

723 .13 Restaurant Row 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, institutional, multi-family residential and office projects. 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.

Levels of Modification

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

- (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 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.
- (5) Multi-family development existing at the time of adoption of this Overlay shall only adhere to the sign standards. No other sections shall apply.

(C) **Definitions**

- (1) *Animated* means the movement of the optical illusion of movement of any part of the sign structure, design or pictorial segment, including the movement of any illumination or the flashing or varying of light intensity; the automatic changing of all or any part of the facing of a sign; the movement of a sign set in motion by the atmosphere. Time and temperature devices shall not be considered animated signs.
- (2) *Architectural feature* means any construction attending to, but not an integral part of the sign, such as, by way of example not limitation, landscape, building, or structural forms that enhance the site in general; it also includes, graphic stripes and other architectural painting techniques applied to a structure that serves a functional purpose, or when the stripes or other painting techniques are applied to a building provided such treatment does not include lettering, logos or pictures.
- (3) *Awning Sign*- building sign attached against the surface of the awning. Awning signs shall not use any type of backlighting.
- (4) *Background structure* means the parts of a sign, exclusive of the copy area, such as beams, buttresses, poles, cables, and stringers, which support the sign face.
- (5) *Blinking* means a form of flashing where the pattern of sudden illumination changes occurs with more than two on-off cycles per second.
- (6) *Building frontage* means the horizontal length of a wall of a building where such wall faces a street. The measurement of such length is along a line parallel to the street. Where a building is arranged to include establishments with exterior public entrances but no wall space facing a street, the horizontal dimension of one wall of each such establishment, which faces a mall, or other private way may be considered to be building frontage.
- (7) *Building Signs* means any sign attached to any part of a building, including but not limited to, awning, canopy, and wall or projecting signage.
- (8) *Canopy Sign*-A sign attached to, or included in the construction of a canopy, which may be located over a fuel island or drive through.
- (9) *Changing sign manual* means a portion of a sign with letters, characters, or graphics that are not permanently affixed to the structure, framing, or background allowing the letters, characters or graphics to be modified from time to time manually, such as a bulletin board.
- (10) *Diameter at Breast Height (dbh)* – diameter of a tree measured at four and one half (4.5) feet above surrounding grade.
- (11) *Digital Billboard* means an off premise sign or billboard displaying a message which is controlled and can be modified by electronic means.

- (12) *Discontinued Signs* means a sign which no longer identifies or advertises a bona fide business, lessor, service, owner, product or activity and/or for which no legal owner can be found within a specified period of time.
- (13) *Dimming* changing the brightness of a display, or the capability of increasing or decreasing the overall display intensity. The brightness level should be highest during the day to compete with daylight, and lower at night.
- (14) *Dissolve* means a transition between static message displays that is achieved with varying light intensity and where the first message gradually appears to dissipate and lose legibility simultaneous to the gradual appearance and legibility of the subsequent message.
- (15) *Electronic message board* means an on premise sign, or portion of a sign, that displays an electronic image and/or video, which may or may not include text. Such signs include any sign or portion of a sign, that uses changing lights to form a sign message or messages and the rate of change is electronically programmed and can be modified by electronic processes.
- (16) *Fade* means a transition between static message displays that is achieved with varying light intensity and where the first message gradually loses light intensity to the point of not being legible and the subsequent message gradually increases intensity to the point of legibility.
- (17) *Flashing* means a pattern of changing light illumination where the sign illumination alternates suddenly between a fully illuminated and full non-illuminated in a time frame of less than eight seconds.
- (18) *Free Standing Signs* means a sign supported from the ground and not attached to any building.
- (19) *Full Cutoff Luminary* - An outdoor light fixture shielded in such a manner that all light emitted by the fixture, either directly from the lamp or indirectly from the fixture is projected below the horizontal plane.
- (20) *Gross Floor Area* means the sum of the fully enclosed covered floor area and the unenclosed covered floor area of a building at all floor levels.
- (21) *Ground Sign* means a sign supported by uprights or braces which is placed on, near or at ground level, and which is not attached to any building. The definitions of ground sign and pole sign are mutually exclusive.
- (22) *Incidental Sign* includes general information signs that have a purpose secondary to the use of the parcel on which it is placed are not counted towards window signs. This includes but is not limited to credit cards accepted, hours of operation, official notice or service as required by State Law, trade affiliations, ATM machines or logos, “telephone”, “self service”. Incidental signs do not require a permit.
- (23) *Intermittent* means a pattern of changing light intensity, other than that achieved with immediate, fade or dissolve transitions, where and message remains static at least four seconds.
- (24) *Moving Light* means the physical change in position of any visible illumination source while lighted or the simulation of movement achieved with a pattern of sequentially illuminating visible illumination sources within close proximity to each other.
- (25) *Multi-tenant parcel* means a parcel of property, or parcels of contiguous property, existing as a unified or coordinated project, with a multi-tenant structure.

