



Town of Surfside Beach
Planning, Building & Zoning Department
115 US Hwy. 17 North, Surfside Beach, SC 29575
(843)913-6341

**BOARD OF ZONING APPEALS
TOWN COUNCIL CHAMBERS
Thursday, February 27, 2020 6:30 PM**

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **AGENDA APPROVAL**
4. **MINUTES APPROVAL** - To be approved at next meeting (January 24, 2019, July 18, 2019 & October 15, 2019)
5. **PUBLIC COMMENTS ON BUSINESS ITEM**
6. **BUSINESS ITEM**

Appeal No. ZA2020-01 by Plantation Resort requesting a variance from section 17-623 Sign Standards/Requirement Chart(s) chart 17-623 (B) of the Zoning Ordinance for directional sign size limit. The property is located at 1250 Highway 17 North. TMS# 191-00-01-131
7. **PUBLIC COMMENTS** - General Comments
8. **BOARD COMMENTS**
9. **ADJOURNMENT**

ISSUE PAPER FOR ZONING BOARD OF APPEALS CONSIDERATION

Meeting Date: February 27, 2020

Prepared by: Tina Mazzo, Permit/Flood Coordinator

Agenda Item: 6

Subject: Appeal No. ZA2020-01 by Plantation Resort requesting a variance from section 17-623 Sign Standards/Requirement Chart(s) chart 17-623 (B) of the Zoning Ordinance for directional sign size limit. The property is located at 1250 Highway 17 North. TMS# 191-00-01-131

BACKGROUND:

Plantation Resort has recently completed building a new Welcome Center for their guest to check into the resort which cannot be immediately seen from the main highway. They are looking to erect a sign to direct their guest to the new center. Applicant has submitted plans for the new directional sign, after review it was determined that the text/copy area exceeded the size limit of 4 sq. ft. Per section 17-603 (a) Determining sign area: The entire face of a sign, including the advertising surface and any framing, trim, or molding but not including the supporting structure. Applicant is requesting a variance on the size limit allowed.

ATTACHMENTS

Application for variance and applicants supporting documents
Section 17-623, Chart 17-623(B) & 17-603 (a) of the zoning ordinance
Letter sent to surrounding properties and list of property owners
Property was advertised in the local paper as required by law
Property was posted as required by law

VARIANCE APPLICATION

Date Received: 1/28/2020

Case # Z-A 2020-01

Please use additional paper if necessary, to elaborate on your responses to the questions about the request. You may handwrite your responses or type them.

PROPERTY INFORMATION

Street address of subject property: 1250 HWY 17S, Surfside Beach, SC

PIN number of subject property: 45915020060

Property restrictions

Do any recorded deed restrictions or restrictive covenants apply to this property that would prohibit, conflict with, or be contrary to the activity you are requesting? For example, does your homeowner's association or property owners association prohibit the activity or need to approve it first? Yes ___ No

If yes, please describe the requirements: _____

APPLICANT/PROPERTY OWNER INFORMATION

Applicant's name	Mailing address	Phone number	Email address
JOSEPH BRENNAUD SEABOARD SIGNS	4320 WACCAMAN BLVD MYRTLE BEACH, SC 29579	843-236-8010	JOE@SEABOARDSIGNS.COM

Are you the owner of the subject property? Yes No

If you are not the owner of the subject property, what is your relationship to it (e.g., have it under contract to purchase, tenant, contractor, real estate agent) SIGN CONTRACTOR

I certify that I have completely read this application and instructions, that I understand the requirements, and that the information in the application and the attached forms is correct.

Signature: JOSEPH BRENNAUD Date: 1/28/20

If you are not the owner of the subject property, the *property owner* must complete this box.

Name of property owner: <u>Plantation Commercial Properties, Inc.</u>	
If property owner is an organization/corporation, name of person authorized to represent its property interests: <u>JOSEPH BRENNAUD</u>	
I certify that the person listed in the person listed above has my permission to represent this property in this application.	
Signature: <u>[Signature], BUP</u>	Date: <u>1/28/20</u>
Preferred phone number: <u>843-913-5000</u>	Email address: <u>R.Brown@PlantationPoser.com</u>
Mailing address: <u>1250 Hwy 17 N, Surfside Beach, SC 29575</u>	

INFORMATION ABOUT REQUEST

General description of your request

We request that the maximum size of a directional sign be increased to allow the proposed sign design to be permitted (see supporting documents) . Plantation Resort has completed its new beautiful building which houses the front desk for their guests to check in. We wish to place the proposed sign on the north west corner of the property to guide arriving guests to the correct entrance so they may check in and start their vacation.

