
1 **2020-044 (2ND READING): TO AMEND THE CLEMSON TRACT PUD TO ADD A SIGN**
2 **MASTER PLAN FOR PARCEL 4 (COMMERCIAL TRACT).**

3 **Purpose:** Thomas & Hutton (applicant) / to amend the Clemson Tract PUD to incorporate sign
4 regulations into PUD specifically for parcel 4.

5
6 **Brief:**

- 7 • The applicant wishes to establish regulations for the new commercial tract near the
8 southeast corner of Coventry Blvd & Highway 17 (bypass).
- 9 • Proposed signage would be allowed as follows:
 - 10 • 2 main pylon signs (max 25' tall).
 - 11 • 2 secondary monument signs (max 15' tall).
 - 12 • 3 outparcel monument signs (max 8' tall).
 - 13 • 1 outparcel monument sign/gas station canopy.
 - 14 • 2 main multifamily monument signs (max 10' tall).
 - 15 • 1 directional sign (max 4' tall).
- 16 • Planning Commission: Recommends approval (8-0).
- 17 • No changes since 1st reading.

18
19 **Issues:**

- 20 • Planning Commission originally had a concern about the size of some of the signs.
- 21 • Staff presented other area signs for comparison, & the Commission voted to recommend
22 the dimensions as indicated above.

23
24 **Public Notification:**

- 25 • Planning Commission's meeting agenda was published and posted.
- 26 • Legal ad ran in the Myrtle Beach Herald 08/14/2020. No comments received to date.

27
28 **Alternatives:**

- 29 • Modify the proposed ordinance.
- 30 • Deny the proposed ordinance.

31
32 **Financial Impact:** No direct impact.

33
34 **Manager's Recommendation:**

- 35 • I recommend 1st reading (9-3-2020).
- 36 • I recommend approval (9-22-2020).

37
38 **Attachment(s):** Proposed ordinance, exhibits.

1
2 CITY OF MYRTLE BEACH
3 COUNTY OF HORRY
4 STATE OF SOUTH CAROLINA
5

TO AMEND THE CLEMSON TRACT
PLANNED UNIT DEVELOPMENT (PUD),
SECTION 10 - SIGNAGE REGULATIONS
AND RELATED EXHIBITS TO ESTABLISH
REGULATIONS SPECIFIC TO PARCEL 4
(COMMERCIAL TRACT)

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9
10 **WHEREAS**, the Clemson Tract Planned Unit Development (PUD) was established by
11 Ordinance 2007-45; and

12
13 **WHEREAS**, the Clemson Tract Planned Unit Development (PUD) was most recently
14 amended via Ordinance 2018-064; and

15
16 **WHEREAS**, the City Council sees fit to establish signage regulations for Parcel 4 in order
17 to facilitate commercial development;

18
19 **THEREFORE, IT IS HEREBY ORDAINED** that Section 10 of the Clemson Tract Planned
20 Unit Development (PUD) is amended as follows:

21
22 **Section 1001. Signs.**

23
24 See attached signage master plan (Exhibit X.0) applicable for parcels 2, 3, 5, 6, and 7.
25 See attached signage master plan (Exhibit X.3) applicable for parcel 4.

26
27 Sign regulations for all other areas of the PUD are those followed by R-15 for
28 residential areas.

29
30 Sign regulations for Parcel 4 (Commercial Tract) of the Clemson Tract PUD are to follow
31 the regulations set forth in Section 1001.A of the Clemson Tract PUD. Sign locations and
32 the number of signs for Parcel 4 (Commercial Tract) shall be in accordance with the Parcel
33 4 (Commercial Tract) example signage location map (Exhibit X.3):

34
35 **Section 1001.A. Parcel 4 (Commercial Tract) Sign Regulations**

36
37 **Freestanding Signage:**

38
39 A monument sign is a freestanding sign whose support structure is integral with the sign
40 faces; that is, the blank support portion of the sign abuts the sign face(s), is essentially in
41 the same planes as the sign face(s) and is essentially of the same width as the sign
42 face(s).

