PLANNING COMMISSION REGULAR MEETING
TOWN COUNCIL CHAMBERS
Monday, April 23, 2018

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. AGENDA APPROVAL

4. MINUTES APPROVAL – March 6, 2018

5. PUBLIC COMMENTS ON DISCUSSION ITEMS

6. DISCUSSION ITEMS:
   a. Entertainment District
   b. Zoning Ordinance – Next Section to Review
   c. Any topic the board wishes to discuss

7. PUBLIC COMMENTS – General Comments.

8. BOARD COMMENTS

9. ADJOURNMENT
1. CALL TO ORDER. Vice Chairman Lauer called the Planning & Zoning Commission meeting to order at 6:00 p.m. Commission members present: Vice Chairman Lauer, and members Gambino, Mastrosante and McKeen. Chairman Johnson was absent. A quorum was present. Two seats are vacant. Others present: Town Clerk Herrmann and Planning, Building & Zoning Director Morris.

2. PLEDGE OF ALLEGIANCE. Chairman Lauer led the Pledge of Allegiance.

3. AGENDA APPROVAL. Ms. Mastrosante moved to approve the agenda as presented. Ms. Gambino second. All voted in favor. MOTION CARRIED.

4. MINUTES APPROVAL. Ms. Mastrosante moved to approve the February 15, 2018 meeting minutes as submitted. Ms. Gambino second. All voted in favor. MOTION CARRIED.

5. PUBLIC HEARING. Chairman Lauer opened the public hearing for comments on the Design Overlay District at 6:01 p.m. There were no comments from the public. Chairman Lauer closed the public hearing at 6:02 p.m.

6. DEPARTMENT REPORT. Mr. Morris presented the report, a copy of which is on file.

7. BUSINESS. Design Overlay District. Ms. Morris went through the ordinance, a copy of which is on file, page by page. Pages 1, 2, 3, 5, 6, 9, 10, 11, 12, 13, 14 and 16 were unchanged.

     Page 4, §17-906, (4) the words “land through” on the second line were omitted
     Pages 7 and 8, §17-908, (3) traffic study was deleted in its entirety
     Page 15 §17-912 Add “(9) Existing properties having pavement and/or concrete where landscaping is required shall remove the existing pavement/concrete in order to meet the requirements herein.”
     Standardize façade and facade.

After the review was completed, the commission CONCURRED to the changes.

Ms. Mastrosante moved to recommend the design overlay ordinance to Town Council. Ms. Gambino second. All voted in favor. MOTION CARRIED.

9. DISCUSSION ITEMS. Any other matters of concern or information to be discussed by Planning Commission.

Mr. McKeen suggested that the town develop a map that shows physical location of all parking areas, including rights-of-way that can be used for parking, especially close to the beach. This would help everyone understand parking, even visitors. Ms. Morris said the map could be prepared for the commission’s review, and would be presented with the entertainment district ordinance.

Mr. Lauer said that Atlantic City is successful transporting visitors via tram cars, and said the town might want to consider a similar service on a trial basis during the busiest times of the day. That might alleviate some problems for visitors renting here or who have parked a little farther away from the pier. Ms. Gambino said that was a good thought, but it would cost. Golf carts might serve the same purpose. Mr. Lauer said he also thought about golf carts, but even the big ones don’t carry many people. Mr. McKeen said it might be a good business opportunity for someone. Several members agreed.

10. PUBLIC COMMENTS - General. There were no public comments.

11. COMMISSION COMMENTS.
Ms. Mastroscante said thank you everyone for coming out. I'm really excited about the design overlay, and hope that council, residents, and business owners are happy with it. I am also concerned about parking, and I hope there can be a solution. Another item we need to think about is the bicycle traffic. There is no parking for those beach cruiser bicycles. That would create incentive to us an alternative form of transportation.

Ms. Gambino said thank you everyone for coming out. We appreciate it. I'm so excited about the overlay. We have needed this. I've had so many folks comment to me 'what's going on in Surfside', not locals, of course, that have commented that the buildings and so forth have declined. So, I think all of this will help Surfside. So, I'm excited. I certainly hope that council goes with it, too, instead of watering it down.

