REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: March 4, 2024

Agenda Item: 7A	Prepared by: L. Suzanne Pritchard, PLA, AICP, CFM
Agenda Section: New Business: Ordinance. First Reading	Date: February 28, 2024
Subject: Amendment to the North Beach Plantation Planned Development District (PDD) revising the signage on North Market Street [Z-24-2]	Division: Planning and Development

Background:
The applicant, Joe Brennand, agent for the owner, has requested an amendment to the North Beach Plantation PDD replacing the small monument sign within the N. Market Street right-of-way with a new updated illuminated pylon type road sign.

Planning Commission Action:
The Planning Commission conducted a public hearing on February 20, 2024, and voted unanimously to recommend approval of the request after coordinating with the applicant to create a sign that was 32% reduced in size. The reduced-size sign is presented as part of Exhibit A to the ordinance in your packet; the larger, originally proposed sign is also in your packet as part of the Planning Commission report. There was no public comment.

Recommended Actions:
Approve or deny the proposed ordinance on first reading

Reviewed by Department Head	Reviewed by City Manager	Reviewed by City Attorney

Council Action:
Motion By_____ 2nd By_____ To_____

ORDINANCE

AN ORDINANCE OF THE CITY OF NORTH MYRTLE BEACH PROVIDING THAT THE CODE OF ORDINANCES, CITY OF NORTH MYRTLE BEACH, SOUTH CAROLINA, BE AMENDED BY REVISING THE NORTH BEACH PLANTATION PLANNED DEVELOPMENT DISTRICT (PDD) REVISING THE SIGNAGE ON NORTH MARKET STREET.

Section 1:
That the North Beach Plantation PDD be amended to include updated exhibits for signage on North Market Street as depicted in Exhibit A attached and included in this ordinance.

If a conflict arises between the amendments listed in the ordinance and those listed in the PDD booklet, the PDD booklet shall take precedence. The proposed changes are reflected in the PDD booklet.

Section 2:
That the North Myrtle Beach Planning Commission has provided the required public notice of this request and has held the necessary public hearings in accordance with applicable State Statutes and City Ordinances.

DONE, RATIFIED AND PASSED, THIS _____ DAY OF_____, 2024.

_____
Mayor Marilyn Hatley

ATTEST:

_____
City Clerk

APPROVED AS TO FORM:

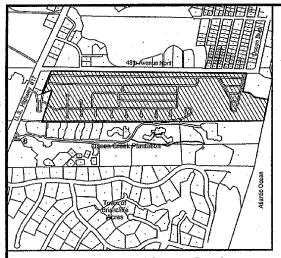
_____
City Attorney

REVIEWED:

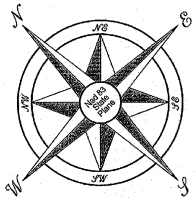
_____
City Manager

FIRST READING: 3.4.2024
SECOND READING: _____

ORDINANCE: _____



Vicinity Map - Not to Scale



Area Table		
Lot No.	Sq. Ft.	Acres
9	2,083 ±	0.05 ±
10	2,082 ±	0.05 ±
11	2,083 ±	0.05 ±
12	2,083 ±	0.05 ±
13	2,088 ±	0.05 ±
14	2,531 ±	0.06 ±
15	2,221 ±	0.05 ±
16	2,970 ±	0.07 ±
17	2,939 ±	0.08 ±
18	2,357 ±	0.05 ±
19	2,512 ±	0.05 ±
20	2,085 ±	0.05 ±
OS #1	1,236 ±	0.03 ±

Instrument#: 2012000053215, PLAT BK: 254 PG: 247 DOCTYPE: 061 05/11/2012 at 01:33:26 PM, 1 OF 1
BALLERY V. SKIPPER, HORRY COUNTY, SC REGISTRAR OF DEEDS

Line Table		
Line	Length	Bearing
L1	27.44	S64°45'00"E
L2	8.64	S69°44'28"W
L3	28.93	N60°34'39"E
L4	2.54	S03°51'13"W
L5	9.12	S03°51'13"W
L6	42.47	S03°51'13"W
L7	51.26	N09°37'38"W
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C6	97.19	100.00	52.92	N21°58'02"W	93.41	55°41'16"
C7	33.97	12.00	21.69	S19°51'46"W	21.60	162°10'03"
C8	44.70	75.00	23.05	S83°58'11"E	44.12	34°12'37"
C9	18.80	12.00	12.00	N81°58'09"W	16.97	90°03'00"
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C20	18.32	62.00	9.23	N70°06'56"W	18.25	16°56'42"

