
1 **2019-31 (2ND READING): AN ORDINANCE TO AMEND APPENDIX A ZONING OF THE**
2 **CODE OF ORDINANCES TO CREATE THE GRAND STRAND MEDICAL CENTER SPECIAL**
3 **SIGN DISTRICT.**

4 **Applicant/Purpose:** Grand Strand Medical Center (GSMC) / amend the Zoning Ordinance to create
5 a GSMC Special Sign District.

6
7 **Brief:**

- 8 • GSMC has grown in such magnitude that existing sign codes cannot accommodate them.
- 9 • GSMC is a 52+ acre medical campus.
- 10 • The Zoning Code permits Council to create Special Sign Districts to allow greater flexibility
11 for major developments if certain conditions are met:
 - 12 ○ The District is at least 5 acres (land must be contiguous).
 - 13 ○ The land has one owner, partnership, or corporation.
- 14 • The sign ordinance only applies to signs visible from beyond the property boundaries; &
15 requires CAB approval.
- 16 • Planning Commission (6/4/19): Recommends approval (6-0)
- 17 • No changes since 1st reading.

18
19 **Issues:**

- 20 • Unless otherwise stated in the Special Sign District, all applicable portions of the sign
21 regulations shall apply & be enforced.
- 22 • Unless otherwise stated in this Special Sign District, all freestanding signs shall be of
23 monument or multipole design.
- 24 • Signs facing public streets (Subject to CAB Review):
 - 25 ○ 1 sign located on 82nd Pkwy - up to 10' in height & 40 sf in area.
 - 26 ○ The sign must setback 10' from the ROW.
 - 27 ○ 2 signs located on 79th - up to 7' high & 20 sf in area, w/ a minimum separation of
28 350' & setback 10' from the ROW.
 - 29 ○ 1 primary identification/directional sign on the Bypass - up to 30' tall & 275 sf in
30 area, setback 10' from the ROW. CEVM display w/ animation allowed.
 - 31 ○ 1 campus identification sign located on the Bypass near 79th. This sign may be up to
32 7' high & 90 sf in area. The sign shall be setback at least 10' from the ROW.
- 33 • Interior Signs (not subject to CAB review).
 - 34 ○ Wall mounted signs visible from outside the district must be less than 285 sf.
 - 35 ○ 3 flags no larger than 12' X 8' on poles no greater than 35' high.
 - 36 ○ Interior directional signs w/ an allowable height up to 7' & max. area of 40 sf.
 - 37 ○ Interior facility identification signs w/ up to 4' high & area of 7 sf.
 - 38 ○ Parking lot locator signs - 4-faced w/ up to 9 sf/face (attached to light poles).

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40 **Public Notification:** Legal ad ran.

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42 **Alternatives:**

- 43 • Modify the proposed ordinance.
- 44 • Deny the proposed ordinance.

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46 **City Manager's Recommendation:**

- 47 • I recommend 1st reading (6/25/19).
- 48 • I recommend 2nd reading & adoption (7-9-19).

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50 **Attachment(s):** Proposed ordinance, PC Staff report.

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

ORDINANCE TO AMEND APPENDIX A
ZONING OF THE CODE OF ORDINANCES
TO CREATE THE GRAND STRAND MEDICAL
CENTER SPECIAL SIGN DISTRICT

IT IS HEREBY ORDAINED that Appendix A, Zoning of the City of Myrtle Beach Code of Ordinances is amended as follows:

805.D. Signs Permitted in the Medical/Professional (MP) and Institutional (IN) Districts except at regulated in 805.P Grand Strand Medical Center Special Sign District.

IT IS FURTHER ORDAINED that Appendix A, Zoning of the City of Myrtle Beach Code of Ordinances is amended to add the following new section as follows:

805.P. Signs Permitted in the Grand Strand Medical Center District.

1. Purpose: This special sign district is established to accommodate the signage needs of the large medical complex known as Grand Strand Medical Center whose land uses are of such magnitude that existing sign codes cannot accommodate them. The boundaries of the sign district are shown on the attached Exhibit "A".

2. Methods Of Dimensional Calculation, Definitions, Procedures, And Regulations:

a. Unless otherwise stated in this Special Sign District, all applicable portions of Sections 803-General Provisions and 805.D-Signs Permitted In The Medical/Professional (MP) District shall apply and be enforced.

b. Unless otherwise stated in this Special Sign District, all freestanding signs shall be of monument or multipole design.

3. Signs Facing Public Streets

a. One (1) Identification Sign located on 82nd Parkway. Sign may be freestanding, single or double faced, back to back, illuminated as desired with an allowable height up to 10 feet and a maximum square footage of 40 square feet. Sign shall be setback at least 10 feet from the right-of-way.

b. Two (2) Identification Signs located on 79th Avenue N. Signs may be freestanding, single or double faced, back to back, illuminated as desired with an allowable height up to 7 feet and a maximum square footage of 20 square feet. These signs shall be subject to a minimum separation of 350 feet and must be setback at least 10 feet from the right-of-way.

c. One (1) Primary Identification/Directional Sign for the hospital located on Highway 17. Sign may be freestanding, single or double faced, back

1 to back, illuminated as desired with an allowable height up to 30 feet
2 and a maximum square footage of 275 square feet. Sign shall be
3 setback at least 10 feet from the right-of-way. CEVM Display with
4 animation shall be allowed.

5 d. One (1) Campus Identification Sign located on Highway 17 near 79th
6 Avenue N. Sign may be freestanding, single or double faced, back to
7 back, illuminated as desired with an allowable height up to 7 feet and a
8 maximum square footage of 90 square feet. Sign shall be setback at
9 least 10 feet from the right-of-way.