Mr. McKee said thanks for coming. I'm glad to get this design overlay. Hopefully, it won't come back with too much work to do. I'm looking forward to doing the entertainment district to see what might become of that. I would image we'll need an overlay for that area, also.

Mr. Lauer said I'd like to thank my wife for coming in late and throwing me off my game. (Laughter.) I'm very happy that the overlay has made it to council again. I think it's a great thing. What I'm most happy about is that basically, the business community is on our side. They want this as much as we do, and that's going to be the big thing for the town. Thank you all for coming.

12. ADJOURNMENT. Ms. Mastroscante moved to adjourn at 6:19 p.m. Ms. Gambino second. All voted in favor. MOTION CARRIED.

Prepared and submitted by,

Debra E. Herrmann, CMC, Town Clerk

Approved: April 5, 2018

Carrie Johnson, Chairman

Clerk's Note: This document constitutes minutes of the meeting that was digitally recorded, and is 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 new, unopened 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.
Planning Commission
Decision Paper

Written By: Sabrina Morris

April 23, 2018

1. SUBJECT: Discussion and Review of the Entertainment District

2. PURPOSE: To review information regarding the proposed new Entertainment District
   and to gather information from the Planning Commission to include in the proposed
   ordinance.

3. FACTS:
   
a. The town wishes to establish a new district within the town at the Pier.
   b. The area can be developed into a vibrant district with restaurants and specialty
      shops etc.
   c. Staff has developed an informational packet for the Planning Commission to
      review which includes zoning sections and portions of the town's comprehensive
      plan that relates to the pier area and the establishment of a new district.
   d. If the planning commission recommends the development of the new district
      they also must recommend an amendment to the town's comprehensive plan.
      The current plan provides for an "Amusement District" that consumes all of the
      C3 district. Amending the comprehensive plan is required when changes do not
      coincide with the plan.
Creating the Entertainment District

Sabrina Morris | April 23, 2018 Planning Commission Meeting
Introduction

The specific boundaries of the Entertainment District have not been formally delineated officially by the town. The area being proposed is approximately 6.85 acres and encompasses the area shown on the map below.

This area has the most unique and irreplaceable ocean views that any town would be proud to call its own.

The town has a once in a lifetime opportunity to make this area the “destination” place for locals and tourist alike. Careful consideration in the development of this area is the utmost of importance. Developing a landmark for everyone to enjoy for years to come.

Many things must be considered before final approvals of the proposed district. Consideration must be given to the following (this is not an inclusive list):

- Parking
- Setback requirements
- Heights
- Density
➢ Signage
➢ Permitted Uses
➢ Design Overlay Unique to only the Entertainment District
➢ Buffers
➢ Stormwater Management

Vision

The town's vision of the Entertainment District should be established not only for the "now" but also years to come. The Planning Commission can play a vital role in this vision by considering all aspects of the district. Density, allowed uses, parking, and design along with walkability may be on the top of priorities. Consideration should also focus on residential homes on the border of the district and how this district will affect them. Landscaping can be beneficial in the buffering of uses. Noise, lighting and other features should be reviewed and requirements put in place to prevent incompatible uses from becoming a problem for the area.

The envisioned Entertainment District to be located in the heart of the town adjacent to the soon to be newly constructed concrete pier should continue to develop a healthy town with strong economic base and improved shopping and dining in the area. The proposed district will breathe new life into the small district by increasing pedestrian foot traffic and promoting economic development. The influx of locals and visitors will be consumed by the new options of dining and possibly outdoor seating along with retail stores, which would offer a new variety of shopping.

By creating a recognizable and attractive entertainment district it serves as a local entertainment draw and again encourages walkability.
Review of current town ordinances that may affect the proposed entertainment district

Captain Aaron Miller with the town's police department gave staff the following noise ordinance sections that may affect the proposed Entertainment District.

Noise Ordinance

Sec. 7-91. - Loud, disturbing, unnecessary noise prohibited.
(a) General prohibition. It shall be unlawful for any person to make, continue or cause to be continued any excessive, unnecessary or unusually loud noise or any noise which either annoys, disturbs, injures or endangers the comfort, repose, health, peace or safety of others, within the limits of the town.

