
1 **2018-60 (1ST READING): AN ORDINANCE TO AMEND CHAPTER 12, MOTOR**
2 **VEHICLES AND TRAFFIC, ARTICLE III, STOPPING, STANDING AND PARKING,**
3 **DIVISION 1, GENERALLY TO ENACT THE REQUIRED PUBLIC NOTICE OF**
4 **RESTRICTIONS OF PRIVATE PARKING LOTS.**

5 **Applicant/Purpose:** Staff/ to require that parking lot owners accurately convey rates &/or
6 other restrictions on parking lot use or operations.

7
8 **Brief:**

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- 10 • Proposed ordinance requires private parking lot owners to post notice of restrictions,
11 contact information, times of operation, fixed cost of parking & towing information.
 - 12 • Signs may also contain secondary messages including private parking notices, parking by
13 permit only, private parking for named offices, businesses, apartments, etc.
 - 14 • Public notice signs would be required at each entrance to the parking lot & positioned
15 to face traffic entering the lot.
 - 16 • Signage color, text & font should not imitate municipal parking signage.
 - 17 • Minimum font size shall be:
 - 18 ○ 3" high for primary messages (signs >75' from a lot's entrance must be larger).
 - 19 ○ Font width at least 1/8th of the required height.
 - 20 ○ For secondary message 50% of the minimum dimensions required for primary
21 messages, or 2" (whichever is more).
 - 22 • Signs for lots operating at night must be reflectorized or internally illuminated & be
23 positioned to be illuminated by the headlight beams of entering vehicles.
 - 24 • Proposed ordinance prohibits the following in private parking lots:
 - 25 ○ Towing (unless there is a secondary sign message to that effect).
 - 26 ○ Booting or otherwise immobilizing vehicles.
 - 27 ○ Issuing tickets or other documents resembling official governmental citations.

28 **Issues:**

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- 30 • Proposal is designed to curb unsavory business practices in private parking lots including:
 - 31 ○ Misleading parking rate signage.
 - 32 ○ Rates that change after a vehicle enters the lot.
 - 33 ○ Towing without proper notice of where the vehicle can be retrieved.
 - 34 ○ Issuance of parking "tickets" designed to look like they were issued by the City.
 - 35 • These complaints are frequent in the summer season & inconsistent w/ the experience
36 the City wants for downtown visitors.

37 **Public Notification:** Normal meeting notification.

38
39 **Alternatives:**

- 40
- 41 • Amend the proposed ordinance.
 - 42 • Deny the proposed ordinance.

43 **Financial Impact:** No direct impact to City finances.

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45 **Manager's Recommendation:** I recommend 1st reading.

46
47 **Attachment(s):** Proposed ordinance.

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

AN ORDINANCE TO AMEND CHAPTER 12,
MOTOR VEHICLES AND TRAFFIC, ARTICLE
III, STOPPING, STANDING AND PARKING,
DIVISION 1, GENERALLY TO ENACT THE
REQUIRED PUBLIC NOTICE OF
RESTRICTIONS OF PRIVATE PARKING LOTS

IT IS HEREBY ORDAINED THAT SECTION 12-102 IS ENACTED AS SHOWN BY
LANGUAGE BEING UNDERLINED.

Section 12-102. Required public notice of restrictions of private parking
lots.

(a) General. Posting of private property, including parking lots, giving notice
to the public of parking restrictions relating to prohibition in specified
places, times of operation, fixed cost of parking and required warnings
regarding towing must be in accordance with this section.

(b) Public notice signs.

(1) The legend on public notice signs at private parking lots must indicate
the restrictions which apply. In addition to the primary required restrictions
such as those contained in subparagraph (i), the sign may contain one or more
supplemental restrictions or messages of the type included in subparagraph (ii).

(i) Primary restrictions shall include the name and number of the owner or
person in control of the property, the fixed costs, the applicable
times of operation and a warning that unauthorized vehicles may be
towed with the name, address and number of the towing entity.

(i) Secondary restrictions may include private parking notices, parking by
privately issued permit only, authorized parking only, private parking
for named offices, businesses, apartments.

(2) Public notice signs should be erected at each entrance to the private
parking lot and positioned so as to face traffic entering the lot. If there are no
designated entrances—such as when a lot has one or more sides continuously
open to a roadway—one or more signs should be erected so as to be readily
visible to an ordinarily observant driver. Signage color, text and font shall not
imitate municipal parking signage. Minimum message size shall be as follows:

(i) A primary restriction as defined in paragraph (1)(i) must have a
minimum letter height of 3 inches. Signs erected at a distance of more than 75
feet from an entrance point must have letter height which is at least one

1 additional inch in high for each 25-foot interval in the distance. The stroke
2 width of the legend must be a minimum of 1/8 of the required height of the
3 legend.

4
5 (ii) A secondary restriction as defined in paragraph (1)(ii) must have
6 minimum dimensions equal to one-half of the minimum dimensions required for
7 the primary restriction, except the letter height must be at least 2 inches.

8
9 (3) Signs which have application during hours of darkness must have a
10 reflectorized sign message or background and be positioned so as to be
11 illuminated by the headlight beams of entering vehicles, or the sign may be
12 illuminated during applicable hours of darkness so as to be readily visible to an
13 ordinarily observant driver.

14
15 (c) *Unlawful to tow without notice, to boot or immobilize or to ticket*

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17 (a) It shall be unlawful for a person or an owner of property, or their agent,

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19 (i) to tow an offending vehicle from a private parking lot unless
20 restrictions are posted in accordance with this subsection; or

21
22 (ii) to boot or otherwise immobilize a vehicle on a private parking lot;

23 or

24 (ii) to issue, provide or affix to any vehicle tickets, documents or
25 other paper which resemble official governmental Uniform Traffic Tickets,
26 Parking Citations or Ordinance Summons to offenders.
27

28 This ordinance is effective upon second reading.
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31

32
33 _____
34 BRENDA BETHUNE, MAYOR

35 ATTEST:
36
37

38 _____
39 JENNIFER STANFORD, CITY CLERK
40

41 1ST READING:

42 2ND READING: