PLANNING COMMISSION
TOWN COUNCIL CHAMBERS
Tuesday May 2, 2017 at 6:00PM

1. CALL TO ORDER
2. PLEDGE OF ALLEGIENCE
3. AGENDA APPROVAL
4. MINUTES APPROVAL – April 4, 2017
5. PUBLIC COMMENTS – AGENDA ITEMS
6. DIRECTOR’S REPORT
7. Planning Commission Discussion
   1. Proposed amendment to the Zoning Ordinance specifically to Chapter 17
to include Section 17-418 to regulate the “Sale of Personal Property in
   Yard Areas of Residential Zoning Areas”
   2. Desigr. Overlay District Guidelines
8. PUBLIC COMMENTS – GENERAL
9. COMMISSION COMMENTS
10. ADJOURNMENT
1. CALL TO ORDER. Chairman Abrams called the Planning & Zoning Commission meeting to order at 6:00 p.m. Commission members present: Chairman Abrams, Vice Chairman Selbold, and members Elliott, Gambino, Johnson, Lauer, and Lowery. A quorum was present. Others present: Town Clerk Herrmann and Planning Director Morris.

PLEDGE OF ALLEGIANCE. Chairman Abrams led the Pledge of Allegiance.

2. MINUTES APPROVAL. Mr. Selbold moved to approve the February 23, 2017 workshop minutes as submitted. Ms. Lowery second. All voted in favor. MOTION CARRIED. Mr. Lauer moved to approve the March 7, 2017 regular meeting minutes as submitted. Ms. Lowery second. All voted in favor. MOTION CARRIED.

3. PUBLIC COMMENTS- Agenda Items. There were no public comments on the agenda items.

4. DIRECTOR’S REPORT. Ms. Morris said the sign ordinance received first reading March 28th from Town Council. There were no comments nor changes recommended. Second reading will be at the April 11th meeting, and hopefully, will go into effect after that. We had a landscape and tree ordinance on the agenda, but it was removed because council is holding a workshop on April 18th at 5:00 p.m. in council chambers to discuss it. You’re certainly welcome to attend.

5. DISCUSSION ITEMS.

a. Article IX – Design Overlay District re-write. Ms. Morris said I called Horry County to ask for their overlay district ordinances for the town’s surrounding areas. Copies will be sent to members as soon as they are received. Tonight, I wanted to go through the changes that were made by council, as opposed to what the planning commission recommended back in 2012. Ms. Morris explained all the changes which are on file in her office.

Mr. Selbold asked if changing the tenant activated the overlay requirement. Ms. Morris said no, only if there is a change of use as defined in the building codes, i.e. a golf shop changing to an apparel shop is still a business and there are no overlay requirements.

Ms. Lowery asked why loadbearing walls were removed. Ms. Morris said the council added loadbearing walls, because they felt that if there were two existing units, and a wall had been added to separate them, the council wanted the owners to have a less restrictive way to join the units together. Taking down the non-loadbearing wall to make one unit, in the council’s opinion, wasn’t really any construction. Council believed it should be loadbearing walls only. Ms. Lowery asked if the sign section supported the proposed sign ordinance. Ms. Morris said one complements the other.

Clerk’s Note: Ms. Gambino arrived at 6:19 p.m.

Ms. Morris explained that at the last vision meeting, the majority of council brought up that they agree this ordinance that was adopted is not stringent enough. The council asked that the overlay be the next section of the zoning ordinance to be reviewed with a goal of making it somewhat similar to Horry County’s, which is a lot more stringent than ours. Tonight I wanted to show you what the changes were. By the next meeting, we should be able to start review, if that works for the commission.

Ms. Lowery said so council actually is amenable to improving the overlay code. Ms. Morris said yes. It was it was debated at the vision meeting; Ms. Herrmann was there as well. The council was discussing Highway 17 Bypass and all the businesses that are currently going there. Those businesses are required to
have overlay, and existing buildings on either side of us; Garden City is growing; the existing buildings also
have to meet certain requirements of their overlay. Council asked that we review Horry County’s code and
come up with a more acceptable ordinance that would certainly mirror or come pretty close to the county’s.
Is that correct, Ms. Hermann? Ms. Hermann said Ms. Morris was exactly correct. Town Council is
concerned that the town’s landscape is falling way behind the county. The county has some very nice new
buildings, and is cleaning up older buildings. Obviously, the town is not requiring that.

Mr. Lauer asked if council was specific about any of the things they did not like. Ms. Morris said it
was discussed that the existing buildings certainly need to be looked at, and maybe there should be triggers
to require them, as well to be brought up to compliance.

Chairman Abrams said well, duh! So we do want to look at existing buildings, too. On the issue
paper where you say ‘several complaints that the ordinance is too lax’ specifically that was council, right?
Ms. Morris said that was council, and also we’ve had some proposed new construction ask questions, and
we told them, yes, you have to meet the overlay, but your neighbor does not. They were pretty upset about
that. A lot of them turned away. So we don’t want that to happen. Chairman Abrams said maybe now they’ll
listen. Do you have any comments from the business committee at this point? Ms. Morris said no.
Chairman Abrams said I think they ought to be included at some point. Ms. Morris said I agree. I’m not sure
when the next business committee meeting is, but I can email the chairman to ask. I’ll be glad to invite the
committee members to the next meeting. Chairman Abrams asked what the commission members thought
of that. The members CONCURRED to include the business committee at the next meeting.

Chairman Abrams said the members would have time to look at this information; Ms. Morris will be
emailing the members Horry County’s ordinance, which council is interested in emulating, and then at our
May meeting there will be a business item? Ms. Morris said that’s up to the commission. What I’d like to do
is maybe go over Horry County’s overlay ordinance at the next meeting, so the business committee can be
aware of what they’re requiring, and maybe get their input as well before it’s a business item. After it’s a
business item, then we have a public hearing. We have 30 days to get the ordinance recommendation to
Town Council after the public hearing. Chairman Abrams said I think it would be a better idea to have
discussion, if not a workshop with the business committee. The members CONCURRED to have
discussion and/or workshop depending on other items that may come up before then.

b. Rules of Procedure (Bylaws) of the Surfside Beach Planning Commission Multiple
Items. (Board members wish to revisit this after last month’s vote.) Ms. Gambino said the bylaws
state on page 4, ‘The secretary shall prepare minutes of each meeting for approval by the commission at
the next regular meeting; workshop and special meeting minutes shall be prepared as soon as practical.’
That’s what concerns me. I just think that those need to be prepared for the following meeting, as well.
Chairman Abrams said comments? Ms. Lowery agreed. Ms. Hermann explained the reason this is the
very way that the Town Council’s meeting minutes are set to be prepared. Regular meeting minutes have to
be prepared and approved before you can proceed to do business. However, workshop meetings and
special meeting minutes generally are done as soon as practical. After a lengthy discussion, the
commission members were receptive to receiving the Dragon transcription and the bylaws were not
amended.

c. Proposed ordinance to amend the Town’s Code of Ordinances Sections 17-007
and 17-418. Ms. Morris said in December 2014, the planning commission recommended adding sections
to the zoning ordinance regarding yard sales. We have in the past and once again are having problems with
yard sales that are turning into commercial businesses. They’re bringing things in from other places and
dumping items on the lawns saying it’s a yard sale. We’ve had so many complaints and now council has
gotten so many complaints that they want us to revisit this. I pulled the minutes for the for the January 2015
meeting. I asked the council members at that meeting for some suggestions as to how were going to do this,
but they had none. I hope you’ve all read the ordinance as we presented it to council. Ms. Morris said I will
go through what Town Council said and then through the ordinance. Chairman Abrams asked why the
ordinance did not come back to the commission. Ms. Morris said council gave us a many concerns they
had, but gave no recommendations as to how to fix the problems. Some of it is we want to get a permit to
prevent commercial business from happening in residential zones, but we don’t really want to make
everyone get a yard sale permit. Well, if you don't get a permit, we don't know what is going on. There was a small fee involved that council didn’t want, which is very easy to remove. They asked about the current ordinance, but there is no current yard sale related ordinance. People can hold as many yard sales as they wish. They said that there had been an issue for over 30 years, and one member was concerned about parking on the sides of roads, because they park everywhere. Another council member said the goal is to stop people from using their yards for commercial enterprise. Section 17-416 of the proposed ordinance includes that police officers shall have the right to enter any premises, which they wanted removed, which we can certainly do that. One member preferred allowing a yard sale once every quarter instead of limited to three times a year, which is what the ordinance recommended. Section 17-416(a) states it shall be unlawful for any person to conduct a yard sale within the town limits without first obtaining a yard sale permit. The council member understood it was a problem with dealers. The proposal places a blanket penalty on everyone. Why would the town want to take on workload to issue permits for people cleaning out their attics and garages? It's also a total inconvenience for the residents. He knew staff didn't have many extra hours, and he supported adopting an ordinance, but questioned issuing permits. In reality, if we don't have a permit on file, we don't know whether you're commercial or residential. Especially on the weekends we get all kinds of phone calls from residents, and emails.

Chairman Abrams said just to make a general comment at this point, looking at the big picture, we just went through agony allowing residents to cut limbs up to a certain size. So we are going to say, here you go residents, now you can cut tree limbs, but you can't have a yard sale. From the broader perspective, I have a problem. Ms. Morris said when the planning commission approved this back in December 2014, it's not saying you cannot have a yard sale, but it limits the number held. Chairman Abrams said it's the permit requirement that was of concern. Ms. Morris said but if you don't have a permit, how do you know the resident is only doing it three times year or quarterly. Also, how would staff know without going through town during the weekend to see if residents are doing commercial sales or cleaning out their attics? Chairman Abrams said I'm just looking at it from the public point of view. Ms. Morris said I agree completely, and that's why we didn't bring it right back to the commissions. After a lengthy discussion, including that some neighborhoods are having regular yard sales and hauling in truckloads of furniture and/or other products to sell, and various safety issues, the commission agreed Chairman Abrams would draft a list of "Thou Shall Not" rules relating to yard sales that does not include a permitting process for discussion.

d. Any other matters the board wishes to discuss. There was no other discussion.

10. PUBLIC COMMENTS - General.

Mr. Paul Holder, 15th Avenue North said I've lived all over the country. Homeowner associations have rules about yard sales that state you may only sell personal items, and may only have two or three pieces of the furniture in the yard. Chairman Abrams said that is a great suggestion. Mr. Seibold said good point. Mr. Holder said most rules say is has to be your personal effects or group of family's personal effects, which gets you away from stuff coming in on trucks. I formerly worked for Procter and Gamble, and had cases of product samples, but did not sell them at a yard sale, because they were not personal effects. Chairman Abrams said what's allowed rather than what is not allowed. Mr. Holder said yes. I am very bothered by a house on Cedar in the 500 block that is selling trucks. That has to be looked at, too. Having used car dealers [working] at their homes has to take into account. If I had a house next to theirs, I would be ever there raising Cain with that guy, because [it affects the value of the property.] When you're selling multiple vehicles backed into the front yard, it's time to do something about it. Thank you very much. Several members expressed appreciation for Mr. Holder's comments. Chairman Abrams said if you have any more ideas, the commission members are private citizens, so please contact the town clerk; she will forward the comments to the members.

Ms. Carol Holt, Yaupon Drive said that was great. That's the thing we really need to do, is just get ideas. We appreciate all of you for your volunteering. I know it's a tremendous job. But, please, don't create another permit requirement for the town people, because of three or four complaints. Everyone gets upset and you're adding more work for staff, which will be more expense. Town Council is trying to reduce over regulation in a lot of these ordinances. How will you know about these problems, it's because other
residents complain. Address each complaint, until the word gets around. Like Chairman Abrams said if you
change the ordinance and have many restrictions about what you can do, then you can enforce that by the
neighbors saying well I thought so and so without having every person to get permit. On top of that, how do
you know if a person is going to get a permit? There a lot of things that are in ordinances that people do
without permits. So, will the enforcer ride up and down every single street like he does now looking for other
things that people are doing and looking to make sure they got the permit. Please, I be you, please try to do
this without a permit. I think Mr. Holder had great idea that you could do this without a permit by putting this
in the ordinance. So that's probably all I have to say. I'm not a yard sale, garage sale person. I don't go to
to 'em. I don't have them. But if someone next door to me was causing a lot of problems... As far as the safety
issue, I don't know how you could actually put that in an ordinance that would; I don't really know, but that
that actually is a problem on the street. I'm sure a resident or a neighbor would call the police to say we got
50 cars over here, and someone got hit. Those are my thoughts, and what you've discussed tonight without
a permit is an excellent idea. We talk about micromanagement, don't micromanage the town residents,
please. Thank you.

Ms. Ruby Kreklau, South Hollywood Drive, said I don't normally speak at meetings, but I just have
to say do not do another permit, because if you do, I'm gonna be in [Ms. Morris'] office applying for the job
to issue them. (Laughter.) And the enforcement; I don't do garage sales, instead, I love to put my stuff
across the street and watch the golf carts pull up and fight over it, and then drive around the next weekend
to see it on somebody else's yard sale. (Laughter.) That's all I have.

11. COMMISSION COMMENTS.

Mr. Lauer: I have anything to add, I don't think.

Ms. Gambino: I don't have anything to add, either. I think we've discussed and I think we're going
in the right direction. We need to just come up with a list that can be an ordinance and see if that won't
suffice.

Ms. Lowery: I don't really have anything to add. I'm just so glad you guys are here.

Mr. Selbald: I'm good.

Chairman Abrams: And, I'm good. Thank you all. I think we've made some headway tonight, even
in things we chose not to do.

12. ADJOURNMENT. Mr. Lauer moved to adjourn at 7:29 p.m. Ms. Gambino second. All voted
in favor. MOTION CARRIED.

Prepared and submitted by,

Debra E. Herrmann, CMC, Town Clerk


Mary Ellen Abrams, Vice Chairman

Clerk's Note: This document constitutes summary minutes of the meeting that was digitally recorded, and not intended
to be a complete transcript. Appointments to hear recordings may be made with the town clerk; a free copy of the
audio will be given to you provided you bring a flash drive. In accordance with FOIA §30-4-80(E), meeting notice and
the agenda were distributed to local media and interested parties via the town's email subscription list. The agenda was
posted on the entry door at Town Council Chambers. Meeting notice was also posted on the town website at
www.surfsidebeach.org and the marquee.
1. **SUBJECT:** Proposed Ordinance to add Section 17-418 to the Town's Code of Ordinance specifically to address the sale of personal property in yard areas of residentially zoned areas.

2. **PURPOSE:** Several complaints have been filed and called into the department regarding yard sales or the sale of personal vehicles/trailers etc. being used as a commercial enterprise in residential neighborhoods.

3. **ASSUMPTIONS:**
   If not regulated sales of personal property may continue to be used for/as commercial enterprise in residential neighborhoods.

4. **FACTS:**
   a. The Planning, Building and Zoning Department receives several phone calls and emails regarding yard sales and the sale of multiple vehicles and trailers in residential districts. These sales cause concern from the neighborhood of a commercial enterprise invading residential neighborhoods.
   b. Currently multiple vehicles for sale on a residential property is permitted as long as the vehicles are on personal property and have a current license ‘tag’.
   c. Yard sales have been found to bring on truckloads of items not associated with the principal use of the property.

5. **IMPACT OF SUCCESS OR FAILURE:** By approving the changes it will help ensure residential neighborhoods are protected from commercial uses.
Only used personal property owned by the resident of the location of the sale, family members or neighbors shall be offered for sale. The sale of merchandise by a business entity, new merchandise or merchandise in bulk is prohibited. (I suggest we define “bulk” as more than 4 identical items.)

1. No more than 3 large pieces of furniture at a time may be placed outside the residence. (I suggest we define “large” as bigger than a typical dining chair.)

2. Only one motor vehicle or boat/trailer per residence may display indications that it is “for sale.”

3. Hours – merchandise must be removed from the yard space by (sundown?)

Above is the draft from Mary Ellen Abrams, Planning Commission Chair. The planning commission will need to discuss and finalize the wording of the ordinance. Once this is complete a public hearing will be scheduled.
Decision Paper

Written by: Sabrina Morris May 2, 1017

1. SUBJECT: Design Overlay District (C1 District – excluding Sandy Lane)

2. PURPOSE: The purpose of the creation of the Design Overlay District would Promote Community Pride and protect property values by having design standards that have a positive impact on the town’s appearance; encourage economic development by providing a more visually inviting atmosphere to attract commerce for existing and potential businesses; promote “quality” over “quantity”. Quality development will come if guidelines are in place. These developments will be built to stay and promote what we see as a growing economy.

3. FACTS: Staff was asked by members of town council to have the existing design overlay district reviewed and compared to the design overlay on the outskirts of the town limits.

I have enclosed the applicable overlay districts (Hwy. 17 S. Overlay Zone & Kings Hwy. Overlay Zone) as well as a comparison of these overlays as they relate to the town overlay.

