The Town of Hilton Head Island
Planning Commission
LMO Committee

Wednesday, February 29, 2012
9:00 a.m. – Benjamin M. Racusin Council Chambers

AGENDA

As a Courtesy to Others Please Turn Off All Cell Phones and Pagers during the Meeting.

1. **Call to Order**
2. **Freedom of Information Act Compliance**
   Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.
3. **Approval of Agenda**
4. **Approval of Minutes –** April 6**,** 2011 Meeting
5. **New Business**

   The LMO Committee will discuss and hear comments on the proposed sign ordinance amendments to the Land Management Ordinance. The proposed amendments include the following subjects: purpose of the sign ordinance; applicability and provisions; sign design, construction and maintenance guidelines; sign illumination; sign permit guidelines; freestanding signs; façade and hanging signs; directory signs; temporary signs for permitted signs; construction signs; non-residential real estate sales signs; non-residential real estate lease or rent signs; residential real estate sales signs; residential short term rental signs; sign systems; permanent special event signs; temporary special event signs; signs with changeable copy; price displays at gasoline filling stations; planned unit development off-premises signs; sign alterations exempt from permit; signs allowed without a permit; prohibited signs; and related defined terms.
   Presented by: Anne Cyran

6. **Adjournment**

Please note that a quorum of Town Council may result if four (4) or more of Town Council members attend this meeting.

THE TOWN OF HILTON HEAD ISLAND

Planning Commission

LMO COMMITTEE MEETING **DRAFT**

Wednesday, April 6, 2011 Minutes

6:00pm – Benjamin M. Racusin Council Chambers

Committee Members Present:	Chairman Gail Quick, Jack Docherty, Terence Ennis, Charles Young, and Al Vadnais, Ex Officio
Committee Members Absent:	None
Other Commissioners Present:	Loretta Warden and Tom Crews
Town Council Members Present:	None
Town Staff Present:	Anne Cyran, Senior Planner Teri Lewis, LMO Official Heather Colin, Development Review Administrator Jill Foster, Community Development Department Kathleen Carlin, Administrative Assistant

I CALL TO ORDER

Chairman Quick called the meeting to order at 6:00pm.

II ROLL CALL

III FREEDOM OF INFORMATION ACT

Public notification of this meeting has been published, posted and mailed in compliance with the Freedom of Information Act and Town of Hilton Head Island requirements.

IV APPROVAL OF AGENDA

The agenda was **approved** as presented by general consent.

V APPROVAL OF THE MINUTES

The minutes of the March 16, 2011 meeting were **approved** as presented by general consent.

VI NEW BUSINESS

Chairman Quick stated that the committee is meeting a second time this evening to discuss and hear public comments on the proposed Outdoor Recreation and Water Front Mixed Use (WMU) District amendments to the Land Management Ordinance. The proposed amendments are to LMO Section 16-4-1204, Density Standards Table, and Section 16-4-1343, Outdoor Entertainment.

The committee first reviewed these amendments on March 16, 2011; and at that time the committee voted to return the amendments to the staff for additional study. The committee was concerned about approving such a drastic change; they also felt that the

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brand image of the Island should be protected. The committee discussed the need for a special exception; they also stated that Outdoor Recreation and Outdoor Entertainment should be separate. The staff has responded to these recommendations. Chairman Quick then requested that staff make their presentation.

Ms. Anne Cyran made the presentation on behalf of staff. Based on the request of the owner of Broad Creek Marina and comments received from the LMO Committee on March 16th, staff recommends allowing limited outdoor recreation uses in the WMU Zoning District to be permitted by special exception. Staff also recommends adding specific use standards for outdoor recreation uses in the WMU Zoning District.

Parcels in the WMU Zoning District are adjacent to Broad Creek, Skull Creek, and Port Royal Sound. Allowing limited outdoor recreation uses on these properties will broaden the scope of outdoor recreation opportunities on the Island. This amendment will also expand opportunities for property owners to develop, redevelop and market their properties. Ms. Cyran presented an overhead review of the vicinity map.

Per the committee's recommendation, this amendment will limit outdoor recreation uses in the WMU Zoning District to those permitted by special exception. Special Exception applications are reviewed by the Board of Zoning Appeals (to determine if the use meets both the Special Exception Review Criteria listed in LMO Sec. 16-3-1805 and the specific use standards listed in LMO Chapter 4, Article XIII, Specific Use Standards.) Staff is concerned that requiring owners to apply for and receive BZA approval (a process that is a minimum of forth-five days long) is contrary to Town Council's goal of amending the LMO to foster greater simplicity.

Outdoor recreation uses do not currently have specific use standards. The LMO Committee suggested that the use standards for outdoor recreation in the WMU Zoning District include: (1) a condition confirming that sites will be used in a way to enhance their natural features; (2) a condition that the use of outdoor entertainment facilities be limited to daylight hours; (3) a condition prohibiting structures from being located in the marsh, common space or state-owned property; (4) a condition limiting site lighting to reasonable levels and prohibiting light fixtures from being attached to recreation structures; (5) a condition limiting mechanical or other noises; and (6) a condition that adequate roadway infrastructure be available for these uses.

Based on the committee's suggestions, staff proposes adding three specific use standards for outdoor recreation uses: (A) "Uses shall be limited to those that both preserve and enhance the natural features of the subject parcel." This addresses concern # 1; (B) "Use of recreation facilities shall be limited to daylight hours." This addresses concern # 2; and (C) "Site lighting fixtures shall not exceed 20-feet in height, whether attached to a structure or freestanding." This addresses concern # 4. In addition, staff will review any outdoor recreation facilities to ensure they conform to the standards in LMO Sec. 16-5-1401, Site Lighting Design Requirements.

Ms. Cyran stated that three of the committee's concerns are addressed by current LMO and Municipal Code regulations and by the State's regulations.

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Structures or uses are prohibited from wetland and other buffer areas by LMO Sections 16-5-808, 16-5-809 and 16-6-204. To build a structure in a wetland buffer, a property owner would have to obtain a variance from the Board of Zoning Appeals. Development in areas, beyond the OCRM (South Carolina Office of Ocean and Coastal Resources Management) Critical Line (including in the marsh and water) is reviewed and permitted by the State Department of Health and Environmental Control (DHEC).

The staff is concerned that adding a use condition for areas governed by the State is an attempt to regulate development beyond the Town's jurisdiction that will result in conflicts without resolutions.

The Town's Municipal Code Section 17-4-114(5) limits daytime and nighttime sounds in several zoning districts, including the WMU Zoning District, to specific decibels. Staff believes that the regulation of noise is currently addressed by the Municipal Code.

Current project review processes include confirming that new streets meet the standards of LMO Sec. 16-5-504, Design Standards by Street Type, and the existing streets are capable of handling the anticipated traffic generated by new uses.

Outdoor entertainment and water parks are separate uses in the Use Table. This amendment would not permit outdoor entertainment or water park uses in the WMU Zoning District.

Also, LMO Sec. 16-4-1213.C(4) (B), Outdoor Recreation/Entertainment, specifically states that, "Theme park, amusement park, boardwalk, or midway type attractions are only allowed inside completely enclosed buildings and are classified as Indoor Entertainment." This amendment would not permit these uses in the WMU Zoning District.

The amendment is supported by Town Council's Policy Agenda for 2011 which has amending the LMO to foster greater flexibility, simplicity and revitalization listed as a Top Priority. The amendment is also supported by the Adopted 2010 Comprehensive Plan, which promotes providing flexibility for redevelopment opportunities.

The proposed amendments to LMO Section 16-4-1204, Use Table, and Section 16-4-13XX, Outdoor Recreation will do the following:

1) Allow limited outdoor recreation uses in the WMU Zoning District to be permitted by special exception; and
2) Create specific use standards for outdoor recreation uses in the WMU Zoning District.

The proposed amendments **will not** do the following:

1) Allow outdoor recreation uses on all parcels adjacent to Broad Creek, Skull Creek or Port Royal Sound.
2 Allow outdoor recreation uses to be permitted without all of the required Town permits and approvals.

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3) Allow outdoor recreation uses to be permitted by right. The proposed amendment would require property owner to obtain approval for a special exception from the Board of Zoning Appeals.
4) Approve or permit a zip line at Broad Creek Marina or any other project. All outdoor recreation projects in the WMU Zoning District, including the proposed zip line, must be reviewed and approved by the Board of Zoning Appeals, the Design Review Board and the Community Development Department.
5) Allow outdoor entertainment uses or water parks in the WMU Zoning District.

The committee discussed the proposed amendments with staff. Commissioner Ennis and the staff discussed the issue of daylight lighting and possible redundancy.

Following the committee's discussion, Chairman Quick requested comments from the public. The following citizens presented statements in support of approving the proposed amendments particularly as they related to the zip line activity concept: (1) Susan Thomas, Chamber of Commerce, (2) Mr. Truitt Rabun, project developer, recommended approval but without the special exception requirement; (3) Mr. Roger Freedman, Broad Creek Marina property owner, approval but without the special exception requirement; (4) Mr. Joe Maffo; (5) Mr. Ed McCullough; and (6) Mr. Gregory Petrowski. Chet Williams, Esq., cautioned the committee on the implications of the language.

At the completion of public comments and final discussion by the committee, Chairperson Quick requested that a motion on the proposed amendments be made.

Mr. Docherty made a **motion** to **approve** the proposed amendments as presented by staff this evening including the special exception requirement. Mr. Young **seconded** the motion. Mr. Ennis suggested that the motion be amended to remove the special exception requirement. Mr. Docherty declined to incorporate the suggested change into his motion. The motion **passed** with a vote of 4-0-0.

Chairman Quick thanked the public, the committee, and the staff for participating in this evening LMO Committee meeting.

VII ADJOURNMENT

The meeting was adjourned at 7:10pm.

Submitted by: Approved by:

_____ _____

Kathleen Carlin
Administrative Assistant

Gail Quick
Chairman

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TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: LMO Committee
VIA: Teri B. Lewis, AICP, *LMO Official*
VIA: Jayme Lopko, AICP, *Senior Planner*
FROM: Anne Cyran, AICP, *Senior Planner*
DATE February 23, 2012
SUBJECT: Proposed Amendments to LMO (Land Management Ordinance) Sign Standards

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Staff recommends amending Chapter 3, Article IX: Sign Permits and Chapter 5, Article XIII: Sign Standards, of the LMO. The proposed changes are to clarify the purpose of the sign regulations, bring the regulations into conformance with recent judicial decisions, reorganize the regulations into a more intuitive order, update the regulations to reflect changes in advertising, and to provide reasonable accommodation of some previously prohibited signs.

In 2010 Town Council directed staff to rewrite the sign standards, which were enacted as part of the original LMO in 1987, to ensure they would stand up to legal challenges and to address trends in sign technology. These amendments also meet a Top Priority of Town Council's Policy Agenda for 2011 – Amending the LMO to Foster Greater Flexibility, Simplicity and Revitalization.

Staff has held three informational meetings (February 3rd, February 6th and February 9th) for the public to discuss and comment on the proposed amendments. The amendments were posted on the Town's website on February 3rd and the public has the opportunity to submit comments via email. Staff received comments from about twenty people at the meetings and via email. Staff changed some parts of the proposed amendments based on the comments. Comments that staff did not act on were recorded. A list of these comments is included in the packet.

A second LMO Committee Meeting is scheduled for Monday, March 5th at 6:00 PM.

Please contact me at (843) 341-4697 or at annec@hiltonheadislandsc.gov if you have any questions.

Town of Hilton Head Island Sign Regulations

A Summary and Explanation of the Proposed Ordinance

Based on the request of Town Council, staff recommends amending Chapter 3, Article IX: Sign Permits and Chapter 5, Article XIII: Sign Standards, of the LMO. The proposed changes are to clarify the purpose of the sign regulations, bring the regulations into conformance with recent judicial decisions, reorganize the regulations into a more intuitive order, update the regulations to reflect changes in advertising and to provide reasonable accommodation of some previously prohibited signs.

This amendment is supported by Town Council's Policy Agenda for 2011 which has Amending the LMO to foster greater flexibility, simplicity and revitalization as a Top Priority.

Contact: Anne Cyran, Senior Planner

(843) 341-4697 or annec@hiltonheadislandsc.gov

Notes on the Format

The sign regulations in the LMO are currently divided between articles in three Chapters. The proposed regulations consolidate most sign regulations into one Article: Chapter V, Article XIII.

The proposed regulations integrate Sec. 16-3-902 – Signs Exempt from Permit and Sec. 16-3-903 – Sign Alterations Exempt from Permit into article XIII.

Staff proposes to remove sign permit submission requirements (Sec. 16-3-904 – Submission Requirements) from the LMO. Submission requirements are listed on the application form, which is easier to update.

Staff does not propose to deleted the sections of the LMO (below) that regulate sign permit review and administration.

- Sec. 16-3-905 – Action by Administrator
- Sec. 16-3-906 – Approval by Design Review Board
- Sec. 16-3-907 – Sign Inspection and Notice of Compliance
- Sec. 16-3-908 – Expiration of Permit

Staff does not propose changes to Sec. 16-7-402 – Nonconforming Signs.

Summary and Explanation by Section

Explanations are in text boxes.

The proposed language is in black copy. The current language is in red copy.

