
1 **2022-45 (1ST READING): TO AMEND THE CLEMSON TRACT PUD (PLANNED UNIT**
2 **DEVELOPMENT) TO ALLOW MULTIPLE TENANT CONTENT ON FREESTANDING**
3 **MONUMENT SIGNS, TO REMOVE THE SPECIFICITY OF “FUEL” AS MEANING**
4 **ONLY “GASOLINE”, TO CLARIFY THE AMOUNT AND LOCATION OF ALLOWABLE**
5 **STATIC DIGITAL DISPLAY OF FUEL PRICING, AND TO CLARIFY THE AMOUNT**
6 **AND PERMISSIBLE LOCATIONS OF BUILDING MOUNTED SIGNS.**

7 **Applicant/Purpose:** Coventry Marketplace, LLC / to amend the Clemson Tract PUD signage
8 regulations
9

10 **Brief:**

- 11 • Coventry Marketplace is a new retail complex under construction at the intersection of Coventry
12 Boulevard and Highway 17.
- 13 • The complex is anchored by a major grocery store, with opportunities for small shops and
14 outparcels.
- 15 • Zoning regulations for Coventry Marketplace are found in the Clemson Tract PUD, first adopted
16 in 2007 and amended from time to time thereafter. The PUD primarily consists of the Belle
17 Harbor residential neighborhoods. The commercial component, Coventry Marketplace, is one of
18 the final phases of the PUD.
- 19 • Planning Commission (10.4.22): Recommend approval (8-0)
20

21 **Issues:**

- 22 • When originally adopted, the commercial portion of the PUD was more conceptual than the
23 residential components. Now that design is finalized, and commercial tenants are being secured,
24 more specific sign regulations are necessary for future enforcement.
- 25 • The amendment clarifies building mounted signage as follows:
 - 26 ○ The small shops (Building 2) attached to the anchor would be permitted 1.5 square feet
27 of signage for every linear foot of their front wall, not to exceed 30 sq. ft. End units would
28 be allowed an additional sign of the same maximum size on the side wall.
 - 29 ○ The small shops (Buildings 3 and 4) across the parking lot from the anchor, are visible
30 from Hwy 17. The amendment allows the same sign size and location as for Building 2,
31 and also allows an additional sign of the same maximum size on the rear wall facing Hwy
32 17.
 - 33 ○ The larger outparcels along Coventry Blvd would be permitted 1.5 square feet of signage
34 for every linear foot of their front wall, not to exceed 60 sq. ft. per sign, on up to three
35 sides of the building. Provisions are included for multiple tenants.
- 36 • The amendment allows for multiple tenant information on free-standing monument signs, without
37 increasing the maximum size of the signs.
- 38 • The amendment also tweaks fuel pricing digital displays to eliminate language that specifies
39 “fuel” as “gasoline” and clarifies that fuel costs may be displayed digitally on the fuel station
40 canopy *or* on the monument sign, but not on both.
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42 **Public Notification:** Add in newspaper, agenda published and posted.
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44 **Alternatives:** Amend the zoning request. Deny the proposal.
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46 **Financial Impact:** N/A
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48 **Manager’s Recommendation:**

- 49 • I recommend 1st reading (10.11.22).
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51 **Attachment(s):** Ordinance, Staff Report

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

TO AMEND THE CLEMSON TRACT PUD (PLANNED UNIT DEVELOPMENT) TO ALLOW MULTIPLE TENANT CONTENT ON FREESTANDING MONUMENT SIGNS, TO REMOVE THE SPECIFICITY OF "FUEL" AS MEANING ONLY "GASOLINE", TO CLARIFY THE AMOUNT AND LOCATION OF ALLOWABLE STATIC DIGITAL DISPLAY OF FUEL PRICING, AND TO CLARIFY THE AMOUNT AND PERMISSIBLE LOCATIONS OF BUILDING MOUNTED SIGNS.

IT IS HEREBY ORDAINED that the Clemson Tract PUD (Planned Unit Development), SECTION 10- SIGNAGE REQUIREMENTS is hereby amended as follows:

Section 1001. Signs.

See attached signage master plan (Exhibit X) applicable for parcels 2, 3, 5, 6, and 7.

See attached signage master plan (Exhibit X.3) applicable for parcel 4.

Sign regulations for all other areas of the PUD are those followed by C-6 Urban Village district in the City of Myrtle Beach for commercial areas and R-15 for residential areas, until such time as a sign package is submitted to and approved by the City of Myrtle Beach by major amendment.

Sign regulations for Parcel 4 (Commercial Tract) of the Clemson Tract PUD are to follow the regulations set forth in Section 1001.A of the Clemson Tract PUD. Sign locations and the number of signs for Parcel 4 (Commercial Tract) shall be in accordance with the Parcel 4 (Commercial Tract) example signage location map (Exhibit X.3):

Section 1001.A. Parcel 4 (Commercial Tract) Sign Regulations

Freestanding Signage:

A monument sign is a freestanding sign whose support structure is integral with the sign faces; that is, the blank support portion of the sign abuts the sign face(s), is essentially in the same planes as the sign face(s) and is essentially of the same width as the sign face(s).