4. RECOMMENDATION: Review both overlay districts from the county and discuss changes to the town’s existing overlay district.
<table>
<thead>
<tr>
<th><strong>Horry County Hwy 17 Bus S Overlay</strong></th>
<th><strong>Surfside Beach Overlay</strong></th>
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<tbody>
<tr>
<td><strong>Applicability</strong></td>
<td>new construction; addition/enlargement of existing building including combining units when removing load bearing walls; change of use or ownership; redevelopment of parking lots shall cause landscaping and parking areas to be brought into compliance; when dwellings converted to commercial; when renovations exceed 20% value; when a single building or 30% of the total of a strip center has been vacant for over 180 days, or 1 year in seasonal uses; accessory structures; excludes existing metal buildings</td>
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<tr>
<td><strong>Facades</strong></td>
<td>architectural detail, design, and finishes (signage, canopies, railings, etc.) shall be architecturally appropriate and compatible with one another; the scale of the buildings shall be small in scale and utilize traditional building forms of wood siding and contrasting trim, overpowering canopies shall not be permitted; porticos with vertical post or columns of traditional design shall be incorporated into designs whose practical; all structures within a commercial proposed development in the district shall utilize a uniform traditional architectural theme; shall not utilize long monotonous facade design; all sides shall have same attention to appearance; windows, shutter, and other details should be added to siding to break up facade; the side and rear elevations shall be visibly attractive if visible from street or ROW; rooflines and architectural details shall present a consistency in quality design</td>
</tr>
<tr>
<td><strong>Materials</strong></td>
<td>siding materials for newly constructed buildings and additions shall be wood clapboard, concrete fiberboard or other synthetic products which show a wood grain closely resembling wood sidings, or board and batten, wood shingles or shakes, brick, stucco, tabby, or synthetic stucco with light texture. No portion of any newly constructed building or addition shall be constructed of unadorned concrete masonry units or corrugated metal, corrugated fiberglass, sheet metal, exposed metal, and/or manufactured panelized metal wall systems shall be visible in any manner from adjoining developed properties, from existing ROW, or from adjoining properties which are eligible for future development.</td>
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<tr>
<td><strong>Roof</strong></td>
<td>all new roofs under 5,000 sf shall be hipped or gabled with min. 6/12 pitch; all new roofs over 5,000 sf can have a parapet roof; mansard roof are prohibited; use of parapet or flat roof is acceptable for existing buildings only; roofing material shall be wood shingles or shakes, slate shingles, copper, architectural grade asphalt or fiberglass shingles, galvanized standing seam or v-crimp metal, painted corrugated metal, concrete composition shingles, or tar and gravel if not visible from street</td>
</tr>
<tr>
<td><strong>Entrances</strong></td>
<td>all buildings shall be oriented towards the street and have a clearly defined primary entrance that fronts the street</td>
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<tr>
<td><strong>Windows &amp; Glazing</strong></td>
<td>true or simulated divided light windows of wood, vinyl clad wood, metal, or metal-clad, painted to contrast; highly tinted/mirrored glass prohibited; large expanses of glass shall be avoided or divided into smaller lights; undivided glass panes shall not exceed 9 sf.</td>
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<td>Horry County Hwy 17 Bus S Overlay</td>
<td>Surfside Beach Overlay</td>
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<tr>
<td><strong>Accessory Structures</strong></td>
<td>compatible in style with main structures; limited to 25% of main structure or 1,000 ft., whatever is less</td>
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<tr>
<td>Awnings</td>
<td>NA</td>
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<tr>
<td>Fencing</td>
<td>NA</td>
</tr>
<tr>
<td><strong>Mechanical equipment</strong></td>
<td>shield rooftop equipment</td>
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<tr>
<td><strong>Building lighting</strong></td>
<td>NA</td>
</tr>
<tr>
<td>Shutter</td>
<td>NA</td>
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<tr>
<td><strong>Color Scheme</strong></td>
<td>NA</td>
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<tr>
<td><strong>Gas Stations &amp; Convenience Stores</strong></td>
<td>only gable or hip roof structures; canopies must be attached to main building; meet setbacks; if canopy is forward of principal structure, then support columns &amp; fascia shall be clad in brick or stucco</td>
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<tr>
<td>Outdoor Freestanding Propane Stations</td>
<td>opaquely screened w/ landscaping or a solid fence of wood, stone, or brick; if over 6' high, plantings on side facing corridor or residential property</td>
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<tr>
<td>Retail Garden Center</td>
<td>nonliving plant material must be screened</td>
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<td><strong>Ancillary Outdoor Storage</strong></td>
<td>screened by 6' opaque enclosure of brick, wood, or stone; meet building setback requirements; not forward principal structure</td>
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<tr>
<td><strong>Large Structures</strong></td>
<td>Structures larger than 25,000 sf: must be separated from lands designated, zoned, or used for residential purposes by 50'</td>
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<tr>
<td><strong>Vehicle Sales</strong></td>
<td>screened by 3' high x 10' wide berm planted; display pads limited to 200 sf for every 200 ft of frontage; behind buffer and 18' off</td>
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<tr>
<td><strong>Salvage Operations / Storage Yards</strong></td>
<td>screened w/ 6' high opaque enclosure (20' max) made of wood, stone, brick, located at rear of building, 6' wide landscaped buffer around enclosure; 6' solid/opaque fence around vehicles &amp; storage units</td>
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<tr>
<td><strong>Shipping &amp; Receiving Areas</strong></td>
<td>locate in rear or service courtyard with 8' screen or landscaping; loading/unloading only allowed bw 6:00 am &amp; 11:00 pm if within 100' of residential property</td>
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<td><strong>Pick-up Windows</strong></td>
<td>NA</td>
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<td><strong>Dumpsters</strong></td>
<td>screened on all sides w/ 3 solid walls (6' high) of brick, stucco, or split-face block; continuous cap; closing gate w/ 100% solid metal or wood; and placed in rear yard</td>
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<td><strong>Horry County Hwy 17 Bus S Overlay</strong></td>
<td><strong>Surfside Beach Overlay</strong></td>
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<tr>
<td><strong>Exclusions</strong></td>
<td>areas within the CZ zoning on the north side of 3rd Ave south from Poplar Dr to Floral Dr to the South side of 1st Ave N from Poplar Dr to Floral Dr</td>
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<tr>
<td><strong>Area</strong></td>
<td>each new commercial property shall allocate 20% total area to landscaping (retention/detention ponds may be included up to 5% total area)</td>
</tr>
<tr>
<td><strong>Foundation Landscaping</strong></td>
<td>3' wide with 6 shrubs for every 30' of building</td>
</tr>
<tr>
<td><strong>Perimeter Landscaping</strong></td>
<td>equal to setbacks on perimeter, except Type D (streetscape) shall be 10', Type C (spatial) may be reduced by 5</td>
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<tr>
<td><strong>Buffer</strong></td>
<td>perimeter buffers not adjacent to a public ROW shall be required to have a minimum landscape buffer of 5' width and shall contain 1 shade or ornamental tree and 10 shrubs with ground cover for every 30';</td>
</tr>
<tr>
<td><strong>Drainage &amp; Utility Encroachment</strong></td>
<td>drainage and utility can encroach into the buffer up to 1.0%</td>
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<tr>
<td><strong># of Driveways</strong></td>
<td>new construction of utility or service lines must be underground. Exposed wires, pipes or conduits are not acceptable</td>
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<td><strong>Driveway Location</strong></td>
<td>any parcel w/ access to an arterial shall have 1 access; 1 driveway may be used per 250' frontage</td>
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<td><strong>Driveway Design</strong></td>
<td>align directly w/ existing median crossovers when possible, or within 100'; consolidate median openings when feasible</td>
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<td><strong>Consolidation of Access Points</strong></td>
<td>incorporate above grade channelization features; driveway mediants &amp; buffers must have (1) 2 1/2' canopy tree (or 2 understory) &amp; 5 shrubs every 50'</td>
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<tr>
<td><strong>Cross Access</strong></td>
<td>shared or joint access b/w properties can reduce parking up to 10%</td>
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<td><strong>Transit Accommodations</strong></td>
<td>Commercial &amp; multifamily with greater than / units per acre must allow cross access; future stubs required, min. distance of 100' bw cross access way &amp; intersection of driveway entrance; min 22' wide; can be waived in certain instances</td>
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<tr>
<td><strong>Perimeter</strong></td>
<td>shall be provided for sites containing structures 80,000 sf</td>
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<td><strong>Horry County Hwy 17 Bus S Overlay</strong></td>
<td><strong>Surfside Beach Overlay</strong></td>
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<tr>
<td>Materials</td>
<td>paved with materials that are appropriate to the design and intensity; pervious concrete is encouraged</td>
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<td>Screening</td>
<td>a 3' landscaping buffer with 6 shrubs every 30' of building shall be required b/w buildings and parking lots as well as endcaps and parking islands; parking areas 5,000 sf or less: 5' wide landscape buffer with 1 shade or ornamental tree and 10 shrubs for every 30' street frontage; parking areas 5,000 sf - 20,000 sf: 10' wide landscape buffer with 1 shade or ornamental tree and 10 shrubs for every 30' street frontage; parking areas over 20,000 sf: 15' wide landscape buffer with 1 shade or ornamental tree and 10 shrubs for every 30' street frontage</td>
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<tr>
<td>Modules</td>
<td>max of 12 consecutive parking spaces in a row w/o a parking island; end caps and parking islands shall be 9' x 18' and shall include at 1 shade or ornamental tree and 5 shrubs</td>
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<tr>
<td>Pedestrian Walkways</td>
<td>NA</td>
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<tr>
<td>Parking</td>
<td></td>
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<tr>
<td>Modules</td>
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<tr>
<td>Pedestrian Walkways</td>
<td>constructed of asphalt or cement; connect building entrances, site amenities, and public sidewalk system (or ROW); for parking uses of over 500 spaces, a pedestrian network to be provided to connect parking to building (office/institutional: w/in 100' of all parking spaces; retail/commercial: within 150'); at least 1 internal pedestrian walkway, 5' min width, from building to public sidewalk</td>
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<tr>
<td>Lighting</td>
<td>Lighting plan required: full cut-off or recessed, color neutral; no illumination in excess of 1 foot-candle on any residential property; orientation must be downward; no greater than 18' height w/ 100 or more parking spaces (25' in central areas); no more than 18' if within 50' of residential parcel; 4' height ground fixtures for outdoor seating areas, entrances, and walkways; located a min. of 5' from property line or ROW; not in buffer unless on interior edge; prohibited lighting: searchlights, laser source lights; canopy lighting to be 20 foot-candles and can't exceed past lowest edge; building lighting to be wall-mounted</td>
</tr>
<tr>
<td>Reducutions or Alternatives</td>
<td>site lighting shall be from a concealed light source fixture and shall not interfere with vehicle traffic. All exterior lighting shall be arranged and installed so that the direct or reflected illumination does not impede on surrounding properties. Lighting shall enhance the overall aesthetics of the site; lighting source (light bulbs) shall not be visible. They shall be shielded to reflect down on the ground and not onto the street or neighboring property; lighting fixtures shall be limited to 21' in height; all lighting sources shall be white or off-white in color</td>
</tr>
<tr>
<td>Freestanding less than 50' frontage</td>
<td>Max # of spaces allowed is 110% of required, this can be exceeded with a parking demand study and use of alternative pervious materials</td>
</tr>
<tr>
<td>Freestanding 100' - 399' frontage</td>
<td>shall be located w/in 500' of primary entrance of all uses served and can't be separated by arterial or collector; located on site w/ same or more intensive use than primary; justification &amp; written agreement; max reduction is 50%</td>
</tr>
<tr>
<td>Freestanding over 400' frontage</td>
<td>1 monument sign, 12' high, max sign arc 50 sf; 50' - 99' wide: 1 sign, 20' high, w/ 1 sf sign area per 1 sf frontage</td>
</tr>
<tr>
<td>Multi-Tenant</td>
<td>1 sign, 30' high, w/ 1 sf sign area per 1 sf frontage</td>
</tr>
<tr>
<td>Freestanding over 400' frontage</td>
<td>2 signs, 40' high, w/ 1 sf sign area per 1 sf frontage</td>
</tr>
<tr>
<td>Multi-Tenant</td>
<td>parcels less than 3 acres can have up to 6 tenant panels; parcels larger can have up to 8 panels</td>
</tr>
<tr>
<td><strong>Horry County Hwy 17 Bus S Overlay</strong></td>
<td><strong>Surfside Beach Overlay</strong></td>
</tr>
<tr>
<td>---------------------------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>On-Site Design</strong></td>
<td>signage shall be designed, constructed, and installed by a licensed sign company; freestanding signs and wall signs shall complement the architectural style of the building and shall be designed as an architectural element of the building; materials, color, and lighting of signs shall be compatible with the materials used in the construction of the building</td>
</tr>
<tr>
<td>signage to be architecturally designed to reflect character of structure</td>
<td></td>
</tr>
<tr>
<td><strong>Electronic Message Board</strong></td>
<td></td>
</tr>
<tr>
<td>Only 1 per road frontage; cannot exceed 50% allowable area; animation prohibited; limits on brightness; if w/in 200' residential zone, must be directed away</td>
<td></td>
</tr>
<tr>
<td><strong>Location</strong></td>
<td></td>
</tr>
<tr>
<td>located at least 15' from property line or ROW; separation of 200' b/w signs</td>
<td></td>
</tr>
<tr>
<td><strong>Landscaping</strong></td>
<td>landscape border of at least 5' in depth and a min. width equal to greatest width of sign required on all freestanding signs that contains 5 shrubs for every 10' with appropriate ground</td>
</tr>
<tr>
<td>landscaping island 32 sq ft and 1' high required on all on premise pde &amp; monument signs; formed from stone, brick, or timbers</td>
<td></td>
</tr>
<tr>
<td><strong>Building Signs</strong></td>
<td>wall signs shall be proportionately sized with other architectural features of the building and fit within the confines of the architectural details of the building as to not obscure or detract from those details</td>
</tr>
<tr>
<td>Wall: primary (nte 15% of wall area) + 2 secondary per elevation (25% of primary sign); Awning: 1 per lease space or entrance (nte 15% of awning area); Canopy: 1 per lease space or entrance (nte 15% of awning area); Window: no more than 3 signs (nte 25% total glass area)</td>
<td></td>
</tr>
<tr>
<td><strong>Commercial Subdivision</strong></td>
<td></td>
</tr>
<tr>
<td>monument style (nte 25 sq ft for every lot up to 200')</td>
<td></td>
</tr>
<tr>
<td><strong>Street Address</strong></td>
<td></td>
</tr>
<tr>
<td>must be on each sign in contrasting color (6&quot; - 12&quot; high)</td>
<td></td>
</tr>
<tr>
<td><strong>Temporary</strong></td>
<td></td>
</tr>
<tr>
<td>Flags: 35' pole max; 1 flag (6'x10') per pole or 2 flags (4'x6') per pole</td>
<td></td>
</tr>
<tr>
<td>Grand Opening/Out of Business: 1 on-site temporary sign (nte 16 sf) in copy area, not to be displayed more than 30 days</td>
<td></td>
</tr>
<tr>
<td>For sale or lease: on individual residential lots (6 sf max, 3' high); nonresidential (16 sf max, 6' high, 1 per lot for 1 year)</td>
<td></td>
</tr>
<tr>
<td>directional signs (8'x4'): 1 per drive-thru window &amp; 1 per entrance</td>
<td></td>
</tr>
<tr>
<td>temporary: no more than 12 sf, must be removed 5 days after event</td>
<td></td>
</tr>
<tr>
<td>Contractor's sign: 1 per job site (12 sf)</td>
<td></td>
</tr>
<tr>
<td><strong>Illumination</strong></td>
<td></td>
</tr>
<tr>
<td>externally illuminated signs: must be directed upward from bottom, must be less than 10' high, must be shielded from view, and must of constant intensity</td>
<td></td>
</tr>
<tr>
<td><strong>Off-Premise</strong></td>
<td></td>
</tr>
<tr>
<td>only allowed on Hwy 17: must be 1,200' apart (digital must be 2,400' apart); tri-vision &amp; multi-vision must freeze when malfunctions; digital billboards must not contain animation. flashing, moving lights, etc. and can't be w/in 500' of a residential property</td>
<td></td>
</tr>
<tr>
<td>signs that interfere w/ sight triangle, portable, a-frame, on trailer frames, on vehicles for advertising w/ copy area over 10 sf, on bus shelters in ROW, attached to trees/utility poles/canopy supports, bench signs, roof signs, traffic sign replica, stick-in signs, banner signs (unless temporary). Flashing, moving, animated coursing, blinker, razer-type, intermittent, rotating, moving or revolving, whirligig, inflatable signs, tethered balloons, pennants, ribbons, streamers, spinners, etc.</td>
<td>Business signs erected upon or above a roof or parapet of a building</td>
</tr>
</tbody>
</table>
723.15 Hwy 17 Business South Overlay Zone

(A) **Purpose**

(1) The Overlay Zone is established to provide standards relative to accessibility, appearance and safety in the development of commercial, industrial, multi-family residential and office projects. Therefore, single-family lots of record are excluded from the overlay requirements. Furthermore, the overlay is established to provide unified development that promotes a sense of place and provides opportunities to develop projects to be compatible with the carrying capacity of an urban corridor.

(2) When any existing County ordinance is amended, the more restrictive provisions of such revised ordinance shall apply even if these Overlay Zone standards are less restrictive.

(3) The following standards provide the minimum requirement that must be met in order to receive Planning Department/Commission authorization to develop or redevelop property within the Overlay Zone as established by the Zoning Ordinance.

(4) The standards established herein address only site plan or design-related issues encountered in the development or redevelopment of property within the Overlay Zone. Specific zoning-related standards are established in the Zoning Ordinance and must also be met prior to beginning development or redevelopment activities in the Overlay Zone.

(B) **Applicability**

(1) The boundaries of the Overlay Zone are established herein. The standards that follow shall be applicable to any development as established in the table below which is located partially or completely within the boundaries; established within the Boundaries section of this ordinance.

<table>
<thead>
<tr>
<th>Level of Modification</th>
<th>Percent of value (cost of modification divided by existing bldg value, times 100)</th>
<th>Applicable sections of this overlay district that must be adhered to</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Minor</td>
<td>Zero to 9 percent</td>
<td>All new exterior walls must adhere to foundation landscaping requirements</td>
</tr>
<tr>
<td>Minor</td>
<td>10 percent to 39 percent</td>
<td>Above plus signage</td>
</tr>
<tr>
<td>Significant</td>
<td>40 percent to 74 percent</td>
<td>Above plus all existing exterior walls must adhere as well as complete foundation landscaping</td>
</tr>
<tr>
<td>Major</td>
<td>75 percent or more</td>
<td>All sections of the overlay must be adhered to</td>
</tr>
</tbody>
</table>

(2) General maintenance and repair of any water, sewer, or electrical expenditures incurred in updating an existing structure where no new expansion will occur are exempt from the standards established below.

(3) If an existing business is damaged or destroyed due to an act of nature (flood, hurricane, tornado, etc.), or catastrophic event and the building permit is acquired within twelve (12) months and is reconstructed within twenty four (24) months of such damage or destruction, the standards contained herein shall not apply. This exemption, however, shall not relieve
the property owner of having to meet applicable building or zoning regulations that may be in place at the time of reconstruction.

(4) Any change of use that requires additional parking shall bring the entire parking lot into compliance with the parking lot standards of this overlay. Properties with access connections that do not meet the requirements of the Overlay District shall be brought into compliance when modifications to the roadway are made or when there is a significant change in use of the property, including land, structures or facilities, resulting in an increase in the trip generation of the property exceeding twenty five (25) percent (either peak hour or daily) and exceeding one hundred (100) vehicles per day.

(C) **Boundaries**

(1) Corridor and overlay are used interchangeably throughout these regulations. When referenced, it shall mean the area generally two hundred and fifty (250) feet to the east and west of the right-of-way lines between the established beginning and ending points specified in this section of the Zoning Ordinance.

