



Town of Hilton Head Island
Special Planning Commission Meeting
Tuesday, April 10, 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. Pledge of Allegiance to the Flag

3. Roll Call

4. 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.

5. Approval of Agenda

6. Approval of Minutes - Planning Commission Meeting March 7, 2012

7. Appearance by Citizens on Items Unrelated to Today's Agenda

8. Unfinished Business

Public Hearing

ZMA110007: A request from Mr. Joe Ryan, on behalf of several property owners, proposing to amend the Official Zoning Map by changing the zoning designation of five properties located at 840, 852, and 862 William Hilton Parkway, and 1 and 2 Regency Parkway, from the OL (Office Institutional Low Intensity) Zoning District to the CC (Commercial Center) Zoning District. The properties are further identified on Beaufort County Tax Map 11, Parcels 132A, 77, 153, 155A and 154. *Presented by: Nicole Dixon*

9. New Business

Public Hearing

LMO Amendments - The Town of Hilton Head Island is proposing to revise and amend Chapter 3, Article IX and Chapter 5, Article XIII of the Land Management Ordinance (LMO). The proposed amendments will move the following sections from Chapter 3, Article IX, Sign Permits, into Chapter 5, Article XIII: Section 16-3-901, Applicability; Section 16-3-902, Signs Exempt from Permit; Section 16-3-903, Sign Alterations Exempt from Permit; and Section 16-3-904, Submission Requirements. The proposed amendments will revise the language in each affected section. The proposed amendments will 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. The proposed amendments may affect your rights as an owner of land.

Presented by: Anne Cyran

10. Commission Business

11. Chairman's Report

12. Committee Reports

13. Staff Reports

a) CIP FY 2013 Priority Project – Presented by: Scott Liggett

b) Quarterly Report – Presented by: Jayme Lopko

14. Adjournment

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

1 **TOWN OF HILTON HEAD ISLAND**

2 **Planning Commission**

3 **Minutes of the Wednesday, March 7, 2012 Meeting DRAFT**
4 **9:00a.m. – Benjamin M. Racusin Council Chambers**

5
6
7 Commissioners Present: Chairman Loretta Warden, Vice Chairman Tom Lennox, David Bennett,
8 Alex Brown, Jack Docherty, Bryan Hughes, Gail Quick and
9 Barry Taylor

10
11 Commissioners Absent: Terry Ennis, Excused

12
13 Town Council Present: Mayor Drew Laughlin

14
15 Town Staff Present: Nicole Dixon, Senior Planner
16 Jayme Lopko, Senior Planner & Planning Commission Coordinator
17 Shawn Colin, Comprehensive Planning Division Manager
18 Teri Lewis, LMO Official
19 Brian Hulbert, Staff Attorney
20 Kathleen Carlin, Secretary & Administrative Assistant
21
22

23 **1. Call to Order**

24 **2. Pledge of Allegiance to the Flag**

25 **3. Roll Call**

26 **4. Freedom of Information Act Compliance**

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

29 **5. Approval of Agenda**

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

31 **6. Approval of Minutes**

32 The Planning Commission **approved** the minutes of the December 21, 2011 meeting as
33 presented by general consent.

34 **7. Appearance by Citizens on Items Unrelated to Today's Agenda**

35 None

36 **8. Swearing in Ceremony for New Planning Commissioner – Mr. Alexander Brown, Jr.**

37 Mayor Drew Laughlin performed the swearing in ceremony for Mr. Alexander Brown, Jr.
38 Mayor Laughlin stated his appreciation to Mr. Brown for his service to the Planning
39 Commission and to the Town of Hilton Head Island. The Planning Commission welcomed
40 Mr. Brown.

41 **9. Unfinished Business**

42 None

43

44

1 **10. New Business**

2 **Public Hearing**

3 **ZMA110007:** A request from Mr. Joe Ryan, on behalf of several property owners,
4 proposing to amend the Official Zoning Map by changing the zoning designation of seven
5 properties located at 840, 852, 856, 862 and 870 William Hilton Parkway, and 1 and 2
6 Regency Parkway, from the OL (Office Institutional Low Intensity) Zoning District to the
7 CC (Commercial Center) Zoning District. The properties are further identified on Beaufort
8 County Tax Map 11, Parcels 132A, 77, 26, 153, 138B, 155A and 154.

9
10 Chairman Warden introduced the application for Zoning Map Amendment and opened the
11 public hearing. Chairman Warden then requested that the staff make their presentation.
12

13 Ms. Nicole Dixon made the presentation on behalf of staff. The staff recommended that the
14 Planning Commission find this application to be consistent with the Town's Comprehensive
15 Plan and does serve to carry out the purposes of the LMO, based on those Findings of Facts
16 and Conclusions of Law as determined by the LMO Official. Ms. Dixon reported that one
17 property was taken out of the request (Parcel 26).
18

19
20 Mr. Joe Ryan, on behalf of several different property owners (Hargray, Prime Property
21 Investments, Savannah Bank, S & C 278 Associates and the Romano Group Development),
22 is proposing to amend the Official Zoning Map by changing the zoning designation of
23 several properties located at 840, 852, 862 and 870 William Hilton Parkway and 1 and 2
24 Regency Parkway, from the OL (Office Institutional Low Intensity) Zoning District to the
25 CC (Commercial Center) Zoning District.
26

27 The applicant has a business owner interested in opening a Mattress store in one of the
28 Hargray buildings (862 William Hilton Parkway). Under the existing OL zoning designation,
29 a retail store is not a permitted use. There are no current plans for redeveloping the
30 remaining parcels, but the property owners decided to come together to rezone the properties
31 for future opportunities. The lots proposed to be rezoned contain a portion of the Hargray
32 development, the Savannah Bank, the vacant old Ronnie's bakery site, Stack's restaurant,
33 and the Atrium building.
34

35 Ms. Dixon stated that the subject properties are surrounded by Town-owned property and the
36 Fresh Market Shoppes to the south, Long Cove Club and hotel uses to the west and north,
37 and Palmetto Dunes and South Island Square across William Hilton Parkway.
38

39 The applicant states in the narrative that the proposed application to rezone the subject
40 properties from OL to the CC zoning district is more in character with the existing
41 commercial uses in the surrounding area. The applicant believes that the requested CC
42 zoning is in conformance with the objectives of the Comprehensive Plan, to have commercial
43 property situated where it serves the Island residents and guests in a safe and efficient
44 manner and to focus future development on infill development. The applicant also believes
45 that by rezoning the properties to allow for retail possibilities, the marketability of the
46 properties will increase
47

48 Ms. Dixon presented an in-depth review of the application including overhead photographs
49 of the site. Mrs. Jayme Lopko presented statements regarding the number of properties. All

1 of the properties have been advertised; and the Planning Commission's decision does not
2 have to be 'all or nothing'. The Planning Commission can decide which properties to allow.
3 Following the staff's presentation, Chairman Warden requested that the applicant make his
4 presentation.
5

6 Mr. Joe Ryan presented statements in support of the application. The applicant and the
7 Planning Commission discussed several issues including the ownership of the parcels.
8 Following their discussion, Chairman Warden requested public comments.
9

10 The following property owners from Long Cove presented statements in opposition to the
11 application: Mr. Jonathon Mullen, Mr. Declan McMullen, Mr. Jack Holland, Mr. Gere
12 Grimm, and Mr. David Wetmore. The property owners stated concern with the types of uses,
13 the noise, the light and loss of privacy. If the application is approved, several property
14 owners stated the need for adequate buffering. Following these public comments, Chairman
15 Warden stated that the public hearing for this application is closed.
16

17 As part of the Planning Commission's discussion, Commissioner Quick stated concern with
18 the Planning Commission's consideration of the application at this time due to the LMO
19 Rewrite Committee's and the consultant's efforts to rewrite the current Land Management
20 Ordinance. The Planning Commission should consider tabling this application until the
21 consultant has had time to meet with Town Council, the LMO Rewrite Committee, and the
22 Planning Commission. Commissioner Quick stated, and other Planning Commissioners
23 agreed, that the Planning Commission does not seem to have all of the information that it
24 needs at this time.
25

26 The Planning Commission also discussed concerns with including the larger Hargray
27 property. It may be appropriate to rezone the remaining properties. Vice Chairman Lennox
28 agreed with the poor timing of the application. Chairman Warden also agreed and stated her
29 concern with the 'patchwork' nature of the zoning request. Perhaps some of the boundaries
30 can be changed. Mrs. Jayme Lopko presented statements on behalf of staff regarding the
31 Planning Commission's options for approving the application, approving the application with
32 modifications, or disapproving the application.
33

34 Brian Hulbert, Esq., staff attorney, presented statements regarding action that can be taken by
35 the Planning Commission. The Planning Commission cannot table or continue the
36 application; only the applicant has the option to request an application to be tabled or
37 continued. The Planning Commission and Mr. Hulbert also discussed the public notice
38 requirements for this application.
39

40 At this time Mr. Charles Cousins requested that the Planning Commission take a 5-minute
41 recess to allow staff an opportunity to discuss the issue of public notification. Chairman
42 Warden agreed and the Planning Commission took a 5-minute recess at 10:10a.m. When the
43 meeting reconvened at 10:15a.m, Chairman Warden discussed the options that are before the
44 Planning Commission concerning their action on the application. The Planning Commission
45 has the option of approving the application, approving the application with modifications, or
46 disapproving the application. The Planning Commission and the staff discussed the public
47 notification issue.
48
49

1
2 Mr. Brian Hulbert stated that he believed the ZMA should have been re-advertised after it
3 was postponed in February. He said state code is very clear on this area. He recommended
4 that this agenda item be re-advertised before another public hearing is held.
5

6 As part of this discussion, Ms. Teri Lewis stated that the Land Management Ordinance is
7 very specific in this matter. If the staff is going to re-advertise, then the Planning
8 Commission will need to treat this application as a new application. A new public hearing
9 will need to be published with a minimum of 30-days public notice. The Planning
10 Commission discussed the issue with staff and agreed with the recommended solution.
11 Following final comments, Chairman Warden requested that a motion be made.
12

13 Vice Chairman Lennox made a **motion** recommending that the Planning Commission
14 schedule a second public hearing for this application after proper notification has been given.
15 Commissioner Quick **seconded** the motion and the motion **passed** with a vote of 8-0-0.
16

17 The staff will arrange a special meeting date and will contact the Planning Commission as
18 quickly as possible.
19

20 **Public Hearing**

21 **ZMA120002** - The Town of Hilton Head Island has applied to amend the Official Zoning
22 Map by amending the Palmetto Dunes Resort Master Plan to change the land uses permitted
23 on three parcels, located near the corner of William Hilton Parkway and Queens Folly
24 Road. A portion of one property is currently zoned OL, Office/Institutional, and will be
25 incorporated into the PD-1 as part of the Palmetto Dunes Resort Master Plan. The reminder
26 of properties are currently zoned PD-1 within the Palmetto Dunes Resort Master Plan and
27 assigned land uses of "HHI Fire Station", "PDR Maintenance" and "Outdoor
28 Entertainment/Recreation." These designations will be changed to "Office",
29 "Office/Maintenance" and "Government Facilities/Parks and Open Areas" with associated
30 density. The properties are identified as parcels 19 and 347A on Beaufort County Tax Map
31 12 and parcel 2 on Beaufort County Tax Map 15. Chairman Warden stated that the public
32 hearing for this application is now open.
33

34 Ms. Shea Farrar made the presentation on behalf of staff. Staff recommended that the
35 Planning Commission find the application to be consistent with the Town's Comprehensive
36 Plan and does serve to carry out the purposes of the LMO, based on those Findings of Facts
37 and Conclusions of Law as determined by the LMO Official.
38

39 Fire Station 6 is located near the entrance to Palmetto Dunes Resort on Queen's Folly Road.
40 This facility was identified for replacement in the Town's 2012 Capital Improvements
41 Program based on recommendations from the Town's Fire and Rescue Master Plan. The
42 existing property would not accommodate the design that the Town uses for new fire
43 stations, so alternative scenarios were explored. This resulted in an agreement between the
44 Town, Palmetto Dune's Property Owner's Association (PDPOA) and Greenwood
45 Communities and Resorts (GCR) to sell the existing fire station property to PDPOA and
46 acquire the access needed to another Town property, better suited for the fire station. This
47 will benefit both Palmetto Dunes and the Town. The Palmetto Dunes community will benefit
48 by having its POA administration and security offices located at the entrance to the
49 community, along with a new pass office. The Town will benefit by being able to relocate

1 Fire Station 6 to a site that has better access and is of adequate size for the new fire station
2 design.

3
4 In order for the proposed uses to be permitted on the applicable properties, the Town is
5 proposing to rezone all properties to PD-1 as part of the Palmetto Dunes Resort Master Plan
6 and to assign the appropriate land use designations.

7
8 The density associated with the OL Zoning District will also be incorporated into the PD-1
9 Zoning District for use with the development of the new fire station. No other density
10 changes are proposed.

11
12 Ms. Farrar briefly reviewed the Findings of Fact and Conclusions of Law. The Planning
13 Commission and the staff discussed the application. Following their discussion, Chairman
14 Warden requested public comments and none were received. Chairman Warden then stated
15 that the public hearing for this application is closed. Chairman Warden then requested that a
16 motion be made.

