# REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: March 4, 2024

| | |
|---|---|
| Agenda Item: 7C | Prepared by:<br>L. Suzanne Pritchard, PLA, AICP, CFM |
| Agenda Section:<br>New Business: Ordinance. First Reading | Date: February 28, 2024 |
| Subject:<br>Amendment to the Parkway Group Planned Development District (PDD) revising signage at Parcel 3/Building 4 of the Palmetto Coast Industrial Park [Z-24-5] | Division: Planning and Development |

**Background:**
The applicant, Robert "Shep" Guyton, agent for the owner, has requested an amendment to the Parkway Group PDD approving signage for the beverage company located at Parcel 3/Building 4 of the Palmetto Coast Industrial Park.

**Planning Commission Action:**
The Planning Commission conducted a public hearing on February 20, 2024, and voted unanimously to recommend approval of the request. 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 PARKWAY GROUP PLANNED DEVELOPMENT DISTRICT (PDD) REVISING SIGNAGE AT PARCEL 3/BUILDING 4 OF THE PALMETTO COAST INDUSTRIAL PARK.**

**Section 1:**
That the Parkway Group PDD be amended to include updated exhibits for the signage at Parcel 3/Building 4 of the Palmetto Coast Industrial Park 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: _____

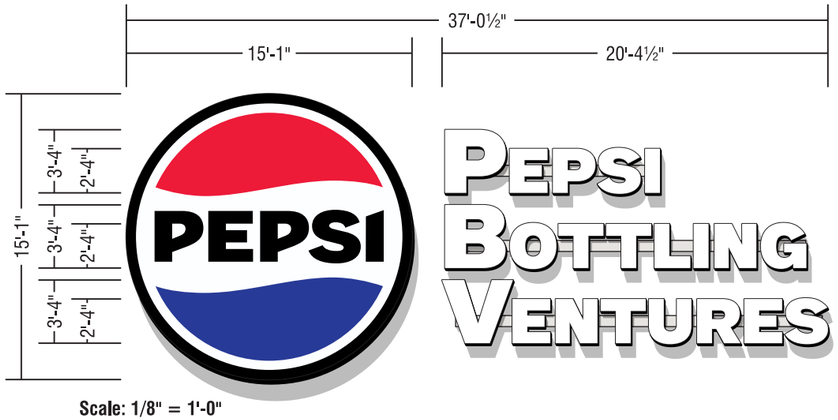
ORDINANCE: _____

**INSTALL NOTICE** CSS is not liable for any water leaks due to penetrations that may occur during installation of signage above the roof line/parapet wall.

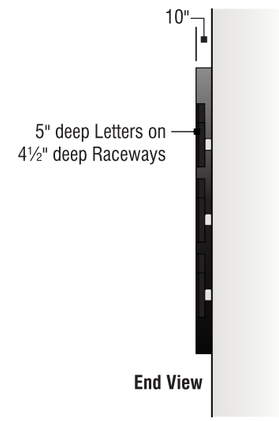
**SIGN** must have a disconnect switch installed **VISIBLY** on the driver box (which must be within 6' of sign) and on the sign itself, as applicable. **PRODUCTION NOTICE**

**15'-1" x 37'-0½" = 558.71 Sq Ft PROPOSED**

***Tenant must provide 20amp 120volt DEDICATED circuit within 6' of sign**




Scale: 1/8" = 1'-0"



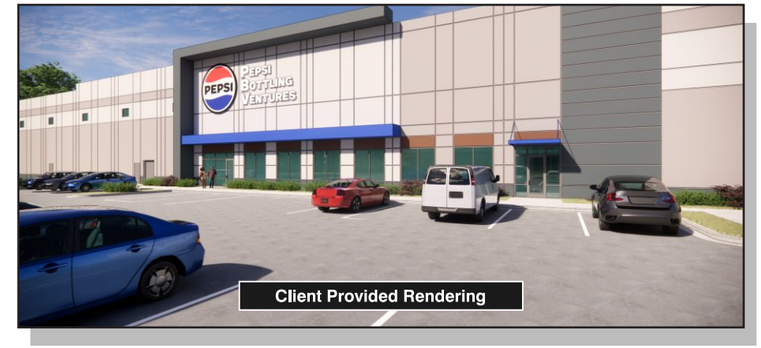

End View

(1) S/F Internally Illuminated Logo Sign Cabinet constructed of Aluminum, with Bleed Retainer. Face of Panaflex face material with Digitally Printed or Vinyl Graphics. Internal illumination via White LEDs. 120 Volts. All wiring UL approved.

(1) Set of Internally Illuminated Channel Letters constructed of Aluminum (5" deep). Trimcap to match Returns. Faces of White Acrylic. Internal illumination via White LEDs. 120 Volts. All wiring UL approved.