(2) The Overlay zone shall follow along US 17 Business South from the town of Surfside Beach south to the Horry County line. Attachment 1 provides the location of the boundaries of this overlay.

(D) **Development and design requirements.** Development of specific uses in the Hwy 17 Business Overlay Zone shall be consistent with the underlying zoning district. In addition to the requirements of the applicable underlying zoning district the following supplemental development regulations shall apply:

(1) **Building Exterior**

a. **Facades**

1. Buildings wider than one hundred (100) feet shall be designed so that multiple differing façade treatments are used, to give the impression that the building is made up of a number of small buildings connected together. Each differing façade treatment should be between twenty (20) and forty (40) feet in width.

2. Principal facades facing the overlay corridors, a plaza, or public park may not have blank walls (without doors or windows) greater than fifteen (15) feet in length.

3. Shutters, if used, shall be sized so that they would fully cover the window opening if they were operable. Operable shutters are preferred, but not required.

4. Where parapets are used, the parapet must wrap around the entire length of the front and side of the buildings. Where parapets are not used, all rooftop mechanical equipment shall be screened.

5. Façade articulation is required for walls exceeding thirty (30) feet in length, wherein portions of the building are recessed slightly from the build-to line. The total proportion of articulated sections of the building relative to unarticulated sections shall not exceed 1 to 5.

6. Building design shall include minimum one (1) foot deep cornices, extending along the entire front of buildings and the sides of buildings at least ten (10) feet.
7. Building design shall include a minimum two (2) foot high contrasting base, extending along the entire front of buildings and down the sides of buildings at least ten (10) feet. 
8. False parapets shall be limited to 20% of the total height of the façade.

b. Materials
1. No portion of a building shall be treated with smooth-faced concrete block, tilt-up concrete panels or prefabricated steel panels, unless the visible finish is comprised of a suitable finish material. Materials suitable for treating visible facades may include, but are not limited to, brick, glass, synthetic clapboard siding (vinyl, metal or wood), split-face decorative block, stone, hardiplank siding or cementitious siding, or stucco;
2. Except as provided in this section, the rear and side facades shall be of materials and design characteristics consistent with that of the front; use of inferior or lesser quality materials for side or rear facades shall be prohibited.

c. Entrances
1. A minimum one (1) entrance shall front the primary corridor. A commercial or institutional building shall feature one (1) or more prominent entries on the primary façade highlighted by at least three (3) of the details listed below. Secondary entrances to smaller tenants in multi tenant buildings shall also have at least two (2) of the features listed below. 
   a. Canopies/porticos above the entrance;
   b. Roof overhangs above the entrance;
   c. Entry recesses/projections;
   d. Arcades that are physically integrated with the entrance;
   e. Raised corniced parapets above the entrance;
   f. Architectural details, such as tile work and moldings, that are integrated into the building structure and design; or
   g. Integral planters or wing walls that incorporate landscaped areas or seating areas.
      A wing wall is a wall secondary in scale projecting from a primary wall and not having a roof.

d. Glazing
1. Reflective or heavily tinted glass shall not be used on the primary or secondary façade.

(2) Building Roof.

a. Shingles, metal standing seam, tile or other roofing materials with similar appropriate texture and of earthen appearance shall be utilized on roofs visible from the corridor. 

b. Roof mounted mechanical equipment visible from the corridor shall be enclosed or screened to ensure that such features are not visible. Enclosures and screens shall be compatible to the architectural style of the proposed building; 

(3) Accessory structures/uses

a. Accessory structures shall be compatible in Style, Color, and Materials with Main Structure(s)
b. The requirements of the underlying zoning district shall govern the distance separation requirements from the principal structure and other accessory structures.

c. Structures shall be limited in size to twenty-five (25) percent of the primary structure or one thousand (1000) square feet; whichever is less.

(E) **Special Design Standards**

1. Gas stations and commercial convenience stores shall utilize either gable or hip roof structures. The canopies over the gas pumps shall be attached to the main building and integrated into the architectural roof design. The canopy portion of the structure shall be subject to a twenty-five (25) foot setback from any property line. The canopy shall not encroach upon any required buffer area. The principle structure/building shall still be subject to all setback requirements as set forth within the zoning ordinance. If the canopy is placed forward of the primary structure, then the support columns and fascia shall be clad in brick and/or brick veneer or stucco covered block.

2. Chain link security fence enclosures may only be utilized within industrial areas if there is no reasonable alternative and only when screened by landscape material to create a six (6) foot tall opaque screen. If permitted, chain link fences, including posts and rails, shall be black, brown or green and vinyl coated.

3. Outdoor freestanding propane stations and storage facilities shall be opaqueley screened from public view with landscaping or a solid fence of wood, stone or brick material. Fences exceeding six (6) feet in height shall have plantings on any side facing the main corridor or residentially zoned property.

4. Retail Garden Center
   a. Any merchandise typically associated with a retail garden center such as mulch, lawn equipment, propane items, barbecue grills, paving stones, landscaping timbers, bird baths, garden chemicals, etc. may be stored within this area provided that these items are not prominently displayed or featured from the public right of-way through the wrought iron portion of the screen. This may be accomplished by placing living plant materials such that these plants serve as a semi-opaque screen for the non-living plant material.

5. Ancillary Outdoor Storage: The following are requirements for ancillary outdoor storage in non-residential districts located within the Overlay. All uses with ancillary outdoor storage and display of any goods, materials, merchandise, equipment, parts, junk or vehicles (overnight parking) shall not be permitted unless in conformance with the following regulations:
   a. All proposed areas used for ancillary outdoor storage and the associated method of screening shall be indicated on an approved site plan along with scaled elevation drawings indicating the type of screening and materials proposed to be used.
   b. Outdoor storage shall be screened from the corridor by a six (6) foot high opaque enclosure or equal to the height of the stored material. No portion of the screening device shall be used for advertising and display of signage. Fencing shall consist of wood, stone, or brick materials. Chain link, plastic or concrete materials are prohibited.
   c. Outdoor storage shall observe the same setback requirements as that of the principal building.
   d. Outdoor storage areas cannot be located forward of the principal building and when possible shall be located to the side of the building not facing a public street.
e. Materials stored outdoors, excluding vehicles, trailers, or mobile machinery or equipment shall be stacked no higher than one (1) foot below the top of required screening device.

f. The following activities are excluded from the requirements:
   1. General construction activities
   2. Operations with primary outside storage.

(6) Structures Exceeding Twenty Five Thousand (25,000) Square Feet of Building must be separated from lands designated, zoned or used for a residential purpose by at least fifty (50) feet.

(7) Businesses engaged in the sale and/or rental of autos, boats, mobile homes, or recreation-related vehicles that have frontage within the overlay shall adhere to the following:
   a. Sales lots shall be screened by a three (3) foot high by ten (10) foot wide berm and planted with landscaping materials consistent with those indicated in landscaping;

(8) Each business shall be permitted one display pad, no larger than 200 square feet, for merchandise sold at such establishment. An additional display pad shall be permitted for each 200 feet of corridor frontage. The display pad shall be located behind the required perimeter buffer and may be elevated a maximum of 18 inches above finished grade.

(9) Businesses engaged in salvage operations, repair of automobiles or storage of possessions in individually enclosed units/garages that have frontage along the Corridor shall adhere to the following:
   a. Storage areas for salvaged materials or vehicles waiting for repair shall be screened from the corridor by a six (6) foot high opaque enclosure or equal to the height of the stored material not to be higher than twenty (20) feet located to the rear of the primary structure on the site. Fencing shall consist of wood, stone, or brick materials. Chain link, plastic or concrete materials are prohibited.

   b. An eight (8) foot wide landscaped buffer shall be provided around the base of the enclosure to "soften" its appearance. Landscaping utilized shall be consistent with the foundation landscaping requirements of the principle structure as defined herein.

   c. A minimum six (6) foot solid or opaque fence shall be required around any storage of recreational vehicles and mini-storage units.

(F) Shipping/receiving areas, utility locations and dumpsters:

(1) Shipping/receiving areas
   a. Proposed structures, requiring shipping docks for the receipt or shipping of merchandise shall locate such docks in the rear of the structure or within a service courtyard shared by different businesses. Shared courtyards may be accessed from the front of the structure provided the entrance to such area is designed to blend into the architectural style of the structure and no docks are visible from the corridor or adjacent parking areas. If no courtyard is present then landscaping or a solid screen made of durable architectural materials used in the buildings primary façade shall be provided to ultimately create an opaque screen at least eight (8) feet in height. The screening shall be designed to obscure views from on and offsite public areas, except for necessary penetrations.

   b. Loading and unloading of commercial vehicles or of any other vehicles used for commercial purposes is only permitted between the hours of 6:00 a.m. and 11:00 p.m. when a residential zoned or used property is within one hundred (100) feet of the loading area.
(2) Utility services shall be located underground when possible. Exceptions to the requirements of underground utilities are:
   a. Major electric transmission lines responsible for transporting power through the area rather than to the area;
   b. Provision of three-phase power;
   c. Where the Zoning Administrator determines that public safety is at substantial risk if underground utilities are employed. If underground utility location is not possible, above ground utilities shall be located behind structures in a utility "alley" easement approved by the applicable utility authority.
(3) Elements such as HVAC units, telephone boxes, or electrical transformers shall be placed as close to the building as feasible and screened with landscaping in context with the approved landscaping design.
(4) Dumpsters, which may be seen from adjacent properties or public parking lots, shall be screened from view on all sides.
   a. Dumpsters shall be placed in the rear yard. In the case of a double frontage lot the front shall be considered the primary corridor.
   b. Screening shall consist of three (3) solid walls of brick, stucco or split-face block construction, at least six (6) feet in height. The wall shall include a continuous cap feature and a closing gate. The gate shall be one hundred (100) percent solid metal or wood fabrication.
   c. An opaque wooden fence may be used in lieu of architectural materials for locations not visible from off-site public areas.
   d. In addition the area shall be treated with a twenty-four (24) inch high planting of shrubs that shall reach a minimum thirty-six (36) inches in height within one (1) year.

(G) **Access Management**
To ensure that development within the overlay does not impact the carrying capacity or future improvement of the corridor, the following access management strategies shall be employed.
(1) Consolidation of access points. Reduction of access points to the corridor are encouraged due to the increases in operational efficiency that result. When any of the following strategies are used, participating businesses shall be entitled to the variations listed below.

(2) **Number of Driveways per Parcel**
   a. Any parcel or lot having frontage along an arterial and in existence prior to the adoption of the ordinance, shall be permitted one (1) direct access to that arterial, unless an access plan is submitted to, and approved by the Planning Department for more than one (1) access.
   b. At the time of plan submission and approval, if two (2) or more parcels in existence prior to the adoption of this ordinance are placed under one (1) ownership, control and/or maintenance, such assembly shall be permitted one (1) direct access to the arterial, unless an access plan is submitted to, and approved by, the county for more than one (1) access.
   c. Direct access to arterial roads shall be provided by one (1) or more of the following means for lots or parcels not permitted direct access to the arterial:
      1. Access to the site may be provided by an existing or planned public street; and/or
2. Access to the site may be provided via the internal circulation of a shopping center, an office complex, or similar group of buildings having access in accordance with an approved access plan; and no additional direct access shall be provided to the site from a public street intended to carry through traffic over and above those entrances which may exist to provide access to the shopping center, office complex or similar group of buildings. Access through side or rear setbacks is encouraged, provided that the access is internal and generally perpendicular to the setback; and/or

3. Access to the site may be provided by a service drive and/or shared access, which provides controlled access to the site.

d. Parcels located at an intersection of the corridor and another improved public roadway shall obtain access from the adjacent public roadway. Direct access to the corridor may be permitted when the parcel has two hundred (200) or more feet of corridor frontage, the access is no closer than three hundred twenty five (325) feet to another access, and the access is approved by SCDOT. The use of Shared Access to serve adjacent parcels abutting the Corridor is required for new lots where there is less than two hundred (200) feet of frontage on the Corridor or less than three hundred twenty five (325) feet to another access.

e. Shared or joint access. Use of shared or joint access between two (2) or more properties is encouraged even for parcels that may meet the spacing and frontage requirement. Where a parcel uses such access the parking requirements for those adjacent uses may be reduced up to ten (10) percent for each business. To receive this reduction the property owner(s) shall file a written agreement at the Registry of Deeds. The parties may revoke the agreement only if parking is provided in accordance with this Zoning Ordinance, and the Planning Commission, or its designee approves a revised plan.

f. When applicable, access to a parcel shall be aligned directly with existing median crossovers.

g. Accesses that do not align directly shall be located a minimum of one hundred (100) feet (edge to edge) from the nearest crossover.

h. One (1) additional access along a continuous site frontage may be allowed if there is a demonstrated need based on trip generation and road traffic data.

i. One (1) pair of one-way driveways may be used per two hundred fifty (250) feet of frontage. Only one (1) pair of one-way drives may be used per street frontage.
(3) Cross access required
   a. General
      All commercial development and multifamily development shall be designed to allow for
      cross-access to adjacent compatible sites in accordance with the following standards.
      When subdividing property for commercial or multifamily development cross-access
      must be provided.
   b. Future stubs required
      A stub for future access shall be provided to all adjacent vacant land zoned for
      commercial or multifamily uses.
   c. Proper Placement
      To the maximum extent practicable a minimum distance of one hundred (100) feet shall
      be required between a cross access way and an intersection or driveway entrance.
   d. Minimum width
      Cross access ways shall allow for two-way traffic between parcels through the use of a
      single drive aisle with a minimum width of twenty two (22) feet of one-way aisles each
      with a minimum width of eleven (11) feet.
   e. Waiver
      The cross access standard shall be waived by the Planning Department if the applicant
      demonstrates it is impracticable to provide access due to:
      1. Topography and natural features.
      2. Size and configuration of the site.
      3. Vehicular safety factors.
      4. Existing development patterns on adjacent developed sites that make cross access
         impossible.
      5. When cross access is waived in accordance with this section, bicycle and pedestrian
         connections shall be provided between adjacent developments to the maximum
         extent possible.

(4) Nonconforming Driveways
   a. Driveways that do not conform to the regulations in this Ordinance and constructed
      before the adoption of this Ordinance shall be considered legal nonconforming
      driveways. Existing driveways granted a temporary permit are legal nonconforming
      driveways until such time as the temporary permit expires.
   b. Loss of legal nonconforming status results when a nonconforming driveway ceases to be
      used for its intended purpose, as shown on an approved site plan for a period of six (6)
      months or more. Any reuse of the driveway may only take place after the driveway
      conforms to all aspects of this Ordinance.
   c. Legal nonconforming driveways may remain in use until such time as the use of the
      driveway or property is changed or expanded. At this time, the driveway must be made to
      conform to all aspects of this Ordinance. (See section (8) Change of Use, below.)
   d. Nothing in this Ordinance shall prohibit the repair, improvement, or modification of
      lawful nonconforming driveways.

(5) Driveway Location and Design
a. Driveways across from median openings shall be consolidated wherever feasible to coordinate access at the median opening.

b. Driveways with more than one (1) entry and one (1) exit lane shall incorporate above grade channelization features to separate the entry and exit sides of the driveway. Where above grade channelization impairs truck off-tracking, said mechanism shall be setback from the right-of-way so as not to impede the necessary turning radius for safe truck off-tracking. Driveway medians shall be improved with at least one (1), two and one-half (2 ½) inch caliper canopy tree to reduce parking lot heat and glare for every fifty (50) feet of median length. Five (5) shrubs must be provided per tree. Two (2) understory trees may be substituted for each required canopy tree in areas constrained by overhead utility line or in limited cases at the discretion of the Planning Department to provide visibility to signage and or architectural features. The remaining area of the driveway median shall be planted with vegetation that complements the structure or a suitable groundcover. All landscaping shall be located so as to not impede any required sight triangles. Acceptable plant species, maintenance standards, and sizes to meet the above requirements are listed below.

c. Driveways shall be designed with adequate on-site storage for entering and exiting vehicles to reduce unsafe conflicts with through traffic or on-site traffic and to avoid congestion at the entrance.

d. On site storage for entering and exiting vehicles shall be buffered from the parking area. Said buffer shall consist of an above grade landscaping strip no less than three (3) feet in width and vegetated with at least one (1) two and one-half (2 ½) inch caliper canopy trees to reduce parking lot heat and glare for every twenty five (25) feet of median length. Five (5) shrubs shall be provided per tree. Two (2) understory trees may be substituted for each required canopy tree in areas constrained by overhead utility lines or in limited cases at the discretion of the Planning Department to provide visibility to signage and or architectural features. The remaining area of the buffer shall be planted with vegetation that complements the structure or a suitable groundcover. Acceptable plant species, maintenance standards, and sizes to meet the above requirements are listed in Table 4.

(6) Transit accommodations shall be provided for sites containing structures totaling eighty thousand (80,000) gross square feet or greater. This can be waived by the Zoning Administrator if adequate sites already exist within the area.

(7) Change in Use

Properties with access connections that do not meet the requirements of the Overlay District shall be brought into compliance when modifications to the roadway are made or when there is a significant change in use of the property, including land, structures or facilities, resulting in an increase in the trip generation of the property exceeding twenty five (25) percent (either peak hour or daily) and exceeding one hundred (100) vehicles per day, as determined by one (1) of the following methods:

a. An estimation based on the latest edition of “Trip Generation” by the Institute of Transportation Engineers for typical land uses, or;

b. Traffic counts made at similar traffic generators located in the area, or;

c. Actual traffic monitoring conducted during the peak hour of the adjacent roadway traffic for the property, or;
d. If the principal activity on a parcel with access connections that do not meet the regulations herein is discontinued or out of service for a period of one (1) year or more, then that parcel must comply with all applicable access requirements of this overlay district.

(8) Parking lot access. Parking lots that directly access the corridor or a frontage roadway shall:
   a. Be designed to ensure that entering vehicles maintain a travel speed of fifteen (15) miles per hour (mph) to assist in reducing interference with through street traffic movements.
   b. Setback required landscaping or optional berms to ensure that a sight triangle, conforming to SCDOT standards, exists.

(H) Parking
To reduce the visual mass and enhance the appearance of parking areas from the corridor, the following standards shall be met:

(1) To soften the transition between active commercial areas and the street, all parking facilities shall be buffered from the corridor. Such screening shall be provided for utilizing the area provided for in the perimeter buffer and setback areas.

