

## ARTICLE XXI

### DESIGNATED OVERLAY ZONES

2100. Waccamaw Neck Commercial Corridor Overlay Zone. The Waccamaw Neck is recognized as a significant coastal area of South Carolina. Comprised of natural and built environment features that in combination form a unique, historic landscape, its special character makes it a particularly desirable place to live and work. The intent of establishing this zone designation is to protect this environment and provide a mechanism to ensure continuing orderly growth and development.

2100.1 Boundaries. The Waccamaw Neck Commercial Corridor Overlay Zone shall consist of all commercially zoned lands which have frontage on Ocean Highway (US Highway 17), or are located within five hundred (500) linear feet from US Highway 17, extending from its southern terminus at the point where US Highway 17 crosses the Waccamaw River/ Intracoastal Waterway, north to its terminus at the Georgetown/Horry County line. Developments located partially within this area, when visible from US Highway 17, shall comply with the regulations. US Highway 17 Bypass in Murrells Inlet is included in this boundary. *(Amended Ord. # 2007-08)*

The Waccamaw Neck Commercial Corridor Overlay Zone is comprised of five geographic areas, each with its own distinctive and unique characteristics. Their boundaries follow:

2100.101 Murrells Inlet. As required in section 2100.1 of the Ordinance. All commercially zoned property located within 500 linear feet of the US Highway 17 Business right of way shall also be included in the boundary district. *(Amended Ord 2007-08)*

2100.102 Brookgreen-Huntington. From the junction of Highway 17 and Business 17, south, to Sandy Island Road;

2100.103 Litchfield. From Sandy Island Road, south, to Parkersville Road;

2100.104 Pawleys Island. From Parkersville Road, south, to Old Plantation Road;

2100.105 Prince George-DeBordieu. From Old Plantation Road, south, to the Waccamaw River/Intracoastal Waterway.

2100.2 Development Characteristics. Development of the Waccamaw Neck has been subdued and includes many master planned communities and

attractive low-density residential areas supported by resort commercial establishments. The Waccamaw Neck, for the most part, has been developed with vernacular architecture, characterized by traditional building forms with distinctive features such as porches, dormers, steeply sloped roofs and divided light windows. Commercial structures commonly make use of wood siding with contrasting trim, brick or stucco on institutional or larger commercial buildings, and roof materials such as shingles or seamed metal. Landscape features that contribute to the unique qualities of the U.S. 17 corridor through this area include: entryways to commercial intrusions that are well-executed and maintained; medians in some areas that are landscaped and well-maintained; large expanses of lawns; buildings that are set back a considerable distance from roadways; architecture that often rambles and is clustered around live oaks and other significant natural features; large tracts of land that are thickly wooded; and properties and structures that are linked by bike paths and pedestrian trails.

2100.3 Application of Standards. The architectural design standards for the Waccamaw Neck Commercial Corridor Overlay Zone, which follow in greater detail, have been defined by the existing development characteristics of the area. These standards, which shall be in force in all commercially zoned areas of the Waccamaw Neck Commercial Corridor Overlay Zone, shall apply only to properties specifically used for commercial (including off-site signage), institutional or public purposes. Based on the land use classifications provided by the Georgetown County Comprehensive Plan, these uses shall be defined as follows: *(Amended Ord. 2015-11)*

2100.301 Commercial: retail and wholesale trade outlets; repair, business and resort services; finance, insurance and real estate services; personal and professional services; hotels and motels; government offices; any other uses which provide goods and/or services for profit.

2100.302 Public/Institutional: religious, governmental and fraternal facilities; cemeteries; health care services (excluding hospitals); educational and cultural facilities; parks and recreational areas; public utilities.

The exteriors of buildings only shall be subject to review under these standards. All applicants are advised to refer to the supplemental material titled “User’s Guide, Waccamaw Neck Commercial Corridor Overlay Zone” for further information about and interpretation of these architectural design standards.

- 2100.4      General Design Principles. General principles are hereby established to encourage the design of architecture that is unobtrusive, that blends harmoniously with its natural and built surroundings in form and scale, and has the stylistic qualities defined herein:
- 2100.401      All structures, both principal and accessory, shall use a uniform architectural theme applied through appropriate use of scale, proportion, detail, materials, color and landscape treatment.
- 2100.402      Building designs shall not utilize long monotonous façades, including but not limited to, those characterized by unrelieved repetition of shape or form, or by unbroken extension of line. Side and rear elevations, in view of the general public, shall be either sheathed with similar exterior finishes as the front elevation, or screened from view by the use of fencing or vegetative screening.
- 2100.403      Wall signs and symbols on building elevations shall be proportionately sized with other architectural features of the building, and designed in accordance with the Sign Regulations of this Ordinance.
- 2100.404      All proposed development shall be sited and configured in a manner that preserves as many existing natural landscape features as possible, both within the subject parcel and on all adjoining parcels. Grading and clearing shall be performed only to the extent necessary to complete proposed improvements, and shall be in compliance with the Tree Protection and Landscape regulations of this Ordinance.
- 2100.405      New construction, to the extent possible, shall be clustered around major tree forms and other significant landscape features; incorporation of water retention systems into landscape design or decorative water features is encouraged; as is the utilization of informal gardens, seating areas, small ponds or pathways linking elements or properties.
- 2100.406      There are many situations where loose aggregate in the forms of shell, small rock, and crushed stone are preferable to permanent impervious surfaces for drives, walks and parking areas. These loose surfaces can be visually attractive and allow more rain to percolate into the

subsurface. When loose aggregates are used they shall be placed over a compacted base material with containment for the aggregate on the edges. The edging may be of a variety of rigid products including metal edging, brick, concrete curb, landscape timbers and similar sturdy products.

