



# The Town of Hilton Head Island Regular Town Council Meeting

Tuesday, June 5, 2012

4:00 P.M.

## **REVISED AGENDA**

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**As a Courtesy to Others Please Turn Off All Cell Phones and Pagers During  
the Town Council Meeting**

- 1) Call to Order**
- 2) Pledge to the Flag**
- 3) Invocation**
- 4) FOIA 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) Proclamations and Commendations**
  - a. Hilton Head Island High School Girls Tennis Team – AAA State Champion
  - b. Hilton Head Island High School Girls Swimming Team – AAA State Champion
  - c. Josephine Cuda – Swimming – AAA State Champion in 200 Freestyle
  - d. Camille Felix – Swimming – AAA State Champion in 500 Freestyle
  - e. Hilton Head Island High School Boys Cross Country Team – AAA State Champion
  - f. Jack Manesiotis – AAA State Cross Country Champion
  - g. Hilton Head Island High School Girls Soccer Team – AAA State Champion
  - h. Alex Couch, Jack Manesiotis, Robert Iulo, and Colton Hennessey – Track - 4X800 Relay State Champions
- 6) Approval of Minutes**
  - a. Town Council Budget Workshop – May 8, 2012
  - b. Town Council Meeting – May 15, 2012
  - c. Town Council Budget Workshop – May 16, 2012
- 7) Report of the Town Manager**
  - a. Town Manager's Items of Interest
  - b. May, 2012 Policy Agenda, Management Targets and CIP Updates
  - c. FY 2012 Financial Statements through April 30, 2012

**8) Reports from Members of Council**

- a. General Reports from Council
- b. Report of the Intergovernmental Relations Committee – George Williams, Chairman
- c. Report of the Personnel Committee – Lee Edwards, Chairman
- d. Report of the Planning & Development Standards Committee –Bill Ferguson, Chairman
- e. Report of the Public Facilities Committee – Kim Likins, Chairman
- f. Report of the Public Safety Committee – Bill Harkins, Chairman
- g. Report of the LMO Rewrite Committee – Kim Likins, Ex-Officio Member
- h. Report of the Economic Development Committee – Bill Harkins, Town Council Liaison

**9) Appearance by Citizens**

**10) Unfinished Business**

**a. Second Reading of Proposed Ordinance 2012-11**

Second Reading of Proposed Ordinance 2012-11 to amend Title 16 of the *Municipal Code of the Town of Hilton Head Island, South Carolina*, the Land Management Ordinance, Chapter 3, to move Sections 16-3-901, 16-3-902 and 16-3-903 to Chapter 5, Article XIII and to revise all of the language in Chapter 5, Article XIII. These amendments commonly referred to as the *LMO Sign Amendments* as noticed in the Island Packet on March 11, 2012, include changes that provide for revisions of all the language in Chapter 5, Article XIII; and providing for severability and an effective date.

**b. Second Reading of Proposed Ordinance 2012-12**

Second Reading of Proposed Ordinance 2012-12 to amend Title 16, "the Land Management Ordinance," of the *Municipal Code of the Town of Hilton Head Island, South Carolina*, by amending Section 16-4-102, the Official Zoning Map with respect to that certain parcel identified as Parcel 16A on Beaufort County Tax Map 12, from OL (Office/Institutional Low Intensity) to the PD-1 (Planned Development Mixed Use - Palmetto Dunes Resort Master Plan) Zoning District; and providing for severability and an effective date.

**11) New Business**

None

**12) Executive Session**

- a. Land Acquisition

**13) Adjournment**

# Commendation

## *A Commendation of the Town of Hilton Head Island Congratulating*

### **All Members of the Hilton Head Island High School “Lady Seahawks” Tennis Team on Capturing the Class 3-A State Championship**

*WHEREAS, Hilton Head Island High School “Lady Seahawks” Tennis Team defeated Nation Ford by a score of 5-1 in a thrilling victory to win their fifth consecutive Class 3-A State Championship on November 5, 2011; and*

*WHEREAS, the tile caps off a stellar record of 14 wins with only 2 losses for the Hilton Head Island High School “Lady Seahawks” for the season; and*

*WHEREAS, Head Coach Jennifer Weitekamper has continued the tradition of excellent coaching that is the hallmark of the Hilton Head Island High School tennis program; and*

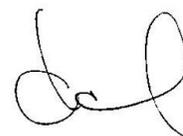
*WHEREAS, the countless hours of practice, hard work, and sacrifice reflect the team’s determination to be the best they could be; and*

*WHEREAS, the Hilton Head Island Town Council recognizes and congratulates each team member: Brooke Busby, Katherine Cram, Logan Danzell, Sabrina Drammis, Megan Farrell, Krista Ray, Shannon Short, and Emma Stanton for the conclusion of a truly memorable season; and*

*WHEREAS, the “Lady Seahawks” have made themselves, their school, their families, and the Hilton Head Island community proud.*

***NOW, THEREFORE, I, Drew A. Laughlin, Mayor, of the Town of Hilton Head Island, South Carolina, on behalf of the Town Council, do hereby commend and congratulate Hilton Head Island High School “Lady Seahawks” Tennis Team and Head Coach, Jennifer Weitekamper on capturing the Class 3-A State Championship.***

***IN TESTIMONY WHEREOF, I have hereunto set my hand and caused this seal of the Town of Hilton Head Island to be affixed this fifth day of June in the year of our Lord, two thousand and twelve.***



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Drew A. Laughlin, Mayor

# Commendation

*A Commendation of the Town of Hilton Head Island  
Congratulating*

**All Members of the Hilton Head Island High School “Lady  
Seahawks” Swimming Team on Capturing the Class 3-A State  
Championship**

*WHEREAS, Hilton Head Island High School “Lady Seahawks” Swimming Team won their second consecutive Class 3-A State Championship on October 8, 2011; and*

*WHEREAS, Head Coach Mike Lane has continued the tradition of excellent coaching that is the hallmark of the Hilton Head Island High School swimming program; and*

*WHEREAS, the countless hours of practice, hard work, and sacrifice reflect the team’s determination to be the best they could be; and*

*WHEREAS, the Hilton Head Island Town Council recognizes and congratulates each team member: Mary Bolgan, Isabella Brockman, Josephine Cuda, Camille Felix, Elizabeth Felix, Madison Field, Victoria Gill, Lily Kerr, Karah Kurtz, Cassandra Ley, Rachel Magnin, Abigail Marlin, Emma McGoldrick, Kristin Nygaard, Reed Catherine Penale, Sarah Reamy, Makenna Reeder, Amelia Rzeczycki, Allison Snell, Ellen Vanagel, Caroline Vaniska, Kirsten Wartko, and Mia Wilson for the conclusion of a truly memorable season; and*

*WHEREAS, the “Lady Seahawks” have made themselves, their school, their families, and the Hilton Head Island community proud.*

***NOW, THEREFORE, I, Drew A. Laughlin, Mayor, of the Town of Hilton Head Island, South Carolina, on behalf of the Town Council, do hereby commend and congratulate Hilton Head Island High School “Lady Seahawks” Swim Team and Head Coach, Mike Lane on capturing the Class 3-A State Championship.***

*IN TESTIMONY WHEREOF, I have hereunto set my hand and caused this seal of the Town of Hilton Head Island to be affixed **this fifth day of June** in the year of our Lord, two thousand and twelve.*



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Drew A. Laughlin, Mayor

# Commendation

*A Commendation of the Town of Hilton Head Island  
Congratulating  
Josephine Cuda of the Hilton Head Island High School “Lady  
Seahawks” Swimming Team on Capturing the Class 3-A State  
Championship in the 200-Yard Freestyle*

*WHEREAS, the Class 3-A State Championship Swim Meet was held on October 8, 2011 at the USC Natatorium in Columbia, SC; and*

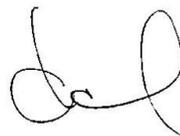
*WHEREAS, Hilton Head Island High School Swimmer Josephine Cuda edged out all of her competitors to capture the Class 3-A State Championship in the 200-yard freestyle swimming competition; and*

*WHEREAS, the Hilton Head Island Town Council recognizes and congratulates Josephine Cuda for her hard work, dedication, and determination resulting in a thrilling victory and the conclusion of a memorable season; and*

*WHEREAS, Josephine Cuda has made herself, her school, her family, and the Hilton Head Island community proud.*

*NOW, THEREFORE, I, Drew A. Laughlin, Mayor, of the Town of Hilton Head Island, South Carolina, on behalf of the Town Council, do hereby commend and congratulate Hilton Head Island High School Swimmer Josephine Cuda on capturing the Class 3-A State Championship in the 200-yard freestyle swimming competition.*

*IN TESTIMONY WHEREOF, I have hereunto set my hand and caused this seal of the Town of Hilton Head Island to be affixed **this fifth day of June** in the year of our Lord, two thousand and twelve.*



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Drew A. Laughlin, Mayor

# Commendation

*A Commendation of the Town of Hilton Head Island  
Congratulating  
Camille Felix of the Hilton Head Island High School “Lady  
Seahawks” Swimming Team on Capturing the Class 3-A State  
Championship in the 500-Yard Freestyle*

*WHEREAS, the Class 3-A State Championship Swim Meet was held on October 8, 2011 at the USC Natatorium in Columbia, SC; and*

*WHEREAS, Hilton Head Island High School Swimmer Camille Felix edged out all of her competitors to capture the Class 3-A State Championship in the 500-yard freestyle swimming competition; and*

*WHEREAS, the Hilton Head Island Town Council recognizes and congratulates Camille Felix for her hard work, dedication, and determination resulting in a thrilling victory and the conclusion of a memorable season; and*

*WHEREAS, Camille Felix has made herself, her school, her family, and the Hilton Head Island community proud.*

*NOW, THEREFORE, I, Drew A. Laughlin, Mayor, of the Town of Hilton Head Island, South Carolina, on behalf of the Town Council, do hereby commend and congratulate Hilton Head Island High School Swimmer Camille Felix on capturing the Class 3-A State Championship in the 500-yard freestyle swimming competition.*

*IN TESTIMONY WHEREOF, I have hereunto set my hand and caused this seal of the Town of Hilton Head Island to be affixed **this fifth day of June** in the year of our Lord, two thousand and twelve.*



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Drew A. Laughlin, Mayor

# Commendation

*A Commendation of the Town of Hilton Head Island  
Congratulating*

*All Members of the Hilton Head Island High School Boys Cross  
Country Team on Capturing the Class 3-A State Championship*

*WHEREAS, the Hilton Head Island High School "Seahawks" Boys Cross Country Team won their third consecutive Class 3-A State Championship on November 5, 2011 in Columbia, SC; and*

*WHEREAS, the "Seahawks" Boys Cross Country Team beat Wade Hampton of Greenville by six points for a thrilling victory; and*

*WHEREAS, Head Coach Bill Wrightson and Assistant Coach Max Mayo have continued the tradition of excellent coaching that is the hallmark of the Hilton Head Island High School cross country program; and*

*WHEREAS, the countless hours of practice, hard work, and sacrifice reflect the team's determination to be the best they could be; and*

*WHEREAS, the Hilton Head Island Town Council recognizes and congratulates each team member: Jack Beattie, Sam Beattie, Chandler Bolthouse, Jason Busby, Alex Couch, Brooks Davis, Austin Edwards, Kris Geiger, Colton Hennessey, Nicholas Hoffman, Michael Maddaloni, Jack Manesiotis, Austin McLoud, Sean McMahan, Noa Pagatpatan, Chase Sanders, and Weston Sanders for the conclusion of a truly memorable season; and*

*WHEREAS, the "Seahawks" Boys Cross Country Team have made themselves, their school, their families, and the Hilton Head Island community proud.*

*NOW, THEREFORE, I, Drew A. Laughlin, Mayor, of the Town of Hilton Head Island, South Carolina, on behalf of the Town Council, do hereby commend and congratulate Hilton Head Island High School "Seahawks" Boys Cross Country Team and Head Coach, Bill Wrightson and Assistant Coach Max Mayo on capturing the Class 3-A State Championship.*

*IN TESTIMONY WHEREOF, I have hereunto set my hand and caused this seal of the Town of Hilton Head Island to be affixed **this fifth day of June** in the year of our Lord, two thousand and twelve.*



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Drew A. Laughlin, Mayor

# Commendation

*A Commendation of the Town of Hilton Head Island  
Congratulating  
Jack Manesiotis of the Hilton Head Island High School Boys Cross  
Country Team on Capturing the Class 3-A Individual State  
Championship*

*WHEREAS, the Class 3-A State Cross Country Championship was held on November 5, 2011 at the Sandhills Research Center in Columbia, SC; and*

*WHEREAS, Hilton Head Island High School Junior Jack Manesiotis posted a time of 15 minutes, 36 seconds (43 seconds ahead of his closest competitor) to win the Class 3-A Individual State Cross Country Championship; and*

*WHEREAS, the Hilton Head Island Town Council recognizes and congratulates Jack Manesiotis for his hard work, dedication, and determination resulting in a thrilling victory and the conclusion of a memorable season; and*

*WHEREAS, Jack Manesiotis has made himself, his school, his family, and the Hilton Head Island community proud.*

*NOW, THEREFORE, I, Drew A. Laughlin, Mayor, of the Town of Hilton Head Island, South Carolina, on behalf of the Town Council, do hereby commend and congratulate Hilton Head Island High School Junior Jack Manesiotis on capturing the Class 3-A Individual State Championship.*

*IN TESTIMONY WHEREOF, I have hereunto set my hand and caused this seal of the Town of Hilton Head Island to be affixed **this fifth day of June** in the year of our Lord, two thousand and twelve.*



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Drew A. Laughlin, Mayor

# Commendation

*A Commendation of the Town of Hilton Head Island  
Congratulating  
All Members of the Hilton Head Island High School “Lady  
Seahawks” Soccer Team on Capturing the Class 3-A State  
Championship*

*WHEREAS, Hilton Head Island High School “Lady Seahawks” Soccer Team defeated the Eastside Eagles by a score of 1-0 in a thrilling victory to win their second consecutive Class 3-A State Championship on May 18, 2012; and*

*WHEREAS, the tile caps off a stellar record of 25 wins with only 2 losses for the Hilton Head Island High School “Lady Seahawks” for the 2012 season; and*

*WHEREAS, Head Coach Ernie Suozzi and Assistant Coach Ray Craver have continued the tradition of excellent coaching that is the hallmark of the Hilton Head Island High School soccer program; and*

*WHEREAS, the countless hours of practice, hard work, and sacrifice reflect the team’s determination to be the best they could be; and*

*WHEREAS, the Hilton Head Island Town Council recognizes and congratulates each team member: Chynna Bachmann, Jessica Bonilla, Lauryn Bush, Taylor Bush, Emily Crick, Logan Danzell, Megan Farrell, Amanda Kelsey Fitzhugh, Amanda Green, Ashley Green, Jordan Houghton, Rebecca Johnston, Victoria Johnston, Carter Julseth, Faith Lifer, Natalie Mlodzinski, Bridgette Noonan, Nicolette Schoning, Alexandra Vinson, and Elizabeth Wipper for the conclusion of a truly memorable season; and*

*WHEREAS, the “Lady Seahawks” have made themselves, their school, their families, and the Hilton Head Island community proud.*

*NOW, THEREFORE, I, Drew A. Laughlin, Mayor, of the Town of Hilton Head Island, South Carolina, on behalf of the Town Council, do hereby commend and congratulate Hilton Head Island High School “Lady Seahawks” Soccer Team and Head Coach, Ernie Suozzi, and Assistant Coach, Ray Craver, on capturing the 2012 Class 3-A State Championship.*

*IN TESTIMONY WHEREOF, I have hereunto set my hand and caused this seal of the Town of Hilton Head Island to be affixed **this fifth day of June** in the year of our Lord, two thousand and twelve.*



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Drew A. Laughlin, Mayor

# Commendation

*A Commendation of the Town of Hilton Head Island  
Congratulating*

*All Members of the Hilton Head Island High School 4x800 Meter  
Boys Relay Team on Capturing the Class 3-A State Championship*

*WHEREAS, the Hilton Head Island High School “Seahawks” 4x800 Meter Boys Relay Team won their sixth consecutive Class 3-A State Championship on May 11, 2012 during the S.C. Track and Field State Championships at Spring Valley High School in Columbia; and*

*WHEREAS, the “Seahawks” 4x800 Meter Boys Relay Team won in a neck and neck race with a winning time of 8 minutes, 9 seconds and edged out Chapin by .19 seconds for a thrilling victory; and*

*WHEREAS, Head Coach Blake Bishop and his coaching staff have continued the tradition of excellent coaching that is the hallmark of the Hilton Head Island High School track and field program; and*

*WHEREAS, the countless hours of practice, hard work, and sacrifice reflect the team’s determination to be the best they could be; and*

*WHEREAS, the Hilton Head Island Town Council recognizes and congratulates each runner: Alex Couch, Colton Hennessey, Robert Iulo, and Jack Manesiotis for the conclusion of a truly memorable season; and*

*WHEREAS, the “Seahawks” 4x800 Meter Boys Relay Team have made themselves, their school, their families, and the Hilton Head Island community proud.*

*NOW, THEREFORE, I, Drew A. Laughlin, Mayor, of the Town of Hilton Head Island, South Carolina, on behalf of the Town Council, do hereby commend and congratulate Hilton Head Island High School “Seahawks” 4x800 Meter Boys Relay Team and Head Coach, Blake Bishop, on capturing the 2012 Class 3-A S.C. Track and Field State Championship.*

*IN TESTIMONY WHEREOF, I have hereunto set my hand and caused this seal of the Town of Hilton Head Island to be affixed **this fifth day of June** in the year of our Lord, two thousand and twelve.*



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Drew A. Laughlin, Mayor

**THE TOWN OF HILTON HEAD ISLAND**  
**TOWN COUNCIL BUDGET WORKSHOP**

**Date:** Tuesday, May 8, 2012

**Time:** 3:00 P.M.

**Present from Town Council:** Drew A. Laughlin, *Mayor*; Ken Heitzke, *Mayor Pro-Tem*; George Williams, Lee Edwards, Bill Ferguson, Bill Harkins, Kim Likins, *Council Members*.

**Absent from Town Council:** Bill Ferguson, *Council Member*.

**Present from Town Staff:** Steve Riley, *Town Manager*; Charles Cousins, *Director of Community Development*; Scott Liggett, *Director of Public Projects and Facilities/Chief Engineer*; Nancy Gasen, *Director of Human Resources*; Susan Simmons, *Director of Finance*; Lavarn Lucas, *Fire Chief*; Ed Boring, *Deputy Fire Chief – Support Services*; Brian Hulbert, *Staff Attorney*; Jill Foster, *Deputy Director of Community Development*; Tom Fultz, *Director of Administrative Services*; Julian Walls, *Facilities Manager*; Jeff Buckalew, *Town Engineer*; Teri Lewis, *LMO Official*; Angie Stone, *Senior Human Resources Administrator*; John Valvo, *Systems Analyst*; Victoria Shanahan, *Accounting Manager*; Natalie Majorkiewicz, *Systems and Reporting Administrator*; Lori Schmidt, *Billing and Cash Receipting Manager*; Bruce Seeley, *Inspections, Collections & Audit Manager*; Vicki Pfannenschmidt, *Executive Assistant*

**Present from Media:** Tom Barton, *Island Packet*

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**1) Call to Order**

Mayor Laughlin called the workshop to order at 3:00 p.m.

- 2) FOIA Compliance** – Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

**3) Review of General Operating Budget**

Mr. Riley stated the general summary documents were provided in the packet distributed. He explained the budget is down and would have been down more but there is a one-time expenditure of over \$500,000 for a software package that will enhance the permitting program. Mr. Riley informed Council there were three positions eliminated, two due to attrition and the third is the Assistant Town Manager position that had been held open for some time. He explained a position was being held in Community Development Department if there is a need for economic development staffing. He stated he would be happy to answer any questions.

Mr. Williams asked what the permitting software package is going to do for the Town and expressed concern with the cost. Mr. Riley invited Jill Foster to approach the dais to give an overview of the request.

Ms. Foster informed Council that five companies were called in to perform demonstrations for staff and review what was available for updating the existing program. She explained the reason for this was that the existing program will not be supported by Microsoft in the near

future so an update is mandatory for support and the fields in use at this time are at capacity. Ms. Foster explained the pricing done by companies and how they arrived at the cost. She noted that the budgeted amount includes the replacement of two existing modules and the purchase of two additional modules. The additional modules would consist of citizen access and electronic submissions and review as well as the capability of various additional reports that are needed.

Mr. Edwards asked if staff had contacted any other municipalities utilizing any of the programs they had reviewed. Ms. Foster answered that they have been in communication with other municipalities the size of Hilton Head Island and requested cost information and input concerning the operation of their programs. Tom Fultz approached the dais and stated that the Town is not in the acquisition process at this time and due diligence will be done during the process. He explained all of the vendors will have to go through the process. Kim Likins assured Town Council that the LMO Rewrite Committee supports the purchase of the software and she, as a Town Council member, also supports the purchase.

Mr. Williams noted there was \$570,664 in the FY2012 estimated actual for revenue collections expenditures but the FY2013 shows \$712,643 budgeted. Susan Simmons explained that for FY2012 the Deputy Finance Director position has been vacant and while they are in the process of reviewing the position it has been budgeted for FY2013. Mr. Williams asked how many positions the Town has eliminated. Mr. Riley stated there have been sixteen positions eliminated since FY2009.

Mr. Harkins stated that in terms of the general fund, where the Town is heading in IT, the reduction of three positions and zeroing out from where the Town was last year speaks to good management.

Mayor Laughlin asked for public comment. There was none.

#### **4) Capital Improvements Program (CIP) Review**

Mr. Williams noted the difference in estimated actual for Impact Fees for FY2012 and the budgeted amount for FY2013. Susan Simmons explained that because the Town is doing a balanced budget the expenditures need to match the revenues. She added that the amount is not a true revenue collection projection, it is the source of the funding and the revenue will be coming out of prior year funding. Mr. Williams asked about the increase in Hospitality Tax Bond Proceeds. Ms. Simmons explained the majority of that amount is for Fire Station 6 which had originally been budgeted for FY2012 and removed from that budget and placed in the FY2013 budget.

Scott Liggett stated staff will be recommending an approximately twenty million dollar budget for CIP to Council which includes money rolled forward and new funds and that he would be addressing the new funds budgeted at this meeting.

He reviewed the staff recommendations for the Honey Horn access from Gum Tree Road. Mr. Williams stated he felt a pedestrian crosswalk on Gum Tree would cause problems. He suggested access be gained by utilizing Jarvis Creek Road to Highway 278 and cross over to Honey Horn. Mr. Liggett stated he would be happy to bring a revised estimate for the project Mr. Williams suggested. Mr. Edwards asked if he would also bring drawings. Mr. Liggett said he would. He then reviewed the remaining pathway projects.

Mr. Liggett reviewed the roadway improvements. Mrs. Likins asked when the entrance to Palmetto Dunes was scheduled. Mr. Liggett stated it is projected to begin in the fall.

Discussion ensued concerning the Mathews/Marshland Road Roundabout. Mayor Laughlin stated he felt the funds could be redirected to another project. Mr. Edwards questioned the need for the project concurred with Mayor Laughlin. Mr. Liggett responded that with the move of the Children's Center the need is not as critical but with the Children's Center moved the area had been opened up so the project could be completed. Mr. Riley stated that if Council would like staff to review the necessity of the project the commitment of funds could be changed with a vote at regular Town Council meeting. Mr. Williams and Mrs. Likins also suggested the project be reviewed for need. Mr. Liggett said he would have an assessment done and return in June with a report.

Mr. Williams revisited the Honey Horn CIP commitments from previous years. He suggested funding was needed to study road improvements to enter the property and a gate access.

Mr. Liggett reviewed the park upgrades noting changes may take place with the development of Chaplin Linear Park. Mayor Laughlin expressed concern for the budgeted funds for Collier Beach Park stating it was designed years ago and he was not in favor of it. Kim Likins agreed and said the residents in the area are also against the improvements. Mr. Williams suggested combining all the park improvement funds and then decide where to allocate the funds. Mr. Riley explained if Council is interesting in pursuing the Chaplin Park concept and the Shelter Cove proposed park that the funds required are not in the budget. He added that the funds needed to consider moving the SHARE Center to the newly purchased LifeSpan Building are also not included in the budget. He stated if changes or funds need redirected Council will need to discuss it at the next budget workshop scheduled for June 5.

Mayor Laughlin expressed concern about spending the TIF funds before they expire at the end of 2014. Mr. Williams also expressed concern about the TIF funds committed to Coligny expiring before plans are completed. He added that if TIF funds are redirected to the Chaplin Linear Park then alternative funding will have to be found for Coligny. Mayor Laughlin clarified that if the funds were redirected Council was not backing off or slowing down from the Coligny Project. Mr. Edwards emphasized that as a Council they needed to push the Coligny project and not drag their feet.

Mrs. Likins asked what had been done concerning the Rowing and Sailing Center and what the \$700,000 will cover and how much money the citizen group had raised. Mr. Liggett said he was not aware of any funds the group has raised and reminded Council that during the budget workshops last year Town Council made a decision to fund the project with public funds and not count on the citizen group's funding. Mr. Liggett then reviewed the concept plan in detail which included a dock facility, storage area, parking, community gathering spot, restroom, and office/storage building. Mr. Harkins and Mr. Edwards spoke in support of the project.

Mr. Liggett reviewed the existing facilities improvements. Mr. Williams referred to the continuous carryover of \$300,000 annually. Chief Lucas stated the reason is that the Town has been refurbishing vehicles rather than replacing them. He said the rollover takes place because the refurbishing takes over one year. Chief Lucas added rollovers should be done after this year.

Mr. Liggett reviewed the new facilities improvements consisting of sewer projects at Jarvis Creek Park and Islanders Park, dispatch center equipment, Fire and Rescue medical systems replacement, public safety systems upgrade, Coligny/Pope improvements.

Mr. Liggett reviewed the beach maintenance budgeted for FY2013. He explained some of the funds budgeted are for ongoing annual beach monitoring. He pointed out the beach management line noting they will be planning for the conceptual development of the next beach renourishment project and need to do so well in advance due to the permitting process.

Mr. Liggett concluded his presentation noting the total needed for the newly funded projects would be \$12,649,000 and explained the allocation of TIF funds needs to be revisited and will be discussed at the June 5 Budget Workshop.

Mr. Lou Strayer spoke in support of the Rowing and Sailing Center. He noted the \$700,000 depicts the minimum needs and asked that the project not be seen as complete when this phase is done. He spoke of future needs for the Center.

Mr. Williams stated that he was involved in the original discussions with the Rowing and Sailing Center and the club had indicated substantial resources would be coming forward to assist in building the club. He suggested that after this portion is completed by the Town citizen usage should be assessed before going forward.

**5) Appearance by Citizens**

None.

**6) Adjournment**

Mr. Heitzke moved to adjourn. Mr. Williams seconded. The motion was approved by a vote of 6-0. The meeting was adjourned at 4:47 p.m.

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Vicki Pfannenschmidt  
Executive Assistant

Approved:

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Drew A. Laughlin, Mayor

**THE TOWN OF HILTON HEAD ISLAND**  
**REGULAR TOWN COUNCIL MEETING**

**Date:** Tuesday, May 15, 2012

**Time:** 4:00 P.M.

**Present from Town Council:** Drew A. Laughlin, *Mayor*; Ken Heitzke, *Mayor Pro-Tem*; George Williams, Lee Edwards, Bill Ferguson, Bill Harkins, Kim Likins, *Council Members*.

**Present from Town Staff:** Steve Riley, *Town Manager*; Greg DeLoach, *Assistant Town Manager*; Charles Cousins, *Director of Community Development*; Scott Liggett, *Director of Public Projects and Facilities/Chief Engineer*; Lavarn Lucas, *Fire Chief*; Brad Tadlock, *Deputy Fire Chief – Operations*; Joheida Fister, *Fire Marshal*; Cinda Seamon, *Public Education Officer, Fire & Rescue*; Nancy Gasen, *Director of Human Resources*; Susan Simmons, *Director of Finance*; Brian Hulbert, *Staff Attorney*; Jill Foster, *Deputy Director of Community Development*; Teri Lewis, *LMO Official*; Anne Cyran, *Senior Planner*; Nicole Dixon, *Senior Planner*; Shawn Colin, *Comprehensive Planning Manager*; Bob Klein, *Building Official - Community Development Department*; Lynn Buchman, *Administrative Assistant*

**Present from Media:** Tom Barton, *Island Packet*; WSAV-TV news crew; Maria Miller, *WTOC-TV*

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**1) CALL TO ORDER**

Mayor Laughlin called the meeting to order at 4:00 p.m.

**2) PLEDGE TO THE FLAG**

**3) INVOCATION**

**4) FOIA 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) Proclamations and Commendations**

**a. Building Safety Month**

Bob Klein accepted the proclamation.

**b. Emergency Medical Services Week**

Several Emergency Medical Technicians with Fire and Rescue accepted the proclamation.

**6) Approval of Minutes**

**a. Town Council Meeting – May 1, 2012**

Mr. Heitzke moved to approve. Mr. Williams seconded. The minutes of the May 1, 2012 Town Council meeting were unanimously approved by a vote of 7-0.

**b. Town Council Budget Workshop – May 1, 2012**

Mr. Heitzke moved to approve. Mr. Williams seconded. The minutes of the May 1, 2012 Town Council Budget Workshop were approved by a vote of 6-0-1, with Mr. Ferguson abstaining since he was not present at the Workshop.

**7) Report of the Town Manager**

Mr. Riley noted that his report would be made out of order, with Chief Lavarn Lucas to make a presentation first.

**d. Presentation of the IAFC Heart Safe Community Award for 2012**

Chief Lucas outlined the public education programs and new initiatives by Fire and Rescue over the last few years designed to reduce the negative effects related to cardiac emergencies. He noted that on May 7, 2012, the International Association of Fire Chiefs (IAFC) had recognized the efforts of Fire and Rescue by awarding the Town of Hilton Head Island a Heart Safe Community Award. The Award was presented to Council by Chief Lucas, Deputy Chief Tadlock, Dr. VanGaby on behalf of the medical control physicians, Jane Laughlin on behalf of the Hilton Head Hospital, and Battalion Chief Joheida Fister.

**c. Consider joining the Lowcountry Economic Alliance – Kim Statler**

Kim Statler, Director of the Lowcountry Economic Alliance, requested the Council consider joining the Alliance, and explained the purpose of the Alliance and its collaboration on a regional level in economic development with the State of South Carolina. Mayor Laughlin asked for a motion approving the Town of Hilton Head Island joining the Lowcountry Economic Alliance.

Mr. Heitzke moved to approve. Mr. Ferguson seconded. A discussion on the benefits, cost of participation, and diversification of board representation followed. The motion was unanimously approved by a vote of 7-0.

**a. Town Manager's Items of Interest**

Mr. Riley reported on some items of interest.

**b. April, 2012 Quarterly Report**

Mr. Riley noted the above report was included in the packet and he would gladly answer any questions.

Mr. Riley also commented on the well attended Awards Ceremony held Monday afternoon in connection with the Mayor's Youth Volunteer Service program. Mayor Laughlin noted that 47 middle and high school students from local schools were recognized on Monday with Youth Volunteer Service Awards for contributing a total of 6,110 hours, with 3 individuals contributing over 300 hours each.

**8) Reports from Members of Council**

**a. General Reports from Council**

Mr. Williams noted the increase in comments received from the public about the Chaplin Linear Park. He emphasized that this is a proposed conceptual plan, with details to be worked out over the next several years.

**b.** Report of the Intergovernmental Relations Committee – George Williams, Chairman  
Mr. Williams noted the Committee meeting scheduled for today had been cancelled, as comments on pending legislation had already been sent and nothing further needed to be done at this time.

**c.** Report of the Personnel Committee – Lee Edwards, Chairman

No report.

**d.** Report of the Planning & Development Standards Committee –Bill Ferguson, Chairman

No report.

**e.** Report of the Public Facilities Committee – Kim Likins, Chairman

No report.

**f.** Report of the Public Safety Committee – Bill Harkins, Chairman

Mr. Harkins noted that Julie Bell, a Board Member of the Beaufort County Board of Education, would be appearing at the June 4<sup>th</sup> Committee meeting to share her concern and create awareness about alcohol abuse, access, and implications facing our youth on the Island. He encouraged the public to attend.

**g.** Report of the LMO Rewrite Committee – Kim Likins, Ex-Officio Member

No report.

**9) Appearance by Citizens**

Chester Williams appeared before the Council on the topic of prostate cancer, its prevalence among males, his personal experiences, and the importance of early detection.

Joseph Grant appeared before the Council in opposition of the elliptical circle shown in the preliminary plans for the proposed Chaplin Linear Park.

**10) Unfinished Business**

**a. Second Reading of Proposed Ordinance 2012-09**

Second Reading of Proposed Ordinance 2012-09 to amend Title 16, "The Land Management Ordinance," of the Municipal Code of the Town of Hilton Head Island, South Carolina, by amending Section 16-4-102, the Official Zoning Map with respect to those certain Parcels identified as Parcels 132a, 77, 153, 155a and 154 on Beaufort County Tax Map 11, from OL(Office/Institutional Low Intensity) to the CC (Commercial Center) Zoning District; and providing for severability and an effective date.

Mr. Heitzke moved to approve. Mrs. Likins seconded. Reasons for opposition were noted by Mr. Harkins, Mr. Williams, Mr. Heitzke, and Mr. Edwards, and reasons for support were noted by Mrs. Likins, Mr. Ferguson and Mayor Laughlin.

Public comments were solicited. Joe Ryan addressed the issue of the high vacancy rate of office space on the Island and his support for rezoning of this area. Support was also noted by Carol Romano Geraghty, whose family owns Stacks Restaurant, at 2 Regency Parkway. Long Cove residents, Declan McMullen, Stewart Brown, Bill Rupp, Bill Bender, and Gere

Grimm, all expressed their opposition and concerns for commercial locating next to residential areas, future development, and inadequate buffers. Other Long Cove residents in opposition seated in the audience were noted. Mark Reinhardt, Director of Administration for Hargray, showed an area map in a PowerPoint presentation and pointed out no parcels touch residential property, and noted the positive opportunities to be gained.

Further discussion ensued among the Council Members prior to a vote. The motion failed on a vote of 3-4, with Mr. Edwards, Mr. Heitzke, Mr. Williams, Mr. Harkins opposed, and Mrs. Likins, Mr. Ferguson, and Mayor Laughlin in favor. Mr. Riley pointed out that State and Town Codes require a Resolution to deny any zoning request, so a formal Resolution will be brought before the Council at the next meeting.

**b. Second Reading of Proposed Ordinance 2012-14**

Second Reading of Proposed Ordinance 2012-14 to amend the budget for the Town of Hilton Head Island, South Carolina, for the fiscal year ending June 30, 2012; to provide for the expenditures of certain funds; and to allocate the sources of revenue for the said funds.

Mr. Heitzke moved to approve. Mr. Williams seconded. The motion was unanimously approved by a vote of 7-0.

**11) New Business**

**a. Consideration of a Recommendation**

Consideration of a Recommendation from the Accommodations Tax Advisory Committee for the Chamber of Commerce Visitor and Convention Bureau's proposed 2012-2013 "30 Percent" Budget.

Mr. Heitzke moved to approve. Mrs. Likins seconded. A discussion among the Council members followed, with Mr. Ferguson noting his opposition.

The motion was approved by a vote of 6-1, with Mr. Ferguson opposed.

**b. Consideration of a Resolution regarding a proposed casino**

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island opposing the inclusion of a proposed casino within the Hilton Head Lakes Development located in Jasper County, South Carolina.

Mr. Heitzke moved to approve. Mr. Williams seconded. Mr. Williams presented recommendations for minor wording changes and moved to amend the Resolution to reflect those changes. Mr. Harkins seconded. The motion to amend was approved by a vote of 6-1, with Mr. Ferguson opposed. A discussion followed among the Council members, noting concerns about the casino's use of the name "Hilton Head", which is considered a brand associated with a family-friendly activities, natural beauty and low impact development.

Public comments were solicited. Jill Jauch, representing the New River Auto Mall, voiced their support of the casino and their belief it would bring jobs, help business, and positively impact the area in this economy.

Following further discussion among the Council members, the motion was approved by a vote of 6-1, with Mr. Ferguson opposed.

**c. First Reading of Proposed Ordinance 2012-11**

First Reading of Proposed Ordinance 2012-11 to amend Title 16 of the *Municipal Code of the Town of Hilton Head Island, South Carolina*, the Land Management Ordinance, Chapter 3, to move Sections 16-3-901, 16-3-902 and 16-3-903 to Chapter 5, Article XIII and to revise all of the language in Chapter 5, Article XIII. These amendments commonly referred to as the *LMO Sign Amendments* as noticed in the Island Packet on March 11, 2012, include changes that provide for revisions of all the language in Chapter 5, Article XIII; and providing for severability and an effective date.

Mr. Heitzke moved to approve. Mrs. Likins seconded. Discussions about specific sections followed, and Anne Cyran clarified the intent of the amendments for the Council members. Concerns about the section dealing with flags were expressed, and a suggestion was made to keep the existing section until such time as the Staff reviews and offers alternatives.

Mr. Williams moved that the proposed Ordinance be amended to remove Section 16-5-1322 dealing with flags and the existing Section 16-5-1318 retained. Mr. Harkins seconded. The motion to amend was approved by a vote of 7-0. Public comment was solicited. Daniel Moskowitz, Chairman of the Legislative Committee for the Hilton Head Area Association of Realtors, expressed the support of the Association for the proposed Sign Amendments, including allowing information tubes to be attached to realtors' signs. Chester Williams expressed his concern about content based sign regulations, but noted that the proposed Ordinance was much better than what is there now. Following public comment, the motion as amended was approved by a vote of 7-0.

**d. First Reading of Proposed Ordinance 2012-12**

First Reading of Proposed Ordinance 2012-12 to amend Title 16, "the Land Management Ordinance," of the *Municipal Code of the Town of Hilton Head Island, South Carolina*, by amending Section 16-4-102, the Official Zoning Map with respect to that certain parcel identified as Parcel 16A on Beaufort County Tax Map 12, from OL (Office/Institutional Low Intensity) to the PD-1 (Planned Development Mixed Use - Palmetto Dunes Resort Master Plan) Zoning District; and providing for severability and an effective date.

Mr. Heitzke moved to approve. Mr. Williams seconded. Mr. Riley confirmed that a revised Ordinance was provided prior to the meeting, which is now before the Council. Chester Williams, attorney for the applicant, reminded the Council that the Planning Commission had given its unanimous recommendation for this change, and there were no residential properties adjacent to the property. The motion was unanimously approved by a vote of 7-0.

**12) Executive Session**

Mr. Riley stated he needed an executive session for contractual matters pertaining to land acquisition, including a possible sale or swaps of town-owned land; and personnel matters pertaining to an appointment to the Lowcountry Economic Alliance Board.

At 6:20 p.m. Mr. Heitzke moved to go into Executive Session for the reasons given by the Town Manager. Mr. Williams seconded. The motion was unanimously approved by a vote of 7-0.

Mayor Laughlin called the meeting back to order at 6:44 p.m. and asked if there was any business to take up as a result of executive session.

Mr. Williams moved that the Town Manager, Steve Riley, be appointed as interim representative for the Town on the Lowcountry Economic Alliance Board. Mr. Harkins seconded. The motion was unanimously approved by a vote of 7-0.

**13) Adjournment**

Mr. Heitzke moved to adjourn. Mr. Williams seconded. The motion was approved by a vote of 7-0. The meeting was adjourned at 6:45 p.m.

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Lynn W. Buchman  
Administrative Assistant

Approved:

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Drew A. Laughlin, Mayor

**THE TOWN OF HILTON HEAD ISLAND**  
**TOWN COUNCIL BUDGET WORKSHOP**

**Date:** Tuesday, May 16, 2012

**Time:** 5:00 P.M.

**Present from Town Council:** Drew A. Laughlin (arrived at 5:57 p.m.), *Mayor*; Ken Heitzke, *Mayor Pro-Tem*; George Williams, Bill Harkins, Kim Likins, *Council Members*.

**Absent from Town Council:** Lee Edwards, Bill Ferguson, *Council Members*

**Present from Town Staff:** Steve Riley, *Town Manager*; Greg DeLoach, *Assistant Town Manager*; Charles Cousins, *Director of Community Development*; Scott Liggett, *Director of Public Projects and Facilities/Chief Engineer*; Nancy Susan Simmons, *Director of Finance*; Brian Hulbert, *Staff Attorney*; Jill Foster, *Deputy Director of Community Development*; Robert Clark, *Systems Analyst*; Vicki Pfannenschmidt, *Executive Assistant*

**Present from Media:** Tom Barton, *Island Packet*

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**1) Call to Order**

Mayor Pro Tem Heitzke called the workshop to order at 5:00 p.m.

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

**3) Review of Budgets of Affiliated Agencies**

a. Island Recreation Association

Frank Soule noted the increase of \$12,338 in the budget that was submitted. He explained it was due to the cost of doing business and a two percent salary increase for staff. He said the staff has not had an increase for the past three years. He added that they will be reaching out to program participants for assistance with costs by increasing fees. Mr. Williams asked about the status of the funds from PALS. Mr. Soule stated he will not be able to apply for funds until July 1 but it has been indicated the funds will be available. Mr. Soule noted the changes that have taken place in managing the tennis courts is working out well and the residents and tourists will be able to utilize the courts more often. He explained that while revenues from the tennis courts were down, expenses were also down due to eliminating a full time position and contracting the scheduling out. He also said the concession stand at the RBC Heritage Golf Tournament was a success.

b. Coastal Discovery Museum

Michael Marks noted the Museum submitted two budget proposals which are the Management Fee Budget Request and the Sea Turtle Protection Budget. He stated the request for the management fee has remained the same as the three previous years. He noted major items in need of attention are the emergency access roadway (estimate

\$57,000), Discovery House parking lot and road repair (estimate \$27,000) and repaint/repair of the Discovery House exterior (estimate \$18,000-\$20,000). Mr. Harkins suggested the Town consider maintaining the road since the property is owned by the Town. Mr. Williams added that maybe it was time to think about doing something with the Museum as we do with the Island Recreation Center.

Mr. Marks reviewed the Sea Turtle Protection Budget request. He informed Council that during the 2011 sea turtle season, Hilton Head Island documented the highest number of sea turtle nests during the Project's 26 year history. He stated the budget reflects an anticipated increase in the amount of money needed for staff salaries and provides additional expenditures for project supplies. He also noted the request for funds to purchase one new John Deere Gator vehicle in April of 2013.

c. Lowcountry Regional Transportation Authority (LRTA)

Rochelle Ferguson thanked Town Council for their continued support of the transit program. Ms. Ferguson distributed the executive summary of the LRTA Annual Report and highlighted accomplishments for the past fiscal year. She reviewed the report and explained that public transportation is a necessary component of economic development for the Lowcountry region. She added that transportation service to Hilton Head Island is still very much needed as many people depend on the bus for their livelihood and the tourism industry relies on the transit system as a means to get employees to work.

d. Solicitor's Office – Drug Court and Career Criminal Program

Susan Simmons explained that representatives of the Solicitor's Office could not be in attendance due to preparation for major cases. Ms. Simmons said they wanted her to convey their appreciation for past support and they would be available to meet with Council members individually or perhaps attend a Public Safety meeting in the near future to discuss the budget request. Mr. Williams asked if staff could obtain the statistical numbers the Solicitor's Office has provided in the past and distribute them to Council.

e. Beaufort County Sheriff's Office (BCSO)

Suzanne Cook distributed a one page revision on the budget request noting the revision was a decrease of \$7,351. She explained the budget increase of \$128,653 is contained in the personnel category which consists of mandatory increases in police officer and civilian retirement contributions, unemployment, workers compensation and health insurance, along with a two percent cost of living increase. She said they had requested an additional \$50,000 for bar patrol. Kim Likins noted the decrease in crime statistics and asked why the additional funds were needed. Sheriff Tanner explained the \$50,000 allocated will be surpassed by the end of this fiscal year. After lengthy discussion, it was noted that bar patrol extends beyond the actual bars and in to neighborhoods and patrol is needed.

Susan Simmons approached the dais and explained how the budget request was determined and noted that the funds requested do not reflect the dollars needed to complete the Sheriff's Office move to the LifeSpan building. Mr. Riley stated ownership of the building could take place as early as Friday, May 18. He said modest improvements are planned for the future but he would like to move the department as

soon as possible. Sheriff Tanner thanked Town Council for acquiring the building and congratulated Steve Riley for his efforts in securing a prime location for the Sheriff's Office.

f. Shore Beach Services, Inc

Ralph Wagner explained the minor increase of \$2,324 in the budget request. He said the increase resulted from rising automotive expenses, including gas prices, repair costs and replacement costs. He noted they have added more trash cans during 2011 and 2012 with a higher replacement rate. Mr. Williams commented that he would like flexibility in the budget to cover any additional recycling planned for the future.

g. Community Foundation of the Lowcountry Public Art Exhibition

Mark Baker and Carolyn Torgersen approached the dais. Mr. Baker thanked Town Council for their support for the program. He reviewed past efforts and stated the planning for the 2013 event is underway. Mr. Baker informed Council they are also looking into other funding sources such as grants to keep the program moving forward. Carolyn Torgersen reviewed the survey results from the 2011 event. Kim Likins asked how much money was raised from donations, contributions and grants. Ms. Torgersen said sponsorship funds, including the Town's contribution totaled \$125,000. Ms. Likins asked if they had a goal for donations. Ms. Torgersen said they were looking at \$75,000 which does not include a grant application for \$75,000. Mr. Williams asked about the source of funding for the budget. Susan Simmons responded the source was Sunday Liquor Fees.

h. USCB Event Management and Hospitality Training Program

Keri Olivetti reviewed the past year efforts stating they had a fantastic year. She said there were 86 students volunteering at community events noting they provided 1,761.5 hours of community involvement. Ms. Olivetti said they have also added the Island Training Program and to date have completed 19 training sessions reaching over 300 hospitality professionals with two more planned before the year end. She explained they will be adding an second component to the program which will be similar to the Island Ambassador Program. Dr. Charles Calvert answered questions from Town Council concerning participation and future plans for the program.

i. State Accommodations Tax Event Monitoring Project

Bret Martin spoke on behalf of the Accommodations Tax Advisory Committee in support of the project. He stated the Committee would like to have this as part of the grant application process in order to keep applicants on an even playing field. John Salazar conducted a detailed power point presentation on the research initiative. Susan Simmons explained that this request was not in the budget so funds have not been allocated. Mr. Harkins spoke in support of the project. Kim Likins spoke of the need to be able to measure event success when awarding funds through the grant process. She said they owe it to the public and organizations to have solid data and it would not only even the playing field but they will learn a lot about the community as a whole. Detailed discussion ensued concerning participation in filling out the surveys at the event.

Mayor Laughlin asked if this project could be funding through Accommodation Tax Funds. Mr. Martin responded that the Committee had researched the possibility but

research is not a category and the Committee does not have a budget. Mr. Riley said that twenty years ago the Committee did have an administrative budget and he would like to look in to that option. Mrs. Likins suggested taking it off of the top of the grant funding. Mr. Williams agreed the data would be beneficial but stated he was against using Accommodations Tax Grant Funds to pay for the project. Mr. Riley spoke of establishing a base level if the project would be undertaken by the Town.

**4) Appearance by Citizens**

None.

**5) Adjournment**

Mr. Heitzke moved to adjourn. Mr. Williams seconded. The motion was approved by a vote of 6-0. The meeting was adjourned at 7:18 p.m.