17
18 Commissioner Docherty made a **motion** that the Planning Commission finds Application for
19 Zoning Map Amendment, ZMA120002 to be consistent with the Town's Comprehensive
20 Plan and does serve to carry out the purposes of the LMO, based on those Findings of Facts
21 and Conclusions of Law determined by the LMO Official. Commissioner Hughes **seconded**
22 the motion and the motion **passed** with a vote of 8-0-0.

23
24 **11. Commission Business**

25 None

26 **12. Chairman's Report**

27 Chairman Warden presented a brief update on a couple of Planning Commission issues.
28

29 **13. Committee Reports**

30 (A) Commissioner Lennox reported that the CIP Committee will meet on Thursday,
31 March 8th, at 10:30a.m. to review the proposed CIP Fiscal Year 2013.

32 (B) Chairman Warden reported that the Comprehensive Plan Committee will meet today at
33 1:30p.m. The committee will review the Population Element of the Comprehensive Plan.

34 (C) Commissioner Quick reported that the LMO Committee met on February 29th and again
35 on March 5th to review the proposed Sign Amendments. The proposed amendments, with
36 recommended revisions, have been forwarded to the full Planning Commission for review.

37 (D) The LMO Rewrite Committee will meet on Thursday, March 22nd and on Thursday,
38 March 29th at 1:00p.m. The Committee will review the Code Assessment portion of the
39 LMO.

40 (E) A joint meeting of the Planning Commission & Town Council is scheduled on Friday,
41 March 30th 9:00a.m. The purpose of the joint meeting will be to discuss Code Assessment
42 with the consultant.

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14. Staff Reports

(A) Mr. Shawn Colin presented a staff review of Town Council’s Goals for 2012 including the Targets for Action.

(B). Mrs. Jayme Lopko discussed training requirements and the scheduling of a group tour of historic property and CIP projects.

15. Adjournment

The meeting was adjourned at 11:10a.m.

Submitted By:

Approved By:

Kathleen Carlin
Administrative Assistant

Loretta Warden
Chairman

DRAFT



**TOWN OF HILTON HEAD ISLAND
COMMUNITY DEVELOPMENT DEPARTMENT**

One Town Center Court

Hilton Head Island, SC 29928

843-341-4757

FAX 843-842-8908

**STAFF REPORT
ZONING MAP AMENDMENT**

Case #:	Name of Project:	Public Hearing Date:
ZMA110007	Hargray Area Rezoning	April 10, 2012

Parcel Data or Location:	Property Owners	Applicant/Agent
<u>Existing Zoning District:</u> OL (Office Institutional Low Intensity)	Hargray (862 William Hilton Parkway)	Joe Ryan Weichert Realtors 1038 William Hilton Parkway Hilton Head Island, SC 29928
<u>Proposed Zoning District:</u> CC (Commercial Center)	Savannah Bank (852 William Hilton Parkway)	
<u>Applicable Overlay District(s):</u> Corridor Overlay	S & C 278 Associates (1 Regency Parkway)	
<u>Parcels Affected:</u> Beaufort County Tax Map 11: Parcel 132A – 1.95 acres Parcel 77- 2.17 acres Parcel 153- 1.31 acres Parcel 155A- .39 acres Parcel 154- .81 acres	Romano Group Development LLC (2 Regency Parkway)	
	Prime Property Investments LLC (840 William Hilton Parkway)	

Application Summary:

Joe Ryan, on behalf of several different property owners (Hargray, Prime Property Investments, Savannah Bank, S & C 278 Associates and the Romano Group Development), is proposing to amend the Official Zoning Map by changing the zoning designation of five properties located at 840, 852, and 862 William Hilton Parkway and 1 and 2 Regency Parkway, from the OL (Office Institutional Low Intensity) Zoning District to the CC (Commercial Center) Zoning District.

For a complete list of changes in use that will result from the proposed rezoning, see Attachment C, Use Table. By rezoning the subject properties from OL to CC, the maximum allowed impervious surface coverage would increase from 60% to 65%.

Staff Recommendation:

Staff recommends that the Planning Commission find this application to be consistent with the Town’s Comprehensive Plan and does serve to carry out the purposes of the LMO, based on those Findings of Facts and Conclusions of Law as determined by the LMO Official and

enclosed herein.

Background:

The applicant is proposing to change the zoning designation of the subject properties from OL to the CC zoning district. The applicant has a business owner interested in opening a Mattress store on the Hargray property (862 William Hilton Parkway). Under the existing OL zoning designation, a retail store is not a permitted use.

There aren't any current plans for redeveloping the remaining parcels, but the property owners decided to come together to rezone the properties for future opportunities. The lots proposed to be rezoned contain a Hargray building, the Savannah Bank, the vacant old Ronnie's bakery site, Stack's restaurant and the Atrium building.

The subject properties are surrounded by Town-owned and Hargray-owned property to the south, Long Cove Club and hotel uses to the west and north, and Palmetto Dunes and South Island Square across William Hilton Parkway.

Applicant's Grounds for ZMA:

The applicant states in the narrative that the proposed application to rezone the subject properties from OL to the CC zoning district is more in character with the existing commercial uses in the surrounding area. The applicant feels that the requested CC zoning is in conformance with the objectives of the Comprehensive Plan, to have commercial property situated where it serves the Island residents and guests in a safe and efficient manner and to focus future development on infill development. The applicant also believes that by rezoning the properties to allow for retail possibilities, the marketability of the properties will increase.

Summary of Facts and Conclusions of Law:

Findings of Facts:

- Notice of the Application was published in the Island Packet on March 11, 2012 as set forth in LMO (Land Management Ordinance) Sections 16-3-110 and 16-3-111.
- Notice of the Application was posted and mailed as set forth in LMO Sections 16-3-110 and 16-3-111.
- A public hearing will be held on April 10, 2012 as set forth in LMO 16-3-1504A.
- The Commission has authority to render their decision reached here in LMO Section 16-3-1504.

Conclusion of Law:

- The application, notice requirements, and public hearing comply with the legal requirements as set forth in LMO 16-3-110, 16-3-111 and 16-3-1504.

As set forth in Section 16-3-1505, Zoning Map Amendment Review Criteria, Planning Staff has based its recommendation on analysis of the following criteria:

Summary of Facts and Conclusions of Law:

Criteria 1: Consistency (or lack thereof) with the Comprehensive Plan (LMO Section 16-3-1505A):

Findings of Facts:

The Comprehensive Plan addresses this application in the following areas:

Economic Development Element:

Section 7.6 – Potential Strategies with Implication for Comprehensive Plan

Identify and prioritize areas in need of redevelopment, including any obsolete or run down commercial buildings. Incentivize the development of flexibility of streamlining in regulation of density caps, setbacks (and other controls) that enable a qualitative, principle based, asset revitalization that enhances the Island’s positive legacies.

Land Use Element:

An Implication for Zoning Changes

Future land use decisions and requests for zoning changes will be determined using the background information contained in this plan as well as the future land use map, currently represented by the Town’s Official Zoning Map.

An Implication for Building Permit Trends

Redevelopment of our existing built environment and infill development should be a focus for the future development of our community, while the Town has entered a more mature level of development.

Goal 8.1 – Existing Land Use

A. The goal is to have an appropriate mix of land uses to meet the needs of existing and future populations.

Goal 8.4 – Existing Zoning Allocation

A. An appropriate mix of land uses to accommodate permanent and seasonal populations and existing market demands is important to sustain the Town’s high quality of life and should be considered when amending the Town’s Official Zoning Map.

Goal 8.5 – Land Use Per Capita

A. The goal is to have an appropriate mix and availability of land uses to meet the needs of the existing and future populations.

Goal 8.9 – Age of Structures

B. The goal is to encourage redevelopment of properties with aging structures or that no longer meet current market demands.

Goal 8.10 – Zoning Changes

A. The goal is to provide appropriate modifications to the zoning designations to meet market demands while maintaining the character of the Island.

Implementation Strategy 8.6 – Build-out

A. Consider flexibility within the Land Management Ordinance to address future development and redevelopment needs.

Conclusions of Law:

- Staff concludes that this application is consistent with the Comprehensive Plan, as set forth in LMO Section 16-3-1505A. The proposed rezoning will increase the potential of redevelopment by allowing commercially oriented uses for the properties that are compatible with those existing uses.
- The proposed rezoning would provide an appropriate mix of land uses to meet the needs of the population and improve the quality of life on the Island as well as help to improve the marketability of the properties and meet current market demands by permitting additional commercial uses that are common in this vicinity.

Summary of Facts and Conclusions of Law:

Criteria 2: Compatibility with the present zoning and conforming uses of nearby property and with the character of the neighborhood (LMO Section 16-3-1505B):

Findings of Facts:

- LMO Section 16-4-216 describes the purpose of the existing OL zoning district as being: *“established between major commercial areas of the Island and intended to limit the types of nonresidential uses permitted. Land uses permitted are office and institutional in order to minimize travel impacts on the street system, encourage better compatibility in and among land uses on the Island, provide balance among land use types in major corridors and improve visual appearance along major corridors.”*
- There are several properties subject to the proposed rezoning: one Hargray property, the Savannah Bank, the vacant old Ronnie’s bakery site, Stack’s restaurant and the Atrium building, all of which are conforming to the present zoning of OL.

Conclusion of Law:

- Staff concludes that the properties subject to the rezoning application are compatible with the present zoning, the conforming uses of nearby property and with the character of the neighborhood as set forth in LMO Section 16-3-1505B because the properties contain uses that are currently permitted in the OL district and are compatible with the conforming uses nearby and with the character of the neighborhood.

Summary of Facts and Conclusions of Law:

Criteria 3: Suitability of the property affected by the amendment for uses permitted by the district that would be made applicable by the proposed amendment (LMO Section 16-3-1505C):

Findings of Facts:

- LMO Section 16-4-217 describes the purpose of the CC zoning district as: *“to provide for moderate to high intensity commercial development, especially office and general retail development. Residential development as a component of a PUD is allowed, and traffic and pedestrian interconnections throughout this district are strongly encouraged.”*
- There are several properties subject to the proposed rezoning: one Hargray property, the

Savannah Bank, the vacant old Ronnie’s bakery site, Stack’s restaurant and the Atrium building, all of which will remain conforming if rezoned to the CC zoning district.

- There are currently several non-conforming commercial uses in the vicinity that existed prior to the area being zoned OL. The area was zoned OL to eventually eliminate these commercial uses, but throughout the years, these uses were not eliminated and there is currently a higher demand for commercial uses in this vicinity.
- Town Council recently rezoned several properties along William Hilton Parkway at 2 and 4 Marina Side Drive and at 841, 843 and 845 William Hilton Parkway, from the OL zoning district to the CC zoning district because the OL zoning district in this area isn’t functioning as an OL district and is essentially a mix of existing commercial uses.
- The CC zoning is intended for moderate to high intensity commercial development, especially office and retail development, which currently already exists in this vicinity.

Conclusion of Law:

- Staff concludes that the affected properties are suitable for the uses that would be permitted by the proposed rezoning as set forth in LMO Section 16-3-1505C because the properties would remain conforming and/or could redevelop with other commercial opportunities.

Summary of Facts and Conclusions of Law:

Criteria 4: Suitability of the property affected by the amendment for uses permitted by the district applicable to the property at the time of the proposed amendment (LMO Section 16-3-1505D):

Findings of Facts:

- LMO Section 16-4-218 describes the purpose of the existing OL zoning district as being: *“established between major commercial areas of the Island and intended to limit the types of nonresidential uses permitted. Land uses permitted are office and institutional in order to minimize travel impacts on the street system, encourage better compatibility in and among land uses on the Island, provide balance among land use types in major corridors and improve visual appearance along major corridors.”*
- There are several properties subject to the proposed rezoning: one Hargray property, the Savannah Bank, the vacant old Ronnie’s bakery site, Stack’s restaurant and the Atrium building, all of which are conforming to the present zoning of OL.

Conclusion of Law:

- Staff concludes that the properties proposed to be rezoned are suitable for the uses permitted by the OL zoning district as set forth in LMO Section 16-3-1505D because they are all developed with uses which are permitted uses in the OL zoning district.

Summary of Facts and Conclusions of Law:

Criteria 5: Marketability of the property affected by the amendment for uses permitted by the district applicable to the property at the time of the proposed amendment (LMO Section 16-3-1505E):

Finding of Fact:

- There will be additional uses and development opportunities available to the property owners to develop or redevelop should the properties be rezoned to the CC district.

Conclusion of Law:

- Staff concludes that the marketability of the properties will be improved as set forth in LMO Section 16-3-1505E because the property owners will have more uses available to market the properties to buyers or leasers.

Summary of Facts and Conclusions of Law:

Criteria 6: Availability of sewer, water and stormwater facilities generally suitable and adequate for the proposed use (LMO Section 16-3-1505F):

Finding of Fact:

- The affected properties already have existing water, sewer and stormwater facilities serving the development.

Conclusion of Law:

- Staff concludes that these properties have available water, sewer and stormwater facilities suitable for the proposed uses as set forth in LMO Section 16-3-1505F.

LMO Official Determination

Determination: Staff determines that this application is consistent with the Comprehensive Plan and does serve to carry out the purposes of the LMO as based on the Findings of Fact and Conclusions of Law detailed in this report.

Note: If the proposed amendment is approved by Town Council, such action shall be by ordinance to amend the Official Zoning Map. If it is denied by Town Council, such action shall be by resolution.

PREPARED BY:

N.D.

Nicole Dixon, CFM
Senior Planner

3-15-12

DATE

REVIEWED BY:

TBL

Teri B. Lewis, AICP
LMO Official

3-15-12

DATE

REVIEWED BY:

JL

Jayme Lopko, AICP

3-15-12

DATE

Senior Planner & Planning Commission Board Coordinator

ATTACHMENTS:

- A) Vicinity Map
- B) Zoning Map
- C) Use Table Comparison
- D) Applicant's Narrative
- E) Letters of Opposition



Proposed Rezoning - Properties Highlighted in Red



TOWN OF HILTON HEAD ISLAND
ONE TOWN CENTER COURT
HILTON HEAD ISLAND, S.C. 29928
PHONE (843) 341-6000

Town of Hilton Head Island
ZMA110007 - ATTACHMENT A

Vicinity Map



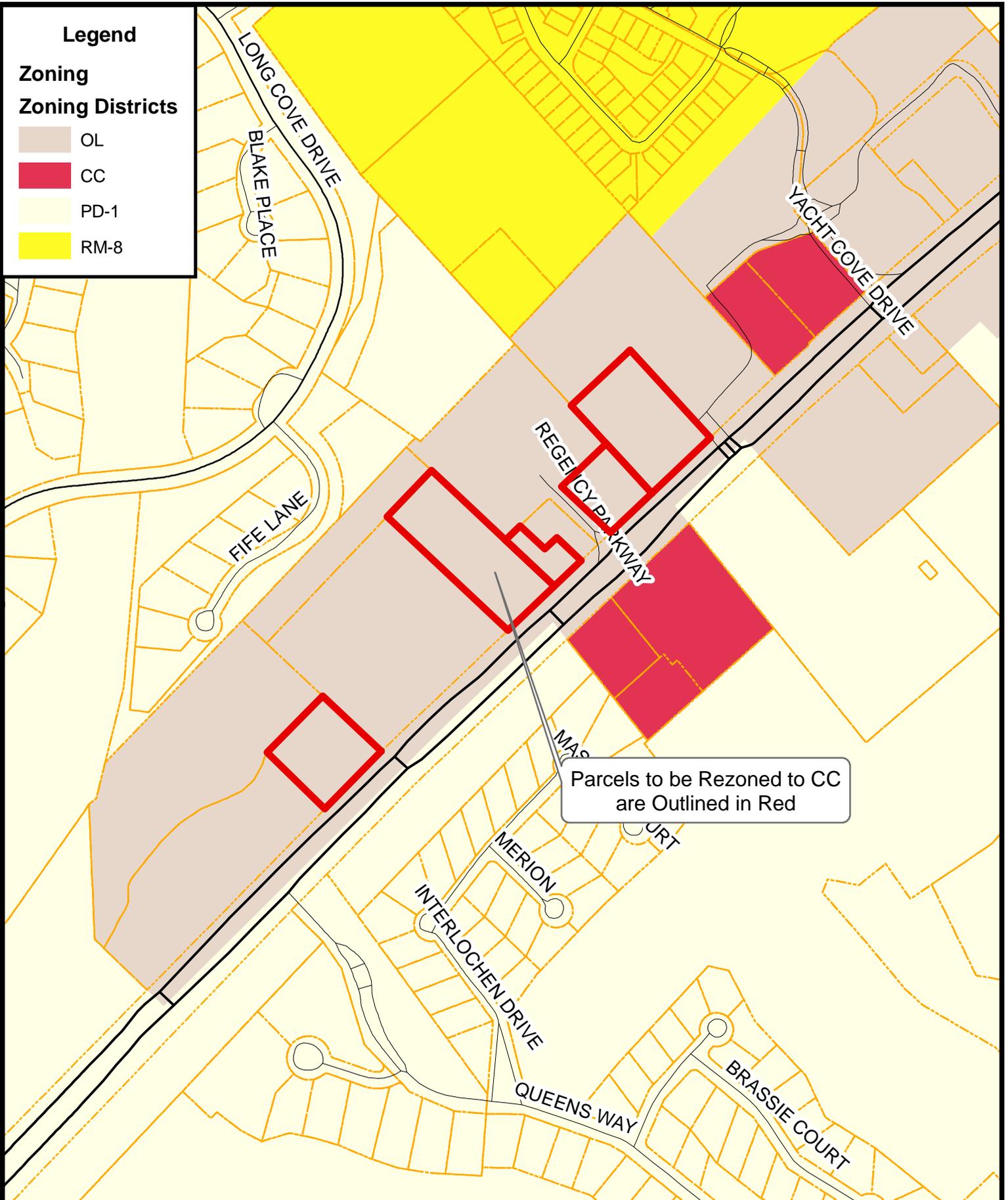
This information has been compiled from a variety of unverified general sources at various times and as such is intended to be used only as a guide. The Town of Hilton Head Island assumes no liability for its accuracy or state of completion.

Legend

Zoning

Zoning Districts

- OL
- CC
- PD-1
- RM-8



Parcels to be Rezoned to CC
are Outlined in Red



ATTACHMENT C

Specific Use	OL	CC
Residential Uses		
Group Living		
Household Living		
Single Family	P	P
Multifamily Residential	PC	PC
Mixed Use	PC	PC
Manufactured Housing Park		
Public and Civic Uses		
Aviation/Surface Passenger Terminal		
Community Service		P
Day Care	P	PC
Educational Facilities		
Colleges		P
Schools, Public or Private		P
Government Facilities	P	P
Hospitals		
Institutions		
Religious Institutions	P	P
Other Institutions	SE	SE
Parks and Open Areas		
Cemetery		
Park, Community	SE	SE
Park, Linear	P	
Park, Mini	P	P
Park, Neighborhood		
Park, Regional		
Park, Special Use		P
Utilities		
Major Utility	SE	SE
Minor Utility	P	P
Telecommunications Facility	PC	PC
Waste Treatment Plant		SE
Commercial Uses		
Eating Establishments		
With Drive-thru		SE
With Seating, High Turnover	PC	P
With Seating, Low Turnover	PC	P
Without Seating	PC	P
Indoor Recreation/Entertainment		
Indoor Recreation		SE
Indoor Entertainment		SE
Outdoor Recreation/Entertainment		
Outdoor Recreation		

ATTACHMENT C

Outdoor Entertainment		
Water Parks		
Office		
Health Services Except Hospitals	P	P
Real Estate Sales/Rental	P	P
Other Offices	P	P
Parking, Commercial		SE
Resort Accommodation		
Bed and Breakfast Inn		
Central Reception or Check-in Facility		
Divisible Dwelling Unit		
Hotel or Motel		
Inn		
Interval Occupancy		
RV Park		SE
Retail Sales and Service		
Adult Entertainment		SE
Bank or Financial Institution	PC	P
Bicycle Shop (with outdoor storage)		PC
Community Theater		PC
Dance Studio		PC
Convenience Store		PC
Department or Discount Store		PC
Funeral Home		P
Furniture Store		P
Hardware, Paint, Glass, Wallpaper or Flooring Store		P
Health Club or Spa		P
Kennel, Boarding		SE
Landscape Nursery		
Liquor Store		SE
Nightclub or Bar		PC
Open Air Sales		
Pet Store		
Shopping Center		PC
Souvenir or T-Shirt Store		PC
Supermarket		PC
Tattoo Facility		PC
Veterinary Hospital		PC
Watercraft Sales, Rental or Service		
Other Retail Sales or Service	SE	P
Vehicle Sales and Services		
Auto Rental		PC
Auto Repair		SE
Auto Sales		PC

ATTACHMENT C

Car Wash		P
Gas Sales		SE
Taxicab Service		SE
Towing Service		SE
Truck or Trailer Rental		
Industrial Uses		
Aviation Services		
Light Industrial Services		
Contractor's Office		PC
Other Light Industrial Service		SE
Manufacturing and Production		
Seafood Processing		
Other Manufacturing and Production		
Limited Manufacturing		
Warehouse and Freight Movement		
Moving and Storage		
Self-Service Storage		SE
Warehousing		
Waste Related Service		
Wholesale Sales		
Contractor's Materials		
Wholesale Business		SE
Wholesale Business with Accessory Retail Outlet		SE
Other Uses		
Agriculture	P	
Water Oriented Facilities		
Docking Facility and Boat Ramp		
Marina		
Other Water Oriented Uses		

ATTACHMENT D

Narrative in Support of Rezoning of Parcels on South End of HHI from OL to CC

December 22, 2011

Community Development Department
One Town Center Court
Hilton Head Island, SC 29928

This is a request for rezoning the property shown the attached plat.
Current zoning is OL-Office/Institutional Districts.
The request is to change to CC – Commercial Center District

- A. Consistency with the Comprehensive Plan. This request for a zoning change is consistent with the Comprehensive Plan. CC zoning is more in keeping with commercial uses in the surrounding William Hilton Parkway area. The Fresh Market Retail Shopping Center is virtually next to the first site. The road systems behind this property connect to The Fresh Market Retail Shopping Center and provide non-Highway 278 access to both. Access from Highway 278 is at a cross over allowing both lanes access. Properties up to 840 Wm. Hilton Pkwy are being used now as CC. Changing the zoning on these parcels contribute to providing Island residents and guests a safe and efficient manner to access this property.
- B. Compatibility with the present zoning and conforming uses of nearby property and to the character of the neighborhood. Nearby properties include The Fresh Market Retail Shopping Center up to the Atrium Building. Two similar properties on Highway 278 have recently had their zoning changed to CC (South Island Square and Verizon Bld/Lot). This rezoning request is similar to those and all of them show the character of the area is changing from OL to CC. Multiple accesses to this site and the type of use proposed limit the traffic congestion which is consistent with the Comprehensive Plan.
- C. Suitability of the property affected by the amendment for uses permitted by the district that would be made applicable by the proposed amendment. The current use of the facility as a retail telephone sales center and previously as a bank show that the site is consistent with a CC zoning use. Hargray which owns buildings in the back and on Highway 278 is supportive of this zoning change request. The other sites are supportive of this change.
- D. Suitability of the property affected by the amendment for uses permitted by the district applicable to the property at the time of the proposed amendment. The first property currently serves as a retail telephone sales center and was previously a bank. The other sites should be CC because they are commercial in character and use and fit the uses on both sides of Highway 278.
- E. Marketability of the property affected by the amendment for uses permitted by the district applicable to the property at the time of the proposed amendment. There is currently a oversupply of empty commercial space on the Island. Rents have decreased for available and existing commercial space in this economic climate. Approving this zoning change will expand the type of business that can utilize this property and will increase its marketability.
- F. Availability of sewer, water and storm water facilities generally suitable and adequate for the proposed use. Sewer, water and storm water facilities currently exist on this property.

ATTACHMENT E

Long Cove Club

January 17, 2012

Nicole Dixon
Senior Planner
Community Development Department
Town of Hilton Head
One Town Center Court
Hilton Head Island, SC 29928

Re: Request for Zoning Change for the Hargray Properties

Dear Ms. Dixon:

The Board of Directors of Long Cove Club met on January 16. One of the issues that was discussed was the request for re-zoning of the Hargray properties on 278. As you know, these properties border Long Cove and are in very close proximity to Fife Lane where seven of our residents reside. After thoughtful discussion on this issue, the Board unanimously voted to oppose this zoning change from OL to CC.

There are a number of reasons for this decision:

- Long Cove homes on Fife Lane are within 50 – 100' of the proposed parcels. There is no natural berm to block the views of these parcels like we have between our golf course and the Fresh Market Shoppes. Our residents living on Fife Lane are so close to the Hargray property that it is unfair to subject them to the potential uses that are associated with the CC designation.
- Our members purchased their homes on Fife Lane knowing the permissible uses associated with the OL designation. To change that to a CC designation with so many different possibilities for use does not seem fair to the residents of our community. The Town of Hilton Head has a history of fairness and making the right decisions for the residents of the Island, changing the zoning from OL to CC would go against the principles that the Town has been known for.
- There is no question that changes in the permissible uses of the property will have an adverse effect on our members' property values. That is not an acceptable result for us.

The Town should know that Long Cove is not opposed to commercial growth in the area. We all are aware that development is good for all of us. However, when development adversely affects a number of residents of our community - that is not a resolution that we can support. The OL designation allows for many different types of uses – we are opposed to the potential uses of the land that the CC designation would permit.

Sincerely,



David Loan, CCM
General Manager/Chief Operating Officer

ATTACHMENT E

Date: January 17, 2012

RE: Case # ZMA110007 Request to Amend Land Management Ordinance (Sect. 16-4-102), the official Zoning Map

From: Declan & Patricia McMullen
14 Fife Lane
Hilton Head, SC 29928

Dear Planning Commission:

WE ARE OPPOSED TO THE REZONING OF THE ABOVE MENTIONED LAND BEING CHANGED IN ZONING FROM OFFICE/INSTITUTIONAL LOW INTENSITY TO COMMERCIAL CENTER FOR THE FOLLOWING REASONS:

- Our home on Fife Lane is within 50' of the proposed rezoning parcel. There are no barriers between our home and the property being considered for rezoning. As single home residential properties, Office/Residential zoning was acceptable to us when we built our homes. Commercial Center zoning would be unacceptable because any kind of business could be our immediate neighbor.
- Rezoning to "expand the type of business that can utilize this property and increase its marketability" at the expense of Long Cove homeowners does not seem to comply with the Comprehensive Plan for the Town of Hilton Head. The Town has gone to great lengths to have diversified zoning so that we do not make 278 another Myrtle Beach type thoroughfare.
- We are not adverse to development or redevelopment of the land parcels. However, we feel this should be done according to the existing zoning and building codes in consideration of the neighbors who would be directly affected by changing the zoning and building codes.

Thank you for your consideration of this matter.

Declan McMullen



Patricia McMullen



ATTACHMENT E

January 10, 2012

Nicole Dixon
Town of Hilton Head Island
One Town Center Court
Hilton Head Island, SC 29928

Re: Case #ZMA110007
Request to change zoning from (OL) to (CC)

Dear Ms. Dixon,

As a resident of Long Cove Club, my home sits at the end of the intersection of Fife Lane and Long Cove Drive (4 Davant Court) ... 11C 19. I learned about the request to rezone much of the Hargray Real Estate from Office/Institutional to Commercial Center. I am strongly opposed to any change in zoning for these plots of land. It will likely impact negatively property values on not just Fife Lane, but it will impact dozens of homes within several hundred yards of the land being rezoned to Commercial.

Added noise, additional potential odors (we already deal with a water treatment/sewage facility within a few hundred yards of our properties) privacy, security, and property devaluations.

Long Cove Club is a beautiful community, with folks that have invested in homes expecting quiet surroundings, a quality of life currently not being impacted by unneeded commercial development. There will be no guarantees that this edge of our community would not be impacted eventually by commercial establishments that would have a negative impact on our way of life.

I urge the Planning Commission and Town Council to oppose any request for rezoning this area. The island currently has enough (maybe too much) land already zoned CC. Too many commercial buildings already stand vacant throughout the island. With each new CC Zoning approval, the island loses a slice of what makes Hilton Head Island the "oasis" it is.

Sincerely,
William E. Rupp



TO: Nicole Dixon, Senior Planner
Community Development Department
Town of Hilton Head

FROM: Jack Holland
Concerned Citizen and Owner of 6 Fife Lane

RE: Planning Commission Public Hearing scheduled for February 1, 2012
to consider Case #ZMA110007 relating to a re-zoning request

Date: January 17, 2011
Hand Delivered

TO WHOM IT MAY CONCERN:

Pursuant to the Notice of Public Hearing that was mailed to me as an owner of property likely to be impacted by the re-zoning, if approved, I wish to express my **strong objections**.

My property lies within 100 feet, or so, of the parcels seeking to rezone from OL (low intensity) to CC (commercial center).

I cannot foresee a single benefit to me that would result from such a zoning change.

I can foresee many possible negative impacts from such a zoning change, including:

- **Negative impact on property value**
- **Negative impact on quality of life and peaceful enjoyment of same**

I have heard that a church may be going into one of the parcels seeking a zoning change.

I think that would be great, but I also understand that a zoning change is not required for that to occur.

The "Narrative in Support of Rezoning..." appears to be flawed in several respects, including:

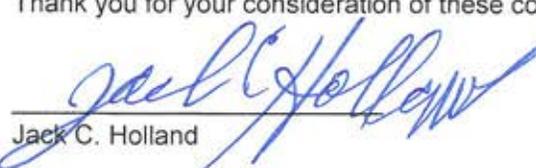
1. This rezoning request is NOT similar to recent zoning changes because, unlike the others, this zoning change request relates to parcels that are bordered by single family residential homes. Further, there is no topographical barrier between the two different zoning areas. In fact, the parcels seeking rezoning appear to be on higher ground that actually looks down on my home. I invite you to walk this area to clearly see my house from, and see how close my house is to, some of these parcels seeking rezoning.

2. The character of the Highway 278 corridor is not necessarily changing from OL to CC. The Town of Hilton Head has gone to great lengths to have a diversified zoning configuration, as indicated by their purchasing green space buffers throughout the Island. Extending the CC seems to go against the spirit of the Comprehensive Plan and would create a retail/commercial density which extends the commercial center unnecessarily.

3. The Narrative claims that such a zoning change would represent a "suitable" use for the parcels. I suggest that such a change would not be in keeping with the good zoning standards that Hilton Head is known for. **How can it possibly be a good idea to allow eating establishments, bars and nightclubs, light industrial services, other retail etc. to be operated within 100 feet or so of single family homes?** The types of uses permitted under CC zoning that are not permitted under OL zoning will most definitely result in greater traffic, greater noise (both day and night), objectionable lighting, higher probability to pests and obtrusive odors, to name a few.

4. Rezoning to "expand the type of business that can utilize this property and increase its marketability" for one group of property owners **should not be approved when it is clearly detrimental to adjacent property owners**.

Thank you for your consideration of these comments.


Jack C. Holland

8 Fife Lane
Hilton Head Island, SC 29928

January 17, 2012

Nicole Dixon, Senior Planner
Community Development Department
Town of Hilton Head
1 Town Center Court
Hilton Head Island, SC 29928

Re: Case # ZMA110007, a request to Town Council to amend the Land Management Ordinance (Section 16-4-102), the Official Zoning Map, by changing the zoning Designation from Office/Institutional Low Intensity (OL) to the Commercial Center (CC) Zoning District for seven (7) properties referenced therein.

Please forward this letter response to the Planning Commission, the Planning & Development Standards Committee and the Town Council as you deem appropriate.

Ms Nicole Dixon:

We appreciate the opportunity to respond to the aforementioned rezoning request. My wife and I have reviewed the Official Zoning Map, the Land Management Ordinance and the Town of Hilton Head Comprehensive Plan and other information relevant to this request. As a result of this review, we are asking the Town Council NOT to approve the rezoning request for the reasons which follow.

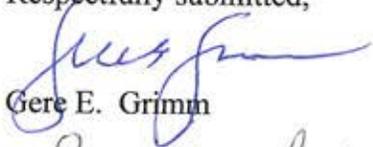
We purchased our home recognizing the limits of the (OL) zoning, as did the investors of the seven (7) subject parcels. Changing the zoning to (CC) and expanding the types of businesses and intensity of development would have an extremely negative impact on the residential nature of our neighborhood. Adding eating establishments, bars and nightclubs, light industrial services and "other" (an undefined catchall) retail as approved uses of these properties will cause more traffic, noise, lighting, pest issues, odors, extended hours of operation and other consequences that will profoundly negatively affect the quality of life as a quiet tranquil residential community.

The financial impact on our property would also be severely negatively impacted. Rezoning, accordingly to the application, "to expand the type of business that can utilize this property and increase its marketability" at the expense of Long Cove Club homeowners does not seem to comply with the spirit of the Comprehensive Plan or any fairness doctrine of good public policy. The Town of Hilton Head has done an excellent job of developing and maintaining a balanced mix of land use on the Island. This rezoning request does not fit in, rather it is just an attempt to transfer the negative financial impact of a slow economy from a real estate investor group to residential single family homeowners, many of whom are retired.

We also take issue to the characterization that this request is similar to recent rezoning changes in the Highway 278 corridor. Our situation is unique because our residential homes are as close as 50' to 100' from the parcels requesting rezoning. And most significantly, there is no topographical or natural elevation or distance barrier or an expanse of a golf fairway as behind the Fresh Markets Shops. The Fresh market Shops became a part of the Long Cove Club PUD in 2005 – so you see we are not adverse to development per se. We would encourage development/redevelopment of the subject properties, just under the current (OL) zoning and building code requirements. And we hope the character of the Highway 278 corridor does not change from (OL) to (CC). There is a nice balance today, and to further convert other zoning to the (CC) category will certainly detract from the Hilton Head Island “feeling”.

In summary, we strongly oppose the requested rezoning, and respectfully ask the various Town of Hilton Head planning units and the Town Council to reject this application. The quality of life and financial impact on the residential property owners and the growth of higher density/intensity development are not in the best interest of our community. And the transfer of the financial impact of a slow economy and soft real estate market from the real estate investors to residential property owners would certainly not be viewed as good public policy.

Respectfully submitted,


Gere E. Grimm


Linda H. Grimm



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Planning Commission
VIA: Jayme Lopko, AICP, *Senior Planner & Board Coordinator*
FROM: Anne Cyran, AICP, *Senior Planner*
DATE: March 28, 2012
SUBJECT: Revisions to the Proposed Sign Amendments

Recommendation

Staff recommends the Planning Commission forward the proposed amendments to Town Council with a recommendation for approval.

The Land Management Ordinance Committee met on February 29, 2012 and March 5, 2012 to discuss the proposed amendments. At the conclusion of the March 5th meeting, the Committee requested that staff review the proposed amendments with the Town Attorney to ensure the amendments are all legally sound. The Committee requested that staff provide a list of any subsequent changes made to the proposed amendments. A list of those changes is included in the packet.

Background

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 is proposing to amend Chapter 3, Article IX: Sign Permits and Chapter 5, Article XIII: Sign Standards, of the Land Management Ordinance (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.

Staff 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.

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.**

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 DISTRACTING 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.

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 SIGNS WITH FACES LARGER THAN FORTY (40) SQUARE FEET SHALL INCLUDE WIND LOAD CALCULATIONS STAMPED AND SIGNED BY A CERTIFIED ENGINEER STATING THAT THE SIGN 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.

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.

DRAFT

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.

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.

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.

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;
 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:

LMO SIGN STANDARDS & REGULATIONS
SUMMARY & EXPLANATION
 LAST UPDATED MARCH 29, 2012

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 <input type="checkbox"/>	FOUR SIGNS MAXIMUM	480 SF	4 FACES	120 SF
NONRESIDENTIAL 40,000 TO 100,000 SF <input type="checkbox"/>	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
<p>*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 <u>SEC. 16-5-1309</u> BY 50 PERCENT.</p> <p><input type="checkbox"/>THE APPLICANT SHALL BE LIMITED TO NO MORE THAN TWO (2) SIGNS PER STREET FRONTAGE.</p>				

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.

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 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.

DRAFT

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.

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.

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 DOES NOT PROVIDE REASONABLE IDENTIFICATION OF 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 PROVIDES REASONABLE IDENTIFICATION OF A BUSINESS.
2. THE COLORS ARE MUTED AND NATURE-BLENDING.
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.

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



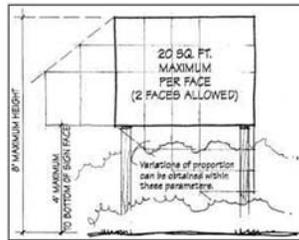
SEC. 16-3-902 – SIGNS EXEMPT FROM PERMIT

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.

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.

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 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 REASONABLY IDENTIFY THE PROPERTY AS BEING FOR SALE OR LEASE. 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.

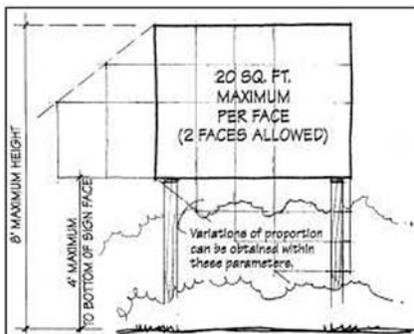
- G. SUCH SIGNS SHALL NOT BE ILLUMINATED BY ARTIFICIAL LIGHT.
- H. SUCH SIGNS SHALL BE REMOVED WITHIN TWO (2) DAYS OF COMPLETION OF THE OFFERING ADVERTISED.

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.



- 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.

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



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.

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

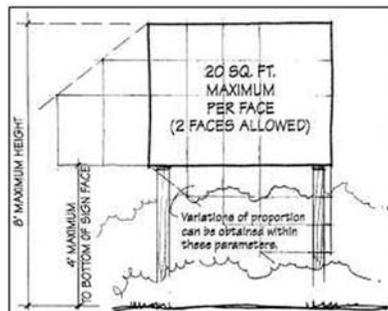
- A. A PERMIT IS REQUIRED FOR EACH SIGN ADVERTISING THE SALE OF RESIDENTIAL REAL ESTATE. SUCH SIGNS SHALL MEET THE FOLLOWING STANDARDS:
1. SIGNS SHALL BE SQUARE OR RECTANGULAR IN SHAPE.
 2. SIGNS SHALL NOT EXCEED FOUR (4) SQUARE FEET IN AREA.
 3. THE AMOUNT OF INFORMATION ON SIGNS SHALL BE NO MORE THAN IS NECESSARY TO PROVIDE REASONABLE IDENTIFICATION OF THE OFFERING TO BE CONVEYED.
- 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.
 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.

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.
- 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.

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 3/4 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.

- 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.

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.

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.