2100.407 Mechanical equipment shall be screened; loading areas shall not be visible from residential areas or from rights-of-way, but may be oriented toward existing or future commercial development if screened from view by the use of fencing or vegetative screening.

2100.408 Bare galvanized chain link fencing shall be utilized only when not visible from adjoining properties or public thoroughfares. Black plastic coated fencing can be used if screened with landscaping. Wood palisade or lattice is preferred fencing materials.

2100.409 In the Waccamaw Neck Commercial Corridor Overlay Zone, except along Business 17 in Murrells Inlet, the site plan for building larger than 45,000 square feet shall be reviewed by the Planning Commission and approved by County Council but no building except those stated in this Ordinance shall exceed 60,000 square feet. Hospitals, school, libraries, and recreational facilities that are owned or operated by a governmental entity or by a not-for-profit entity shall be exempt from the 60,000 square foot cap, but the site plan for any such facility exceeding 45,000 square feet shall be reviewed by the Planning Commission and approved by County Council. All buildings in the Overlay Zone larger than 45,000 square feet shall comply with the following: *(Amended Ord. 2011-41)*

2100.4091 The applicant shall submit to the Planning Commission, as part of the application, letters addressed to each property owner within four hundred (400) feet of the subject property containing information adequate to notify such owners of the intention to develop, and when and where a public hearing will be held by the Planning Commission. Such letters shall be placed in unsealed, stamped and addressed envelopes, ready for mailing by the Planning Commission. The Planning Commission's

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address shall appear as the return address on the envelopes. A list of all property owners as reflected by the tax records, to whom letters are addressed shall accompany the application.

2100.4092 The required letters of notification shall be mailed to the affected property owners by the Planning Commission at least twenty-one (21) days prior to the public hearing. The Commission Staff shall certify the mailing date. Failure to strictly comply with the notification requirements contained in this section shall not render the rezoning of the property invalid.

2100.4093 Conspicuous notices shall be posted on the affected property that shall be visible from each public street that borders the property. The notice shall be posted at least fifteen (15) days prior to the public hearing date.

2100.4094 Before taking any action, the Planning Commission shall hold a public hearing thereon, notice of the time and place of which shall be published in a newspaper of general circulation in the County at least fifteen (15) days in advance of the scheduled public hearing date. The Commission will then forward its recommendation to County Council of final approval.

2100.4095 Such projects shall also comply with all other applicable ordinances including, but not limited to signage, access management, parking and buffering requirements.

2100.410 Along Business 17 in Murrells Inlet as identified in Section 2100.101, the site plan for building larger than 30,000 square feet shall be reviewed by the Planning Commission and approved by County Council, but no building except those stated in this Ordinance shall exceed 45,000 square feet. Hospitals, schools, libraries, and recreational facilities that are owned or operated by a governmental entity or by a not-for-profit entity shall be exempt from the 45,000 square foot cap, but the site plan for any such facility exceeding

30,000 square feet shall be reviewed by the Planning Commission and approved by County Council. All buildings in the Overlay Zone larger than 30,000 square feet shall comply with the following: *(Amended Ord. 2011-41)*

2100.4101 The applicant shall submit to the Planning Commission, as part of the application, letters addressed to each property owner within four hundred (400) feet of the subject property containing information adequate to notify such owners of the intention to develop, and when and where a public hearing will be held by the Planning Commission. Such letters shall be placed in unsealed, stamped and addressed envelopes, ready for mailing by the Planning Commission. The Planning Commission's address shall appear as the return address on the envelopes. A list of all property owners, as reflected by the tax records, to whom letters are addressed shall accompany the application.

2100.4102 The required letters of notification shall be mailed to the affected property owners by the Planning Commission at least twenty-one (21) days prior to the public hearing. The Commission Staff shall certify the mailing date. Failure to strictly comply with the notification requirements contained in this section shall not render the rezoning of the property invalid.

2100.4103 Conspicuous notices shall be posted on the affected property that shall be visible from each public street that borders the property. The notice shall be posted at least fifteen (15) days prior to the public hearing date.

2100.4104 Before taking such action, the Planning Commission shall hold a public hearing thereon, notice of the time and place of which shall be published in a newspaper of general circulation in the County at least fifteen (15) days in advance of the scheduled public hearing date. The Commission will

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then forward its recommendation to the County Council for final approval.

2100.4105 Such projects shall also comply with all other applicable ordinances including, but not limited to signage, access management, parking and buffering requirements.

2100.411 **Building Separation.** A minimum of twenty (20) feet shall be placed between all commercial buildings located in the overlay district. This spacing is mandatory and cannot be reduced by utilizing any construction means to address fire protection or other building code issues. *(Amended Ord. 2013-23)*

2100.5 **Exterior Material Specifications.** The following is a listing of specific materials considered compatible and appropriate for exterior surfaces of all commercial structures in the Waccamaw Neck Commercial Corridor Overlay Zone. Only materials selected from this list shall be specified in design submissions.

