehicle repair and maintenance	1 space per 150 SF of gross floor area Service bays shall not count as spaces Parking spaces shall not block vehicular access to garage entrances
Bars and nightclubs	1 space per 100 SF of gross floor area
Child care home, family (FCCH); child care home, group (GCCH); continuing care retirement community; residential care facilities of nine or less persons with mental or physical handicaps; licensed group residence parolee-probationer home; independent living, older adult ; unlicensed group residential (caregiving)	1 space per 500 SF of gross building area
Congregate housing, older adult	0.33 spaces per dwelling unit.
Day care facilities, adult or child	1 space per 500 square feet of gross floor space
Golf courses	6 spaces per golf hole
Hospitals and outpatient clinics	1 space for each 2 patient beds/examining rooms
Kindergartens	2 spaces per classroom and administrative office
Elementary schools	
Intermediate and middle schools	
Marina	1 space per 3 boat slips
Miniature golf courses	2 ½ spaces per playable hole
Nursing home facilities	0.33 spaces per dwelling unit
Transportation terminals and establishments providing for the interchange of passengers	1 space per 600 SF of gross floor area
Places of assembly or recreation with fixed seats	1 space per 75 SF of gross floor area, or 1 space for every 3.5 seats, or 1 space per 40 SF of auditorium space

Religious facilities	1 space per 30 SF of gross floor area in the primary assembly hall (place of worship)
Restaurant, dine in	1 space per 100 SF of gross floor area
Restaurant, take-out	1 space per 350 SF of gross floor area
Retail	Commercial centers with over 25,000 square feet of gross floor space, 1 space per 500 square feet of gross floor space. Otherwise, 1 space per 350 SF of gross floor area
Retail, big box	1 space per 500 SF of gross floor area
Tennis facilities	2 spaces per tennis court
Visitor Accommodations	1 space per 1 bedroom DU 1 ½ spaces per 2 bedroom DU 2 spaces per 3 bedroom DU 2 ½ spaces per 4 bedroom DU Each additional bedroom – 0.5 spaces 1 space per 350 SF for accessory uses
All other uses	1 space per 250 SF of gross floor area

Exceptions to Minimum Parking Requirements.

1. Excessive Parking: If the developer can demonstrate to the satisfaction of the zoning administrator that the required parking as stated above is in excess of what is needed for his proposed use, the administrator may allow the construction of an amount of parking less than the minimum requirement. Any application indicating diminished parking shall clearly state in writing what the parking demand will be. However, the plan for the site must be designed to accommodate all required parking, and all areas set aside to accommodate unconstructed parking shall be maintained as landscaped areas or preserved as undisturbed natural areas. Should the zoning administrator determine that the originally constructed parking or loading is insufficient, he shall order that the unconstructed parking and/or loading be provided and a certificate of occupancy for such obtained within 12 months of such order.
2. Bus Parking: Required automobile parking spaces may be substituted with bus parking at a ratio of one bus parking space per 15 automobile parking spaces.
3. Office Uses: In office developments located within a single land parcel with gross building areas in excess of 20,000 square feet, square footage located within the following common building areas, outside of designated office suites, shall be excluded from minimum parking calculations:
 - a. Lobbies
 - b. Elevator shafts
 - c. Staircases
 - d. Electrical and mechanical rooms
 - e. Restrooms
4. Outparcels located adjacent to Seaboard Street shall adhere to the minimums delineated in *Minimum Off-street Parking Requirements For Permitted Uses*. On all other parcels minimum parking requirements for all uses EXCEPT residential, care home, continuing care, independent living, congregate housing, nursing home facilities, and visitor accommodations shall be ½ those delineated in *Minimum Off-street Parking Requirements For Permitted Uses*.

Parking, storage, or use of recreational vehicles. No recreational vehicle shall be parked or stored in any front yard, except for 24 hours for loading and unloading, on any lot in any residential district. No such equipment shall be used for living, sleeping, or housekeeping purposes in any location not specifically permitting such use.

1
2 **Minimum Loading Requirements:**

3 *Off-street loading area required.* All uses, whether specified in this ordinance or not, shall provide off
4 street loading areas sufficient for their requirements. Loading areas shall be located on the same lot
5 or parcel of land as the structure they are intended to serve, and shall be adequate so that no vehicle
6 being loaded or unloaded in connection with normal operations shall stand in or project into a public
7 street, walk, alley, or way and shall not restrict traffic flow. Off-street loading areas shall have access
8 to a public alley or street.
9

10 **Standards for Off-Site Parking Facilities**

11 If a lot on which a permitted use is conducted (permitted use site) is not large enough to provide for all
12 the required automobile parking spaces, such required spaces may be provided on other off-street
13 property only if the following conditions are satisfied:

- 14 A. Parking facilities are a permitted use within the zoning district where the off-site parking
15 facility is to be located.
- 16 B. The location of the parking facility complies with the following criteria:
- 17 1. The off-site parking facility is contiguous to the permitted principal use site; or
18 2. The off-site parking facility is no more than three hundred feet, airline measurement,
19 from the nearest property line of the principal permitted use site; or
20 3. The off-site parking facility is no more than three hundred feet, airline measurement,
21 from any associated parking lot contiguous to the principal permitted use site.
- 22 C. Required off-site parking spaces shall be authorized solely for use by the principal
23 permitted use supported. The parking spaces shall not be increased, decreased, or
24 encroached upon in any manner unless first authorized by written consent of the City. This
25 requirement shall in no way discourage or prevent the use of shared parking facilities as
26 allowed by this ordinance. The owner or authorized agent for the land upon which such
27 remote parking is to be located shall provide a deed restriction, or other legal instrument,
28 accompanied by a plat showing the boundaries of the proposed off-site parking lot. Both
29 documents shall be properly filed with the Register of Mesne Conveyance for Horry County,
30 and may be released only by the written consent of the City at such time as the restricted
31 parking is no longer required to comply with zoning regulations. Receipt of a recorded copy
32 of this document and plat shall be required prior to issuance of a building permit for the
33 principal permitted use for which the off-site parking is to be utilized.
34

35 **Shared Parking Facilities**

36 Shared parking facilities are permitted as long as dedicated spaces are maintained or it can be
37 demonstrated to the satisfaction of the zoning administrator that the patterns of use between the uses
38 are so different as to permit the same spaces to count for more than one use. Any proposed shared
39 parking arrangements shall be accompanied by notarized statements from all users and the owner
40 that such arrangements are satisfactory and shall clearly indicate the total users of the parking area
41 by demand and time of day and day of week for each user. At such time that the zoning administrator
42 determines that the amount of parking is not adequate, adequate parking shall be installed in a time
43 frame and in number as determined by the zoning administrator (but not to exceed the minimum
44 parking requirements), provided that all other provisions of the code are met.
45

46 **Bicycle Parking**

47 All commercial, civic, and major subdivision construction projects shall include a bicycle rack installed
48 on-site in accordance with the Association of Pedestrian and Bicycle Professionals (APBP) Essentials
49 of Bike Parking.

- 50 A. Racks shall be designed and installed to hold a minimum of two bicycles.
51 B. Racks shall be constructed of stainless steel or powder-coated galvanized steel.

- 1 C. In districts where the proposed use requires no on-site parking, a fee of \$600 may be paid
2 in lieu of installing a bike rack, monies to be used by the city to install public bicycle parking.
3 D. Racks shall be maintained so as to be continually safe, secure, and structurally sound.
4 E. Racks in major subdivisions will be located at amenities and designated common areas.
5

6 **Section 8 - Landscaping / Buffering / Open Space Requirements**

7

8 Landscaping will meet or exceed all landscape / buffering / open space requirements as described in
9 Exhibit 17.E. Care will be taken to provide appropriate plant material to provide both visual interest
10 and environmental sensitivity. The parking areas will be planted with adequate shade trees to reduce
11 the heat island effect. The service areas will have substantial buffers against adjacent properties. The
12 retention ponds and walking trails will be landscaped with shade trees to promote a cohesive, park-
13 like campus feel.
14

15 **Section 9 - Lighting Standards**

16

17 **Purpose and Intent**

18 It is the purpose and intent of this article to prevent the creation of nuisances, caused by unnecessary
19 intensity of artificial illumination of property, signs, and buildings, to promote the safety and general
20 welfare of the public by the regulation of glare-producing sources of light, to assure the required
21 minimum illumination to facilitate enforcement of law and to protect the threatened or endangered sea
22 turtles which nest on the beach of the City by safeguarding nesting females and hatchlings from
23 artificial light.
24

25 **Applicability**

26 The provisions of this section shall apply to any and all exterior artificial light sources not having
27 specific special regulations.
28

29 **General Regulations**

- 30 A. **Permits.** All commercial and residential uses not exempted in *Permit Exemptions* and
31 *Recreational Lighting* shall be required to get a permit. Any permits or exemptions given under
32 the regulations for lighting and glare do not exempt applicants from any other permits required
33 by the City Code.
34
35 B. **There are two levels of permits:**
36 1. *Level one permits.* Except in Residential (R) and Residential/Commercial (RC) lighting
37 zones, any new or additional incandescent filament lamp sources that do not exceed 300
38 watts per light source and 1,500 total combined watts per parcel; or High Intensity Discharge
39 (HID) light sources that do not exceed 175 watts per light source and 700 total combined
40 watts per parcel must get a level one permit. A permit shall be issued by the City
41 Construction Services Department upon signature of the applicant on a statement stating
42 that the applicant understands that the lighting must meet the provisions of the lighting and
43 glare regulations and the provision by the applicant of a recorded plat showing the location
44 of proposed luminaries.
45 2. *Level two permits.* All commercial lighting that exceeds the level one permit requirements
46 must apply for a level two permit. Prior to the erection, installation or placement of exterior
47 artificial light source(s), an application for a permit shall be filed with the City Construction
48 Services Department. The application shall include an application form (available at the
49 Construction Services Department); three copies of a lighting plan; and full payment of the
50 application fee.

- a. The lighting plan shall include a site plan showing the proposed number, specific location, intensity, height of luminaries, projected lighting patterns, style of fixtures, type of illumination of all light sources, and all electrical connections whether above or below grade.
- b. All luminaries must also meet the requirements of any other applicable city code(s).
- c. All plans submitted to meet the requirements of this chapter shall be certified by a registered engineer, state-licensed electrical contractor, registered architect or a designated certified representative from a state-owned electric utility. This representative is to be designated and certified by a letter to, and kept on file by, the zoning administrator from the state-owned electric utility. Any time there is a change in the designated representative a new letter must be sent to the zoning administrator.

Permit Exemptions

Though no permits are required for the following exemptions, all exterior light sources installed, erected or maintained in the City shall be subject to *Glare Regulations, Lighting and Light Spillover Standards*.

1. No permit shall be required for warning lights to be erected in conjunction with construction, excavation, maintenance, repair or hazard, as required by law.
2. No permit shall be required of the city or state or any public utility corporation when performing contractual arrangements for the City or South Carolina Department of Transportation for the installation of any light source.
3. Holiday season or festival lighting of a temporary nature erected after November 1st and removed before March 1st of the following year. Though no lighting permit may be required, a building and electrical permit may be required. Applicants must contact the City Construction Services Department for these permits.

Measurement of the Height of a Light Source

The height of a light source is the measured vertical distance between the light source and the grade. In extreme cases of varied elevations within the same site, grade shall be established by the zoning administrator.

Glare Regulations

- A. Safety Hazard. Any artificial light source which creates glare observable within the normal range of vision from any public walk or thoroughfare under normal weather conditions is prohibited. Any such light source shall be considered a safety hazard and will be turned off and/or removed upon notification by the City Police Department or the zoning administrator.
- B. Nuisance. Any artificial light source which creates glare observable within the normal range of vision, under normal weather conditions, from any property other than the property where the light source is located is prohibited. Any such light source shall be considered a nuisance.

Recreational Lighting

Because of the unique requirements for night-time visibility, ball diamonds, playing fields and tennis courts are exempted from the exterior lighting standards of section 9.B - *Light 1 Spillover Standards*. These outdoor recreational uses must meet all other requirements of the Ordinance.

- A. Post Height. The outdoor recreational uses specified above shall not exceed a maximum permitted post height of 100 feet above grade.
- B. Cutoff Angle. The outdoor recreational uses specified above may exceed a total cutoff angle of 90 degrees, provided the luminaire is shielded to prevent light and glare spillover to adjacent residential property.
- C. Maximum Spillage. The maximum permitted illumination at the property line shall not exceed two foot-candles.

1 **Measurement**

2 **A. Method of Measurement**

- 3 1. The meter sensor shall be mounted not more than six inches above ground level in
4 horizontal position. Personnel shall take readings only after the cell has been exposed
5 long enough to provide a constant reading.
6 2. Measurements shall be made after dark with light sources in question on, then with the
7 same sources off. The difference between the two readings shall be compared to the
8 maximum permitted illumination and property line at ground level in *Light Spillover*
9 *Standards*.

- 10 **B. Lighting will be decorative in nature and will be either leased through Santee Cooper or**
11 **purchased by the owner/developer. Security lighting will include wall pack lighting located on**
12 **the buildings, as necessary.**

- 13
14 **C. Light Spillover Standards. Lighting spillage or spillover is any reflection, glare or other artificial**
15 **light emission onto any adjoining property or right-of-way above a defined maximum permitted**
16 **illumination. Exterior lighting shall meet the following standards at the property line at ground**
17 **level. If lighting is of a mixed type, the most restrictive standard will apply.**

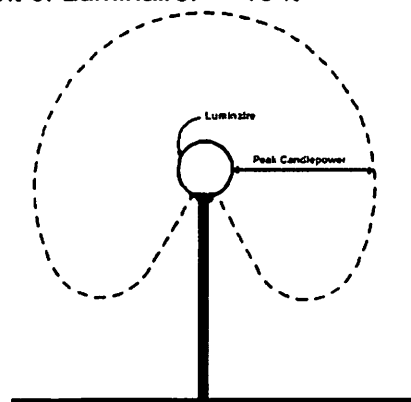
18
19 Street lighting will be total cut off fixtures.

20 Pedestrian lighting will be partial to total cut off fixtures.

- 21
22 1. When a light source or luminaire has no cut-off or a cut-off angle greater than 115
23 degrees:

24 Maximum Permitted Illumination: 5.0 foot-candles

25 Maximum Permitted Height of Luminaire: 15 ft



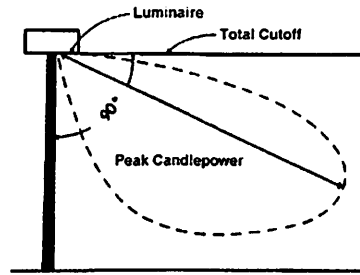
No Cutoff Luminaire

- 26
27
28 2. When a luminaire has a total cut-off angle of 115 to 90 degrees:

29 Maximum Permitted Illumination: 5.0 foot-candles

30 Maximum Permitted Height of Luminaire (pedestrian lighting): 15 ft

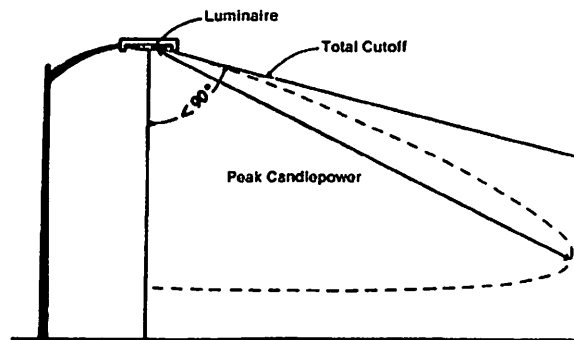
31 Maximum Permitted Height of Luminaire (street lighting): 30 ft



90° Cutoff Luminaire

3. When a luminaire has a total cut-off angle of less than 90 degrees and is so located so that the bare light bulb, lamp or light source is completely shielded from the direct view of an observer five feet above the ground at the point where the cut-off angle intersects with the ground:

Maximum Permitted Illumination:	5.0 foot-candles
Maximum Permitted Height of Luminaire (pedestrian lighting):	15 ft
Maximum Permitted Height of Luminaire (street lighting):	30 ft



Luminaire With Less Than 90° Cutoff

Section 10 - Signage Requirements

Conceptual signage locations are shown on Exhibit 17.9. There will be two (2) primary monument signs, located on either end of Sea Pine Blvd. There will be up to five (5) secondary monument signs and up to ten (10) directional signs. Each sign will meet the standards as described below. Signage will be designed to fit within the context of the surrounding uses, will complement building architecture in style and materials, and will require approval of the Community Appearance Board. All signs will be of durable construction and well landscaped. Traffic signs will be standards as used by the City of Myrtle Beach.