(2) Parking areas shall be designed so that no one parking module contains more than one hundred (100) spaces. Parking within modules shall be grouped so that a nine (9) foot wide by fourteen (14) foot long parking island is provided for every ten (10) parking spaces in a continuous row or for a maximum of twenty (20) spaces per bay between parking islands. Parking islands shall be surrounded by curbing to prevent vehicular intrusion and limit vehicle overhang.

(3) Parking Island’s shall be improved with at least one two and one-half (2 ½) inch caliber canopy tree to reduce parking lot heat and glare. Five (5) shrubs must be provided per tree. Two (2) understory trees may be substituted for each required canopy tree in areas constrained by overhead utility line or in limited cases at the discretion of the Planning Department to provide visibility to signage and or architectural features. The remaining area of the parking island shall be planted with vegetation that complements the structure or a suitable groundcover. Acceptable plant species, maintenance standards, and sizes to meet the above requirements are listed in Table 4.

(4) Parking areas containing more than one hundred (100) spaces, shall provide a ten (10) foot landscaped island between each parking module. These divided islands shall include any required pedestrian walkways.

(5) Vehicle access and flow shall be designed to have minimal impact on pedestrian circulation (i.e. sidewalks) and there must be continuity across the mouth of all curb cuts.

(6) Parking of any vehicle for anyone other than persons engaging in commerce at the business located on the property is prohibited. Overnight parking of commercial motor vehicles, tractor trailers, boats, vessels, recreational vehicles, campers, motor homes or similar means of conveyance or places of abode is prohibited, except in conjunction with a special event where a permit has been issued by the County.

(7) Alternative Parking Plan
The Planning Department can approve an alternative-parking plan, which proposes alternatives to providing the number of required off street parking spaces.

a. Maximum Parking Spaces Allowed
The maximum allowed number of spaces is one hundred ten (110) percent over the required number off street parking spaces. Requests to exceed this number shall comply with the following.

1. Parking Demand Study
   Requests for exceeding the number of required off street parking spaces shall be accompanied by a Parking Demand Study demonstrative how the maximum allowed number of spaces is insufficient.

2. All parking spaces provided in excess of one hundred ten (110) percent of the required parking spaces shall consist of alternative pervious paving materials including but not limited to brick pavers, grass pavers, porous asphalt and porous concrete.

b. Shared Parking
   Requests for shared parking shall comply with all of the following standards

1. Shared parking spaces shall be located within five hundred (500) linear feet of the primary entrance of all uses served, unless remote parking shuttle bus service is provided. Shared parking spaces shall not be separated from the use they serve by an arterial or collector road. In addition, adequate and safe pedestrian access shall be provided from and to the shared parking areas.

2. Same or More Intensive Use. A shared parking area shall be located on a site with the same or more intensive zone district than the required primary uses served.

3. In order to use the shared parking as a means of satisfying the off-street parking standards, the feasibility of the shared parking must be justified. Justification shall include information on the size and type of the proposed development, the composition of tenants, the anticipated rate of parking turnover, and the anticipated peak parking and traffic loads for all uses that will be sharing off-street parking spaces.
   a. The maximum reduction in the number of parking spaces required for all uses sharing the parking area shall be fifty (50) percent;
   b. Directional signage shall be added to direct the public to the shared parking spaces.

4. A shared parking plan shall be enforced through a written agreement among all owners of record. An attested copy of the agreement between the owners of record shall be recorded prior to issuance of zoning compliance.

5. A shared parking agreement shall only be revoked if all required off street parking spaces are provided on site.

(I) Pedestrian Walkways

(1) Pedestrian pathways shall connect building entrances, site amenities and connections to the public sidewalk system, including through landscaped areas in parking lots when necessary to provide a reasonable direct path for entrance/exit. If no public sidewalk system exists adjacent to the property then the pedestrian access shall be constructed up to the right of way.

(2) For parking uses of over five hundred (500) spaces a pedestrian network shall be provided to connect parking areas to the building areas. In the case of office and institutional uses, a pedestrian path leading to the building entrance shall be provided within one hundred (100) feet of all parking spaces. In case of retail or other commercial
uses a pedestrian path shall be provided within one hundred fifty (150) feet of all parking spaces.

(3) Internal pedestrian access shall be provided to connect off-street surface parking areas with primary building entrances and the public sidewalk system.

(4) Pedestrian pathways shall be constructed with asphalt, cement or other comparable material.

(5) At least one internal pedestrian walkway with a minimum width of five (5) feet shall be provided from the primary building entrance to the public sidewalk system. In the case of the corner lots, a connection shall be made to the sidewalk of both streets.

(6) The pathways shall be of contrasting color or materials when crossing drive aisles (painted or striped crosswalks do not satisfy this requirement). Speed table or textured surfaces creating a rumble effect shall be required at high volume crossings.

(7) All internal pedestrian walkways shall be distinguished from driving surface materials through the use of durable, low maintenance surface materials such as pavers, bricks, or scored/stamped concrete or asphalt to enhance pedestrian safety and comfort, as well as the attractiveness of the walkways.

(8) Pedestrian Zones in front of Commercial Buildings, Retail and Linear Multi-entrance Office. A pedestrian zone including sidewalks, landscape planters and amenities such as benches, fountains or public art shall be provided adjacent to the entrances of every retail or linear multi entrance office building in scale with the size of building. The width shall be no less than ten (10) feet.

(J) **Lighting**

A lighting plan shall be required with submittal of all commercial development plans within the overlay in order to reduce unnecessary dispersal of light and glare to surrounding lands and/or right of way. Emergency lighting for public safety and hazard warning, holiday decorations, residential lighting, and public streetlights are exempt from the provisions of this ordinance.

(1) Detailed Lighting Plan

The lighting plan shall show the location of all site lighting including lights mounted on buildings that are intended to illuminate spaces adjacent to the building. The lighting plan shall include specifications and details of all fixtures, and a photometric plan. The photometric plan may be waived for small or infill sites where code compliance and compatibility can be determined through other data.

(2) Orientation and Shielding.

Light fixtures in excess of one hundred (100) watts or two hundred (200) lumens shall use full cut-off lenses or hoods to prevent glare or spillover from the project onto adjacent lands or right of way. Standard decorative street lights are exempt. No illumination across any residentially zoned lot line is allowed. The orientation of all lighting shall be downward.

(3) Height

a. Luminary heights shall not exceed eighteen (18) feet except in areas where the total number of parking spaces exceeds one hundred (100); in such instances the luminaries shall be no higher than twenty-five (25) feet provided they are limited to the central areas
of the parking lot and lower fixtures not exceeding eighteen (18) feet in height are utilized along the primary vehicular/pedestrian corridors.

b. If a luminary is within fifty (50) feet of a residentially zoned parcel, the height of the luminary shall be no greater than eighteen (18) feet with the fixture located along the edge of the parking area and light directed back into the site.

c. Wherever possible, illumination of outdoor seating areas, building entrances, and walkways shall be accomplished by use of ground mounted fixtures not more than four (4) feet in height.

(4) Type
Each outdoor luminary shall be a recessed or a full cutoff luminary, and the use of decorative luminaries with full cutoff optics is desired.

(5) Location
All exterior lighting fixtures shall be located a minimum of five (5) feet from a property line or right-of-way line and shall not be located within a required buffer area unless they are located at the interior edge.

(6) Hue
Lighting sources shall be color neutral types such as halogen or metal halide. Light types of limited spectral emission such as low-pressure sodium or mercury vapor lights are prohibited.

(7) Floodlights and Spotlights
Floodlights and spotlights shall be selected, located, aimed, and shielded so that the direct illumination is focused exclusively on a portion of the building façade or other intended site feature and away from adjoining lands or right of way. Such lighting shall be installed in a fixture that is shielded so that no portion of the light extends below the bottom edge or above the top edge of the shield and the main beam from the light source is not visible from adjacent lands or the adjacent right of way. Floodlights or other type of lighting attached to light poles that illuminate the site and/or buildings are prohibited.

(8) Prohibited Lighting
The following lighting fixtures are prohibited: searchlights, laser source lights, or any similar high-intensity light, except in emergencies by police and fire personnel.

(9) Canopy Lighting
Lighting installed on canopies or drive-thru facilities are permitted an average foot candle reading of twenty (20) foot candles under any area that is illuminated. Lighting shall use diffusers and be shielded. No light source or lens in a canopy structure shall extend downward further than the lowest edge of the canopy ceiling, unless the fixture is of a full cut-off design.

(10) Building Lighting
a. Property owners and managers are encouraged to safely illuminate building entry/exit locations; however, such areas shall only be illuminated using wall mounted lights as described below or off-building lighting that does not generate glare or otherwise allow the light to be viewed directly from off the property. Building walls may be illuminated.

b. Wall Mounted Lights
Wall mounted lights shall be fully shielded luminaries to prevent the light source from being visible from any adjacent residential property or public street right-of-way. Nothing in this subsection shall prevent the use of sconces or other decorative lighting fixtures with wattage equal to or less than one hundred (100) watts.
(K) **Landscaping**

(1) **Foundation Landscaping.**

Landscaping shall be provided adjacent to buildings to enhance architectural features, provide a visual transition from building to the site and define and enhance building entrances. Material shall be generally massed at corners, entrances and other features. The majority of flowerbed/groundcover areas shall be oriented towards pedestrian paths and other high visibility areas.

a. Foundation planting shall be calculated as 1 tree or shrub every 3ft of public area building perimeter. Ten (10%) of the required plant material shall be of the understory tree variety. Minimum width of foundation planting areas shall be five (5) ft.

b. The measurement of public area building perimeter does not include loading and service areas, building facades adjacent to permanent natural or wooded areas, or other areas not normally visible 1) to the public visiting the site, 2) from other buildings on the site; or 3) from public areas off-site.

c. At least thirty (30) percent of the flowerbed/groundcover areas shall be planted in low flowering shrubs or other annual or perennial flowering plants.

(2) **Perimeter Landscaping**

a. A landscaped buffer shall be provided around all perimeters for parcels that abut the corridor. The buffer width shall be equal to that of the setback required for the underlying zoning district except that the Type D (Streetscape) width shall be ten (10) feet. In addition, Type C (Spatial) buffer widths may be reduced to five (5) feet. Landscaping within the buffer shall be provided in accordance with design standards described in Table 3: Buffer Design Guidelines and is dependent on the type of commercial or residential use on the property. These buffer provisions affect no setback dimensions.

b. When any commercial property being developed abuts a single family residential property, a Type A buffer described in Table 3: Buffer Design Guidelines below shall be utilized to mitigate the transition from all levels of commercial development to residential development.

c. No fence, berm, or landscape material shall be designed or located in a manner that obstructs the vision of vehicular traffic at street and/or driveway intersections. When a new residential development is created adjacent to or abutting to an existing non-residential zoned property within the corridor, it is the responsibility of that new residential development to meet the buffer requirements and improvement standards listed below.

d. Permitted uses within the required buffer include driveway access; transit oriented uses including bus stops and shelters; pedestrian and bike paths; and lighting fixtures, signs, benches, and other streetscape furniture.

(3) **Irrigation**

All required planting areas shall be mechanically irrigated. Bubbler or drip irrigation systems are encouraged in order to reduce water consumption and overspray onto pedestrian and vehicle use area. This shall include all tree islands, medians and all areas of required frontage landscaping between the parking lot and public streets. Required
planting areas associated with parking lots containing less than thirty (30) parking spaces are not required to be irrigated. However, an exterior water source (such as a hose bib) shall be located within one hundred (100) feet of all required planting areas. If the project area is required to be irrigated, the following statement on the Site and Landscaping Plan must be provided “All planting areas shall be mechanically irrigated.” and/or, an irrigation plan must be provided.

(4) Maintenance
Maintenance shall consist of mowing, removal of litter and dead plant materials, necessary pruning, and maintenance of screens in conformance with the surrounding area. Natural watercourses within a buffer shall be maintained as free flowing and free of debris. Stream channels shall be maintained to improve floodplain areas. It shall be unlawful to deviate from an approved landscape plan unless otherwise permitted by the Zoning Administrator or designee.

(5) Berm construction requirements
a. When a berm is utilized to provide separation between non-similarly zoned properties or for the purpose of modifying other standards elsewhere required by these regulations, it shall adhere to the following:
   1. Have side slopes no greater than 3:1. Any alternative designs shall be noted on all plans; and
   2. Be vegetated with the plant materials that are suitable to high well drained soils.
   3. Plants used for landscaping shall be indigenous to the local climate and properly maintained in a healthy, controlled manner by the property owner.
   4. Non-vegetated areas on the berm shall be covered with a groundcover, mulch, or grass suitable to stabilize the side slopes of the berm (used when modifying parking lot location); and
   5. Breaks in the berm may be allowed every six (6) to eight (8) feet or as needed for drainage.

(6) Drainage and utility encroachment into the perimeter buffer.
   a. Stormwater facilities and conveyances encroaching into the perimeter buffer – New stormwater facilities including conveyances shall not be located on the exterior of any required landscape buffer. If an existing conveyance or stormwater facility exists along the property line or in the area which would normally constitute the buffer location, then the buffer width must be met internal to said facility or conveyance. Any encroachment into the buffer area shall be on the interior of the buffer area and may not encroach more than ten (10) percent into the total required width of the buffer. An encroachment includes any required easement width necessary to access and/or maintain the facility or conveyance to meet the requirements of Horry County Stormwater.
   b. Utility encroachment into the perimeter landscaping – Water, gas and electric utilities shall not encroach into the landscaped areas of the perimeter buffer, but may encroach into the streetscape buffer.

(7) Alternate designs allowed
The Zoning Administrator may, at their discretion, approve an alternate buffer design incorporating visually appealing fencing or earthen berms. The Planning and Zoning
Department may, at its discretion, approve alternate species not included on the approved plant list if the property owner submits a letter from a registered landscape architect, horticulturist, botanist, or plant nursery operator stating that the growing conditions in the County favor the healthy growth and maintenance of that species. The Planning and Zoning Department may also require landscaping to be installed in locations left empty from the parking layout, such as corner islands associated with angled parking layouts, at its discretion.

(8) Tree preservation
The following standards apply to all properties within overlay.
a. The Planning Department can grant up to a five (5) percent reduction in the number of off-street parking spaces required on the site if the reduction in pavement will preserve the root zones of existing healthy trees with a DBH of eight (8) inches or greater.
**TABLE 1: PERIMETER BUFFER**

<table>
<thead>
<tr>
<th>Proposed Land Use Classification</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5a</th>
<th>5b</th>
<th>6a</th>
<th>6b</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class 1</td>
<td>N/A</td>
<td>C</td>
<td>B</td>
<td>B</td>
<td>B</td>
<td>B</td>
<td>C</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>Class 2</td>
<td>B</td>
<td>C</td>
<td>B</td>
<td>B</td>
<td>C</td>
<td>B</td>
<td>C</td>
<td>B</td>
<td>C</td>
</tr>
<tr>
<td>Class 3</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Class 4</td>
<td>A</td>
<td>A</td>
<td>C</td>
<td>B</td>
<td>A</td>
<td>B</td>
<td>A</td>
<td>B</td>
<td>B</td>
</tr>
<tr>
<td>Class 5</td>
<td>A</td>
<td>A</td>
<td>B</td>
<td>C</td>
<td>B</td>
<td>C</td>
<td>B</td>
<td>C</td>
<td>C</td>
</tr>
<tr>
<td>Class 6a</td>
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<td>B</td>
<td>B</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
</tr>
<tr>
<td>Class 6b</td>
<td>A</td>
<td>A</td>
<td>B</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
</tr>
<tr>
<td>Class 7a</td>
<td>A</td>
<td>B</td>
<td>B</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
</tr>
<tr>
<td>Class 7b</td>
<td>A</td>
<td>A</td>
<td>B</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
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<td>Class 8</td>
<td>A</td>
<td>A</td>
<td>B</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
</tr>
</tbody>
</table>

**Notes:**

1. To use Table 1 to determine perimeter buffers between uses:
2. Identify land use class (see Table 2) of subject property in the Land Use Classification column.
3. Identify the land use classification for adjacent parcel.
4. Required buffer type is provided at the intersection of the subject row and adjacent property column. The letter indicates buffer type.
5. For buffer type descriptions and design standards see Table 3 Buffer Design Guidelines. Buffer width is equal to the width of the setback unless otherwise specified.
TABLE 2: LAND USE CLASSIFICATIONS

<table>
<thead>
<tr>
<th>Use</th>
<th>Use Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Single Family Residential</td>
</tr>
<tr>
<td>2</td>
<td>Multi Family Residential</td>
</tr>
<tr>
<td>3</td>
<td>Warehouse/Industrial</td>
</tr>
<tr>
<td>4</td>
<td>Amusement</td>
</tr>
<tr>
<td>5a</td>
<td>Retail, Restaurant, Sales and Service (&lt;10,000 sf)</td>
</tr>
<tr>
<td>5b</td>
<td>Retail, Restaurant, Sales and Service (&gt;10,000 sf)</td>
</tr>
<tr>
<td>6a</td>
<td>Office/Institutional/Medical (&lt;20,000 sf)</td>
</tr>
<tr>
<td>6b</td>
<td>Office/Institutional/Medical (&gt;20,000 sf)</td>
</tr>
<tr>
<td>7</td>
<td>Transient Accommodations</td>
</tr>
</tbody>
</table>