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.** SIGNS DISPLAYED WITHIN A SPECIAL EVENT 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.

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.
 - 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.

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 THE INFORMATION NEEDED TO REASONABLY IDENTIFY THE PRODUCTS 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.

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. 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.

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.

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.

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.
 2. FLAGS SHALL NOT EXCEED FIFTEEN (15) SQUARE FEET PER FACE AND SHALL BE RECTANGULAR IN SHAPE. 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



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 CONDITION SO THAT THEY WILL NOT BECOME SAFETY HAZARDS.
- 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 SHALL NOT REQUIRE A PERMIT. SUCH DECORATIONS SHALL BE MAINTAINED IN A GOOD CONDITION AT ALL TIMES AND SHALL BE REMOVED OR REPLACED WHEN THEY ARE OVERLY WEATHERED, TORN, BROKEN OR OTHERWISE PRESENT A POTENTIAL SAFETY HAZARD.
1. STRINGS OF LIGHTS USED AS HOLIDAY DECORATIONS SHALL BE SUBJECT TO THE PROVISIONS OF SEC. 16-5-1322.L.
 2. INFLATED AND WINDBLOWN DECORATIONS ARE PROHIBITED AT ALL TIMES.

EXAMPLE OF CONFORMING HOLIDAY DECORATIONS WITH STRING LIGHTS



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 SIGNS

STAFF PROPOSES REVISING THIS LANGUAGE TO EXPANDING THE ALLOWABLE SIZE OF INCIDENTAL SIGNS FROM ONE (1) SQUARE FOOT TO FOUR (4) SQUARE FEET TO ALLOW GREATER FLEXIBILITY IN DIRECTIONAL SIGNS AND OTHER NOTIFICATIONS.

- C. **INCIDENTAL SIGNS.** 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.

EXAMPLE OF A CONFORMING INCIDENTAL SIGN



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.

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 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 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.

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.

**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 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.

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.

**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



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.

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 – 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.

- P. **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

DRAFT

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;**

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.**

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 – INFLATED SIGNS

STAFF PROPOSES SEPARATING INFLATED SIGNS FROM BALLOONS FOR CLARITY.

- I. **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 TO COMPLEMENT SEC. 16-5-1313.

- J. **INFORMATION BOX NOT ATTACHED TO A REAL ESTATE SIGN.**

PROHIBITED SIGNS – INTERNALLY ILLUMINATED SIGNS

STAFF PROPOSES NO CHANGE.

- K. **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;

PROHIBITED SIGNS – NON-PERMITTED SIGNS

STAFF PROPOSES REMOVING THE FIRST DEFINITION BECAUSE IT IS REDUNDANT.

- L. **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.

- M. **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.

- N. **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.

- O. **PARKING SIGNS.** SIGNS THAT LIMIT PARKING SPACES TO CERTAIN USES OR BUSINESSES WITHIN A SHOPPING CENTER.

PROHIBITED SIGNS – PENNANTS

STAFF PROPOSES SEPARATING BANNERS FROM PENNANTS FOR CLARITY.

- P. **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.

- Q. **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;

PROHIBITED SIGNS – RIGHTS-OF-WAY SIGNS

STAFF PROPOSES NO CHANGE.

- R. **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.

- S. **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.

- T. **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;

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.

- U. **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.

V. **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.

W. **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;

PROHIBITED SIGNS – ALL OTHER SIGNS

STAFF PROPOSES ADDING THIS LANGUAGE FOR CLARITY.

X. 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.

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.



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Planning Commission
VIA: Jayme Lopko, AICP, *Senior Planner & Board Coordinator*
FROM: Anne Cyran, AICP, *Senior Planner*
DATE: March 29, 2012
SUBJECT: Revisions to the Proposed Sign Amendments

Based on advice from the Town attorney, the following revisions were made to the proposed amendments:

The language was changed to reflect the language used in Sec. 16-5-1303.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."

1. In Sec. 16-5-1309, Temporary Signs for Permitted Signs (pg 19), the language was changed in point 1 under each example:
 - ~~It advertises goods instead of identifying a business.~~ It does not reasonably identify a business.
 - It reasonably identifies the business.

The language was changed to reflect the language used in Sec. 16-5-1303.G.

2. In Sec. 16-5-1311, Non-Residential Real Estate Sales Signs (pg 23), the language was changed in point E: ~~The sign shall specifically state that the property being offered is "for sale" or "for sale or lease." The sign shall not state only that the property is "for lease" or "for rent."~~ The sign shall reasonably identify the property as being for sale or lease.

The language was changed to reflect the language used in Sec. 16-5-1303.G. Staff determined an offering could be reasonably conveyed without requiring contact information to be displayed on a sign.

3. In Sec. 16-5-1313, Residential Real Estate Sales Signs (pg 28), the language was changed under point A.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.~~ And under point D.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.~~

The language was changed to ensure it applies to all signs displayed within a special event, not only to those signs advertising goods or services, to reflect the language used in Sec. 16-5-1303.G.

4. In Sec. 16-5-1317, Temporary Special Event Signs (pg 34), the title of point D was changed: ~~On-Premises Signs Advertising Goods or Services~~. The language in point D was also changed: Signs displayed within a special event ~~advertising goods or services~~ are subject to the following standards.

The language was changed to ensure it allows changeable copy to be used to announce all types of special events, not only to those that are non-commercial in nature, to reflect the language used in Sec. 16-5-1303.G.

5. In Sec. 16-5-1318, Signs with Changeable Copy (pg 36), the language in point E.1 was changed: On-premises special events ~~containing only non-commercial copy~~.

The language was changed to reflect the language used in Sec. 16-5-1303.G.

6. In Sec. 16-5-1319, Price Displays at Gasoline Filling Station (pg 37), the language was changed: ~~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.~~ Petroleum product pumps and dispensers which are within view of a public way shall be allowed to display only the information needed to reasonably identify the products dispensed.

The language was changed to ensure PUD off-premises signs may use any copy that meets the standard of Sec. 16-5-1303.G.

7. In Sec. 16-5-1320, Planned Unit Development Off-Premises Signs (pg 38), the language in point B was changed: 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...

The language was changed to ensure it allows flags displaying any logo or message to be displayed, to reflect the language used in Sec. 16-5-1303.G. The language was also changed to reduce the allowable size of such flags and regulate their shape to ensure such signs do not become an overwhelming or attention-grabbing site feature.

8. In Sec. 16-5-1322, Signs Allowed Without A Permit (pg 42), point A.1 was revised: 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.~~ Point A.2 was removed: ~~The name and logo of sports teams and residential developments shall not be considered commercial logos or messages.~~ The language in point A.3 was changed: Flags shall not exceed ~~forty (40)~~ fifteen (15) square feet per face and shall be rectangular in shape. 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.

The language was changed to ensure it allows decorations with any type of content to be displayed, to reflect the language used in Sec. 16-5-1303.G. The language was also changed to clarify when such decorations become a hazard and must be removed.

9. In Sec. 16-5-1322, Signs Allowed Without a Permit (pg 43), point B was revised: 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.~~ Such Decorations shall be maintained in a good condition at all times and shall be removed or replaced when they are overly weathered, torn, broken or otherwise present a potential safety hazard. Point B.2 was removed: ~~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.~~

The language changed to remove the requirement that incidental signs cannot contain a commercial logo or message, to reflect the language used in Sec. 16-5-1303.G.

The language was also changed to specify what signs are considered incidental to avoid the use of incidental signs as additional commercial signage.

10. In Sec. 16-5-1322, Signs Allowed Without a Permit (pg 44), point C was revised: **Incidental Non-Commercial Signs.** ~~Signs including but not limited to a~~ 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.~~

The language regarding multi-tenant commercial buildings was removed due to concerns that enforcing this provision would be outside the Town's jurisdiction.

11. In Sec. 16-5-1322, Signs Allowed Without a Permit (pg 46), point G was revised: **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.

Though such signs generally do not contain commercial logos or messages, the language was changed to ensure such signs may display any type of message, not only those that are non-commercial in nature, to reflect the language used in Sec. 16-5-1303.G.

12. In Sec. 16-5-1322, Signs Allowed Without a Permit (pg 46), point H was revised: **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.~~

The language was changed to ensure it allows sandwich boards and chalkboards be used to display any type of message, not only those that are commercial in nature, to reflect the language used in Sec. 16-5-1303.G.

13. In Sec. 16-5-1322, Signs Allowed Without a Permit (pg 47), point I was revised: **Sandwich Boards & Chalkboards.** Freestanding, framed chalkboard signs ~~displaying commercial messages or images~~ that conform to each of the following standards.

Though such signs generally do not contain commercial logos or messages, the language was changed to ensure such signs may display any type of message, not only those that are non-commercial in nature, to reflect the language used in Sec. 16-5-1303.G.

14. In Sec. 16-5-1322, Signs Allowed Without a Permit (pg 50), point O.3 was revised: **Traffic Control Signs.** Sign faces shall meet South Carolina Department of Transportation standards, ~~and the signs shall contain no commercial logo or message.~~

This point was removed because, to reflect the language used in Sec. 16-5-1303.G, the copy on such signs cannot be limited to specifying that the sign is to identify the availability of valet services. Since there are so few valet parking services within the Town and since the regulation of valet signs has not required a significant expense of code enforcement resources, staff determined the result of including this point would be to allow businesses to have an additional sign on site that may not necessarily be used to identify valet services.

15. In Sec. 16-5-1322, Signs Allowed Without a Permit (pg 50), point P was removed: ~~**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.~~

This point was removed to reflect the language used in Sec. 16-5-1303.G; this provision would limit the copy on such signs.

16. In Sec. 16-5-1323, Prohibited Signs (pg 54), point I was removed: ~~**Flags with Commercial Logos or Messages.**~~

This point was removed because, to reflect the language used in Sec. 16-5-1303.G, the copy of such signs cannot be limited. If such signs were prohibited by this provision, it could have the unintended effect of prohibiting traffic control, disabled accessible and fire and rescue signs. Staff determined that such signs are effectively prohibited by Sec. 16-5-1323.X, which prohibits “all other signs that are not expressly exempt from regulation or expressly allowed under this article.”

17. In Sec. 16-5-1323, Prohibited Signs (pg 54), point J was removed: ~~**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.~~

The language was removed to reflect the change made in Sec. 16-5-1322.G.

18. In Sec. 16-5-1323, Prohibited Signs (pg 56), point O was revised: ~~**Parking Signs.** Signs that limit parking spaces to certain uses or businesses within a shopping center or multi-tenant building.~~

TOWN OF HILTON HEAD ISLAND SIGN REGULATIONS



RECORD OF PUBLIC COMMENTS ON THE PROPOSED AMENDMENTS

STAFF 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

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

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.

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

13. WE STRONGLY OPPOSE ALLOWING RESTAURANTS TO PUT UP LARGER SIGNS FOR "SPECIALS." THERE WILL ALWAYS BE SPECIALS SO THERE WOULD ALWAYS BE LARGER SIGNS. WE LOVE THE NATURAL BEAUTY OF HILTON HEAD AND DON'T WANT TO ALLOW COMMERCIAL ACTIVITY TO DESTROY THE APPEARANCE OF OUR ISLAND. IN THE END, IF HILTON HEAD'S NATURAL BEAUTY IS DIMINISHED THIS WILL HURT COMMERCIAL ACTIVITY ITSELF--SINCE PEOPLE COME HERE TO ESCAPE URBAN BLIGHT AND ENJOY A MORE NATURAL SETTING.

KAY AND GREY HODNETT

14. I HAVE LIVED HERE FOR 15 YEARS AND DO NOT WANT ANY CHANGES TO SIGNAGE ORDINANCE. WE DO NOT NEED SPECIAL SALES SIGNS UP FOR BUSINESSES 7 DAYS A WEEK. THERE COULD ALSO REALLY BE BETTER LANDSCAPING ENFORCEMENT AT SELECTED BUSINESSES.

BILL DIEHL

15. I HAVE LIVED HERE FOR A YEAR AND A HALF. I MOVED HERE TO ENJOY THE BEAUTIFUL LANDSCAPE AND ISLAND VEGETATION. SHOULD THIS ISLAND BE TRANSFORMED INTO A MYRTLE BEACH WITH SIGNAGE I WILL BE VERY DISAPPOINTED IN THE CITY OF HILTON HEAD, AS WILL THE TOURISTS WHO COME TO THIS EXQUISITE ISLAND. IT IS TRULY UNIQUE AND NEEDS TO REMAIN AS MR. FRASER PLANNED - PRISTINE AND UNSPOILED!

SUZANNE GERHART

16. I AM STRONGLY AGAINST HAVING SIGNS POSTED FOR SPECIAL SALES, ETC. THE BEAUTY OF HILTON HEAD IS THE LACK OF SIGNS ALL OVER AND THE HEAVY LANDSCAPING AROUND BUILDINGS, SHOPPING CENTERS, ETC. I HAVE CHOSEN TO LIVE IN HILTON HEAD AS IT ISN'T "HONKEY TONKEY" LIKE MYRTLE BEACH AND MANY OTHER VACATION RESORTS. THE AREA HAS MANAGED TO GROW WITHOUT ALL OF THE EXTRA SIGNS AND ADVERTISING AND THERE IS NO REASON TO SPOIL THE BEAUTY OF HILTON HEAD AT THIS POINT. PLEASE TAKE THIS INTO CONSIDERATION AND REALIZE THAT MANY PEOPLE MOVE HERE FOR WHAT THE COMMUNITY HAS BEEN; THEY WILL NOT MOVE HERE ONCE IT BECOMES COMMERCIAL WITH SIGNS ALL OVER. I STRONGLY APPEAL THIS SUGGESTION.

