

## 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 zone 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, institutional or public purposes. Based on the land use classifications provided by the Georgetown County Comprehensive Plan, these uses shall be defined as follows:

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, no building shall be constructed having a maximum of more than 45,000 square feet. Buildings larger than 45,000 square feet, but not to exceed 60,000 square feet, may be approved by the Planning Commission and County Council within the Planned Development Zoning District only. 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 any such facility exceeding 45,000 square feet must be part of a Planned Development District.

Along Business 17 in Murrells Inlet as identified in Section 2100.101, no building shall be constructed having a maximum of more than 30,000 square feet. Buildings larger than 30,000 square feet, but not to exceed 45,000 square feet, may be approved by the Planning Commission and County Council within the Planned Development Zoning District only. 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 any such facility exceeding 30,000 square feet must be part of a Planned Development District. *(Amended Ord. 2007-08)*

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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

1008.5012      Wood shingles or shakes

1008.5013      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, and are not visible from U.S. Highway 17. Mansard roofs shall not be used.

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.

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- 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

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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)*

2100.7 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. Commercial structures exceeding 45,000 square feet must apply for review as a Planned Development as provided for in the Zoning Ordinance. Commercial production and harvesting of timber and any activities normally associated with such operation is permitted.

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 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.

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- 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 X of the Zoning Ordinance. Landscaping of parking lots must comply with Section 1003.4 of Article X 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.

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- 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 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.