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Vicki Pfannenschmidt  
Executive Assistant

Approved:

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Drew A. Laughlin, Mayor

DRAFT



# Items of Interest

## June 5, 2012

### 1. Noteworthy Events

a) Some of the upcoming meetings at Town Hall:

- Planning Commission – June 6, 2012, 9:00 a.m.
- Economic Development Committee – June 6, 2012, 1:00 p.m.
- Planning Commission – Special Meeting - June 8, 2012, 9:00 a.m.
- Design Review Board – June 12, 2012, 1:15 p.m.
- Town Council Public Hearing–Revised 1<sup>st</sup> Reading of FY13 Budget-June 12, 2012, 6:00 p.m.
- Economic Development Committee – June 13, 2012, 1:00 p.m.
- Planning & Development Standards Committee – June 13, 2012, 3:00 p.m.
- Parks and Recreation Commission – June 14, 2012, 3:30 p.m.
- Intergovernmental Relations Committee – June 19, 2012, 3:00 p.m.
- Town Council – June 19, 2012, 4:00 p.m.

**(Meetings subject to change and/or cancellation. Please visit the Town of Hilton Head Island website at [www.hiltonheadislandsc.gov](http://www.hiltonheadislandsc.gov) for meeting agendas**

**2012 Policy Agenda**

**May, 2012**

**Top Priority**

Target	Chief Contact	Comments
<ul style="list-style-type: none"> <li>Economic Development: Assessment and Organization</li> </ul>	Shawn Colin	Citizen Economic Development Advisory Committee was sworn in and began meeting on May 10 <sup>th</sup> . Staff will work with committee to outline best fit for HHI ED organization. Report expected in August 2012.
<ul style="list-style-type: none"> <li>Coligny Area Redevelopment: Economic Analysis, Town's Role, and Approve a Plan</li> </ul>	Shawn Colin	Rough Draft of report has been reviewed. Consultant to refine and deliver final draft by end of the month.
<ul style="list-style-type: none"> <li>Shelter Cove Area Redevelopment: Determine Town's Role and Develop and Approve a Plan</li> </ul>	Charles Cousins	Town Council workshop on mall issues held May 31. Planning Commission public hearing for Mall rezoning scheduled for June 8.

**High Priority**

Target	Chief Contact	Comments
<ul style="list-style-type: none"> <li>LMO Re-Write: Complete Draft Amendments and Seek Review and Approval</li> </ul>	Teri Lewis	The consultants will meet with the LMO Rewrite Committee for a two day workshop on June 18 <sup>th</sup> and 19 <sup>th</sup> to finalize their direction. Drafting is expected to start after this visit.
<ul style="list-style-type: none"> <li>Recreation Center Expansion: Phase I</li> </ul>	Scott Liggett	Funding for construction proposed within the FY 2013 Capital Improvements Program. Pending Council approval.
<ul style="list-style-type: none"> <li>Aquatic Center: Direction, Location, and Funding</li> </ul>	Nicole Dixon	Parker & Lee Consultants are studying the possibility of locating an aquatic center in the Chaplin Park or Shelter Cove area. Report due in July/August.

**Moderate Priority**

Target	Chief Contact	Comments
<ul style="list-style-type: none"> <li>Promotion and Marketing to Businesses and Investors: Develop Program and Marketing Materials</li> </ul>	Shawn Colin	At Town Council's direction staff will work with appointed citizen committee to outline best fit for HHI ED organization.
<ul style="list-style-type: none"> <li>Commercial Recycling: Evaluation and Direction</li> </ul>	Sally Krebs	Staff met with two haulers to talk about how they think commercial recycling would best work on the island. Also met with representatives of five resorts to get their comments on what program features they would require. Next meeting is with representatives of large restaurant groups on the island.

**2012 Management Agenda  
May, 2012**

Target	Chief Contact	Comments
<ul style="list-style-type: none"> <li>Town Marketing and Public Information Plan: Evaluation, Application (Best Practices) to Town, and Direction</li> </ul>	Greg DeLoach	Developing.
<ul style="list-style-type: none"> <li>Fire and Rescue Masterplan: Revise Current Plan and Adopt Revisions</li> </ul>	Chief Lucas	Work progressing with 5 recommendations still under consideration. Hope to have ready for the PSC in about a month.
<ul style="list-style-type: none"> <li>Cell Phone E-911 Errors: Reduction</li> </ul>	Chief Lucas	Presentation to the PSC being finalized. Expect to present at the June PSC meeting.

**CIP Monthly Report  
May, 2012**

Project	Chief Contact	Comments
<ol style="list-style-type: none"> <li>William Hilton Parkway Multi-use pathway (Gardner Drive to Mathews Drive)</li> <li>William Hilton Parkway Crosswalks at Shipyard Drive and New Orleans Road</li> <li>William Hilton Parkway WB turn lane at New Orleans Road</li> <li>Dunnagan's Alley Pathway</li> <li>Mathews-Marshland Rndbt</li> <li>Mathews Side Streets</li> <li>US 278 Leamington Intersection /Turn lane at Yacht Cove</li> <li>Crossings Park Batting Cages</li> <li>Jarvis Creek Park Picnic Shelter</li> <li>Rowing and Sailing Center</li> </ol>	Scott Liggett	<ol style="list-style-type: none"> <li>Substantially complete</li> <li>Under construction - target completion date July 30, 2012</li> <li>Under construction - target completion date July 30, 2012</li> <li>Contract executed - target start date May 29, 2012</li> <li>Project in design/permitting phase</li> <li>Project in design/permitting phase</li> <li>Contract negotiations with Engineer</li> <li>Project underway</li> <li>Project underway</li> <li>Advertised RFQ for professional services</li> </ol>

**MEMORANDUM**

To: Stephen G. Riley, ICMA-CM, Town Manager  
From: Susan Simmons, Director of Finance  
Date: May 24, 2012  
RE: **FY 2012 Financial Statements – Through April (10<sup>th</sup> period)**

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**General Overview**

The Town’s revenue trends continue to show a slow improvement over the previous year. Throughout this fiscal year, both real estate-related and tourism-driven revenues have shown an upward trend. The Town has received approximately 95% of its ad valorem revenues.

Real estate-related revenues, namely construction permits, and real estate transfer fees, are 9% greater than last fiscal year. As reported both locally and nationally, real estate sales are improving although the average sales price has fallen. The 6% increase in real estate transfer fees reflects this small, yet positive trend. Construction permits had been up 17% through March but dropped to a cumulative of 4% in April due to this April being a slower month and last year’s April being a strong month for that year. Redevelopment accounted for 72% of the permit revenue.

	<u>RETF</u>			<u>Construction Permits</u>			<u>Total</u>		
	Received	\$ Change	% Change	Received	\$ Change	% Change	Received	\$ Change	% Change
FY 2011	1,442,127			761,967			2,204,094		
FY 2012	1,525,840	83,713	6%	794,529	32,562	4%	2,320,369	116,275	5%

Revenue from tourism-driven revenues such as local accommodations taxes, beach preservation fees, and hospitality taxes have increased. Overall, revenues from these sources are 6% higher than the previous fiscal year.

	<u>Local ATAX/ Beach Preservation Fees</u>			<u>Hospitality Tax</u>			<u>Total</u>		
	Received	\$ Change	% Change	Received	\$ Change	% Change	Received	\$ Change	% Change
FY 2011	4,161,210			3,276,554			7,437,764		
FY 2012	4,465,494	304,284	7%	3,405,478	128,924	4%	7,870,972	433,208	6%

A mild winter and an improving economy helped spur the hotel and villa market. Although the winter quarter represents the smallest quarter of revenues, the quarter ending March 31, 2012 increased an impressive 25% over the same quarter in 2011.

**General Fund Summary**

Through April, the General Fund received \$23.2 million or 72% of budgeted revenues and transfers in. The Town has received approximately 94% of budgeted property tax revenue due to the improved distribution of taxes from Beaufort County. Most of the remaining budgeted revenues will be received near the end of the fiscal year, particularly the business

license revenues and final transfers in. At April 30, total revenues and transfers in received to-date are \$1,471,343 more than last fiscal year. This is primarily due to the improved timing of ad valorem taxes as explained above, receiving the annual payment for cable franchise fees in April 2012 vs. May 2011, and timing of hospitality tax transfers into the General Fund.

Expenditures to-date are \$24.3 million or 74% of budgeted expenditures. Current fiscal year expenditures are \$1,107,730 or 4% less than last fiscal year through April. The difference in the grant presented to the Heritage Classic Foundation accounts for \$500,000 of the reduction. Approximately \$284,000 represents lower personnel costs which should mostly be true savings (not timing). Large or unusual variances not addressed above will be addressed on the attached budget-to-actual statement.

Through April, expenditures and other uses exceeded revenues and other sources by \$1,107,730. This is typical for this time of year as the year is in full force from an expenditure point of view and the receipt of revenues slow until the final quarter of revenues are received primarily in July and most business license revenues are received in May and June.

**Debt Service Fund**

The Debt Service Fund has receipted \$12.7 million in revenues and transfers in and paid \$13.4 million in debt service costs. Expenditures exceeded revenues by \$675,610. This is primarily due to the varying dates the associated debt service payments are due.

**Capital Projects Fund**

Summary balances for the Capital Project Fund are as follows:

	<b>FY 2012</b>
	<b><u>Actual</u></b>
Revenues and Transfers In	12,129,002
Capital Outlays/Other Expenditures	(23,989,244)
Transfers Out	<u>(4,870,641)</u>
Subtotal	(16,730,883)
Net Bond Proceeds	<u>24,538,061</u>
Net Change in Fund Balance	7,807,178

Expenditures and transfers to other funds typically exceed revenue at April 30 (as presented in the subtotal above), especially if the Town is expending bond proceeds. The Town issued hospitality and beach preservation fee revenues bonds during the first six months of fiscal year 2012. The majority of the beach fee bonds are currently being expended for the Port Royal Fill project. A significant portion of the hospitality bonds will not be expended in this fiscal year but roll for Fire & Rescue stations, projects, and apparatus not completed or started which accounts for the positive change in fund balance above.

Major projects/expenditures and transfers that occurred during the fiscal year are as follows:

- Drainage system rehabilitation \$364,357
- Miller Pond \$797,788
- Dunnagan’s Alley roundabout \$712,844
- Park upgrades \$560,691
- Fire Station #1 replacement \$883,826
- Apparatus and vehicle replacement \$299,187
- Land acquisition \$6,719,837
- Port Royal Fill Project \$9,775,747
- Sewer Service Projects \$954,325
- Hospitality Tax transfer to the Debt Service Fund \$919,046
- Hospitality Tax transfer to the General Fund \$2,925,177
- Stormwater Utility Fees transferred to Debt Service Fund \$1,026,418

Note: For this report, the Hospitality Tax Fund and Stormwater Fund are still reported in the Capital Projects Fund. They will be moved to standalone funds in the next few months.

**Other Revenues**

The chart below reflects the Town’s other governmental funds and the revenues received through April 30th in comparison to the same time last fiscal year:

	FY 2011 actual	FY 2012 actual	\$ variance	% variance
State accommodations tax	2,416,384	2,410,536	(5,848)	0%
Local accommodations tax	1,404,327	1,486,884	82,557	6%
Tax increment financing	5,984,421	5,828,343	(156,078)	-3%
Real estate transfer fees	1,442,127	1,525,940	83,813	6%
Beach preservation fees	2,756,884	2,978,610	221,726	8%
Electric franchise fee	2,220,083	1,967,604	(252,479)	-11%

- The decrease in the Electric Franchise Fee is due to a milder winter resulting in decreased use of electricity.
- For all ad valorem taxes as a whole, the County’s improved property tax distribution resulted in this year’s revenues outpacing the prior year from a timing perspective. The unfavorable variance from the prior year reported above for Tax Increment Financing reflects a write off of a \$325,789 receivable from Beaufort County recorded in fiscal year 2007 that has been deemed uncollectible. For the rest of the fiscal year, the amounts above will be based on when the taxpayer remits his taxes. Given the economic impact, the remaining \$696,000 billed but uncollected will likely come in slowly.

# **Consolidated Statement All Funds**

**For this report, the Hospitality Tax Fund and the Stormwater Fund are still included in the Capital Projects Fund. They will be reported as standalone funds in the near future.**

TOWN OF HILTON HEAD ISLAND  
STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCES  
GOVERNMENTAL FUNDS  
FISCAL YEAR 2012 - THROUGH APRIL (10TH PERIOD)

	General	Tax Increment Financing District	Local Accom. Tax	State Accom. Tax	Real Estate Transfer Fee	Beach Preservation Fee	Debt Service	Capital Projects	Electric Franchise Fee	Total Governmental Funds
<b>Revenues:</b>										
Real and Personal Property Taxes	\$ 11,056,824	\$ 5,828,343	\$ -	\$ -	\$ -	\$ -	\$ 5,286,229	\$ 659,671	\$ -	\$ 22,831,067
Accommodations Tax	-	-	1,486,884	2,410,536	-	-	-	-	-	3,897,420
Hospitality Tax	-	-	-	-	-	-	-	3,405,478	-	3,405,478
Business Licenses	1,794,605	-	-	-	-	-	-	-	-	1,794,605
Franchise Fees	773,375	-	-	-	-	-	-	-	-	773,375
Permits	794,529	-	-	-	-	-	-	-	-	794,529
Impact Fees	-	-	-	-	-	-	-	168,559	-	168,559
Real Estate Transfer Fees	-	-	-	-	1,525,840	-	-	-	-	1,525,840
Beach Preservation Fees	-	-	-	-	-	2,978,610	-	-	-	2,978,610
Electric Franchise Fees	-	-	-	-	-	-	-	-	1,967,604	1,967,604
Stormwater Fees	-	-	-	-	-	-	-	3,363,057	-	3,363,057
State Shared Funds	505,258	-	-	-	-	-	-	258,480	-	763,738
EMS Revenue	1,129,808	-	-	-	-	-	-	-	-	1,129,808
Miscellaneous Revenue	662,135	-	-	-	-	-	191,713	1,020,856	-	1,874,703
Investment Income	1,522	811	-	306	117	2,093	39,035	2,687	-	46,570
<b>Total Revenues</b>	<b>16,718,056</b>	<b>5,829,154</b>	<b>1,486,884</b>	<b>2,410,842</b>	<b>1,525,957</b>	<b>2,980,702</b>	<b>5,516,976</b>	<b>8,878,788</b>	<b>1,967,604</b>	<b>47,314,965</b>
<b>Expenditures:</b>										
<b>General Government</b>										
Town Council	231,669	-	-	-	-	-	-	-	-	231,669
Town Manager	482,692	-	-	-	-	-	-	-	-	482,692
	714,361	-	-	-	-	-	-	-	-	714,361
<b>Administration</b>										
Administration/Legal	2,262,123	-	-	-	-	-	-	-	-	2,262,123
Finance	1,043,176	1,070	-	-	15,258	-	-	-	-	1,059,504
	3,305,299	1,070	-	-	15,258	-	-	-	-	3,321,627
<b>Community Services</b>										
Community Development	1,908,547	-	-	-	-	-	-	-	-	1,908,547
Public Projects and Facilities	2,648,359	-	-	-	-	-	-	113,693	-	2,762,052
	4,556,906	-	-	-	-	-	-	113,693	-	4,670,599
<b>Public Safety</b>										
Sheriff	2,301,678	-	-	-	-	-	-	-	-	2,301,678
Fire & Rescue	10,609,586	-	-	-	-	-	-	-	-	10,609,586
	12,911,264	-	-	-	-	-	-	-	-	12,911,264
<b>Townwide</b>										
	2,737,061	-	-	-	-	-	-	-	-	2,737,061
<b>Grants</b>										
	-	-	-	1,863,236	-	-	-	-	-	1,863,236
<b>Capital Outlay/Projects</b>										
	89,238	-	-	-	-	-	-	23,875,551	2,059,810	26,024,600
<b>Debt Service</b>										
Total expenditures	24,314,129	1,070	-	1,863,236	15,258	-	13,398,944	23,989,244	2,059,810	65,641,692
<b>Excess (deficiency) of revenues over (under) expenditures</b>	<b>(7,596,073)</b>	<b>5,828,084</b>	<b>1,486,884</b>	<b>547,605</b>	<b>1,510,699</b>	<b>2,980,702</b>	<b>(7,881,967)</b>	<b>(15,110,456)</b>	<b>(92,206)</b>	<b>(18,326,727)</b>
<b>Other financing sources (uses):</b>										
<b>Transfers In:</b>										
Accommodations Tax - Local	1,486,884	-	-	-	-	-	-	-	-	1,486,884
Accommodations Tax - State	1,022,383	-	-	-	-	-	-	-	-	1,022,383
Hospitality Tax	2,925,177	-	-	-	-	-	919,046	-	-	3,844,223
Real Estate Transfer	-	-	-	-	-	-	1,302,664	-	-	1,302,664
Beach Preservation	969,390	-	-	-	-	-	2,853,015	247,826	-	4,070,232
Electric Franchise	62,047	-	-	-	-	-	-	-	-	62,047
TIF	-	-	-	-	-	-	1,105,215	3,002,388	-	4,107,603
Stormwater	-	-	-	-	-	-	1,026,418	-	-	1,026,418
<b>Transfers Out:</b>										
Accommodations Tax - Local	-	-	(1,486,884)	-	-	-	-	-	-	(1,486,884)
Accommodations Tax - State	-	-	-	(1,022,383)	-	-	-	-	-	(1,022,383)
Hospitality Tax	-	-	-	-	-	-	-	(3,844,223)	-	(3,844,223)
Real Estate Transfer	-	-	-	-	(1,302,664)	-	-	-	-	(1,302,664)
Beach Preservation	-	-	-	-	-	(3,100,842)	-	-	-	(3,100,842)
Electric Franchise	-	-	-	-	-	-	-	-	(62,047)	(62,047)
Stormwater	-	-	-	-	-	-	-	(1,026,418)	-	(1,026,418)
TIF	-	(4,107,603)	-	-	-	-	-	-	-	(4,107,603)
Bond Proceeds	-	-	-	-	-	-	-	24,538,061	-	24,538,061
<b>Total other financing sources (uses)</b>	<b>6,465,881</b>	<b>(4,107,603)</b>	<b>(1,486,884)</b>	<b>(1,022,383)</b>	<b>(1,302,664)</b>	<b>(3,100,842)</b>	<b>7,206,358</b>	<b>22,917,635</b>	<b>(62,047)</b>	<b>25,507,451</b>
<b>Net change in fund balances</b>	<b>(1,130,193)</b>	<b>1,720,481</b>	<b>-</b>	<b>(474,777)</b>	<b>208,034</b>	<b>(120,139)</b>	<b>(675,610)</b>	<b>7,807,178</b>	<b>(154,253)</b>	<b>7,180,723</b>
<b>Fund balance - beginning</b>	<b>14,886,285</b>	<b>6,370,189</b>	<b>-</b>	<b>1,405,951</b>	<b>1,119,764</b>	<b>14,844,849</b>	<b>6,001,545</b>	<b>19,233,338</b>	<b>476,650</b>	<b>64,338,571</b>
<b>Fund balance - ending</b>	<b>\$ 13,756,092</b>	<b>\$ 8,090,670</b>	<b>\$ -</b>	<b>\$ 931,174</b>	<b>\$ 1,327,798</b>	<b>\$ 14,724,710</b>	<b>\$ 5,325,935</b>	<b>\$ 27,040,516</b>	<b>\$ 322,397</b>	<b>\$ 71,519,294</b>

**Budget versus Actual Report  
General Fund**

Town of Hilton Head Island

General Fund

FY 2012 Y-T-D April\ Actual Versus Budget and Prior Y-T-D Actual (10TH PERIOD)

percent of year lapsed

**83%**

	Y-T-D		Y-T-D		Percent of Year Lapsed		Prior Year	Current Year	
	April	FY 2012	April	FY 2012	\$	\$	%	%	
	Prior	Budget	April	FY 2012	Variance to	Variance to	of Budget	of Budget	
	Year				Prior Year	Current Year	Received/	Received/	
						Budget	Expended	Expended	
<b>Revenues and Transfers In:</b>									
Real and Personal Property Taxes	\$ 10,461,154	\$ 11,701,330	\$ 11,056,824	\$ 11,056,824	\$ 595,670	\$ (644,506)	94%	94%	*
Business Licenses	1,794,934	7,400,000	1,794,605	1,794,605	(329)	(5,605,395)	25%	24%	*
Franchise Fees - Cable	137,025	690,000	671,676	671,676	534,651	(18,324)	27%	97%	
Franchise Fees - Beach	23,200	21,500	22,161	22,161	(1,039)	661	108%	103%	
Franchise Fees - Recycling	-	100,000	79,538	79,538	79,538	(20,462)	0%	80%	A
Permits	761,967	874,000	794,529	794,529	32,563	(79,471)	96%	91%	*
State Shared Funds	567,988	651,080	505,258	505,258	(62,730)	(145,822)	63%	78%	J
Public Safety	164,171	64,680	41,669	41,669	(122,502)	(23,011)	82%	64%	M
EMS	1,078,515	1,305,000	1,129,808	1,129,808	51,294	(175,192)	82%	87%	
Fines and Fees	309,597	390,000	260,362	260,362	(49,235)	(129,638)	76%	67%	
Beach Fees	149,582	185,000	150,852	150,852	1,270	(34,148)	111%	82%	
Miscellaneous Revenue	230,426	293,000	209,252	209,252	(21,174)	(83,748)	46%	71%	
<b>Transfers In:</b>									
Accommodations Tax - Local	1,404,327	2,250,000	1,486,884	1,486,884	82,557	(763,116)	72%	66%	
Accommodations Tax - State	1,027,869	1,332,950	1,022,383	1,022,383	(5,486)	(310,567)	101%	77%	C
Hospitality Tax	2,526,491	3,269,550	2,925,177	2,925,177	398,686	(344,373)	89%	89%	B
Beach Preservation Fees	978,080	969,390	969,390	969,390	(8,690)	-	67%	100%	N
TIF	-	181,480	-	-	-	(181,480)	0%	0%	C
Stormwater Utility	-	235,330	-	-	-	(235,330)	0%	0%	C
Electric Franchise Fees	60,199	80,220	62,047	62,047	1,848	(18,173)	76%	77%	B
Sunday Liquor Permits	-	37,500	-	-	-	(37,500)	0%	0%	C
Investment Income	37,071	40,000	1,522	1,522	(35,550)	(38,478)	33%	4%	
<b>Total revenues</b>	<b>21,712,594</b>	<b>32,072,010</b>	<b>23,183,937</b>	<b>23,183,937</b>	<b>1,471,343</b>	<b>(8,888,073)</b>	<b>69%</b>	<b>72%</b>	
<b>Expenditures:</b>									
<b>General Government</b>									
Town Council									
Personnel	59,666	85,000	62,336	62,336	2,670	(22,664)	70%	73%	
Operating	264,746	358,250	169,333	169,333	(95,413)	(188,917)	74%	47%	D
	324,412	443,250	231,669	231,669	(92,743)	(211,581)	73%	52%	
Town Manager									
Personnel	502,056	720,973	463,406	463,406	(38,650)	(257,567)	72%	64%	E
Operating	18,031	25,000	19,286	19,286	1,255	(5,714)	57%	77%	
	520,087	745,973	482,692	482,692	(37,395)	(263,281)	71%	65%	
<b>Administration</b>									
Administration/Legal									
Personnel	1,742,571	2,237,735	1,666,320	1,666,320	(76,252)	(571,415)	77%	74%	
Operating	701,038	940,160	595,804	595,804	(105,234)	(344,356)	68%	63%	F
Capital	17,638	93,000	56,857	56,857	39,219	(36,143)	14%	61%	F
	2,461,248	3,270,895	2,318,980	2,318,980	(142,267)	(951,915)	72%	71%	
Finance									
Personnel	1,074,759	1,407,697	961,847	961,847	(112,912)	(445,850)	75%	68%	G
Operating	108,607	269,060	81,329	81,329	(27,278)	(187,731)	66%	30%	F
	1,183,366	1,676,757	1,043,176	1,043,176	(140,190)	(633,581)	74%	62%	