(b) Specific prohibition. It shall be unlawful for any person in the town to maintain and operate in any building, motor vehicle or on any premises in the town, any radio or television device or, mechanical musical instrument, phonograph, jukebox, loudspeaker, or sound-creating or transmitting device of any kind, whereby the sound therefrom, is cast directly upon the public streets, strand, beach or alleyway in such a manner as to create unreasonably loud, excessive or disturbing noise, or where such noise annoys or disturbs the quiet, comfort or repose of persons in any dwelling, hotel or other type of occupancy, or where any such device is maintained or operated for advertising purposes or for the purpose of attracting the attention of the passing public, or which is so placed and operated so that the sound coming therefrom, can be heard to the annoyance or inconvenience of travelers upon any street or public place, or of persons in neighboring premises.

(2) No person shall use or display a band or any noise-making device in such a manner as to be heard or seen from any public street, strand, beach or alleyway in the town. It shall be unlawful for any person, group, organization or association to use any noise-making devices in any public street, beach or alleyway in the town unless permitted.

(6) It shall be unlawful for any person to play any radio, phonograph or musical instrument in such a manner or with such volume, particularly between 11:00 p.m. and 7:00 a.m., as to annoy or disturb the quiet, comfort or repose of persons in any dwelling, hotel, condo or other type of residence.

(7) It shall be unlawful for any person to operate, cause or permit to be operated any instrument of sound producing or sound amplifying device so loudly as
to unreasonably disturb persons in any dwelling, hotel, condo, or other type of residence, particularly between 11:00 p.m. and 7:00 a.m.

**Enforcement standards.**

(1) An excessive, unnecessary or unusually loud noise is defined as any sound which is plainly audible at a distance of fifty (50) feet from its source or from a public road, alleyway, beach, motel or other public place, particularly between 11:00 p.m. and 7:00 a.m.

(2) The complaints of one (1) or more persons and/or the complaints of one (1) or more police officers are prima facie evidence that a sound annoys, disturbs, injures or endangers the comfort, repose, health, peace or safety of others in violation of this section.

**Enforcement factors.** In the enforcement of standards established in this section, an enforcement officer may be required to exercise judgement in determining if a particular noise is sufficiently loud or otherwise, so offensive that it would unreasonably disturb other persons in the vicinity.

**Sec. 7-93. - Radios, phonographs, television, etc.**
The playing of any radio, phonograph, television or any musical instrument in such a manner or with such volume as to annoy or disturb any person or the playing of such instrument in such manner as to annoy or disturb the quiet, comfort or repose of any person in any dwelling, hotel or other residences is prohibited.

**Sec. 7-106. – Business noises at night near residence.**
The operation of any garage, filling station, auto repair, business, taxicab business, plant, store, factory or other place of business, between the hours of 6:00 p.m. and 10:00 a.m., in such manner as to create loud and disturbing noises, of such frequency or such volume as to annoy or disturb the quiet and comfort of any citizen and particularly the creating of disturbing noises of such frequency and volume as to annoy or disturb the quiet, comfort, peace or repose of any person in any dwelling, hotel, boardinghouse or other type of residence is prohibited.

**Zoning Ordinance**

**Sec. 17-396.33. - Resort accommodations.**
A resort accommodation containing twenty-five (25) or more rental units shall be permitted to establish accessory uses within the principal building provided they are accessible only from an interior court, lobby, or corridor. Said accessory uses shall be limited to drug and
sundry shops, florist and gift shops, confectionery stores, newsstands, lounges, restaurants, snack bars, amusement arcades, beach and automobile agencies.