43
44 **Main Project Monument Signs**

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

47
48 **Secondary Project Monument Signs**

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

1 Outparcel Monument Signs

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

4
5 Outparcel Monument Sign/Gas Station Canopy

6 Freestanding signs up to 8' overall height and 50 square feet of sign area (100 square feet
7 in aggregate) of which 18 square feet (36 square feet in aggregate) may be a static LED
8 sign face for the purpose of advertising the price of fuel, with single user content. Sign
9 shall be internally illuminated.

10
11 Canopy signage up to 1 square foot per linear foot of canopy length not to exceed 50
12 square feet per side on all four sides, 18 square feet of which can be used for a static digital
13 gas fuel price sign on up to a maximum of 2 sides of the canopy.

14
15 Main Multi-Family Monument Sign

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

18
19 Directional Sign

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

22
23 **Building Mounted Signage:**

24
25 Anchor Tenant: Building mounted sign up to 200 square feet for the storefront and 200
26 square feet for the side elevation facing Coventry Blvd.

27
28 Shop Tenants: Building mounted signs up to 1.5 square feet of sign for every linear foot
29 of store frontage or not to exceed 30 square feet.

30
31 Outparcel Tenants: Building mounted signs up to 1.5 square feet of sign for every linear
32 foot of store frontage not to exceed 150 square feet.

33
34 **AND IT IS HEREBY ALSO ORDAINED** that Exhibit X0 is replaced with new Exhibit X0
35 (as attached);

36
37 **AND IT IS HEREBY ALSO ORDAINED** that new Exhibit X3 is added (as attached);

38
39 **AND IT IS HEREBY ALSO ORDAINED** that the Tables of Contents of the Clemson Tract
40 Planned Unit Development (PUD) are amended accordingly.

41
42 This ordinance will take effect upon second reading.

43
44
45
46 ATTEST:

BRENDA BETHUNE, MAYOR

47
48
49 _____
JENNIFER ADKINS, CITY CLERK

50 1st Reading: 9-8-2020

51 2nd Reading: 9-22-2020

Exhibit X0

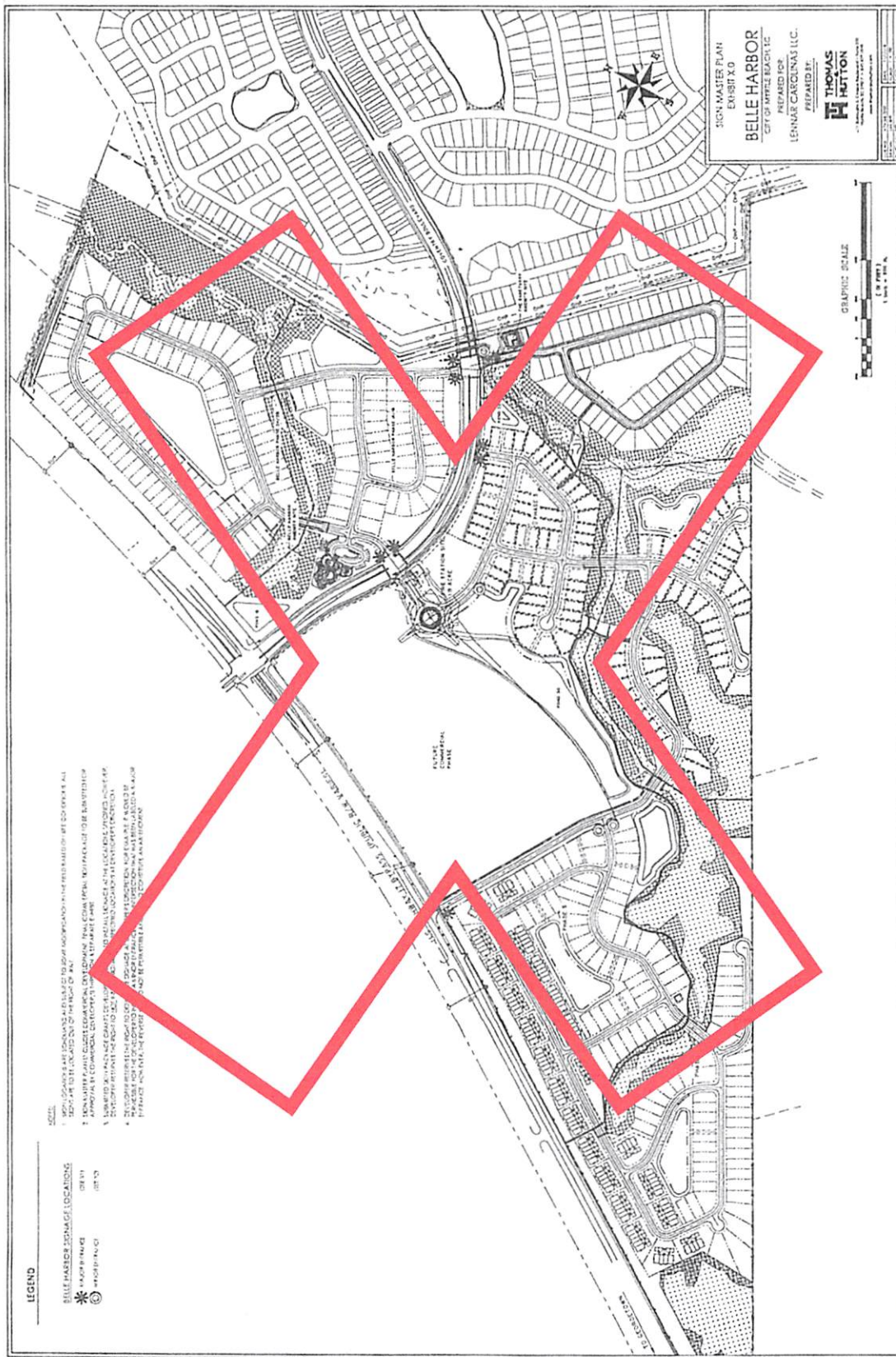


Exhibit X0

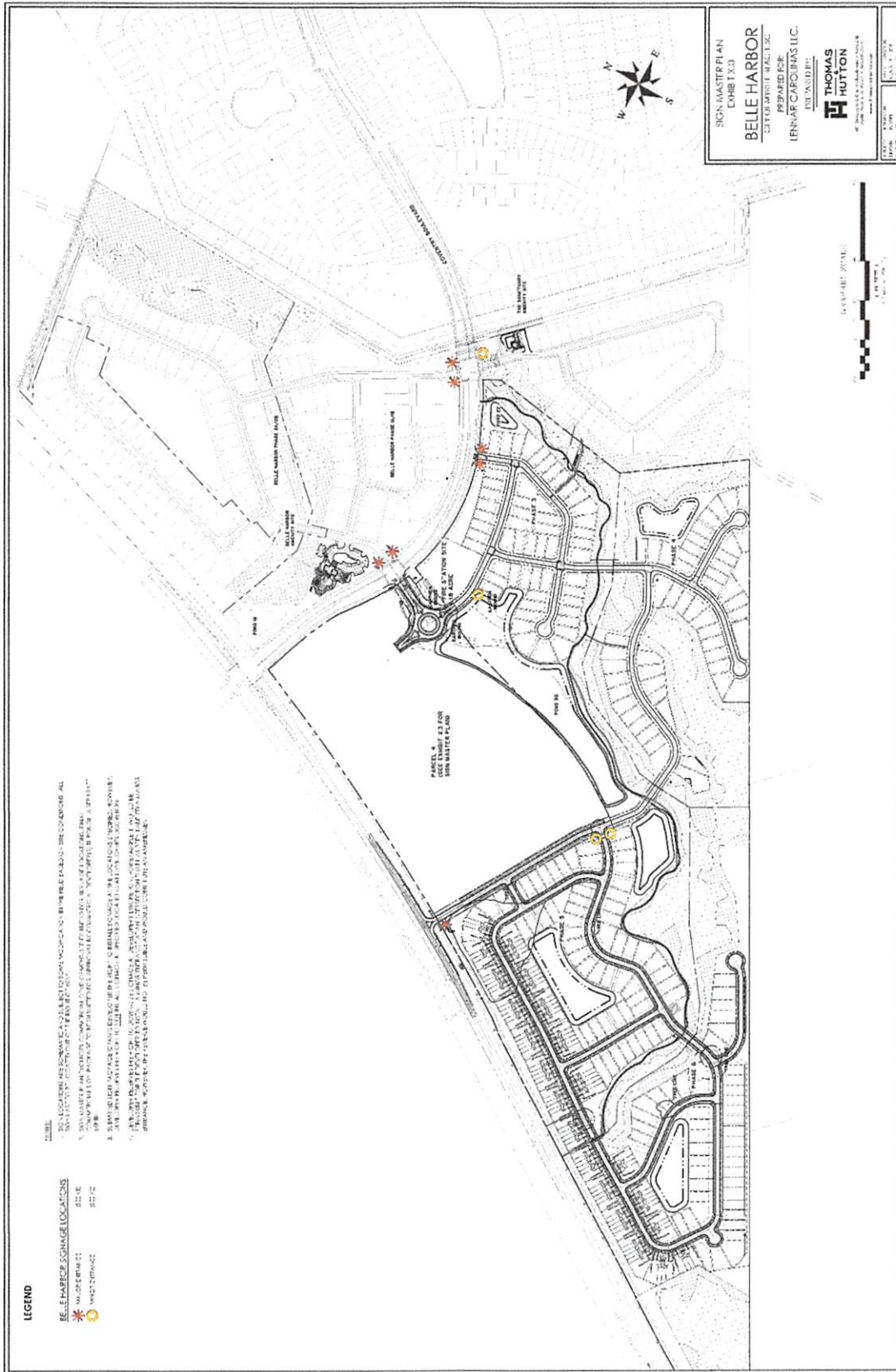
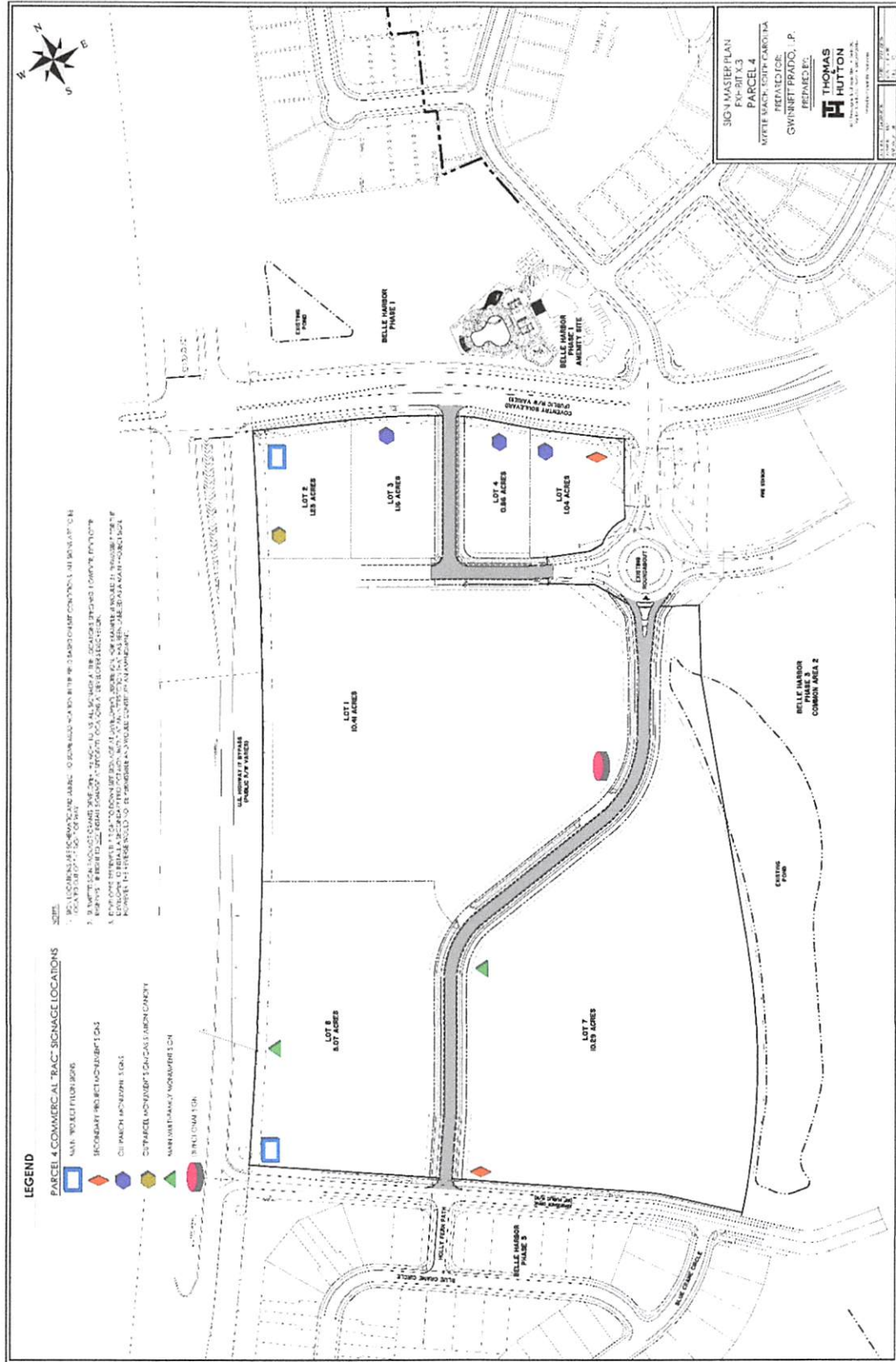