2100.501 **Siding.**

2100.5011 Wood clapboard, shiplap or board and batten

2100.5012 Wood shingles or shakes

2100.5013 Concrete fiberglass composition (Hardi-Plank), or other synthetic products which show a wood grain and closely resemble wood siding

2100.5014 Brick, stucco, tabby, synthetic stucco with light texture

2100.502 **Roofing.**

2100.5021 Wood shingles or shakes

2100.5022 Slate shingles

2100.5023 Copper

2100.5024 Architectural grade asphalt or fiberglass shingles

- 2100.5025 Galvanized standing seam or v-crimp metal
- 2100.5026 Painted corrugated metal
- 2100.5027 Concrete composition shingles
- 2100.5028 Other standard roofing material applications, like built up tar and gravel, if not exposed to view from U.S. 17 or adjoining streets.

2100.503 Windows.

- 2100.5031 Wood, vinyl or vinyl-clad windows and/or trim
- 2100.5032 Metal or metal-clad, painted to contrast with building color

2100.6 **Building Design Specifications.**

2100.601 Building Form.

- 2100.6011 Buildings and structures shall be residential in scale utilizing traditional building forms of wood siding and contrasting trim; exceptions shall include institutional structures which may be faced with brick or stucco.
- 2100.6012 Gable or hipped roofs shall be utilized for all main roof features; minimum roof slope shall be 6:12; flat roofs may be used if they occupy less than 50% of the total roof structure for any building and are not visible from U.S. Highway 17. For projects having multiple building, the flat roof provision shall apply on a building by building basis and not cumulatively for the overall project roof area. Mansard roofs shall not be used.  
*(Amended Ord. 2014-30)*
- 2100.6013 Porches and porticos with vertical posts or columns of simple, traditional design shall be incorporated into designs where practical; porch or canopy roofs may be of lesser slope

than the requirement for main roof structures.

2100.602 Windows and Doors.

2100.6021 Large expanses of glass shall be avoided, or divided into smaller lights through the use of mullions or muntins. Undivided glass panes shall not exceed nine (9) square feet in size; however, this size format may be used in multiple, tandem panes to create larger glass proportions for storefront systems. The larger the glass pane, the larger the mullions or muntins used shall be. *(Amended Ord#2009-41)*

2100.6022 True divided light or simulated divided light windows of wood, vinyl-clad wood, or metal shall be used.

2100.6023 Windows and doors shall be finished in white or earth tone colors.

2100.6024 While diamond, trapezoidal or parallelogram window shapes shall not be used, shapes such as circles, ellipses and half rounds may be used for accent windows.

2100.6025 When metal storefront window systems are used, rolled or extruded shapes shall be a minimum of 1¾" in width, and shall be recessed a minimum of 3" from the building face.

2100.6026 Shutters, when used, shall be either louvered, paneled or board and batten. They shall be hung or hinged from window sides or jambs, or from window tops or heads (Bermuda Shutters).

2100.603 Building Details.

2100.6031 Mechanical systems including HVAC, transformers, vent fans, electrical panels and grills shall be screened in accordance with the Landscape section of this Ordinance.

2100.6032 New electrical service shall be buried.

2100.604 Color Palette. The color palette for the Waccamaw Neck Commercial Corridor Overlay Zone is typical of coastal environment colors, which generally include:

- Earth tones (greens, Tans, light browns, terra cotta).
- Secondary colors with less than 50% color value shown on the approved color palette and
- White or cream tones except where provided. *(Amended Ord 2008-30)*

Colors such as black, dark blue, grays, and other dark colors can be used to accent *(Amended Ord. 2001-24)*

2100.6041 Required Color Palette. Paint colors for exterior finishes shall be selected from the color range chart as approved by the Georgetown County Council and maintained at the County Planning Office. (See A Appendix C for Color Chart.)These are the only colors allowed. Primary colors, fluorescent, phosphorescent and pale pastel colors shall not be used. *(Amended Ord#2009-41).*

2100.6042 Trim, Windows, Doors, Shutters, and Awnings. Trim, windows, doors, shutters, and awnings shall be white or a contrasting value of the cladding color as shown on the approved color chart. As an exception, particularly in the Pawleys Island area, wood-sided buildings may be whitewashed with trim painted a dark green, black, or similar dark color. *(Amended Ord 2008-30)*

2100.6043 Roofing. Colors for roofing shall be black, dark blue, grays or other dark value colors. Roofs may also be natural wood, slate and copper. *(Amended Ord.2008-30)*

2100.6044 Finish. In all instances, Flat paint only shall be used for siding finishes. Semi Gloss or Flat paint shall be used for trim, windows and doors. *(Amended Ord 2001-24)*

2100.6045 Accessory Elements. Any accessory element (fences, stanchions, umbrellas, etc.) of bold colors in repeating patterns is not permitted. These elements must also conform to the exterior color palette. *(Amended Ord 2008-30)*

2100.605 Signage. The following section applies to new freestanding signs. Existing freestanding signs, existing and proposed building signs as well as existing and proposed freestanding signs along Highway 17 Business in Murrells Inlet are exempt from these provisions. Existing freestanding signs not located along Highway 17 Business in Murrells Inlet will be required to comply with the following regulations once they are physically removed from their current location or damaged beyond 50% of their current value as determined by the Planning Department. Planning staff will utilize information obtained from a County-approved appraiser or adjuster when making this determination. Also, existing freestanding signs not located along Highway 17 Business in Murrells Inlet will not be permitted to add, install or replace existing signage with electronic readerboards or marquees. *(Amended Ord. 2014-29)*

2100.6051 Sign Type. All new freestanding signs within the Overlay Zone shall be monument style signs. For purposes of the Overlay Zone, monument signs are defined as a freestanding sign where the base of the sign structure is on the ground or a maximum of 12 inches above the adjacent grade. The width of the top of the sign structure can be no more than 120 percent of the width of the base. Pole signs as defined in Article III of this Ordinance are prohibited. *(Amended Ord. 2014-29)*

2100.6052 Sign Height. Commercial developments with four or more tenants shall have a maximum height of 25'. Commercial developments with three tenants or less as well as single tenant uses shall have a maximum height of 15'. *(Amended Ord. 2014-29)*

2100.6053 Illumination. All illumination for new freestanding sign must be from a steady,

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stationary light source. Signs may be internally illuminated but must be constructed with opaque backgrounds so that only letters, numbers and/or logos are illuminated. Signs shall not have light-reflecting backgrounds or letters and must utilize a matte finish. *(Amended Ord. 2014-29)*

2100.6054 Signs, prohibited. Electronic readerboards, marquees, electronic marquees, mechanical movement signs and programmable display signs are prohibited. Electronic digital or analog signs or any size in which the display or advertising material may change periodically are prohibited. Any sign in the shape of a living creature or inanimate object is also prohibited. Further electronic readerboards, marquees or electronic marquees shall not be added to or used as a replacement for any portion of an existing freestanding sign. *(Amended Ord. 2014-29)*

2100.6055 Sign Design. Sign design shall be compatible with the design of adjacent structures where such structures are substantially in compliance with the Overlay. Proposed signs shall maintain compatibility with the architectural features of the proposed structure. Multi tenant monument signs (those with more than two tenants) shall have a uniform sign design meaning no more than two or three background colors should be used. *(Amended Ord. 2014-29)*

2100.6056 Signage Examples. See Section 2104 at the end of this Article for sample drawings. *(Amended Ord. 2014-29)*

2100.7 Off-Site (Off-Premise) Signs. This section establishes additional regulations regarding off-site signs, including billboards, specific to the Waccamaw Neck Commercial Corridor Overlay Zone. *(Amended 2015-11)*

2100.701 Electronic off-site signs as defined in Article III, Definitions, of this ordinance are prohibited in the Waccamaw Neck Commercial Corridor Overlay Zone. This prohibition includes both the

installation or new signs and the modification of existing signs. *(Amended Ord. 2015-11)*

2100.702 Off-site signs of any type whether electronic or traditional, are prohibited in the portion of the Waccamaw Neck Commercial Corridor Overlay Zone that encompasses Business 17 in Murrells Inlet. *(Amended Ord. 2015-11)*

2100.703 Signs that provide directions and/or emergency information installed by a governmental agency are exempt from Section 2100.7 of this ordinance. *(Amended Ord. 2015-11)*

2100.8 User's Guide. While not a requirement of this Ordinance, applicants are encouraged to review and obtain further guidance from the supplemental information contained within the document titled "User's Guide, Waccamaw Neck Commercial Corridor Overlay Zone," which is available without cost from the Planning and Development office. This supplemental information will be very useful in assisting applicants to achieve the design compatibility goals of this Ordinance.

2101. *Removed Ord. 2008-57*

2102. **Highway 701 Corridor Overlay Zone.** The Highway 701 Corridor Overlay District is an effort on the part of the County to create areas of development that are well planned and attractive with consistent development standards. The intended effect of this district

is that all new development, redevelopment, and major improvements to existing development will follow the same buffering, landscaping, signage, and site design standards consistently from property to property, thereby promoting decreased traffic congestion, increased traffic safety, improved aesthetics and a higher quality of commercial development. *(Amended Ord 2008-38)*

2102.1 Boundaries of the District. The boundaries of the district are hereby established as including all of those properties contiguous to Highway 701 lying between the intersection of Wedgefield Road and Highway 701 and continuing north to the Horry County boundary line. The boundaries shall be measured from the edge of the right-of-way to the greater of either: (i) the full depth of the parcel, as the parcel existed on the original adoption date of this section; or (ii) a depth of five hundred (500) feet. *(Amended Ord. 2008-51)*

2102.2 Permitted Uses. The permitted uses are determined by the underlying zoning district classifications in effect under the County Zoning Ordinance. The site plan for Commercial structure exceeding 45,000 square feet shall be reviewed by the Planning Commission, approved by County Council and meet the following requirements: *(Amended Ord. 2011-41)*

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- 2102.21 The applicant shall submit to the Planning Commission, as part of the application, letters addressed to each property owner within four hundred (400) feet of the subject property containing information adequate to notify such owners of the intention to develop, and when and where a public hearing will be held by the Planning Commission. Such letters shall be placed unsealed, stamped and addressed envelopes, ready for mailing by the Planning Commission. The Planning Commission's address shall appear as the return address on the envelopes. A list of all property owners, as reflected by the tax records, to whom letters are addressed shall accompany the application.
- 2102.22 The required letters of notification shall be mailed to the affected property owners by the Planning Commission at least twenty-one (21) days prior to the public hearing. The Commission Staff shall certify the mailing date. Failure to strictly comply with the notification requirements contained in this section shall not render the rezoning of the property invalid.
- 2102.23 Conspicuous notices shall be posted on the affected property that shall be visible from each public street that borders the property. The notice shall be posted at least fifteen (15) days prior to the public hearing date.
- 2102.24 Before taking any action, the Planning Commission shall hold a public hearing thereon, notice of the time and place of which shall be published in a newspaper of general circulation in the County at least fifteen (15) days in advance of the scheduled public hearing date. The Commission will then forward its recommendation to the County Council for final approval.
- 2102.25 Such projects shall also comply with all other applicable ordinances including, but not limited to signage, access management, parking and buffering requirements.
- 2102.3 Setbacks.
- 2102.301 Front setback. Principle and accessory structures shall be setback a minimum of ninety (90) feet from the front property line adjoining Highway 701. In certain areas identified on the overlay map dated June 10, 2008 approved by County Council, the front setback shall be the setback

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required in the particular zoning district in which the property is located.