- (26) *Multi-tenant structure* means a building used, designed or constructed for occupation by more than one (1) tenant.
- (27) *Multi-tenant sign* means a sign, which pertains to the uses of a parcel of property, or parcels of contiguous property, where two (2) or more separate establishments exist on the parcel of property.
- (28) *Parapet* means the extension of a false front or wall above a roofline.
- (29) *Pole Sign* or pylon sign means a sign supported by at least one (1) upright pole, pylon, or post, which is secured to the ground, and the bottom of the sign- face exceeds two (2) feet above the finished grade level. The definitions of pole sign and ground sign are mutually exclusive.
- (30) *Projecting Sign* means a sign mounted on a building wall or fascia in such a manner that one or more copy areas are not parallel to the building wall.
- (31) *Scroll* A mode of message transition on an LED display where the message appears to move horizontally or vertically across the display surface.
- (32) *Sign* - A name, identification, description, emblem, display or device which is affixed to, printed on, or represented directly or indirectly upon a building, structure, or parcel of land; which is illuminated or nonilluminated; visible or intended to be visible from any public place; and, which directs or calls attention to a person, place, product, institution, business, organization, activity or service. Signs shall also include any permanently installed or situated merchandise, including any banner, pennant, placard, statue, vehicle or temporary sign. Certain categories of signs are defined as follows. Other categories of signs are defined elsewhere in this ordinance
- (33) *Stick-in sign* means a sign, which is capable of being manually inserted into the ground by a single individual, and which is capable of being viewed from the public right-of-way.
- (34) *Tri-vision (multi-vision)* A sign which uses triangular louver construction permits the display of three (3) different copy messages in a predetermined sequence.
- (35) *Window Sign* means a sign visible through or attached to the inside of a window that contains a commercial message. Incidental signs are not counted towards window signage.

(D) **Boundaries**

- (1) Corridor and overlay are used interchangeably throughout these regulations. When referenced, it shall mean the area generally extending two hundred and fifty (250) feet from the edge of the right-of-way lines of those roads listed herein.
- (2) The Overlay zone shall begin along US 17 from Cove Drive and continue north to Ocean Creek Drive
- (3) The Overlay zone shall also continue along Kings Road, Chestnut Road, Lake Arrowhead Road, and Shore Drive.
- (4) Attachment 1 provides the location of the boundaries of this overlay.

- (E) **Development Review.** Proposed developments or modifications meeting the specifications as detailed in the Modifications Table in Section 723.13(B) shall be reviewed by the Code Enforcement and Planning and Zoning Departments before issuance of building permits. Development plans shall provide information relative to the site layout including building elevations, landscaping, signage and utility location. Submitted plans shall comply with the

commercial plan submittal requirements and contain enough detail to illustrate that the requirements of this ordinance have been met.

(F) **Modification of design standards.** The Board of Zoning Appeals may approve modification of the design requirements of the overlay zone. Requests for modification of the design standards shall be considered at the time development plans are submitted for review and shall comply with all submittal requirements established by the zoning ordinance.

(G) **Development and design requirements.** Development of specific uses in the Restaurant Row 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. Glazing located on the ground floor of the primary and/or secondary façade of commercial structures shall be forty (40) percent or less.

(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.

(H) **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) Businesses engaged in the leasing, rental, or sale of merchandise that have frontage along the corridor shall adhere to the landscaping and buffer requirements
- (3) Commercial outdoor display areas, sales areas, tents, play areas, and commercial play devices are prohibited, except where a special event is held and a permit is issued. This Subsection does not apply to Auto/Boat sales. 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.
- (4) 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 plantings on any side facing the main corridor or residentially zoned property.
- (5) Retail Garden Center
 - a. The outdoor storage and display of living plant material (i.e. garden center) and its associated materials may have this provision waived by using 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.
- (6) 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.
- (7) 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.
 - (8) 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;
 - b. Merchandise display pads shall be limited to five hundred (500) square feet for every five hundred (500) feet of frontage and may be placed within the required berm. Display pads shall be accessed from the rear of the berm to reduce conflicts with corridor traffic.
 - c. Merchandise display pad area may be increased to a maximum of one thousand (1,000) square feet for every five hundred (500) feet of corridor frontage, provided the required berm landscaping materials are increased by twenty five (25) percent.
 - (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 six (6) foot solid or opaque fence shall be required around any storage of recreational vehicles and mini-storage units.