Sec. 17-396.34. - Restaurants and other dining establishments with open or outdoor dining.
Restaurants and other dining establishments with open or outdoor dining are permitted subject to the following standards:

a. Outdoor facilities shall be located on the same parcel as the restaurant or dining establishment.

b. Outdoor facilities shall be used for seated patrons only.

c. In the districts permitting the sale or consumption of alcohol in combination with the restaurant use (C-1, C-2, and C-3), no outdoor bars for the service of alcohol shall be permitted. Any restaurant use with open or outdoor dining shall be further subject to the requirements imposed by this Code and state law regulating the licensing, sale, or public consumption of alcohol including, but not limited to, the requirements and restrictions imposed by section 8-95 (Gambling and Games of Chance) of this Code.

d. Except where specifically authorized by this Code, outdoor dining areas shall not be located in any public right-of-way.

e. In addition to the above requirements, within the MU district, the following shall apply:

1. No live music or sound produced through electronic speakers shall be permitted.
2. The capacity of the outdoor facility shall be limited to no more than twenty (20) patrons.
3. Operation of the outdoor facility shall be limited to the overall hours of operation of the dining establishment but in no event shall the facility be occupied by patrons before 7:00 a.m. or after 8:00 p.m.
4. The outdoor facility shall be placed no closer than twenty (20) feet from the nearest edge of the paved surface of a street and no closer than five (5) feet from the nearest edge of a public sidewalk.

Sec. 17-396.35. - Restaurants, taverns, bars, and nightclubs where alcohol is consumed.
Restaurants, taverns, bars, and nightclubs where alcohol is consumed are permitted in the C-1 highway commercial district provided that no part of the principal building is located closer than one hundred fifty (150) feet to any
residential district, that no noise or air pollution be associated with the use, and that facilities not create any safety hazards or nuisances as a result of their operation. This provision and use classification exclude sexually oriented businesses as defined and allowed pursuant to the supplemental district regulations in Article IV of this chapter.

Sec. 17-420. - Spaces required for certain uses.

| **S** | Number of spaces shall be at least eighty (80) percent of the potential spaces for each parcel/business. Any lot(s) containing parking areas for existing businesses relinquish the right to develop the area devoted to parking until such time as parking is provided elsewhere by the business/property owner meeting the requirements of this chapter. |

Sec. 17-423. - Common and offsite parking areas.

All parking spaces required herein shall be located on the same lot with the building or use served. However, when an increase in the number of spaces is required by a change of use or enlargement of the building or where the spaces are provided collectively or used jointly by two (2) or more buildings or establishments, the required off-street spaces may be located and maintained on an adjacent property not to exceed four hundred (400) feet from the lot or use served. Such parking spaces shall not be included as part of the area required to satisfy the density requirements of the principal use, shall not thereafter be reduced or encroached upon in any manner, and shall not be extended into the R-1 or R-2 districts.

When a common area is provided to serve two (2) or more uses, the total number of individual spaces available in such common area shall not be less than the sum of the spaces required for the individual uses as separately computed in accordance with the provisions of Table 17-420. The owner of the any lot containing a common parking area relinquishes the right to develop the area devoted to common parking until such time as parking is provided elsewhere.
Comprehensive Plan Assessment

The Comprehensive Plan sets the framework of all development within the town. All development regulations must be consistent with and implement the Goals, Objectives, and Policies of the Comprehensive Plan.

Surfside Beach Pier. Acquired by the town in 2008, the Surfside Beach Pier is located at the terminus of Surfside Drive at Ocean Boulevard. The pier extends a length of 830 feet and is open to walking and fishing for ten months of the year. The pier is Surfside Beach's most recognized landmark and serves as a focal point for beachfront activity.

Population Element

Goal 3: Encourage a stable vacationing population.
Objectives and Implementation Activities: The vacationing population contributes to the town's budget (through accommodation and hospitality taxes), provides revenue to local businesses, and creates a recruitment opportunity for attracting permanent residents. Surfside Beach differentiates itself from other communities along the Grand Strand by maintaining its "family friendly" character. This differentiation should continue as a means to ensuring that vacationers return. Objectives include:

3B: Ensure that the beachfront and adjacent blocks remain predominately residential in character while providing clusters of commercial and recreational activities adjacent to the pier.

3C: Limit the height of hotels and other structures along the oceanfront to preserve view-sheds and maintain the sense of a small town, coastal community.

Economic Development Element

Goal 5: Make the Surfside Pier and the immediate surrounding area the centerpiece for future economic development.