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Purpose

Staff suggests revising and expanding this section to clarify the purposes of the ordinance.

Purpose

Sec. 16-5-1301

It is the purpose of this article to promote the public health, safety and general welfare through a comprehensive system of reasonable, consistent and nondiscriminatory sign standards and requirements. These sign regulations are intended to:

A. Maximize the value of commercial signage as a means of locating and identifying commercial establishments providing goods and services, while, at the same time, discouraging the use of commercial signage to sell goods and services.

B. Encourage the construction of commercial signs of high-quality materials which are aesthetically pleasing and are compatible with their natural surroundings and with the buildings they identify.

C. Avoid the creation of a tourist trap atmosphere which can result when businesses compete for attention through the use of commercial advertising signs.

D. Protect, preserve and enhance the unique aesthetic character, beauty and charm of the Town, and thereby encourage the continued economic development within the Town.

E. Improve pedestrian and traffic safety and eliminate physical and visual clutter caused by signs which compete for the attention of pedestrian and vehicular traffic.

Sec. 16-5-1301. – Purpose

The purpose of this Article is to:

A. Protect the public welfare and island-wide property values by preserving the aesthetic qualities of the unique natural environment that distinguishes the Town. The preservation of such environment from excessive and obtrusive signs is a matter of critical importance to the Town because of its economic reliance on the resort and tourism industry.

B. Promote the safety of persons and property by providing that signs do not create traffic hazards or hazards due to collapse, fire, collision, decay or abandonment.

C. Promote the efficient transfer of general public and commercial identification or information by improving the legibility and effectiveness of signs through the control of their number, location, size, appearance, illumination, and animation.

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Applicability and Provisions

Staff suggests expanding this section to specify that, with the exception of real estate signs and short-term rental signs, single family homes are exempt from sign regulations. This language would also confirm that signs are reviewed and permitted based on their adherence to the Design Guide, and are not reviewed and permitted based on the content of the sign's message.

Applicability and Provisions

Sec. 16-5-1302

A. A sign may be erected, placed, established, painted, created or maintained in the Town only in conformance with the standards, procedures, exemptions and other requirements of this Title. Signs exempt from regulations under Sec. 16-5-1322 shall not otherwise be subject to this Title.

B. With the exception of Sec. 16-5-1313 and Sec. 16-5-1314, the provisions of this Title shall not apply to Single Family uses, as defined and described elsewhere in this Title.

C. Signs located on property within those portions of PD-1 Districts where vehicular access by the general public is restricted by a security gate staffed twenty four (24) hours each day by a security guard and where such signs are not visible from any beach or navigable waterway are not subject to the provisions of this Title.

D. Notwithstanding any other provision of this Article, no sign shall be subject to any limitation based on the content of the message contained on such sign.

E. Severability Provision. If any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Article and/or any other code provisions and/or laws are declared invalid or unconstitutional by any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other provision contained herein.

F. Any legal sign that does not comply with the provisions of this Article due solely to the enactment of an amendment shall, upon the effective date of such amendment, become a nonconforming sign and shall be subject to the provisions of Chapter 7.

G. All signs shall comply with applicable building and electrical code requirements.

H. Per International Building Code (IBC) Section 1609.1, applications for new freestanding sign structures larger than forty (40) square feet shall include wind load calculations stamped and signed by a certified engineer stating that the sign structure can withstand winds of up to 130 miles per hour.

I. Substitution of Noncommercial Message. Noncommercial signs shall be allowed in all zoning districts and may be substituted for any sign expressly allowed under this Ordinance. Noncommercial signs shall be subject to the same permit requirements, restrictions on size and type, and other conditions and specifications as apply to the sign for which they are being substituted.

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Sec. 16-3-901. – Applicability

This Article shall apply to any sign located within the Town limits of Hilton Head Island except for those signs specifically exempted in Sec. 16-3-902.

Sec. 16-3-902. – Signs Exempt from Permit

A permit is not required for the following types of signs:

A. Signs located on property within those portions of PD-1 Districts where vehicular access by the general public is restricted by a security gate staffed 24 hours each day by a security guard and where such signs are not visible from any public street, beach or navigable waterway.

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Sign Design, Construction, and Maintenance Guidelines

Staff proposes expanding this section to include Design Guide goals, design guidelines and examples of well-designed signs.

Sign Design, Construction, and Maintenance Guidelines

Sec. 16-5-1303

The Hilton Head Island Design Guide defines Island Character and describes how development should be directed to preserve Island Character. Goals of the Design Guide that pertain to sign design include:

A. Demonstrate the fundamental principles of good architectural design.

B. Design structures with subtle visual impact and utilize natural materials, textures and colors.

C. Coordinate and harmonize the design of structures, parking and site amenities.

D. Conceal visually undesirable utilities and equipment.

To meet these goals, sign design, construction and maintenance shall meet the following standards:

E. Materials, colors, and shapes of proposed signs shall be complementary to the related buildings and to nearby structures and signs. Sign colors shall be non-reflective and shall not contain fluorescent colors. See **Examples of Signs That are Complementary to Nearby Structures** below.

F. Signs shall be constructed of high-quality materials. See Design Guide, page 13.

G. The amount of information on signs shall be no more than is necessary to provide reasonable identification of the business or of any message to be conveyed. Objective factors to consider in determining reasonableness shall include, but not be limited to, physical location, size of the sign and typeface, colors of the sign and typeface and sign height.

H. The visual impact of freestanding signs shall be softened with landscaping appropriate to the site.

I. Sign illumination shall meet the standards in Sec. 16-5-1304.

J. Signs shall be maintained in good condition at all times and shall be kept free of cracked or peeling paint, missing or damaged sign panels or supports, and weeds, grass or vegetation that obscures the view of the sign message.

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Examples of Signs that are Complementary to Nearby Structures

The common architectural elements of the park – cluster posts, hipped copper roofs and caps, Savannah Grey Brick, Tabby – are all incorporated into the Monument sign and reinforce the project's design.

Examples of Signs That Are Complementary To Nearby Structures

The signature roofline of the Church is easily identifiable on the top-line of the monument sign, making it an architectural component of the overall project.

All of the elements complement one another and further reinforce the Island's ideal of a development integrating itself into the site.

Sec. 16-5-1305. – Sign Design Guidelines

A. The amount of information on signs shall be no more than is necessary to provide reasonable identification of the business.

B. Materials, colors, and shapes of proposed signs shall be compatible with the related buildings. Size and proportion of the sign shall not be a dominant feature of the site and shall be judged by sizes and proportions of signs on adjacent and nearby properties which are compatible with the Island character and substantially in compliance with this Article.

C. Sign design shall be reviewed by the Design Review Board in accordance with Sec. 16-3-906.

Sign Illumination

Staff proposes revising this section to specify that halo lighting and internally illuminated menu boards for eating establishments with drive-thru lanes are allowed.

Sign Illumination

Sec. 16-5-1304

Electrical requirements pertaining to sign illumination shall be as prescribed under Title 15 of the Municipal Code. Illuminated signs shall conform to each of the following:

A. External illumination shall be by a steady stationary light source, shielded and directed solely at the sign. Light fixtures shall be restricted to not more than one (1) shielded light fixture per side for sign faces up to forty (40) square feet and not more than two (2) shielded light fixtures per side for sign faces over forty (40) square feet.

B. Light sources to illuminate signs shall neither be visible from any street right-of-way, nor cause glare hazardous to pedestrians or vehicle drivers or so as to create a nuisance to adjacent properties. All ground-mounted lighting must be obscured by landscaping approved by the Administrator.

C. The intensity of the light shall not exceed twenty (20) foot candles at any point on the sign face.

D. Signs shall not have light-reflecting backgrounds but may use light-reflecting lettering or halo lighting.

E. The Administrator may permit internal illumination for menu board signs for eating establishments with a drive-thru. Such signs shall not cause glare hazardous to pedestrians or vehicle drivers or so as to create a nuisance to adjacent properties. Such signs shall be placed and angled so that, to the greatest extent possible, they are not visible from public or private streets.

F. Lamps shall only produce a white light.

Sec. 16-5-1307 – Sign Illumination

A. Electrical requirements pertaining to sign illumination shall be as prescribed under Title 15 of the Municipal Code.
B. Illuminated signs shall conform to the following:
   1. Illumination shall be by an externally located steady stationary light source, shielded and directed solely at the sign;
   2. Light sources to illuminate signs shall neither be visible from any street right-of way nor cause glare hazardous to pedestrians or vehicle drivers or so as to create a nuisance to adjacent properties;
   3. Spot-lighting of signs shall be restricted to not more than one shielded light fixture per side for sign faces up to 40 square feet and not more than 2 shielded light fixtures per side for sign faces over 40 square feet;
   4. The intensity of the light shall not exceed 20 foot candles at any point on the sign face; and
   5. Signs shall not have light-reflecting backgrounds but may use light-reflecting lettering.
   6. Colored lamps are not permitted.

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Sign Permit Guidelines

Staff proposes adding this section to clarify permit requirements.

Sign Permit Guidelines

Sec. 16-5-1305

Each of the following types of signs must receive a permit prior to being erected, placed or displayed:

A. Freestanding Signs, Sec. 16-5-1306
B. Façade and Hanging Signs, Sec. 16-5-1307
C. Directory Signs, Sec. 16-5-1308
D. Temporary Signs for Permitted Signs, Sec. 16-5-1309
E. Construction Signs, Sec. 16-5-1310
F. Non-Residential Real Estate Sales Signs, Sec. 16-5-1311
G. Residential Real Estate Sales Signs, Sec. 16-5-1313
H. Residential Short-Term Rental Signs, Sec. 16-5-1314

There are specifications for the following types of signs:

I. Sign Systems, Sec. 16-5-1315
J. Permanent Special Event Signs, Sec. 16-5-1316
K. Temporary Special event Signs, Sec. 16-5-1317
L. Signs with Changeable Copy, Sec. 16-5-1318
M. Price Displays at Gasoline Filling Stations, Sec. 16-5-1319
N. Planned Unit Development Off-Premises Signs, Sec. 16-5-1320

A permit is not required for the following signs and sign alterations:

O. Non-Residential Real Estate Lease or Rent Signs, Sec. 16-5-1312
P. Sign Alterations Exempt from Permit, Sec. 16-5-1321
Q. Signs Allowed Without a Permit, Sec. 16-5-1322

For signs that are prohibited and shall not be permitted, see Sec. 16-5-1323.

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Freestanding Signs

Staff proposes revising this section as follows:

- Incorporate Part A, Numbers 1-7 into the table.
- Remove the maximum sign depth limit because staff determined it was an unnecessary requirement for good sign design.
- Remove the requirement that the area of a sign structure for any freestanding sign is limited to the same number of square feet as the sign face that it supports was removed because staff determined it was an unnecessary requirement for good sign design.
- Remove the caveat that "In the event that a street frontage of less than 200 feet exists for any premises, only 1 sign shall be permitted along that frontage, notwithstanding that a greater number of signs may appear to be permitted by this section" because staff determined it is redundant.

Examples of Freestanding Signs that Meet the Intent of the Hilton Head Island Design Guide

The overall attention to detail makes both signs outstanding examples of what the Design Guide outlines for sign design.

The strength of the graphic design, the subtleties in use of fonts, the shadow lines created by a deep third dimension, and the understated use of rich color to draw the eye, all contribute to the overall craftsmanship and design of the signs that make them unique.

Although they both are predominantly nature blending in color, the signs' overall quality draw attention as well more traditional attention-grabbing elements, such as bright lights or colors, typically used in commercial signage.

Freestanding Signs

Sec. 16-5-1306

A. The total area and quantity of any freestanding sign for which a permit is required shall conform to the following requirements. Planned Unit Developments that contain more than one (1) category of use shall apply the appropriate use category to each building or development to calculate the total area and quantity of signs allowed. The number of signs for any development may not exceed the total number allowed as noted below.

Residential Developments				
Number of Dwelling Units	Number of Signs	Number of Faces Per Sign	No Single Sign Face Shall Exceed	Total Size of All Sign Faces
> 500 Dwelling Units	1 per entrance	4	120 sq ft	240 sq ft
300 – 500 Dwelling Units	1 per entrance	4	80 sq ft	160 sq ft
< 300 Dwelling Units	1 per entrance	4	40 sq ft	80 sq ft
Commercial, Institutional or Industrial Developments				
Total Square Feet of Gross Floor Area	Number of Signs	Number of Faces Per Sign	No Single Sign Face Shall Exceed	Total Size of All Sign Faces
> 100,000	4, if the business fronts on more than 1 street 2, if the business fronts on 1 street	4	120 sq ft	480 sq ft
40,000 – 100,000	3, if the business fronts on more than 1 street 2, if the business fronts on 1 street	4	80 sq ft	320 sq ft
2,500 – 39,999	2	4	40 sq ft	160 sq ft
2,499 or Less*	1	2	40 sq ft	40 sq ft

*If an applicant in this category shall waive the right to have a freestanding sign, the applicant shall be permitted to exceed the size limitations of Sec. 16-5-1307 by fifty (50%) percent.

