

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA

TO AMEND THE CLEMSON TRACT PUD  
(PLANNED UNIT DEVELOPMENT) TO ALLOW  
MULTIPLE TENANT CONTENT ON  
FREESTANDING MONUMENT SIGNS, TO  
REMOVE THE SPECIFICITY OF "FUEL" AS  
MEANING ONLY "GASOLINE", TO CLARIFY  
THE AMOUNT AND LOCATION OF  
ALLOWABLE STATIC DIGITAL DISPLAY OF  
FUEL PRICING, AND TO CLARIFY THE  
AMOUNT AND PERMISSIBLE LOCATIONS OF  
BUILDING MOUNTED SIGNS.

**IT IS HEREBY ORDAINED** that the Clemson Tract PUD (Planned Unit Development),  
SECTION 10- SIGNAGE REQUIREMENTS is hereby amended as follows:

Section 1001. Signs.

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

Sign regulations for all other areas of the PUD are those followed by C-6 Urban Village  
district in the City of Myrtle Beach for commercial areas and R-15 for residential areas,  
until such time as a sign package is submitted to and approved by the City of Myrtle Beach  
by major amendment.

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

#### Section 1001.A. Parcel 4 (Commercial Tract) Sign Regulations

##### Freestanding Signage:

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

##### Main Project Monument Signs

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

##### Secondary Project Monument Signs

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

#### Outparcel Monument Signs

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

#### Outparcel Monument Sign/Gas Fuel Station Canopy

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

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

In no case shall there be fuel pricing on both the monument sign and fuel station canopy.

#### Main Multi-Family Monument Sign

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

#### Directional Sign

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

#### Building Mounted Signage:

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

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

Lot 1 Building 2 as shown in exhibit X.3 – Number of signs: Tenants may have signs on the front facade of the building for the space of which they occupy. The end cap suite may have additional signs on the side façade of the unit they occupy. No tenant shall place signs on the rear of the building. Sign area: The sign area shall not exceed 1.5 square feet for every linear foot of wall upon which they will be mounted, not to exceed 30 square feet per facade.

Lot 1 Buildings 3 & 4 as shown in exhibit X.3 – Number of signs: Tenants may have signs on the front and/or rear (or side for end-cap suites) facade of the building for the space of which they occupy. Signs area: The sign area shall not exceed 1.5 square feet for every linear foot of wall upon which they will be mounted. Total sign area not to exceed 30 square feet per side of building.

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

3  
4 Outparcel Tenants (Lots 2-5) –Single Tenant Building – Number of signs: Tenant may  
5 have signs on up to three (3) sides of the building. Signs area: The sign area shall not  
6 exceed 1.5 square feet for every linear foot of wall upon which the sign will be mounted.  
7 Total sign area not to exceed 60 square feet per side of building.

8  
9 Outparcel Tenants (Lots 2-5) – Multi-Tenant Building – Number of signs: Tenant may  
10 have signs on up to two (2) sides of the building (front/side/rear) for which they occupy.  
11 Signs area: The sign area shall not exceed 1.5 square feet for every linear foot of wall  
12 upon which the sign will be mounted. Total sign area not to exceed 40 square feet per  
13 side of building.

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15 **IT IS FURTHER ORDAINED** that the Clemson Tract PUD (Planned Unit Development)  
16 Exhibit X.3 dated 07/31/2020 is hereby replaced by new Exhibit X.3 dated September 7,  
17 2022 attached hereto.

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19 This ordinance will take effect upon second reading.

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24 BREND A BETHUNE, MAYOR

25 ATTEST:

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28 JENNIFER ADKINS, CITY CLERK

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30  
31 1<sup>st</sup> Reading: 10-11-2022

32 2<sup>nd</sup> Reading: 10-25-2022

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## Additional Information

### **Staff Input:**

Fire: No Concerns

Public Works: No Concerns

Zoning: We've been working closely with the applicant on this amendment, which meets both their needs and ours.

### **Location Map**



## **Section 403. Findings of Fact Required**

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

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