2102.302 Side and rear setbacks. All principle and accessory structures shall comply with the side and rear setbacks of the underlying zoning district as well as any other applicable provisions of the County Zoning Ordinance.

2102.4 Development standards.

2102.401 Buffers and landscaping:

2102.4011 Front, side and rear buffers. As required by the Georgetown County Zoning Ordinance.

2102.402 Access/curb cuts. Georgetown County Access Management Regulations shall apply in this overlay. Any lot existing at the time of the enactment of this ordinance shall be provided at least one access point to Highway 701.

2102.403 Parking. Off Street parking shall comply with Article XI of the Zoning Ordinance. Landscaping of parking lots must comply with Section 1103.4 of Article XI of the Zoning Ordinance. Shared parking areas shall be permitted a reduction in required parking spaces if peak demand periods for proposed land uses do not occur at the same time periods.

2102.404 Signage.

2102.4041 Freestanding signs. Must be monument or pedestal in design, not exceed 50 square feet per sign face and ten (10) feet in height for the sign structure. One freestanding sign is allowed per major road frontage.

2102.4042 Shopping center or office park freestanding signs. A shopping center or office park may erect one monument or pedestal freestanding sign per street frontage, up to a maximum of two signs per center. One square foot of freestanding signage will be permitted per each linear foot of shopping center or office park frontage, up to a maximum of 150 square feet per sign. The maximum height for the sign structure is ten (10) feet.

- 2102.4043 Internal illumination of free-standing signs is permitted. No internal illumination shall be permitted for residential subdivision entrance signs.
- 2102.4044 External illumination shall be a steady, stationary, non-colored light source, shielded solely at the sign. The intensity of light shall not exceed 30-foot-candles at any point on the sign face, and shall be evenly distributed on the sign face. Landscaping is required on all externally illuminated signs to provide screening of fixtures.
- 2102.4045 Wall signs. One square foot of wall signage will be permitted per each linear foot of building frontage, up to a maximum of 100 square feet of wall signage.
- 2102.4046 Shopping center or office wall signs. Each individual store unit or office is permitted one square foot of wall signage per linear foot of store or office unit frontage, up to a maximum of 100 square feet. Wall signs for individual shopping or office center tenants shall be uniform in design.
- 2102.4047 Prohibited signs include the following: off-premise, flashing, moving, digital, portable, and billboard.
- 2102.405 Building materials.
- 2102.4051 No building elevation constructed of unadorned concrete masonry units or corrugated and/or sheet metal shall front upon any existing public rights-of-way.
- 2102.406 Mechanical equipment.
- 2102.4061 Mechanical equipment, whether ground level, raised, or rooftop, shall be shielded and screened from public view.
- 2102.407 Height limitations.

- 2102.4071 Building heights shall be limited to 35 feet.
- 2102.408 Loading areas.
  - 2102.4081 Structures shall be oriented so that loading areas are in no manner visible from residential districts or from existing or planned future rights-of-way.
- 2102.409 Dumpsters.
  - 2102.4091 Garbage/trash dumpsters shall be screened and buffered with an eight (8) foot high opaque fence or walls on all four (4) sides.
- 2102.410 Lighting.
  - 2102.4101 Lighting fixtures shall be limited to 21 feet in height. Site lighting shall be of a directional type capable of shielding the light source from spilling over onto adjoining properties, roadways, or interfering with the vision of oncoming motorists. All light sources shall be white or off-white in color.
- 2102.411 On-Site Utility Lines.
  - 2102.4111 All on-site utility lines such as electric, telephone, CATV, or other similar lines serving new individual sites developed after the adoption of this ordinance, as well as all utility lines necessary within the property boundaries shall be placed underground. All junction and access boxes shall be screened with sufficient vegetation so as to completely obscure it from view.
- 2102.5 Applicability.
  - 2102.501 The Highway Corridor Overlay District shall apply to all commercial properties and residential properties within major subdivisions with frontage on Highway 701 within the designated Highway Overlay District. All structures

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including residential units in minor subdivisions shall meet the minimum 90 foot front setback from Highway 701 with the exception noted in section 2102.3 of this ordinance.

2102.502 The additional development requirements shall apply to all types of new development, redevelopment, and substantial improvements. Substantial improvements are defined as more than 50 percent of the current construction cost of existing improvements.

2102.503 The standards shall not apply to existing non-conforming structures.

2103. **Marshwalk Overlay Zone.** The Marshwalk overlay zone is intended to recognize the unique character and environment of the properties over which the Marshwalk in Murrells Inlet traverses. The Marshwalk presents the opportunity to promote economic development in a manner that does not detract from the beauty and sensitive environment of Murrells Inlet. *(Amended Ord. 2011-22)*

2103.1 **Boundaries of the Overlay District.** The overlay district shall run parallel to the entire length of the Murrells Inlet Marshwalk beginning at the north property identified as tax parcel 41-0114-129-00-00 and ending to the south on property identified as tax parcel 41-0114-108-01-00. The overlay shall begin at the various property boundaries adjacent to the marsh or creek and extend fifty (50) feet to the west, measured from the western edge of the Marshwalk structure. The district is further defined on the Official Zoning Map of Georgetown County, South Carolina.

2103.2 **Permitted Uses.** Permitted uses are determined by the underlying zoning district, which is General Commercial. The MOZ district allows multiple vendors not located inside buildings on properties beyond that allowed in Article VI, Requirements by District, Section 611.214. Nothing in this overlay district is intended to affect the principal uses on a parcel. The sole intent of the MOZ district is to allow multiple vendors to take advantage of the marsh side emphasis of the businesses along the Marshwalk.

2103.3 **Setbacks.** The normal zoning setbacks apply to the overlay district. Vendors beyond the principal commercial business located on each property may not utilize permanent structures of any kind or nature. Each vending operation must be entirely set back at least three (3) feet from the Marshwalk structure. Absolutely no attachment of any kind or nature whatsoever to the Marshwalk structure is allowed.

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- 2103.4 Permitting. In the Marshwalk Overlay Zone, property owners are responsible to apply for and acquire a vending permit for each vendor. Any violation of this Ordinance shall be remedied by the property owner and any enforcement action taken by the County shall be against the property owner. The County also has the right to take enforcement action against any vendor.
- 2103.4.1 Vendor permits shall be issued for one 90 day period for \$50.00 or annually for \$100.00.
- 2103.4.2 Additional vendor permits may be issued during a calendar year provided no violations were cited during the first permit issue.
- 2103.4.3 The applicant must submit a site plan showing the proposed location of the vending operation on the plan. The Zoning Administrator must find that the proposed operation complies with all applicable provisions of this Section, and that the proposed operation will not adversely affect public safety. Upon the issuance of a permit, the site plan as approved must be attached to the permit, and the operation shall not vary from the approved plan. Any variation from the approved site plan shall immediately void the subject permit.
- 2103.4.4 Property Owners shall be required to obtain a vendor’s permit prior to the commencement of any vending operation. A Federal Tax Identification or Social Security number must be provided. If applicable, the applicant must provide a copy of the approved County hospitality tax application and a State sales tax number to the Zoning Administrator before any vending permit is issued. Both the vendor and the property owner shall provide a hold-harmless agreement releasing the County of all liability.
- 2103.5 Violations. Violations of any requirement contained in Article XXI, Section 2103 of this Ordinance shall be subject to the following remedies:
- 2103.5.1 The Zoning Administrator, in the event of a violation of this ordinance, shall immediately upon becoming aware of the violation, issue a notice to the violator setting forth the particulars of the violation and ordering immediate remediation as needed to bring the violator into compliance. Immediate remediation shall be subject to a test of reasonableness with respect to the interval of time

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needed and required action to be taken, related to the nature of the violation. If the violator fails to remediate the violation as described in the notice, then the Zoning Administrator shall take further action as described in Article VI, Section 611.2147.3 of this Ordinance.

2103.5.2 Failure to comply with a written order to remedy regarding the violation or a second offense of the same nature shall result in the revocation of the permit by the Zoning Administrator or his/her designee for the calendar year.

2103.5.3 The Zoning Administrator or his/her designee shall further have the authority to take lawful action as proved for in Article XV, Administration, Enforcement, Complaints and Remedies, of this Ordinance for any continuing offense.

2103.6 Standards. Vendors located in the Marshwalk Overlay Zone shall meet the following standards:

2103.6.1 No commercial activity of any kind or nature whatsoever is permitted on, over or attached to the Marshwalk structure.

2103.6.2 Properties in the Marshwalk Overlay District are allowed multiple vendors only as provided under this section and only if such vending operations are totally and completely situated inside the designated MOZ district and otherwise comply with all provisions as set forth herein. No vendors are allowed on the street-side of these properties out of the boundaries of the MOZ district.

2103.6.3 Each parcel lying within the MOZ district may be allowed no more than one vendor per sixty (60) feet of frontage the parcel has along the Marshwalk structure.

2103.6.4 Each vendor is permitted one single panel sign made entirely of wood painted white, not to exceed one (1) square foot in area and which must be placed entirely within the MOZ district boundary. No banners, pennants or fluttering materials are allowed.