Findings of fact

Under state law, in order to grant a variance, the Board of Zoning Appeals must find that **all four** of the following statements are true about your request. Please explain why you believe your request is true regarding these four statements.

1. Your land has extraordinary and exceptional conditions that pertain to it.

The main entrance is located out of public view and is only accessible via Platt Blvd. where guests and visitors arriving by automobiles will have to turn in order to access the parking lot and building entrance.

2. Other property in the vicinity of your land does not generally have those same extraordinary and exceptional conditions.

Surrounding property entrances are fully visable from main public roads and highways allowing visitors easy and direct access.

3. If the Town applied its regular zoning requirements to your property, your use of the land would be unreasonably restricted or effectively prohibited.

If the Town applies its regular zoning restriction of a maximum of 4 square feet for this directional sign, the sign would be unreadable at the needed distance to notify guests and visitors where to turn and find the front desk check in entrance. This would unreasonably restrict the effective use of the property and possibly create a confusing and dangerous traffic situation.

4. If the Zoning Board of Appeals grants the variance request, it will not harm adjacent land or the public good.

We feel that if the ZBA grants this variance request it will be for the overall good of the public and the community by providing a useful directional sign to assist travelers find their destination in a safe manner. If travelers can not determine in advance where to safely turn across Platt Blvd. they will have to look for a location to make a U-turn after they missed the turn or make a sudden dangerous last second left turn. The proposed sign incorporates design features to match the color, materials and feel of the beautiful new building and would not harm the adjacent properties.

Exhibits

Please list any documents that you are submitting in support of this application. The ones listed below are suggested, but you may provide others that you believe would be helpful, and in some cases, staff or the Zoning Board of Appeals may request other exhibits as well.

- ☐ Site plan
- ☐ Photos of the area of the property that is the subject of the request