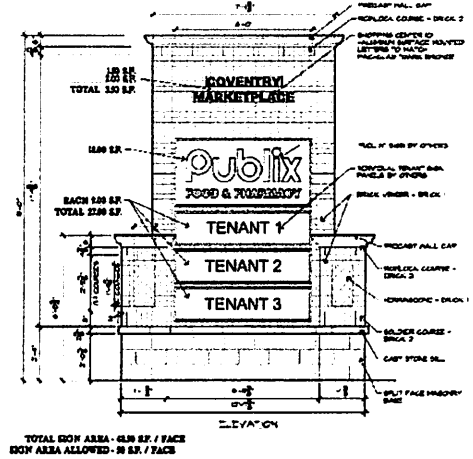
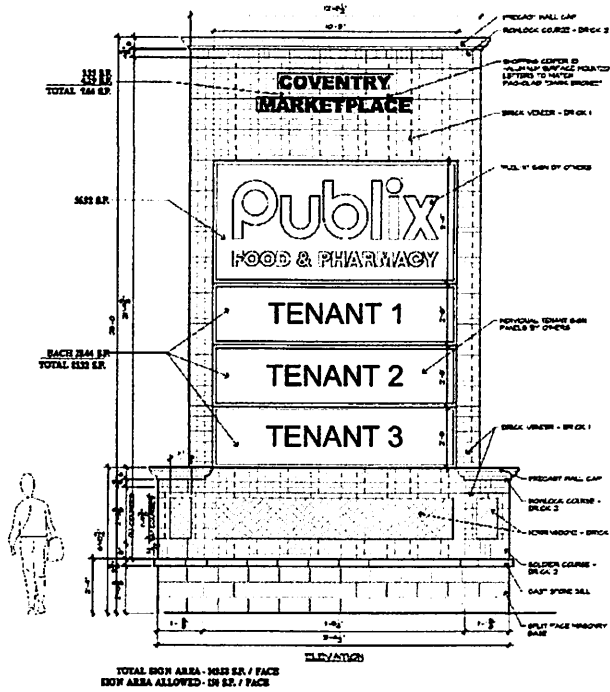
Exhibit X3