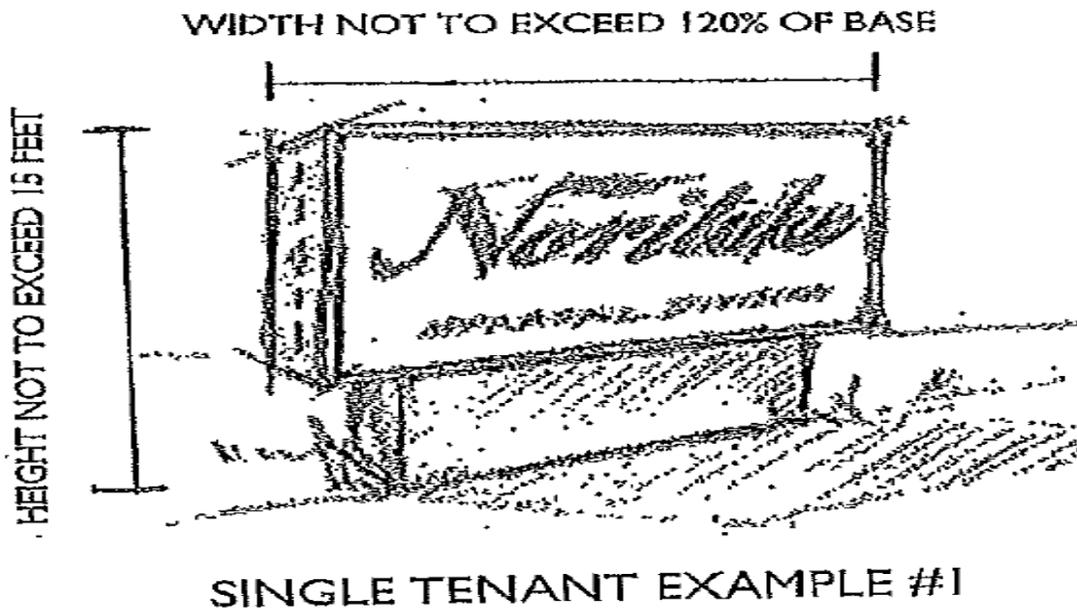
2103.6.5 Vendors may not utilize carts or wagons pulled behind a vehicle like a trailer. Vendors may not use permanent structures Vendors are allowed to sell from table, shelves or racks which may be placed under umbrellas or tents that do not exceed on hundred twenty (120) square feet and the distance between the poles of such structure may not

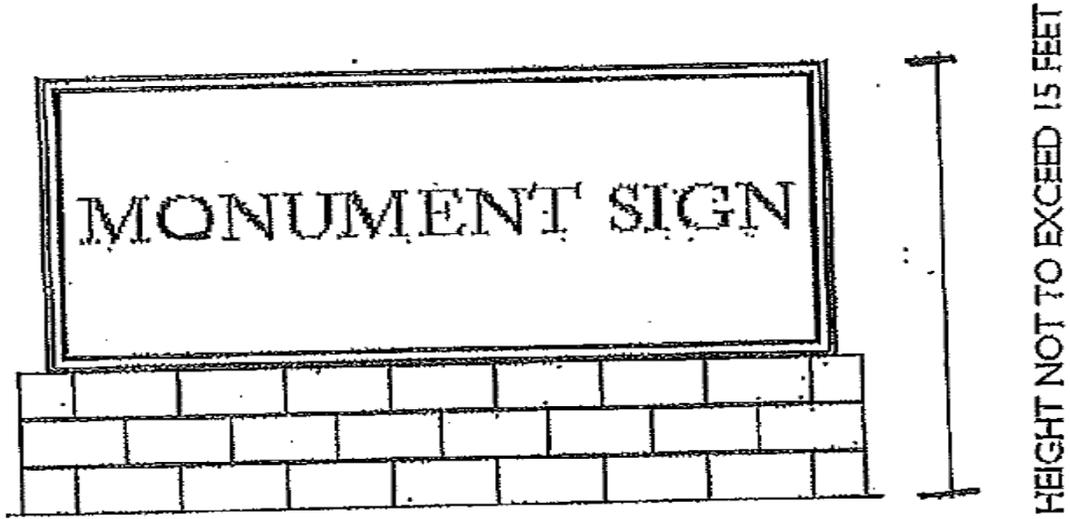
**ARTICLE XXI**

**DESIGNATED OVERLAY ZONES**

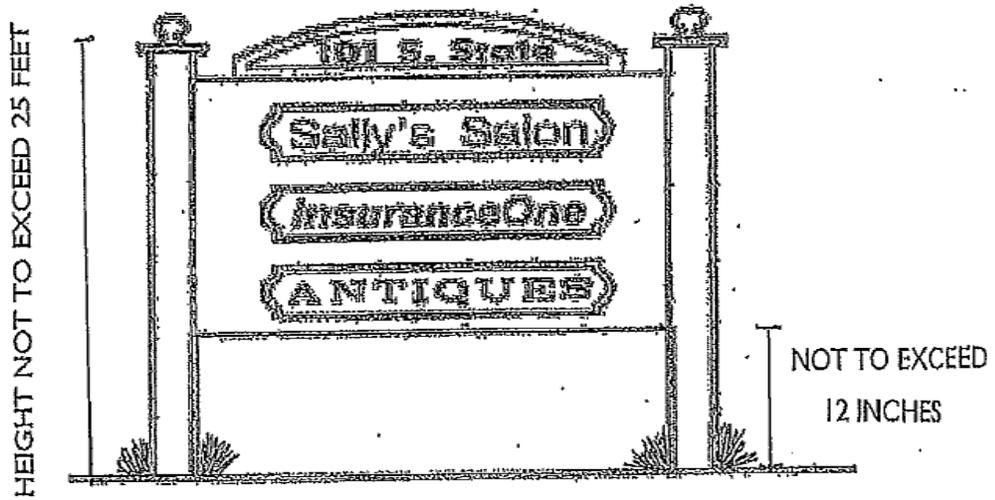
- exceed fifteen (15) feet. Such umbrellas or tents must be of one solid color. Fluorescent and phosphorescent colors are prohibited.
- 2103.6.6 Vendors shall not hawk or sell their products or services in an aggressive manner.
- 2103.6.7 Only vendors that sell or provide water sports related products or services are allowed on the east side of the Marshwalk structure.
- 2103.6.8 All vendors shall comply with the Noise Ordinance of Georgetown County.
- 2103.6.9 Vendors shall not utilize flashing or intermittent lighting of any kind or nature. Lighting shall be utilized only in a manner as not to produce glare or other light pollution on any other property or to pedestrians on the Marshwalk structure. Only white, off-white or anti-insect yellow lighting may be utilized.
- 2103.6.10 Vendors shall not locate in a parking space.
- 2103.6.11 Each vendor shall remove all tents, signs and any other objects associated with their operation at the end of each day, but no later than 11:00 PM, and may erect them again the next day when the principal business opens, but no earlier than 11:00 AM.
- 2103.6.12 No vendor shall be allowed to operate until having first paid all applicable fees and secured a permit from Georgetown County for the contemplated vending operation.
- 2103.6.13 Vendors shall maintain at least one waste receptacle and ensure that no waste material is left on site after 11:00 PM.