B. The maximum height of any freestanding sign above the average grade elevation surrounding the sign shall not exceed the following:

1. Eight (8) feet where the sign face does not exceed forty (40) square feet;
2. Ten (10) feet where the sign face does not exceed sixty (60) square feet; or
3. Twelve (12) feet where the sign face exceeds sixty (60) square feet.

C. The bottom edge of the sign shall not exceed four (4) feet in height from the lowest grade elevation at the base of the sign.

D. The maximum width of any freestanding sign shall not exceed the following:

1. Fifteen (15) feet where the sign face does not exceed forty (40) square feet;

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2. Twenty (20) feet where the sign face does not exceed sixty (60) square feet; or
3. Twenty-five (25) feet where the sign face exceeds sixty (60) square feet.

E. All freestanding signs fronting on a street right-of-way shall be required to be set back at least twenty (20) feet from the edge of the adjacent street right-of-way. However, if conditions exist so as to make this impractical, this setback may be reduced by the Administrator provided such reduction does not create a hazard to motorists or pedestrians and that no portion of the sign is located in the right-of-way.

F. Freestanding signs shall be separated by a distance of not less than two hundred (200) foot intervals along each street frontage of the premises.

G. Freestanding menu boards including but not limited to those used for drive-thru eating establishments shall meet the standards of this section but shall not count toward the total number of signs allowed for a business.

H. In lieu of a freestanding sign, a development may use signs on entrance structures such as fences or walls. The number of sign faces is limited to two (2) per entrance, on either side of the entrance and confined to the entrance area. The distance between sign faces shall not exceed one hundred (100) feet. Such signs are subject to the size limitations of this section. Entrance structures are subject to the provisions of Chapter 5, Article VII, Setbacks.

I. Signs may be permitted in access easements, subject to the approval of the Administrator, if the applicant can demonstrate that the access easement provides a necessary means of vehicular access to the property for which the sign is proposed. In the event where a property is served by more than one (1) necessary access easement, the sign shall be located within the easement that serves the street with the highest number of average daily vehicle traffic (ADT) as determined by the Administrator.

Sec. 16-5-1308. Freestanding Signs

A. The area and quantity of any freestanding sign for which a permit is required shall conform with the following requirements. Planned unit developments which because of their composition may qualify for more than one category, may apply the appropriate category to the various individual portions of the planned unit development. The total number of signs for any individual development may not exceed the total number allowed as noted below:

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Type of Development	Quantity of Signs Allowed	Max. Area Per Sign	Max. Faces Per Sign	Max. Area Per Face
Residential 500 Units	One per Entrance	240 SF	4 Faces	120 SF
Residential 300-500 Units	One per Entrance	160 SF	4 Faces	80 SF
Residential Up to 300 Units	One per Entrance	80 SF	4 Faces	40 SF
Nonresidential 100,000 SF	Four Signs Maximum	480 SF	4 Faces	120 SF
Nonresidential 40,000 to 100,000 SF	Three Signs Maximum	320 SF	4 Faces	80 SF
Nonresidential 2,500 to 40,000 SF	Two Signs Maximum	160 SF	4 Faces	40 SF
Nonresidential Up to 2,500 SF*	One Sign Allowed	40 SF	2 Faces	40 SF

*If an applicant in this category shall waive the right to have a freestanding sign, the applicant shall be permitted to exceed the size limitations of Sec. 16-5-1309 by 50 percent.

The applicant shall be limited to no more than two (2) signs per street frontage.

1. A residential development approved for more than 500 dwelling units shall be allowed one freestanding sign per entrance. Each sign shall have no more than 240 square feet of sign face divided among not more than 4 sign faces containing copy. No single sign face shall exceed 120 square feet.
2. A residential development approved for 500 dwelling units or less, but more than 300 dwelling units, shall be allowed one freestanding sign per entrance. Each sign shall have no more than 160 square feet of sign face divided among not more than 4 sign faces containing copy. No single sign face shall exceed 80 square feet.
3. A residential development approved for 300 dwelling units or less shall be allowed one freestanding sign per entrance. Each sign shall have no more than 80 square feet of sign face divided among not more than 4 sign faces containing copy. No single sign face shall exceed 40 square feet.
4. A commercial, institutional, or industrial development approved for more than 100,000 square feet of gross floor area shall be allowed no more than 4 freestanding signs if the business fronts on more than one street. The applicant shall be limited to no more than two (2) signs per street frontage. Each sign shall have no more than a total of 480 square feet of sign face divided among not more than 4 sign faces containing copy. No single sign face shall exceed 120 square feet.
5. A commercial, institutional, or industrial development approved for 100,000 square feet or less, but more than 40,000 square feet of gross floor area shall be allowed no more than 3 freestanding signs if the business fronts on more than one street. The applicant shall be limited to no more than two (2) signs per street frontage. Each sign shall have no more than a total of 320 square feet of sign face divided among not more than 4 sign faces containing copy. No single sign face shall exceed 80 square feet.

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6. Commercial, institutional, or industrial development approved for 40,000 square feet or less, but more than 2,500 square feet of gross floor area shall be allowed no more than 2 freestanding signs. Each sign shall have no more than 160 square feet of sign face divided among not more than 4 sign faces containing copy. No single sign face shall exceed 40 square feet.

7. A commercial, institutional or industrial development approved for 2,500 square feet or less of gross floor area shall be allowed 1 freestanding sign. Said sign shall have no more than 40 square feet of sign face divided between not more than 2 sign faces containing copy. If an applicant in this category shall waive the right to have a freestanding sign, the applicant shall be permitted to exceed the size limitations of Sec. 16-5-1309 by 50 percent.

B. The maximum height of any freestanding sign above the average grade elevation of the nearest public way or within a 20-foot radius of the sign shall not exceed the following:

1. Eight feet where the sign face does not exceed 40 square feet;
2. Ten feet where the sign face does not exceed 60 square feet; or
3. Twelve feet where the sign face exceeds 60 square feet.

C. The bottom edge of the sign shall not exceed 4 feet in height from the lowest grade elevation at the base of the sign.

D. The maximum width of any freestanding sign shall not exceed the following:

1. Fifteen feet where the sign face does not exceed 40 square feet;
2. Twenty feet where the sign face does not exceed 60 square feet; or
3. Twenty-five feet where the sign face exceeds 60 square feet.

E. The maximum depth of any freestanding sign shall not exceed 25 percent of the width.

F. The area of a sign structure for any freestanding sign is limited to the same number of square feet as the sign face that it supports.

G. All freestanding signs fronting on a street right-of-way shall be required to be set back at least 20 feet from the edge of the adjacent street pavement. However, if conditions exist so as to make this impractical, this setback may be reduced by the Administrator provided such reduction does not create a hazard to motorists or pedestrians and that no portion of the sign is located in the right-of-way.

H. Freestanding signs shall be separated by a distance of not less than 200 foot intervals along each street frontage of the premises. In the event that a street frontage of less than 200 feet exists for any premises, only 1 sign shall be permitted along that frontage, notwithstanding that a greater number of signs may appear to be permitted by this section.

I. In lieu of a freestanding sign, a development may use signs on entrance structures such as fences or walls. The number of signs faces is limited to 2 per entrance, on either side of the entrance and confined to the entrance area. The distance between sign faces shall not exceed 100 feet. Such signs are subject to the size limitations of this section. Entrance structures are subject to the provisions of Chapter 5, Article VII.

J. Signs may be permitted in access easements, subject to the approval of the Administrator, if the applicant can demonstrate that the access easement provides a necessary means of vehicular access to the property for which the sign is proposed. In the event where a property is served by more than

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one necessary access easement the sign shall be located within the easement that serves the street with the highest number of average daily vehicle traffic (ADT) as determined by the Administrator.

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Façade and Hanging Signs

Staff proposes revising this section as follows:

- Change the language to include hanging signs.
- Add the following to mirror language in Sec. 16-5-1306: "Commercial, institutional and industrial developments with less than 2,500 square feet of gross floor area that waive the right to have a freestanding sign shall be permitted to exceed these size limitations by fifty (50%) percent."
- Add the following to allow the administrator to approve tenant signs on buildings with unusual architecture: "Tenant façade and hanging signs shall be located on the tenant space being identified. If this requirement cannot be reasonably achieved, the Administrator shall approve an alternate location."

Examples of Façade and Hanging Signs that Meet the Intent of The Hilton Head Island Design Guide

These façade signs both sit within a single architectural element of their respective buildings. Their colors, materials and fabrication complement the quality of the structure's design.

Their depth and quality of graphic design make the signage a true architectural addition to the building itself, like any well conceived roofline, bracket, or window. They complement and reinforce the building rather than hang from it as an afterthought.

Façade and Hanging Signs

Sec. 16-5-1307

A. The total size of façade and hanging signs shall not occupy more than ten (10%) percent of the area of the façade upon which they are placed, with the maximum size of any one (1) sign limited to forty (40) square feet. Commercial, institutional and industrial developments with less than 2,500 square feet of gross floor area that waive the right to have a freestanding sign shall be permitted to exceed these size limitations by fifty (50%) percent.

B. No more than two (2) signs may be placed on or displayed from any one (1) façade of any one (1) building, except that shopping centers shall be permitted two (2) signs per tenant space per tenant façade; provided that only one (1) such tenant sign per tenant façade is visible from any street

right-of-way. Such tenant signs shall only be permitted in lieu of building signs.

Example of a Tenant Space in a Shopping Center with Two Conforming Signs – One Façade Sign and One Hanging Sign Perpendicular to the Storefront

C. Façade signs shall be contained within any single wall panel, window, door, or other architectural component upon which they are placed.

D. Hanging signs shall be located in consideration of their respective architectural element.

E. Tenant façade and hanging signs shall be located on the tenant space being identified. If this requirement cannot be reasonably achieved, the Administrator shall approve an alternate location.

Sec. 16-5-1309 – Façade Signs

A. The total area of facade signs shall not occupy more than 10 percent of the area of the facade upon which they are placed with the maximum size of any one sign limited to 40 square feet.
B. No more than 2 signs may be placed on any one facade of any one building except that shopping centers shall be permitted 2 signs per tenant space per tenant facade provided only one such tenant sign per tenant facade is visible from any street right-of-way. Such tenant signs shall only be permitted in lieu of building signs.
C. Facade signs must be contained within any single wall panel, window, door or other architectural component upon which they are placed.
D. Tenant facade signs must be located on the facade of the tenant space being identified.

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Directory Signs

Staff proposes no change.

Directory Signs

Sec. 16-5-1308

If visible from any street right-of-way, the number, location, and size of directory signs shall be within the limits established by Sec. 16-5-1306 and Sec. 16-5-1307.

Sec. 16-5-1316 – Directory Signs

If visible from any street right-of-way the number, location and area of directory signs shall be within the limits established by Sec. 16-5-1308 and Sec. 16-5-1309.

Temporary Signs for Permitted Signs

Staff proposes dividing this section into three parts. This section would address temporary signs for businesses. Sec. 16-5-1316 and Sec. 16-5-1317 would address Permanent and temporary Signs for Special Events.

Staff proposes revising the temporary sign portion of this section as follows:

- Add language to specify that "the copy, logo and colors on temporary signs shall be identical to the copy, logo and colors on the related permanent sign," to allow copy in addition to the business name and a logo consistent with the approved permanent sign.
- Add language to specify that temporary signs shall be constructed of high-quality materials. "Temporary signs shall be constructed of one-half (1/2) inch MDO or a material of equal durability. Banners shall not be a permitted material." Staff determined that other materials, especially banners, were inappropriate for temporary signs due to the amount of time signs are allowed to be displayed (45 days) and since banners are otherwise prohibited except inside special events.
- Add the following language: "Temporary signs advertising a sales event, such as a grand opening or a seasonal sale, shall not be permitted." This would not be a policy change; such temporary signs are currently prohibited. Staff proposes adding this language and the examples of prohibited and conforming temporary signs to clarify the regulation and guide temporary sign design.

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Temporary Signs for Permitted Signs

Sec. 16-5-1309

When a permit has been issued for a permanent commercial sign, a separate permit may be issued for a temporary sign to identify the business while the permanent signs are being constructed. Such signs are subject to the following standards:

A. Only one (1) sign with no more than two (2) sign faces shall be displayed per premises.

B. Any temporary sign face shall not exceed sixteen (16) square feet.

C. The copy, logo and colors on temporary signs shall be identical to the copy, logo and colors on the related permanent sign.

D. Temporary signs shall be constructed of one-half (1/2) inch MDO or a material of equal durability. Banners shall not be a permitted material.

E. Temporary signs shall be removed upon installation of the permanent identification sign or within forty-five (45) days from the date of its permit, unless an extension is approved by the Administrator.

Temporary signs advertising a sales event, such as a grand opening or a seasonal sale, shall not be permitted. Temporary special event signs are permitted as specified in Sec. 16-5-1317.

Example of A Prohibited Temporary Sign

This sign would not be approved as a temporary sign for the following reasons:

1. It advertises goods instead of identifying a business.
2. The colors are not muted and nature-blending as specified in the Design Guide.
3. The material used for the sign board is corrugated plastic instead of MDO or a material of equal durability.

Example of a Conforming Temporary Sign

This sign could be approved as a temporary sign for the following reasons:

1. It identifies the business; and
2. The colors are muted and nature-blending; and
3. The sign is constructed of MDO or a material of equal durability.