TABLE 3 BUFFER DESIGN GUIDELINES

<table>
<thead>
<tr>
<th>Buffer Type</th>
<th>Description</th>
<th>Canopy Trees</th>
<th>Understory Trees</th>
<th>Shrubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type A Opaque</td>
<td>This buffer functions as an opaque screen from the ground to a minimum height of eight (8) feet.</td>
<td>2.5 trees</td>
<td>5 trees</td>
<td>100% Evergreen. A minimum of (28) inches in height Shall meet the spacing requirements as shown in Table 5 and used to fill spaces in between trees. One hundred (100) percent of the vegetation required shall be evergreen species, no more than (25) percent may be pine species.</td>
</tr>
<tr>
<td>Option (1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type A Opaque</td>
<td>This buffer/screen functions as an opaque screen from the ground to a minimum height of eight (8) feet.</td>
<td></td>
<td></td>
<td>100% Evergreen. A minimum of (28) inches in height Shall meet the spacing requirements as shown in Table 5 and used to fill spaces in between trees.</td>
</tr>
<tr>
<td>Option (2)</td>
<td>Screen shall consist of a double row offset evergreen trees. Trees should be spaced every ten (10) feet on center minimum.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type B Semi-Opaque</td>
<td>This buffer functions as a semi-opaque screen at a minimum height of eight (8) feet with openings no greater than ten (10) feet.</td>
<td></td>
<td></td>
<td>100% Evergreen. A minimum of (18) inches in height Shall meet the spacing requirements as shown in Table 5 and used to fill spaces in between trees.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.5 trees</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(2.5&quot; inch caliper and ten (10) feet in height at the time of planting)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Minimum of eight (8) feet in height. Tree species should be of a variety which provides screening from near the ground to the canopy.</td>
<td>Minimum eight (8) feet in height at time of planting</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Minimum of eight (8) feet in height. Canopy or Understory varieties.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>At least fifty (50) percent of the required trees and one hundred (100) percent the required shrubs shall be evergreen species.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buffer Type</td>
<td>Description</td>
<td>Performance Standards (per 100 feet)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------</td>
<td>-------------</td>
<td>-------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Type C Spatial</strong></td>
<td>This buffer provides a sense of separation between properties without screening the view. These buffers are generally oriented towards aesthetic enhancement of site perimeters and separation of multiple uses on the same site. Spatial buffers should include a combination of trees and shrubs that provide visual obstruction from the ground to a height of at least twenty (20) feet.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.5 trees Understory Trees Shrubs</td>
<td></td>
<td>A minimum of fifteen (15) inches in height Shall meet the spacing requirements as shown in Table 5 and used to fill spaces in between trees.</td>
<td>At least fifty (50) percent of the required trees and shrubs shall be evergreen species.</td>
</tr>
<tr>
<td></td>
<td>(2.5” inch caliper and ten (10) feet in height at the time of planting) Minimum eight (8) feet in height at time of planting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Type D Street-scape</strong></td>
<td>This buffer is intended to soften the transition from the street side to the remainder of the property as well as provide a sense of separation between the street and property use. Streetscape buffers are required for all uses adjacent to referenced street corridors. All uses that require site plan approval shall preserve, maintain or install a vegetated/planted buffer that abuts the perimeter of the property.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.5 trees Understory Trees Shrubs</td>
<td></td>
<td>A minimum of fifteen (15) inches in height Shall meet the spacing requirements as shown in Table 5 and used to fill spaces in between trees. If parking is located adjacent to the street than the shrubs must be 100% evergreen.</td>
<td>At least (25) percent of the required trees shall be evergreen species. Streetscape trees should be chosen from “Streetside and Walkways” group in the Tree Selection Guide in Table 4.</td>
</tr>
<tr>
<td></td>
<td>(3” inch caliper and ten (10) feet in height at the time of planting) Minimum eight (8) feet in height at time of planting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>At least one-third (1/3) of the Understory trees and shrubs shall be flowering</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
(I) **Sign Regulations**

(1) **On-Premise Freestanding Signs**
   
a. Freestanding sign area as indicated in the table below is in addition to sign area allowed for wall signage.

b. Multi-tenant signs
   
1. Maximum Number of Tenant signs attached to freestanding sign
   a. Parcel(s) less three (3) acres may have up to six (6) tenant panels.
   b. Parcel(s) greater than or equal to three (3) acres may have up to eight (8) tenant panels.

2. The area will be counted towards the overall area of the sign.
   a. All signs for properties with less than or equal to 50 linear feet of frontage must be constructed as a monument style sign.
   b. Parcels with multiple road frontage:

3. “Freestanding Sign Table” applies to each road frontage that provides access to the site separately

<table>
<thead>
<tr>
<th>Measure</th>
<th>Number of Freestanding Signs</th>
<th>Maximum Sign Area (sf)</th>
<th>Maximum Height (ft)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Linear feet of frontage) LF</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>≤50 LF</td>
<td>One (1) sign</td>
<td>50sf</td>
<td>12 ft</td>
</tr>
<tr>
<td>50 to 59 LF</td>
<td>One (1) sign</td>
<td>One (1) sf per one (1) linear foot of frontage up to a maximum of 500sf</td>
<td>20 ft</td>
</tr>
<tr>
<td>100 to 399 LF</td>
<td>One (1) sign</td>
<td></td>
<td>30 ft</td>
</tr>
<tr>
<td>≥400 LF</td>
<td>Two (2) sign</td>
<td></td>
<td>40 ft</td>
</tr>
</tbody>
</table>

(2) **On-Premise Sign Design Standards** Signs shall be designed to reflect the architectural character of the structure for which they are advertising and utilize a color scheme that complements the structure. Sign color shall not create a visual distraction to the traveling public;

a. **Changeable Manual Sign**
   
1. Manual Changeable message signs may be illuminated however the signs can not include any flashing, intermittent, or moving light of lights.

b. **Electronic Message Boards**
   
1. Only one (1) electronic message board is allowed per road frontage.
2. The electronic message board center can not exceed 50% of the allowable sign area.
3. Animation and full motion video is strictly prohibited.
4. The transition between messages can not be animated unless parcel meets provisions of #3 above, but may be accomplished through fading in and out or dissolving. Scrolling, animation and motion are prohibited.
a. Each message or copy must remain static or fixed for at least eight (8) seconds.
b. The transition between messages and/or copy shall be accomplished within two (2) seconds.

5. **Limits on Maximum Brightness** (permit application must include details from the manufacturer of sign indicating that the sign will automatically dim at night)
   a. 1,000 nits at night
   b. If sign is within 200 ft of residential (zone or use) the sign must be directed away from the residential (zone or use) or it may be reduced to 250 nits brightness at night.

c. **Size**
   1. Determination of Gross Sign Area
      a. The area of the sign shall include all lettering, wording and accompanying designs and symbols together with any decorative trim or frame which forms and integral part of the display, but excludes the base of any necessary supports or uprights on which the sign may be placed.
      b. Where the signs consists of individual letters or symbols the area shall be considered as the smallest rectangle or other regular geometric shape which encompasses all of the letters and symbols and
      c. In computing the square footage only one side of a double faced sign shall be considered.

d. **Sign Location**
   1. All freestanding signs or displays shall be erected at least ten (10) feet from any property line or right-of-way, and shall be located outside all clear site triangles or a minimum of ten (10) feet from the edge of the travel way, whichever is the greater distance.
   2. The minimum separation for all signs on a parcel shall be at least two hundred (200) linear feet.

e. **Landscaping** A landscaped island containing shrubs or flowers with a minimum of thirty two (32) square feet in area and a minimum of one (1) foot in height is required around all on-premises pole and monument signs. The island shall be formed from materials such as, but not limited to, stone, brick or landscape timbers. The area of the island shall be maintained to keep it free of weeds, debris and brush. A sketch of the sign and island shall be submitted with the permit application for review and approval.

(3) **Building Signs**. Building Signs shall be limited to wall, canopy, awning, marquee, window and projecting signs. Building signs shall only advertise businesses occupying the premises. The sign shall be clearly integrated with the architecture of the building and shall be consistent in design and materials with the architecture of the proposed building. Building signs shall not be attached to the roof or project above the parapet wall of a building or eave line of a pitched roof.
<table>
<thead>
<tr>
<th>Type of Sign</th>
<th>Number of Signs Permitted</th>
<th>Maximum Size of Signs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wall</td>
<td>One (1) wall sign plus two (2) secondary product or service signs per building elevation</td>
<td>Total of all wall signs shall not exceed fifteen (15%) percent of the wall area. Each secondary sign shall be limited to twenty-five (25%) percent of the size of the primary wall sign.</td>
</tr>
<tr>
<td>Awning</td>
<td>1 per lease space or building entrance</td>
<td>Shall not exceed fifteen (15%) of the total awning face area.</td>
</tr>
<tr>
<td>Canopy</td>
<td>1 per lease space or building entrance</td>
<td></td>
</tr>
<tr>
<td>Window</td>
<td>No more than eight (8) total signs or pieces of information</td>
<td>Limited to twenty five (25%) percent of the total glass area of the window.</td>
</tr>
</tbody>
</table>

(4) **Commercial Subdivision Signage**

a. Sign for the subdivision shall be of a monument design and shall not exceed twenty five (25) square feet for every lot up to two hundred square feet (200sf).

(5) **Collocated Signage**

a. Adjacent parcels and/or business can collocate signage on the same sign as long as the allowable height is not exceeded and the total square footage of signage for the combined developments is not exceeded.

(6) **Street Address**

a. Both single tenant and multi-tenant freestanding signs must contain the street address number (the address will not count towards the copy area) of the business or shopping center and:
   1. Be displayed in a contrasting color on any business identification sign; and
   2. The minimum height of the address shall be six (6) inches and the maximum height of the address shall be twelve (12) inches.

(7) **Temporary and Other**

a. Flags, other – Flags include any fabric or other flexible material attached to or designed to be flown from a flagpole or similar device. Standards for flags are as follows:
   1. Only two (2) flags shall be permitted.
   2. The flags shall not be flown higher than a 35-foot pole, measured from grade.
   3. Only one flag per pole up to six (6) feet by ten (10) feet, or two (2) flags per pole up to four (4) feet by six (6) feet, may be flown.
4. The flag shall extend no closer than ten (10) feet from the edge of any adjacent public right-of-way.
   
b. Grand Opening/New Management/Going Out of Business Sign. One (1) on-site temporary sign announcing the opening of a newly licensed business that does not exceed sixteen (16) square feet in copy area and that is not displayed for longer than thirty (30) days after the issuance of a Certificate of Compliance by the Zoning Administrator or designee.
   
c. For Sale/For Lease Signs:
     1. Individual Residential Lots - Six (6) square feet maximum, three (3) feet high, located outside the buffer area.
     2. Temporary Nonresidential Lease or Sale Signs - Sixteen (16) square feet maximum, six (6) feet high, one (1) per lot for a maximum of one (1) year, located outside the buffer area.
   
d. Gasoline Station Signs – Freestanding signs identifying the name of the business may include changeable copy indicating the current price of fuel dispensed on the premises.
   
e. Directional Signs - Eight (8) square feet maximum, four (4) feet high, one (1) per entrance and one (1) per drive-through window, located outside the required landscape buffer area and at least 10 feet from the right of way.
   
f. Temporary signs, no more than twelve (12) square feet, announcing a campaign drive or an event of a civic, philanthropic, educational or religious organization, provided that the sponsoring organization shall ensure proper and prompt removal of such sign within five (5) days after the drive or event.
   
g. Contractors sign – One (1) sign per job site, no more than twelve (12) square feet in area, located on the property on which the work is being done. All contractors on a job site shall place their signs on the same contractor sign.
   
(8) Illumination
   
a. Externally illuminated signs shall meet the following standards:
     1. The lighting of signs must be from the bottom and directed upward;
     2. The signs must have a height less than ten (10) feet
     3. Light sources shall be shielded from the view of persons viewing the sign and be further shielded and directed so that the light shines only on the sign and that illumination beyond the copy area is minimized.
     4. No sign or lighting device shall be placed or directed to permit the beams and illumination to be directed or beamed upon a public road, highway, sidewalk or adjacent premises so as to cause a traffic hazard or nuisance.
   
b. Illuminated signs or sign lighting devices shall employ only lights emitting a light of constant intensity and no sign shall be illuminated by or contain flashing, intermittent or moving light or lights.
(9) **Off-premise signage.**

No new or additional off-premise signs shall be allowed or permitted in the defined area of this corridor Overlay Zone unless it meets the following:

a. Off-premise signs are allowed only along the Hwy 17 Bus. Corridor.
b. Off-premise signs must be 1200 feet apart except for digital billboards which must meet a separation of 2400 feet from other digital billboards
c. Tri-vision or multi-vision signs must contain a default design that will freeze the device in one position if a malfunction occurs.
d. Digital Billboards must not contain animation, flashing, intermittent or moving light or lights.
   1. Full motion video is strictly prohibited.
   2. Each message or copy must remain static or fixed for at least eight (8) seconds.
   3. The transition between messages and/or copy shall be accomplished within two (2) seconds.
   4. The transition between messages can not be animated but may be accomplished through fading in and out or dissolving.
   5. Digital billboards can not be located within 500ft of a residential zone or used property.
   6. Limits on Maximum Brightness (Permit application must include details from manufacturer of sign and dimmer control)
      a. 7,000 nits daytime
      b. 1,000 nits at night
   7. All off-premise signs must meet the size and height requirements of Section 1000 of the Horry County Zoning Ordinance.

(10) **Exempted Signs.**

Subject to the following provisions, properties within the overlay upon which signs are located that were legally in existence and lawfully conforming with the Ordinance prior to the effective date of this Ordinance and which, after adoption of this Ordinance, do not conform with this Division are exempted subject to the following:

a. Termination By Damage or Destruction. Any exempted sign damaged or destroyed, by any means, to the extent of fifty percent (50%) or more of its replacement cost at the time of such damage or destruction, shall not be restored and shall be removed.

b. Termination By Neglect. Any sign exhibiting conditions of neglect and left in a state of disrepair for a continuous period exceeding six (6) months shall be removed. Replacement of said sign is not required, however if replaced the new sign shall conform to the requirements established herein.

c. Termination By Redevelopment. Whenever a parcel or building undergoes New Development or Substantial Modification, the exemption provided for herein shall terminate.

d. Maintenance of Exempted Signs. No exempted sign shall be expanded, moved, modified of altered in any manner that would increase the degree of its nonconformity. Ordinary maintenance of the exempted sign shall be continued in order to ensure such signs are maintained in a structurally sound condition, with a neat appearance and in a generally good state of repair.
(11) **Maintenance**
   
a. Maintenance - All signs shall be maintained in good condition and working order, and be free of graffiti, peeling paint, faded colors, and/or broken and damaged materials.

b. Signs on Closed Business - The owner of any sign or any business which is a discontinued sign for a period of ninety (90) or more consecutive days shall remove the signage, not including the background structure, by painting over the copy area, or replacing the copy area with a blank insert.

c. Ordinary maintenance may include replacements of supports with different materials or design than the previous supports provided the replaced supports are not enlarged. Nothing in this Division shall prevent the strengthening or restoring to a safe condition of any portion of an exempted sign declared unsafe by a code enforcement officer or building inspector provided that any such improvement does not exceed fifty percent (50%) of the replacement cost of the sign. For purposes of this subsection, the replacement of individual tenant name panels on a multi-tenant center sign shall not constitute an alteration or modification.

(12) **Prohibited Signs** The following signs shall be prohibited in the Corridor:

![Figure 24: Prohibited signage examples](image)

a. No sign, permanent or temporary, shall be erected or placed so that it interferes with a clear sight triangle distance design standards.

b. Portable signs

c. A-frame

d. Signs on trailer frames with or without mounted wheels

e. Signs on or attached to vehicles which meet the following:
   1. Have a total copy area in excess of ten square feet; and
   2. The vehicle is used primarily for advertising in a stationary manner; and
   3. Vehicles that are used on a regular basis for transportation may have professional installed vehicle wrap
   4. The vehicle must display a valid license plate

f. Flashing, moving, animated coursing, blinker, racer-type, intermittent, rotating, moving or revolving signs, whirligig devices, inflatable signs and tethered balloons, pennants, ribbons, streamers, spinners, and other similar types of attention-getting devices such as fishing boats and buoys.

g. Signage used on bus transit shelters within the right of way.
h. Signs attached to trees or utility poles or canopy support structures.
i. Bench signs
j. Roof sign
k. Traffic sign replica
l. “Stick-in” signs
m. Banner Signs shall be prohibited except as temporary commercial signs used to advertise
   a Grand Opening/New Management/Going Out of Business Sign
723.14 S. Kings Hwy Overlay Zone

(A) **Purpose**
(1) The Overlay Zone is established to provide standards relative to accessibility, appearance and safety in the development of commercial, industrial, multi-family residential and office projects. Therefore, single-family lots of record are excluded from the overlay requirements. Furthermore, the overlay is established to provide unified development that promotes a sense of place and provides opportunities to develop projects to be compatible with the carrying capacity of an urban corridor.
(2) When any existing County ordinance is amended, the more restrictive provisions of such revised ordinance shall apply even if these Overlay Zone standards are less restrictive.
(3) The following standards provide the minimum requirement that must be met in order to receive Planning Department/Commission authorization to develop or redevelop property within the Overlay Zone as established by the Zoning Ordinance.
(4) The standards established herein address only site plan or design-related issues encountered in the development or redevelopment of property within the Overlay Zone. Specific zoning-related standards are established in the Zoning Ordinance and must also be met prior to beginning development or redevelopment activities in the Overlay Zone.

(B) **Applicability**
(1) The boundaries of the Overlay Zone are established herein. The standards that follow shall be applicable to any development as established in the table below which is located partially or completely within the boundaries established within the Boundaries section of this ordinance.

<table>
<thead>
<tr>
<th>Level of Modification</th>
<th>Percent of value (cost of modification divided by existing bldg value, times 100)</th>
<th>Applicable sections of this overlay district that must be adhered to</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Minor</td>
<td>Zero to 9 percent</td>
<td>All new exterior walls must adhere to foundation landscaping requirements</td>
</tr>
<tr>
<td>Minor</td>
<td>10 percent to 39 percent</td>
<td>Above plus signage</td>
</tr>
<tr>
<td>Significant</td>
<td>40 percent to 74 percent</td>
<td>Above plus all existing exterior walls must adhere as well as complete foundation landscaping</td>
</tr>
<tr>
<td>Major</td>
<td>75 percent or more</td>
<td>All sections of the overlay must be adhered to</td>
</tr>
</tbody>
</table>

(2) General maintenance and repair of any water, sewer, or electrical expenditures incurred in updating an existing structure where no new expansion will occur are exempt from the standards established below.

(3) Any building that is partially located within the boundaries, shall comply with these regulations. If an existing business is damaged or destroyed due to an act of nature (flood, hurricane, tornado, etc.), or catastrophic event and the building permit is acquired within twelve (12) months and is reconstructed within twenty four (24) months of the date such
damage or destruction occurred as evidenced by insurance claim or other documentation, the standards contained herein shall not apply. This exemption, however, shall not relieve the property owner of having to meet applicable building or zoning regulations that may be in place at the time of reconstruction.

(4) Any change of use that requires additional parking shall bring the entire parking lot into compliance with the parking lot standards of this overlay. Properties with access connections that do not meet the requirements of the Overlay District shall be brought into compliance when modifications to the roadway are made or when there is a significant change in use of the property, including land, structures or facilities, resulting in an increase in the trip generation of the property exceeding twenty-five (25) percent (either peak hour or daily) and exceeding one hundred (100) vehicles per day.