JO-ANNE PERCHICK

17. I AM A SC RESIDENT, LIVING IN PORT ROYAL PLANTATION. I HAVE BEEN A PROPERTY OWNER FOR OVER 10 YEARS. WHEN I FIRST VISITED HHI IN 1978, I WAS DRAWN TO THE FACT THAT THE ISLAND DIDN'T LOOK COMMERCIAL. ALL THE BUILDINGS WERE SHELTERED, COLORS WERE ONLY NATURAL TONES, AND NO LARGE SIGNS WERE VISIBLE. I HAVE SEEN OVER THE YEARS THAT BUILDINGS HAVE BEEN BUILT WITHOUT PROPER LANDSCAPING AND THAT THE LAWS ALREADY DON'T SEEM TO BE ENFORCED PROPERLY.

IF YOU AMEND THIS LAW, YOU WILL CHANGE THE CHARACTER OF THE ISLAND WHICH IS THE REASON THAT MOST OF US MOVED HERE. WE PAY HEFTY PROPERTY TAXES TO LIVE HERE. DON'T CHASE US OUT! PLEASE DON'T LET THE ISLAND MERCHANTS WHO SEEK PERSONAL GAIN ON THIS ISSUE PERSUADE YOU THAT WHAT THEY WANT IS FOR THE GOOD OF THE ISLAND. IT ISN'T!!!

PAULINE LELAND

18. PLEASE, NO MORE SIGNS OF ANY KIND, ESPECIALLY THOSE IN FRONT OF BUSINESS WITH "SPECIALS." THE TOWN AND ISLAND HAVE EACH CHANGED VERY MUCH, SOME FOR THE BETTER, SOME CHANGES HAVE MADE US LOOK "CHEAP." IS THAT THE IMPRESSION THAT THE TOWN REALLY WANTS TO GIVE ?

MILDRED TIMMERMAN

19. WE ARE OPPOSED TO THE PROPOSED SIGN CHANGES OF THE LMO REVISION REGARDING TEMPORARY SIGNS OUTSIDE BUSINESSES HAVING "SPECIALS" SEVEN DAYS A WEEK. WE FEEL THAT SUCH "SPECIAL" SIGNS DETRACT FROM THE ATTRACTIVE APPEARANCE OF WELL LANDSCAPED AND UNOBTRUSIVE ISLAND BUSINESSES. ONE OF OUR REASONS FOR MOVING HERE ELEVEN YEARS AGO WAS THE NATURAL BEAUTY OF THE ISLAND AND THE ABSENCE OF TACKY SIGNS ADVERTISING COMPETING BARGAINS AND SPECIALS. LET'S KEEP THE BUILT ENVIRONMENT FREE FROM SUCH SHABBY COMMERCIALISM.

WE ALSO BELIEVE THAT THE RECENT CLEARING OF UNDERBRUSH AND LANDSCAPING IN FRONT OF SOME BUSINESSES IS A REAL STEP BACKWARD. OUR ATTRACTIVE NATURAL LOOKING ENVIRONMENT IS ONE OF THE FACTORS WHICH ATTRACT PROPERTY BUYERS AND BOOST REAL ESTATE VALUES. THE SAME CHARACTER OF OUR ISLAND'S APPEARANCE ALSO ATTRACTS MANY RENTERS OF PROPERTY. NEIGHBORS POINT OUT THAT CLEARANCE OF UNDERBRUSH NEAR BUSINESSES REMOVES NEEDED PROTECTION FOR OUR WIDE VARIETIES OF BIRDS. FINALLY, WE NOTE THE GOAL OF HILTON HEAD'S FOUNDERS IN THE 1950'S TO PROTECT THE ISLAND'S NATURAL RESOURCES AND BEAUTY, A GOAL REAFFIRMED RECENTLY IN THE MAYOR'S VISION TASK FORCE OF 2010. LET'S MAINTAIN THIS WORTHY GOAL IN THE FUTURE.

RICHARD AND ELIZABETH BECKER

memo

TO: Planning Commission
FROM: Thomas W. Lennox, Chairman CIP Committee
DATE: March 26, 2012
SUBJECT: CIP Committee Meeting Report

Recommendation: That the Planning Commission endorse and accept the attached “Fiscal Year 2013 – Proposed Priority Projects”, and the proposed “Capital Improvement Program (CIP) Fiscal Years 2013-2022”; and further, that it recommend to Town Council that those Fiscal Year 2013 Proposed Priority Projects be incorporated in the 2013 Consolidated Municipal Budget.

Summary: In accordance with State law, the Planning Commission reviews the Proposed CIP for recommendation to Town Council. The CIP encompasses pathways, roadway improvements, park development, new and existing facilities improvements and beach maintenance. Planning Commission Madam Chairman Warden has directed that the proposed CIP be an agenda item where it is to be reviewed and discussed at the Commission’s April 10, 2012 meeting. The proposed CIP is therefore enclosed for your review, comment and approval.

Background: The CIP is to be funded in the Town’s upcoming fiscal year’s Consolidated Municipal Budget and is forecast for the nine subsequent consecutive years (2013 – 2022). Town Council will conduct a series of budget workshops in May of this year to review and discuss, in detail, the recommended projects. The Planning Commission’s action on the CIP will be provided to Council and be considered in its deliberations.

The Capital Improvements Program (CIP) Committee met on March 8, 2012 to review and update the previous recommendations made by the Planning Commission regarding the proposed Fiscal Year 2013 Capital Improvement Program.

Since the time the Commission last acted on the proposed FY13 CIP in November of 2011, little has changed with the program. There are, however, three new recommendations made by Staff which this Committee has reviewed and endorsed.

- **Roadways** - Staff recommends \$60k in FY 13 funding for the “Honey Horn Access Improvements (including pathway) Project” to extend the

pathway portion of the proposed project to a suitable terminal point interior to the Honey Horn property.

- **Park Development** - Staff completed the “Driessen Beach Park Boardwalk Expansion” during FY 12, no further funding is required. Staff recommends that \$50k be budgeted in FY13 for the “Rowley Field Complex Improvements Project” to construct an improved maintenance access way behind the baseball fields.

- **New Facilities** - Staff advises that due to accepting accounting standards the “Permitting Software Upgrade Project” previously identified within the “New Facilities Category” has been moved from the CIP and will be contained within the Operating Budget.

Our Director of Public Projects & Facilities, Scott Liggett, will attend our April 10 meeting to these recommendations and answer your questions.

cc: Town Council
Stephen G. Riley, CM, Town Manager
Scott Liggett, Director of Public Projects & Facilities
Susan Simmons, Director of Finance
Charles Cousins, Director of Community Development
Chief Lavarn Lucas, Fire & Rescue Department
Jeff Buckalew, Town Engineer
Shawn Colin, Comprehensive Planning Manager

Fiscal Year 2013 – Proposed Priority Projects

(Top priority projects in bold)

A. Pathways

- Pathway Rehabilitation
- **US 278 – B (William Hilton Parkway) Wexford Circle to Fresh Market Shoppes**
- Leg O’Mutton Road – construction
- Honey Horn Access Improvements
- **US 278 – B (William Hilton Parkway) Fresh Market Shoppes to Shelter Cove/Chaplin - design**
- US 278 – B (William Hilton Parkway) Shelter Cove/Chaplin to Mathews Drive-north - design

B. Roadway Improvements

- Mainland Transportation Improvement (previous obligation by Town Council)
- Roadway Safety Improvements –
 - WHP Median Turn Lane at Yacht Cove Drive
 - WHP / Jenkins Road right turn lane
- **Leamington / Fresh Market Shoppes Intersection Improvements - construction**
- **US 278 Gateway Improvements at Windmill Harbour**
- Directional / Neighborhood Signage (new post mounted street signs)
- Fire Rescue Emergency Access Points
 - Palmetto Dunes @ Swing About
- Traffic Signal Mast Arms
 - Leamington / Fresh Market Shoppes
 - WHP @ Pembroke Drive
- Private Dirt Roads Acquisition
- Stoney Secondary Road – South
- Lemoyne Road Reconstruction and Extension - design

C. Park Development

- Town Parks Upgrades / Island Recreation Association CIP Requests, Annual Park and Equipment Upgrade
 - Chaplin Park Tennis Courts
 - Rowley Field Complex Improvements
 - Chaplin Park – small picnic shelters (4)
- **Island Recreation Center Enhancements**
- Rowing and Sailing Center
- **Chaplin Linear Park with Boardwalk**
- Seniors' Center – pending action by Council
- Yacht Cove Community Park
- Collier Beach Park

D. Existing Facilities & Infrastructure

- Rehabilitation and Renovation of Fixed Capital Assets
- Clean-up, safety and demolition of structures on Town Property /Unsafe structures ordinance demolition
- Apparatus and Vehicle Replacement
- **Fire Station #2 Replacement**
- Surveillance Cameras at Town Property
- Town Hall Renovations (space needs study implementation)

E. New Facilities

- Sewer Service Projects
 - Jarvis Creek Park Area
 - Islanders' Beach Park Area
- Dispatch Center Equipment Upgrade
- Fire / Medical Systems and Equipment Replacement
- Public Safety Systems Equipment Upgrade
- Mobile Computing AVL Upgrade
- **Coligny Area Improvements - Phase II**

F. Beach Maintenance

- **Beach Management and Monitoring**
- Beach Parks Access Rehabilitation
- Dune Refurbishment / Maintenance

CAPITAL IMPROVEMENTS PROGRAM
FY 2013 FUNDING SUMMARY
(Post-workshop)

FY 13_post-workshop_3_26_12	ACCEL	In Bid or Obligated	SLIDE or CNAP?	NEW	CHANGE					
	THOUSANDS OF DOLLARS									
	FY	IMPACT	PRIOR YEAR	2011 FISCAL	BEACH	SWU	HOSP	TIF	OTHER	
	2013	FEES	FUNDING	YEAR TAXES	FEE	FEE	TAX		FUNDS	
A PATHWAYS		Traffic								Impact Fees, TIF & Taxes
1 PATHWAY REHABILITATION	185		recurring	55			130			
2 US 278-B - Wexford Circle to Fresh Market Shoppes	660	330	40				330			
3 LEG O' MUTTON ROAD	560	280	55				280			
4 HONEY HORN ACCESS IMPROVEMENTS	60						60			
5 US 278-B (Fresh Market Shoppes to Shelter Cove / Chaplin) (up to 1/2 Traffic Impact Fees, Hosp Tax)	160	80					80			
6 US 278-B (Shelter Cove / Chaplin to Mathews North) (up to 1/2 Traffic Impact Fees, Hosp Tax)	120	60					60			
TOTAL PATHWAYS	1,745	750	95	55	0	0	940	0	0	
B ROADWAY IMPROVEMENTS		Traffic								
1 MAINLAND TRANSPORTATION IMPROVEMENT PROJECTS (Hosp Tax: Not to exceed \$2.5 million for Council approved projects)	202						202			
2 ROADWAY SAFETY IMPROVEMENTS	100	100	recurring							
3 LEAMINGTON/FRESH MARKET SHOPPES/US 278 B (Hosp Tax or Bond?)	1,125		230				1,125			
4 US 278 GATEWAY IMPROVEMENTS AT WINDMILL HARBOUR	FY12		200							
5 DIRECTIONAL / NEIGHBORHOOD SIGNAGE	100		recurring				100			
6 F&R EMERGENCY ACCESS POINTS	110		recurring				110			
7 TRAFFIC SIGNAL MAST ARMS (TIF Funded in District)	225		recurring				225			
8 PRIVATE (DIRT) ROADS ACQUISITION	25		recurring	25						
9 STONEY SECONDARY ROAD (SOUTH)	FY12									
10 LEMOYNE ROAD RECONSTRUCTION AND EXTENSION (Traffic Impact Fees)	75	75								
TOTAL ROADWAY IMPROVEMENTS	1,962	175	430	25	0	0	1,762	0	0	
C PARK DEVELOPMENT		Parks								Park Impact Fees, Sunday Liquor Permit Fees, Beach Fees & other funding sources
1 PARKS UPGRADES	508		recurring	50					458	Sunday Liquor Permit Fees (\$660k available)
2 RECREATION CENTER ENHANCEMENTS - pending direction from Town Council	200		341				200			
3 ROWING & SAILING CENTER	700		150					700		
4 CHAPLIN LINEAR PARK with BOARDWALK (Connects to Shelter Cove Park Phase II) (TIF)	200							200		
5 SENIORS' CENTER - pending direction from Town Council	TBD									
6 YACHT COVE COMMUNITY PARK (Parks Impact Fees)	FY12		50							
7 COLLIER BEACH PARK (Beach Fee)	400				400					
TOTAL PARK DEVELOPMENT	2,008	0	541	50	400	0	200	900	458	
D EXISTING FACILITIES & INFRASTRUCTURE		Traffic								Hosp. Tax Bond, Lease Acct & other sources
1 REHABILITATION & RENOVATION OF FIXED CAPITAL ASSETS	251		recurring	251						
2 CLEAN UP, SAFETY & MAINTENANCE OF TOWN PROPERTY & DEMOLITION OF UNSAFE STRUCTURES	291		recurring	279					12	Lease Account
3 APPARATUS & VEHICLES REPLACEMENT / REFURBISHMENT	225		recurring	50	25		150			
4 FIRE STATION # 2 REPLACEMENT (Sea Pines) (Hospitality Tax)	275						275			
5 FACILITIES SURVEILLANCE CAMERAS (Hospitality Tax)	50						50			
6 TOWN HALL OFFICE SPACE RECONFIGURATION (Hospitality Tax)	150						150			
TOTAL EXISTING FACILITIES & INFRASTRUCTURE	1,242	0	0	580	25	0	625	0	12	

