

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: December 5, 2022

Agenda Item: 7C	Prepared by: L. Suzanne Pritchard, PLA, AICP, CFM
Agenda Section: New Business: Ordinance. First Reading	Date: November 30, 2022
Subject: Amendment to the Parkway Group Planned Development District (PDD) regarding the Waterside Entry Sign [Z-22-27]	Division: Planning and Development

History:

Near the intersection of Highway 31 and Highway 22 and bounded by the Grande Dunes and Barefoot PDDs and the Intracoastal Waterway, the Parkway Group PDD was originally entitled in 2008. The originally approved PDD was approximately 1,363 acres and contained a variety of commercial and residential uses. Today, progress is being made on design and construction throughout the PDD with projects such as the Grande Dunes North Village, Village at Waterway Hills, Waterside, The Preserve, the Palmetto Coast Industrial Park, and UPS Facility.

Proposed Changes:

The applicant has submitted a proposed sign package for the Waterside neighborhood including elevations, details, and plan views of the planned monument sign. The proposed sign elements include a brick column with stone cap, seven-foot-tall aluminum powder-coated blue sculptural elements, low stone wall with cap, reverse-lit channel lettering, and a wire mesh lattice living wall. A proposed ordinance has been attached for Council’s review.

Planning Commission Action:

The Planning Commission conducted a public hearing on November 15, 2022 and voted unanimously to approve the request. There were no comments from the public.

Recommended Action:

Approve or deny the proposed ordinance on first reading

Reviewed by Division 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) CONCERNING THE
WATERSIDE ENTRY SIGN.**

Section 1:

That the Parkway Group PDD be amended to include the drawings describing the Waterside Entry Sign as depicted in Exhibit A attached and included in this ordinance.

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 _____, 2022.

ATTEST:

Mayor Marilyn Hatley

City Clerk

APPROVED AS TO FORM:

City Attorney

REVIEWED:

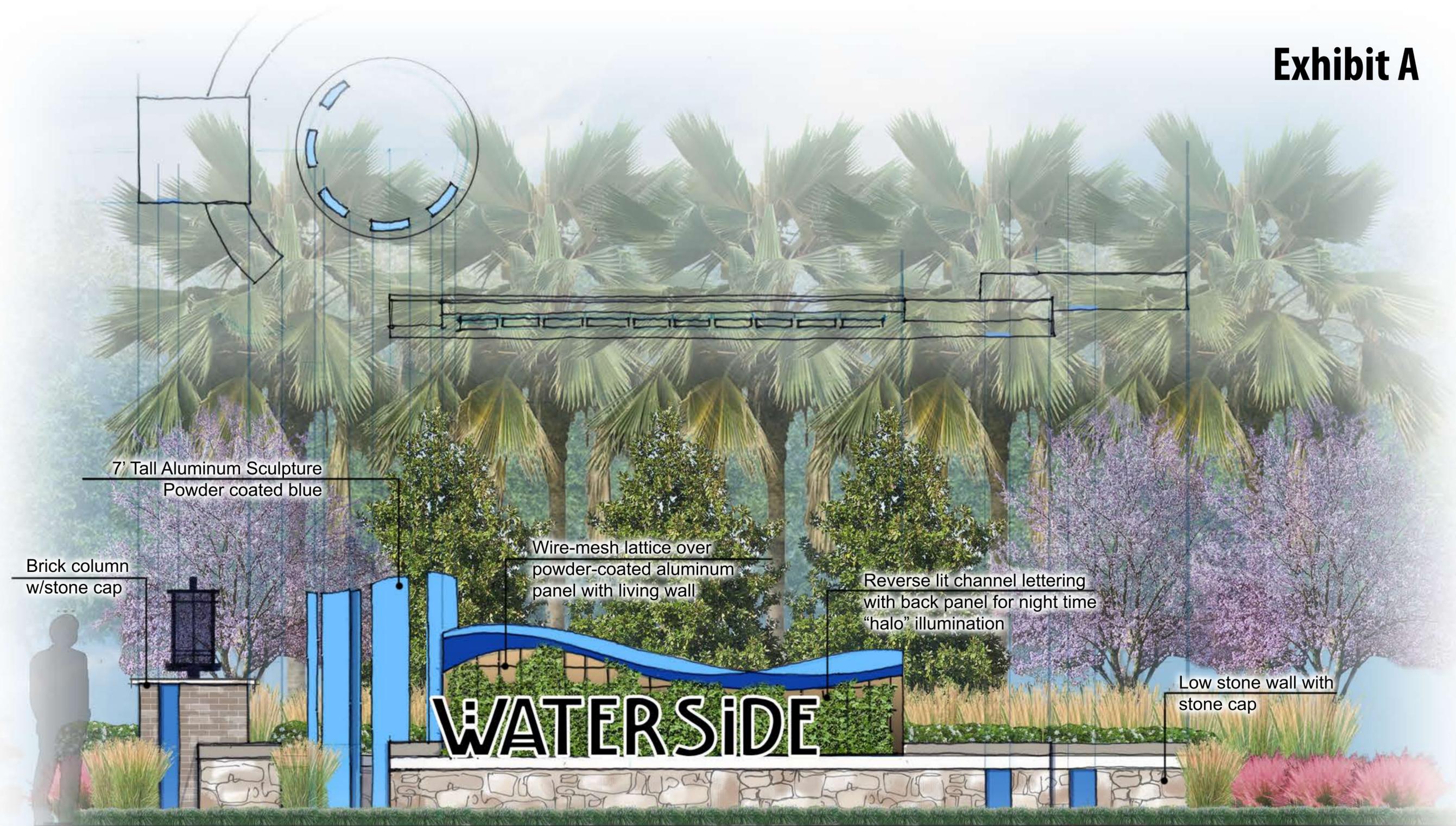
City Manager

FIRST READING: 12.5.2022

SECOND READING: _____

ORDINANCE: _____

Exhibit A



NOTES:

- 1. Max height 7' per JHA
- 2. Max 20 SF signage per JHA



This exhibit is conceptual in nature and may change at owner's discretion in order to meet jurisdictional codes, final site engineering requirements and budget based on pricing for the final plan.



Waterside
Conceptual Monument
11.16.2022

6A. MAJOR PLANNED DEVELOPMENT DISTRICT AMENDMENT Z-22-27: City staff received an application for a major amendment to the Parkway Group Planned Development District (PDD) creating Waterside entry monument sign and landscaping.

History

Near the intersection of Highway 31 and Highway 22 and bounded by the Grande Dunes and Barefoot PDDs and the Intracoastal Waterway, the Parkway Group PDD was originally entitled in 2008. The originally approved PDD was approximately 1,363 acres and contained a variety of commercial and residential uses. Today, progress is being made on design and construction throughout the PDD with projects such as the Grande Dunes North Village, Village at Waterway Hills, Waterside, The Preserve, Palmetto Coast Industrial Park, and UPS Facility.

Proposed Changes

The applicant has submitted a proposed sign package for the Waterside neighborhood including elevations, details, and plan views of the planned monument sign. The proposed sign elements include a brick column with stone cap, seven-foot-tall aluminum powder-coated blue sculptural elements, low stone wall with cap, reverse-lit channel lettering, and wire mesh lattice living wall. The attached proposal includes the proposed exhibits for your review.

Staff Review

Planning & Development, Planning Division

The Planning Division has reviewed the proposed amendment and only suggests that a native species of climbing vine be used in lieu of the proposed Ivy.

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 December 5, 2022.

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-22-27] 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-22-27] as submitted.
OR
- 3) I move (an alternate motion).

PDD Zoning Finance Account Code:	3.22
FEE PAID:	\$500.00 on October 14, 2022
FILE NUMBER:	Z-22-27
Complete Submittal Date:	October 14, 2022



Notice Published:	October 27, 2022
Planning Commission:	November 15, 2022
First Reading:	December 5, 2022
Second Reading:	January 2, 2023

City of North Myrtle Beach, SC

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

GENERAL INFORMATION

Date of Request: October 13, 2022	Property PIN(S): 389-00-00-0233
Property Owner(s): Meritage Homes of the Carolinas, LLC	Type of Zoning Map Amendment: Major PDD Amendment
Address or Location: Henry Road, Waterside Development	Project Contact: Eric Lalone
Contact Phone Number: 17044889757	Contact Email Address: eric.lalone@cesoinc.com
PDD Name: Waterside Phase 1	Total Area of Property: 96.18 Acres
Proposed Amendment: Addition of a monument entry sign and landscaping relative to the sign.	

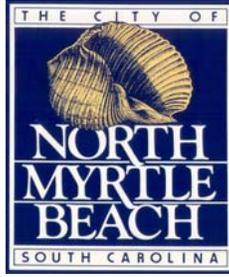
RECORDED COVENANT INFORMATION

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: Eric Lalone

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: 10/13/22

Nature of Approval Requested: PDD Amendment

Property PIN(s): 38900000236

Property Address/Location: Water Tower Rd

Veronica Perez CESO
I, _____, hereby authorize _____

to act as my agent for for the purposes of the above referenced approval.

DocuSigned by:

Veronica Perez

8880699620F14A6...

Signature

Signature

Registered Agent of Corporation

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.