Perpendicular signs.

For those signs whose sign faces are generally perpendicular to the principal street frontage (including a sign whose sign face is between 90 degrees and, to include, 45 degrees to a frontage), signs described in only one of the following categories are permitted (choose one category below):

- One freestanding sign per premises, subject to the following restrictions:

Sign area. The sign area shall not exceed a square foot area equal to 50 percent of the principal street frontage, with a maximum allowable sign area of 150 square feet per sign face (300 square feet in aggregate). If the principal street frontage is less than 120 feet, then a maximum area of 60 square feet per sign face (120 square feet in aggregate) is allowed, provided however, that if the principal street frontage is less than 40 feet, then no freestanding sign shall be permitted.

Number of signs. Single frontage and corner locations are permitted only one such freestanding sign and the maximum allowable size of such sign shall be governed by the length of its respective frontage. The principal street frontage of lots in contiguous blocks on one or both sides of the principal street which are an integral part of the same business establishment may be added together to determine the total principal street frontage. A maximum of two such freestanding will be allowed per premises with parallel or opposite frontages, provided that such freestanding signs shall be spaced to a minimum of 100 feet from each other. Business establishments consisting of two or more premises in contiguous blocks shall also be limited to a maximum of two freestanding signs, spaced at least 100 feet apart. Except as provided hereinabove, a commercial center containing two or more businesses shall be permitted only one free-standing sign.

Sign height. The maximum permitted height of a freestanding sign shall not exceed 25 feet.

Sign location. No freestanding sign or sign structure shall be located closer than five feet to any property line, nor be located closer than ten feet to the curb or edge of pavement of any street or highway. In no case shall any freestanding sign be closer than 20 feet from any other freestanding sign on adjacent property.

Sign projection. No freestanding sign shall project over any building or structure or over any property line; nor project over a driveway or parking lot unless the lowest point of the sign is not less than 13 feet above grade, nor shall such sign project into a pedestrian walkway unless the lowest point of the sign is not less than nine feet above grade.

b. One fixed projecting sign per premises, subject to the following restrictions:

Sign area. The sign area shall not exceed 32 square feet per sign face (64 square feet in aggregate).

Sign height. The maximum height of a projecting sign shall not exceed 25 feet but in no event shall such sign extend higher than the lowest point of the roof or parapet, whichever is highest.

Sign projection. The extreme limits of the projecting sign face and 1 the sign support shall not exceed four feet beyond the wall face of the building. Such signs shall not project into a pedestrian walkway, unless the lowest point of the sign is not less than nine feet above grade.

Sign copy. The limitations set on sign copy in One Freestanding Sign Per Premises hereinabove also apply to fixed projecting signs.

Support structures. All fixed projecting signs shall be installed or erected in such a manner that there shall be no visible support structures such as angle irons, guy wires or braces.

c. Two flat signs or painted wall signs per premises:

Sign area and location. Such signs may be located on opposite sides of the building or combined on one side, and singly or via a combination shall not exceed a total aggregate sign area of 100 square feet per premises.

Sign height. No such sign shall be displayed above the top of the parapet, building roofline, or canopy against which said sign is located.

Sign copy. The limitations set on sign copy in One Freestanding Sign Per Premises hereinabove shall also apply to flat signs or painted wall signs.

Parallel signs.

For those signs whose sign faces are generally parallel to the principal frontage (including a sign whose sign face is between zero degrees and 45 degrees to a frontage), signs described in only one of the following categories are permitted (choose one category below):

a. One freestanding sign per premises. As set forth in One Freestanding Sign Per Premises.

b. One fixed projecting sign per premises. As set forth in One Fixed Projecting Sign Per Premises.

c. One contiguous building-mounted flat sign or painted wall sign per premises, subject to the following restrictions:

Sign area. For buildings less than 60 feet in height, the aggregate area of such sign shall not exceed an area equal to one and one-half square feet of sign area on the building frontage which is generally parallel to the principal street frontage. No such sign, however, shall exceed a maximum aggregate area of 150 square feet. Additional signage equal to two square feet for every one foot of building height above 60 feet is permitted, provided this additional signage is more than 60 feet above grade. Signs on buildings housing more than one tenant shall not exceed a total area of one and one-half times the horizontal linear building frontage occupied by each tenant; with a maximum area of 150 square feet for any individual tenant.