(C) **Boundaries**

(1) Corridor and overlay are used interchangeably throughout these regulations. When referenced, it shall mean the area generally two hundred and fifty (250) feet to the east and west of the right-of-way lines between the established beginning and ending points specified in this section of the Zoning Ordinance.

(2) The Overlay zone shall follow along S. Kings Highway from the City of Myrtle Beach municipal limits south to the Town of Surfside municipal limits. Attachment 1 provides the location of the boundaries of this overlay.

(D) **Development and design requirements.** Development of specific uses in the S. Kings Hwy Overlay Zone shall be consistent with the underlying zoning district. In addition to the requirements of the applicable underlying zoning district the following supplemental development regulations shall apply:

(1) Building Exterior
   a. Facades
      1. Building facades facing the corridor must include a repeating pattern with no less than three (3) of the elements listed below. At least one (1) of these elements shall repeat horizontally. All elements shall repeat at intervals of no more than thirty (30) feet, either horizontally or vertically.
         (a) Color change
         (b) Texture change
         (c) Material module change
      2. No length of any front façade facing the corridor shall exceed thirty (30) linear feet without including at least one (1) of the following: pilasters, columns, offsets, reveals, projecting ribs canopies/porticos, colonnades, windows, trellis with vines, or an equivalent element that subdivides the wall into human scale proportions.
      3. Shutters, if used, shall be sized so that they would fully cover the window opening if they were operable. Operable shutters are preferred, but not required.
      4. Where parapets are not used, all rooftop mechanical equipment shall be screened. False parapets shall be limited to 20% of the total height of the façade. The
measurement shall be the average height of the parapet wall at each section of the façade as a ratio to width.

5. Where sloping roofs are used on the front or sides of a building facing the corridor the cornices shall be a minimum of one (1) foot deep.

b. Materials
1. No portion of a building shall be treated with unadorned or plain concrete block, tilt-up concrete panels or prefabricated steel panels, unless the visible finish is comprised of a suitable finish material. Materials suitable for treating visible facades may include, but are not limited to brick, glass, synthetic clapboard siding (vinyl, metal or wood), split-face or ground-face decorative block, stone, hardiplank siding or cementitious siding, or stucco;
2. Except as provided in this section, the rear and side facades shall be of materials and design characteristics consistent with that of the front; use of inferior or lesser quality materials for side or rear facades shall be prohibited.

c. Entrances
A minimum one (1) entrance shall front the primary corridor. A commercial or institutional building shall feature one (1) or more prominent entries on the primary façade highlighted by at least three (3) of the details listed below. Secondary entrances to smaller tenants in multi tenant buildings shall also have at least two (2) of the features listed below.
1. Canopies/porticos above the entrance;
2. Roof overhangs above the entrance;
3. Entry recesses/projections;
4. Arcades that are physically integrated with the entrance;
5. Raised corniced parapets above the entrance;
6. Architectural details, such as tile work and moldings, that are integrated into the building structure and design; or
7. Integral planters or wing walls that incorporate landscaped areas or seating areas. A wing wall is a wall secondary in scale projecting from a primary wall and not having a roof.

d. Glazing
1. Reflective or heavily tinted glass shall not be used on the primary or secondary façade.

(2) Building Roof.

a. Shingles, metal standing seam, tile or other roofing materials with similar appropriate texture and color that are utilized on roofs visible from the corridor.
b. Flat roofs are allowed however they must be surrounded by parapet walls which enclose and screen all rooftop mounted mechanical equipment.
c. Roof mounted mechanical equipment visible from the corridor shall be enclosed or screened to ensure that such features are not visible. Enclosures and screens shall be compatible to the architectural style of the proposed building;
(3) Accessory structures/uses
   a. Accessory structures such as garbage dumpster enclosures shall be the same in style, color, and materials with the principal building structure(s).
   b. The requirements of the underlying zoning district shall govern the distance separation requirements from the principal structure and other accessory structures.
   c. Accessory structures shall be limited in size to twenty-five (25) percent of the primary structure or one thousand (1000) square feet; whichever is less.

(E) Special Design Standards
   (1) Gas stations and commercial convenience stores shall utilize either sloping roof (gable or hip roof design) or parapet walls which properly screen any rooftop mounted mechanical equipment. The canopies over the gas pumps are encouraged to be attached to the main building and integrated into the architectural roof design. The canopy portion of the structure shall be subject to a twenty-five (25) foot setback from any property line. The canopy shall not encroach upon any required buffer area. The principal structure/building shall still be subject to all setback requirements as set forth within the zoning ordinance. If the canopy is placed forward of the primary building structure, then the support columns of the canopy shall be clad in brick, brick veneer, decorative split-face block or stucco covered block.

   (2) Chain link security fence enclosures may only be utilized within industrial areas if there is no reasonable alternative and only when screened by landscape material to create a six (6) foot tall opaque screen. If permitted, chain link fences, including posts and rails, shall be black, brown or green and vinyl coated.

   (3) Outdoor freestanding propane stations and storage facilities shall be opaquely screened from public view with landscaping or a solid fence of wood, stone or brick material. Fences exceeding six (6) feet in height shall have landscape plantings on any side facing the main corridor or residentially zoned property. Materials stored outdoors, excluding vehicles, trailers, or mobile machinery or equipment shall be stacked no higher than one (1) foot below the top of required screening device.

   (4) Retail Garden Center
      a. The outdoor storage and display of living plant material (i.e. garden center) and its associated materials may use a combination wrought iron and masonry screen.
      b. Any merchandise typically associated with a retail garden center such as mulch, lawn equipment, propane items, barbeque grills, paving stones, landscaping timbers, bird baths, garden chemicals, etc. may be stored within this area provided that these items are not prominently displayed or featured from the public right of-way through the wrought iron portion of the screen. This may be accomplished by placing living plant materials such that these plants serve as a semi-opaque screen for the non-living plant material.

   (5) Ancillary Outdoor Storage: The following are requirements for ancillary outdoor storage in non-residential districts located within the Overlay. All uses with ancillary outdoor storage and display of any goods, materials, merchandise, equipment, parts, junk or
vehicles (overnight parking) shall not be permitted unless in conformance with the following regulations:

a. All proposed areas used for ancillary outdoor storage and the associated method of screening shall be indicated on an approved site plan along with scaled elevation drawings indicating the type of screening and materials proposed to be used.

b. Outdoor storage shall be screened from the corridor by a six (6) foot high opaque enclosure or equal to the height of the stored material. No portion of the screening device shall be used for advertising and display of signage. Fencing shall consist of wood, stone, or brick materials. Chain link, plastic or concrete materials are prohibited. Materials stored outdoors, excluding vehicles, trailers, or mobile machinery or equipment shall be stacked no higher than one (1) foot below the top of required screening device.

c. Outdoor storage shall observe the same setback requirements as that of the principal building.

d. Outdoor storage areas cannot be located forward of the principal building and when possible shall be located to the side of the building not facing a public street.

e. The following activities are excluded from the requirements:
   1. General construction activities
   2. Operations with primary outside storage.

(6) Structures (not parcels) Exceeding Twenty Five Thousand (25,000) Square Feet of Building must be separated from lands designated, zoned or used for a residential purpose by at least fifty (50) feet.

(7) Businesses engaged in the sale and/or rental of autos, boats, mobile homes, or recreation-related vehicles that have frontage within the overlay shall adhere to the following:
   Each business shall be permitted one display pad for merchandise sold at such establishment. The display pad shall be permitted as follows:
   a. Automobiles and boats shall be no larger that 200 square feet
   b. Recreational Vehicles shall be no larger that 400 square feet
   c. An additional display pad of the same size shall be permitted for each 200 feet of corridor frontage.
   d. The display pad shall be located behind the required perimeter buffer.
   e. The display pad may be elevated a maximum of 18 inches above finished grade.

(8) Businesses engaged in salvage operations, repair of automobiles or storage of possessions in individually enclosed units/garages that have frontage along the Corridor shall adhere to the following:
   a. Storage areas for salvaged materials or vehicles waiting for repair shall be screened from the corridor by a six (6) foot high opaque enclosure or equal to the height of the stored material not to be higher than twenty (20) feet located to the rear of the primary structure on the site. Fencing shall consist of wood, stone, or brick materials. Chain link, plastic or concrete materials are prohibited unless screened.
   b. An eight (8) foot wide landscaped buffer shall be provided around the base of the enclosure to "soften" its appearance. Landscaping utilized shall be consistent with the foundation landscaping requirements of the principle structure as defined herein.
c. A minimum six (6) foot solid or opaque fence shall be required around any storage of recreational vehicles and mini-storage units.

(F) **Shipping/receiving areas, utility locations and dumpsters:**

(1) **Shipping/receiving areas**
   a. Proposed structures, requiring shipping docks for the receipt or shipping of merchandise shall locate such docks in the rear of the structure or within a service courtyard shared by different businesses. Shared courtyards may be accessed from the front of the structure provided the entrance to such area is designed to blend into the architectural style of the structure and no docks are visible from the corridor or adjacent parking areas. If no courtyard is present then landscaping or a solid screen made of durable architectural materials used in the buildings primary façade shall be provided to ultimately create an opaque screen at least eight (8) feet in height. The screening shall be designed to obscure views from on and offsite public areas, except for necessary penetrations.

b. Loading and unloading of commercial vehicles or of any other vehicles used for commercial purposes is only permitted between the hours of 6:00 a.m. and 11:00 p.m. when a residential structure is within one hundred (100) feet of the loading area.

(2) **Utility services shall be located underground when possible. Exceptions may be made when the Zoning Administrator determines that public safety is at risk if underground utilities are employed.**

(3) **Elements such as HVAC units, telephone boxes, or electrical transformers shall be placed as close to the building as feasible.**

(4) **Dumpsters shall be placed in the rear yard. In the case of a double frontage lot the front shall be considered the primary corridor.**
   a. Screening walls made of the principal building materials shall enclose all dumpsters and shall consist of three (3) solid walls of brick, stucco or split-face block construction, at least six (6) feet in height. The dumpster gate shall be solid metal or wood fabrication.
   b. An opaque wooden fence may be used in lieu of architectural materials for locations not visible from off-site public areas.

(G) **Access Management**

To ensure that development within the overlay does not impact the carrying capacity or future improvement of the corridor, the following access management strategies shall be employed.

(1) **Consolidation of access points. Reduction of access points to the corridor are encouraged due to the increases in operational efficiency that result. When any of the following strategies are used, participating businesses shall be entitled to the variations listed below.**

(2) **Number of Driveways per Parcel**
   a. Any parcel or lot having frontage along an arterial and in existence prior to the adoption of the ordinance, shall be permitted one (1) direct access to that arterial, unless an access plan is submitted to, and approved by the Planning Department for more than one (1) access.
   b. At the time of plan submission and approval, if two (2) or more parcels in existence prior to the adoption of this ordinance are placed under one (1) ownership, control and/or
maintenance, such assembly shall be permitted one (1) direct access to the arterial, unless an access plan is submitted to, and approved by, the county for more than one (1) access.

c. Direct access to arterial roads shall be provided by one (1) or more of the following means for lots or parcels not permitted direct access to the arterial:
   1. Access to the site may be provided by an existing or planned public street; and/or
   2. Access to the site may be provided via the internal circulation of a shopping center, an office complex, or similar group of buildings having access in accordance with an approved access plan; and no additional direct access shall be provided to the site from a public street intended to carry through traffic over and above those entrances which may exist to provide access to the shopping center, office complex or similar group of buildings. Access through side or rear setbacks is encouraged, provided that the access is internal and generally perpendicular to the setback; and/or
   3. Access to the site may be provided by a service drive and/or shared access, which provides controlled access to the site.

d. Parcels located at an intersection of the corridor and another improved public roadway shall obtain access from the adjacent public roadway. Direct access to the corridor may be permitted when the parcel has two hundred (200) or more feet of corridor frontage, the access is not closer than three hundred twenty-five (325) feet to another access, and the access is approved by SCDOT. The use of Shared Access to serve adjacent parcels abutting the Corridor is required for new lots where there is less than two hundred (200) feet of frontage on the Corridor or less than three hundred twenty-five (325) feet to another access.

e. Shared or joint access. Use of shared or joint access between two (2) or more properties is encouraged even for parcels that may meet the spacing and frontage requirement. Where a parcel uses such access the parking requirements for those adjacent uses may be reduced up to ten (10) percent for each business. To receive this reduction the property owner(s) shall file a written agreement at the Registry of Deeds. The parties may revoke the agreement only if parking is provided in accordance with this Zoning Ordinance, and the Planning Commission, or its designee approves a revised plan.

f. When applicable, access to a parcel shall be aligned directly with existing median crossovers.

g. Accesses that do not align directly shall be located a minimum of one hundred (100) feet (edge to edge) from the nearest crossover.

h. One (1) additional access along a continuous site frontage may be allowed if there is a demonstrated need based on trip generation and road traffic data.

i. One (1) pair of one-way driveways may be used per two hundred fifty (250) feet of frontage. Only one (1) pair of one-way drives may be used per street frontage.

**(3) Cross access required**

a. General
   All commercial development and multifamily development shall be designed to allow for cross-access to adjacent compatible sites in accordance with the following standards. When subdividing property for commercial or multifamily development cross-access must be provided.

b. Future stubs required
A stub for future access shall be provided to all adjacent vacant land zoned for commercial or multifamily uses.

c. Proper Placement
To the maximum extent practicable a minimum distance of one hundred (100) feet shall be required between a cross access way and an intersection or driveway entrance.

d. Minimum width
Cross access ways shall allow for two-way traffic between parcels through the use of a single drive aisle with a minimum width of twenty two (22) feet of one-way aisles each with a minimum width of eleven (11) feet.

e. Waiver
The cross access standard shall be waived by the Planning Department if the applicant demonstrates it is impracticable to provide access due to;
1. Topography and natural features.
2. Size and configuration of the site.
3. Vehicular safety factors.
4. Existing development patterns on adjacent developed sites that make cross access impossible.
5. When cross access is waived in accordance with this section, bicycle and pedestrian connections shall be provided between adjacent developments to the maximum extent possible.

(4) Nonconforming Driveways
a. Driveways that do not conform to the regulations in this Ordinance and constructed before the adoption of this Ordinance shall be considered legal nonconforming driveways. Existing driveways granted a temporary permit are legal nonconforming driveways until such time as the temporary permit expires.

b. Loss of legal nonconforming status results when a nonconforming driveway ceases to be used for its intended purpose, as shown on an approved site plan for a period of six (6) months or more. Any reuse of the driveway may only take place after the driveway conforms to all aspects of this Ordinance.

c. Legal nonconforming driveways may remain in use until such time as the use of the driveway or property is changed or expanded. If it is changed then it must follow. (See section (7) Change of Use, below.)

d. Nothing in this Ordinance shall prohibit the repair, improvement, or modification of lawful nonconforming driveways.

(5) Driveway Location and Design
a. Driveways across from median openings shall be consolidated wherever feasible to coordinate access at the median opening.

b. Driveways with more than one (1) entry and one (1) exit lane shall incorporate above grade channelization features to separate the entry and exit sides of the driveway. Where above grade channelization impairs truck off tracking, said mechanism shall be setback from the right-of-way so as not to impede the necessary turning radius for safe truck off tracking. Driveway medians shall be improved with at least one (1), two and one-half (2 ½) inch caliper canopy tree to reduce parking lot heat and glare for every fifty (50) feet of median length. Five (5) shrubs must be provided per tree. Two (2) understory trees may
be substituted for each required canopy tree in areas constrained by overhead utility line or in limited cases at the discretion of the Planning Department to provide visibility to signage and or architectural features. The remaining area of the driveway median shall be planted with vegetation that complements the structure or a suitable groundcover. All landscaping shall be located so as not to impede any required sight triangles. Acceptable plant species, maintenance standards, and sizes to meet the above requirements are listed below.

c. Driveways shall be designed with adequate on-site storage for entering and exiting vehicles to reduce unsafe conflicts with through traffic or on-site traffic and to avoid congestion at the entrance.

d. On-site storage for entering and exiting vehicles shall be buffered from the parking area. Said buffer shall consist of an above grade landscaping strip no less than three (3) feet in width and vegetated with at least one (1) two and one-half (2 ½) inch caliper canopy trees to reduce parking lot heat and glare for every twenty five (25) feet of median length. Five (5) shrubs shall be provided per tree. Two (2) understory trees may be substituted for each required canopy tree in areas constrained by overhead utility lines or in limited cases at the discretion of the Planning Department to provide visibility to signage and or architectural features. The remaining area of the buffer shall be planted with vegetation that complements the structure or a suitable groundcover. Acceptable plant species, maintenance standards, and sizes to meet the above requirements are listed in Horry County Landscaping Species Booklet.

(6) Transit accommodations shall be provided for developments containing structures totaling eighty thousand (80,000) gross square feet or greater. This can be waived by the Zoning Administrator if adequate sites already exist within the area.

(7) Change in Use

a. Properties with access connections that do not meet the requirements of the Overlay District shall be brought into compliance when modifications to the roadway are made or when there is a significant change in use of the property, including land, structures or facilities, resulting in an increase in the trip generation of the property exceeding twenty five (25) percent (either peak hour or daily) and exceeding one hundred (100) vehicles per day, as determined by one (1) of the following methods:

1. An estimation based on the latest edition of “Trip Generation” by the Institute of Transportation Engineers for typical land uses, or;
2. Traffic counts made at similar traffic generators located in the area, or;
3. Actual traffic monitoring conducted during the peak hour of the adjacent roadway traffic for the property

b. If the principal activity on a parcel with access connections that do not meet the regulations herein is discontinued or out of service for a period of one (1) year or more, then that parcel must comply with all applicable access requirements of this overlay district.

(8) Parking lot access. Parking lots that directly access the corridor or a frontage roadway shall:
a. Be designed to ensure that entering vehicles maintain a travel speed of fifteen (15) miles per hour (mph) to assist in reducing interference with through street traffic movements.
b. Setback required landscaping or optional berming to ensure that a sight triangle, conforming to SCDOT standards, exists.