CAPITAL IMPROVEMENTS PROGRAM
 FY 2013 FUNDING SUMMARY
 (Post-workshop)

	FY	IMPACT	PRIOR YEAR	2011 FISCAL	BEACH	SWU	HOSP	TIF	OTHER	
	2013	FEES	FUNDING	YEAR TAXES	FEE	FEE	TAX		FUNDS	
E NEW FACILITIES & INFRASTRUCTURE										Hospitality Tax, TIF
1 SEWER SERVICES PROJECTS	80		recurring		40	40				
2 DISPATCH CENTER EQUIPMENT UPGRADE	5		recurring				5			
3 FIRE/ MEDICAL SYSTEMS and EQUIPMENT REPLACEMENT	70		recurring				70			
4 PUBLIC SAFETY SYSTEMS EQUIPMENT UPGRADE	210		recurring				210			
5 MOBILE COMPUTING AVL UPGRADE	90		recurring				90			
6 COLIGNY / POPE AVE INITIATIVE AREA IMPROVEMENTS with COMMUNITY PARK	495		100					495		
TOTAL NEW FACILITIES & INFRASTRUCTURE	950	0	100	0	40	40	375	495	0	
F BEACH MAINTENANCE										Beach Fees
1 BEACH MANAGEMENT & MONITORING	500		recurring		500					
2 BEACH PARKS / ACCESS REHABILITATION	100		recurring		100					
3 DUNES REFURBISHMENT MAINTENANCE	25		recurring		25					
TOTAL BEACH MAINTENANCE	625	0	0	0	625	0	0	0	0	
TOTALS (THOUSAND OF DOLLARS)	8,532	925		710	1,090	40	3,902	1,395	470	
0900 March 26, 2012										

CAPITAL IMPROVEMENTS PROGRAM
FISCAL YEARS 2013- 2022
CIP FY 13
(Post-workshop)

FY- 13_post-workshop_3_26_12		ACCEL	In Bid or Obligated	SLIDE or CNAP?	New	Change	TIF
PROJECT		FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018-2022
A PATHWAYS							
1	PATHWAY REHABILITATION	185	195	200	210	220	1100
2	US 278-B (Wexford Circle to Fresh Market Shoppes) (up to 1/2 Traffic Impact Fees, Hosp Tax)						
	a. design						
	b. r/w acquisition						
	c. legal						
	d. construction	660					
3	LEG O' MUTTON (Segment installed from Marshland Rd to Victoria Square) (1/2 Traffic Impact Fees and Hosp Tax)						
	a. design						
	b. legal						
	c. construction	560					
4	HONEY HORN ACCESS IMPROVEMENTS	60					
5	PEMBROKE DRIVE (Bundle with Gardner) (1/2 Traffic Impact Fees and Hosp Tax)						
	a. design						
	b. legal						
	c. construction		480				
6	GARDNER DRIVE (Bundle with Pembroke) (1/2 Traffic Impact Fees and Hosp Tax)						
	a. design						
	b. r/w acquisition						
	c. legal						
	d. construction		330				
7	US 278-B (Fresh Market Shoppes to Shelter Cove / Chaplin) (up to 1/2 Traffic Impact Fees, Hosp Tax)						
	a. design	130					
	b. r/w acquisition	TBD					
	c. legal	30					
	d. construction			1320			
8	US 278-B (Shelter Cove / Chaplin to Mathews North) (up to 1/2 Traffic Impact Fees, Hosp Tax)						
	a. design	120					
	b. r/w acquisition						
	c. legal		30				
	d. construction			1170			
9	US 278-B (Gardner Drive to Jarvis Park / Honey Horn) (up to 1/2 Traffic Impact Fees, Hosp Tax)						
	a. design		100				
	b. r/w acquisition		TBD				
	c. legal		20				
	d. construction				930		
10	US 278 (GUM TREE ROAD TO SQUIRE POPE ROAD) (Sidewalk installed with Cross Island Parkway) (1/2 Traffic Impact Fees and Hosp Tax)						
	a. design		55				
	b. legal			10			
	c. construction				550		
11	US 278-B (Jarvis Park / Honey Horn to Graves Bridge) (up to 1/2 Traffic Impact Fees, Hosp Tax)						
	a. design		170				
	b. r/w acquisition						
	c. legal		50				
	d. construction				1690		
12	SINGLETON BEACH ROAD (Segment installed from US 278 to Chaplin Community Park) (1/2 Traffic Impact Fees and Hosp Tax/Beach Fee?)						
	a. design			30			
	b. r/w acquisition			TBD			
	c. legal			10			
	d. construction					300	
13	US 278 (Squire Pope Road to near Welcome Center) (Sidewalks exist on both sides of US 278 east of the Welcome Center) (1/2 Traffic Impact Fees and Hosp Tax)						
	a. design			60			
	b. legal			20			
	c. environmental			30			
	d. construction					600	
14	JONESVILLE ROAD (1/2 Traffic Impact Fees and Property Tax)						
	a. design				80		
	b. legal				20		
	c. construction						760
15	US 278 (Stoney Area from the ends of existing sidewalks to Jenkins Island) (1/2 Traffic Impact Fees and Hosp Tax)						
	a. design				30		
	b. r/w acquisition				TBD		
	c. legal				10		
	d. construction						300
16	US 278 (JENKINS ISLAND TO BRIDGE) (1/2 Traffic Impact Fees and Hosp Tax)						
	a. design					40	
	b. legal					20	
	c. environmental					30	
	d. construction						400

CAPITAL IMPROVEMENTS PROGRAM
 FISCAL YEARS 2013- 2022
 CIP FY 13
 (Post-workshop)

PROJECT	FY	FY	FY	FY	FY	FY
	2013	2014	2015	2016	2017	2018-2022
TOTAL ROADWAY IMPROVEMENTS	1,745	1,430	2,850	3,520	1,120	2,160

CAPITAL IMPROVEMENTS PROGRAM
FISCAL YEARS 2013- 2022
CIP FY 13
(Post-workshop)

PROJECT	FY	FY	FY	FY	FY	FY
	2013	2014	2015	2016	2017	2018-2022
ROADWAY IMPROVEMENTS						
MAINLAND TRANSPORTATION IMPROVEMENT PROJECTS (Hosp Tax: Not to exceed \$2.5 million for Council approved projects)	202					
ROADWAY SAFETY IMPROVEMENTS						
a. US 278 Median Turn Lane at Yacht Cove Drive (Traffic Impact Fees)	50					
b. US 278 / Jenkins Rd Right Turn Lane (Traffic Impact Fees)	50					
1 LEAMINGTON/FRESH MARKET SHOPPES/US 278 B (Hosp Tax or Bond?)						
a. concept, survey and design	obligated					
b. r/w acquisition	TBD					
c. legal	obligated					
d. environmental	obligated					
e. project management	obligated					
f. construction	1,125					
2 US 278 GATEWAY IMPROVEMENTS AT WINDMILL HARBOUR						
a. concept, survey and design	FY12					
b. r/w acquisition		25				
c. legal		25				
d. environmental		250	250			
e. project management			150			
f. construction				2000		
3 DIRECTIONAL / NEIGHBORHOOD SIGNAGE including street signs	100	50	50	50	50	TBD
4 F&R EMERGENCY ACCESS POINTS (Hospitality Tax)						
a. Palmetto Dunes at Swing About	100					
b. TBD		100				
c. Gate Controllers	10					
5 HONEY HORN ACCESS IMPROVEMENTS		TBD				
6 TRAFFIC SIGNAL MAST ARMS (TIF Funded in District)						
a. Leamington/Fresh Market Shoppes/US 278 (Hosp Tax Bond) (Tie to Intersection Improvement)	125					
b. Pembroke Drive / US 278 Replacement	100					
c. Gum Tree Road / US 278 Replacement			150			
d. Spanish Wells / US 278 Replacement (TIF)			150			
7 PRIVATE (DIRT) ROADS ACQUISITION	25	TBD	TBD	TBD	TBD	TBD
8 STONEY SECONDARY ROAD (SOUTH) (Spanish Wells spur to Kirby Lane)						
a. concept, survey and design	obligated					
b. r/w acquisition	TBD					
c. legal	FY12					
d. environmental	FY12					
e. driveway improvements at Adrianna Lane	obligated					
f. construction		600				
9 LEMOYNE ROAD RECONSTRUCTION AND EXTENSION (Traffic Impact Fees)						
a. design	50					
b. legal	25					
c. construction		800				
10 SUMMIT DRIVE REALIGNMENT AND REFURBISHMENT (Hosp Tax \$165k and County/FAA Contribution \$165k) \$50k obligated in FY09 - survey/design		400				
TOTAL ROADWAY IMPROVEMENTS	1,962	2,550	450	2,050	50	0
C PARK DEVELOPMENT						
1 PARKS UPGRADES						
a. Island Recreation Association Park and Equipment Upgrades / Replacements	173	TBD	200	TBD	200	1,000
b. Chaplin Park - Tennis Complex Improvements	235					
c. Chaplin Park - 4 picnic shelters at existing fields	50					
d. Crossings Park - Rowley Field Complex Improvements	50					
e. Jarvis Creek Park - Picnic Shelter and grills		75				
f. Green's Shell Park - Basketball Court Renovations		20				
g. Chaplin Park - Raquetball Court		30				
h. Chaplin Park - 4 Picnic Shelters		50				
i. Chaplin Park - Basketball Court		15				
2 RECREATION CENTER ENHANCEMENTS						
a. Feasibility Study / Preparation of a Business Plan	obligated					
b. Masterplan	obligated					
c. design	obligated					
c. Construction - Phase I	200	TBD	TBD			
3 ROWING & SAILING CENTER (TIF)						
a. design	obligated					
b. construction	700					
4 CHAPLIN LINEAR PARK with BOARDWALK (Connects to Shelter Cove Park)						
a. design	200					
b. construction			2,310			
5 SENIORS' CENTER - pending direction from Town Council	TBD					
6 YACHT COVE COMMUNITY PARK (Parks Impact Fees)						
a. design (in-house)	FY12					
b. construction			1,000			
7 COLLIER BEACH PARK (Beach Fee)	400					

CAPITAL IMPROVEMENTS PROGRAM
FISCAL YEARS 2013- 2022
CIP FY 13
(Post-workshop)