**Town of Hilton Head Island**  
**General Fund**  
**FY 2012 Y-T-D April\ Actual Versus Budget and Prior Y-T-D Actual (10TH PERIOD)**

percent of year lapsed **83%**

	Y-T-D		Y-T-D		Percent of year lapsed		Prior Year	Current Year	
	April	FY 2012	April	FY 2012	\$	\$	%	%	
	Prior	Budget	April	FY 2012	Variance to	Variance to	of Budget	of Budget	
	Year				Prior Year	Current Year	Received/	Received/	
						Budget	Expended	Expended	
<b>Community Services</b>									
Community Development									
Personnel	1,935,740	2,397,716	1,836,541		(99,199)	(561,175)	72%	77%	<b>H</b>
Operating	46,407	298,790	72,007		25,600	(226,783)	42%	24%	<b>I</b>
	<u>1,982,147</u>	<u>2,696,506</u>	<u>1,908,547</u>		<u>(73,600)</u>	<u>(787,959)</u>	<u>71%</u>	<u>71%</u>	
Public Projects and Facilities									
Personnel	1,343,227	1,608,802	1,289,029		(54,198)	(319,773)	80%	80%	
Operating	1,389,460	1,936,990	1,359,329		(30,130)	(577,661)	75%	70%	<b>F</b>
	<u>2,732,687</u>	<u>3,545,792</u>	<u>2,648,359</u>		<u>(84,328)</u>	<u>(897,433)</u>	<u>78%</u>	<u>75%</u>	
<b>Public Safety</b>									
Sheriff/Other	2,321,231	3,138,430	2,301,678		(19,553)	(836,752)	75%	73%	
Fire & Rescue									
Personnel	9,650,604	12,079,371	9,744,682		94,077	(2,334,689)	79%	81%	
Operating	803,143	1,310,570	864,904		61,761	(445,666)	59%	66%	<b>F</b>
Capital	57,614	71,400	32,379		(25,234)	(39,021)	30%	45%	
	<u>10,511,361</u>	<u>13,461,341</u>	<u>10,641,966</u>		<u>130,604</u>	<u>(2,819,376)</u>	<u>76%</u>	<u>79%</u>	
<b>Townwide</b>	<b>3,385,322</b>	<b>3,752,776</b>	<b>2,737,061</b>		<b>(648,261)</b>	<b>(1,015,715)</b>	<b>112%</b>	<b>73%</b>	<b>L</b>
<b>Total expenditures</b>	<b><u>25,421,860</u></b>	<b><u>32,731,720</u></b>	<b><u>24,314,130</u></b>		<b><u>(1,107,730)</u></b>	<b><u>(8,417,590)</u></b>	<b><u>75%</u></b>	<b><u>74%</u></b>	
<b>Revenues Over/(Under) Expenditures</b>	<b><u>\$ (3,709,266)</u></b>	<b><u>\$ (659,710)</u></b>	<b><u>\$ (1,130,193)</u></b>						

**Key:**

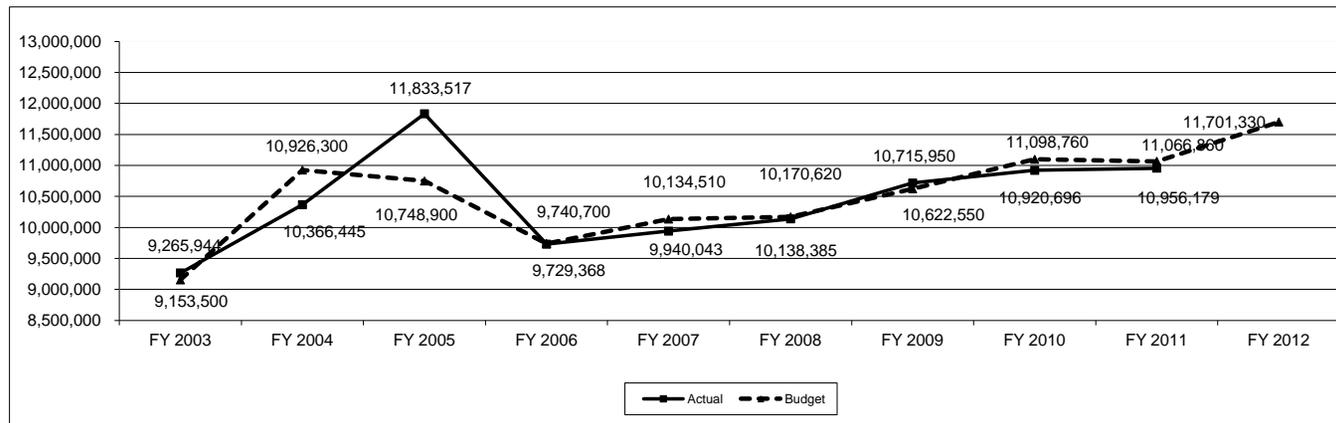
- \* - Variance addressed in cover letter.
- A - New revenue source effective April 2011.
- B - Timing of transfers. Budgeted transfers are approximately the same for both fiscal years.
- C - Transfers from these sources are processed near the end of the fiscal year.
- D - Reduced legal expenditures account for the majority of this difference.
- E - One of two Assistant Town Manager positions is vacant.
- F - Timing of expenditures between fiscal years. Final expenditures for current year will approximate those budgeted.
- G - Department experienced high staff turnover and lower salary expenditures while positions were vacant.
- H - Variances are anticipated; current year expenditures are lower due to a reduction in positions.
- I - Larger operating budget for LMO rewrite contract. Contract expenditures began in second half of fiscal year.
- J - The State has continued to cut the Local Government fund.
- L - Variance to prior year due to amount of RBC Heritage support. See comments in cover letter. Also, approximately \$340,000 in debt service budgeted but not needed in current year.
- M - Due to County reducing paid programs to the Town.
- N - Budgeted transfers in from the Beach Preservation are approximately \$493,000 less than prior year budget.

General Comment regarding Personnel lines: At April 30, there is a full half month difference in payroll posted and the 83% part of the year elapsed. Therefore, most departments' personnel line is significantly lower than the 83% target. At 9.5 months, the adjusted target would be 79%, which aligns with the departments that are fully staffed. This is simply a timing matter.

**Revenue Analysis  
General Fund**

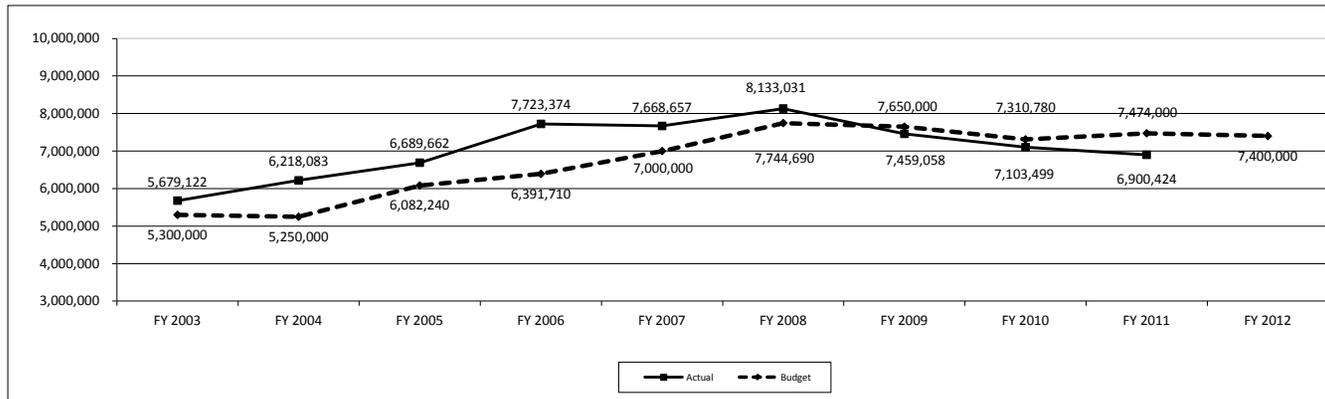
Ad Valorem Tax Revenue - GF  
Revenues by Month/Fiscal Year

	July	August	September	Quarter 1	October	November	December	Quarter 2	January	February	March	Quarter 3	April	May	June	Quarter 4	Total
FY 2003	9,747 0%	- 0%	249,966 3%	<b>259,713</b> <b>3%</b>	227,590 2%	865,662 9%	3,743,287 40%	<b>4,836,539</b> <b>52%</b>	3,078,313 33%	304,433 3%	237,536 3%	<b>3,620,282</b> <b>39%</b>	282,915 3%	106,819 1%	159,676 2%	<b>549,410</b> <b>6%</b>	<b>9,265,944</b> <b>100%</b>
FY 2004	72,177 1%	64,590 1%	120,149 1%	<b>256,916</b> <b>2%</b>	176,666 2%	900,204 9%	3,851,478 37%	<b>4,928,348</b> <b>48%</b>	3,265,096 31%	174,232 2%	1,063,057 10%	<b>4,502,385</b> <b>43%</b>	309,998 3%	117,322 1%	251,476 2%	<b>678,796</b> <b>7%</b>	<b>10,366,445</b> <b>100%</b>
FY 2005	66,032 1%	75,839 1%	109,235 1%	<b>251,106</b> <b>2%</b>	102,771 1%	1,302,436 11%	4,335,906 37%	<b>5,741,113</b> <b>49%</b>	4,498,886 38%	573,159 5%	132,103 1%	<b>5,204,148</b> <b>44%</b>	- 0%	- 0%	637,150 5%	<b>637,150</b> <b>5%</b>	<b>11,833,517</b> <b>100%</b>
FY 2006	44,586 0%	72,444 1%	110,323 1%	<b>227,353</b> <b>2%</b>	175,473 2%	829,940 9%	3,951,807 41%	<b>4,957,220</b> <b>51%</b>	3,742,415 38%	61,037 1%	323,124 3%	<b>4,126,576</b> <b>42%</b>	111,446 1%	60,917 1%	245,856 3%	<b>418,219</b> <b>4%</b>	<b>9,729,368</b> <b>100%</b>
FY 2007	53,735 1%	40,122 0%	104,709 1%	<b>198,566</b> <b>2%</b>	361,332 4%	836,247 8%	4,212,070 42%	<b>5,409,649</b> <b>54%</b>	3,511,938 35%	340,058 3%	167,145 2%	<b>4,019,141</b> <b>40%</b>	(133,783) -1%	99,610 1%	346,860 3%	<b>312,687</b> <b>3%</b>	<b>9,940,043</b> <b>100%</b>
FY 2008	44,601 0%	47,382 0%	57,528 1%	<b>149,511</b> <b>1%</b>	426,108 4%	822,879 8%	4,636,838 46%	<b>5,885,825</b> <b>58%</b>	3,765,955 37%	65,420 1%	119,870 1%	<b>3,951,245</b> <b>39%</b>	208,719 2%	76,033 1%	(132,948) -1%	<b>151,804</b> <b>1%</b>	<b>10,138,385</b> <b>100%</b>
FY 2009	36,076 0%	41,534 0%	84,443 1%	<b>162,053</b> <b>2%</b>	1,922 0%	1,086,678 10%	829,855 8%	<b>1,918,455</b> <b>18%</b>	3,313,463 31%	4,437,270 41%	338,990 3%	<b>8,089,723</b> <b>75%</b>	- 0%	202,764 2%	342,955 3%	<b>545,719</b> <b>5%</b>	<b>10,715,950</b> <b>100%</b>
FY 2010	- 0%	- 0%	78,356 1%	<b>78,356</b> <b>1%</b>	67,292 1%	327,013 3%	1,451,045 13%	<b>1,845,350</b> <b>17%</b>	4,590,506 42%	3,511,502 32%	326,948 3%	<b>8,428,956</b> <b>77%</b>	58,593 1%	83,793 1%	425,648 4%	<b>568,034</b> <b>5%</b>	<b>10,920,696</b> <b>100%</b>
FY 2011	- 0%	30,269 0%	38,170 0%	<b>68,439</b> <b>1%</b>	109,183 1%	255,076 2%	870,761 8%	<b>1,235,020</b> <b>11%</b>	8,481,389 77%	345,407 3%	243,722 2%	<b>9,070,518</b> <b>83%</b>	87,177 1%	177,576 2%	317,449 3%	<b>582,202</b> <b>5%</b>	<b>10,956,179</b> <b>100%</b>
FY 2012	- 0%	30,088 0%	40,766 0%	<b>70,854</b> <b>1%</b>	1,884 0%	192,760 2%	2,352,625 21%	<b>2,547,269</b> <b>23%</b>	8,144,646 74%	161,609 1%	103,902 1%	<b>8,410,157</b> <b>76%</b>	28,544 0%	- 0%	- 0%	<b>28,544</b> <b>0%</b>	<b>11,056,824</b> <b>100%</b>



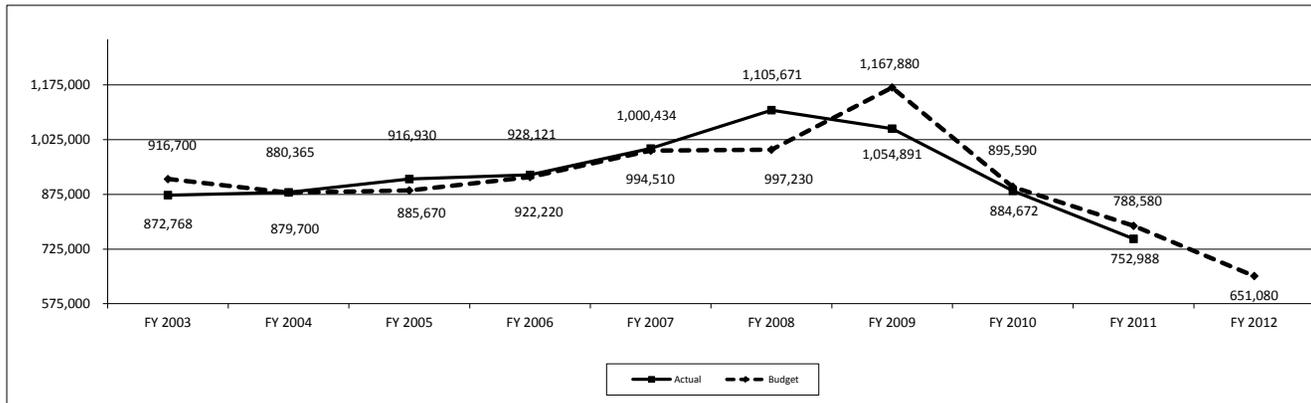
Business License Revenue - GF  
Revenues by Month/Fiscal Year

	July	August	September	Quarter 1	October	November	December	Quarter 2	January	February	March	Quarter 3	April	May	June	Quarter 4	Total
FY 2003	41,104 1%	17,607 0%	128,418 2%	<b>187,129</b> <b>3%</b>	24,836 0%	28,904 1%	18,893 0%	<b>72,633</b> <b>1%</b>	27,213 0%	123,662 2%	732,674 13%	<b>883,549</b> <b>16%</b>	563,108 10%	1,082,759 19%	2,889,944 51%	<b>4,535,811</b> <b>80%</b>	<b>5,679,122</b> <b>100%</b>
FY 2004	17,394 0%	10,462 0%	45,722 1%	<b>73,578</b> <b>1%</b>	165,462 3%	46,376 1%	32,280 1%	<b>244,118</b> <b>4%</b>	113,918 2%	453,400 7%	595,797 10%	<b>1,163,115</b> <b>19%</b>	305,402 5%	1,189,413 19%	3,242,457 52%	<b>4,737,272</b> <b>76%</b>	<b>6,218,083</b> <b>100%</b>
FY 2005	35,505 1%	47,306 1%	112,435 2%	<b>195,246</b> <b>3%</b>	161,439 2%	17,452 0%	37,196 1%	<b>216,087</b> <b>3%</b>	16,585 0%	140,685 2%	922,760 14%	<b>1,080,030</b> <b>16%</b>	1,075,463 16%	399,219 6%	3,723,617 56%	<b>5,198,299</b> <b>78%</b>	<b>6,689,662</b> <b>100%</b>
FY 2006	26,015 0%	44,758 1%	290,369 4%	<b>361,142</b> <b>5%</b>	149,772 2%	84,131 1%	83,249 1%	<b>317,152</b> <b>4%</b>	335,551 4%	317,580 4%	699,776 9%	<b>1,352,907</b> <b>18%</b>	550,722 7%	1,532,945 20%	3,608,506 47%	<b>5,692,173</b> <b>74%</b>	<b>7,723,374</b> <b>100%</b>
FY 2007	33,483 0%	20,463 0%	26,160 0%	<b>80,106</b> <b>1%</b>	47,892 1%	69,312 1%	106,200 1%	<b>223,404</b> <b>3%</b>	151,233 2%	322,983 4%	728,618 10%	<b>1,202,834</b> <b>16%</b>	551,813 7%	1,677,215 22%	3,933,285 51%	<b>6,162,313</b> <b>80%</b>	<b>7,668,657</b> <b>100%</b>
FY 2008	14,876 0%	71,626 1%	14,485 0%	<b>100,987</b> <b>1%</b>	178,357 2%	18,066 0%	71,291 1%	<b>267,714</b> <b>3%</b>	185,179 2%	421,376 5%	740,367 9%	<b>1,346,922</b> <b>17%</b>	476,458 6%	1,346,441 17%	4,594,509 56%	<b>6,417,408</b> <b>79%</b>	<b>8,133,031</b> <b>100%</b>
FY 2009	(3,452) 0%	37,746 1%	34,690 0%	<b>68,984</b> <b>1%</b>	20,446 0%	11,955 0%	51,445 1%	<b>83,847</b> <b>1%</b>	338,171 5%	325,311 4%	670,109 9%	<b>1,333,592</b> <b>18%</b>	600,719 8%	1,244,326 17%	4,127,590 55%	<b>5,972,635</b> <b>80%</b>	<b>7,459,058</b> <b>100%</b>
FY 2010	4,033 0%	46,255 1%	45,979 1%	<b>96,267</b> <b>1%</b>	38,556 1%	17,736 0%	72,775 1%	<b>129,067</b> <b>2%</b>	327,317 5%	282,390 4%	666,682 9%	<b>1,276,389</b> <b>18%</b>	460,723 6%	970,312 14%	4,170,741 59%	<b>5,601,776</b> <b>79%</b>	<b>7,103,499</b> <b>100%</b>
FY 2011	(3,187) 0%	39,465 1%	41,676 1%	<b>77,954</b> <b>1%</b>	24,714 0%	152,531 2%	28,606 0%	<b>205,851</b> <b>3%</b>	340,002 5%	269,767 4%	577,906 8%	<b>1,187,675</b> <b>17%</b>	323,454 5%	1,440,102 21%	3,665,388 53%	<b>5,428,944</b> <b>79%</b>	<b>6,900,424</b> <b>100%</b>
FY 2012	49,981 3%	77,084 4%	36,720 2%	<b>163,785</b> <b>9%</b>	14,200 1%	139,677 8%	24,945 1%	<b>178,822</b> <b>10%</b>	291,257 16%	264,084 15%	591,324 33%	<b>1,146,665</b> <b>64%</b>	305,333 17%	- 0%	- 0%	<b>305,333</b> <b>17%</b>	<b>1,794,605</b> <b>100%</b>



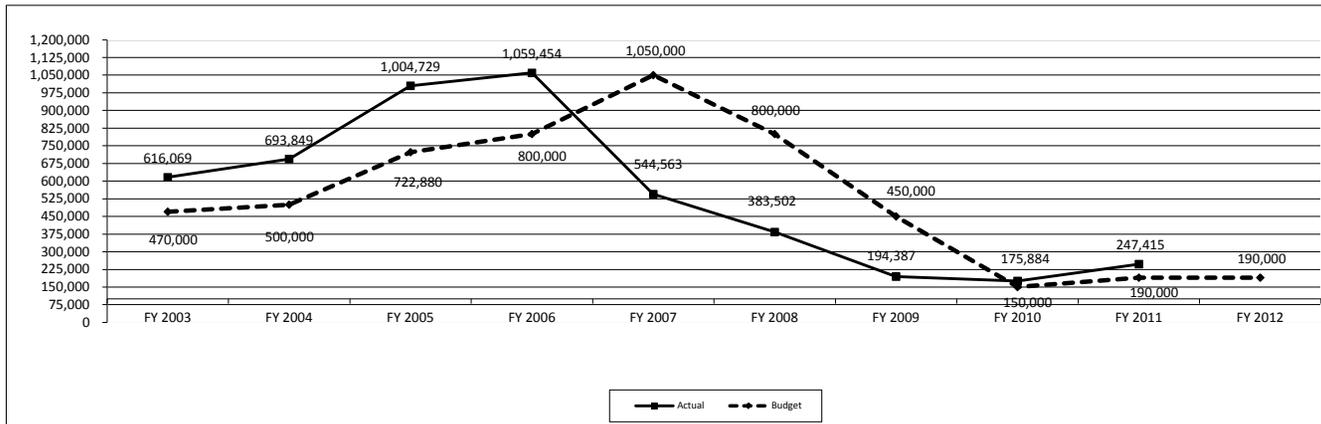
State Shared Revenue - GF  
Revenues by Month/Fiscal Year

	July	August	September	Quarter 1	October	November	December	Quarter 2	January	February	March	Quarter 3	April	May	June	Quarter 4	Total
FY 2003	-	-	226,053	<b>226,053</b>	-	-	213,657	<b>213,657</b>	-	-	213,189	<b>213,189</b>	-	-	219,869	<b>219,869</b>	<b>872,768</b>
	0%	0%	26%	<b>26%</b>	0%	0%	24%	<b>24%</b>	0%	0%	24%	<b>24%</b>	0%	0%	25%	<b>25%</b>	<b>100%</b>
FY 2004	-	-	219,725	<b>219,725</b>	-	-	219,697	<b>219,697</b>	-	-	219,700	<b>219,700</b>	-	-	221,243	<b>221,243</b>	<b>880,365</b>
	0%	0%	25%	<b>25%</b>	0%	0%	25%	<b>25%</b>	0%	0%	25%	<b>25%</b>	0%	0%	25%	<b>25%</b>	<b>100%</b>
FY 2005	-	-	221,243	<b>221,243</b>	-	-	223,726	<b>223,726</b>	-	-	223,726	<b>223,726</b>	-	-	248,235	<b>248,235</b>	<b>916,930</b>
	0%	0%	24%	<b>24%</b>	0%	0%	24%	<b>24%</b>	0%	0%	24%	<b>24%</b>	0%	0%	27%	<b>27%</b>	<b>100%</b>
FY 2006	-	-	229,166	<b>229,166</b>	-	-	227,273	<b>227,273</b>	-	-	226,570	<b>226,570</b>	-	-	245,112	<b>245,112</b>	<b>928,121</b>
	0%	0%	25%	<b>25%</b>	0%	0%	24%	<b>24%</b>	0%	0%	24%	<b>24%</b>	0%	0%	26%	<b>26%</b>	<b>100%</b>
FY 2007	-	-	245,112	<b>245,112</b>	-	-	241,810	<b>241,810</b>	-	-	241,810	<b>241,810</b>	-	-	271,702	<b>271,702</b>	<b>1,000,434</b>
	0%	0%	25%	<b>25%</b>	0%	0%	24%	<b>24%</b>	0%	0%	24%	<b>24%</b>	0%	0%	27%	<b>27%</b>	<b>100%</b>
FY 2008	-	-	271,702	<b>271,702</b>	-	-	271,702	<b>271,702</b>	-	-	271,702	<b>271,702</b>	-	-	290,565	<b>290,565</b>	<b>1,105,671</b>
	0%	0%	25%	<b>25%</b>	0%	0%	25%	<b>25%</b>	0%	0%	25%	<b>25%</b>	0%	0%	26%	<b>26%</b>	<b>100%</b>
FY 2009	-	-	278,943	<b>278,943</b>	-	-	258,649	<b>258,649</b>	-	-	258,649	<b>258,649</b>	-	-	258,650	<b>258,650</b>	<b>1,054,891</b>
	0%	0%	26%	<b>26%</b>	0%	0%	25%	<b>25%</b>	0%	0%	23%	<b>25%</b>	0%	0%	23%	<b>25%</b>	<b>100%</b>
FY 2010	-	-	211,471	<b>211,471</b>	-	-	-	-	211,471	-	-	<b>211,471</b>	250,259	-	211,471	<b>461,730</b>	<b>884,672</b>
	0%	0%	24%	<b>24%</b>	0%	0%	0%	<b>0%</b>	24%	0%	0%	<b>24%</b>	28%	0%	24%	<b>52%</b>	<b>100%</b>
FY 2011	-	-	191,494	<b>191,494</b>	-	-	-	-	191,494	-	-	<b>191,494</b>	185,000	-	185,000	<b>370,000</b>	<b>752,988</b>
	0%	0%	25%	<b>25%</b>	0%	0%	0%	<b>0%</b>	25%	0%	0%	<b>25%</b>	25%	0%	25%	<b>49%</b>	<b>100%</b>
FY 2012	-	-	-	-	168,419	-	-	<b>168,419</b>	168,420	-	-	<b>168,420</b>	168,419	-	-	<b>168,419</b>	<b>505,258</b>
	0%	0%	0%	<b>0%</b>	33%	0%	0%	<b>33%</b>	33%	0%	0%	<b>33%</b>	33%	0%	0%	<b>33%</b>	<b>100%</b>