Number of signs. Due to the nature of building-mounted flat signs or painted wall signs, the limiting factor on such signs is not the number of individual sign displays, but the aggregate area of all such sign displays that can be contained within the area as defined in the City of Myrtle Beach Ordinance Article 2 - Definitions (3 rectangle method). Single road frontage and corner road frontage locations are permitted one such sign area per occupancy, however, occupancies with a corner road frontage may use a portion of their allowable area from their principal frontage to also place a building mounted flat sign parallel to the secondary road frontage. Premises with parallel (opposite) road frontages are permitted one such sign per occupancy per parallel road frontage.

Sign placement. No such sign shall be displayed above the top of the parapet, building roof line, or canopy against which sign be located, nor shall such sign extend below the lowest architectural feature defining a porch, arcade or roof nor extend beyond any supporting columns.

Sign copy. The limitation set on sign copy in section 805.5(B)(1) shall also apply to building mounted flat signs or painted wall signs.

A commercial center shall also be permitted one fixed canopy sign or swinging projecting sign per occupancy, not to exceed six feet in length and 18 inches in height, placed entirely under a canopy (marquee) directly in front of an entrance door to said location. The sign must be perpendicular to the building wall face and provide at least nine feet of pedestrian walkway vertical clearance.

A directory sign in a commercial center for on-site directional purposes shall also be permitted on premises; provided however, that such sign conforms to the following:

- a. The sign shall not be located within 50 feet of any public right-of-way line.
- b. An individual business or activity is limited to three square feet of sign area per individual sign face and an aggregate area of six square feet and one sign per directory sign.
- c. The directory sign, even when composed of individual signs, shall not exceed a total area of 50 square feet per sign face and an aggregate area of 100 square feet.
- d. Freestanding signs shall not exceed ten feet in height.
- e. The bottom of the sign must maintain a clearance of at least nine feet above a pedestrian walkway.

Changeable copy sign.

- a. A changeable copy sign is permitted on a business identification freestanding sign provided the changeable copy sign conforms to the following:
 - i. The changeable copy portion of the sign shall be an integral part of the freestanding sign cabinet.

- ii. The changeable portion of the sign shall be included in the allowable area of the sign and shall not exceed 18 square feet or 20 percent of the allowable sign area, whichever is greater.
 - iii. Changeable copy sign letters shall be at least six inches, but not greater than 12 inches in height.
- b. Theaters are permitted changeable copy signs; provided the changeable copy signs conform to the following:
 - i. On a building facade that is within 150 feet of a right-of-way the sign shall not exceed an area of 60 square feet for the first theater screen or auditorium and 30 square feet for each additional theater screen or auditorium up to a maximum area of 210 square feet. The name or logotype, which identifies the business or facility, shall be included within the allowable area of the changeable copy sign. Such sign shall be the only sign on the facade that identifies the building or business. For a building facade greater than 150 feet from a right-of-way an increase in sign area of ten percent for each ten feet beyond 150 feet, up to a maximum increase of 200 percent, is permitted.
 - ii. As a freestanding sign the sign shall not exceed an area of 15 square feet per sign face for each theater screen or auditorium up to a maximum area of 105 square feet of sign face. Such changeable copy sign shall be integral with any freestanding sign permitted in Perpendicular Signs and Parallel Signs hereinabove; however no other changeable copy sign area shall be included with such freestanding sign.
 - iii. Changeable copy sign letters shall be at least six, but not greater than 12 inches in height.
- c. A changeable copy sign is permitted on a freestanding sign for religious, educational, and public recreational uses provided the changeable copy sign conforms to the following:
 - i. The changeable copy portion of the sign shall be an integral part of the freestanding sign cabinet.
 - ii. The changeable portion of the sign shall be included in the allowable area of the sign and shall not exceed 18 square feet or 20 percent of the allowable sign area, whichever is greater.
 - iii. Changeable copy sign letters shall be at least three inches, but not greater than eight inches in height.

Private traffic direction signs.