Staff Report

- 1
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- 3

Example Provided by Applicant:



- 4
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- 6
- 7

1 **By Comparison:**

2

3 Across Highway 17 from the subject property:



COVENTRY MARKETPLACE

CONCEPTUAL SIGNAGE EXHIBIT

CLIENT:
GWINNETT PRADO, L.P.

LOCATION: MYRTLE BEACH, SOUTH CAROLINA
DATE: AUGUST 26, 2020 DRAWN BY: MAR SHEET: 1 OF 2
JOB NUMBER: J-24588.8000 REVIEWED BY: RPT SCALE: 1" = 10'



50 Park of Commerce Way
Savannah, GA 31405 • 912.234.5300

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4

5

1 Sayebrook Town Center, Hwy 544 near Hwy 17:



COVENTRY MARKETPLACE

CONCEPTUAL SIGNAGE EXHIBIT

CLIENT:
GWINETT PRADO, L.P.

LOCATION: MYRTLE BEACH, SOUTH CAROLINA
 DATE: AUGUST 26, 2020 DRAWN BY: MAR SHEET: 2 OF 2
 JOB NUMBER: J-24588.8000 REVIEWED BY: RPT SCALE: 1" = 10'



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3
4

- 1 Farrow Commons on Farrow Pkwy near Hwy 17: overall 20'6" tall and 17'6" wide, sits
- 2 about 1' below the grade of Farrow Pkwy



Qty. (1) Double-face Illuminated Primary ID Sign

Farrow Commons	
18-Jan-16	02/01/16
Farrow Commons	1761011
Date	18-Jan-16
Farrow Parkway	1761011
Primary ID Sign	1761011
D. Jenkins	1761011
M. Deaton	1761011
3/4" x 1" x 3"	1761011
55026-01	1761011
1-843-448-5100	1761011
1-843-448-5100	1761011
92021	1761011
1-843-448-5100	1761011
1-843-448-5100	1761011
92021	1761011
1-843-448-5100	1761011
1-843-448-5100	1761011
92021	1761011