2104. Waccamaw Neck Commercial Corridor Overlay Zone Signage Examples. (Amended Ord. 2014-29)

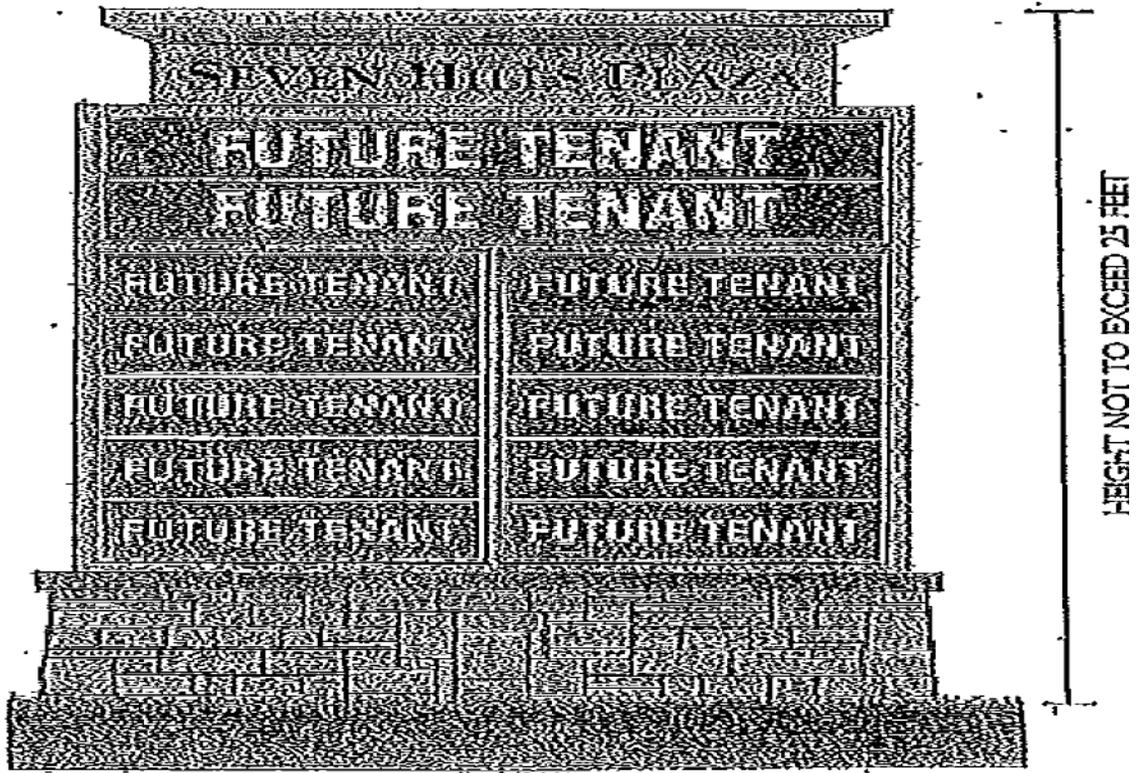




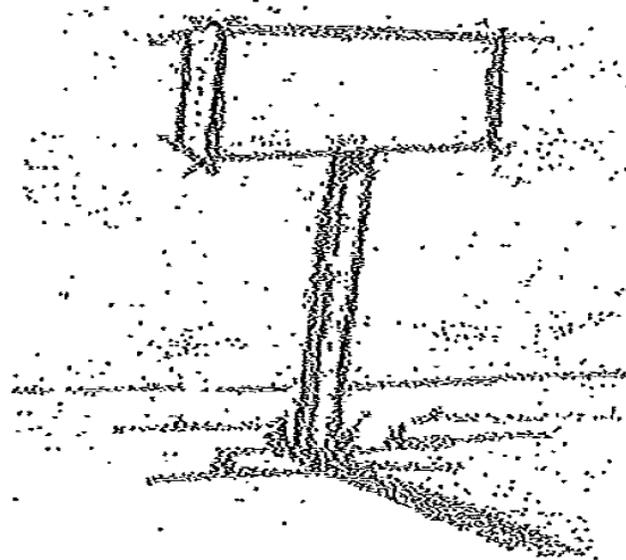
SINGLE TENANT EXAMPLE #2



MULTI-TENANT EXAMPLE #1



MULTI-TENANT EXAMPLE #2



POLE SIGNS PROHIBITED