Objectives and Implementation Activities: The pier is easily one of the most valuable assets to the Town of Surfside Beach. It is a focal point of activity for residents and tourists alike. Ensuring that the pier remains a safe and vibrant attraction is an important goal of the community. Objectives include:

5A: Develop a long-range strategic plan focused specifically on a vision for the Surfside Pier and the immediate surrounding area. Revise zoning standards, when needed, to accommodate desired and complementary uses to the pier.
5B: Increase connectivity between the Surfside Pier and other community
attractions and amenities such as the proposed East Coast Greenway.

5C: Install interpretive signs within the pier district, to create a sense of place and to establish a community identity for residents and visitors alike.

5D: Develop programs that will make the pier a hub of activity throughout the year, not just during peak tourism seasons. Surfside Beach should develop an area(s) that has ongoing community activities; otherwise, the town will always be identified as a seasonal beach community.

Goal 7: Ensure that environmental protection of the beachfront and other sensitive natural habitat areas is a priority in all economic development initiatives.

Objectives and Implementation Activities: The direct proximity to the Atlantic Ocean has appeal to both short term visitors and families interested in living in a place with such beautiful surroundings. Maintaining a positive image of clean beaches with no litter and good water quality can have many beneficial economic implications. It also fits in perfectly well with the town’s “Family Beach” and residential character. Objectives include:

7A: Promote stormwater best management practices such as Low Impact Development.
7B: Recognize that residential and commercial property values are contingent upon the environmental health and quality of local natural resources.
7C: Incorporate educational interpretative signage related to the local natural resources in key public areas such as the pier, the town’s lakes, and at beach access points.

Cultural Resources Element

Goal 3: Promote the Surfside Pier and its surrounding district as the major landmark for cultural and social activities in the community.

Objectives and Implementation Activities: The Surfside Pier is an important asset to the community and the town has made a major investment in its upkeep and improvement. The pier has the potential to provide numerous economic and cultural benefits for the town. Objectives include:

3D: Initiate a public art program with a Surfside Beach theme in and around the pier district. A great example in Surfside Beach is the building mural in the Core Commercial district on the corner of Surfside Dr. and Poplar Dr.
Local Cultural Resources

Surfside Beach Pier- As stated in several of this plan’s elements, the Surfside Beach Pier is an important amenity in the community and adds a tremendous amount of cultural value to the town. The pier provides a central location to host community events, and is a popular gathering place during the beach season. Additional community events and programming should be evaluated in the pier district.

Future Land Use Element

*Amusement commercial.* This area denoted on the future land use map closely corresponds with the town’s C-3 zoning district. The district adjacent to the pier provides and has the potential to provide use arrangements dissimilar to the town’s other commercial areas. This distinction should be maintained by the town’s zoning ordinance.

*If the town rezones a portion of the C3 district to Entertainment District the Comprehensive Plan will need to be amended to match the rezoning.

Transportation Element

Roadway Aesthetics: Aesthetics help define the character of Surfside Beach. As mentioned above, aesthetic improvements along US Highway 17 Business should be coordinated with SCDOT and our neighboring communities. Public places such as Town Hall, Surfside Pier, neighborhood parks, and public parking areas should be furnished with attractive landscaping and signage.
Current Conditions/Recommendations

Parking
Currently there are 115 vehicle parking spaces and 26 golf cart spaces (Public Parking) within the proposed Entertainment District. All other parking areas within the district are provided by private property owners for businesses within the district. Private parking totals 251 spaces.

The follow are totals from areas around the proposed E-district:

Library (Private parking) 42 spaces
Surfside Drive 62 spaces
Tennis Courts (Myrtle Drive N.) 13 spaces
1st Ave. N. (Dog Park side) 16 spaces
Dog Park on Willow Dr. N. - Possibly 20 spaces
Willow Dr. N. (Passive Park) Possibly 21 spaces

Because of liability concerns, staff would recommend only counting areas for parking that either have an existing sidewalk or is in close proximity to a street containing a sidewalk. Proper lighting in the areas should also be essential.

Parking has always been at a premium in the area. Staff would recommend requiring all parking on the private properties to remain as is within the proposed E District. Promoting an array of restaurants, shops etc. in the new district and hoping to increase pedestrian traffic requires these patrons to park somewhere. Relying on the town's parking will not be sufficient for what we hope to be a growing prosperous area. Future development would allow for additional parking since new development will require the building be elevated.

