



PLANNING DIVISION

To: Beaufort County Planning Commission
From: Anthony Criscitiello, Planning Director
Subject: Revision to the ZDSO sign ordinance
Date: December 16, 2009

Summary of proposed amendments: Add churches and schools to businesses allowed changeable copy signs in the corridor.

Justification: A local church requested churches be added to the lists of businesses and establishments that are allowed changeable copy signs. Upon further staff discussion, it was decided that churches and schools should be allowed changeable signs.

Recommendation: Amend Section 106, Article XV, Section 106-3176(2) as noted below by ~~strike through~~ for deletions and **bold and underlined** for verbiage additions.

Sec. 106-3176. Signage requirements for corridor overlay district.

The following standards for signage for the corridor overlay district are in addition to those prescribed in this article and shall be reviewed and require approval by the ZDA:

- (1) *Sign placement.* Any freestanding sign must be no closer than ten feet from the highway right-of-way.
- (2) *Sign design and materials.* Sign design and materials shall be as follows:
 - a. Signage, including overall design, materials, colors and illumination must be compatible with the overall design of the main building. Details of the sign, such as typeface and layout, shall be subject to minimal review only to prevent obtrusive designs.
 - b. An integrated sign system shall be required for all new commercial and residential subdivisions and land developments. These systems shall be reviewed for materials, colors, shapes, sizes, compatibility with architecture and establishment of unity of design for the proposed development. In addition, the following standards shall apply:
 1. Pole signs are permitted; however, no pole shall be higher than four feet from the ground to the base of the sign. The overall height of any pole sign shall not exceed ten feet, measured from the ground.

2. Political and temporary signs are exempt from this article and shall subscribe to the requirements of this article.
3. Any graphic accent color (i.e., black, dark blue, grays and other dark or strong colors) may be used for graphic accents only. Corporate logos shall be reviewed on a case-by-case basis.
4. Changeable copy signs that are permitted must be displayed on a single sign.

Not permitted are changeable copy signs, except for **school signs, church signs**, gasoline price signs, directory signs listing more than one tenant, and signs advertising restaurant food specials, films and live entertainment which change on a regular basis. These items shall be included in the overall maximum allowed square footage of the sign.