(H) **Parking**

To reduce the visual mass and enhance the appearance of parking areas from the corridor, the following standards shall be met:

1. To soften the transition between active commercial areas and the street, all parking facilities shall be buffered from the corridor. Such screening shall be provided for utilizing the area provided for in the perimeter buffer and setback areas.
2. Parking areas shall be designed so that no one parking module contains more than one hundred twenty-five (125) spaces. Parking within modules shall be designed such that a 9’ x 18’ island is provided every (10) continuous parking spaces in a row, for a maximum of twenty (20) spaces per bay between islands. At the end of each parking bay within a module a 9’ x 38’ planted island will be provided. Parking islands shall be surrounded by curbing to prevent vehicular intrusion and limit vehicle overhand.
3. Parking Islands shall be improved with at least one, two and one-half (2 1/2) inch caliper canopy tree to reduce parking lot heat and glare. Five (5) shrubs must be provided per tree. Two (2) understory trees may be substituted for each required canopy tree in areas constrained by overhead utility line or in limited cases at the discretion of the Planning Department to provide visibility to signage and or architectural features. The remaining area of the parking island shall be planted with vegetation that complements the structure or a suitable groundcover. Acceptable plant species, maintenance standards, and sizes to meet the above requirements are listed in Horry County Landscaping Species Booklet.
4. Parking of any vehicle for anyone other than persons engaging in commerce at the business located on the property is prohibited. Overnight parking of commercial motor vehicles, tractor trailers, boats, vessels, recreational vehicles, campers, motor homes or similar means of conveyance or places of abode is prohibited, except in conjunction with a special event where a permit has been issued by the County.
5. **Parking Plan**

a. **Maximum Parking Spaces Allowed**

   The maximum allowed number of parking spaces is one hundred ten percent (110%) of the required number of off-street parking spaces by land use per the current County off street parking regulations. The Planning Department can approve an alternative-parking plan that exceeds the maximum number of allowed spaces and the alternative parking plan shall comply with the following requirements:

1. **Parking Demand Statement**

   Requests for exceeding the number of required off street parking spaces shall be accompanied by a statement indicating why additional spaces are needed. The statement shall be accompanied by supporting documentation.

2. **All parking spaces provided in excess of one hundred ten (110) percent of the required parking spaces shall consist of alternative pervious paving materials unless**
this creates a requirement where the number of pervious spaces is five (5) or less. In such cases all parking may be impervious.

3. The pervious paving materials can include but are not limited to brick pavers, grass pavers, porous asphalt and porous concrete.

4. If the applicant does not wish to provide pervious paving materials for those additional numbers of spaces in excess of the maximum number allowed as required above, they may submit an alternative plan or method that meets the then current County, State and Federal water quality requirements.

b. Shared Parking

Requests for shared parking shall comply with all of the following standards

1. Shared parking spaces shall be located within five hundred (500) linear feet of the primary entrance of all uses served, unless remote parking shuttle bus service is provided. Shared parking spaces shall not be separated from the use they serve by an arterial or collector road. In addition, adequate and safe pedestrian access shall be provided from and to the shared parking areas.

2. Same or More Intensive Use. A shared parking area shall be located on a site with the same or more intensive zone district than the required primary uses served.

3. In order to use the shared parking as a means of satisfying the off-street parking standards, the feasibility of the shared parking must be justified. Justification shall include information on the size and type of the proposed development, the composition of tenants, the anticipated rate of parking turnover, and the anticipated peak parking and traffic loads for all uses that will be sharing off-street parking spaces.
   a. The maximum reduction in the number of parking spaces required for all uses sharing the parking area shall be fifty (50) percent;
   b. Directional signage shall be added to direct the public to the shared parking spaces.

4. A shared parking plan shall be enforced through a written agreement among all owners of record. An attested copy of the agreement between the owners of record shall be recorded prior to issuance of zoning compliance.

5. A shared parking agreement shall only be revoked if all required off-street parking spaces are provided on site.

(I) Pedestrian Walkways

(1) Pedestrian pathways shall connect building entrances, site amenities and connections to the public sidewalk system, including through landscaped areas in parking lots when necessary to provide a reasonable direct path for entrance/exit. If no public sidewalk system exists adjacent to the property then the pedestrian access shall be constructed up to the right of way.

(2) For parking uses of over five hundred (500) spaces a pedestrian network shall be provided to connect parking areas to the building areas. In the case of office and institutional uses, a pedestrian path leading to the building entrance shall be provided within one hundred eighty (180) feet of all parking spaces. In case of retail or other commercial uses a pedestrian path shall be provided within one hundred eighty (180) feet of all parking spaces.
(3) Internal pedestrian access shall be provided to connect off-street surface parking areas with primary building entrances and the public sidewalk system.  

(4) Pedestrian pathways shall be constructed with asphalt, cement or other comparable material.  

(5) At least one internal pedestrian walkway with a minimum width of five (5) feet shall be provided from the primary building entrance to the public sidewalk system. In the case of the corner lots, a connection shall be made to the sidewalk of both streets.  

(6) The pathways shall be of contrasting color or materials when crossing drive aisles (painted or striped crosswalks do not satisfy this requirement). Speed table or textured surfaces creating a rumble effect shall be required at high volume crossings.  

(7) All internal pedestrian walkways shall be distinguished from driving surface materials through the use of durable, low maintenance surface materials such as pavers, bricks, or scored/stamped concrete/asphalt to enhance pedestrian safety, as well as the attractiveness of the walkways.  

(8) Pedestrian Zones in front of Commercial Buildings, Retail and Linear Multi-entrance Office. A pedestrian zone including sidewalks, landscape planters and amenities such as benches, special paving areas or insets, trash receptacles, fountains or public art shall be provided adjacent to the entrances of every retail or linear multi entrance office building in scale with the size of building. The width shall be no less than ten (10) feet.  

(J) **Lighting**  
A lighting plan shall be required with submittal of all commercial development plans within the overlay in order to reduce unnecessary dispersal of light and glare to surrounding lands and/or right of way. Emergency lighting for public safety and hazard warning, holiday decorations, residential lighting, and public streetlights are exempt from the provisions of this ordinance.  

(1) Detailed Lighting Plan  
The lighting plan shall show the location of all site lighting including lights mounted on buildings that are intended to illuminate spaces adjacent to the building. The lighting plan shall include specifications and details of all fixtures, and a photometric plan. The photometric plan may be waived for small or infill sites where code compliance and compatibility can be determined through other data.  

(2) Orientation and Shielding.  
Light fixtures in excess of one hundred (100) watts or two hundred (200) lumens shall use full cut-off lenses or hoods to prevent glare or spillover from the project onto adjacent lands or right of way. Standard decorative street lights are exempt. No illumination across any residentially zoned lot line is allowed. The orientation of all lighting shall be downward.  

(3) Height  
a. Luminary heights shall not exceed eighteen (18) feet except in areas where the total number of parking spaces exceeds one hundred (100); in such instances the luminaries shall be no higher than twenty-five (25) feet provided they are limited to the central areas of the parking lot and lower fixtures not exceeding eighteen (18) feet in height are utilized along the primary vehicular/pedestrian corridors.
b. If a luminary is within fifty (50) feet of a residentially zoned parcel, the height of the luminary shall be no greater than eighteen (18) feet with the fixture located along the edge of the parking area and light directed back into the site.

c. Wherever possible, illumination of outdoor seating areas, building entrances, and walkways shall be accomplished by use of ground mounted fixtures not more than four (4) feet in height.

(4) Type
Each outdoor luminary shall be a recessed or a full cutoff luminary, and the use of decorative luminaries with full cutoff optics is desired.

(5) Location
All exterior lighting fixtures shall be located a minimum of five (5) feet from a property line or right-of-way line and shall not be located within a required buffer area unless they are located at the interior edge.

(6) Hue
Lighting sources shall be color neutral types such as led, halogen or metal halide. Light types of limited spectral emission such as low-pressure sodium or mercury vapor lights are prohibited.

(7) Floodlights and Spotlights
Floodlights and spotlights shall be selected, located, aimed, and shielded so that the direct illumination is focused exclusively on a portion of the building façade or other intended site feature and away from adjoining lands or right of way. Such lighting shall be installed in a fixture that is shielded so that no portion of the light extends below the bottom edge or above the top edge of the shield and the main beam from the light source is not visible from adjacent lands or the adjacent right of way. Floodlights or other type of lighting attached to light poles that illuminate the site and/or buildings are prohibited.

(8) Prohibited Lighting
The following lighting fixtures are prohibited: searchlights, laser source lights, or any similar high-intensity light, except in emergencies by police and fire personnel.

(9) Canopy Lighting
Lighting installed on canopies or drive-thru facilities are permitted an average foot candle reading of twenty (20) foot candles under any area that is illuminated. Lighting shall use diffusers and be shielded. No light source or lens in a canopy structure shall extend downward further than the lowest edge of the canopy ceiling, unless the fixture is of a full cut-off design.

(10) Building Lighting
a. Property owners and managers are encouraged to safely illuminate building entry/exit locations; however, such areas shall only be illuminated using wall mounted lights as described below or off-building lighting that does not generate glare or otherwise allow the light to be viewed directly from off the property or from adjacent roadways or the corridor. Building walls may be illuminated.

b. Wall Mounted Lights
Wall mounted lights shall be fully shielded luminaries to prevent the light source from being visible from any adjacent residential property or public street right-of-way. Nothing in this subsection shall prevent the use of sconces or other decorative lighting fixtures with wattage equal to or less than one hundred fifty (150) watts.
(K) **Landscaping**

(1) A minimum five (5) foot foundation landscape strip shall be required along the façade and exposed sides of all buildings within a development. The landscaping shall be composed of mixtures of planting materials. If the building is taller than 25 ft the foundation landscaping shall incorporate trees.

(2) Exemptions from this requirement may be granted when the following circumstances exist or when any of the following conditions are proposed on the site:

a. Building entrances and exits.

b. Areas used for pedestrian activities (sidewalks, plazas, etc), in which instances the landscaping must be installed between the building foundation and the back of curb separating the pedestrian area from the vehicle use area. In no case shall the length of the planted area be less than 50% of the length of the building façade, minus the width of entrances and exits. A variety of planting beds, street trees and elevated planters may be used.

c. For those portions of buildings which have drive up services along the side of the building (i.e. pharmacies, banks, fast-food, dry-cleaners, photo shops, etc)

d. Adjacent to truck loading or service areas not open to public parking or on the rear side of a building when less than 10% of the total required parking is located in the rear of the building and the rear is not adjacent to any public right-of-way.

(3) Perimeter landscaping

a. A landscaped buffer shall be provided around all perimeters for parcels that abut the corridor. The buffer width shall be equal to that of the setback required for the underlying zoning district except that the Type D (Streetscape) width shall be ten (10) feet. In addition, Type C (Spatial) buffer widths may be reduced to five (5) feet. Landscaping within the buffer shall be provided in accordance with design standards described in Table 3: Buffer Design Guidelines and is dependent on the type of commercial or residential use on the property. These buffer provisions affect no setback dimensions.

b. When any commercial property being developed abuts a single family residential property, a Type A buffer described in Table 3: Buffer Design Guidelines below shall be utilized to mitigate the transition from all levels of commercial development to residential development.

c. No fence, berm, or landscape material shall be designed or located in a manner that obstructs the vision of vehicular traffic at street and/or driveway intersections. When a new residential development is created adjacent to or abutting an existing non-residential zoned property within the corridor, it is the responsibility of that new residential development to meet the buffer requirements and improvement standards listed below.

d. Permitted uses within the required buffer include driveway access; transit oriented uses including bus stops and shelters; pedestrian and bike paths; and lighting fixtures, signs, benches, and other streetscape furniture.

(4) **Irrigation**

All required planting areas shall be mechanically irrigated. Bubbler or drip irrigation systems are encouraged in order to reduce water consumption and overspray onto pedestrian and vehicle use area. This shall include all tree islands, medians and all areas of required frontage landscaping between the parking lot and public streets. Required planting areas associated with parking lots containing less than thirty (30) parking spaces
are not required to be irrigated. However, an exterior water source (such as a hose bib) shall be located within one hundred (100) feet of all required planting areas. If the project area is required to be irrigated, the following statement on the Site and Landscaping Plan must be provided “All planting areas shall be mechanically irrigated.” and/or, an irrigation plan must be provided.

(5) Maintenance
Maintenance shall consist of mowing, removal of litter and dead plant materials, necessary pruning, and maintenance of screens in conformance with the surrounding area. Natural watercourses within a buffer shall be maintained as free flowing and free of debris. Stream channels shall be maintained to improve floodplain areas. It shall be unlawful to deviate from approved landscape plan unless otherwise permitted by the Zoning Administrator or designee.

(6) Berm construction requirements
When a berm is utilized to provide separation between non-similarly zoned properties or for the purpose of modifying other standards elsewhere required by these regulations, it shall adhere to the following:

a. Have side slopes no greater than 3:1. Any alternative designs shall be noted on all plans; and
b. Be vegetated with the plant materials that are suitable to high well drained soils.
c. Plants used for landscaping shall be indigenous to the local climate and properly maintained in a healthy, controlled manner by the property owner.
d. Non-vegetated areas on the berm shall be covered with a groundcover, mulch, or grass suitable to stabilize the side slopes of the berm (used when modifying parking lot location); and

(7) Drainage and utility encroachment into the perimeter buffer

a. Stormwater facilities and conveyances encroaching into the perimeter buffer - New stormwater facilities including conveyances shall not be located on the exterior of any required landscape buffer. If an existing conveyance or stormwater facility exists along the property line or in the area which would normally constitute the buffer location, then the buffer width must be met internal to said facility or conveyance. Any encroachment into the buffer area may not encroach more than ten (10) percent into the total required width of the buffer. An encroachment includes any required easement width necessary to access and/or maintain the facility or conveyance to meet the requirements of Horry County Stormwater Ordinance.

b. Utility encroachment into the perimeter landscaping – Water, gas and electric utilities shall not encroach into the landscaped areas of the perimeter buffer, but may encroach into the streetscape buffer.

(8) Alternate designs allowed
The Zoning Administrator may, at their discretion, approve an alternate buffer design incorporating visually appealing fencing or earthen berms. The Planning and Zoning Department may, at its discretion, approve alternate species not included on the approved plant list if the property owner submits a letter from a registered landscape architect, horticulturist, botanist, or plant nursery operator stating that the growing conditions in the County favor the healthy growth and maintenance of that species. The Planning and
Zoning Department may also require landscaping to be installed in locations left empty from the parking layout, such as corner islands associated with angled parking layouts, at its discretion.
Tree preservation

The following standards apply to all properties within overlay.

a. The Planning Department can grant up to a five (5) percent reduction in the number of off-street parking spaces required on the site if the reduction in pavement will preserve the root zones of existing healthy trees with a DBH of eight (8) inches or greater.

**TABLE 1: PERIMETER BUFFER**

<table>
<thead>
<tr>
<th>Proposed Land Use Classification</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5a</th>
<th>5b</th>
<th>6a</th>
<th>6b</th>
<th>7</th>
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<tbody>
<tr>
<td>Class 1</td>
<td>N/A</td>
<td>C</td>
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<td>B</td>
<td>B</td>
<td>C</td>
<td>B</td>
<td>B</td>
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<td>C</td>
<td>B</td>
<td>B</td>
<td>C</td>
<td>B</td>
<td>C</td>
<td>B</td>
<td>C</td>
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<td>N/A</td>
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<td>A</td>
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<td>Class 6b</td>
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<td>C</td>
<td>C</td>
<td>C</td>
</tr>
</tbody>
</table>

**Notes:**

To use Table 1 to determine perimeter buffers between uses:
1) Identify land use class (See Table 2) of subject property in the Land Use Classification column.
2) Identify the land use classification for adjacent parcel.
3) Required buffer type is provided at the intersection of the subject row and adjacent property column. The letter indicates buffer type.
4) For buffer type descriptions and design standards see Table 3 Buffer Design Guidelines. Buffer width is equal to the width of the setback unless otherwise specified.
### TABLE 2: LAND USE CLASSIFICATIONS

<table>
<thead>
<tr>
<th>Use</th>
<th>Use Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Single Family Residential</td>
</tr>
<tr>
<td>2</td>
<td>Multi Family Residential</td>
</tr>
<tr>
<td>3</td>
<td>Warehouse/Industrial</td>
</tr>
<tr>
<td>4</td>
<td>Amusement</td>
</tr>
<tr>
<td>5a</td>
<td>Retail, Restaurant, Sales and Service (&lt;10,000 sf)</td>
</tr>
<tr>
<td>5b</td>
<td>Retail, Restaurant, Sales and Service (&gt;10,000 sf)</td>
</tr>
<tr>
<td>6a</td>
<td>Office/Institutional/Medical (&lt;20,000 sf)</td>
</tr>
<tr>
<td>6b</td>
<td>Office/Institutional/Medical (&gt;20,000 sf)</td>
</tr>
<tr>
<td>7</td>
<td>Transient Accommodations</td>
</tr>
</tbody>
</table>

### TABLE: 3 BUFFER DESIGN GUIDELINES

<table>
<thead>
<tr>
<th>Buffer Type</th>
<th>Description</th>
<th>Canopy Trees</th>
<th>Understory Trees</th>
<th>Shrubs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type A Opaque</strong></td>
<td>This buffer functions as an opaque screen from the ground to a minimum height of eight (8) feet.</td>
<td>2.5 trees</td>
<td>5 trees</td>
<td>100% Evergreen. A minimum of (28) inches in height. Shall meet the spacing requirements as shown in Horry County Landscaping Species Booklet and used to fill spaces in between trees.</td>
</tr>
<tr>
<td><strong>Option (1)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Type A Opaque</strong></td>
<td>This buffer/screen functions as an opaque screen from the ground to a minimum height of eight (8) feet.</td>
<td>Screen shall consist of a double row offset evergreen trees. Trees should be spaced every ten (10) feet on center minimum.</td>
<td>Minimum eight (8) feet in height. Tree species should be of a variety which provides screening from near the ground to the canopy.</td>
<td>100% Evergreen. A minimum of (28) inches in height. Shall meet the spacing requirements as shown in Horry County Landscaping Species Booklet and used to fill spaces in between trees.</td>
</tr>
<tr>
<td><strong>Option (2)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Type B Semi-Opaque</strong></td>
<td>This buffer functions as a semi-opaque screen at a minimum height of eight (8) feet with openings no greater than ten (10) feet.</td>
<td>2.5 trees</td>
<td>Minimum eight (8) feet in height at time of planting</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

At least fifty (50) percent of the required trees and one hundred (100) percent the required shrubs shall be evergreen species.
<table>
<thead>
<tr>
<th>Buffer Type</th>
<th>Description</th>
<th>Performance Standards (per 100 feet)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type C Spatial</strong></td>
<td>This buffer provides a sense of separation between properties without screening the view. These buffers are generally oriented towards aesthetic enhancement of site perimeters and separation of multiple uses on the same site. Spatial buffers should include a combination of trees and shrubs that provide visual obstruction from the ground to a height of at least twenty (20) feet.</td>
<td>Canopy Trees</td>
</tr>
<tr>
<td></td>
<td>2.5 trees</td>
<td>5 trees</td>
</tr>
<tr>
<td></td>
<td>(2.5&quot; inch caliper and ten (10) feet in height at the time of planting)</td>
<td>Minimum eight (8) feet in height at time of planting</td>
</tr>
<tr>
<td></td>
<td>At least fifty (50) percent of the required trees and shrubs shall be evergreen species.</td>
<td></td>
</tr>
<tr>
<td><strong>Type D Streetscape</strong></td>
<td>This buffer is intended to soften the transition from the street side to the remainder of the property as well as provide a sense of separation between the street and property use. Streetscape buffers are required for all uses adjacent to referenced street corridors. All uses that require site plan approval shall preserve, maintain or install a vegetated/planted buffer that abuts the perimeter of the property.</td>
<td>Canopy Trees</td>
</tr>
<tr>
<td></td>
<td>2.5 trees</td>
<td>5 trees</td>
</tr>
<tr>
<td></td>
<td>(3&quot; inch caliper and ten (10) feet in height at the time of planting)</td>
<td>Minimum eight (8) feet in height at time of planting</td>
</tr>
<tr>
<td></td>
<td>At least (25) percent of the required trees shall be evergreen species. Streetscape trees should be chosen from “Streets.de and Walkways” group in the Tree Selection Guide in Horry County Landscaping Species Booklet.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>At least one-third (1/3) of the Understory trees and shrubs shall be flowering</td>
<td></td>
</tr>
</tbody>
</table>
(1.) **Sign Regulations**

(1) **On-Premise Freestanding Signs**

a. The table below indicates the number, maximum sign area and the height of freestanding signs per linear feet of road frontage for an individual parcel along the corridor. The freestanding road frontage signs area shown in the table below is in addition to sign area allowed for building signage.

b. **Multi-tenant sign panels**

1. **Maximum Number of Tenant sign panels incorporated into the freestanding sign**
   a. Parcel(s) less three (3) acres may have up to six (6) tenant panels.
   b. Parcel(s) greater than or equal to three (3) acres may have up to eight (8) tenant panels

2. The area of each sign panel will be counted towards the overall sign area of the freestanding sign.

c. Parcels with multiple road frontage: The below “Freestanding Sign Table” applies to each road frontage separately.