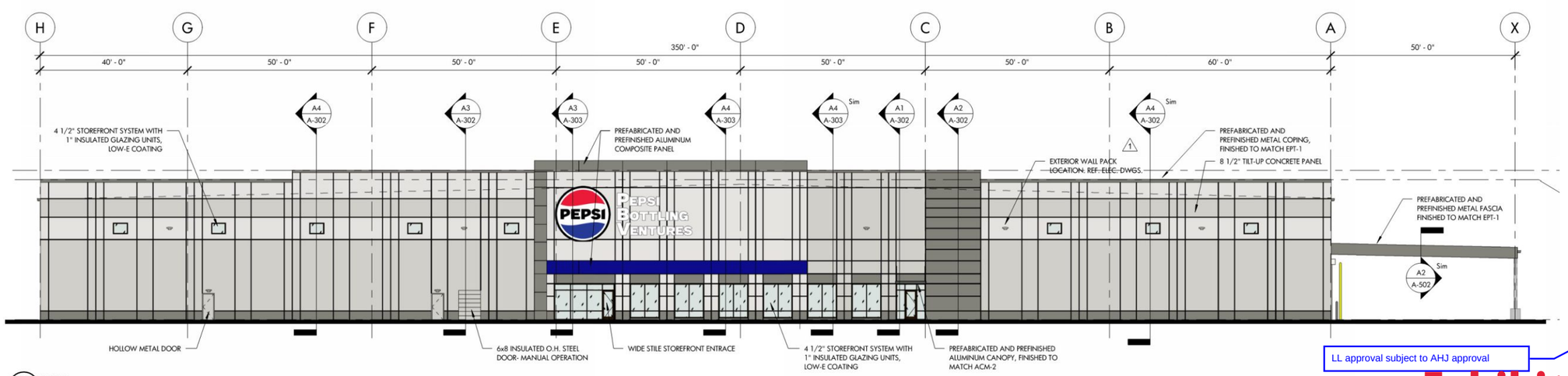
S/F Sign Cabinet mounted flush to fascia via non-corrosive fasteners. Letters attached to 7" high x 4½" deep Aluminum Raceways. Raceways mounted flush to fascia via non-corrosive fasteners.

- **Cabinet:** painted Black (satin finish)
- **Face:** White Panaflex Material
- 3M Opaque Black Vinyl (or Printed Black)
- Digitally Printed Vinyl to match Blue & Red TBD (or Printed to match Blue & Red TBD)
- **Letters:** pre-finished Black
- **Trimcap:** 1" Black Jewelite Trim
- **Faces:** White Acrylic
- **Raceways:** painted to match fascia - COLOR TBD (satin finish)
- **Internal Illumination:** White LEDs




Client Provided Rendering

NIGHT VIEW




A1 A-201 WEST
Scale: 1/32" = 1'-0"

LL approval subject to AHJ approval

**Exhibit A**

CAPITAL SIGN SOLUTIONS


5800 McHines Place, Suite 110
Raleigh, NC 27616
919.789.1452
www.capitalsignsolutions.com



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CLIENT: PEPSI BOTTLING VENTURES

FILENAME: Pepsi Bottling Ventures Lighted Logo & Letters (Longs, SC)

DWG #: QT20615-1

SCALE: As Noted

DESIGNER: HH

SR/PM: AL/ME

DATE: 10-18-23

REVISION 1:

REVISION 2:

REVISION 3:

REVISION 4:

REVISION 5:

By signing below, I confirm I have reviewed this proof carefully (INCLUDING ALL NOTES), found it to be correct, and approve this project.

J. Derek Fox 12.20.23
Customer Signature Date

Landlord Signature Date

*CSS will endeavor closely to match colors - including PMS - where specified. However, we cannot guarantee exact matches due to varying compatibility of ink, paint, or material used.

**6D. MAJOR PLANNED DEVELOPMENT DISTRICT AMENDMENT Z-24-5:** City staff received an application for a major amendment to the Parkway Group Planned Development District (PDD) for signage at Parcel 3/Building 4 of the Palmetto Coast Industrial Park.

**Proposed Changes**
The applicant, Robert "Shep" Guyton, agent for the owner, has requested an amendment to the Parkway Group PDD approving signage for the beverage company located at Parcel 3/Building 4 of the Palmetto Coast Industrial Park. 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 Parkway Group PDD [Z-24-5] as submitted.

   OR

2) I move that the Planning Commission recommend denial of the major planned development district amendment to the Parkway Group PDD [Z-24-5] as submitted.

   OR

3) I move (an alternate motion).

| | |
|---|---|
| PDD Zoning Finance Account Code: | **3.22** |
| FEE PAID: | $0.00 on |
| FILE NUMBER: | Z-24-5 |
| Complete Submittal Date: | |

| | |
|---|---|
| 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 26, 2024** | **Property PIN(S): 38900000240** |
| **Property Owner(s): PCIP 4 PARTNERS LLC** | **Type of Zoning Map Amendment: Major PDD Amendment** |
| **Address or Location: 9101 Water Tower Rd** | **Project Contact: Robert Guyton** |
| **Contact Phone Number: 843-839-2100** | **Contact Email Address: rsguyton@guytonlawfirm.com** |
| **PDD Name: Parkway Group** | **Total Area of Property: 25.09 Acres** |
| **Proposed Amendment: Pepsi Building 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: Robert Guyton*

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