Sec. 16-5-1310 – Temporary Signs

A. Temporary Business Signs. Businesses that have submitted a complete application for a permanent sign in accordance with Chapter 3, Article IX, for a sign which identifies the business may be issued a permit for a temporary sign to identify the business. Such temporary business signs shall conform to the following:

1. Only one sign per premises with no more than 2 sign faces. Any single sign face not to exceed 16 square feet.
2. Copy shall consist only of the name of the business.
3. Temporary business signs must be removed upon installation of the permanent identification sign or within 45 days from the date of its permit. Temporary signs not so removed will be subject to impoundment pursuant to Sec. 16-8-107.

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Construction Signs

These two sections are divided into three parts: Construction Signs, Non-Residential Real Estate Sales Signs (Sec. 16-5-1311) and Non-Residential Real Estate Lease or Rent Signs (Sec. 16-5-1312). Staff proposes revising the construction sign portion as follows:

- Currently, construction signs smaller than four (4) square feet do not require a permit but are subject to most of the same restrictions as larger construction signs. Since most construction signs are larger than four (4) square feet and such signs are still subject to administrative review, staff proposes changing the regulation to require that all construction signs receive a permit.
- Add language to specify that there may be one (1) construction sign per street front instead of one (1) construction sign per property. This language is similar to the number of freestanding signs and real estate signs allowed on a property.
- Add language to specify that signs shall be square or rectangular in shape. This mirrors the requirement for non-residential real estate sales signs (below).
- Revise the language to state that, "Signs may not be erected prior to issuance of a Town building permit and must be removed prior to the issuance of a Town Certificate of Occupancy." The current regulation states "Project signs may not be erected prior to commencement of construction and must be removed at project completion or twelve months after erection, whichever occurs first." The proposed language is more specific and ties construction sign display to related permits.

Construction Signs

Sec. 16-5-1310

Any sign identifying a project under construction located on the construction site must meet the following criteria:

A. Quantity is limited to one (1) per street front of the affected premises.

B. The total area of a freestanding construction sign shall not exceed forty (40) square feet. The total area of a façade construction sign shall not exceed twenty (20) square feet. Each sign face shall not exceed twenty (20) square feet.

C. A freestanding sign shall be mounted so that its top edge is no higher than eight (8) feet above grade. A façade-mounted sign shall be mounted so that its top edge is no higher than eight (8) feet above grade.

D. Such signs shall not be illuminated by artificial light.

E. Such signs shall be square or rectangular in shape.

F. Such signs may not be erected prior to issuance of a Town building permit and must be removed prior to the issuance of a Town Certificate of Occupancy.

Example of a Conforming Construction Sign

Sec. 16-3-902 – Signs Exempt From Permit

Any project sign for work under construction located on the construction site which conforms to each of the following:

1. Size shall be rectangular in shape and not exceed four square feet;
2. Colors and graphics shall be subject to the approval of the Administrator;
3. The quantity shall be limited to one per affected premises;
4. A freestanding sign shall be mounted so that its top edge is no higher than six feet above grade; and a facade mounted sign shall be mounted so that its top edge is no higher than eight feet above grade;
5. The sign shall not be illuminated; and
6. The sign may not be erected prior to issuance of a Town building permit and must be removed prior to the issuance of a Town certificate of occupancy.

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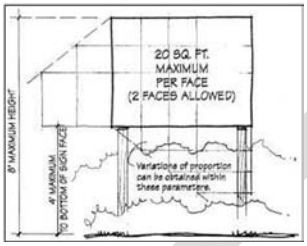
Sec. 16-5-1311 – Real Estate and Project Signs

A. Real estate signs or project signs not specifically exempted by Sec. 16-3-902 or short term rental signs in Sec. 16-5-1312 shall conform to the requirements of this section.

B. The total area of a freestanding real estate or project sign shall not exceed 40 square feet and 20 square feet per sign face. The maximum height of a freestanding real estate or project sign shall not exceed 8 feet above the average grade within a 20 foot radius of the sign and the lower edge shall not exceed 4 feet in height from the lowest grade at the base of the sign.



C. Real estate signs offering tenant space shall not be freestanding but may be placed as a tenant panel on a permitted directory sign or in the window of the tenant space being offered.

D. The total area of a facade real estate or project sign shall not exceed 20 square feet.

E. The number of real estate or project signs placed on any one premises shall be limited to:

1. One real estate sign per street frontage inclusive of those exempted in Sec. 16-3-902.
2. One project sign inclusive of those exempted in 16-3-902.

F. For a new subdivision, one real estate sign shall be allowed to advertise lots for sale within that subdivision in lieu of an individual real estate sign on each lot.

G. Real estate or project signs shall not be illuminated.

H. Time period.

1. Real estate signs shall be removed within 2 days of completion of the offering advertised.
2. Project signs may not be erected prior to commencement of construction and must be removed at project completion or twelve months after erection, whichever occurs first.

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Non-Residential Real Estate Sales Signs

Staff proposes to remove Project Signs from this section, and proposes the following revisions:

- Currently, non-residential real estate sales signs smaller than four (4) square feet do not require a permit but are subject to administrative review for size, color and graphics and copy. Since most non-residential real estate sales signs are larger than four (4) square feet and such signs are still subject to administrative review, staff proposes to change the regulation to require all non-residential real estate sales signs to receive a permit.
- Add language to specify that signs shall be square or rectangular in shape to prevent the use of signs made into in unusual shapes (star bursts, etc) to further advertise a property.
- The current language states, "Real estate signs offering tenant space shall not be freestanding but may be placed as a tenant panel on a permitted directory sign or in the window of the tenant space being offered." Staff proposes moving this language to a separate section, Non-Residential Real Estate Lease or Rent Signs.
- Add language to specify that signs "shall specifically state that the property being offered is for sale. The sign shall not state that the property is for lease or for rent. See Sec. 16-5-1312." This language would prevent real estate signs without specific *For Sale* copy from being used as freestanding Non-Residential Real Estate Lease or Rent signs, which are prohibited.

The proposed language matches the current limits for sign size, height and number.

Non-Residential Real Estate Sales Signs

Sec. 16-5-1311

Each real estate sign advertising the sale of non-residential property shall receive a sign permit. Such signs shall conform to the following requirements:

A. The number of such signs placed on any one (1) premises shall be limited to one (1) sign per street frontage.

B. Signs shall be rectangular or square in shape.

C. The total area of each sign shall not exceed forty (40) square feet total and twenty (20) square feet per sign face.

D. The maximum height of a freestanding real estate sign shall not exceed eight (8) feet above the average grade within a twenty (20) foot radius of the sign and the lower edge shall not exceed four (4) feet in height from the lowest grade at the base of the sign.

E. The sign shall specifically state that the property being offered is for sale. The sign shall not state that the property is for lease or for rent. See Sec. 16-5-1312.

F. Where a freestanding sign is not feasible, the administrator may approve a real estate sales façade sign. Such signs shall not exceed forty (40) square feet in size and shall be contained within any single wall panel, window, door, or other architectural component upon which they are placed.

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G. Such signs shall not be illuminated by artificial light.

H. Such signs shall be removed within two (2) days of completion of the offering advertised.

Sec. 16-3-902 – Signs Exempt From Permit

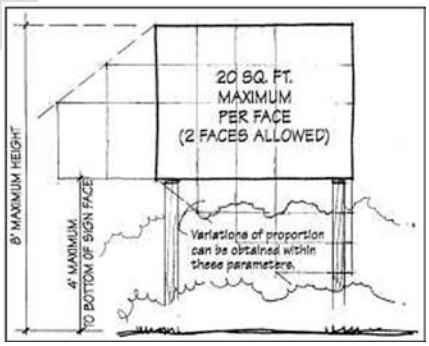
E. Any real estate sign, except short term rental signs, that conform to each of the following:

1. Size shall be rectangular in shape and not exceed 4 square feet;
2. Colors and graphics shall be subject to the approval of the Administrator;
3. Copy shall be limited to: (1) the name of the owner or the listing agent, (2) the real estate company, (3) the type of offering and (4) not more than two telephone numbers;
4. The quantity shall be limited to one per street frontage of the affected premises;
5. A freestanding sign shall be mounted so that its top edge is no higher than four feet above grade; and a facade mounted sign shall be mounted so that its top edge is no higher than eight feet above grade;
6. The sign shall not be illuminated; and
7. Signs offering tenant space shall not be free standing, but may be placed as a tenant panel on a permitted directory sign or in the window of the tenant space being offered.
8. Signs must be removed within 2 days of the completion of the offering advertised.

Sec. 16-5-1311 – Real Estate and Project Signs

A. Real estate signs or project signs not specifically exempted by Sec. 16-3-902 or short term rental signs in Sec. 16-5-1312 shall conform to the requirements of this section.

B. The total area of a freestanding real estate or project sign shall not exceed 40 square feet and 20 square feet per sign face. The maximum height of a freestanding real estate or project sign shall not exceed 8 feet above the average grade within a 20 foot radius of the sign and the lower edge shall not exceed 4 feet in height from the lowest grade at the base of the sign.



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C. Real estate signs offering tenant space shall not be freestanding but may be placed as a tenant panel on a permitted directory sign or in the window of the tenant space being offered.

D. The total area of a facade real estate or project sign shall not exceed 20 square feet.

E. The number of real estate or project signs placed on any one premises shall be limited to:

1. One real estate sign per street frontage inclusive of those exempted in Sec. 16-3-902.
2. One project sign inclusive of those exempted in 16-3-902.

F. For a new subdivision, one real estate sign shall be allowed to advertise lots for sale within that subdivision in lieu of an individual real estate sign on each lot.

G. Real estate or project signs shall not be illuminated.

H. Time period.

1. Real estate signs shall be removed within 2 days of completion of the offering advertised.
2. Project signs may not be erected prior to commencement of construction and must be removed at project completion or twelve months after erection, whichever occurs first.

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Non-Residential Real Estate Lease or Rent Signs

The current language states, "Real estate signs offering tenant space shall not be freestanding but may be placed as a tenant panel on a permitted directory sign or in the window of the tenant space being offered." The purpose of this regulation is to reduce the number of freestanding non-residential real estate lease or rent signs.

Most multi-tenant commercial buildings have a regular tenant turnover and therefore regularly have space for rent or lease. If available space was advertised using freestanding signs, the signs would always be displayed on the property and would become de facto permanent signs.

The proposed language in Non-Residential Real Estate Sales Signs and Non-Residential Real Estate Lease or Rent Signs would clarify how these listings may be identified and advertised.

Staff proposes adding the following language to this section: "Such tenant panels shall match the dimensions, materials and colors of the permitted tenant panels on the directory sign" to ensure that new tenant panels meet the required design and that the permitted sign design is maintained.

Non-Residential Real Estate Lease or Rent Signs

Sec. 16-5-1312

Non-residential real estate signs offering tenant space for lease or rent shall not be freestanding. Such signs shall be placed as a tenant panel on a permitted directory sign or in the window of the tenant space being offered. Such tenant panels shall match the dimensions, materials and colors of the permitted tenant panels on the directory sign.

1. If the tenant space being offered is not visible from a street right-of-way and there is not a permitted directory sign on site, the Administrator may approve a freestanding real estate lease or rent sign. Such signs shall require a permit.

Example of a Directory Sign with a Conforming Space for Lease Tenant Panel

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Sec. 16-3-902 – Signs Exempt From Permit

E. Any real estate sign, except short term rental signs, that conform to each of the following:

8. Signs offering tenant space shall not be free standing, but may be placed as a tenant panel on a permitted directory sign or in the window of the tenant space being offered.

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Residential Real Estate Sales Signs

This section consolidates regulations from two sections. Staff proposes the following revisions:

- Remove the following language: "Color and graphics shall be subject to the approval of the Administrator" to allow realtors to use standard company signs, which typically meet the required dimensions (less than 4 (four) square feet) but may use colors that are brighter than would be permitted for permanent sign.
- Currently, real estate signs under four (4) square feet do not require a permit but the design of the signs are reviewed by staff and permitted. This language would clarify a formally unwritten policy: "Once a permit is issued for a real estate company or realtor sign design, individual signs are not required to be permitted."
- The following language would clarify the appropriate location for signs: "In multi-family or condominium developments, signs shall be placed near the front door of the unit for sale." This matches the general requirement that signs are placed on-premises.
- Currently, information boxes are specifically prohibited. Staff proposes adding the following language: "Each sign may have one (1) information box or tube attached to the sign structure. Information boxes or tubes shall not be independently freestanding." This provision would only apply to Residential Real Estate Sales Signs. This change would allow the reasonable distribution of listing information without adding signage to properties.

Residential Real Estate Sales Signs

Sec. 16-5-1313

A. A permit is required for each sign advertising the sale of residential real estate. Such signs shall meet the following standards:

1. Signs shall be square or rectangular in shape.
2. Signs shall not exceed four (4) square feet in area.
3. The amount of information on signs shall be no more than is necessary to provide reasonable identification of the offering to be conveyed and contact information.

B. Once a permit is issued for a real estate company or realtor sign design, individual signs are not required to be permitted.