Approximate location of existing sign to be replaced

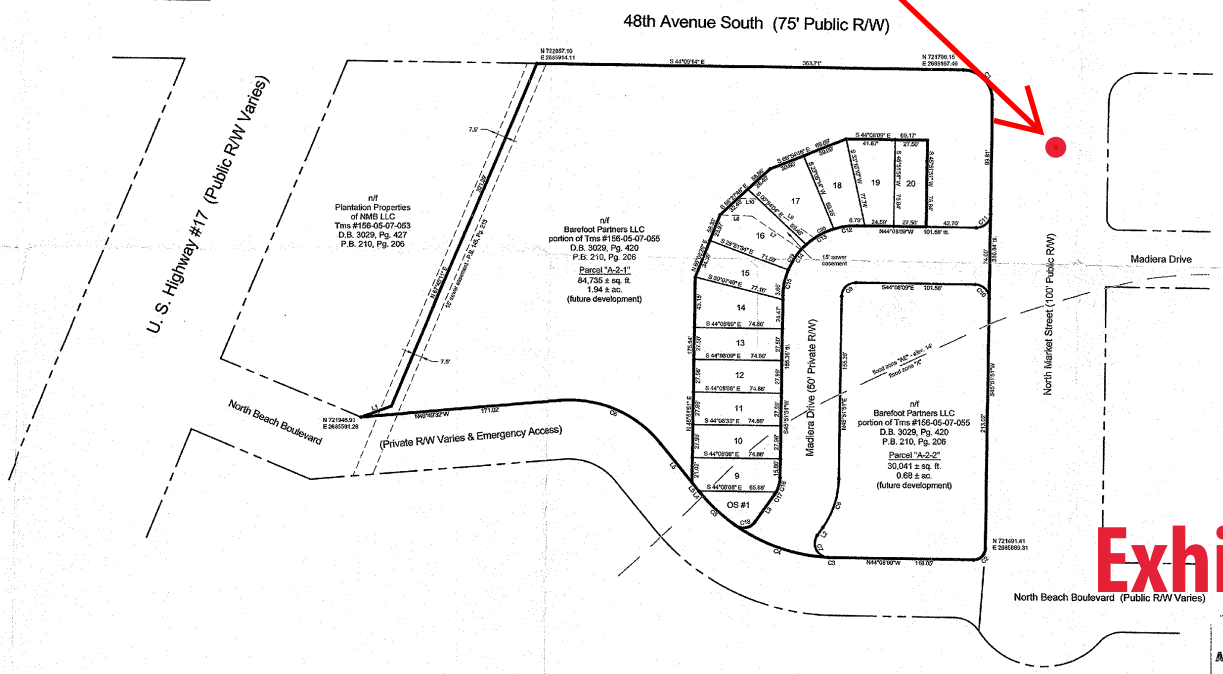

Exhibit A

FINAL PLAT OF RECORD
APPROVED FOR RECORDING
ADMINISTRATIVE OFFICIAL DATE
CITY OF NORTH MYRTLE BEACH

Notes

1. This property is subject to all easements and restrictions of record.
2. This document represents a subdivision of an existing parcel of record.
3. This property is located in flood zones "X" & "AE-14" as shown on Flood Insurance Rate Map number 45051C0 586H dated 8/23/99. Flood zone and floodway lines shown on the face of this plat are scaled and approximate only.
4. Existing Tax Map Parcel numbers and references for the adjoining properties are as shown (if applicable) on the face of this plat.
5. No title search has been performed by this office.
6. Parent Tax Map No. 156-05-07-055
7. Bearings shown are based on NAD 83 South Carolina State Plane coordinate system and all distances are horizontal ground distances, not grid distances.
8. This survey is valid only if a print of the same has the original signature and embossed seal of the surveyor.
9. No subsurface or environmental conditions have been considered as part of this survey and no statement has been made concerning the locations of underground utilities or facilities that may affect the use or development of this property.
10. Road right-of-way will serve for all utilities including but not limited to water, sewer, gas, electric and cable.
11. Common Areas and Open Spaces are to be owned and maintained by the Property Owners Association.