- 3
- 4
- 5

Farrow Commons on Nash Blvd: overall 7'4" tall and 12' wide

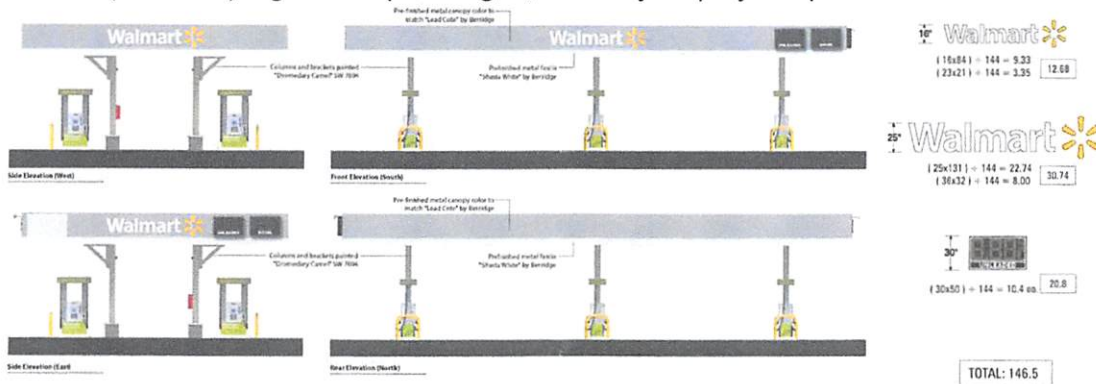


Qty. (1) Double-face Illuminated Secondary ID Sign

Farrow Commons	
18-Jan-16	02/01/16
Farrow Commons	1761011
Date	18-Jan-16
Farrow Parkway	1761011
Secondary ID Sign	1761011
D. Jenkins	1761011
M. Deaton	1761011
3/4" x 1" x 3"	1761011
55026-01	1761011
1-843-448-5100	1761011
1-843-448-5100	1761011
92021	1761011
1-843-448-5100	1761011
1-843-448-5100	1761011
92021	1761011
1-843-448-5100	1761011
1-843-448-5100	1761011
92021	1761011

- 6
- 7

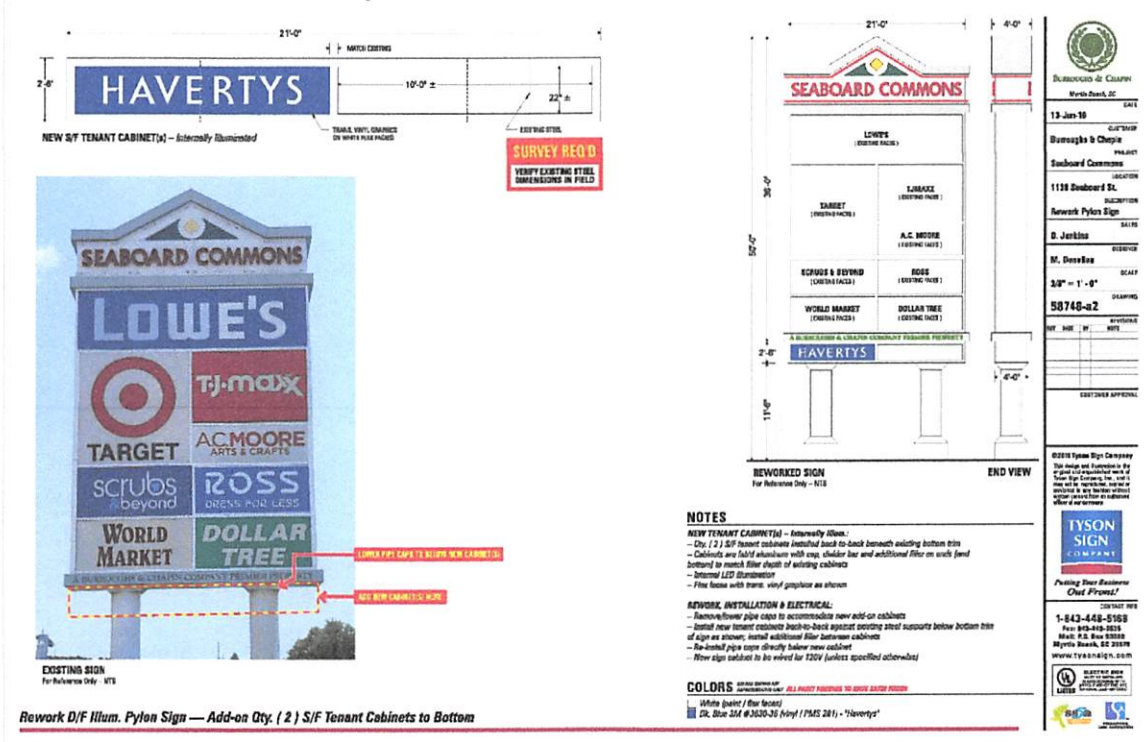
- 1 Farrow Commons Gas Station Canopy: each reader board is 10.4 sq. ft. There are 2
- 2 sets of 2 (total of 4) digital fuel price signs, can only display the price of fuel.