- a. One freestanding sign is permitted at a one-way driveway entrance to or exit from a parking area, provided that the one-way driveway is no wider than 19 feet at the intersection of the property boundary with the right-of-way. The permitted sign copy shall be an arrow indicating the direction of traffic flow, or the words "enter" or "exit".
- b. Except for businesses situated on corner or double frontage lots, one freestanding sign is permitted at a driveway entrance or exit providing access to or egress from a business establishment if all of the parking which serves the business is located behind the business establishment and is on the same premises.
- c. The maximum size of the sign face of any sign permitted pursuant to this subsection shall be 14 inches in the horizontal direction and eight inches in the vertical direction. The maximum height of the sign shall be 30 inches. The permitted signs may be internally lighted.

Permanent window signs which are painted on, or attached to, the interior side of a window or glass door, or which are inside a window and mounted so as to be visible through the window may be displayed, provided that the total area of all signs displayed in any one window does not cover more than 25 percent of the window. Such window sign aggregate area shall be included in the flat sign allowable area for the particular business or activity utilizing such sign.

1
2 City civic directory and welcome signs.

3 City Council may erect or approve and permit to be erected composite civic directory and welcome
4 signs, for the benefit of visitors, on which may be listed institutional names, churches and points of
5 interest. Civic organizations and churches may be permitted to place their insignias thereon.
6

7 Clock.

8 One freestanding clock or time and temperature unit shall be permitted in conjunction with financial
9 institutions and professional offices provided it does not exceed 20 feet in height nor 36 square feet in
10 display area.
11

12 Logo/trademark identification emblem.

13 Buildings taller than 60 feet may also have two building mounted business identification or logo
14 trademark emblems on the principal building. Such signs shall be located at least 40 feet above
15 grade, and shall not exceed a total of 100 square feet per sign face. Such sign emblems may coexist
16 with signs permitted in Perpendicular Signs and Parallel Signs hereinabove herein.
17

18 Pricing sign.

19 A sign advertising the price of gasoline, in addition to pump signs, shall be permitted at facilities
20 retailing gasoline; but shall not exceed six square feet per sign face (12 square feet in aggregate). A
21 maximum of two such signs per premises shall be allowed.
22

23 Home occupation sign.

24 One non-illuminated home occupation sign not to exceed six square feet in area and mounted flat
25 against the wall of the principal building.
26

27 Notice bulletin boards.

28 Notice bulletin boards not over 24 square feet in area for medical, public, charitable or religious
29 institutions where the same are located on the premises of said institutions.
30

31 Temporary Construction Fence Scrim.

32 An active construction site shall be permitted a construction fence scrim to screen the construction
33 area and to control debris and dust. The scrim shall not exceed the height and length of the
34 construction fence and shall be removed with the construction fence. The scrim may contain graphics
35 designed to inform the public as to the nature of the construction project. The scrim may also, in lieu
36 of the construction sign permitted in Construction Signs, contain a maximum of 32 square feet of text
37 per construction site identifying the firms involved with, the character of, and the future occupants of
38 the construction site.
39

40 **Section 11 - Special Requirements**

41

42 The developer will accommodate the City of Myrtle Beach's ongoing security initiative and will allow
43 security cameras to be installed on light poles at the City's discretion.
44

45 **Section 12 - Technical Design Criteria**

46

47 Significant infrastructure has already been installed on site. Exhibits 17.12 and 17.13 describe the
48 existing infrastructure. Sea Pine Blvd, Inspire Coastal Grand, sewer lines, storm drainage, and water
49 lines are constructed. The remaining development will tie to the existing infrastructure. New
50 infrastructure will be designed according to the City of Myrtle Beach's engineering requirements and
51 installed at the developer's expense.

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Section 14 - Phasing Plan and Construction Schedule

However, in the event PUD construction is not complete by December 31, 2033, any further extension of the construction schedule beyond such date must be approved by City Council, and must be supported by facts and circumstances warranting an extension.

In the event this Ordinance is repealed and the PUD revoked, in whole or in part, the undeveloped real property that is the subject of this PUD Ordinance would thereafter be rezoned pursuant to the Zoning Ordinance of the City of Myrtle Beach.

(Reserved)

Section 16 - Enactment Provision and Signature Lines

This Ordinance will take effect upon second reading.

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER ADKINS, CITY CLERK

1st Reading: January 10, 2023

2nd Reading: January 24, 2023