



## PLANNING DIVISION

**To:** Beaufort County Planning Commission  
**From:** Anthony Criscitiello, Planning Director  
**Subject:** Revision to the ZDSO to Lady's Island Village Center sign regulations  
**Date:** December 28, 2009

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**Summary of proposed amendments:** Revise the Lady's Island Village Center standards to allow additional signs for single occupancy buildings designed with a multiple storefront facade, as follows:

Sign Type	Current Ordinance	Proposed Ordinance
	Square Feet (s.f.)	Square Feet (s.f.)
Wall or Projection	40 or 32	40 or 32
Sandwich Board Sign	10	10
Interior Neon Sign	16	18 (max. of 3 – 6 s.f. signs)
Store Front Wall Sign	0	30 (3 @ 10 s.f.)
<b>Total Square Footage</b>	58 to 66 s.f.	90 to 98 s.f.

**Justification:**

Butler Marine business owner, Chris Butler, petitioned the Lady's Island Community Preservation Committee to recommend the Lady's Island Village Center sign regulations be revised to allow additional signs for his business. Mr. Butler's reason for requesting the change is that his building was designed to represent multiple storefronts. The building façade footprint steps back in several places based on the corridor architecture guidelines which do not allow a long and unarticulated (flat) building façade. Mr. Butler stated the appearance of multiple storefronts should allow his business additional signage as it looks like more than one business with no signage. The Lady's Island CP Committee directed staff to revise the regulations as noted in the table above and the verbiage below.

**Recommendation:** Amend Section 106, Appendix I, Division 5, Section 5.8.E as noted below by ~~strike through~~ for deletions and **bold and underlined** for verbiage additions.

E. *Signage.* 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.

1. *Types of signage:* All businesses and other uses in this district may choose to use only one of the two following permanent types of signs: wall signs and projecting signs. One portable sandwich board sign with a maximum height of 48 inches and maximum width of 30 inches is also permitted per business.
2. *Maximum size of signage:* Wall signs are limited to 40 square feet in area. Projecting signs are limited to 32 square feet in area and may project no more than six feet outward from the wall.
3. *Illumination of signage:* Lighting for signs shall be of a moderate intensity and designed and arranged to minimize glare and reflection. Internally illuminated outdoor signs are not permitted. One interior neon sign is permitted per business. Neon signs are limited to 16 square feet. All other types of internally illuminated interior signs are prohibited.
4. *Special considerations:*
  - (a) **a.** Interior Lots. All businesses and other uses located on interior lots and having less than 50 feet of street frontage may utilize a ground sign not exceeding eight feet in overall height with a maximum allowable area of 40 square feet.
  - (b) **b.** Interior lots with multiple tenants or an interior complex may erect one 80-square foot freestanding ground sign, which may be used as an identification sign, directory listing or combination thereof. Individual businesses within a complex may not have separate freestanding signs along Highway 21, Highway 802 or along a High Visibility Site. The multiple listing sign or directory sign may be off-premises provided that it is placed within the complex.
  - c. When single occupancy buildings are required by the Corridor Review Board to present a façade of multiple store fronts to eliminate long and unarticulated walls in an effort to meet the village center architecture guidelines the following shall be applied:**
    - (1) In addition to a wall sign or projecting signs as allowed under subsection E (1) & (2), one 10 square foot wall sign shall be allowed per store front with the following exceptions:**
      - (a) The 10 square foot sign may not be placed on the same wall as the 40 square foot wall sign or on the same walls where projecting signs are placed.**
      - (b) The number of additional wall signs shall not exceed 3 – 10 square foot signs per single occupancy buildings.**

- (2) The additional signs shall advertise only special services offered by the business such as, but not limited to, repairs, rentals, garden supplies, etc. (service sign verbiage to be approved by the Corridor Review Board Administrator).
  - (3) To ensure the sign design complements the building architecture, the sign size (length and width) shall be designed to fit the space in which they are placed. This requirement could mean the square footage may be less than 10 square feet per store front. The Corridor Review Board Administrator shall review and approve this requirement.
  - (4) A single occupancy building may have 1 - 18 square foot interior neon sign for the entire building or 1- 6 square foot interior neon sign per store front not to exceed 3 interior neon signs.
5. *Replacement of nonconforming signs:* Businesses and other uses along High Visibility Sites, not presently built within the Build-to Zone, may replace nonconforming pole signs with a ground sign that does not exceed eight feet in overall height and has a maximum allowable area of 40 square feet.
6. *Gasoline service stations and cinemas:* Gasoline service stations and cinemas may utilize one 80-square foot sign to accommodate a change out copy panel. These signs are subject to the corridor review board approval.
7. *Height bonus:* Signs surrounded by a permanent raised planter may be built to a height of ten feet. The landscaped area surrounding the sign shall be equal to the square footage of the sign and must be maintained with approved landscaping.