PROJECT	FY	FY	FY	FY	FY	FY
	2013	2014	2015	2016	2017	2018-2022
8 CHAPLIN COMMUNITY PARK BOARDWALK to COLLIER BEACH PARK (Beach Fee?)		400				
9 FORD SHELL RING PARK (Hosp. Tax, Parks Impact Fees?)						
a. design		25				
b. construction				500		
TOTAL PARK DEVELOPMENT	2,008	625	3,510	700	200	1,000
D EXISTING FACILITIES & INFRASTRUCTURE						
1 REHABILITATION & RENOVATION of EXISTING CAPITAL ASSETS (FY Taxes)	251	251	251	251	251	1,255
2 CLEAN UP, SAFETY & DEMOLITION ON TOWN PROPERTY & UNSAFE STRUCTURES ORDINANCE DEMOLITION (Lease Account & FY Taxes)	291	291	291	291	291	1,455
3 APPARATUS & VEHICLES REPLACEMENT/REFURBISHMENT (FY Taxes, Hosp Tax, Beach Fee & PECEI Franchise Fee)						
a. F&R Apparatus & Vehicles (Hosp Tax)	150	189	1,138	265	320	8,725
b. Town Vehicles (Ad Valorem Taxes, Beach Fee, PECEI Franchise Fee)	75	75	79	180	139	620
c. Island Rec Assn Utility Vehicle (FY Taxes)		26				TBD
4 FIRE STATION # 2 REPLACEMENT (Sea Pines) (Hospitality Tax)						
a. design	275					
b. construction		2,500				
5 FACILITIES SURVEILLANCE CAMERAS (Hospitality Tax)	50					
6 TOWN HALL OFFICE SPACE RECONFIGURATION (Hospitality Tax)	150					
TOTAL EXISTING FACILITIES & INFRASTRUCTURE	1,242	3,332	1,759	987	1,001	12,055
E NEW FACILITIES & INFRASTRUCTURE						
1 SEWER SERVICES PROJECTS (Some Timing: TBD) (TIF Funding in District, SWU Fee ?)						
a. Jarvis Creek Park (SWU Fee?)	40					
b. Islanders Beach Park (Beach Fee ?)	40					
c. Aranda Tract (coordinate with park project) (TIF)		15				
d. Indigo Run Hotel Site (coordinate with Park project)			40			
e. Jenkins Island (coordinate with Park project)				40		
2 DISPATCH CENTER EQUIPMENT UPGRADE (Hospitality Tax)	5	20	5	5	22	65
3 Fire/ Medical Systems and Equipment Replacement						
a. AED Biobasic	25					
b. AED Administrative Vehicles Addition - 14 units	45					
c. SCBA Compressor Replacement		40				45
d. SCBA Replacement		365				400
e. Life Pack 12 Replacement				360	300	
f. Thermal Infrared Camera Replacement						250
g. Rescue Tools Replacement						80
4 PUBLIC SAFETY SYSTEMS EQUIPMENT UPGRADE	210	135	50	90	100	277
5 MOBILE COMPUTING AVL UPGRADE	90				60	60
6 F&R COMPUTER SYSTEMS (Hospitality Tax) - CAD Updates		25		28		65
7 COLIGNY / POPE AVE INITIATIVE AREA IMPROVEMENTS with COMMUNITY PARK unedited from FY12						
a. design	250					
b. land acquisition	TBD					
c. Nassau Street Extension		500				
d. Lagoon Road Improvements	145		825			
e. Intersection Improvements - Pope Ave. / Cordillo Pkwy	100					
f. Crosswalks / Refuges - Pope Ave. / Woodhaven, Cordillo, Lagoon		150				
c. Construction				4,305		
8 PUBLIC SAFETY WAN/VPN			215			
9 LAW ENFORCEMENT CENTER (Hospitality Tax & County Funding?) (Pending Council's Decision)						
a. design						500
b. construction						5,000
TOTAL NEW FACILITIES & INFRASTRUCTURE	950	1,250	5,440	523	482	6,742
F BEACH MAINTENANCE						
1 BEACH MANAGEMENT & MONITORING (Beach Fee)	500	500	500	500	500	2,500
2 BEACH PARKS / ACCESS REHABILITATION (Beach Fee)	100	100	100	100	100	500
3 DUNES REFURBISHMENT MAINTENANCE (Beach Fee)	25	25	25	25	25	125
4 BEACH RENOURISHMENT (Beach Fee)				17,000		
TOTAL BEACH MAINTENANCE	625	625	625	17,625	625	3,125
A PATHWAYS	1,745	1,430	2,850	3,520	1,120	2160
B ROADWAY IMPROVEMENTS	1,962	2,550	450	2,050	50	0
C PARK DEVELOPMENT	2,008	625	3,510	700	200	1,000
D EXISTING FACILITIES & INFRASTRUCTURE	1,242	3,332	1,759	987	1,001	12,055
E NEW FACILITIES & INFRASTRUCTURE	950	1,250	5,440	523	482	6,742
F BEACH MAINTENANCE	625	625	625	17,625	625	3,125
TOTALS (THOUSAND OF DOLLARS)	8,532	9,812	14,634	25,405	3,478	25,082

CAPITAL IMPROVEMENTS PROGRAM
 FISCAL YEARS 2013- 2022
 CIP FY 13
 (Post-workshop)

PROJECT	FY	FY	FY	FY	FY	FY
	2013	2014	2015	2016	2017	2018-2022
0900 March 26, 2012						

PLANNING COMMISSION PROJECT UPDATE
1st Quarter 2012

Previously Reviewed Applications or Documents:

<i>Land Management Ordinance Amendments:</i>	<i>Status:</i>
LMO Rewrite Committee	<ul style="list-style-type: none"> • Consultant, Clarion Associates, was hired in January 2012 to rewrite the LMO. • The consultant has completed Tasks 1 and 2 – an assessment of the current LMO and is starting to work on the first draft of the new LMO.
<p>LMO Sign Amendments - The Town of Hilton Head Island is proposing to revise and amend Chapter 3, Article IX and Chapter 5, Article XIII of the Land Management Ordinance (LMO). The proposed amendments will move the following sections from Chapter 3, Article IX, Sign Permits, into Chapter 5, Article XIII: Section 16-3-901, Applicability; Section 16-3-902, Signs Exempt from Permit; Section 16-3-903, Sign Alterations Exempt from Permit; and Section 16-3-904, Submission Requirements. The proposed amendments will revise the language in each affected section. The proposed amendments will 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. The proposed amendments may affect your rights as an owner of land.</p>	<ul style="list-style-type: none"> • PC public hearing: April 10, 2012 • P&DS: April 25, 2012 • TC 1st reading: • TC 2nd reading:

<i>Zoning Map Amendments:</i>	<i>Status:</i>
<p><u>ZMA110007:</u> A request from Mr. Joe Ryan, on behalf of several property owners, proposing to amend the Official Zoning Map by changing the zoning designation of five properties located at 840, 852, and 862 William Hilton Parkway, and 1 and 2 Regency Parkway, from the OL (Office Institutional Low Intensity) Zoning District to the CC (Commercial Center) Zoning District. The properties are further identified on Beaufort County Tax Map 11, Parcels 132A, 77, 153, 155A and 154.</p>	<ul style="list-style-type: none"> • PC public hearing: April 10, 2012 • P&DS: April 25, 2012 • TC 1st reading: • TC 2nd reading:

PLANNING COMMISSION PROJECT UPDATE

1st Quarter 2012

<p>ZMA120002- The Town of Hilton Head Island has applied to amend the Official Zoning Map by amending the Palmetto Dunes Resort Master Plan to change the land uses permitted on three parcels, located near the corner of William Hilton Parkway and Queens Folly Road. A portion of one property is currently zoned OL, Office/Institutional, and will be incorporated into the PD-1 as part of the Palmetto Dunes Resort Master Plan. The remainder of properties are currently zoned PD-1 within the Palmetto Dunes Resort Master Plan and assigned land uses of “HHI Fire Station”, “PDR Maintenance” and “Outdoor Entertainment/Recreation.” These designations will be changed to “Office”, “Office/Maintenance” and “Government Facilities/Parks and Open Areas” with associated density. The properties are identified as parcels 19 and 347A on Beaufort County Tax Map 12 and parcel 2 on Beaufort County Tax Map 15.</p>	<ul style="list-style-type: none"> • PC public hearing: March 7, 2012 • P&DS: March 28, 2012 • TC 1st reading: • TC 2nd reading:
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<i>Public Project Review:</i>	<i>Status</i>
<p>PPR120001 – Application for Public Project Review from the Town of Hilton Head Island for intersection improvements, to include pathway modifications, drainage and access improvements, and landscaping, to the Arrow Road and Target Road intersection to increase efficiency and safety.</p>	<ul style="list-style-type: none"> • This application was heard at the March 21st Planning Commission meeting. • The Commission voted unanimously that the application was compatible with the Town’s Comprehensive Plan with regard to location, character, and extent.

<i>Street Names:</i>	<i>Status:</i>
None	

<i>Appeals:</i>	<i>Status:</i>
<p>APL100006: Request for Appeal from Chester C. Williams on behalf of Ephesian Ventures, LLC. The Community Development Department issued a notice of action, approving the construction of a tabby walkway and brick areas at Edgewater on Broad Creek. The appellant contends that the Community Development Department erred in its decision to issue a notice of action and is requesting that the notice of action be declared void.</p>	<p>This item was postponed to a future date to be determined after a decision is made by the Circuit Court.</p>

PLANNING COMMISSION PROJECT UPDATE

1st Quarter 2012

Issues for the Town:

Southern Beaufort County Regional Plan	Implementation Committee will meet on an as-needed basis.
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Ongoing Capital Improvement Projects:

Pathways	Status
William Hilton Parkway from Gardner Drive to Mathews Drive	<ul style="list-style-type: none"> • Expedited Development Plan Review approved. • Under Construction. • Target Completion June 2012.
Dunnagans Alley Pathway	<ul style="list-style-type: none"> • Expedited Development Plan Review approved. • Anticipated start of construction April 2012.
Gardner Drive	<ul style="list-style-type: none"> • In-house design underway. • Construction anticipated for 2013
Pembroke Drive	<ul style="list-style-type: none"> • In-house design underway. • Construction anticipated for 2013
Leg O’Mutton Road	<ul style="list-style-type: none"> • In-house design underway. • Construction anticipated for 2012.
William Hilton Parkway from Fresh Market Shoppes to Long Cove	<ul style="list-style-type: none"> • In-house design complete. • Expedited Development Plan Review is under review. • Anticipated start of construction Fall of 2012.

Drainage Improvements	
None	NA

Roadway Improvements	
US 278 Frontage Road on Jenkins Island	<ul style="list-style-type: none"> • Project has been turned over to SCDOT and placed within their STIP (State Transportation Improvement Program)
Festival Centre Median Closure	<ul style="list-style-type: none"> • Submitting for Expedited Development Plan Review. • Easement acquisition under negotiation. • Anticipated start of construction Spring 2012.
Mathews/Marshland Roundabout	<ul style="list-style-type: none"> • Design services contract complete and design underway. • Anticipated start of construction Fall/Winter 2012.
Mathews Drive Connectivity	<ul style="list-style-type: none"> • Design underway. • Proposed for construction Fall of 2012.

PLANNING COMMISSION PROJECT UPDATE
1st Quarter 2012

Dunnagans Alley Roundabout	Project Complete
Port Royal Miller Pond Dredging	<ul style="list-style-type: none"> • Under Construction. • Target completion April 2012.
Summit Drive Realignment	Waiting for funding from County.
Honey Horn Access Improvements	Final project scope to be determined pending discussion between Town and Museum.
New Orleans Turn Lane/Long Cove Pathway inc. crosswalks on US 278 at New Orleans, Shipyard, & Wexford	<ul style="list-style-type: none"> • Expedited Development Plan Review approved. • Anticipated start of construction May 2012.
Ground Mounted Street Name Sign Installations / Replacements	<ul style="list-style-type: none"> • Phase IV scope identified and will contain approximately 60 signs. • Phase three is complete. • Total of 185 signs installed to date (half of the Town sign inventory).
Mast Arms at Dillon Road & Coggins Point Road	Project Complete.
Mast Arms at Palmetto Dunes/Shelter Cove & Mall Boulevard	<ul style="list-style-type: none"> • Design underway. • Anticipated start of construction September 2012.
Arrow/Target Intersection Improvements	<ul style="list-style-type: none"> • Submitting for Expedited Development Plan Review. • Anticipated start of construction Fall/Winter 2012.
Main Street Turn Lane	<ul style="list-style-type: none"> • Submitting for Expedited Development Plan Review pending SCDHEC OCRM permit. • Anticipated start of construction Spring 2012.
Leamington/Fresh Market Shoppes Intersection Improvements	<ul style="list-style-type: none"> • Design services contract under negotiation. • Anticipated start of construction Winter 2013.
US 278 Pedestrian crosswalks at Regency, Chamber, and Yacht Cove Drives	<ul style="list-style-type: none"> • Design services contract under negotiation. • Anticipated start of construction Winter 2013.

Park Development	
Bristol Sports Complex	Project Complete
Rowing & Sailing Center	<ul style="list-style-type: none"> • Public meetings held on concept plan. • RFQ for design services in April 2012. • Anticipated start of construction Spring 2013.

PLANNING COMMISSION PROJECT UPDATE

1st Quarter 2012

Existing Facilities and Infrastructure	
Fire Station #1	Project Complete
Fire Station #6	<ul style="list-style-type: none"> • Finalizing rezoning, survey, easements, and agreement for land swap. • Anticipated start of construction February 2013.

Power Line Burials	
15 year project due to be completed in 2019	Not CIP funded but included for update. Funded by 3% franchise fee from Pal. Electric
<ul style="list-style-type: none"> • Marshland Road • Spanish Wells Road feeder • Sea Pines – last phase from CSA office to front gate • US 278 – Four Seasons to Palmetto Dunes entrance • Muddy Creek/Bryan Road • Barnwell Property/Mobile Home Park • Beach City Road Feeder • US 278 – from Wendy’s to Folly Field Rd. • Squire Pope Road • Gumtree & Wild Horse Road • Palmetto Bay Road/Dancar bldg. 	<ul style="list-style-type: none"> • 70% Complete • 25% Complete (Jarvis Creek section postponed for new bridge) • 100% Complete • 30% Complete • 15% Complete • 90% Complete • 100% Complete • 100% Complete • 40% Complete • 80% Complete • 40% Complete

New Facilities and Infrastructure	
Emergency Access Gates	<ul style="list-style-type: none"> • Palmetto Hall and Port Royal gates complete. • Expedited Development Plan Review approved for Wexford gate. • Anticipated start of construction Summer 2012.
Dispatch/F&R Computer Systems Upgrades	Ongoing.

Beach Maintenance	
Dune Refurbishment	Ongoing.
Port Royal Beach Renourishment	<ul style="list-style-type: none"> • Beach fill portion of project complete. • Groin construction ongoing. • Target Completion April 15, 2012.