Consideration is also recommended to change the time limits on the meters in the E District. With restaurants, shops etc. remaining open later the town may want to keep the meters active later in the evenings.

Setback Requirements
During the first talks about possible changes to the C3 district I recommended consideration of a zero lot line setback. This was to assist in establishing additional parking spaces under new businesses that would be required to meet
flood regulations. However, I have since found there are even more essential needs other than the additional parking below.

The building official has concerns, as does the Fire Department with lot line to lot line construction. Building codes have become more rigorous, however life safety is still of highest concern. Also, having green areas on each property allows for stormwater retention. Each property having a new structure or addition to an existing structure will be required to have a stormwater management plan. By having setback requirements the greenspace will not only be aesthetically pleasing, it may also assist with stormwater retention. I would suggest a minimum setback of five (5) feet on the sides and rear of the property with a ten (10) foot setback on the front. This would allow for a (10) ten foot landscape buffer be on Ocean Blvd.

**Density**

The current density requirement for non-residential properties within the C3 district is 5000 sq. ft. per lot. The recommended changes by the previous administration was to reduce the requirement down to 3500 sq. ft. per lot. I’m not clear of the reasoning behind the reduction recommendation. This will be discussed during the next review. However, I recommend keeping the 5000 sq. ft. per lot. If the existing 5000 sq. ft. per lot remains only one (1) parcel will be non-conforming. This lot is currently non-conforming. If a new structure is proposed for that property the property would be allowed to build as long as the setback requirements are met. If the setbacks cannot be met, a variance approval would be required from the Board of Zoning Appeals. This requirements is already in place and is not anything new.

**Height Requirements**

Currently the height requirements in the C3 district is 55 feet measured to the peak of the roof. Staff recommends leaving the height limits the same.

**Permitted Uses**

Compatibility among uses envisioned for the district is a key objective to ensure success. Keeping in mind what the town’s goals are for the area and the potential to draw visitors, serve residents and support vibrant development. It is my understanding the following uses have been recommended for the district:

- Resort Accommodations 25 or more units
- Amusement Arcades
➢ Pier
➢ Restaurants and other dining establishments without lounges (indoor only)
➢ Restaurants and other dining establishments with open or outdoor dining
**Does this include rooftop dining?**
➢ Restaurants, taverns, bars, nightclubs or other places where alcohol is consumed* (Indoor except as noted*)
➢ Gift shops, Beach shops, bicycles rentals, tackle shops, bakeries where products are consumed on-site, jewelry store
➢ On premise entertainment (what kind of entertainment?)
➢ Establishments selling commodities in small quantities to the consumer – Commission may want to be more specific in regards to these allowed uses.
➢ Parking lots
➢ Art Galleries

**Signage**

Staff recommends adding the Entertainment District to the C1, C2 & C3 Districts.

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**Chart 17-623(B)**

**Summary of Commercial Districts Sign**

<table>
<thead>
<tr>
<th>Sign</th>
<th>Requirements and Special Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freestanding</td>
<td>Illuminate:</td>
</tr>
<tr>
<td>Wall</td>
<td>Illuminate:</td>
</tr>
</tbody>
</table>

**Special Standards:** Any combination of wall signs, awning or canopy signs within a total area allowed is permitted. Except the maximum sign area permitted on each awning or canopy is three (3) square feet. Signs shall not project beyond property lines except for projecting signs (only allowed in C2 district). Projecting signs in the C-2 central business district shall have a minimum height above grade or sidewalk level of no less than ten (10) feet and shall not extend over a public right-of-way a distance greater than three (3) feet. Any projection over or upon a public right-of-way shall require the written authorization and consent of the right-of-way’s maintaining authority (town, county, or state) prior to the issuance of a permit. Walls signs attached flat against a wall may extend not more than six (6) inches from the wall. In no case shall a sign be installed over the roofline.
<table>
<thead>
<tr>
<th>Window Sign</th>
<th>Illumination</th>
<th>Size Limit: 25% of each</th>
<th>Height Limit: N/A</th>
<th>Display Limit: Per Window</th>
</tr>
</thead>
</table>

**Special Standards:** *"OPEN" sign shall be allowed with a maximum size of 24"x36" and shall not be counted in the sq. ft. limits.*

<table>
<thead>
<tr>
<th>Electronic Message Boards (wall or freestanding)</th>
<th>Illumination: YES</th>
<th>Size Limit: Subject to sq. ft. applicable to wall or freestanding sign.</th>
<th>Height Limit: Subject to the same freestanding requirements - Wall signs cannot extend over roofline.</th>
<th>Display Limit: One (1)</th>
<th>Front Setback: Subject to freestanding requirements</th>
</tr>
</thead>
</table>

**Special Standards:**
1) Electronic message boards are permitted as a wall or freestanding sign (or portion thereof) and are subject to the height and square footage requirements applicable to wall or freestanding signs. Electronic message boards shall not be used, in whole or in part, as a component of or in conjunction with a roof sign or billboard.
2) All electronic copy shall have a minimum display time interval of ten (10) seconds or greater.
3) Time, temperature, and/or date displays shall have a minimum display time interval of three (3) seconds or greater.
4) Letters, numbers, or other graphics shall remain illuminated at a constant intensity through the duration of the required display time interval. Simulations of motion characteristic of chasing, running, blinking, oscillating, twinkling, or expanding or contracting light patterns are prohibited.

<table>
<thead>
<tr>
<th>Wall (3 businesses in common structure)</th>
<th>Illumination: YES</th>
<th>Size Limit: 10 sq. Ft.</th>
<th>Height Limit: Not Applicable</th>
<th>Display Limit: (one per entrance)</th>
<th>Front Setback: Not Applicable</th>
</tr>
</thead>
</table>

**Special Standards:** Any combination of wall signs, awning or canopy signs within a total area allowed is permitted. Except the maximum sign area permitted on each awning or canopy is three (3) square feet. Signs shall not project beyond property lines except for projecting signs (only allowed in C2 district). Projecting signs in the C-2 central business district shall have a minimum height above grade or sidewalk level of no less than ten (10) feet and shall not extend over a public right-of-way a distance greater than three (3) feet. Any projection over or upon a public right-of-way shall require the written authorization and consent of the right-of-way’s maintaining authority (town, county, or state) prior to the issuance of a permit. Walls signs attached flat against a wall may extend not more than six (6) inches from the wall. In no case shall a sign be installed over the roofline.

<table>
<thead>
<tr>
<th>Directional Signs (Freestanding or wall)</th>
<th>Illumination: NO</th>
<th>Size Limit: 4 sq. ft.</th>
<th>Height Limit: 4 ft.</th>
<th>Display Limit: Four (4)</th>
<th>Front Setback: 5 ft. from property line</th>
</tr>
</thead>
</table>

**Special Standards:** N/A

<table>
<thead>
<tr>
<th>Signs for Residential Uses in Commercial Districts</th>
<th>Same Standards for residential districts. See Chart 17-623(A)</th>
</tr>
</thead>
</table>

**Design Overlay Unique to the District**

To preserve an aesthetically pleasing area that reflects the town's goals to promote economic development, enhance the image of the proposed Entertainment District and the uniqueness of the pier area a design overlay might be the answer. An ordinance that is developed to encourage architecture and landscaping that is unique to the pier area. The ordinance would support the qualities of the town pier and provide a framework for compatible design.
Buffers

Buffers such as fencing, landscaping etc. might be considered to help delineate the commercial from the residential districts.

Stormwater Management

Stormwater management is critical for the town. Stormwater flows from rooftops, over paved areas and bare soil, and through sloped lawns and fields. As it flows, this runoff collects and transports soil, pet waste, pesticides, fertilizer, oil and grease, leaves, litter, and other potential pollutants that ultimately wind up in local bodies of water. Stormwater is important because it can lead to pollution, erosion, flooding and many other environmental and health issues if not properly understood and maintained. (Source: CWSEC - Coastal Waccamaw Stormwater Education Consortium)

By requiring stormwater management plans and a maximum impervious coverage stormwater runoff would be required for each lot as with all other district in the town. (Recommendations are 60% maximum impervious area).