Walmart @ Farrow Commons — Signage for Fuel Center & Canopy



- 3
- 4
- 5 Seaboard Commons on Hwy 17: overall 50' tall and 21' wide



- 6
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1 Village Shops at Grande Dunes on Hwy 17 Business: overall 14' tall and 15' wide



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Grande Dunes Marketplace (Former Lowes Foods) on Highway 17: overall 16' tall and 21' wide.



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1 Gator Hole Plaza, Hwy 17 in North Myrtle Beach: overall 48'6" tall and 24'3" Wide



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1 Coastal North on Hwy 17 in North Myrtle Beach: 62'6" to the bottom of the "roof" and 26'
2 wide



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1 **STAFF COMMENTS:**

2 Police, Public Works, Fire: No Concerns

3
4 Zoning:

5 Staff recommends the changes indicated in red on the above Ordinance for the following
6 reasons:

- 7 • I left the verbiage for the sign regulations for the R-15 residential areas that are
8 not already covered by the Belle Harbor Master Plan. Parcel 1 (The Sanctuary)
9 still needs to be covered by signage regulations.
- 10 • Made it clear that the placement of the signs and the number of signs for Parcel
11 4 will be in accordance with the example signage location map.
- 12 • For all of the freestanding signs:
 - 13 ○ I did clear up the sign face area allowance and aggregate sign face area
14 for each type of freestanding sign.
 - 15 ○ I also removed the “excluding brick décor” and “excluding supports”. In
16 measuring the height of the sign we measure from grade to the highest
17 part of the structure whether it is part of the sign face or part of the
18 structure. Allowing any part of the structure/sign to be exempt from the
19 measurement could allow for a sign taller than 25’ to be installed.
20 Example: 5’ tall brick base plus a 25’ “sign” structure would give us a 30’
21 tall sign.
- 22 • Outparcel Monument Sign/Gas Station Canopy
 - 23 ○ “A portion of which may be LED” is unclear and not enforceable. I
24 changed it to be “of which 18 square feet (36 square feet in aggregate)
25 may be a static LED sign face for the purpose of advertising the price of
26 fuel”
- 27 • Canopy Signage
 - 28 ○ Added a maximum amount of 50 square feet of signage on each side of
29 the canopy. Looking at our other gas station canopies in the area, they do
30 not have signs larger than 50 square feet on their canopies.
 - 31 ○ I also changed the allowable CEVMS on the gas canopy from 50 square
32 feet to 18 square feet on up to 2 sides of the canopy. A 50 square foot
33 CEVMS would be more than double any other CEVMS in the City aside
34 from those in the Amusement/Entertainment/Broadway at the Beach
35 districts. I also added that it is for the static display of the price of fuel.
- 36 • I did not change anything on the building signage allowance. I would want to
37 point out that the outparcels will want signage on both sides of their building
38 (Coventry Blvd and the interior road for Parcel 4). If the interior road is not going
39 to be made into a public street, I would suggest the sign regulations would be
40 made to allow them signage on the back side of the building in addition to the
41 true store front.

42
43 As far as “freestanding signs” go, other than sign overlay districts, like the Monument
44 Sign Overlay that covers Oak St, and PUD’s that have sign master plans, a freestanding
45 sign could mean a pylon/pole sign or a monument sign. We do not define them
46 separately in our zoning code or regulate them separately from each other. If Planning
47 Commission wants to specify a certain type be what is enforced, the PUD would need
48 to have more defined language instead of keeping it to just freestanding signs. For
49 example:

1 Sign, monument: a freestanding sign integrated into solid structural features other than
2 support poles, whereby the base of the sign structure is no more than twelve inches
3 above the adjacent grade and the width of the top of the sign structure is no more than
4 120% of the width of the base.
5
6

7
8 **Section 403. Findings of Fact Required**

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

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