<table>
<thead>
<tr>
<th>Measure</th>
<th>Number of Freestanding Signs</th>
<th>Maximum Sign Area (sf)</th>
<th>Maximum Height (ft)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Linear feet of frontage) LF</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>≤150 LF</td>
<td>One (1) sign</td>
<td>50sf</td>
<td>8 ft</td>
</tr>
<tr>
<td>150 to 499 LF</td>
<td>One (1) sign</td>
<td>One half (.5) sf per one (1) linear foot of frontage up to a maximum of 200sf</td>
<td>25 ft</td>
</tr>
<tr>
<td>≥500 LF</td>
<td>Two (2) sign</td>
<td></td>
<td>25 ft</td>
</tr>
</tbody>
</table>

d. **On-Premise Sign Design Standards** Signs shall be designed to reflect the architectural character of the structure for which they are advertising and utilize a color scheme that complements the structure. Sign color shall not create a visual distraction to the traveling public;
1. All signs for properties with less than or equal to 150 linear feet of frontage must be constructed as a monument style sign.

2. **Changeable Manual Sign**
   Manual changeable message signs may be illuminated however the signs can not include any flashing, intermittent, or moving light or lights.

3. **Electronic Message Boards**
   a. Only one (1) electronic message board is allowed per road frontage.
   b. The electronic message board center can not exceed 50% of the allowable sign area.
   c. Animation and full motion video is strictly prohibited.
   d. The transition between messages may be accomplished through fading in and out or dissolving. Scrolling, animation and motion are prohibited.
      i. Each message or copy must remain static or fixed for at least eight (8) seconds.
      ii. The transition between messages and/or copy shall be accomplished within two (2) seconds.
   e. Limits on Maximum Brightness (Permit application must include details from the manufacturer of sign indicating that the sign will automatically dim at night)
      i. 1,000 nits at night
      ii. If sign is within 200ft of residential (zone or use) the sign must be directed away from the residential (zone or use) or it may be reduced to 250 nits brightness at night.

4. **Size Measurement**
   a. The area of the sign shall include all lettering, wording and accompanying designs and symbols together with any decorative trim or frame which forms an integral part of the display, but excludes the base of any necessary supports or uprights on which the sign may be placed.
   b. Where the sign consists of individual letters or symbols the area shall be considered as the smallest rectangle or other regular geometric shape which encompasses all of the letters and symbols and
   c. In computing the square footage only one side of a double faced sign shall be considered.

5. **Sign Location**
   a. All freestanding signs or displays shall be erected at least ten (10) feet from any property line or right-of-way, and shall be located outside all clear site triangles or a minimum of ten (10) feet from the edge of the travel way, whichever is the greater distance. All signs must be on their own property.
   b. The minimum separation for all signs on a parcel shall be at least two hundred (200) linear feet.

6. **Landscaping** A landscaped island containing shrubs or flowers with a minimum of thirty two (32) square feet in area and a minimum of one (1) foot in height is
required around all on-premises signs. The island shall be formed from materials such as, but not limited to, stone, brick or landscape timbers. The area of the island shall be maintained to keep it free of weeds, debris and brush. A sketch of the sign and island shall be submitted with the permit application for review and approval.

(2) **Building Façade Signs** (building, wall, awning, marquee, canopy)

Building signs are permitted with the following provisions:

a. **Types of Signs** - Building Signs shall be limited to wall, canopy, awning, marquee, and projecting signs. Building signs shall only advertise one (1) person, firm, company, corporation or major enterprise occupying the premises. The sign shall be clearly integrated with the architecture of the building and shall be consistent in design and materials with the architecture of the proposed building.

b. **Single Tenant Development**

1. Maximum number of signs: One (1) building sign is permitted. Said sign shall be located along the front façade, defined as that which incorporates the main customer entrance area.
2. Maximum Size:
   a. 1.0 square foot for every linear foot of building frontage.
   b. 0.5 additional square feet for every linear foot of building frontage for buildings located beyond one-hundred (100) feet from the right-of-way.
   c. The size of an individual sign shall not exceed one-hundred fifty (150) square feet.

c. **Multi Tenant Development**

1. Maximum number of signs: One (1) building sign is permitted per tenant frontage.
2. Maximum Size:
   a. 2.0 square feet for every linear foot of store frontage.
   b. The size of an individual sign shall not exceed one-hundred fifty (150) square feet.
   c. Placement - The building signs permitted may be placed on the wall, awnings, or be a projecting sign.
   d. Wall signs shall display only one (1) surface and shall not be mounted more than six (6) inches from any wall.
   e. The length of the sign may occupy up to seventy five (75) percent of the linear feet of the storefront the business occupies.

d. **Projecting Signs** shall be limited to occupants that have a minimum of twenty (20) feet of occupied building frontage provided that:
1. All projecting signs shall not exceed fourteen (14) feet in height and shall have a minimum clearance of eight (8) feet from the ground to the bottom of the sign. A projecting sign may be a minimum of six (6) feet from the ground when it is located
above a landscaped area or other area that does not permit pedestrian traffic beneath said sign;

2. The projecting sign shall be placed on the building so that said signs are intended to be viewed by the pedestrians on the abutting street or pedestrian way;

3. The projecting sign shall not extend more than four (4) feet from the wall of the building on which it is erected and shall not extend above the roofline or the parapet of the wall of the building on which it is erected; and

4. The maximum allowable copy area for projecting signs shall be six (6) square feet.

e. Window Signs: Total area of all window signs shall not exceed twenty (20) percent of the total glass area of the window in which they are placed. Window signs shall not count against total allowable copy area if they are not permanently attached.

3) Commercial Subdivision Signage
a. Sign for a commercial subdivision can be of a pylon or monument design and shall not exceed twenty five (25) square feet for every lot up to two hundred square feet (200sf) of sign area. Such identification sign shall specify only the name of the development or project. Alternatively, such sign may display the names of tenants as well as the name of the development if;
   1. The portion of the sign on which tenant names are displayed does not exceed eighty five (85%) of the total sign area; and
   2. The portion of a sign cabinet on which tenant sign panels are displayed is of a uniform design background color.

b. Outparcels: One (1) monument sign with a maximum copy area of fifty (50) square feet shall be permitted per out parcel with right-of-way frontages shall be permitted one (1) sign on each frontage.

c. Branded Architectural elements shall not count towards the maximum allowable copy area. Branded elements shall not exceed thirty (30) percent of the allowed copy area. Area shall be measured as the smallest box capable of containing all design elements.

d. A landscaped island containing shrubs or flowers with a minimum of thirty two (32) square feet in area and a minimum of one (1) foot in height is required around signs.

e. Additional Signage Allowance
   1. Developments with one-thousand (1,000) feet of frontage or more on a single public right-of-way with more than one (1) ingress/egress shall be permitted one (1) additional sign, which shall not exceed one hundred fifty (150) square feet in total copy area.
   2. If a Development is located on a corner lot with two (2) public right-of-way frontages, one (1) sign may be located on each side and the copy area of total combined signage increased to four hundred (400) square feet. Under no circumstances shall one (1) individual copy area exceed two hundred (200) square feet.
   3. Out parcels having two (2) right-of-way frontages shall be permitted one (1) sign on each frontage. The copy area of total combined signage shall not exceed one-hundred (100) square feet. Under no circumstances shall one (1) individual copy area exceed fifty (50) square feet.
4. Iconic signage. An iconic sign is a sign whose form suggests its meaning. Such a sign is unique and creates an image and/or defines a place. An iconic sign may be sculptural in style and demonstrate extraordinary aesthetic quality, creativity or innovation. Branding, for purposes herein, shall not qualify alone as iconic.

f. Location- Sign(s) shall be located no closer than ten (10) feet from a public right-of-way, side or rear property lines, and outside all sight triangles.

g. Height- Sign(s) for outparcels with public right-of-way frontage shall be a maximum of eight (8) feet in height measured from the finished grade to the top of the sign face. Center identification signs shall be permitted a maximum height of twenty-five (25) feet.

h. The maximum size of the background structure of a sign shall not exceed one-hundred ten (110) percent of the total square footage of copy area. Branded architectural elements shall not count as background structure.

i. Support Base - The monument sign base shall be encased or provide external support and meet the following standards:

1. An enclosed base possessing a minimum width of two-thirds (2/3) the width of the sign.

2. If any support, upright, bracing or framework is utilized or proposed to support a monument sign, said support, upright, bracing or framework shall be enclosed within the sign base area which shall be made out of the principal building material of the building facade.

(4) Collocated Signage
Adjacent parcels and/or business can collocate signage on the same sign as long as the allowable height is not exceeded and the total square footage of signage for the combined developments is not exceeded.

(5) Street Address
Both single tenant and multi-tenant freestanding signs must contain the street address number (the address will not count towards the copy area) of the business or shopping center and:

a. Be displayed in a contrasting color on any business identification sign; and

b. The minimum height of the address shall be six (6) inches and the maximum height of the address shall be twelve (12) inches.

(6) Temporary and Other

a. Flags include any fabric or other flexible material attached to or designed to be flown from a flagpole or similar device. Standards for flags are as follows:

1. Only two (2) flags shall be permitted.

2. The flags shall not be flown higher than a 35-foot pole, measured from grade.

3. Only one flag per pole up to six (6) feet by ten (10) feet, or two (2) flags per pole up to four (4) feet by six (6) feet, may be flown.

4. The flag shall extend no closer than ten (10) feet from the edge of any adjacent public right-of-way.

b. No temporary signs are permitted except for the following:
1. **Grand Opening/New Management.** One (1) on-site temporary sign announcing the opening of a newly licensed business that does not exceed sixteen (16) square feet in copy area and that is not displayed for longer than thirty (30) days after the issuance of a Certificate of Compliance by the Zoning Administrator or designee.

2. **Going Out of Business Sign.** One (1) on-site temporary sign that does not exceed sixteen (16) square feet in copy area announcing the closing of a business that is not displayed for longer than thirty (30) days.

3. **Real Estate Signs:**
   a. **Individual Residential Lots - Six (6) square feet maximum, three (3) feet high,** located outside the buffer area.
   b. **Temporary Nonresidential Lease or Sale Signs - Sixteen (16) square feet maximum, six (6) feet high, one (1) per lot for a maximum of one (1) year,** located outside the buffer area.

4. **Temporary signs,** no more than twelve (12) square feet, announcing a campaign drive or an event of a civic, philanthropic, educational or religious organization; provided that the sponsoring organization shall ensure proper and prompt removal of such sign within five (5) days after the drive or event.

5. **Contractor's Sign -** One (1) sign per job site, no more than twelve (12) square feet in area, located on the property on which the work is being done. All contractors on a job site shall place their signs on the same contractor sign.

6. **Temporary Produce Stands -** Are allowed one temporary freestanding sign up to a maximum of eight (8) ft. in height and up to 32 square feet in size.

7. **Gasoline Station Signs -** Freestanding signs identifying the name of the business may include changeable copy indicating the current price of fuel dispensed on the premises.

8. **Directional Signs -** Eight (8) square feet maximum, four (4) feet high, one (1) per entrance and one (1) per drive-through window, located outside the required landscape buffer area and at least 10 ft. from the right of way.

(7) **Illumination**
   a. Externally illuminated signs shall meet the following standards:
      1. The lighting of signs must be from the bottom and directed upward;
      2. The signs must have a height less than ten (10) feet
      3. Light sources shall be shielded from the view of persons viewing the sign and be further shielded and directed so that the light shines only on the sign and that illumination beyond the copy area is minimized.
      4. No sign or lighting device shall be placed or directed to permit the beams and illumination to be directed or beamed upon a public road, highway, sidewalk or adjacent premises so as to cause a traffic hazard or nuisance.
   b. Illuminated signs or sign lighting devices shall employ only lights emitting a light of constant intensity and no sign shall be illuminated by or contain flashing, intermittent or moving light or lights.

(8) **Off-premise signage.**
No new or additional off-premise signs shall be allowed or permitted in the defined area of this corridor Overlay Zone unless it meets the following:
a. Off premise signs are allowed only along the S. Kings Hwy Corridor.

b. Off-premise signs must be 1200 feet apart except for digital billboards which must meet a separation of 2400 feet from other digital billboards.

c. Tri-visions or multi-vision signs must contain a default design that will freeze the device in one position if a malfunction occurs.

d. Digital Billboards must not contain animation, flashing, intermittent or moving light or lights.
   1. Full motion video is strictly prohibited.
   2. Each message or copy must remain static or fixed for at least eight (8) seconds.
   3. The transition between messages and/or copy shall be accomplished within two (2) seconds.
   4. The transition between messages can not be animated but may be accomplished through fading in and out or dissolving.
   5. Digital billboards can not be located within 500ft of a residential zone or used property.
   6. Limits on Maximum Brightness (Permit application must include details from manufacturer of sign and dimmer control)
      a. 7,000 nits daytime
      b. 1,000 nits at night
   7. All off premise signs must meet the size and height requirements of Section 1000 of the Horry County Zoning Ordinance.

(9) **Exempted Signs.**

Subject to the following provisions, properties within the overlay upon which signs are located that were legally in existence and lawfully conforming with the Ordinance prior to the effective date of this Ordinance and which, after adoption of this Ordinance, do not conform with this Division are exempted subject to the following:

a. Termination by Damage or Destruction. Any exempted sign damaged or destroyed, by any means, to the extent of fifty percent (50%) or more of its replacement cost at the time of such damage or destruction, shall not be restored and shall be removed.

b. Termination By Neglect. Any sign exhibiting conditions of neglect and left in a state of disrepair for a continuous period exceeding six (6) months shall be removed. Replacement of said sign is not required, however if replaced the new sign shall conform to the requirements established herein.

c. Termination By Redevelopment. Whenever a parcel or building undergoes New Development or Substantial Modification, the exemption provided for herein shall terminate.

d. Maintenance of Exempted Signs. No exempted sign shall be expanded, moved, modified or altered in any manner that would increase the degree of its nonconformity. Ordinary maintenance of the exempted sign shall be continued in order to ensure such signs are maintained in a structurally sound condition, with a neat appearance and in a generally good state of repair.

(10) **Maintenance**

a. Maintenance- All signs shall be maintained in good condition and working order, and be free of graffiti, peeling paint, faded colors, and/or broken and damaged materials.
b. Signs on Closed Business - The owner of any sign or any business which has a discontinued sign for a period of ninety (90) or more consecutive days shall remove the signage, not including the background structure, by painting over the copy area, or replacing the copy area with a blank insert.

c. Ordinary maintenance may include replacements of supports with different materials or design than the previous supports provided the replaced supports are not enlarged. Nothing in this Division shall prevent the strengthening or restoring to a safe condition of any portion of an exempted sign declared unsafe by a code enforcement officer or building inspector provided that any such improvement does not exceed fifty percent (50%) of the replacement cost of the sign. For purposes of this subsection, the replacement of individual tenant name panels on a multi-tenant center sign shall not constitute an alteration or modification.

(11) **Prohibited Signs** The following signs shall be prohibited in the Corridor:

![Prohibited signage examples](image)

**Figure 24: Prohibited signage examples**

a. No sign, permanent or temporary, shall be erected or placed so that it interferes with a clear sight triangle distance design standards.

b. Portable signs

c. A-frame

d. Signs on trailer frames with or without mounted wheels

e. Signs on or attached to vehicles which meet the following:

   1. Have a total copy area in excess of ten square feet; and
   2. The vehicle is used primarily for advertising in a stationary manner; and
   3. Vehicles that are used on a regular basis for transportation may have professional installed vehicle wrap
   4. The vehicle must display a valid license plate

f. Flashing, moving, animated coursing, blinker, racer-type, intermittent, rotating, moving or revolving signs, whirligig devices, inflatable signs and tethered balloons, pennants, ribbons, streamers, spinners, and other similar types of attention-getting devices such as fishing boats and buoys.

g. Signage used on bus transit shelters within the right of way.

h. Signs attached to trees or utility poles or canopy support structures.

i. Bench signs

j. Roof sign

k. Traffic sign replica

l. No temporary signs unless meeting the standards listed above.