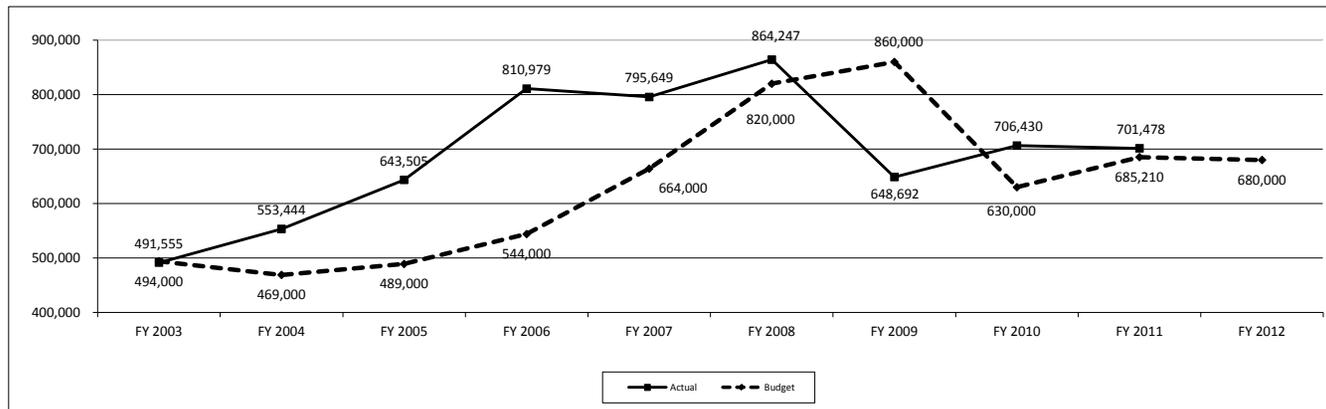
Construction Permits Revenue - GF  
Revenues by Month/Fiscal Year

	July	August	September	Quarter 1	October	November	December	Quarter 2	January	February	March	Quarter 3	April	May	June	Quarter 4	Total
FY 2003	12,108 2%	17,178 3%	21,540 3%	<b>50,826</b> <b>8%</b>	15,541 3%	50,647 8%	47,865 8%	<b>114,053</b> <b>19%</b>	29,078 5%	34,934 6%	31,671 5%	<b>95,683</b> <b>16%</b>	26,195 4%	30,544 5%	298,768 48%	<b>355,507</b> <b>58%</b>	<b>616,069</b> <b>100%</b>
FY 2004	44,637 6%	57,142 8%	44,935 6%	<b>146,714</b> <b>21%</b>	36,186 5%	31,195 4%	127,432 18%	<b>194,813</b> <b>28%</b>	63,404 9%	64,344 9%	67,184 10%	<b>194,932</b> <b>28%</b>	84,321 12%	32,549 5%	40,520 6%	<b>157,390</b> <b>23%</b>	<b>693,849</b> <b>100%</b>
FY 2005	107,356 11%	62,978 6%	59,865 6%	<b>230,199</b> <b>23%</b>	85,530 9%	71,490 7%	53,050 5%	<b>210,070</b> <b>21%</b>	66,056 7%	71,951 7%	57,563 6%	<b>195,570</b> <b>19%</b>	126,711 13%	69,584 7%	172,595 17%	<b>368,890</b> <b>37%</b>	<b>1,004,729</b> <b>100%</b>
FY 2006	88,210 8%	101,775 10%	78,623 7%	<b>268,608</b> <b>25%</b>	147,989 14%	186,145 18%	56,892 5%	<b>391,026</b> <b>37%</b>	94,695 9%	74,680 7%	76,089 7%	<b>245,464</b> <b>23%</b>	52,208 5%	49,986 5%	52,162 5%	<b>154,356</b> <b>15%</b>	<b>1,059,454</b> <b>100%</b>
FY 2007	55,511 10%	74,277 14%	49,736 9%	<b>179,524</b> <b>33%</b>	30,790 6%	39,626 7%	44,820 8%	<b>115,236</b> <b>21%</b>	58,133 11%	21,818 4%	49,990 9%	<b>129,941</b> <b>24%</b>	57,788 11%	29,078 5%	32,996 6%	<b>119,862</b> <b>22%</b>	<b>544,563</b> <b>100%</b>
FY 2008	25,645 7%	34,739 9%	41,181 11%	<b>101,565</b> <b>26%</b>	32,090 8%	40,974 11%	32,173 8%	<b>105,237</b> <b>27%</b>	48,812 13%	48,781 13%	25,218 7%	<b>122,811</b> <b>32%</b>	19,112 5%	18,730 5%	16,047 4%	<b>53,889</b> <b>14%</b>	<b>383,502</b> <b>100%</b>
FY 2009	9,938 5%	41,505 21%	11,199 6%	<b>62,642</b> <b>32%</b>	9,023 5%	(2,614) -1%	25,014 13%	<b>31,423</b> <b>16%</b>	13,509 7%	8,117 4%	9,422 5%	<b>31,048</b> <b>16%</b>	9,306 5%	39,456 20%	20,512 11%	<b>69,274</b> <b>36%</b>	<b>194,387</b> <b>100%</b>
FY 2010	38,343 22%	2,861 2%	8,361 5%	<b>49,565</b> <b>28%</b>	24,075 14%	6,166 4%	12,509 7%	<b>42,750</b> <b>24%</b>	11,863 7%	3,508 2%	25,385 14%	<b>40,756</b> <b>23%</b>	5,198 3%	22,832 13%	14,783 8%	<b>42,813</b> <b>24%</b>	<b>175,884</b> <b>100%</b>
FY 2011	10,147 4%	20,117 8%	16,631 7%	<b>46,895</b> <b>19%</b>	6,375 3%	29,630 12%	11,739 5%	<b>47,744</b> <b>19%</b>	6,474 3%	23,982 10%	20,578 8%	<b>51,034</b> <b>21%</b>	32,312 13%	27,154 11%	42,276 17%	<b>101,742</b> <b>41%</b>	<b>247,415</b> <b>100%</b>
FY 2012	22,354 10%	32,256 15%	26,063 12%	<b>80,673</b> <b>37%</b>	26,673 12%	27,429 13%	18,235 8%	<b>72,337</b> <b>34%</b>	8,357 4%	16,291 8%	31,865 15%	<b>56,513</b> <b>26%</b>	6,183 3%	- 0%	- 0%	<b>6,183</b> <b>3%</b>	<b>215,706</b> <b>100%</b>



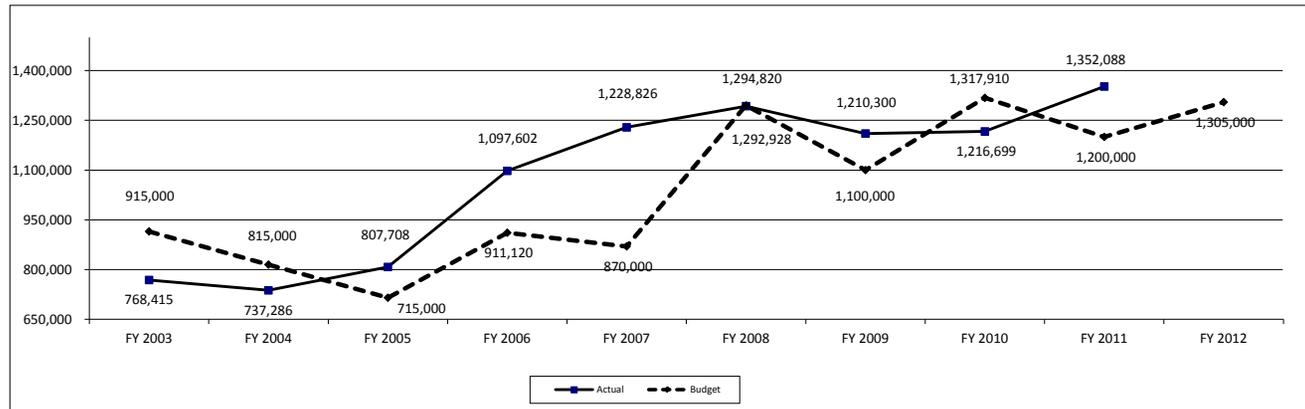
Other Permits Revenue - GF  
Revenues by Month/Fiscal Year

	July	August	September	Quarter 1	October	November	December	Quarter 2	January	February	March	Quarter 3	April	May	June	Quarter 4	Total
FY 2003	31,437 6%	23,748 5%	27,839 6%	<b>83,024</b> <b>17%</b>	29,933 6%	36,645 7%	32,169 7%	<b>98,747</b> <b>20%</b>	44,616 9%	42,146 9%	41,956 9%	<b>128,718</b> <b>26%</b>	37,846 8%	42,666 9%	100,554 20%	<b>181,066</b> <b>37%</b>	<b>491,555</b> <b>100%</b>
FY 2004	37,235 7%	45,042 8%	52,321 9%	<b>134,598</b> <b>24%</b>	50,284 9%	28,011 5%	35,798 6%	<b>114,093</b> <b>21%</b>	59,008 11%	47,445 9%	58,004 10%	<b>164,457</b> <b>30%</b>	53,372 10%	42,399 8%	44,525 8%	<b>140,296</b> <b>25%</b>	<b>553,444</b> <b>100%</b>
FY 2005	53,066 8%	44,387 7%	48,491 8%	<b>145,944</b> <b>23%</b>	45,839 7%	51,141 8%	56,121 9%	<b>153,101</b> <b>24%</b>	50,398 8%	51,077 8%	61,595 10%	<b>163,070</b> <b>25%</b>	54,675 8%	61,735 10%	64,980 10%	<b>181,390</b> <b>28%</b>	<b>643,505</b> <b>100%</b>
FY 2006	52,509 6%	64,372 8%	74,718 9%	<b>191,599</b> <b>24%</b>	77,305 10%	69,224 9%	47,710 6%	<b>194,239</b> <b>24%</b>	65,193 8%	88,547 11%	93,338 12%	<b>247,078</b> <b>30%</b>	61,991 8%	59,272 7%	56,800 7%	<b>178,063</b> <b>22%</b>	<b>810,979</b> <b>100%</b>
FY 2007	76,205 10%	48,281 6%	66,370 8%	<b>190,856</b> <b>24%</b>	71,463 9%	68,249 9%	77,658 10%	<b>217,370</b> <b>27%</b>	66,221 8%	60,744 8%	84,701 11%	<b>211,666</b> <b>27%</b>	59,002 7%	59,957 8%	56,797 7%	<b>175,756</b> <b>22%</b>	<b>795,648</b> <b>100%</b>
FY 2008	57,533 7%	66,973 8%	82,031 9%	<b>206,537</b> <b>24%</b>	77,095 9%	83,033 10%	55,201 6%	<b>215,329</b> <b>25%</b>	87,717 10%	80,033 9%	62,266 7%	<b>230,016</b> <b>27%</b>	66,869 8%	74,702 9%	70,794 8%	<b>212,365</b> <b>25%</b>	<b>864,247</b> <b>100%</b>
FY 2009	76,267 12%	63,207 10%	43,215 7%	<b>182,689</b> <b>28%</b>	49,610 8%	49,465 8%	53,983 8%	<b>153,058</b> <b>24%</b>	51,823 8%	55,258 9%	54,604 8%	<b>161,685</b> <b>25%</b>	45,626 7%	51,609 8%	54,025 8%	<b>151,260</b> <b>23%</b>	<b>648,692</b> <b>100%</b>
FY 2010	61,262 9%	49,960 7%	47,646 7%	<b>158,868</b> <b>22%</b>	58,496 8%	64,861 9%	70,116 10%	<b>193,473</b> <b>27%</b>	58,306 8%	49,514 7%	81,236 11%	<b>189,056</b> <b>27%</b>	61,339 9%	56,495 8%	47,199 7%	<b>165,033</b> <b>23%</b>	<b>706,430</b> <b>100%</b>
FY 2011	40,701 6%	48,024 7%	52,077 7%	<b>140,802</b> <b>20%</b>	48,291 7%	51,910 7%	53,334 8%	<b>153,535</b> <b>22%</b>	67,782 10%	61,098 9%	57,026 8%	<b>185,906</b> <b>27%</b>	100,460 14%	52,449 7%	68,326 10%	<b>221,235</b> <b>32%</b>	<b>701,478</b> <b>100%</b>
FY 2012	49,316 9%	57,773 10%	60,981 11%	<b>168,070</b> <b>29%</b>	53,575 9%	60,825 11%	61,559 11%	<b>175,959</b> <b>31%</b>	60,592 11%	55,479 10%	59,953 10%	<b>176,024</b> <b>31%</b>	53,688 9%	- 0%	- 0%	<b>53,688</b> <b>9%</b>	<b>573,741</b> <b>100%</b>



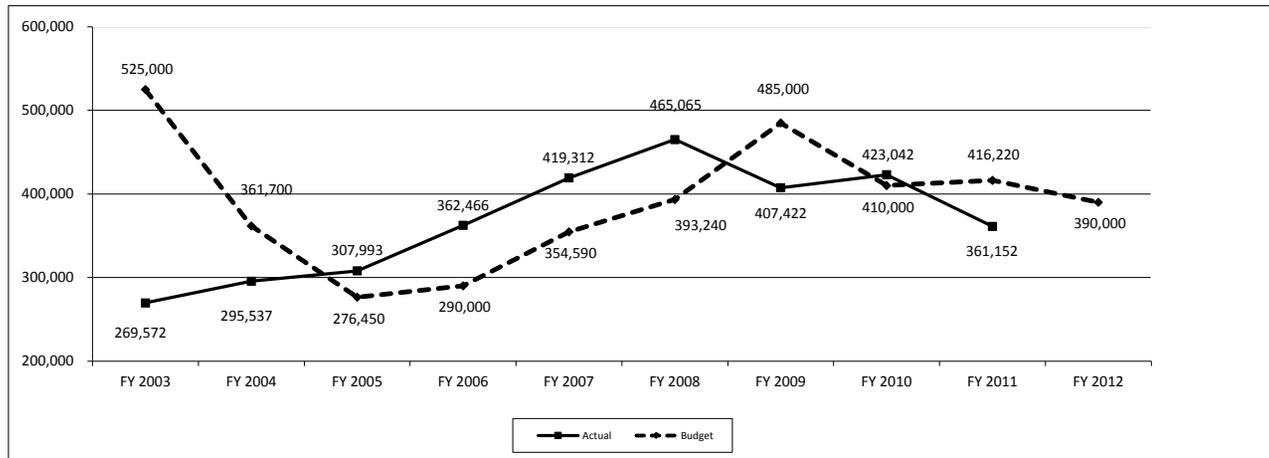
EMS Revenue - GF  
Revenues by Month/Fiscal Year

	July	August	September	Quarter 1	October	November	December	Quarter 2	January	February	March	Quarter 3	April	May	June	Quarter 4	Total
FY 2003	116,710 15%	80,624 10%	76,416 10%	<b>273,750</b> <b>36%</b>	58,899 8%	58,328 8%	33,159 4%	<b>150,386</b> <b>20%</b>	61,720 8%	52,777 7%	61,947 8%	<b>176,444</b> <b>23%</b>	64,849 8%	83,179 11%	19,807 3%	<b>167,835</b> <b>22%</b>	<b>768,415</b> <b>100%</b>
FY 2004	87,895 12%	53,534 7%	54,123 7%	<b>195,552</b> <b>27%</b>	48,189 7%	48,864 7%	107,016 15%	<b>204,069</b> <b>28%</b>	50,697 7%	27,564 4%	48,261 7%	<b>126,522</b> <b>17%</b>	76,979 10%	48,672 7%	85,492 12%	<b>211,143</b> <b>29%</b>	<b>737,286</b> <b>100%</b>
FY 2005	81,759 10%	78,547 10%	59,260 7%	<b>219,566</b> <b>27%</b>	47,953 6%	62,651 8%	59,311 7%	<b>169,915</b> <b>21%</b>	61,556 8%	71,826 9%	88,096 11%	<b>221,478</b> <b>27%</b>	- 0%	76 0%	196,673 24%	<b>196,749</b> <b>24%</b>	<b>807,708</b> <b>100%</b>
FY 2006	73,958 7%	113,550 10%	59,349 5%	<b>246,857</b> <b>22%</b>	24,265 2%	113,200 10%	84,995 8%	<b>222,460</b> <b>20%</b>	109,943 10%	91,791 8%	150,391 14%	<b>352,125</b> <b>32%</b>	5,980 1%	198,600 18%	71,580 7%	<b>276,160</b> <b>25%</b>	<b>1,097,602</b> <b>100%</b>
FY 2007	125,651 10%	112,378 9%	95,853 8%	<b>333,882</b> <b>27%</b>	116,943 10%	88,870 7%	95,262 8%	<b>301,075</b> <b>25%</b>	87,069 7%	87,032 7%	96,006 8%	<b>270,107</b> <b>22%</b>	61,194 5%	198,600 16%	63,968 5%	<b>323,762</b> <b>26%</b>	<b>1,228,826</b> <b>100%</b>
FY 2008	44,431 3%	114,384 9%	95,778 7%	<b>254,593</b> <b>20%</b>	72,330 6%	124,118 10%	78,252 6%	<b>274,700</b> <b>21%</b>	229,208 18%	76,584 6%	153,297 12%	<b>459,089</b> <b>36%</b>	107,188 8%	44,928 3%	152,430 12%	<b>304,546</b> <b>24%</b>	<b>1,292,928</b> <b>100%</b>
FY 2009	194,134 16%	111,833 9%	27,521 2%	<b>333,488</b> <b>28%</b>	98,312 8%	24,779 2%	210,979 17%	<b>334,070</b> <b>28%</b>	93,612 8%	88,221 7%	123,025 10%	<b>304,858</b> <b>25%</b>	109,309 9%	127,262 11%	1,313 0%	<b>237,884</b> <b>20%</b>	<b>1,210,300</b> <b>100%</b>
FY 2010	137,337 11%	124,999 10%	87,121 7%	<b>349,457</b> <b>29%</b>	88,332 7%	76,386 6%	89,281 7%	<b>253,999</b> <b>21%</b>	55,126 5%	141,559 12%	122,861 10%	<b>319,546</b> <b>26%</b>	82,541 7%	98,124 8%	113,032 9%	<b>293,697</b> <b>24%</b>	<b>1,216,699</b> <b>100%</b>
FY 2011	169,655 13%	92,567 7%	101,958 8%	<b>364,180</b> <b>27%</b>	86,469 6%	132,634 10%	87,598 6%	<b>306,701</b> <b>23%</b>	102,245 8%	105,484 8%	89,346 7%	<b>297,075</b> <b>22%</b>	110,559 8%	132,638 10%	140,935 10%	<b>384,132</b> <b>28%</b>	<b>1,352,088</b> <b>100%</b>
FY 2012	139,667 12%	112,393 10%	152,366 13%	<b>404,426</b> <b>36%</b>	115,675 10%	92,479 8%	67,460 6%	<b>275,614</b> <b>24%</b>	126,932 11%	118,145 10%	57,136 5%	<b>302,213</b> <b>27%</b>	147,555 13%	- 0%	- 0%	<b>147,555</b> <b>13%</b>	<b>1,129,808</b> <b>100%</b>



Fines & Fees Revenue - GF  
Revenues by Month/Fiscal Year

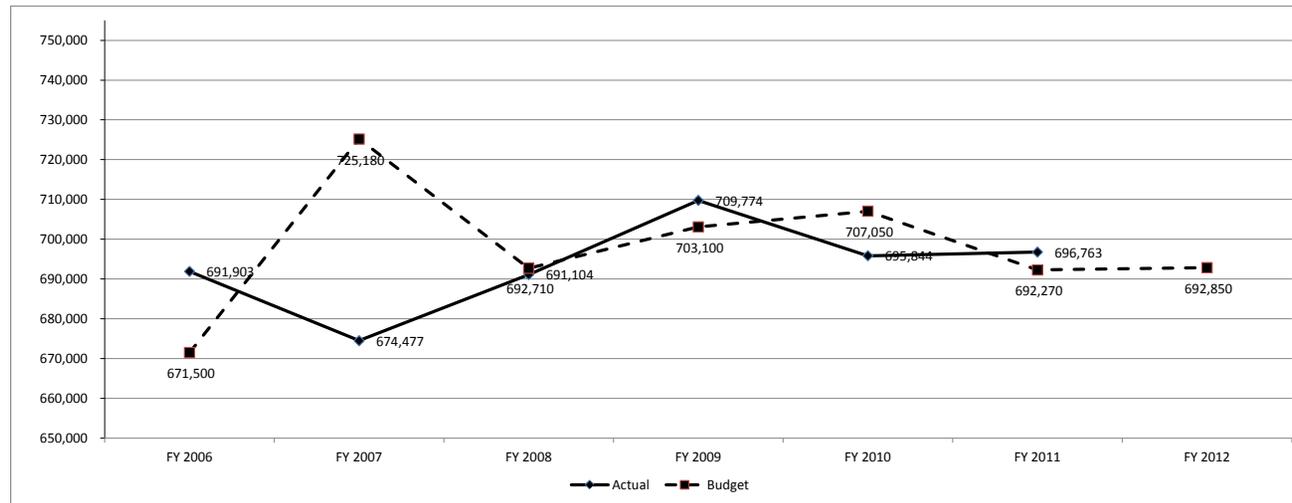
	July	August	September	Quarter 1	October	November	December	Quarter 2	January	February	March	Quarter 3	April	May	June	Quarter 4	Total
FY 2003	28,845 11%	30,186 11%	18,727 7%	<b>77,758</b> <b>29%</b>	29,891 11%	18,991 7%	22,112 8%	<b>70,994</b> <b>26%</b>	28,364 11%	26,353 10%	29,810 11%	<b>84,527</b> <b>31%</b>	18,373 7%	15,920 6%	2,000 1%	<b>36,293</b> <b>13%</b>	<b>269,572</b> <b>100%</b>
FY 2004	29,823 10%	21,550 7%	25,506 9%	<b>76,879</b> <b>26%</b>	22,826 8%	20,991 7%	16,740 6%	<b>60,557</b> <b>20%</b>	30,097 10%	15,057 5%	27,405 9%	<b>72,559</b> <b>25%</b>	27,094 9%	27,071 9%	31,377 11%	<b>85,542</b> <b>29%</b>	<b>295,537</b> <b>100%</b>
FY 2005	27,936 9%	23,918 8%	21,707 7%	<b>73,561</b> <b>24%</b>	20,908 7%	27,865 9%	21,425 7%	<b>70,198</b> <b>23%</b>	22,437 7%	23,361 8%	32,175 10%	<b>77,973</b> <b>25%</b>	33,047 11%	25,943 8%	27,271 9%	<b>86,261</b> <b>28%</b>	<b>307,993</b> <b>100%</b>
FY 2006	33,518 9%	30,108 8%	32,229 9%	<b>95,855</b> <b>26%</b>	25,854 7%	31,760 9%	26,868 7%	<b>84,482</b> <b>23%</b>	29,342 8%	27,384 8%	34,509 10%	<b>91,235</b> <b>25%</b>	29,211 8%	30,377 8%	31,306 9%	<b>90,894</b> <b>25%</b>	<b>362,466</b> <b>100%</b>
FY 2007	52,481 13%	36,232 9%	25,088 6%	<b>113,801</b> <b>27%</b>	28,493 7%	31,604 8%	27,617 7%	<b>87,714</b> <b>21%</b>	36,378 9%	35,545 8%	31,585 8%	<b>103,508</b> <b>25%</b>	37,798 9%	37,425 9%	39,066 9%	<b>114,289</b> <b>27%</b>	<b>419,312</b> <b>100%</b>
FY 2008	43,673 9%	50,004 11%	49,783 11%	<b>143,460</b> <b>31%</b>	43,615 9%	40,721 9%	39,803 9%	<b>124,139</b> <b>27%</b>	38,170 8%	34,129 7%	44,389 10%	<b>116,688</b> <b>25%</b>	42,465 9%	(2,144) 0%	40,457 9%	<b>80,778</b> <b>17%</b>	<b>465,065</b> <b>100%</b>
FY 2009	45,023 11%	38,490 9%	36,213 9%	<b>119,726</b> <b>29%</b>	28,928 7%	(4,436) -1%	67,835 17%	<b>92,327</b> <b>23%</b>	26,890 7%	25,284 6%	36,062 9%	<b>88,236</b> <b>22%</b>	88,498 22%	37,869 9%	(19,234) -5%	<b>107,133</b> <b>26%</b>	<b>407,422</b> <b>100%</b>
FY 2010	42,800 10%	32,955 8%	36,215 9%	<b>111,970</b> <b>26%</b>	36,450 9%	32,096 8%	34,975 8%	<b>103,521</b> <b>24%</b>	28,129 7%	40,868 10%	33,968 8%	<b>102,965</b> <b>24%</b>	34,019 8%	34,325 8%	36,242 9%	<b>104,586</b> <b>25%</b>	<b>423,042</b> <b>100%</b>
FY 2011	38,861 11%	32,833 9%	40,636 11%	<b>112,330</b> <b>31%</b>	31,196 9%	31,461 9%	22,224 6%	<b>84,881</b> <b>24%</b>	27,464 8%	28,646 8%	31,823 9%	<b>87,933</b> <b>24%</b>	24,453 7%	27,978 8%	23,577 7%	<b>76,008</b> <b>21%</b>	<b>361,152</b> <b>100%</b>
FY 2012	26,127 10%	21,110 8%	26,871 10%	<b>74,108</b> <b>28%</b>	23,055 9%	22,082 8%	33,296 13%	<b>78,433</b> <b>30%</b>	20,900 8%	29,050 11%	32,463 12%	<b>82,413</b> <b>32%</b>	25,408 10%	- 0%	- 0%	<b>25,408</b> <b>10%</b>	<b>260,362</b> <b>100%</b>



**Revenue Analysis  
Capital Projects Fund**

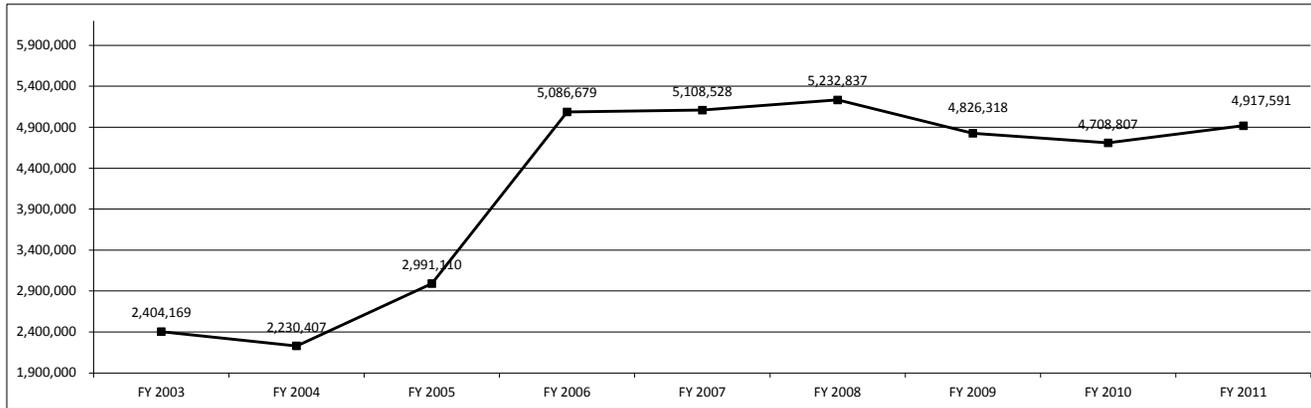
Ad Valorem Revenue - CIP  
Revenues by Month/Fiscal Year

	July	August	September	Quarter 1	October	November	December	Quarter 2	January	February	March	Quarter 3	April	May	June	Quarter 4	Total
FY 2003	-	5	88,749	<b>88,754</b>	80,978	237,740	1,034,309	<b>1,353,027</b>	829,017	95,312	66,345	<b>990,674</b>	78,645	29,628	43,772	<b>152,045</b>	<b>2,584,500</b>
	0%	0%	3%	<b>3%</b>	3%	9%	40%	<b>52%</b>	32%	4%	3%	<b>38%</b>	3%	1%	2%	<b>6%</b>	<b>100%</b>
FY 2004	19,877	16,445	32,197	<b>68,519</b>	49,246	243,452	1,016,958	<b>1,309,656</b>	896,730	47,011	(666,747)	<b>276,994</b>	52,973	19,615	40,353	<b>112,941</b>	<b>1,768,110</b>
	1%	1%	2%	<b>4%</b>	3%	14%	58%	<b>74%</b>	51%	3%	-38%	<b>16%</b>	3%	1%	2%	<b>6%</b>	<b>100%</b>
FY 2005	10,242	12,482	17,943	<b>40,667</b>	16,988	180,349	603,944	<b>801,281</b>	615,138	78,027	18,034	<b>711,199</b>	-	-	88,804	<b>88,804</b>	<b>1,641,951</b>
	1%	1%	1%	<b>2%</b>	1%	11%	37%	<b>49%</b>	37%	5%	1%	<b>43%</b>	0%	0%	5%	<b>5%</b>	<b>100%</b>
FY 2006	5,297	9,604	15,244	<b>30,145</b>	10,609	57,454	276,991	<b>345,054</b>	262,626	1,795	29,939	<b>294,360</b>	(3,784)	9,443	16,685	<b>22,344</b>	<b>691,903</b>
	1%	1%	2%	<b>4%</b>	2%	8%	40%	<b>50%</b>	38%	0%	4%	<b>43%</b>	-1%	1%	2%	<b>3%</b>	<b>100%</b>
FY 2007	3,325	2,856	7,270	<b>13,451</b>	26,787	48,580	289,787	<b>365,154</b>	240,170	25,439	11,850	<b>277,459</b>	(15,125)	6,867	26,671	<b>18,413</b>	<b>674,477</b>
	0%	0%	1%	<b>2%</b>	4%	7%	43%	<b>54%</b>	36%	4%	2%	<b>41%</b>	-2%	1%	4%	<b>3%</b>	<b>100%</b>
FY 2008	2,827	3,257	3,318	<b>9,402</b>	28,017	57,394	308,415	<b>393,826</b>	260,148	9,045	8,299	<b>277,492</b>	14,208	5,211	(9,035)	<b>10,384</b>	<b>691,104</b>
	0%	0%	0%	<b>1%</b>	4%	8%	45%	<b>57%</b>	38%	1%	1%	<b>40%</b>	2%	1%	-1%	<b>2%</b>	<b>100%</b>
FY 2009	2,390	2,416	5,469	<b>10,275</b>	127	8,967	118,012	<b>127,106</b>	219,349	270,515	45,589	<b>535,453</b>	-	13,699	23,241	<b>36,940</b>	<b>709,774</b>
	0%	0%	1%	<b>1%</b>	0%	1%	17%	<b>18%</b>	31%	38%	6%	<b>75%</b>	0%	2%	3%	<b>5%</b>	<b>100%</b>
FY 2010	-	-	4,582	<b>4,582</b>	4,377	20,964	92,359	<b>117,700</b>	292,269	223,398	20,798	<b>536,465</b>	3,826	5,380	27,891	<b>37,097</b>	<b>695,844</b>
	0%	0%	1%	<b>1%</b>	1%	3%	13%	<b>17%</b>	42%	32%	3%	<b>77%</b>	1%	1%	4%	<b>5%</b>	<b>100%</b>
FY 2011	-	1,754	2,431	<b>4,185</b>	6,654	16,191	55,402	<b>78,247</b>	539,984	21,892	15,409	<b>577,285</b>	5,550	11,288	20,208	<b>37,046</b>	<b>696,763</b>
	0%	0%	0%	<b>1%</b>	1%	2%	8%	<b>11%</b>	77%	3%	2%	<b>83%</b>	1%	2%	3%	<b>5%</b>	<b>100%</b>
FY 2012	-	1,574	2,304	<b>3,878</b>	112	11,935	140,304	<b>152,351</b>	485,952	9,593	6,136	<b>501,681</b>	1,761	-	-	<b>1,761</b>	<b>659,671</b>
	0%	0%	0%	<b>1%</b>	0%	2%	21%	<b>23%</b>	74%	1%	1%	<b>76%</b>	0%	0%	0%	<b>0%</b>	<b>100%</b>



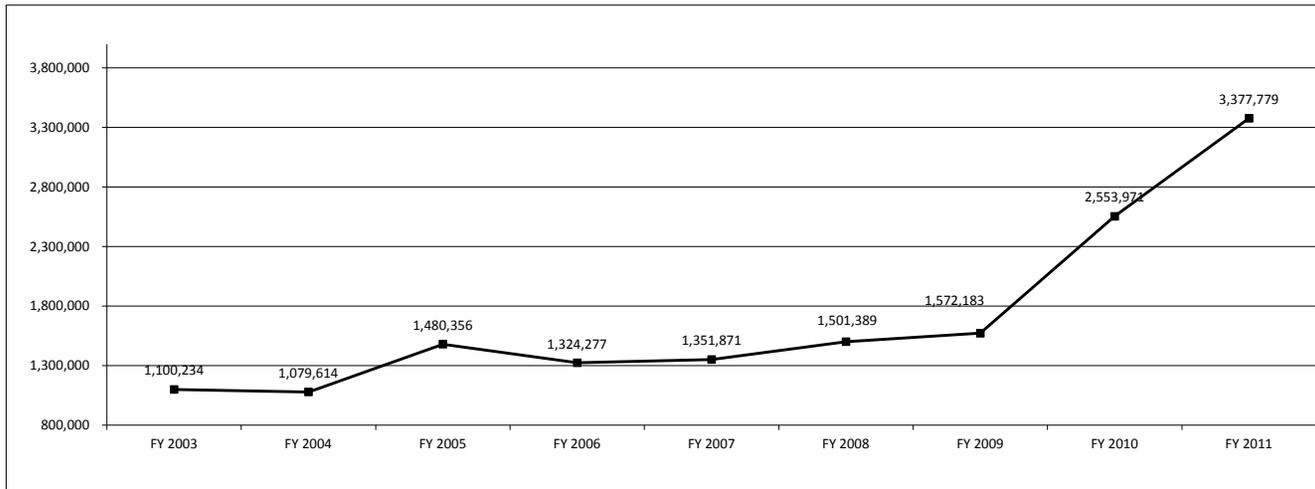
Hospitality Tax Revenue - CIP  
Revenues by Month/Fiscal Year

	July	August	September	Quarter 1	October	November	December	Quarter 2	January	February	March	Quarter 3	April	May	June	Quarter 4	Total
FY 2003	2,607 0%	16,065 1%	571,206 24%	<b>589,878</b> <b>25%</b>	660 0%	72,787 3%	378,101 16%	<b>451,548</b> <b>19%</b>	- 0%	58,698 2%	417,146 17%	<b>475,844</b> <b>20%</b>	- 0%	(5,815) 0%	892,714 37%	<b>886,899</b> <b>37%</b>	<b>2,404,169</b> <b>100%</b>
FY 2004	8,280 0%	18,185 1%	581,546 26%	<b>608,011</b> <b>27%</b>	(3,887) 0%	43,421 2%	406,329 18%	<b>445,863</b> <b>20%</b>	- 0%	22,493 1%	383,177 17%	<b>405,670</b> <b>18%</b>	- 0%	46,773 2%	724,090 32%	<b>770,863</b> <b>35%</b>	<b>2,230,407</b> <b>100%</b>
FY 2005	1,102 0%	20,953 1%	700,881 23%	<b>722,936</b> <b>24%</b>	- 0%	45,431 2%	457,612 15%	<b>503,043</b> <b>17%</b>	- 0%	28,195 1%	418,803 14%	<b>446,998</b> <b>15%</b>	352 0%	48,086 2%	1,269,695 42%	<b>1,318,133</b> <b>44%</b>	<b>2,991,110</b> <b>100%</b>
FY 2006	300 0%	23,782 0%	1,431,913 28%	<b>1,455,995</b> <b>29%</b>	- 0%	85,947 2%	892,256 18%	<b>978,203</b> <b>19%</b>	476 0%	82,758 2%	924,703 18%	<b>1,007,937</b> <b>20%</b>	(1,834) 0%	64,581 1%	1,581,797 31%	<b>1,644,544</b> <b>32%</b>	<b>5,086,679</b> <b>100%</b>
FY 2007	2,406 0%	73,977 1%	1,422,406 28%	<b>1,498,789</b> <b>29%</b>	(3,701) 0%	74,689 1%	917,648 18%	<b>988,636</b> <b>19%</b>	(11,475) 0%	64,370 1%	912,501 18%	<b>965,396</b> <b>19%</b>	(1,859) 0%	79,480 2%	1,578,086 31%	<b>1,655,707</b> <b>32%</b>	<b>5,108,528</b> <b>100%</b>
FY 2008	903 0%	79,940 2%	1,491,971 29%	<b>1,572,814</b> <b>30%</b>	(3,897) 0%	73,307 1%	22,231 0%	<b>91,641</b> <b>2%</b>	833,197 16%	76,639 1%	82,405 2%	<b>992,241</b> <b>19%</b>	911,704 17%	102,753 2%	1,561,684 30%	<b>2,576,141</b> <b>49%</b>	<b>5,232,837</b> <b>100%</b>
FY 2009	2,207 0%	85,911 2%	110,257 2%	<b>198,375</b> <b>4%</b>	1,305,139 27%	89,401 2%	50,462 1%	<b>1,445,002</b> <b>30%</b>	737,230 15%	110,146 2%	63,473 1%	<b>910,849</b> <b>19%</b>	733,197 15%	94,067 2%	1,444,828 30%	<b>2,272,092</b> <b>47%</b>	<b>4,826,318</b> <b>100%</b>
FY 2010	44,438 1%	56,501 1%	100,791 2%	<b>201,730</b> <b>4%</b>	1,267,411 27%	91,091 2%	74,812 2%	<b>1,433,314</b> <b>30%</b>	663,467 14%	78,680 2%	93,164 2%	<b>835,311</b> <b>18%</b>	666,197 14%	125,941 3%	1,446,314 31%	<b>2,238,452</b> <b>48%</b>	<b>4,708,807</b> <b>100%</b>
FY 2011	(20,576) 0%	146,094 3%	94,078 2%	<b>219,596</b> <b>4%</b>	1,331,329 27%	106,561 2%	56,760 1%	<b>1,494,650</b> <b>30%</b>	648,822 13%	152,296 3%	108,558 2%	<b>909,676</b> <b>18%</b>	652,633 13%	172,589 4%	1,468,447 30%	<b>2,293,669</b> <b>47%</b>	<b>4,917,591</b> <b>100%</b>
FY 2012	- 0%	- 0%	361,462 11%	<b>361,462</b> <b>11%</b>	1,205,720 35%	51,838 2%	209,020 6%	<b>1,466,578</b> <b>43%</b>	636,640 19%	125,824 4%	119,275 4%	<b>881,739</b> <b>26%</b>	695,699 20%	- 0%	- 0%	<b>695,699</b> <b>20%</b>	<b>3,405,478</b> <b>100%</b>



Stormwater Utility Fees Revenue - CIP  
Revenues by Month/Fiscal Year

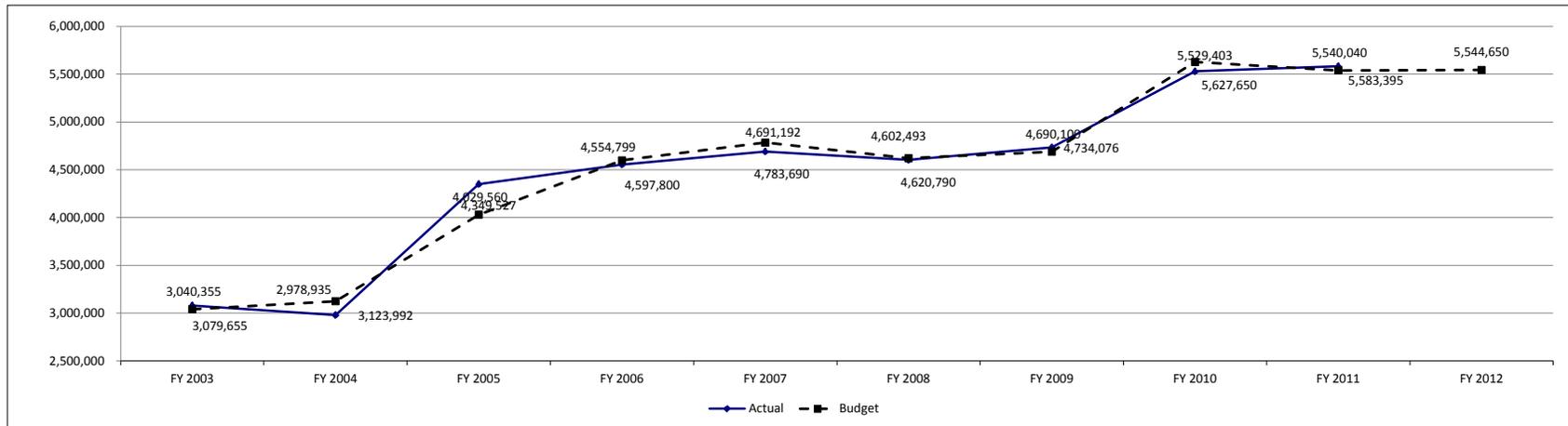
	July	August	September	Quarter 1	October	November	December	Quarter 2	January	February	March	Quarter 3	April	May	June	Quarter 4	Total
FY 2003	-	-	-	-	-	-	(156,766)	(156,766)	357,435	567,617	106,365	1,031,417	-	-	225,583	225,583	1,100,234
	0%	0%	0%	0%	0%	0%	-14%	-14%	32%	52%	10%	94%	0%	0%	21%	0%	79%
FY 2004	-	-	-	-	-	-	-	-	517,452	416,547	112,998	1,046,997	-	-	32,617	32,617	1,079,614
	0%	0%	0%	0%	0%	0%	0%	0%	48%	39%	10%	97%	0%	0%	3%	3%	100%
FY 2005	-	-	-	-	-	-	-	-	815,533	-	624,820	1,440,353	-	-	40,003	40,003	1,480,356
	0%	0%	0%	0%	0%	0%	0%	0%	55%	0%	42%	97%	0%	0%	3%	3%	100%
FY 2006	-	-	-	-	-	-	-	-	678,875	-	638,412	1,317,287	-	-	6,990	6,990	1,324,277
	0%	0%	0%	0%	0%	0%	0%	0%	51%	0%	48%	99%	0%	0%	1%	1%	100%
FY 2007	-	-	35,253	35,253	-	-	-	-	-	723,646	573,127	1,296,773	-	-	19,845	19,845	1,351,871
	0%	0%	3%	3%	0%	0%	0%	0%	0%	54%	42%	96%	0%	0%	1%	1%	100%
FY 2008	(14,835)	-	-	(14,835)	-	63,090	-	63,090	-	1,417,749	-	1,417,749	-	-	35,385	35,385	1,501,389
	-1%	0%	0%	-1%	0%	4%	0%	4%	0%	94%	0%	94%	0%	0%	2%	2%	100%
FY 2009	-	-	-	-	35,897	-	-	35,897	1,109,008	-	310,000	1,419,008	117,278	-	-	117,278	1,572,183
	0%	0%	0%	0%	2%	0%	0%	2%	71%	0%	20%	90%	7%	0%	0%	7%	100%
FY 2010	-	-	-	-	-	19,050	-	19,050	350,669	1,974,032	94,673	2,419,374	12,245	21,898	81,404	115,547	2,553,971
	0%	0%	0%	0%	0%	1%	0%	1%	14%	77%	4%	95%	0%	1%	3%	5%	100%
FY 2011	-	-	-	-	37,610	20,063	245,605	303,278	2,779,689	70,455	68,467	2,918,611	39,449	-	116,441	155,890	3,377,779
	0%	0%	0%	0%	1%	1%	7%	9%	82%	2%	2%	86%	1%	0%	3%	5%	100%
FY 2012	-	-	-	-	-	48,454	638,172	686,626	2,535,992	-	46,507	2,582,499	93,932	-	-	93,932	3,363,057
	0%	0%	0%	0%	0%	1%	19%	20%	75%	0%	1%	77%	3%	0%	0%	3%	100%



**Revenue Analysis  
Debt Service Fund**

Ad Valorem Tax Revenue - DSF  
Revenues by Month/Fiscal Year

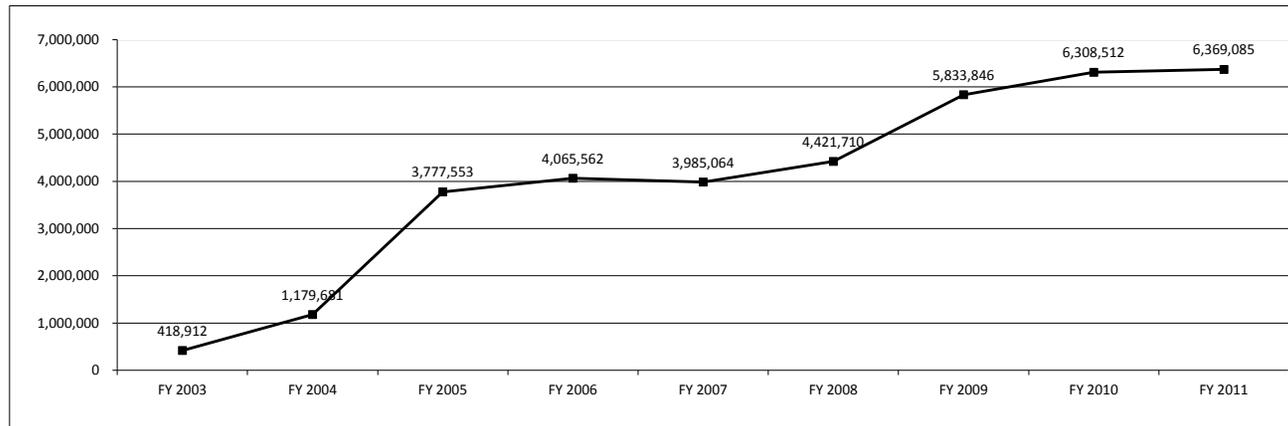
	July	August	September	Quarter 1	October	November	December	Quarter 2	January	February	March	Quarter 3	April	May	June	Quarter 4	Total
FY 2003	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3,079,655	3,079,655	3,079,655
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%	100%	100%
FY 2004	23,975	19,719	38,569	82,263	58,290	299,390	1,259,846	1,617,526	1,082,633	46,024	(43,528)	1,085,129	89,079	33,439	71,499	194,017	2,978,935
	1%	1%	1%	3%	2%	10%	42%	54%	36%	2%	-1%	36%	3%	1%	2%	7%	100%
FY 2005	17,260	21,034	29,886	68,180	31,093	481,293	1,583,813	2,096,199	1,684,465	214,087	49,531	1,948,083	-	-	237,065	237,065	4,349,527
	0%	0%	1%	2%	1%	11%	36%	48%	39%	5%	1%	45%	0%	0%	5%	5%	100%
FY 2006	14,209	25,802	41,076	81,087	86,210	391,235	1,858,563	2,336,008	1,758,039	39,679	146,492	1,944,210	8,917	81,384	103,193	193,494	4,554,799
	0%	1%	1%	2%	2%	9%	41%	51%	39%	1%	3%	43%	0%	2%	2%	4%	100%
FY 2007	22,130	18,816	47,789	88,735	168,447	397,758	1,988,854	2,555,059	1,660,517	157,106	77,483	1,895,106	(54,634)	47,024	159,902	152,292	4,691,192
	0%	0%	1%	2%	4%	8%	42%	54%	35%	3%	2%	40%	-1%	1%	3%	3%	100%
FY 2008	19,231	22,057	23,023	64,311	185,218	361,622	1,971,688	2,518,528	1,600,674	296,892	53,512	1,951,078	94,683	33,578	(59,685)	68,576	4,602,493
	0%	0%	1%	1%	4%	8%	43%	55%	35%	6%	1%	42%	2%	1%	-1%	1%	100%
FY 2009	15,889	16,113	36,396	68,398	849	59,589	787,047	847,485	1,463,188	1,804,494	304,099	3,571,781	-	91,386	155,026	246,412	4,734,076
	0%	0%	1%	1%	0%	1%	17%	18%	31%	38%	6%	75%	0%	2%	3%	5%	100%
FY 2010	-	-	35,188	35,188	31,846	161,506	740,179	933,531	2,341,918	1,790,050	164,937	4,296,905	27,003	38,421	198,355	263,779	5,529,403
	0%	0%	1%	1%	1%	3%	13%	17%	42%	32%	3%	78%	0%	1%	4%	5%	100%
FY 2011	-	14,056	19,474	33,530	137,269	45,817	443,940	627,026	4,327,075	175,432	123,482	4,625,989	44,456	90,456	161,938	296,850	5,583,395
	0%	0%	0%	1%	2%	1%	8%	11%	77%	3%	2%	83%	1%	2%	3%	5%	100%
FY 2012	-	12,613	18,462	31,075	901	95,634	1,124,306	1,220,841	3,894,155	76,875	49,170	4,020,200	14,113	-	-	14,113	5,286,229
	0%	0%	0%	1%	0%	2%	21%	23%	74%	1%	1%	76%	0%	0%	0%	0%	100%