Main Project Monument Signs

Freestanding signs up to 25' overall height and 150 square feet of sign area per side (300 square feet in aggregate) with multi-tenant content. Signs shall be internally illuminated.

Secondary Project Monument Signs

1 Freestanding signs up to 15' overall height and 100 square feet of sign area per side
2 (200 square feet in aggregate) with multi-tenant content. Signs shall be internally
3 illuminated.

4
5 Outparcel Monument Signs

6 Freestanding signs up to 8' overall height and 50 square feet of sign area per side (100
7 square feet in aggregate) with single user content. Sign shall be internally illuminated.

8
9 Outparcel Monument Sign/Gas Fuel Station Canopy

10 Freestanding signs up to 8' overall height and 50 square feet of sign area (100 square
11 feet in aggregate). of which Fuel station may use up to 18 square feet (36 square feet in
12 aggregate) may be a static LED sign face for the purpose of advertising the price of fuel,
13 with single user content of the monument sign area for the static digital fuel pricing. Sign
14 shall be internally illuminated.

15
16 Fuel Station Canopy signage up to 1 square foot per linear foot of canopy length not to
17 exceed 50 square feet per side on all four sides, 18 square feet of which can be used for
18 a static digital gas fuel price sign on up to a maximum of 2 sides of the canopy.

19
20 In no case shall there be fuel pricing on both the monument sign and fuel station canopy.

21
22 Main Multi-Family Monument Sign

23 Freestanding sign up to 10' overall height and 75 square feet of sign area per side (150
24 square feet in aggregate) with single user content. Sign shall be internally illuminated.

25
26 Directional Sign

27 Freestanding sign up to 4' overall height and 16 square feet of sign area per side (32
28 square feet in aggregate) with wayfinding content. Sign shall be internally illuminated.

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30 Building Mounted Signage:

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32 Anchor Tenant: Building mounted sign up to 200 square feet for the storefront and 200
33 square feet for the side elevation facing Coventry Blvd.

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35 Shop Tenants: Building mounted signs up to 1.5 square feet of sign for every linear foot
36 of store frontage or not to exceed 30 square feet.

37
38 Lot 1 Building 2 as shown in exhibit X.3 – Number of signs: Tenants may have signs on
39 the front facade of the building for the space of which they occupy. The end cap suite
40 may have additional signs on the side façade of the unit they occupy. No tenant shall
41 place signs on the rear of the building. Sign area: The sign area shall not exceed 1.5
42 square feet for every linear foot of wall upon which they will be mounted, not to exceed
43 30 square feet per facade.

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45 Lot 1 Buildings 3 & 4 as shown in exhibit X.3 – Number of signs: Tenants may have
46 signs on the front and/or rear (or side for end-cap suites) facade of the building for the
47 space of which they occupy. Signs area: The sign area shall not exceed 1.5 square feet
48 for every linear foot of wall upon which they will be mounted. Total sign area not to
49 exceed 30 square feet per side of building.

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Outparcel Tenants: Building mounted signs up to 1.5 square feet of sign for every linear foot of store frontage not to exceed 150 square feet.

Outparcel Tenants (Lots 2-5) –Single Tenant Building – Number of signs: Tenant may have signs on up to three (3) sides of the building. Signs area: The sign area shall not exceed 1.5 square feet for every linear foot of wall upon which the sign will be mounted. Total sign area not to exceed 60 square feet per side of building.

Outparcel Tenants (Lots 2-5) – Multi-Tenant Building – Number of signs: Tenant may have signs on up to two (2) sides of the building (front/side/rear) for which they occupy. Signs area: The sign area shall not exceed 1.5 square feet for every linear foot of wall upon which the sign will be mounted. Total sign area not to exceed 40 square feet per side of building.

IT IS FURTHER ORDAINED that the Clemson Tract PUD (Planned Unit Development) Exhibit X.3 dated 07/31/2020 is hereby replaced by new Exhibit X.3 dated September 7, 2022 attached hereto.

This ordinance will take effect upon second reading.

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER ADKINS, CITY CLERK

1st Reading: 10-11-2022

2nd Reading

1 **Additional Information**

2 **Staff Input:**

3 Fire: No Concerns

4 Public Works: No Concerns

5 Zoning: We've been working closely with the applicant on this amendment, which meets
6 both their needs and ours.

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8 **Location Map**



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11 **Section 403. Findings of Fact Required**

12 In reviewing any petition for a zoning amendment, the Planning Commission shall
13 identify and evaluate all factors relevant to the petition, and shall report its findings in full,
14 along with its recommendations for disposition of the petition, to the City Council.
15 Factors shall include, but shall not be limited to, the following:

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19 403.A. Whether or not the requested zoning change is consistent with the
20 Comprehensive Plan or is justified by an error in the original ordinance.
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22 403.B. The precedents and the possible effects of such precedents, which might
23 result from approval or denial of the petition.
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25 403.C. The capability of the City or other government agencies to provide any
26 services, facilities, or programs that might be required if the petition were
27 approved.
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29 403.D. Effect of approval of the petition on the condition or value of property in the
30 City.
31
32 403.E. Effect of approval of the petition on adopted development plans and policies
33 of the City.