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11 **4. Interior Signs**

12 a. Wall mounted signs visible from the exterior of the district shall be no
13 larger than 285 square feet.

14 b. Three (3) flags no larger than 12' X 8' on poles no greater than 35' in
15 height. No flag shall be tattered or torn, nor faded to the extent the
16 pattern or colors become indiscernible.

17 c. Interior Directional Signs as needed. Signs may be freestanding, single
18 or double faced, back to back, illuminated as desired with an allowable
19 height up to 7 feet and a maximum square footage up to 40 square feet.

20 d. Interior Facility Identification Signs as needed. Signs may be
21 freestanding, single or double faced, back to back, illuminated as
22 desired with an allowable height up to 4 feet and a maximum square
23 footage of 7 square feet.

24 e. Parking Lot Locator Signs as needed. Signs may be 4-faced with a
25 maximum square footage of 9 square feet per face, and shall be
26 attached to light poles.

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28 **5. Signs Prohibited in The Special Sign District: Off-premise directional signs**
29 **to businesses outside of the district boundaries.**

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32 This ordinance will take effect upon second reading.

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37 _____
38 BRENDA BETHUNE, MAYOR

39
40 ATTEST:

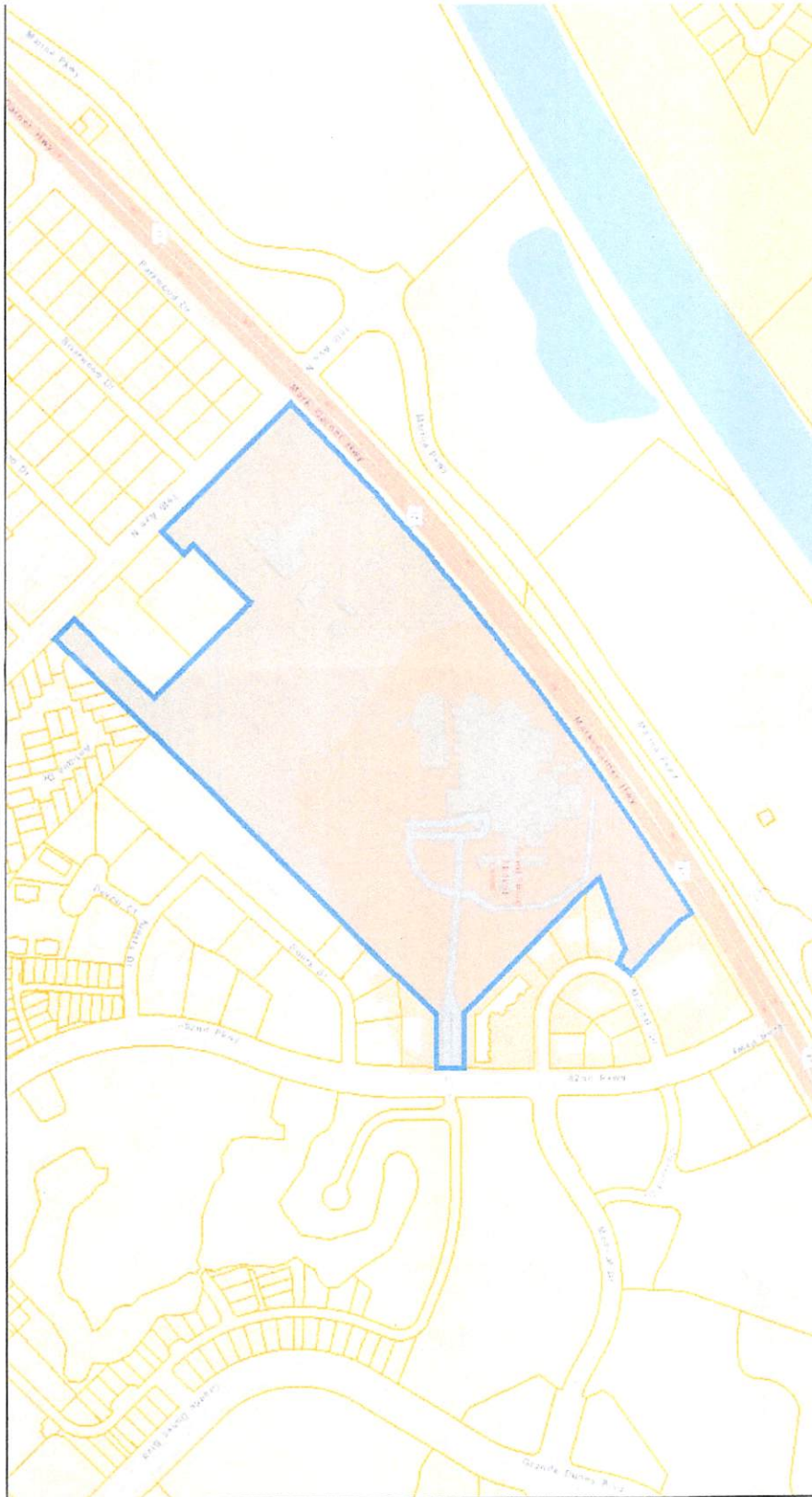
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42
43 _____
44 JENNIFER STANFORD, CITY CLERK

45
46 1st Reading: 6-25-19

47 2nd Reading: 7-9-19

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2019-31 Exhibit A
Grand Strand Medical Center Property Boundary



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1 **FILE** TEXT 19-06 GSMC Special Sign District
2 **REQUESTED ACTION** Amend Article 8 to create a new Special Sign District
3 **FINANCIAL ANALYSIS:** Potential gain in sign permit fees.
4 **STAFF COMMENTS** Fire, DPW, Police, Addressing, Planning:
5 No concerns.
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10 **Section 403. Findings of Fact Required**

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

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