**Revenue Analysis**  
**Other Governmental Funds**

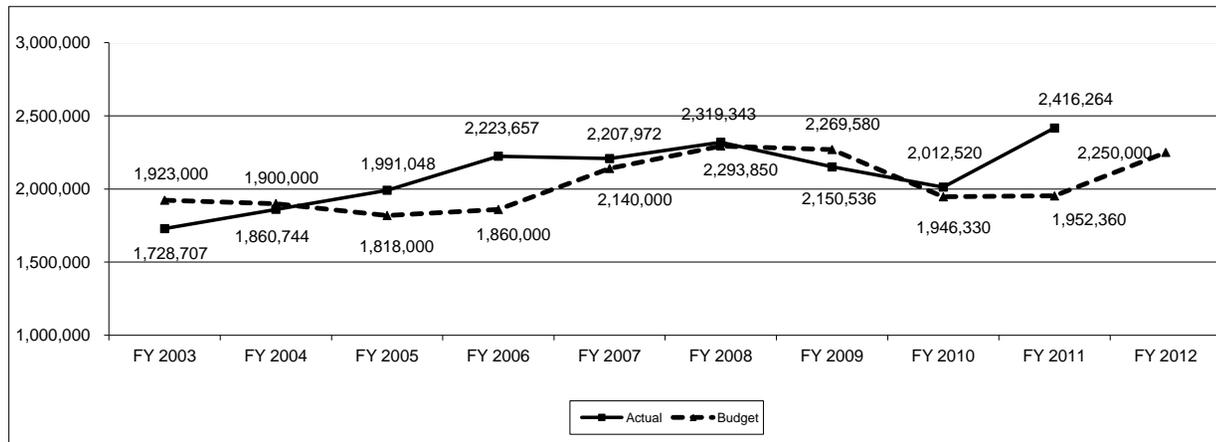
Ad Valorem Tax Revenue - TIF  
Revenues by Month/Fiscal Year

	July	August	September	Quarter 1	October	November	December	Quarter 2	January	February	March	Quarter 3	April	May	June	Quarter 4	Total
FY 2003	-	-	-	-	-	4,035	41,879	45,914	302,244	3,344	-	305,588	54,629	488	12,293	67,410	418,912
	0%	0%	0%	0%	0%	1%	10%	11%	72%	1%	0%	73%	13%	0%	3%	16%	100%
FY 2004	-	-	-	-	-	393,533	248,339	641,872	466,304	-	5,077	471,381	2,499	12,762	51,167	66,428	1,179,681
	0%	0%	0%	0%	0%	33%	21%	54%	40%	0%	0%	40%	0%	1%	4%	6%	100%
FY 2005	-	-	67	67	-	338,497	1,128,491	1,466,988	1,896,080	200,256	-	2,096,336	-	-	214,162	214,162	3,777,553
	0%	0%	0%	0%	0%	9%	30%	39%	50%	5%	0%	55%	0%	0%	6%	6%	100%
FY 2006	-	-	69,390	69,390	107,775	297,084	1,239,163	1,644,022	2,045,577	85,285	43,750	2,174,612	14,525	9,169	153,844	177,538	4,065,562
	0%	0%	2%	2%	3%	7%	30%	40%	50%	2%	1%	53%	0%	0%	4%	4%	100%
FY 2007	-	-	20,654	20,654	178,977	464,614	1,214,287	1,857,878	1,631,316	136,984	136,879	1,905,179	(221,381)	9,169	413,565	201,353	3,985,064
	0%	0%	1%	1%	4%	12%	30%	47%	41%	3%	3%	48%	-6%	0%	10%	5%	100%
FY 2008	-	-	-	-	211,651	236,113	1,939,103	2,386,867	796,093	-	-	796,093	-	-	1,238,750	1,238,750	4,421,710
	0%	0%	0%	0%	5%	5%	44%	54%	18%	0%	0%	18%	0%	0%	28%	28%	100%
FY 2009	-	-	-	-	-	319,346	-	319,346	2,906,538	1,453,270	-	4,359,808	862,468	115,562	176,662	1,154,692	5,833,846
	0%	0%	0%	0%	0%	5%	0%	5%	50%	25%	0%	75%	15%	2%	3%	20%	100%
FY 2010	-	-	-	-	-	177,438	-	177,438	3,293,599	2,304,305	113,484	5,711,388	107,390	40,162	272,134	419,686	6,308,512
	0%	0%	0%	0%	0%	3%	0%	3%	52%	37%	2%	91%	2%	1%	4%	7%	100%
FY 2011	-	-	-	-	68,005	89,358	187,546	344,909	4,710,989	687,642	178,805	5,577,436	62,076	5,920	378,744	446,740	6,369,085
	0%	0%	0%	0%	1%	1%	3%	5%	74%	11%	3%	88%	1%	0%	6%	7%	100%
FY 2012	-	-	134,930	134,930	-	30,657	656,024	686,681	5,094,739	67,339	(241,460)	4,920,618	86,114	-	-	86,114	5,828,343
	0%	0%	2%	2%	0%	1%	11%	12%	87%	1%	-4%	84%	1%	0%	0%	1%	100%



Local ATAX Revenue - GF  
Revenues by Month/Fiscal Year

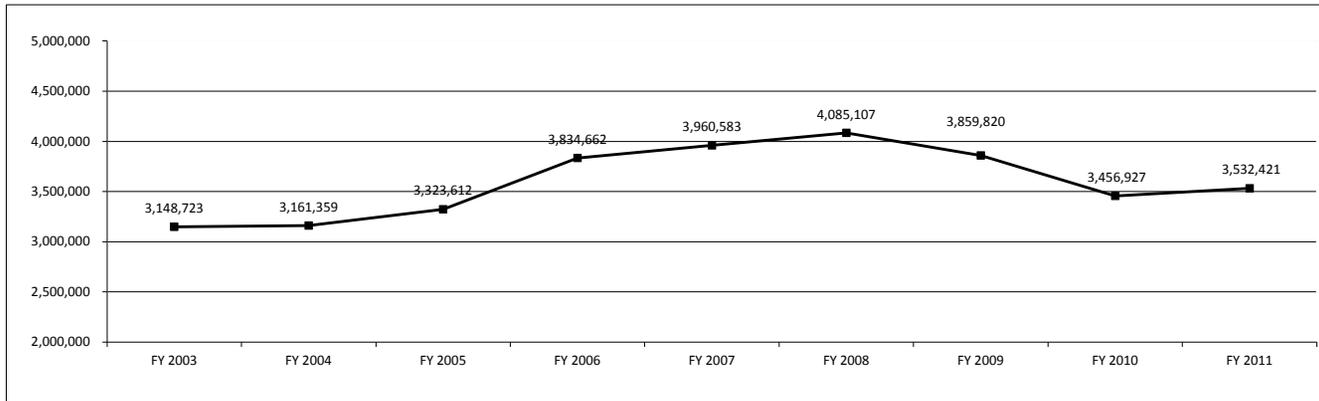
	July	August	September	Quarter 1	October	November	December	Quarter 2	January	February	March	Quarter 3	April	May	June	Quarter 4	Total
FY 2003	167 0%	698 0%	693,956 40%	<b>694,821</b> <b>40%</b>	- 0%	11,228 1%	174,238 10%	<b>185,466</b> <b>11%</b>	- 0%	7,104 0%	173,804 10%	<b>180,908</b> <b>10%</b>	- 0%	13,700 1%	653,812 38%	<b>667,512</b> <b>39%</b>	<b>1,728,707</b> <b>100%</b>
FY 2004	1,463 0%	33 0%	769,233 41%	<b>770,729</b> <b>41%</b>	(81) 0%	14,645 1%	192,365 10%	<b>206,929</b> <b>11%</b>	- 0%	2,175 0%	176,691 9%	<b>178,866</b> <b>10%</b>	- 0%	9,890 1%	694,330 37%	<b>704,220</b> <b>38%</b>	<b>1,860,744</b> <b>100%</b>
FY 2005	36 0%	460 0%	810,422 41%	<b>810,918</b> <b>41%</b>	- 0%	2,244 0%	234,797 12%	<b>237,041</b> <b>12%</b>	- 0%	3,247 0%	206,867 10%	<b>210,114</b> <b>11%</b>	(102) 0%	17,486 1%	715,591 36%	<b>732,975</b> <b>37%</b>	<b>1,991,048</b> <b>100%</b>
FY 2006	8 0%	2,182 0%	896,565 40%	<b>898,755</b> <b>40%</b>	(12) 0%	3,367 0%	219,970 10%	<b>223,325</b> <b>10%</b>	26,400 1%	20,701 1%	223,911 10%	<b>271,012</b> <b>12%</b>	364 0%	8,305 0%	821,896 37%	<b>830,565</b> <b>37%</b>	<b>2,223,657</b> <b>100%</b>
FY 2007	78 0%	5,031 0%	894,802 41%	<b>899,911</b> <b>41%</b>	(584) 0%	8,967 0%	232,451 11%	<b>240,834</b> <b>11%</b>	- 0%	2,706 0%	237,296 11%	<b>240,002</b> <b>11%</b>	(28) 0%	5,137 0%	822,116 37%	<b>827,225</b> <b>37%</b>	<b>2,207,972</b> <b>100%</b>
FY 2008	(253) 0%	3,862 0%	935,461 40%	<b>939,070</b> <b>40%</b>	(508) 0%	175,464 8%	18,135 1%	<b>193,091</b> <b>8%</b>	286,211 12%	7,335 0%	(27,991) -1%	<b>265,555</b> <b>11%</b>	256,107 11%	4,959 0%	660,561 28%	<b>921,627</b> <b>40%</b>	<b>2,319,343</b> <b>100%</b>
FY 2009	2,956 0%	1,859 0%	46,147 2%	<b>50,962</b> <b>2%</b>	878,310 41%	20,012 1%	3,223 0%	<b>901,545</b> <b>42%</b>	249,895 12%	19,554 1%	9,799 0%	<b>279,248</b> <b>13%</b>	186,573 9%	26,654 1%	705,554 33%	<b>918,781</b> <b>43%</b>	<b>2,150,536</b> <b>100%</b>
FY 2010	38,603 2%	(8,613) 0%	27,306 1%	<b>57,296</b> <b>3%</b>	819,940 41%	15,273 1%	6,635 0%	<b>841,848</b> <b>42%</b>	170,250 8%	8,362 0%	8,778 0%	<b>187,390</b> <b>9%</b>	174,777 9%	22,785 1%	728,424 36%	<b>925,986</b> <b>46%</b>	<b>2,012,520</b> <b>100%</b>
FY 2011	(5,205) 0%	45,837 2%	31,159 1%	<b>71,791</b> <b>3%</b>	910,512 38%	42,056 2%	17,687 1%	<b>970,255</b> <b>40%</b>	150,400 6%	27,663 1%	8,136 0%	<b>186,199</b> <b>8%</b>	176,081 7%	35,580 1%	976,358 40%	<b>1,188,019</b> <b>49%</b>	<b>2,416,264</b> <b>100%</b>
FY 2012	- 0%	- 0%	74,028 5%	<b>74,028</b> <b>5%</b>	916,910 62%	31,421 2%	15,270 1%	<b>963,601</b> <b>65%</b>	195,051 13%	17,880 1%	16,566 1%	<b>229,497</b> <b>15%</b>	219,758 15%	- 0%	- 0%	<b>219,758</b> <b>15%</b>	<b>1,486,884</b> <b>100%</b>



Note: Significant increase in actual Local Accommodations Tax in FY 2011 was due to a one-time settlement agreement for \$187,500.

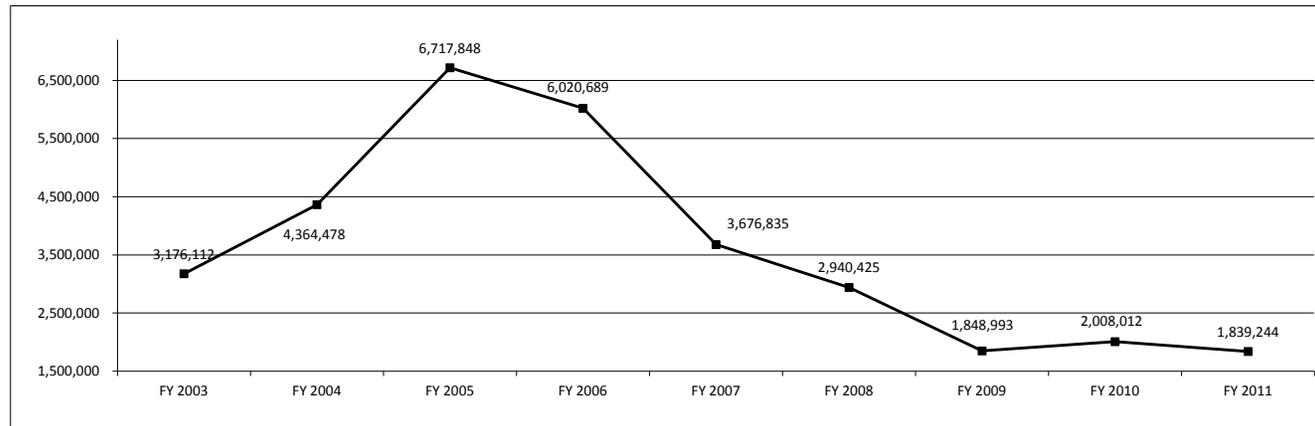
State ATAX Revenue  
Revenues by Month/Fiscal Year

	July	August	September	Quarter 1	October	November	December	Quarter 2	January	February	March	Quarter 3	April	May	June	Quarter 4	Total
FY 2003	-	-	1,484,972	<b>1,484,972</b>	-	-	431,609	<b>431,609</b>	-	-	202,790	<b>202,790</b>	-	-	1,029,352	<b>1,029,352</b>	<b>3,148,723</b>
	0%	0%	47%	<b>47%</b>	0%	0%	14%	<b>14%</b>	0%	0%	6%	<b>6%</b>	0%	0%	33%	<b>33%</b>	<b>100%</b>
FY 2004	-	-	1,508,020	<b>1,508,020</b>	-	-	399,276	<b>399,276</b>	-	-	199,395	<b>199,395</b>	-	-	1,054,668	<b>1,054,668</b>	<b>3,161,359</b>
	0%	0%	48%	<b>48%</b>	0%	0%	13%	<b>13%</b>	0%	0%	6%	<b>6%</b>	0%	0%	33%	<b>33%</b>	<b>100%</b>
FY 2005	-	-	1,594,738	<b>1,594,738</b>	-	-	427,468	<b>427,468</b>	-	-	210,786	<b>210,786</b>	-	-	1,090,620	<b>1,090,620</b>	<b>3,323,612</b>
	0%	0%	48%	<b>48%</b>	0%	0%	13%	<b>13%</b>	0%	0%	6%	<b>6%</b>	0%	0%	33%	<b>33%</b>	<b>100%</b>
FY 2006	-	-	1,744,152	<b>1,744,152</b>	-	-	464,658	<b>464,658</b>	-	-	272,230	<b>272,230</b>	-	-	1,353,622	<b>1,353,622</b>	<b>3,834,662</b>
	0%	0%	45%	<b>45%</b>	0%	0%	12%	<b>12%</b>	0%	0%	7%	<b>7%</b>	0%	0%	35%	<b>35%</b>	<b>100%</b>
FY 2007	-	-	1,842,997	<b>1,842,997</b>	-	-	540,293	<b>540,293</b>	-	-	245,770	<b>245,770</b>	-	-	1,331,523	<b>1,331,523</b>	<b>3,960,583</b>
	0%	0%	47%	<b>47%</b>	0%	0%	14%	<b>14%</b>	0%	0%	6%	<b>6%</b>	0%	0%	34%	<b>34%</b>	<b>100%</b>
FY 2008	-	-	1,888,638	<b>1,888,638</b>	-	-	584,213	<b>584,213</b>	-	-	274,872	<b>274,872</b>	-	-	1,337,384	<b>1,337,384</b>	<b>4,085,107</b>
	0%	0%	46%	<b>46%</b>	0%	0%	14%	<b>14%</b>	0%	0%	7%	<b>7%</b>	0%	0%	33%	<b>33%</b>	<b>100%</b>
FY 2009	-	-	2,011,405	<b>2,011,405</b>	-	-	-	-	454,628	-	-	<b>454,628</b>	219,516	-	1,174,271	<b>1,393,787</b>	<b>3,859,820</b>
	0%	0%	52%	<b>52%</b>	0%	0%	0%	<b>0%</b>	12%	0%	0%	<b>12%</b>	6%	0%	29%	<b>36%</b>	<b>100%</b>
FY 2010	-	-	-	-	1,740,535	-	-	<b>1,740,535</b>	451,817	-	-	<b>451,817</b>	186,174	-	1,078,401	<b>1,264,575</b>	<b>3,456,927</b>
	0%	0%	0%	<b>0%</b>	50%	0%	0%	<b>50%</b>	13%	0%	0%	<b>13%</b>	5%	0%	31%	<b>37%</b>	<b>100%</b>
FY 2011	-	-	-	-	1,793,945	-	-	<b>1,793,945</b>	450,930	-	-	<b>450,930</b>	171,509	-	1,116,037	<b>1,287,546</b>	<b>3,532,421</b>
	0%	0%	0%	<b>0%</b>	51%	0%	0%	<b>51%</b>	13%	0%	0%	<b>13%</b>	5%	0%	32%	<b>36%</b>	<b>100%</b>
FY 2012	-	-	-	-	1,727,579	-	-	<b>1,727,579</b>	465,848	-	-	<b>465,848</b>	217,109	-	-	<b>217,109</b>	<b>2,410,536</b>
	0%	0%	0%	<b>0%</b>	72%	0%	0%	<b>72%</b>	19%	0%	0%	<b>19%</b>	9%	0%	0%	<b>9%</b>	<b>100%</b>



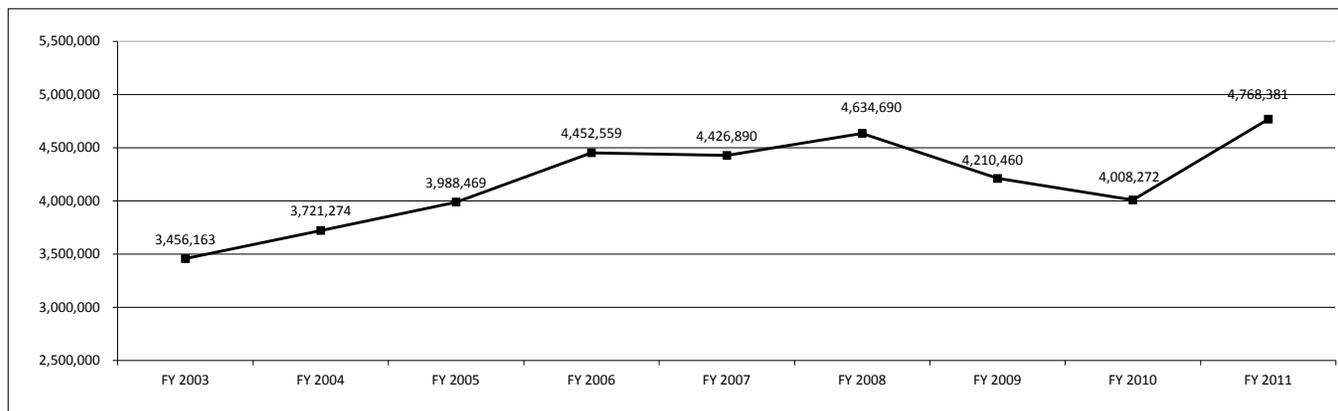
Real Estate Transfer Fee  
Revenues by Month/Fiscal Year

	July	August	September	Quarter 1	October	November	December	Quarter 2	January	February	March	Quarter 3	April	May	June	Quarter 4	Total
FY 2003	325,272 10%	223,808 7%	292,094 9%	<b>841,174</b> <b>26%</b>	302,064 10%	230,239 7%	287,894 9%	<b>820,197</b> <b>26%</b>	223,340 7%	178,580 6%	222,130 7%	<b>624,050</b> <b>20%</b>	251,253 8%	300,278 9%	339,160 11%	<b>890,691</b> <b>28%</b>	<b>3,176,112</b> <b>100%</b>
FY 2004	324,297 7%	267,938 6%	372,815 9%	<b>965,050</b> <b>22%</b>	416,185 10%	267,049 6%	374,750 9%	<b>1,057,984</b> <b>24%</b>	242,170 6%	393,480 9%	228,298 5%	<b>863,948</b> <b>20%</b>	458,066 10%	474,028 11%	545,402 12%	<b>1,477,496</b> <b>34%</b>	<b>4,364,478</b> <b>100%</b>
FY 2005	459,853 7%	501,676 7%	485,759 7%	<b>1,447,288</b> <b>22%</b>	453,388 7%	389,875 6%	542,314 8%	<b>1,385,577</b> <b>21%</b>	672,025 10%	384,227 6%	634,890 9%	<b>1,691,142</b> <b>25%</b>	777,821 12%	720,780 11%	695,240 10%	<b>2,193,841</b> <b>33%</b>	<b>6,717,848</b> <b>100%</b>
FY 2006	613,024 10%	770,789 13%	592,722 10%	<b>1,976,535</b> <b>33%</b>	578,945 10%	424,531 7%	357,768 6%	<b>1,361,244</b> <b>23%</b>	400,964 7%	383,321 6%	725,943 12%	<b>1,510,228</b> <b>25%</b>	382,628 6%	414,031 7%	376,023 6%	<b>1,172,682</b> <b>19%</b>	<b>6,020,689</b> <b>100%</b>
FY 2007	385,702 10%	293,977 8%	273,938 7%	<b>953,617</b> <b>26%</b>	276,934 8%	287,752 8%	314,399 9%	<b>879,085</b> <b>24%</b>	233,521 6%	223,219 6%	391,018 11%	<b>847,758</b> <b>23%</b>	367,773 10%	414,031 11%	214,571 6%	<b>996,375</b> <b>27%</b>	<b>3,676,835</b> <b>100%</b>
FY 2008	332,108 11%	304,829 10%	330,596 11%	<b>967,533</b> <b>33%</b>	268,817 9%	237,654 8%	287,433 10%	<b>793,904</b> <b>27%</b>	154,684 5%	109,236 4%	216,495 7%	<b>480,415</b> <b>16%</b>	237,199 8%	240,776 8%	220,598 8%	<b>698,573</b> <b>24%</b>	<b>2,940,425</b> <b>100%</b>
FY 2009	238,958 13%	170,453 9%	206,208 11%	<b>615,619</b> <b>33%</b>	178,622 10%	124,015 7%	143,680 8%	<b>446,317</b> <b>24%</b>	117,863 6%	109,891 6%	132,272 7%	<b>360,026</b> <b>19%</b>	117,122 6%	164,024 9%	145,885 8%	<b>427,031</b> <b>23%</b>	<b>1,848,993</b> <b>100%</b>
FY 2010	207,759 10%	220,308 11%	128,039 6%	<b>556,106</b> <b>28%</b>	188,968 9%	149,608 7%	179,144 9%	<b>517,720</b> <b>26%</b>	117,350 6%	117,506 6%	161,453 8%	<b>396,309</b> <b>20%</b>	183,415 9%	171,416 9%	183,046 9%	<b>537,877</b> <b>27%</b>	<b>2,008,012</b> <b>100%</b>
FY 2011	180,979 10%	144,389 8%	146,780 8%	<b>472,148</b> <b>26%</b>	141,028 8%	119,705 7%	145,657 8%	<b>406,390</b> <b>22%</b>	115,899 6%	107,221 6%	157,051 9%	<b>380,171</b> <b>21%</b>	183,418 10%	216,696 12%	180,421 10%	<b>580,535</b> <b>32%</b>	<b>1,839,244</b> <b>100%</b>
FY 2012	139,450 9%	159,226 10%	150,358 10%	<b>449,034</b> <b>29%</b>	159,205 10%	138,744 9%	162,077 11%	<b>460,026</b> <b>30%</b>	136,677 9%	108,630 7%	182,752 12%	<b>428,059</b> <b>28%</b>	188,721 12%	- 0%	- 0%	<b>188,721</b> <b>12%</b>	<b>1,525,840</b> <b>100%</b>