Area Summary

Total Area of Phase	3.76 ± acres
Right-of-Way Area	0.46 ± acres
Lot Area	0.64 ± acres
Open Space Area	0.03 ± acres
Future Development Area	2.62 ± acres
Total Number of Lots	14

GRAPHIC SCALE

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(IN FEET)
1 inch = 50 ft.

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5/9/12
Date

Kevin D Blayton
City Engineer

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Certificate of Ownership and Dedication

I (We) hereby certify that I am (We are) the owner(s) of the property shown and described hereon and that I (We) hereby adopt this plan of subdivision with My (Our) free consent, establish the minimum building restriction lines and dedicate all streets, alleys, walks, parks and other open space to public or private use as noted.

Barefoot Partners, LLC
By: Kevin Tolbert 5-9-12

Owner Signature Date

Owner Signature Date

Surveyors Certification

It is hereby certified that this plat is true and correct to the accuracy required in Article IV, Section 20-26(C), "Degree of Accuracy"

I hereby state that to the best of my knowledge, information and belief, the survey shown herein was made in accordance with the requirements of the "Minimum Standards Manual for the Practice of Land Surveying in South Carolina" and meets or exceeds the requirements for a Class "B" survey as specified therein; also there are no visible encroachments or projections other than shown.

Kyle W. Johnson 5-9-12

Kyle W. Johnson SCPLS No. 16132 Date

DDC
ENGINEERS
Consulting Engineers, Surveyors, Planners, Landscape Architects & Environmentalists
1258 Professional Dr., Myrtle Beach, SC 29577
Phone: (843) 692-3200 Fax: (843) 692-3210

SOUTH CAROLINA NOT VALID WITHOUT A SEAL
DDC ENGINEERS, INC. No. C00656
CERTIFICATE OF AUTHORITY

No.	Date	Revision	Description	By

Prog. No. 08.0890BE | Date: 5/9/12 | Scale: 1" = 50'
Design: | Draft: Clendy | Check: KWJ
Field Book: | Page:

This drawing is property and shall be delivered to the owner upon request. Any use or reproduction without written permission is prohibited.

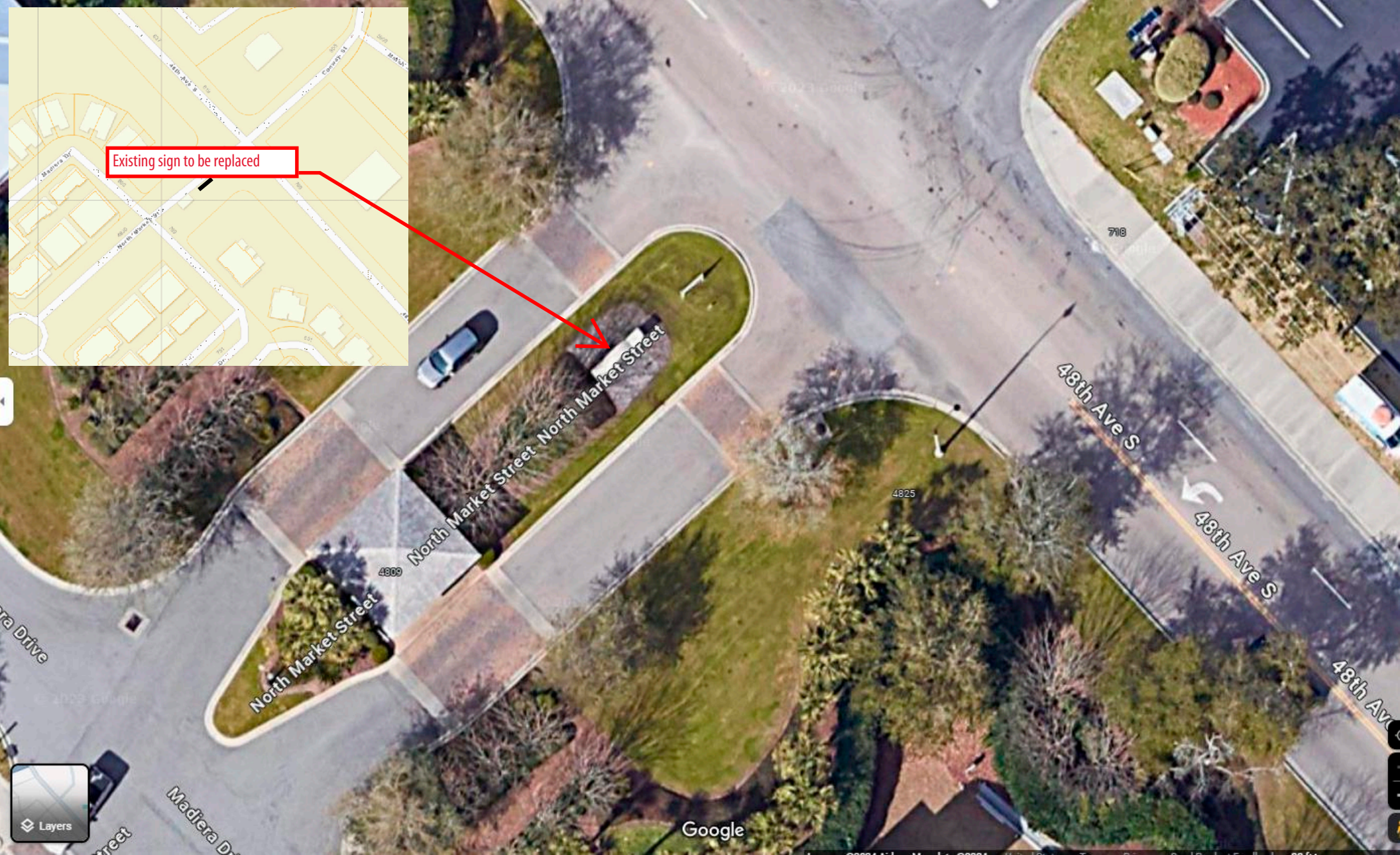
Cottages @ The Exchange - North Beach Plantation