C. Such signs shall be installed subject to the following standards:

1. The number of signs shall be limited to one (1) per street frontage of the affected premises.
2. Signs shall be placed on the parcel for sale. In multi-family or condominium developments, signs shall be placed near the front door of the unit for sale.
3. Signs shall not be illuminated by artificial light.
4. Signs must be removed within two (2) days of the completion of the offering advertised.
5. Each sign may have one (1) information box or tube attached to the sign structure. Information boxes or tubes shall not be independently freestanding.

D. Residential developments (such as named subdivisions) with multiple properties for sale may use one (1) real estate sign in lieu of individual real estate signs on each lot. A permit is required for each sign, and signs are subject to the following standards:

1. The number of signs shall be limited to one (1) per entrance of the development, not including paired one-way entrance lanes.
2. Signs shall be rectangular or square in shape.
3. The total area of each sign shall not exceed forty (40) square feet total and twenty (20) square feet per sign face.
4. The maximum height each sign shall not exceed eight (8) feet above the average grade within a twenty (20) foot radius of the sign and the lower edge shall not exceed four (4) feet in height from the lowest grade at the base of the sign.
5. The amount of information on the sign shall be no more than is necessary to provide reasonable identification of the offering to be conveyed and contact information.
6. Signs shall not be illuminated by artificial light.
7. Signs must be removed within two (2) days of the completion of the offering advertised.
8. Each sign may have one (1) information box or tube attached to the sign structure. Information boxes or tubes shall not be independently freestanding.

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Sec. 16-3-902 – Signs Exempt From Permit

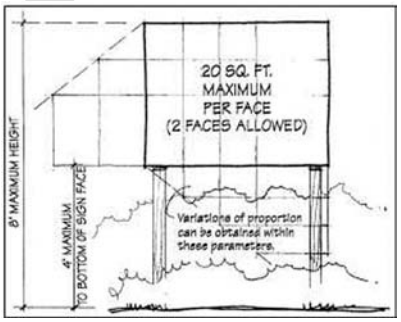
F. Any real estate sign, except short term rental signs, that conform to each of the following:

1. Size shall be rectangular in shape and not exceed 4 square feet;
2. Colors and graphics shall be subject to the approval of the Administrator;
3. Copy shall be limited to: (1) the name of the owner or the listing agent, (2) the real estate company, (3) the type of offering and (4) not more than two telephone numbers;
4. The quantity shall be limited to one per street frontage of the affected premises;
5. A freestanding sign shall be mounted so that its top edge is no higher than four feet above grade; and a facade mounted sign shall be mounted so that its top edge is no higher than eight feet above grade;
6. The sign shall not be illuminated; and
7. Signs offering tenant space shall not be free standing, but may be placed as a tenant panel on a permitted directory sign or in the window of the tenant space being offered.
8. Signs must be removed within 2 days of the completion of the offering advertised.

Sec. 16-5-1311 – Real Estate and Project Signs

A. Real estate signs or project signs not specifically exempted by Sec. 16-3-902 or short term rental signs in Sec. 16-5-1312 shall conform to the requirements of this section.

B. The total area of a freestanding real estate or project sign shall not exceed 40 square feet and 20 square feet per sign face. The maximum height of a freestanding real estate or project sign shall not exceed 8 feet above the average grade within a 20 foot radius of the sign and the lower edge shall not exceed 4 feet in height from the lowest grade at the base of the sign.



C. Real estate signs offering tenant space shall not be freestanding but may be placed as a tenant panel on a permitted directory sign or in the window of the tenant space being offered.

D. The total area of a facade real estate or project sign shall not exceed 20 square feet.

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E. The number of real estate or project signs placed on any one premises shall be limited to:

1. One real estate sign per street frontage inclusive of those exempted in Sec. 16-3-902.
2. One project sign inclusive of those exempted in 16-3-902.

F. For a new subdivision, one real estate sign shall be allowed to advertise lots for sale within that subdivision in lieu of an individual real estate sign on each lot.

G. Real estate or project signs shall not be illuminated.

H. Time period.

1. Real estate signs shall be removed within 2 days of completion of the offering advertised.
2. Project signs may not be erected prior to commencement of construction and must be removed at project completion or twelve months after erection, whichever occurs first.

Sec. 16-5-1304. – Prohibited Signs

Except as may be hereinafter specifically permitted, it shall be unlawful after September 20, 1993, for any person to erect, place or use within the Town, when visible from any public way, any of the following signs:

U. Information boxes, either erected alone or placed on sign structure.

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Residential Short-Term Rental Signs

Staff suggests the following revisions:

- replace "Copy is limited to the name of rental company, their telephone number and the term 'Weekly Rental'" with "The amount of information on signs shall be no more than is necessary to provide reasonable identification of the offering to be conveyed" to conform with the following in Applicability and Provisions: "Notwithstanding any other provision of this Article, no sign shall be subject to any limitation based on the content of the message contained on such sign."
- Remove "Sign colors are limited to two, must be muted earth tones, and approved by the Design Review Board" to allow greater flexibility in sign design.

Residential Short-Term Rental Signs

Sec. 16-5-1314

A permit is required for each sign advertising the short-term rental of a residence. Such signs shall meet the following standards:

A. Signs are limited to one (1) per residence. Signs shall be placed near the entrance of the residence, visible from street and wall mounted no more than six (6) feet above FEMA base flood elevation. Signs shall not be visible from the beach.

B. Signs shall be twelve (12) inches in height by eighteen (18) inches in length.

C. Signs shall be made of one-half (1/2) inch PVC sign board or another material approved by the Administrator.

D. The amount of information on signs shall be no more than is necessary to provide reasonable identification of the offering to be conveyed.

E. Signs shall not be illuminated by artificial light.

Sec. 16-5-1312. – Short Term Rental Real Estate Signs

A. Short term rental real estate signs on single family lots are limited as follows:

1. Size must be 12" in height by 18" in length made from ¾ inch PVC sign board or other material approved by the DRB.
2. Copy is limited to the name of rental company, their telephone number and the term "Weekly Rental".
3. Sign colors are limited to two, must be muted earth tones, and approved by the Design Review Board.
4. Signs are limited to one per parcel. Placement must be near the entrance, visible from street and wall mounted no more than 6 ft. above FEMA base flood elevation. Signs shall not be visible from the beach.
5. Sign shall not be illuminated.

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B. Permitted existing short term rental real estate signs shall have 18 months from date of adoption of this ordinance to be removed or replaced by a sign conforming to the requirements of this section.

Sign Systems

This section was moved to a different location. Staff proposes the following revision:

- Add "In the case of changes to any integrated sign system design, all existing signs in the sign system shall be brought into compliance with the changed design within three (3) months of approval of any changes to the integrated sign system." The purpose of a sign system is to ensure signs are consistent throughout a development. This addition would ensure that sign systems remain consistent when changes are approved.

Sign Systems

Sec. 16-5-1315

An integrated sign system design shall be required for all planned unit developments, commercial developments, office complexes, and shopping centers.

A. These systems shall be reviewed for materials, colors, shapes, sizes, compatibility and architecture, and establishment of unity of design for the development. See Hilton Head Island Design Guide for guidance.

B. New individual signs and changes to existing individual signs shall conform with such sign systems.

C. In the case of changes to any integrated sign system design, all existing signs in the sign system shall be brought into compliance with the changed design within three (3) months of approval of any changes to the integrated sign system.

Sec. 16-5-1306. – Integrated Sign System Required

An integrated sign system design shall be required for all PUDs, commercial or residential subdivisions, office complexes and shopping centers within one year from the effective date of this Title. These systems shall be reviewed for materials, colors, shapes, sizes, compatibility with architecture, and establishment of unity of design for the development. New individual signs and changes to existing individual signs shall be reviewed for conformance with such sign systems.

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Permanent Special Event Signs

Staff proposes changing the formatting of this section but proposes no other changes.

Permanent Special Event Signs

Sec. 16-5-1316

Permanent signs identifying special events may be erected only by the Town of Hilton Head Island and are subject to the following standards:

A. Permanent special event signs may only announce events that are sponsored by a nonprofit or public entity, or public service announcements as determined by the Town Manager.

B. Guidelines for determining the events or functions to be announced, copy, space, location and display time limit shall be as proposed by the Administrator and approved by the Town Council.

C. Public service announcements may obtain a higher priority for display than special event announcements at the discretion of the Town Manager.

Example of a Conforming Permanent Special Event Sign

Sec. 16-5-1313. – Special Event Signs

A. Special event signs may be erected only by the Town of Hilton Head Island.

B. Special event signs may announce only events that are sponsored by a nonprofit or public entity, or public service announcements as determined by the Town Manager.

C. Guidelines for determining the events or functions to be announced, copy, space, location and display time limit shall be as proposed by the Administrator and approved by the Town Council.

D. Public service announcements may obtain a higher priority for display than special event announcements at the discretion of the Town Manager.

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Temporary Special Event Signs

Staff proposes the following revisions to this section:

- Allow temporary special event signs for events that meet the LMO definition of a special event: "A special event is defined in Sec. 16-10-201 as a temporary commercial or festive activity or promotion at a specific location that is planned or reasonably expected to attract large assemblies of persons." This would allow temporary special event signs for special events sponsored by both commercial and tax exempt organizations.
- Require a permit for temporary special event signs: "The organizer of a special event shall obtain a Temporary Special Event Sign permit prior to displaying temporary signs at a special event. The application shall state the location and dates of the event, the expected number of attendees and the types and number of proposed temporary signs. The application shall be submitted no fewer than five (5) business days prior to the event." Currently, a permit is required: "Tax exempt organizations conducting an event within the limits of the Town may be issued a permit for a temporary sign to identify the event."
- Allow Off-Premises Signs Directing Traffic for events at which more than 5,000 attendees are expected. Events such as the RBC Heritage require such signs.
- Allow Off-Premises Signs Identifying Race Routes. Such signs are currently not allowed but are needed to direct race participants.
- Allow On-Premises Signs Identifying an Event. These regulations are similar to the existing regulations for tax exempt organization temporary signs, but would also allow commercial special events to display on-premises signs.
- Allow On-Premises Signs Advertising Goods or Services. Many special events include signs meant to be viewed by those attending the event, such as restaurant banners, signs listing sponsors and price lists. Such signs are currently prohibited which staff considers unnecessarily restrictive.

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Temporary Special Event Signs

Sec. 16-5-1317

A special event is defined in Sec. 16-10-201 as a temporary commercial or festive activity or promotion at a specific location that is planned or reasonably expected to attract large assemblies of persons. The organizer of a special event shall obtain a Temporary Special Event Sign permit prior to displaying temporary signs at a special event. The application shall state the location and dates of the event, the expected number of attendees and the types and number of proposed temporary signs. The application shall be submitted no fewer than five (5) business days prior to the event. The following temporary special event signs may be used as specified:

A. **Off-Premises Signs Directing Traffic.** Signs directing traffic to the site of an event may be used for events at which more than 5,000 attendees are expected. Signs shall meet South Carolina DOT Standards.

B. **Off-Premises Signs Identifying Race Routes.** Signs intended to direct pedestrians, runners and bicyclists on race routes are subject to the following standards:

1. Such signs shall be no larger than two (2) square feet each.
2. Such signs may be displayed one (1) day prior to the event, during the duration of the event and one (1) day after the event.

C. **On-Premises Signs Identifying an Event.** Signs located at the entrances of special events, that are meant to identify a special event are subject to the following standards:

1. No more than two (2) signs shall be displayed per event, with no more than four (4) sign faces. Any single sign face shall not exceed sixteen (16) square feet.
2. Signs shall be constructed of one-half (1/2) inch MDO or a material of equal durability, mounted on four-by-four (4x4) wood posts.
3. The amount of information on signs shall be no more than is necessary to provide reasonable identification of the event or other information to be conveyed.
4. Signs shall be displayed no sooner than one (1) day prior to the event, during the duration of the event and one (1) day after the event.
5. Signs shall not be illuminated by artificial light.

D. **On-Premises Signs Advertising Goods or Services.** Signs displayed within a special event advertising goods or services are subject to the following standards:

1. Signs shall be displayed no sooner than one (1) day prior to the event, during the duration of the event and one (1) day after the event.
2. Banners and pennants are permitted within special events.

Sec. 16-5-1310. – Temporary Signs

B. Tax Exempt Organization Temporary Signs. Tax exempt organizations conducting an event within the limits of the Town may be issued a permit for a temporary sign to identify the event. Such tax exempt organization temporary signs shall conform to the following:

1. Only 2 signs per premises with no more than 4 sign faces. Any single sign face not to exceed 16 square feet.
2. Sign to be constructed of 1/2 inch duroply, or a material of equal durability, mounted on four by four wood posts.
3. The signs must be placed on the premises of the event with no portion of the sign in any right-of-way or easement.
4. Copy and colors must be approved by the Administrator.
5. The tax exempt organization temporary sign is to be displayed only for the duration of the event, for a maximum of 4 days. Signs not so removed will be subject to impoundment pursuant to Chapter 8.
6. Tax exempt organization temporary signs shall not be illuminated.

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Signs with Changeable Copy

Staff proposes no change.

Signs with Changeable Copy

Sec. 16-5-1318

A. Signs with changeable copy are limited to one (1) sign per street frontage per parcel.

B. The total size of changeable copy shall not exceed twenty (20) square feet per sign face, with no more than three (3) lines of copy.