(I) **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 grade utilities shall be located behind structures in a utility "alley" easement approved by the applicable utility authority.
 - d. 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.
- (3) 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.

(J) **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 with greater than seven (7) units per acre shall be designed to allow for cross-access to adjacent compatible sites in accordance with the following standards.
 - 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.
 - f. Recording Required
Where possible a cross access easement shall be recorded by the owner/ developer prior to the issuance of zoning compliance.
- (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) Waiver Standards. The applicant may apply for a waiver of the standard driveway designs, under the following conditions:
 - a. When driveway volumes are expected to meet or exceed one thousand (1,000) vehicles per day.
 - b. When expected turning ingress or egress movements meet or exceed fifty (50) per hour during a typical peak traffic period as determined by a traffic study or generally accepted Institute of Transportation Engineers Trip Generation Manual.
 - c. When in the judgment of the Horry County Engineering the site specific conditions require alternative design treatments to provide for safe and efficient driveway operation.

- d. When an applicant seeks a waiver for an innovative method for access design or operation. The Waiver should be granted only where practical difficulties require and innovative design or dimensional change.

(8) 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.

(9) 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.

(K) **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 overhand.
- (3) Parking Islands shall be improved with at least one two and one-half (2 ½) 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 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.

(L) **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.

(M) **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 in excess of one-foot (1) candle 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..

(N) **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. Bubblers or drip irrigation systems are encouraged in order to reduce water consumption and overspray onto pedestrian and vehicle use areas. 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 2:1. 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 unless said facilities are part of a Low Impact Development plan approved by the Horry County Stormwater Department. 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 only encroach perpendicular into the landscaped areas of the perimeter buffer up to ten (10) percent. This limitation shall not apply if existing utility easements do not interfere with the required landscaping of this ordinance.
- (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

Proposed Land Use Classification	Adjacent Land Use Classification								
	1	2	3	4	5a	5b	6a	6b	7
Class 1	N/A	C	B	B	B	B	C	B	B
Class 2	B	C	B	B	C	B	C	B	C
Class 3	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Class 4	A	A	C	B	A	B	A	B	B
Class 5	A	A	B	C	B	C	B	C	C
Class 6a	A	B	B	C	C	C	C	C	C
Class 6b	A	A	B	C	C	C	C	C	C
Class 7a	A	B	B	C	C	C	C	C	C
Class 7b	A	A	B	C	C	C	C	C	C
Class 8	A	A	B	C	C	C	C	C	C

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

Use	Use Class
1	Single Family Residential
2	Multi Family Residential
3	Warehouse/ Industrial
4	Amusement
5a	Retail, Restaurant, Sales and Service (<10,000 sf)
5b	Retail, Restaurant, Sales and Service (>10,000 sf)
6a	Office/ Institutional/ Medical (<20,000 sf)
6b	Office/ Institutional/ Medical (>20,000 sf)
7	Transient Accommodations

TABLE: 3 BUFFER DESIGN GUIDELINES

Buffer Type	Description	Performance Standards (per 100 feet)		
		Canopy Trees	Understory Trees	Shrubs
Type A Opaque Option (1)	This buffer functions as an opaque screen from the ground to a minimum height of eight (8) feet.	<u>2.5 trees</u>	<u>5 trees</u>	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.
		(2" inch caliper and ten (10) feet in height in at the time of planting)	Minimum eight (8) feet in height at time of planting	
		One hundred (100) percent of the vegetation required shall be evergreen species, no more than (25) percent may be pine species.		
Type A Opaque Option (2)	This buffer/screen functions as an opaque screen from the ground to a minimum height of eight (8) feet.	Screen shall consist of a double row offset evergreen trees. Trees should be spaced every ten (10) feet on center minimum.		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.
		Minimum of eight (8) feet in height. Tree species should be of a variety which provides screening from near the ground to the canopy.		
		Minimum of eight (8) feet in height. Canopy or Understory varieties.		
Type B Semi-Opaque	This buffer functions as a semi-opaque screen at a minimum height of eight (8) feet with openings no greater than ten (10) feet.	<u>2.5 trees</u>	<u>5 trees</u>	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.
		(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	
		At least fifty (50) percent of the required trees and one hundred (100) percent the required shrubs shall be evergreen species.		

TABLE: 3 BUFFER DESIGN GUIDELINES CONTINUED

Buffer Type	Description	Performance Standards (per 100 feet)		
		Canopy Trees	Understory Trees	Shrubs
Type C Spatial	<p>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.</p>	<u>2.5 trees</u>	<u>5 trees</u>	<p>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.</p>
		(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	
		At least fifty (50) percent of the required trees and shrubs shall be evergreen species.		
Type D Street - scape	<p>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.</p>	<u>2.5 trees</u>	<u>5 trees</u>	<p>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.</p>
		(3" inch caliper and ten (10) feet in height at the time of planting)	Minimum eight (8) feet in height at time of planting	
		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.		
		At least one-third (1/3) of the Understory trees and shrubs shall be flowering)		

(O) **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.
- c. All signs for properties with less than or equal to 50 linear feet of frontage must be constructed as a monument style sign.
- d. Parcels with multiple road frontage:
 - 1. “Freestanding Sign Table” applies to each road frontage that provides access to the site separately

<u>Freestanding Sign Table</u>			
Measure	Number of Freestanding Signs	Maximum Sign Area (sf)	Maximum Height (ft)
(Linear feet of frontage) LF			
≤50lf LF	One (1) sign	50sf	12ft
50 to 99 LF	One (1) sign	One (1) sf per one (1) linear foot of frontage up to a maximum of 500sf	20ft
100 to 399 LF	One (1) sign		30 ft
≥400 LF	Two (2) sign		40 ft

(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 on a parcel with less than 300ft of frontage.

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 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.
- 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.
 2. **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.
 - b. The minimum separation for all signs on a parcel shall be at least two hundred (200) linear feet.
 - d. **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.

<u>Allowed Building Signs Per Tenant</u>		
Type of Sign	Number of Signs Permitted per Tenant	Maximum Size¹ Square feet (sf)
Wall	One (1) wall sign plus two (2) secondary product or service signs per building elevation	Total of all wall signs shall not exceed fifteen (15%) percent of the wall area Each Secondary signs shall be limited to twenty-five (25) percent of the size of the primary wall sign
Awning	1 per lease space or building entrance	Shall not exceed fifteen (15%) of the total awning face area.
Canopy	1 per lease space or building entrance	
Window	No more than eight (8) total signs or pieces of information	Limited to twenty five (25%) percent of the total glass area of the window

(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 10ft 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 Corridor.
- b. Off-premise signs must be 1200 feet apart except for digital billboards which must meet a separation of 2400feet 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 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.

(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:

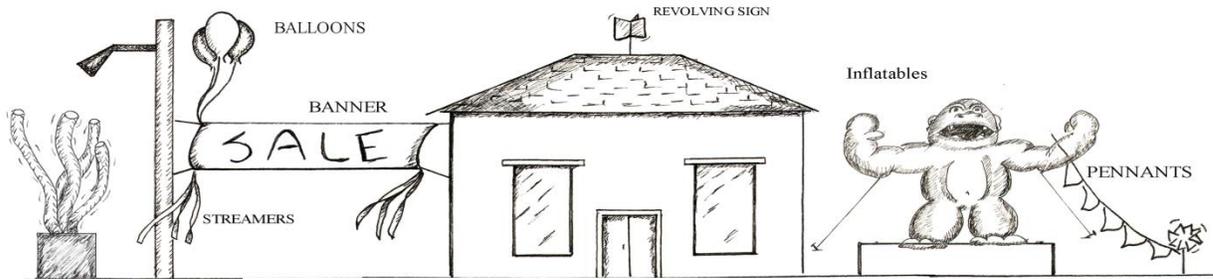


Figure 24: Prohibited signage examples

1. No sign, permanent or temporary, shall be erected or placed so that it interferes with a clear sight triangle distance design standards.
2. Portable signs
3. A-frame
4. Signs on trailer frames with or without mounted wheels
5. Signs on or attached to vehicles which meet the following:
 - (a). Have a total copy area in excess of ten square feet; and
 - (b). The vehicle is used primarily for advertising in a stationary manner; and
 - (c). Vehicles that are used on a regular basis for transportation may have professional installed vehicle wrap
 - (d.) The vehicle must display a valid license plate
6. 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.
7. Signage used on bus transit shelters within the right of way.
8. Signs attached to trees or utility poles or canopy support structures.
9. Bench signs
10. Roof sign
11. Traffic sign replica
12. "Stick-in" signs
13. Banner Signs shall be prohibited except as temporary commercial signs used to advertise a Grand Opening/New Management/Going Out of Business Sign.
14. Zoomorphic signs unless associated with amusement uses.