Property Platt

Enlarged corner of Platt showing placement

GIS map

Sign design with specifications



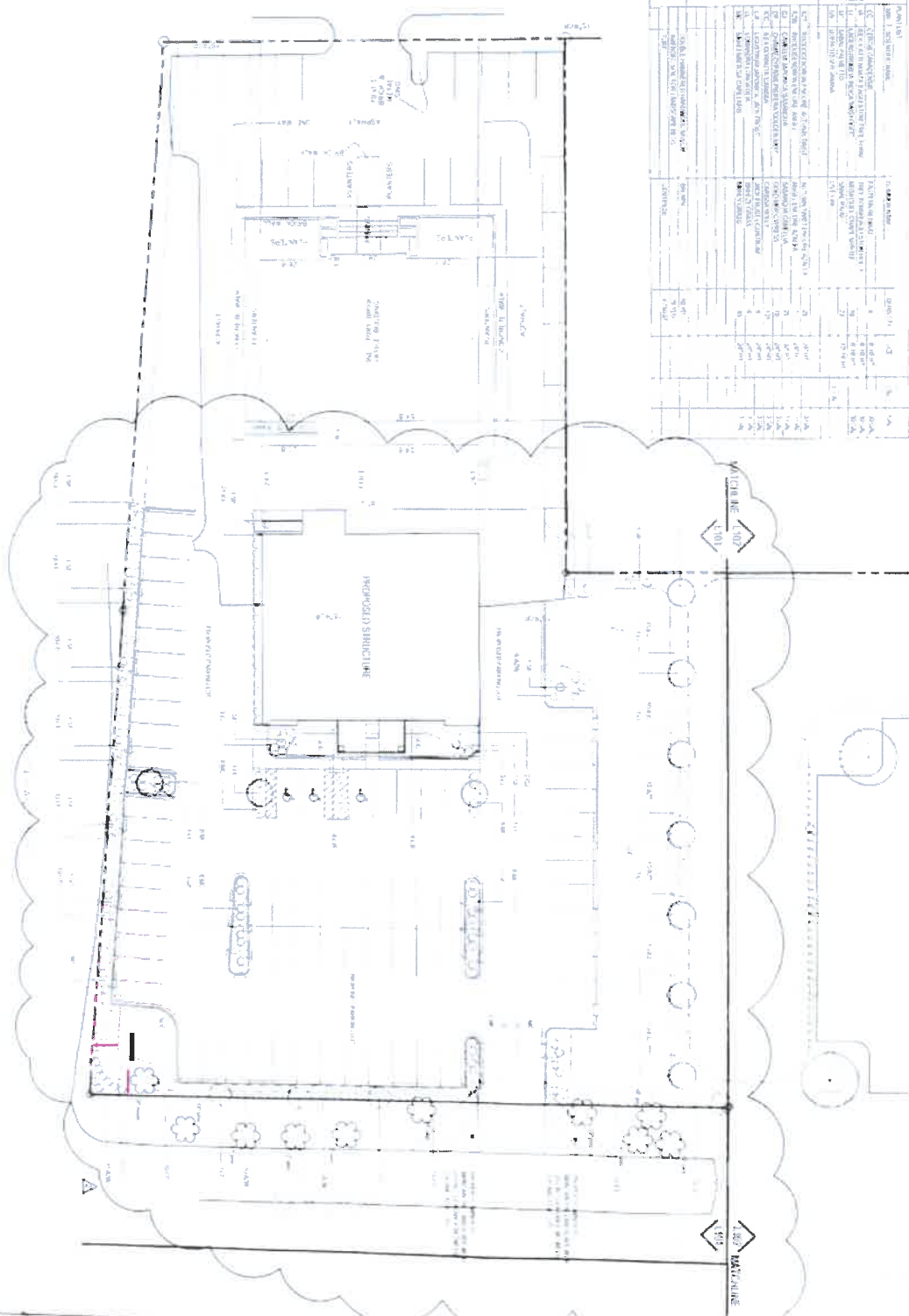
REVISIONS TO THIS LANDSCAPE PLAN

1. ALL REVISIONS TO THIS LANDSCAPE PLAN SHALL BE MADE BY THE ARCHITECT AND THE LANDSCAPE ARCHITECT SHALL BE RESPONSIBLE FOR THE REVISIONS TO THE LANDSCAPE PLAN.
2. THE LANDSCAPE ARCHITECT SHALL BE RESPONSIBLE FOR THE REVISIONS TO THE LANDSCAPE PLAN THAT ARE NOT THE RESULT OF THE ARCHITECT'S REVISIONS.
3. THE LANDSCAPE ARCHITECT SHALL BE RESPONSIBLE FOR THE REVISIONS TO THE LANDSCAPE PLAN THAT ARE THE RESULT OF HIS OWN NEGLIGENCE OR CARELESSNESS.
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CAUTION



NO.	DESCRIPTION	DATE	BY	CHECKED BY
1	ISSUED FOR PERMIT	10/15/10	JWW	JWW
2	REVISIONS TO PERMIT	10/20/10	JWW	JWW
3	REVISIONS TO PERMIT	10/25/10	JWW	JWW
4	REVISIONS TO PERMIT	11/01/10	JWW	JWW
5	REVISIONS TO PERMIT	11/05/10	JWW	JWW
6	REVISIONS TO PERMIT	11/10/10	JWW	JWW
7	REVISIONS TO PERMIT	11/15/10	JWW	JWW
8	REVISIONS TO PERMIT	11/20/10	JWW	JWW
9	REVISIONS TO PERMIT	11/25/10	JWW	JWW
10	REVISIONS TO PERMIT	12/01/10	JWW	JWW



LANDSCAPE PLAN
SCALE: 1" = 20'-0"