C. Copy height shall be eight (8) inches maximum and four (4) inches minimum.

D. Copy shall be securely fastened to the sign face and neatly maintained.

E. Changeable copy shall be limited to announcing:

1. On-Premises special events containing only non-commercial copy.
2. Motion pictures or entertainment at a theater whose primary function is to provide musical or dramatic events; or
3. Gasoline prices as described in Sec. 16-5-1319.

F. Permanent Special Event Signs as described in Sec. 16-5-1316 are exempt from the requirements of this section.

Sec. 16-5-1320. – Changeable Copy

A. No more than one sign per street frontage of any premises shall contain changeable copy.

B. The area of changeable copy shall not exceed 20 square feet per sign face with no more than 3 lines of copy. Copy height shall be 8 inches maximum and 4 inches minimum.

C. Changeable copy shall be limited to announcing:

1. On premises special events containing only non-commercial copy;
2. Motion pictures or entertainment at a theater whose primary function is to provide musical or dramatic events; or
3. Gasoline prices as described in Sec. 16-5-1317.

D. Changeable copy shall be securely fastened to the sign face and neatly maintained to appear as initially designed and placed.

E. Special event signs as described in Sec. 16-5-1313 are exempt from the requirements of this section.

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Price Displays at Gasoline Filling Stations

Staff proposes removing "Displayed on each individual pump structure with characters not exceeding 6 inches in height" because the price per gallon is already displayed on pumps.

Price Displays at Gasoline Filling Stations

Sec. 16-5-1319

A. Petroleum product pumps and dispensers which are within view of a public way shall be allowed to display only information required by law, and the brand name and type of product being dispensed.

B. Premises from which retail petroleum products are dispensed by pump shall be allowed one (1) additional sign with a maximum size of ten (10) square feet announcing the price per gallon of the products. The additional sign shall require a permit.

1. In lieu of the one (1) additional sign allowed above, the price per gallon may be displayed by increasing by ten (10) square feet the area allowed within this Section for a single freestanding sign.

Sec. 16-5-1317. – Gasoline Filling Stations

A. Petroleum product pumps and dispensers which are within view of a public way shall be permitted to display only information required by law and the brand name and type of product being dispensed.

B. Premises from which retail petroleum products are dispensed by pump shall be permitted one additional sign with a maximum area of 10 square feet announcing the price per gallon of the products. In lieu of the one additional sign permitted above, the price per gallon may be:

1. Displayed on each individual pump structure with characters not exceeding 6 inches in height; or

2. Displayed by increasing by 10 square feet the area allowed by Sec. 16-5-1308 for a single freestanding sign.

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Planned Unit Development Off-Premises Signs

Staff proposes the following revisions:

- For **Off-premises directional signs which are viewed from any public way**, replace "Copy shall be limited to the name of the development and qualified facilities, the direction vehicles must turn, and the distance to the turn. Graphics shall be limited to a logo and directional arrow" with "The amount of information on signs shall be no more than is necessary to provide reasonable identification of the destination(s) and direction thereto." This will conform with the following in Applicability and Provisions: "Notwithstanding any other provision of this Article, no sign shall be subject to any limitation based on the content of the message contained on such sign."
- For **Off-premises directional signs which are viewed from any public way**, remove the following: "Such signs shall identify only the development and any facilities within the development which have each of the following: A) On premises 24 hour check-in and on premises overnight accommodations offered on a daily basis; and B) An average traffic trip generation above 3000 as determined by multiplying the number of sleeping rooms at the facility times the weekday trip rate listed for resort hotels in the most recent edition of the Institute of Transportation Engineers (ITE) Trip Generation Manual." This change would allow businesses other than hotels or resorts to identify their location.
- For **Off-premises directional signs which are viewed from private streets internal to the development**, replace "Copy for such signs shall list only destinations with directional arrows" with "The amount of information on signs shall be no more than is necessary to provide reasonable identification of the destination(s) and direction thereto." This would conform with the following in Applicability and Provisions: "Notwithstanding any other provision of this Article, no sign shall be subject to any limitation based on the content of the message contained on such sign."
- For **Planned Unit Development Off-Premises Identification Signs**, add "The amount of information on such sign shall be no more than is necessary to provide reasonable identification of the PUD." This would conform with the following in Applicability and Provisions: "Notwithstanding any other provision of this Article, no sign shall be subject to any limitation based on the content of the message contained on such sign."

Planned Unit Development Off-Premises Signs

Sec. 16-5-1320

A. **Planned Unit Development Off-Premises Directional Signs.** As described in Sec. 16-4-209, Planned Unit Developments (PUDs) may erect freestanding off-premises directional signs for the purpose of directing vehicle traffic to destinations within the development. Such signs must be located within the boundary of the PUD or on a parcel within five hundred (500) feet of the boundary that fronts on the major arterial serving the PUD.

1. Off-premises directional signs which are viewed from any public way shall meet the following requirements:
    a. The amount of information on signs shall be no more than is necessary to provide reasonable identification of the destination(s) and direction thereto.
    b. Such signs must be located within one (1) mile of the intersection where vehicles must turn to reach the PUD. No more than two (2) signs shall be placed in any one (1) direction from such intersection with no more than three (3) signs for any one (1) development.
    c. The total area of all signs for any one (1) development shall not exceed two hundred (200) square feet of sign face with no single sign face greater than eighty (80) square feet. Sign height, width and structure shall meet the requirements of Sec. 16-5-1306.
2. Off-premises directional signs which are viewed from private streets internal to the development shall meet the following requirements:
    a. The amount of information on signs shall be no more than is necessary to provide reasonable identification of the destination(s) and direction thereto.
    b. Such signs must be located within two hundred (200) feet of an intersection with no more than one (1) sign viewed from any one (1) direction.
    c. Such signs shall be limited to twenty (20) square feet of sign face.

B. **Planned Unit Development Off-Premises Identification Signs.** A Planned Unit Development whose primary entrance (right-of-way or easement) is located on a public street but is not within the boundary of the PUD shall be allowed one (1) off-premises identification sign, which shall be located within the right-of-way or easement for the entrance road and shall be solely for identifying the entrance to the PUD. This sign shall meet the following requirements:
    1. The amount of information on such sign shall be no more than is necessary to provide reasonable identification of the PUD.
    2. Such sign shall be subject to the standards of Sec. 16-5-1306.

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Sec. 16-5-1314. – Planned Unit Development Off Premises Directional Signs

A. Planned unit developments as described in Chapter 3, Article XVII, may erect freestanding off premises directional signs for the purpose of directing vehicle traffic to destinations within the development. Such signs must be located within the boundary of the PUD or on a parcel within 500 ft. of the boundary that fronts on the major arterial serving the PUD.

B. Off premises directional signs which are viewed from any public street shall meet the following requirements:

1. Such signs shall identify only the development and any facilities within the development which have each of the following:

   a. On premises 24 hour check-in and on premises overnight accommodations offered on a daily basis; and

   b. An average traffic trip generation above 3000 as determined by multiplying the number of sleeping rooms at the facility times the weekday trip rate listed for resort hotels in the most recent edition of the Institute of Transportation Engineers (ITE) Trip Generation Manual.

2. Copy shall be limited to the name of the development and qualified facilities, the direction vehicles must turn, and the distance to the turn. Graphics shall be limited to a logo and directional arrow.

3. Such signs must be located within one mile of the intersection where vehicles must turn to reach the development. No more than 2 signs shall be placed in any one direction from such intersection with no more than 3 signs for any one development.

4. Total area of all signs for any one development shall not exceed 200 square feet of sign face with no single sign face greater than 80 square feet. Sign height, width, depth and structure shall meet the requirements of Sec. 16-5-1308 and Sec. 16-5-1309.

C. Off premises directional signs which are viewed from private streets internal to the development shall meet the following requirements:

1. Such signs shall be limited to 20 square feet of sign face;

2. Such signs must be located within 200 feet of an intersection with no more than one sign viewed from any one direction; and

3. Copy for such signs shall list only destinations with directional arrows.

Sec. 16-5-1315. – Planned Unit Development Off-Premises Identification Sign

A planned unit development (PUD) whose primary entrance (right-of-way or easement) is located on a public street but is not within the boundary of the PUD shall be allowed one off-premises identification sign. The sign shall be located within the right-of-way or easement for the entrance road and shall be solely for identifying the entrance to the PUD. Such sign shall be subject to the standards of Sec. 16-5-1308.

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Sign Alterations Exempt from Permit

For clarity, staff proposes replacing "The changing of any tenant panels on a permitted directory sign provided such tenant panel matches the approved tenant panel design" with "The changing of any tenant panels on a permitted directory sign, provided such tenant panel matches the approved tenant panel design in dimension, colors and materials" to match the language in Sec. 16-5-1312.

Sign Alterations Exempt from Permit

Sec. 16-5-1321

A permit is not required prior to engaging in the following alterations:

A. The changing of copy on a sign permitted for changeable copy.

B. The painting or refinishing of the surface of a sign face or sign structure of a permitted sign so as to keep the appearance of such sign as permitted.

C. The changing of any tenant panels on a permitted directory sign, provided such tenant panel matches the approved tenant panel design in dimension, colors and materials.

Sec. 16-3-903. – Sign Alterations Exempt from Permit

A permit is not required prior to engaging in sign alterations if such alterations involve only:

A. The changing of copy on a sign permitted for changeable copy;

B. The painting or refinishing of the surface of a sign face or sign structure of a permitted sign so as to keep the appearance of such sign as approved on the date such sign received a permit; or

C. The changing of any tenant panels on a permitted directory sign provided such tenant panel matches the approved tenant panel design.

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Signs Allowed without a Permit

Sec. 16-5-1322

The following signs shall be allowed and no sign permit shall be required. The property owner's consent shall be obtained before erecting such signage.

Signs Allowed without a Permit – Flags

Currently non-governmental flags are not allowed. Staff proposes revising this language to create the following new standards for flags:

- Each parcel shall be allowed to display no more than three (3) flags with no commercial logos or messages. No more than one (1) of these flags may be a non-governmental flag with no commercial logo or message.
- The name and logo of sports teams and residential developments shall not be considered commercial logos or messages.

This would bring PUD flags into compliance with the sign ordinance. This would also add flexibility to the ordinance to allow businesses that support sports teams or that want to decorate for holidays with a flag to display those flags.

A. **Flags.** Flags are considered signs, and are subject to all size, height, and setback restrictions as described elsewhere in this Article, unless otherwise provided for herein. Flags shall not require a sign permit but shall conform to each of the following:

1. Each parcel shall be allowed to display no more than three (3) flags with no commercial logos or messages. No more than one (1) of these flags may be a non-governmental flag with no commercial logo or message.
2. The name and logo of sports teams and residential developments shall not be considered commercial logos or messages.
3. Flags shall not exceed forty (40) square feet per face. The Administrator may waive this size provision when the Design Review Board approves a larger flag for use on a telecommunications tower designed as a flagpole or when the Town Council approves a larger flag for display on public property or other appropriate non-commercial sites as determined by Town Council.

Example of Conforming Flags

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Sec. 16-5-1318. – Flags

A. Non-governmental flags are deemed to be signs and shall be subject to the provisions of this Article.

B. The official flags of the Federal, State, County, or Municipal governments are not deemed to be signs provided no such flag shall exceed 40 square feet per face. The Administrator may waive this size provision for the United States Flag when:

1. The Design Review Board approves a larger flag for use on a telecommunications tower designed as a flagpole. or;
2. The Town Council approves a larger flag for display on public property or other appropriate non-commercial sites as determined by Town Council.

Signs Allowed without a Permit – Holiday Decorations

Currently decorations are only permitted during the period between Thanksgiving and January 10th. Staff proposes loosening this restriction to allow decorations year-round, subject to the following standards:

- Such decorations shall be maintained in an attractive condition.
- Strings of lights used as holiday decorations are allowed during the period between November 1st and January 15th instead of between Thanksgiving and January 10th.
- Holiday decorations containing commercial logos or messages are considered signs.

B. **Holiday decorations.** Decorations that are not internally illuminated and that do not contain commercial logos or messages shall not require a permit. Such decorations shall be maintained in an attractive condition.

1. Strings of lights used as holiday decorations shall be subject to the provisions of Sec.16-5-1322.P.
2. Holiday decorations containing commercial logos or messages are considered signs and shall be subject to the provisions of Sec. 16-5-1306 and Sec. 16-5-1307 and all size, height, and setback restrictions as described elsewhere in this Article.
3. Inflated and windblown decorations are prohibited at all times.

Example of Conforming Holiday Decorations With String Lights

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Example of Conforming Holiday Decorations Without String Lights

Sec. 16-5-1319. – Holiday Decorations

A. Decorations shall not be internally illuminated. Subject to the Administrator's approval, decorations are permitted during the period from the Friday after the fourth Thursday of November to the following January 10th. Strings of lights may be used for outline lighting or tree decoration during the period from the Friday after the fourth Thursday of November to the following January 10th, provided such lights are limited to miniature bulbs, 2.5 volt maximum. Flashing or blinking lights shall not be allowed.

B. Decorations shall contain no commercial copy or commercial graphics.

Signs Allowed without a Permit – Incidental Non-Commercial Signs

Staff proposes revising this language to expanding the allowable size of non-commercial incidental signs from one (1) square foot to four (4) square feet to allow greater flexibility in directional signs and other notifications.