City of North Myrtle Beach, Horry County, South Carolina

Final Subdivision Plat

Prepared For: Barefoot Partners LLC

Drawing Number | 1 of 1 | 08.0890BE


Existing sign to be replaced
North Market Street
North Market Street
North Market Street
48th Ave S
48th Ave S
48th Ave
4825
4809
718
Madiera Drive
Layers
Google

Existing sign to be removed
Existing sign to be replaced
MAIN
NORTH BEACH
PLANTATION
Google

Proposed Sign on N. Market St.

Existing Sign on Hwy 17

6A. MAJOR PLANNED DEVELOPMENT DISTRICT AMENDMENT Z-24-2: City staff received an application for a major amendment to the North Beach Plantation Planned Development District (PDD) revising the monument signage to a pylon-type road sign on North Market Street off 48th Avenue South.

Proposed Changes

The applicant, Joe Brennand, agent for the owner, has requested an amendment to the North Beach Plantation PDD replacing the replacing the small monument sign within the N. Market Street right-of-way with a new updated illuminated pylon type road sign. The proposed sign is attached for review.

Staff Review

Planning & Development, Planning Division

The Planning Department has no issue with the proposed amendment.

Planning & Development, Zoning Division

The Zoning Administrator has no issue with the proposed amendment.

Public Works

The Public Works Department has no issue with the proposed amendment.

Public Safety

The Fire Marshal has no issue with the proposed amendment.

According to § 23-4, Amendments, of the Zoning Ordinance, the advertisement requirement for Zoning Ordinance amendments is 15 days, and that advertisement notice has been met. The amendment is presented to the Planning Commission for a recommendation that will be forwarded to City Council at their next meeting scheduled for March 4, 2024.

Planning Commission Action

The Planning Commission may recommend approval, recommend approval with modifications and/or conditions, or recommend denial of the proposal as submitted.

Alternative Motions

1) I move that the Planning Commission recommend approval of the major planned development district amendment to the North Beach Plantation PDD [Z-24-2] as submitted.

   OR

2) I move that the Planning Commission recommend denial of the major planned development district amendment to the North Beach Plantation PDD [Z-24-2] as submitted.

   OR

3) I move (an alternate motion).