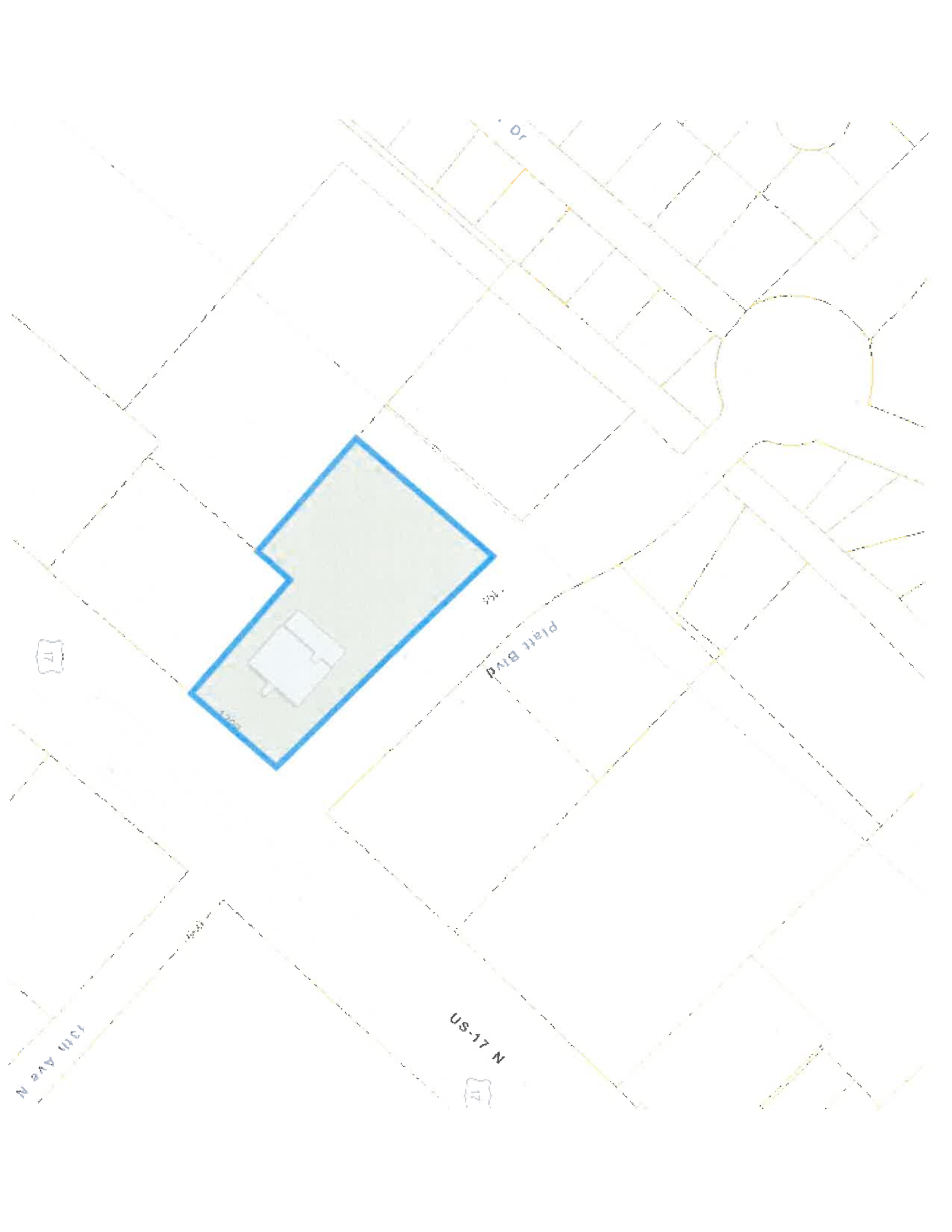


LANDSCAPE PLAN

PLANTATION RESORT
MIRAGE BEACH, NC

trudesign

10/15/10
11/25/10
12/01/10



Dr

St

Platt Blvd

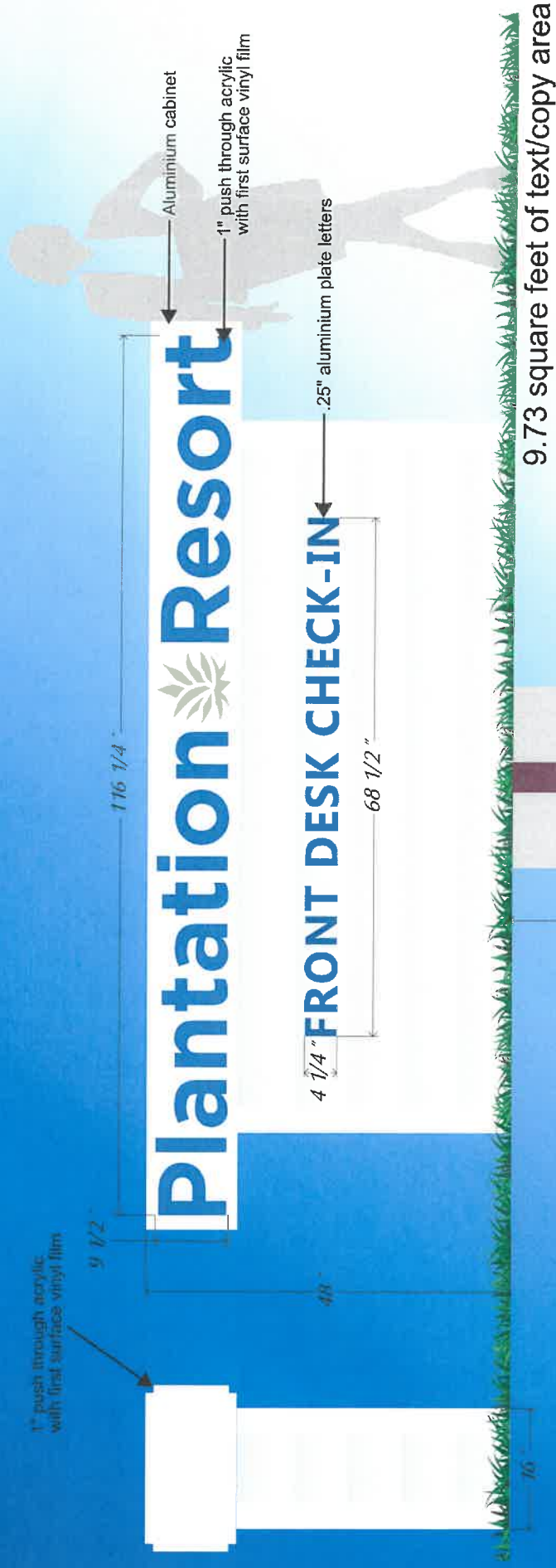
US-17 N

13th Ave N

17

17

Aluminium cabinet with double sided push acrylic letters



9.73 square feet of text/copy area

3000 psi concrete w/ fiber mesh

Pipe to be 3" + above bottom

Seaboard Signs & Engraving
 Joe Brennand
 Design • Lighting • Sales
 joe@seaboardsigns.com

4320 WACCAMAW BLVD MYRTLE BEACH S.C. 29579 843-236-8010 FAX 843-236-5609 WWW.SEABOARDSIGNS.COM

PROJECT NAME LOCATION REVISION CONTACT -Joe Brennand (843) 267-7371

Sketch Approved By:.....
 This design was created by Seaboard Signs & Engraving, Inc. and is not to be used for any other outdoor advertising structures, signs, cabinets, poles, bases or structural designs without written permission.

Sec. 17-623. - Sign standards/requirement chart(s).

Charts [17-623\(A\)](#), [17-623\(B\)](#) and [17-623\(C\)](#) below provide a summary of the signs permitted within the town's various districts. Chart [17-623\(D\)](#) provides signs permitted for temporary uses:

CHART 17-623(B) SUMMARY OF COMMERCIAL DISTRICTS SIGN STANDARDS					
SIGNS PERMITTED IN COMMERCIAL DISTRICTS (C1, C2, C3 & C4)					
Sign Type	Requirements and Special Standards				
Freestanding	Illuminated: YES	Size Limit: 1 sq. ft. of sign area per every one linear foot of lot frontage (200 sq. ft. maximum)	Height Limit: 35 ft.	Display Limit: One (1)	Front Setback: 5 ft. from property line
Special Standards: N/A					
Wall	Illuminated: YES	Size Limit: 1.25 sq. ft. per linear foot of building frontage (150 sq. ft. maximum) Rear of structure allowed one (1) sign .50 sq. ft. per linear foot of rear (30 sq. ft. maximum) Corner lots shall be permitted one additional sign facing secondary street at .75 sq. ft. per linear foot of side (75 sq. ft. maximum)	Height Limit: No height above roof line	Display Limit: Two (2) front One (1) rear facing sign One (1) side (for corner lots only)	Front Setback: Not Applicable
<p>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.</p>					

CHART [17-623\(B\)](#)
SUMMARY OF COMMERCIAL DISTRICTS SIGN STANDARDS

SIGNS PERMITTED IN COMMERCIAL DISTRICTS (C1, C2, C3 & C4)

Window Sign	Illumination: NO *	Size Limit: 25% of each window	Height Limit: N/A	Display Limit: Per Window	Front Setback: Not Applicable
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Special Standards: *"OPEN" sign shall be allowed with a maximum size of 24"x 36" and shall not be counted in the sq. ft. limits.

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

Wall (3 businesses in common structure)	Illumination: YES	Size Limit: 10 sq. Ft.	Height Limit: Not Applicable	Display Limit: (one per entrance)	Front Setback: Not Applicable
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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.

Directional Signs (Freestanding or wall)	Illumination: NO	Size Limit: 4 sq. ft.	Height Limit: 4 ft.	Display Limit: Four (4)	Front Setback: 5 ft. from property line (freestanding)
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CHART [17-623\(B\)](#)
SUMMARY OF COMMERCIAL DISTRICTS SIGN STANDARDS

SIGNS PERMITTED IN COMMERCIAL DISTRICTS (C1, C2, C3 & C4)

Special Standards: N/A

Signs for
Residential
Uses in
Commercial
Districts

Same Standards for residential districts. See Chart [17-623\(A\)](#)

Sec. 17-603. - Application of dimensional standards.

(a). Determining sign area. The entire face of a sign, including the advertising surface and any framing, trim, or molding but not including the supporting structure. In the case of back-to-back or V-shaped signs, the measurement will be based on only one (1) side of the sign. Both sides of a double-faced sign or V-type shall be of equal size. The sign area of signs with three (3) or more sides (multiple side signs) containing copy message, decoration or announcement visible from a street, highway or expressway is measured as the sum of the area of any two (2) adjacent sides.

Legals & Public Notices

NOTICE OF PUBLIC HEARING

The Board of Zoning Appeals of the Town of Surfside Beach, SC will hold a Public Hearing at 6:30 PM on Thursday, February 27, 2020 in the Council Chambers of the Surfside Beach Town Hall located at 115 US Highway 17 N, Surfside Beach, SC. The purpose of the meeting will be to hear the following appeal:

Appeal No. ZA2020-01 by Plantation Resort requesting a variance from section 17-623 Sign Standards/Requirement Chart(s) chart 17-623 (B) of the Zoning Ordinance for directional sign size limit. The property is located at 1250 Highway 17 North, TMS# 191-00-01-131

Documents relating to the appeals are available for public inspection in the Planning, Building and Zoning Department at 115 Highway 17 N, Surfside Beach, SC 29575.

004560458-01

sun news alitawo

CELL



www.surfsidebeach.org

TOWN OF SURFSIDE BEACH
115 Highway 17 North
Surfside Beach, SC 29575
Tel: 843-913-6341 Fax: 843-839-0057

February 10, 2020

Dear Property Owner,

The Board of Zoning Appeals of the Town of Surfside Beach, SC will hold a Public Hearing at **6:30 PM on Thursday, February 27, 2020** in the Council Chambers of the Surfside Beach Town Hall located at 115 US Highway 17 N. Surfside Beach, SC. The purpose of the meeting will be to hear the following appeal:

Appeal No. ZA2020-01 by Plantation Resort requesting a variance from section 17-623 Sign Standards/Requirement Chart(s) chart 17-623 (B) of the Zoning Ordinance for directional sign size limit. The property is located at 1250 Highway 17 North. TMS# 191-00-01-131

You are being notified by letter of the public hearing because you own property that lies within 150 ft. of the property requesting the variance.

You may attend the meeting and speak to the Board of Zoning Appeals members as a whole in regards to the request. Time will be allotted by the board for each person wanting to speak on the issue. Or, you may send any comments in regards to the request to the Town of Surfside Beach Planning, Building & Zoning Department at 115 Hwy. 17 N. Surfside Beach, SC 29575.

Documents relating to the appeal are available for public inspection in the Building and Zoning Department at 115 Highway 17 North, Surfside Beach, SC 29575. You may contact the Building and Zoning Department if you should have any questions at 843-913-6341.

1. Blaine Liljenquist
1250 Hwy 17 N
Surfside Beach, SC 29575

2. Plantation Resort Facilities Manage
1250 Hwy 17 N
Surfside Beach, SC 29575

3. Mach 1 of SC LLC
3700 Palmetto Pointe Blvd
Myrtle Beach, SC 29588

4. Turtle Land LLC
6151 Hwy 707
Myrtle Beach, SC 29588

5. ADC Holdings LLC
PO Box 1588
Pacific Palisades, CA 90272