C. **Incidental Non-Commercial Signs.** Signs including but not limited to addresses, building numbers, entrance and exit signs, and traffic directional signs. Such signs shall not require sign permits if they do not exceed four (4) square feet in area per sign and do not contain any commercial logo or message.

Example of a Conforming Incidental Non-Commercial Sign

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Sec. 16-3-902. – Signs Exempt from Permit

I. Any sign not exceeding one square foot in area, provided it does not contain fluorescent colors or commercial copy or graphics and is not legible from any street right-of-way, beach or navigable waterway.

Signs Allowed without a Permit – Interior Signs

Staff proposes no changes.

D. **Interior Signs.** Any sign which in the Administrator's reasonable opinion is to be viewed from the inside of a building only.

Sec. 16-3-902. – Signs Exempt from Permit

J. Any sign which in the Administrator's reasonable opinion is to be viewed from the inside of a building only.

Signs Allowed without a Permit – Non-Residential Real Estate for Lease or Rent Signs

Staff proposes adding this language to complement Sec. 16-5-1312.

E. **Non-Residential Real Estate For Lease or Rent Signs**. Such signs shall meet the requirements in Sec. 16-5-1312.

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Signs Allowed without a Permit – Menus

Staff proposes adding this language to specifically allow menus as façade signs that do not require a permit to allow businesses the flexibility to display their prices. The current regulations consider menu signs façade signs that require a permit and count toward the total number and size of façade signs allowed for a business.

F. **Menus.** Menus attached to the façade of a building with no more than four (4) square feet of sign face area located at the entrance or service window of a business.

Signs Allowed without a Permit – Parking Signs

Staff proposes adding this language to limit the size and number of parking signs to reduce confusion and visual clutter. Staff proposes prohibiting such signs in shopping centers or multi-tenant commercial buildings because the parking spaces on such sites are meant to be shared by all of the tenants.

G. **Parking signs.** Signs that reserve parking spaces for specific uses or businesses except that such signs are not allowed in shopping centers or multi-tenant commercial buildings per Sec. 16-5-1323. Parking signs shall not exceed one and a half (1.5) square feet in area per sign. No more than three (3) parking signs shall be displayed at any given time on each parcel.

Signs Allowed without a Permit – Public Signs

Staff proposes no changes.

H. **Public Signs.** Signs erected by the federal, state, or local government, or governmental entity, including interpretive signs located on Town-owned property. These signs shall contain no commercial logo or message.

Sec. 16-3-902. – Signs Exempt from Permit

- Any legal notice or public traffic directional/safety sign issued and required to be posted by any federal, state, county or municipal government or an official sign as so designated by resolution of Town Council.
- Interpretive signs located on Town owned property.

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Signs Allowed without a Permit – Sandwich Boards & Chalkboards

Staff proposes adding this language to allow sandwich boards and chalkboards on easels, which are currently not allowed. This change will allow businesses greater flexibility in advertising menus, specials and sales. The design standards of this section meet the standards in the Design Guide.

I. **Sandwich Boards & Chalkboards.** Freestanding, framed chalkboard signs displaying commercial messages or images that conform to each of the following standards:

1. One (1) sign per business may be displayed during hours of operation.
2. Signs shall be placed within ten (10) feet of the entrance of the business displaying the sign.
3. Signs shall be placed to allow for a minimum of at least thirty-six inches (36") of unobstructed pedestrian clearance adjacent to the sign.
4. Signs shall be limited to a maximum of six (6) square feet in total area.
5. Sign frame colors are limited to earth tones. Sign face colors are limited to black (Pantone® Black or equivalent) or dark green (Pantone® 574 U or equivalent) with a matte finish.
6. Plastic or dry erase boards shall not be not allowed.

Example of a Conforming Sandwich Board Sign

Sec. 16-5-1304. – Prohibited Signs

- Any sign which is portable or not securely attached to a building or to the ground.

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Signs Allowed without a Permit – Shopping Cart Return

Staff proposes adding this language to specifically allow shopping cart return signs, which are not specifically allowed in the current ordinance.

J. **Shopping Cart Return.** Signs identifying shopping cart return areas, provided that such signs are no larger than ten (10) square feet.

Signs Allowed without a Permit – Stadium Signs

Staff proposes revising this language to remove the requirement that stadium signs conform to a DRB approved sign system, since such signs will not be visible from outside of a stadium.

K. **Stadium Signs.** Signs or banners located within a stadium, which are not intended to be visible from outside of a stadium.

Sec. 16-3-902. – Signs Exempt from Permit

Advertising signs in an outdoor stadium if not visible from any arterial street right-of-way provided such signs conform to a Design Review Board's approved sign system addressing size and location.

Signs Allowed without a Permit – String Lights for Decoration

Staff proposes revising this language to allow string lights for decoration between November 1st and January 15th instead of between Thanksgiving and January 10th. This would allow more flexibility for businesses to decorate for the holiday shopping season.

L. **String Lights for Decoration.** Strings of lights may be used for outside lighting or tree decoration from November 1 through January 15 of each year. Because many colors are used to celebrate various holidays during this time, multi-color lights are allowed. Flashing, blinking and chasing lights are prohibited.

Sec. 16-5-1319. – Holiday Decorations

A. Decorations are permitted during the period from the Friday after the fourth Thursday of November to the following January 10th. Strings of lights may be used for outline lighting or tree decoration during the period from the Friday after the fourth Thursday of November to the following January 10th, provided such lights are limited to miniature bulbs, 2.5 volt maximum. Flashing or blinking lights shall not be allowed.

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Signs Allowed without a Permit – String Lights for Ambient Illumination

Currently string lights are only allowed as decorations, and are only allowed between Thanksgiving and January 10th. Staff proposes adding this language to allow white strings of lights to be used for ambient illumination for outdoor seating areas of restaurants. This change would allow restaurants greater flexibility in using outdoor space for seating areas.

M. **String Lights for Ambient Illumination.** Strings of white lights may be used to provide ambient lighting for outdoor seating areas of eating establishments. Such string lights shall be limited to the dining area. Colored bulbs, colored lanterns or other housing and rope lights are prohibited. Flashing, blinking and chasing lights are prohibited. Strings of white lights may be hung from or displayed on trees but may not be attached to trees with nails, hooks, fasteners or other materials that penetrate the tree's bark.

Example of Conforming Strings of Lights Used for Ambient Illumination

Signs Allowed without a Permit – Towing Signs

Staff proposes adding this language to specifically allow towing signs without requiring a permit. Currently, such signs are not allowed without a permit because they contain commercial copy (the name and contact information of the towing company) and are considered commercial signs.

N. **Towing Signs.** Public notice required by applicable law to be displayed on a property where vehicles may be towed. Such signs shall not exceed four (4) square feet in size and shall be limited to one (1) sign per vehicular entrance to the property.

Example of a Conforming Towing Sign

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Signs Allowed without a Permit – Traffic Control Signs

Staff proposes no change.

O. **Traffic Control Signs.** Any public notice or warning required by applicable federal, state or local law, regulation or ordinance. When such signs are located on private property, they are subject to each of the following:

1. Sign faces shall not exceed four (4) square feet per sign face.
2. The administrator shall have authority to limit the number, location and color of such signs.
3. Sign faces shall meet South Carolina Department of Transportation standards, and the signs shall contain no commercial logo or message.

Sec. 16-3-902. – Signs Exempt from Permit

A. Any legal notice or public traffic directional/safety sign issued and required to be posted by any federal, state, county or municipal government or an official sign as so designated by resolution of Town Council.

B. Any private street name sign or a traffic directional/safety sign where the sign face does not exceed 4 square feet per sign face and does not contain any commercial copy or graphics. The Administrator shall have the authority to limit the number, location and color of such signs.

Signs Allowed without a Permit – Valet Signs

Staff proposes adding this language to allow valet signs. Currently, such signs are not allowed because they are portable.

P. **Valet Signs.** Signs indicating a valet parking station. Signs shall be no more than six (6) square feet in totality and may not contain commercial logos or messages. The sign shall only be visible during hours that the valet service is operating. Sign colors are limited to earth tones for the background and lighter colors for the copy. Such signs shall be placed on the property where the valet service is located and shall be as close to the valet station as possible. Such signs shall not obstruct vehicular or pedestrian traffic.

Sec. 16-5-1304. – Prohibited Signs

- Any sign which is portable or not securely attached to a building or to the ground.

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Signs Allowed without a Permit – Window Signs

Staff proposes revising this language to allow window signs based on the amount of glass on each side of a building. Signs could cover up to 25% of the glass surface, but no single window sign could exceed four square feet.

This would allow greater flexibility by allowing window signs proportional to the amount of display area on each building and by not limiting the total number of window signs.

Q. **Window Signs.** Signs on the inside or attached to the outside of window glass are subject to each of the following:

1. Window signs shall cover no more than twenty five (25%) percent of the gross area of glass on any one side of a building.
2. Window signs shall not be separately illuminated.
3. No single window sign shall exceed four (4) square feet in totality.

Sec. 16-3-902. – Signs Exempt from Permit

Any temporary sign displayed in or on a window which does not exceed four square feet in area and does not contain fluorescent colors. The number of such signs shall be limited to:

Facade Width	Number
up to 50 feet	2
51 to 100 feet	3
Above 100 feet	4

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Prohibited Signs

Sec. 16-5-1323

The following types of signs are prohibited:

Prohibited Signs – Abandoned Signs and Sign Structures

Staff proposes revising this language to specify that approved freestanding sign structures can be used to display real estate signs to allow greater flexibility in displaying such signs. Such uses are currently not prohibited, but this would ensure property owners and realtors are aware of this option.

A. **Abandoned signs and sign structures.** The sign panels within the abandoned sign structure may be removed and replaced with sign panels of neutral color and containing no message or replaced with a permitted real estate sign.

Sec. 16-5-1304. – Prohibited Signs

- Abandoned or dilapidated signs.

Prohibited Signs – Animated or Motion Signs

Staff proposes adding this language to address new styles of animated signs and to specify that this prohibition does not apply to demonstrations, political rallies and similar events.

B. **Animated or motion signs.** Signs with animated or moving effects (including but not limited to sign faces that periodically change to show different images or messages) are prohibited. Signs carried, waved or otherwise displayed by persons either on public rights-of-way or in a manner visible from public rights-of-way are prohibited. This provision is directed toward such displays intended to draw attention for a commercial purpose, and is not intended to limit the display of placards, banners, flags or other signage by persons participating in demonstrations, political rallies and similar events.

Sec. 16-5-1304. – Prohibited Signs

- Signs or portions of signs which move by any means or signs that give the appearance of movement in any manner except for flags as described in this Article;

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Prohibited Signs – Balloons

Staff proposes separating inflated or windblown signs from balloons for clarity.

C. **Balloons.**

Sec. 16-5-1304. – Prohibited Signs

- Inflatable signs or balloons of any type;

Prohibited Signs – Banners

Staff proposes separating banners from pennants for clarity.

D. **Banners,** except within the boundaries of a special event. See Sec. 16-5-1317.

Sec. 16-5-1304. – Prohibited Signs

- Banners or pennants.

Prohibited Signs – Bench Signs

Staff proposes adding this language because commercial bench signs are currently not prohibited, but they are prohibited by similar communities.

E. **Bench signs.** Commercial signs on benches. This provision is not intended to prohibit honorary plaques or similar memorial signs.

Prohibited Signs – Dilapidated or Damaged Signs

Staff proposes no change.

F. **Dilapidated or damaged signs.**

Sec. 16-5-1304. – Prohibited Signs

- Abandoned or dilapidated signs.

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Prohibited Signs – Dock Signs

G. **Dock Signs.** Signs attached to or painted upon piers, docks, or seawalls, other than official regulatory or warning signs.

Sec. 16-5-1304. – Prohibited Signs

- Any sign located on any land subject to periodic inundation by tidal saltwater;

Prohibited Signs – Emitting Signs

Staff proposes revising the language in this section for clarity.

H. **Emitting Signs.** Signs that emit sound, vapor, smoke, odor, particles, or gaseous matter.

Sec. 16-5-1304. – Prohibited Signs

- Any sign which emits a sound, odor or visible matter such as smoke or vapor;

Prohibited Signs – Flags with Commercial Logos or Messages

Staff proposes adding this language to complement Sec. 16-5-1322.

I. **Flags with Commercial Logos or Messages.**

Example of a Prohibited Flag With a Commercial Message

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Prohibited Signs – Horizontal Signs

Staff proposes adding this language to prohibit commercial signs on pavement, which is not specifically prohibited in the current regulations but is prohibited by other communities.

J. **Horizontal Signs.** Signs that are painted on, applied to or otherwise displayed on pavement or any other horizontal surface, except traffic control, disabled accessible and fire and rescue signs.

Prohibited Signs – Inflated Signs

Staff proposes separating inflated signs from balloons for clarity.

K. **Inflated Signs.**

Sec. 16-5-1304. – Prohibited Signs

- Inflatable signs or balloons of any type;

Prohibited Signs – Information Box Not Attached to a Real Estate Sign

Staff proposes adding this language complement Sec. 16-5-1313.