PDD Zoning Finance Account Code:	**3.22**
FEE PAID:	$500.00 on January 25, 2024
FILE NUMBER:	Z-24-2
Complete Submittal Date:	January 25, 2024

Notice Published:	February 1, 2024
Planning Commission:	February 20, 2024
First Reading:	March 4, 2024
Second Reading:	March 18, 2024

City of North Myrtle Beach, SC

Application for a Major Amendment to a Planned Development District (PDD)

GENERAL INFORMATION	
Date of Request: January 23, 2024	**Property PIN(S): 39107010139**
Property Owner(s): SCALISE GROUP LLC	**Type of Zoning Map Amendment: Major PDD Amendment**
Address or Location: Entrance drive off 48th Ave South at North Market Street	**Project Contact: Joe Brennand**
Contact Phone Number: 843-236-8010	**Contact Email Address: joe@seaboardsigns.com**
PDD Name: North Beach Plantation	**Total Area of Property: 0 Acres**
Proposed Amendment: Replace the small monument sign with a new updated illuminated pylon type road sign	

RECORDED COVENANT INFORMATION

I hereby certify that the tract(s) or parcel(s) of land to which this approval request pertains is not restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the activity for which approval is sought, as provided in South Carolina Code of Laws (§ 6-29-1145).

Applicant's E-signature: Joe Brennand

This form complies with a state law that took effect on July 1, 2007 (S.C. Code § 6-29-1145) that requires all planning agencies to inquire in an application for a permit if the parcel of land is restricted by a recorded covenant that is contrary to, conflicts with, or prohibits the permitted activity. If such a covenant exists, the agency shall not issue the permit until written confirmation of its release is received. The release must be through the action of an appropriate legal authority.

1018 2nd Avenue South · North Myrtle Beach, SC 29582 · Telephone: (843) 280-5566 · Facsimile: (843) 280-5581

CITY OF NORTH MYRTLE BEACH

LETTER OF AGENCY

Revision Date 05.24.19

Today's Date: 01/23/24

Nature of Approval Requested: PDD Amendment

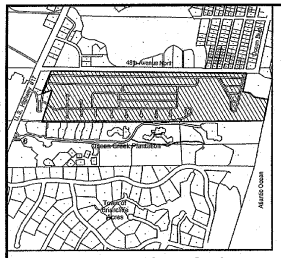
Property PIN(s): 39107010139

Property Address/Location: The intersection of 48 Ave S and North market Street

I, Daray Dennis, HOA Managing Agent, hereby authorize Joseph Brennand to act as my agent for for the purposes of the above referenced approval.

Signature	Signature
HOA Managing Agent Title	Title
Signature	Signature
Title	Title
Signature	Signature
Title	Title

Please have all property owners sign application; disregard additional spaces if not needed. If additional signature lines are required, please duplicate this sheet and bind all sheets together into one document.



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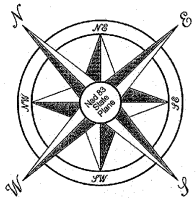

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Approximate location of existing sign to be replaced

48th Avenue South (75' Public R/W)

U. S. Highway #17 (Public R/W Varies)

n/f
Plantation Properties
of NMB LLC
Tms #156-05-07-053
D.B. 3029, Pg. 427
P.B. 210, Pg. 206

n/f
Barefoot Partners LLC
portion of Tms #156-05-07-055
D.B. 3029, Pg. 420
P.B. 210, Pg. 206
Parcel "A-2-1"
84,735 ± sq. ft.
1.94 ± ac.
(future development)

n/f
Barefoot Partners LLC
portion of Tms #156-05-07-055
D.B. 3029, Pg. 420
P.B. 210, Pg. 206
Parcel "A-2-2"
30,041 ± sq. ft.
0.68 ± ac.
(future development)

Madiera Drive (50' Private R/W)

North Market Street (100' Public R/W)

Madiera Drive

North Beach Boulevard

(Private R/W Varies & Emergency Access)

North Beach Boulevard (Public R/W Varies)

OS #1

Notes

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Barefoot Partners, LLC
By: Kevin Tolbert 5-9-12

Owner Signature Date

Owner Signature Date

Surveyors Certification

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I hereby state that to the best of my knowledge, information and belief, the survey shown herein was made in accordance with the requirements of the "Minimum Standards Manual for the Practice of Land Surveying in South Carolina" and meets or exceeds the requirements for a Class "B" survey as specified therein; also there are no visible encroachments or projections other than shown.

