

I. INTRODUCTION

A. Project Description

The Myrtle Park Project is a mixed-use development of approximately 350 acres. The property is subject to the Myrtle Park Development Agreement (formerly called the Myrtle Plantation Development Agreement") executed by the property owners (Owners) within the Project area. This document incorporates the Development Agreement by attachment (See Appendix A - Section 13). The Owners, their successors and assigns, coordinate the development of Myrtle Park. The Project is an area identified by Beaufort County Council as a high priority development area

Myrtle Park is planned to satisfy an important part of the commercial, retail, service, office institutional and residential needs of the region, as well as serve as a community focal point for the north Bluffton area. Myrtle Park will further distinguish itself by careful coordination of compatible land uses, insistence upon timeless, regionally influenced architecture, and a superior landscape and maintenance program, all defined and managed in accordance with these Design-Development Guidelines.

The primary objective of these Design-

Development Guidelines is to insure an aesthetically pleasing environment while allowing for necessary flexibility in architectural design and site planning as Myrtle Park evolves over time.

The maintenance portion of the Guidelines encourages uniformity and perpetuates a high quality of appearance for the buildings and grounds, as well as protection of investments.

B. Applicability of Government Regulations

All design and construction at Myrtle Park will meet applicable Federal and State government regulations. Where Federal and/or State regulations conflict with these Design-Development Guidelines, the more restrictive will apply.

The Project lies in several zoning districts as outlined in the Development Agreement.

The Myrtle Park Project is cross-referenced to applicable sections of the Beaufort County Zoning and Development Standards Ordinance (ZDSO) including the requirements of the Southern Beaufort County Design Review Board (CRB). The CRB has very specific requirements for architectural and site design. The guidelines herein supplement the CRB requirements and give further distinction to Myrtle Park.

C. Guideline's Purpose

These Guidelines are an integral part of the development controls of Myrtle Park, and as such, ensure that the development of the Park will:

- Have high aesthetic standards,
- Create internal pedestrian and leisure trails,
- Create an attractive physical environment,
- Exhibit environmental sensitivity,
- Ensure high land values for successive phases of park development,
- Protect park development from encroachments of incompatible land uses within the park,
- Protect the health and safety of users,
- Assure properties adjacent to the park of high quality park development.

These Guidelines contain Design Guidelines for the individual parcels within the Park. These Guidelines address architectural and landscape architectural character, site furnishings, graphics, lighting, site engineering, and the control of hazards and nuisances.