L. **Information Box Not Attached to a Real Estate Sign.**

Prohibited Signs – Internally Illuminated Signs

Staff proposes no change.

M. **Internally Illuminated Signs.** Neon signs or signs which contain a visible light source, except for those signs complying with the provisions of Sec. 16-5-1304.

Sec. 16-5-1304. – Prohibited Signs

- Internally illuminated signs, neon signs, or signs which contain a visible light source;

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Prohibited Signs – Non-Permitted Signs

Staff proposes removing the first definition because it is redundant.

N. **Non-Permitted Signs.** Signs which are displayed or erected for which a permit has been denied.

Sec. 16-5-1304. – Prohibited Signs

- Any sign which requires a permit and does not meet the requirements of this Article; or
- Any sign which is displayed or erected for which a permit has been denied.

Prohibited Signs – Obscene or Pornographic Signs

Staff proposes no change.

O. **Obscene or Pornographic Signs.** Signs which exhibit statements, words, or pictures of an obscene or pornographic nature.

Sec. 16-5-1304. – Prohibited Signs

- Any sign which exhibits statements, words or pictures of an obscene or pornographic nature;

Prohibited Signs – Off-Premises Signs

Staff proposes no change.

P. **Off-Premises Signs.** Signs that are not located on the parcel of the business or development it identifies, except that special event signs, directional signs, public park signs and other signs which are specifically allowed under this Article are exempt.

Sec. 16-5-1304. – Prohibited Signs

- Off-premises signs except special event signs, directional signs, public park signs and outdoor stadium advertising signs as described elsewhere in this Article.

Prohibited Signs – Parking Signs

Staff proposes adding this language complement Sec. 16-5-1322.G.

Q. **Parking Signs.** Signs that limit parking spaces to certain uses or businesses within a shopping center or multi-tenant building.

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Prohibited Signs – Pennants

Staff proposes separating banners from pennants for clarity.

R. **Pennants,** except within the boundaries of a special event. See Sec. 16-5-1317.

Sec. 16-5-1304. – Prohibited Signs

- Banners or pennants.

Prohibited Signs – Portable Signs

Staff proposes adding this language to complement Sec. 16-5-1322.G.

S. **Portable Signs.** Any sign not permanently attached to the ground or other permanent structure, including but not limited to signs attached to, or painted on, vehicles or trailers, either parked or being driven, and visible from the right-of-way, unless said vehicle is used as a vehicle in the normal day-to-day operations of the business, except that sandwich boards, chalkboards and other signs which are specifically allowed under this Article are exempt.

Examples of Prohibited Portable and Off-Premises Signs

Sec. 16-5-1304. – Prohibited Signs

- Any vehicle sign larger than one square foot where the sign projects beyond the manufacturer's profile of the vehicle or is displayed in public view under such circumstances as to indicate that the primary purpose of said display is to attract the attention of the public rather than to serve the business of the owner thereof in the manner which is customary for said vehicle;
- Any sign which is portable or not securely attached to a building or to the ground;

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Prohibited Signs – Rights-of-Way Signs

Staff proposes no change.

T. **Rights-of-Way Signs.** Signs located in the public rights-of-way except signs in landscaped medians of private streets where the sign meets the minimum sight triangle distances of Sec. 16-5-508.

Sec. 16-5-1304. – Prohibited Signs

- Any sign, other than a traffic directional/safety sign, in any street right-of-way except signs in landscaped medians of private streets where the sign meets the minimum sight triangle distances of Sec. 16-5-508.

Prohibited Signs – Roof Signs

Staff proposes no change.

U. **Roof Signs.** Signs where the sign or any portion of the sign is located on or extends above the roof of the building where the sign is located.

Sec. 16-5-1304. – Prohibited Signs

- Roof signs or signs where any portion of the sign extends above the roof of the building where the sign is located;

Prohibited Signs – Signs on Trees

Staff proposes no change.

V. **Signs on Trees.** Signs attached to, placed on, painted on or otherwise displayed on or from any tree or other vegetation.

Sec. 16-5-1304. – Prohibited Signs

- Any sign painted on or attached to trees, other natural features, or utility poles;

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Prohibited Signs – Signs in Water

Staff proposes adding language to allow the Administrator to determine that a sign can be located in or upon a body of water if there is no other reasonable location for that sign.

W. **Signs in Water.** Signs in or upon any body of water, other than official regulatory or warning signs, including any sign located on any land subject to periodic inundation by tidal saltwater. The Design Review Board may approve a permanent monument sign in or upon a body of water within a parcel if the Administrator determines that there is no other reasonable location for that sign on that parcel.

Sec. 16-5-1304. – Prohibited Signs

- Any sign located on any land subject to periodic inundation by tidal saltwater;

Prohibited Signs – Towed Signs

Staff proposes no change.

X. **Towed Signs.** Signs towed behind a vehicle, watercraft, or aircraft.

Sec. 16-5-1304. – Prohibited Signs

- Any sign towed behind a vehicle, watercraft, or aircraft;

Prohibited Signs – Windblown Signs

Staff proposes adding this language to mirror the previous language on moving signs.

Y. **Windblown Signs.** Signs, other than permitted hanging signs, which move by the force of moving air.

Sec. 16-5-1304. – Prohibited Signs

- Signs or portions of signs which move by any means or signs that give the appearance of movement in any manner except for flags as described in this Article;

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Prohibited Signs – All Other Signs

Staff proposes adding this language for clarity.

Z. All other signs that are not expressly exempt from regulation or expressly allowed under this Article.

Defined Terms

Staff proposes adding definitions for clarity.

Defined Terms

Sec. 16-10-201

Earth Tones: Colors shown on page 14 of the Town of Hilton Head Island Design Guide.

Illegal Sign: Any existing sign that does not have a permit issued by the Town of Hilton Head Island pursuant to this section, and does not fall within the provisions of Sec. 16-5-1322, is hereby deemed to be an illegal sign and such sign, and the person or persons responsible for such sign, shall be subject to the provisions of Chapter 8.

Legal Sign: Any permitted sign that complies with the provisions of this Article, or any sign which falls within the provisions of Sec. 16-5-1322, is hereby deemed to be a legal sign.

Multi-Tenant: A building or parcel containing two or more commercial or non-profit organizations.

Sign: A sign shall be considered any words, lettering, parts of letters, figures, numerals, phrases, sentences, emblems, devices, structures, costumes, designs, trade names, or trademarks by which anything is made known such as are used to designate an individual, a firm, an association, a corporation, a profession, a business, or a commodity or products, which are visible from any public street or adjacent property and used to attract attention. This definition includes the structure or the face on which a sign message is displayed.

Special Event: A temporary commercial or festive activity or promotion at a specific location that is planned or reasonably expected to attract large assemblies of persons.

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Town of Hilton Head Island Sign Regulations

Record of Public Comments on the Proposed Ordinance

Staff has held three informational meetings (February 3rd, February 6th and February 9th) for the public to discuss and comment on the proposed amendments to the sign regulations. The amendments were posted on the Town's website on February 3rd and the public has the opportunity to submit comments via email.

Staff revised some parts of the proposed amendments based on comments from the public. Comments about the purpose and enforcement of the sign regulations and comments staff did not act on are included in this document.

1. Please do not change the sign ordinance to allow businesses to use signs to advertise specials! Hilton Head is special and different because we do not allow that. It's one of the reasons Hilton Head maintains its beauty. Do not allow it to become like every other place.
   Beverly James

2. I am on record with Steve Riley as being of the opinion that the ordinance on "For Lease" signs should be the same as "For Sale" signs (which it is not currently) and that anything else is patently unfair. No one notices a small "for leasing info..." on a monument sign. Everyone notices a large "For Sale" sign.
   Bill Bosley, Sperry Van Ness | Bosley Asset-Property Management

3. I am definitely in favor of making signs more visible from the roadways as a convenience for new residents and tourists.

   My brother and his wife visited last year and wanted to eat breakfast on the road on the day of their departure. They drove 278 business and did not eat breakfast until Interstate 95. When they arrived home and called, they said they didn't see anywhere to eat breakfast except the Hilton Head Diner and they were past it before they saw the building. Thinking there would be something ahead they did not make the U turn to drive back to it.

   I am sure this happens to other visitors as well, which causes irritation to them and loss of revenue for local businesses. I have also seen near rear end collisions when a car was right at the business turn in before realizing it was there, slamming on breaks and even once backing up in the traffic lane. This creates a dangerous situation for all drivers. I would not want unrestricted signage all over, but I do think businesses should be able to have more visible signs. It would be a service to our visitors and provide a safer driving experience for all of us.
   Web User

4. I would hope there is more flexibility in real estate riders. i.e. allow 2 riders per sign and allow different things on the riders, Business For Sale, For Lease and For Sale Riders on the same sign etc.
   Joe Ryan, Weichert Realtors-Coastal Properties

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5. It would be incredibly helpful if we could use a sign to announce an open house in all HHI neighborhoods much like they do in Port Royal Plantation. All uniform in appearance is fine. It really would help keep the Real Estate industry more viable and allow sellers a better chance of attendance and visibility. Let's face it, Real Estate is meant to keep moving. People want to come and others may need to leave, let's help them all. Please consider any and all alternatives!
   Dee Gramoy, Century 21 A Low Country Realty

6. Hilton Head Island is one of the most beautiful places in the entire United States. That's why so many visitors come here from all over the world. Even though I currently live in Bluffton, my wife and I visit the Island about once a week, to walk the beach, catch a show, or enjoy a special restaurant. I even joined a tennis team on the Island so that I could play in all the wonderful courts and plantations there. Why we'll even go to the Island for a one or two day get-away now and then. The last thing I want to see on Hilton Head Island are real estate signs!
   Larry Stoller

7. Size and color: Some signs are larger than others and the colors should be consistent. Blending with nature: The yellow and aqua signs don't blend.
   Patricia Graham

8. Since I am unable to attend the public meetings on the sign ordinance, I would like to express my views to you to be forwarded to all persons involved with the decision.

   Ten years ago, I moved to Hilton Head from Canada, pristine Canada, that is what most people believe. However, one of the reasons that we left was the sign pollution, portable sign pollution. They had infiltrated every town and city across the country. They were not only in the commercial area, but also in neighborhood. It started out as an opportunity for businesses, to announce their specials to the public and grew to where every event known, was posted on these hideous signs.

   It has been stated that some business operations already disobey the ordinance and they are not chastised. If you relax the rules, they will just disobey the new ordinance and the signs will grow in size and frequency.
   The direction of the town council to make business more visible has already been accomplished by the destruction of all the

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undergrowth along highway 278. Every building , gas station and parking lot is now fully exposed, creating a very undesirable picture of our island. If anyone believes that looking at the BP station on the corner of Matthews and 278 is a drawing card for the tourists to our area, they are totally out of touch with reality. Our island is beginning to look like anywhere USA, instead of the wonderful retreat for which it was known.

For years our friends from all over both countries have expressed the opinions of how lovely it is to see nature and not parking lots. On their last trips, they inquired as to what had happened to our beauty. Their next vacations are going to be to places like Edisto Beach.

These were people who spent money here, as did we when they visited. Now we are saving money and the local business is losing out.

I sincerely hope that council will not change the ordinance and will also consider replanting some of the shrubbery that has been eliminated and allow those that remain to grow to a height that provides a more pleasing look to Hilton Head. Our Island is not that large that it is difficult to find anything. Those here on vacation can take a few minutes to find a place, they may even discover something that they do not have at home.
Anne Marie Lauzon

9. I started to review the proposed ordinance that I obtained at the Feb 6th meeting and was immediately dismayed by the change of Sec.16.5-1301 - Purpose. The ordinance as written has section A stating "preserving the aesthetic qualities of the unique natural environment that distinguishes the town. The preservation of such environment from excessive and obtrusive signs is a matter of critical importance to the town because of its economic reliance on the resort and tourism industry."

   The proposed section A, "maximize the value of commercial signage as a means of locating and identifying commercial establishments" seems to me to change the purpose from protecting the island's unique character to putting commercial interests first. I see that Section D mentions the "unique aesthetic character, beauty and charm of the town" but adds a sentence "to encourage continued economic development of the town." The wording in the present ordinance, Section A, should not be changed and should be Section A of the proposed ordinance.

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It appears to me that the new ordinance is a drastic change in purpose and I object to this change. It appears to me that this is a surrender to commercial interests and not in the interest of us residents that live here. The islands unique character is why we moved here 12 years ago and is the reason the population of the island increases each year. Keep the stated purpose in the new ordinance the same as in the old and as the first item under Section A.
Charles F. Lenzinger

10. Consider allowing well-designed internally illuminated façade signs, such as those at the Village at Wexford.

    Sign systems should be enforced, especially for developments that are prominent along major and minor arterials, such as Main Street Village.

    Allow the Administrator some flexibility to permit signs that are outside the dimension limits.

    Tying the size of the sign allowed to the amount of heated square feet on a site limits creativity in sign design.
    Alex Sineath, Designeath, Inc.

11. Allow award signs to be displayed in a prominent place at the entry to the island.
    Frank Babel, Squeaky Wheels

12. Allow eating establishments with a drive-thru to use some kind of temporary sign in the drive-thru lane to advertise specials.
    Chip Winters, Owner of Arby's

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