Kyle W. Johnson SCPLS No. 16132 5-9-12
Date

FINAL PLAT OF RECORD
APPROVED FOR RECORDING

Kevin E Sneeden 5/9/12
ADMINISTRATIVE OFFICIAL DATE

CITY OF NORTH MYRTLE BEACH

DDC
ENGINEERS
Consulting Engineers, Surveyors, Planners, Landscape Architects & Environmentalists
1258 Professional Dr., Myrtle Beach, SC 29577
Phone: (843) 692-3200 Fax: (843) 692-3210

SOUTH CAROLINA NOTICE OF AUTHORIZATION
DDC ENGINEERS, INC. No. C00656
CERTIFICATE OF AUTHORIZATION

No.	Date	Revision Description	By

Prog. No.	08.0890BE	Date:	5/9/12
Design:		Scale:	1" = 50'
Draft:	Cindy	Check:	KWJ
Field Book:		Page:	

This drawing is property and shall be delivered to DDC ENGINEERS, INC. upon request. Reproduction or use of this drawing without written permission is prohibited.

Cottages @ The Exchange - North Beach Plantation

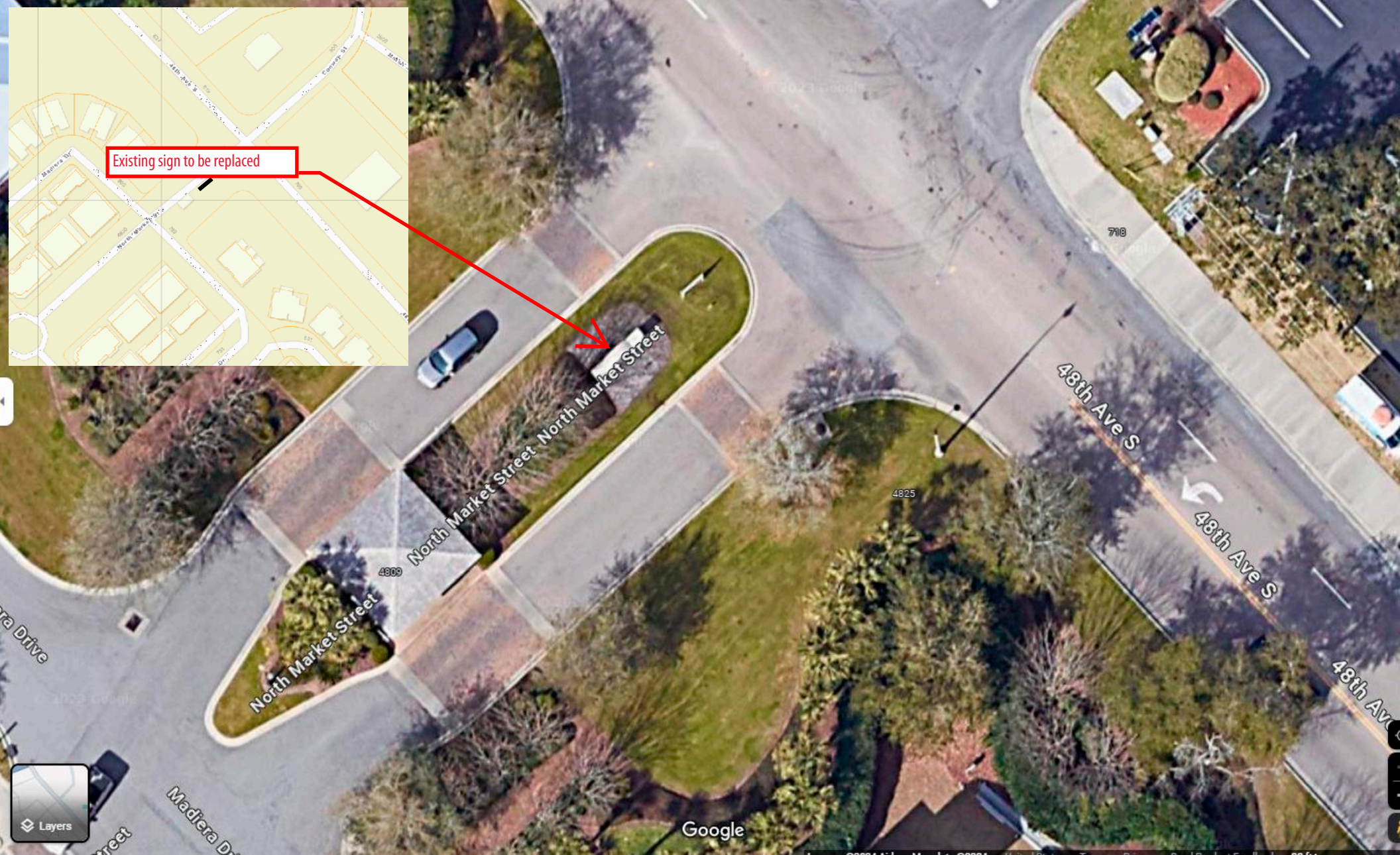
City of North Myrtle Beach, Horry County, South Carolina

Final Subdivision Plat

Prepared For: Barefoot Partners LLC

Drawing Number: 1 of 1

08.0890BE


Existing sign to be replaced
North Market Street
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48th Ave S
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4825
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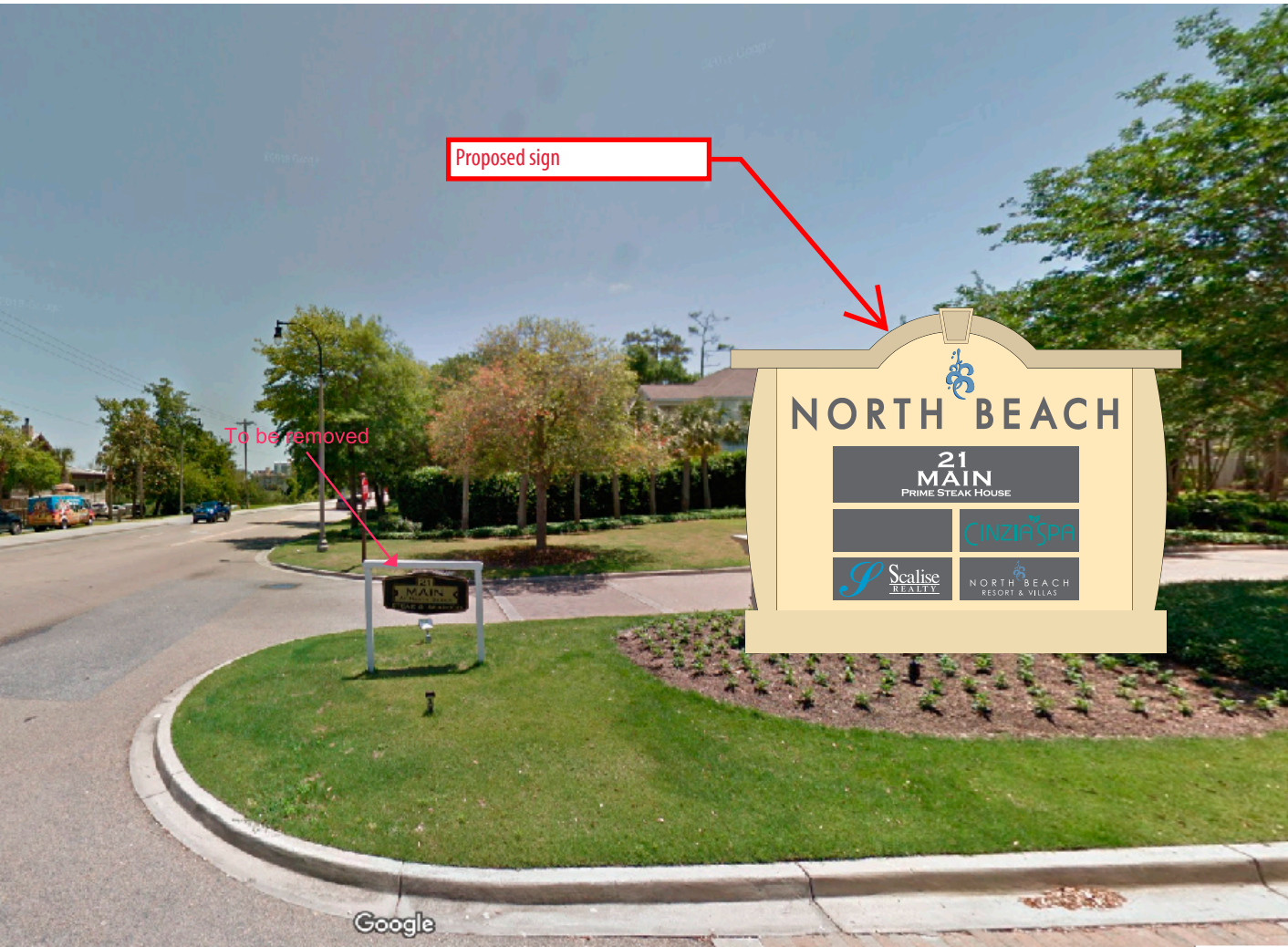
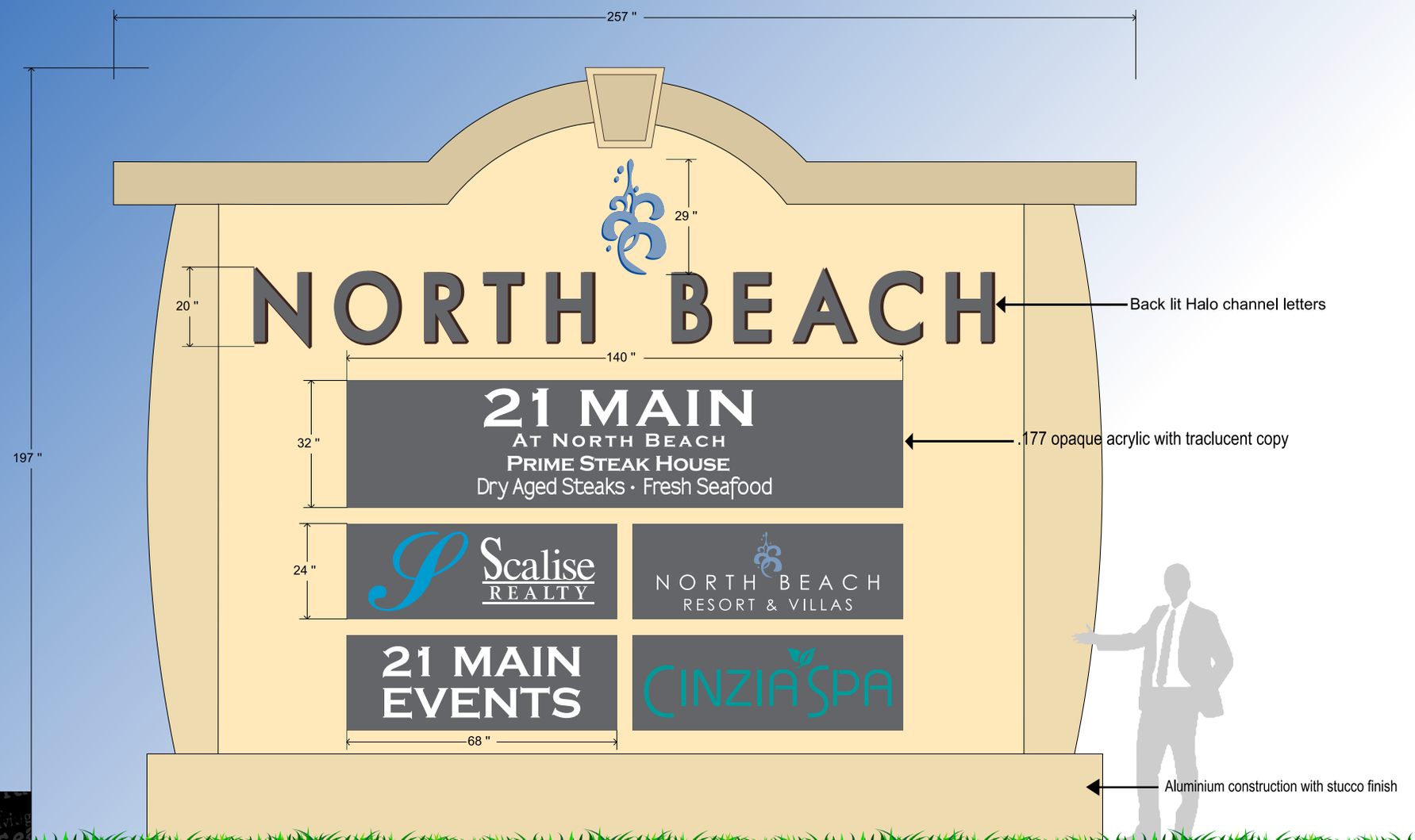
Existing sign to be replaced
NORTH BEACH
PLANTATION
Google


Proposed sign
To be removed
NORTH BEACH
21
MAIN
PRIME STEAK HOUSE
CINZIA SPA
Scalise
REALTY
NORTH BEACH
RESORT & VILLAS
Google

Two sided monument sign



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:.....

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