Beach Preservation Fee  
Revenues by Month/Fiscal Year

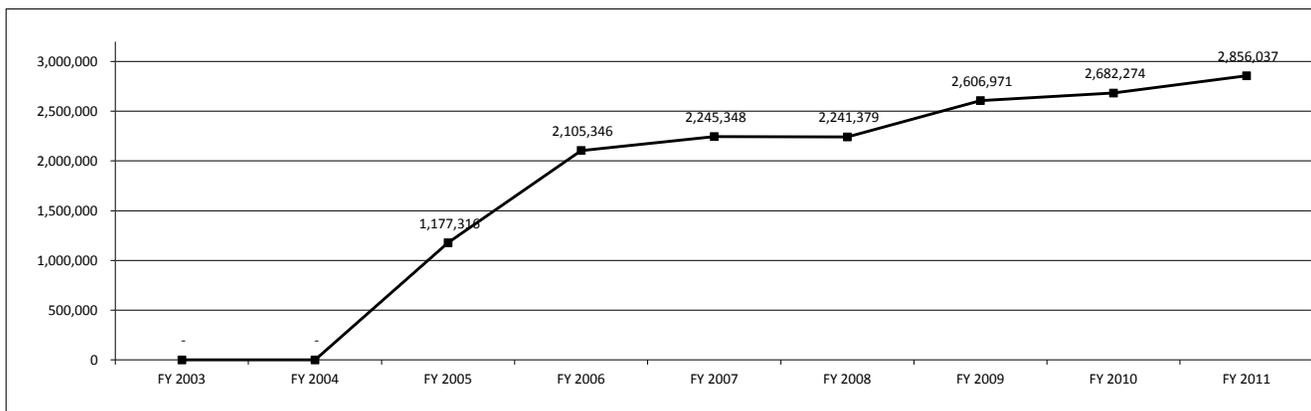
	July	August	September	Quarter 1	October	November	December	Quarter 2	January	February	March	Quarter 3	April	May	June	Quarter 4	Total
FY 2003	333 0%	1,397 0%	1,387,698 40%	<b>1,389,428</b> <b>40%</b>	- 0%	21,802 1%	348,465 10%	<b>370,267</b> <b>11%</b>	- 0%	14,231 0%	350,259 10%	<b>364,490</b> <b>11%</b>	(1,117) 0%	25,181 1%	1,307,914 38%	<b>1,331,978</b> <b>39%</b>	<b>3,456,163</b> <b>100%</b>
FY 2004	2,941 0%	67 0%	40,287 1%	<b>43,295</b> <b>1%</b>	1,498,121 40%	29,286 1%	384,841 10%	<b>1,912,248</b> <b>51%</b>	- 0%	4,342 0%	353,384 9%	<b>357,726</b> <b>10%</b>	- 0%	19,450 1%	1,388,555 37%	<b>1,408,005</b> <b>38%</b>	<b>3,721,274</b> <b>100%</b>
FY 2005	72 0%	981 0%	1,623,721 41%	<b>1,624,774</b> <b>41%</b>	- 0%	4,377 0%	469,564 12%	<b>473,941</b> <b>12%</b>	31 0%	6,487 0%	418,797 11%	<b>425,315</b> <b>11%</b>	- 0%	28,886 1%	1,435,553 36%	<b>1,464,439</b> <b>37%</b>	<b>3,988,469</b> <b>100%</b>
FY 2006	16 0%	(1,601) 0%	1,793,630 40%	<b>1,792,045</b> <b>40%</b>	- 0%	5,126 0%	443,233 10%	<b>448,359</b> <b>10%</b>	53,809 1%	41,559 1%	453,592 10%	<b>548,960</b> <b>12%</b>	493 0%	16,609 0%	1,646,093 37%	<b>1,663,195</b> <b>37%</b>	<b>4,452,559</b> <b>100%</b>
FY 2007	155 0%	9,888 0%	1,788,635 40%	<b>1,798,678</b> <b>41%</b>	(1,167) 0%	20,389 0%	465,720 11%	<b>484,942</b> <b>11%</b>	- 0%	5,651 0%	479,283 11%	<b>484,934</b> <b>11%</b>	(56) 0%	10,275 0%	1,648,117 37%	<b>1,658,336</b> <b>37%</b>	<b>4,426,890</b> <b>100%</b>
FY 2008	(523) 0%	82 0%	1,878,335 41%	<b>1,877,894</b> <b>41%</b>	6,214 0%	349,362 8%	2,451 0%	<b>358,027</b> <b>8%</b>	555,444 12%	1,964 0%	925 0%	<b>558,333</b> <b>12%</b>	518,730 11%	8,793 0%	1,312,913 28%	<b>1,840,436</b> <b>40%</b>	<b>4,634,690</b> <b>100%</b>
FY 2009	230 0%	1,449 0%	71,976 2%	<b>73,655</b> <b>2%</b>	1,701,685 40%	34,205 1%	6,302 0%	<b>1,742,192</b> <b>41%</b>	510,156 12%	33,642 1%	18,647 0%	<b>562,445</b> <b>13%</b>	373,397 9%	51,775 1%	1,406,996 33%	<b>1,832,168</b> <b>44%</b>	<b>4,210,460</b> <b>100%</b>
FY 2010	(702) 0%	63,314 2%	52,187 1%	<b>114,799</b> <b>3%</b>	1,639,541 41%	29,679 1%	13,288 0%	<b>1,682,508</b> <b>42%</b>	338,203 8%	14,067 0%	14,762 0%	<b>367,032</b> <b>9%</b>	348,112 9%	43,936 1%	1,451,885 36%	<b>1,843,933</b> <b>46%</b>	<b>4,008,272</b> <b>100%</b>
FY 2011	(10,438) 0%	88,512 2%	60,479 1%	<b>138,553</b> <b>3%</b>	1,820,966 38%	75,388 2%	28,103 1%	<b>1,924,457</b> <b>40%</b>	282,152 6%	50,282 1%	14,107 0%	<b>346,541</b> <b>7%</b>	347,333 7%	65,374 1%	1,946,123 41%	<b>2,358,830</b> <b>49%</b>	<b>4,768,381</b> <b>100%</b>
FY 2012	- 0%	- 0%	142,519 5%	<b>142,519</b> <b>5%</b>	1,841,404 62%	51,817 2%	19,994 1%	<b>1,913,215</b> <b>64%</b>	415,258 14%	30,533 1%	40,206 1%	<b>485,997</b> <b>16%</b>	436,879 15%	- 0%	- 0%	<b>436,879</b> <b>15%</b>	<b>2,978,610</b> <b>100%</b>



Note: Significant increase in actual Beach Preservation Fees in FY 2011 was due to a one-time settlement agreement for \$375,000.

Electric Franchise Fee  
Revenues by Month/Fiscal Year

	July	August	September	Quarter 1	October	November	December	Quarter 2	January	February	March	Quarter 3	April	May	June	Quarter 4	Total
FY 2003	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
FY 2004	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
FY 2005	-	-	-	-	-	132,062	125,170	257,232	164,914	182,902	149,175	496,991	137,819	124,503	160,771	423,093	1,177,316
	0%	0%	0%	0%	0%	11%	11%	22%	14%	16%	13%	42%	12%	11%	14%	36%	100%
FY 2006	200,399	228,654	207,028	636,081	169,472	147,282	137,920	454,674	183,400	169,744	157,591	510,735	153,195	-	350,661	503,856	2,105,346
	10%	11%	10%	30%	8%	7%	7%	22%	9%	8%	7%	24%	7%	0%	17%	24%	100%
FY 2007	236,917	262,320	239,571	738,808	178,164	140,383	154,431	472,978	162,181	202,468	169,907	534,556	153,195	-	345,811	499,006	2,245,348
	11%	12%	11%	33%	8%	6%	7%	21%	7%	9%	8%	24%	7%	0%	15%	22%	100%
FY 2008	234,553	257,467	243,116	735,136	188,133	159,109	145,630	492,872	173,607	193,281	153,310	520,198	-	302,365	190,808	493,173	2,241,379
	10%	11%	11%	33%	8%	7%	6%	22%	8%	9%	7%	23%	0%	13%	9%	22%	100%
FY 2009	233,926	250,752	-	484,678	265,468	201,638	172,999	640,105	200,915	440,404	223,202	864,521	193,044	200,570	224,053	617,667	2,606,971
	9%	10%	0%	19%	10%	8%	7%	25%	8%	17%	9%	33%	7%	9%	10%	24%	100%
FY 2010	270,908	275,206	-	546,114	240,225	216,760	165,708	622,693	402,001	-	264,959	666,960	240,741	193,650	412,116	846,507	2,682,274
	10%	10%	0%	20%	9%	8%	6%	23%	15%	0%	10%	25%	9%	7%	15%	32%	100%
FY 2011	270,936	320,260	283,996	875,192	-	235,592	172,932	408,524	195,356	285,018	271,238	751,612	184,755	189,001	446,953	820,709	2,856,037
	9%	11%	10%	31%	0%	8%	6%	14%	7%	10%	9%	26%	6%	7%	16%	29%	100%
FY 2012	285,086	315,558	272,993	873,637	201,785	163,538	-	365,323	163,242	184,930	194,209	542,381	186,263	-	-	186,263	1,967,604
	14%	16%	14%	44%	10%	8%	0%	19%	8%	9%	10%	28%	9%	0%	0%	9%	100%





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# TOWN OF HILTON HEAD ISLAND

## *Community Development Department*

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**TO:** Stephen G. Riley, CM, *Town Manager*  
**VIA:** Teri Lewis, AICP, *LMO Official*  
**CC:** Charles Cousins, AICP, *Director of Community Development*  
**FROM:** Anne Cyran, AICP, *Senior Planner*  
**DATE:** May 17, 2012  
**SUBJECT:** Proposed Ordinance No. 2012-11  
Land Management Ordinance (LMO) Sign Amendments

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On May 15, 2012, Town Council held the first reading of the proposed ordinance. Town Council voted 7-0-0 to approve the amendments as presented by staff with one revision: Proposed Section 16-5-1322, Signs Allowed Without Permits – Flags, is to remain as written in the current LMO. The attached amendments reflect this revision.

**AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND**

**ORDINANCE NO.:**

**PROPOSED ORDINANCE NO.: 2012-11**

**AN ORDINANCE TO AMEND TITLE 16 OF THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, THE LAND MANAGEMENT ORDINANCE, CHAPTER 3, TO MOVE SECTIONS 16-3-901, 16-3-902 AND 16-3-903 TO CHAPTER 5, ARTICLE XIII AND TO REVISE ALL OF THE LANGUAGE IN CHAPTER 5, ARTICLE XIII. THESE AMENDMENTS COMMONLY REFERRED TO AS THE *LMO SIGN AMENDMENTS* AS NOTICED IN THE ISLAND PACKET ON MARCH 11, 2012, INCLUDE CHANGES THAT PROVIDE FOR REVISIONS OF ALL THE LANGUAGE IN CHAPTER 5, ARTICLE XIII; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.**

**WHEREAS**, on July 21, 1998, the Town Council did amend Title 16 of the Municipal Code of the Town of Hilton Head Island by enacting a revised Land Management Ordinance (LMO); and

**WHEREAS**, the proposed amendments are supported by Town Council's Policy Agenda for 2008 which listed amending the LMO sign standards as a Moderate Priority; and

**WHEREAS**, the proposed amendments are supported by Town Council's Policy Agenda for 2009 which listed a comprehensive re-write of the LMO as a Top Priority; and

**WHEREAS**, the proposed amendments are supported by Town Council's Management Agenda for 2010 which listed sign regulation and direction as a High Priority; and

**WHEREAS**, the proposed amendments are supported by Town Council's Policy Agenda for 2011 which lists amending the LMO to foster greater flexibility, simplicity and revitalization as a Top Priority; and

**WHEREAS**, Town staff held meetings for the public on February 3, 2012, on February 6, 2012 and on February 9, 2012 to explain the proposed amendments and gather feedback; and

**WHEREAS**, the Land Management Ordinance Committee held public meetings on February 29, 2012 and March 5, 2012 to discuss the proposed amendments; and

**WHEREAS**, the Planning Commission held a public hearing on April 10, 2012 and voted 6-0-0 to recommend that Town Council approve the amendments; and

**WHEREAS**, the Planning and Development Standards Committee met on April 25, 2012 and voted 2-1-0 to recommend that Town Council disapprove the proposed amendments; and

**WHEREAS**, Town Council now finds that, upon further review, it is in the public interest to approve the attached revision to Chapter 3 and Chapter 5 of the Land Management Ordinance.

**NOW, THEREFORE BE IT ORDERED AND ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AND IT IS ORDAINED BY SAID AUTHORITY OF COUNCIL:**

**Section 1. Amendment.** That the Land Management Ordinance of the Town of Hilton Head Island, South Carolina, be, and the same hereby is, amended to read as indicated on the attached pages.

**NOTE:** The ordinance will remove LMO Section 16-3-901, Section 16-3-902 and Sections 16-3-903, and will revise all of the language in LMO Chapter 5, Article XIII.

**Section 2. Severability.** If any sections, phrase, sentence or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not attest the validity of the remaining portions thereof.

**Section 3. Effective Date.** This Ordinance shall be effective upon its adoption by the Town Council for the Town of Hilton Head Island, South Carolina.

**PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ 2012.**

\_\_\_\_\_  
**Drew A. Laughlin, Mayor**

**ATTEST:**

\_\_\_\_\_  
**Cori Brock, Town Clerk**

**Public Hearing:** April 10, 2012  
**First Reading:** May 15, 2012  
**Second Reading:**

**Approved as to form:**

\_\_\_\_\_  
**Gregory M. Alford, Town Attorney**

**Introduced by Council Member:** \_\_\_\_\_

# TOWN OF HILTON HEAD ISLAND SIGN REGULATIONS



THE TOWN OF HILTON HEAD ISLAND IS A RESORT COMMUNITY WITH AN ECONOMIC BASE WHICH RELIES HEAVILY ON TOURISM. TO PRESERVE THE TOWN AS A DESIRABLE COMMUNITY IN WHICH TO LIVE, VACATION AND DO BUSINESS, A VISUALLY ATTRACTIVE BUILT ENVIRONMENT IS OF FOREMOST IMPORTANCE. THE REGULATION OF SIGNS WITHIN THE TOWN IS A HIGHLY CONTRIBUTIVE MEANS BY WHICH TO ACHIEVE THIS DESIRED END. THESE SIGN REGULATIONS ARE PREPARED WITH THE INTENT OF ENHANCING THE BUILT ENVIRONMENT AND PROMOTING THE CONTINUED WELL-BEING OF THE TOWN.

FOR ASSISTANCE, CONTACT THE COMMUNITY DEVELOPMENT DEPARTMENT AT  
(843) 341-4757.

## TABLE OF CONTENTS

16-5-1301	PURPOSE	3
16-5-1302	APPLICABILITY AND PROVISIONS	3
16-5-1303	SIGN DESIGN, CONSTRUCTION & MAINTENANCE GUIDELINES	4
16-5-1304	SIGN ILLUMINATION	7
16-5-1305	SIGN PERMIT GUIDELINES	7
16-5-1306	FREESTANDING SIGNS	10
16-5-1307	FAÇADE AND HANGING SIGNS	13
16-5-1308	DIRECTORY SIGNS	14
16-5-1309	TEMPORARY SIGNS FOR PERMITTED SIGNS	14
16-5-1310	CONSTRUCTION SIGNS	16
16-5-1311	NON-RESIDENTIAL REAL ESTATE SALES SIGNS	17
16-5-1312	NON-RESIDENTIAL REAL ESTATE LEASE OR RENT SIGNS	18
16-5-1313	RESIDENTIAL REAL ESTATE SALES SIGNS	20
16-5-1314	RESIDENTIAL SHORT TERM RENTAL SIGNS	21
16-5-1315	SIGN SYSTEMS	21
16-5-1316	PERMANENT SPECIAL EVENT SIGNS	21
16-5-1317	TEMPORARY SPECIAL EVENT SIGNS	22
16-5-1318	SIGNS WITH CHANGEABLE COPY	23
16-5-1319	PRICE DISPLAYS AT GASOLINE FILLING STATIONS	23
16-5-1320	PLANNED UNIT DEVELOPMENT OFF-PREMISES SIGNS	24
16-5-1321	SIGN ALTERNATIONS EXEMPT FROM PERMIT	25
16-5-1322	SIGNS ALLOWED WITHOUT A PERMIT	25
16-5-1323	PROHIBITED SIGNS	31
16-10-201	DEFINED TERMS	33

**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.

**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.

## **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.

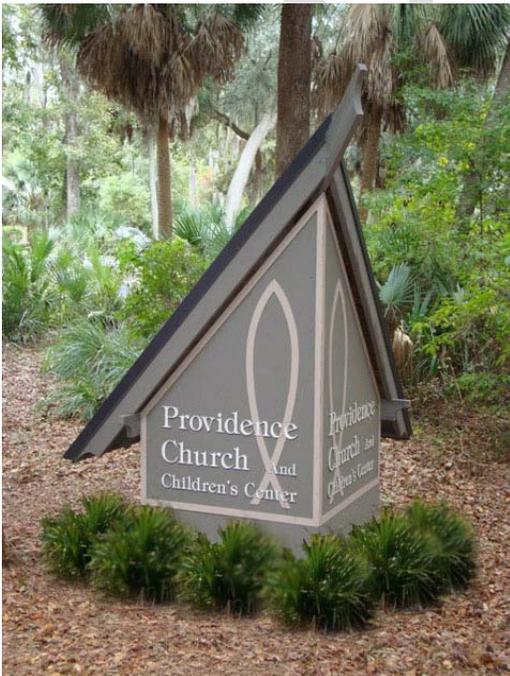
EXAMPLES OF SIGNS THAT ARE COMPLEMENTARY TO NEARBY STRUCTURES



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.

## **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.

## **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. NON-RESIDENTIAL REAL ESTATE LEASE OR RENT SIGNS, SEC. 16-5-1312
- H. RESIDENTIAL REAL ESTATE SALES SIGNS, SEC. 16-5-1313
- I. RESIDENTIAL SHORT-TERM RENTAL SIGNS, SEC. 16-5-1314
- J. SIGN SYSTEMS, SEC. 16-5-1315
- 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

**LMO SIGN STANDARDS & REGULATIONS**  
**PROPOSED ORDINANCE DRAFT**  
LAST UPDATED MAY 17, 2012

THERE ARE SPECIFICATIONS FOR THE FOLLOWING TYPES OF SIGNS:

- O. NON-RESIDENTIAL REAL ESTATE SALES SIGNS, SEC. 16-5-1311
- P. NON-RESIDENTIAL REAL ESTATE LEASE OR RENT SIGNS, SEC. 16-5-1312
- Q. SIGN SYSTEMS, SEC. 16-5-1315
- R. PERMANENT SPECIAL EVENT SIGNS, SEC. 16-5-1316
- S. TEMPORARY SPECIAL EVENT SIGNS, SEC. 16-5-1317
- T. SIGNS WITH CHANGEABLE COPY, SEC. 16-5-1318
- U. PRICE DISPLAYS AT GASOLINE FILLING STATIONS, SEC. 16-5-1319
- V. PLANNED UNIT DEVELOPMENT OFF-PREMISES SIGNS, SEC. 16-5-1320

A PERMIT IS NOT REQUIRED FOR THE FOLLOWING SIGNS AND SIGN ALTERATIONS:

- W. SIGN ALTERATIONS EXEMPT FROM PERMIT, SEC. 16-5-1321
- X. SIGNS ALLOWED WITHOUT A PERMIT, SEC. 16-5-1322

FOR SIGNS THAT ARE PROHIBITED AND SHALL NOT BE PERMITTED, SEE SEC. 16-5-1323.

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## 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.

<b>RESIDENTIAL DEVELOPMENTS</b>				
<b>NUMBER OF DWELLING UNITS</b>	<b>NUMBER OF SIGNS</b>	<b>NUMBER OF FACES PER SIGN</b>	<b>NO SINGLE SIGN FACE SHALL EXCEED</b>	<b>TOTAL SIZE OF ALL SIGN FACES</b>
> 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
<b>COMMERCIAL, INSTITUTIONAL OR INDUSTRIAL DEVELOPMENTS</b>				
<b>TOTAL SQUARE FEET OF GROSS FLOOR AREA</b>	<b>NUMBER OF SIGNS</b>	<b>NUMBER OF FACES PER SIGN</b>	<b>NO SINGLE SIGN FACE SHALL EXCEED</b>	<b>TOTAL SIZE OF ALL SIGN FACES</b>
> 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.

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**PROPOSED ORDINANCE DRAFT**  
LAST UPDATED MAY 17, 2012

- 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.

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.

## **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.

## **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.



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## 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



## NON-RESIDENTIAL REAL ESTATE SALES SIGNS

*SEC. 16-5-1311*

- A. A PERMIT IS REQUIRED FOR THE DESIGN OF SIGNS THAT ARE FOUR SQUARE FEET OR SMALLER IN SIZE. SUCH SIGNS SHALL MEET THE FOLLOWING STANDARDS:
1. THE NUMBER OF SUCH SIGNS PLACED ON ANY ONE (1) PREMISES SHALL BE LIMITED TO ONE (1) SIGN PER STREET FRONTAGE.
  2. SIGNS SHALL BE SQUARE OR RECTANGULAR IN SHAPE.
  3. SIGNS SHALL NOT EXCEED FOUR (4) SQUARE FEET IN AREA.
  4. THE AMOUNT OF INFORMATION ON THE SIGN SHALL BE NO MORE THAN IS NECESSARY TO PROVIDE REASONABLE IDENTIFICATION OF THE OFFERING TO BE CONVEYED.
  5. SIGNS SHALL NOT BE ILLUMINATED BY ARTIFICIAL LIGHT.
  6. SIGNS SHALL BE REMOVED WITHIN TWO (2) DAYS OF COMPLETION OF THE OFFERING ADVERTISED.
- B. A PERMIT IS REQUIRED FOR EACH SIGN LARGER THAN FOUR SQUARE FEET ADVERTISING THE SALE OF NON-RESIDENTIAL PROPERTY. SUCH SIGNS SHALL MEET THE FOLLOWING STANDARDS:
1. THE NUMBER OF SIGNS PLACED ON ANY ONE (1) PREMISES SHALL BE LIMITED TO ONE (1) SIGN PER STREET FRONTAGE.
  2. SIGNS SHALL BE RECTANGULAR OR SQUARE IN SHAPE.
  3. THE AREA OF EACH SIGN SHALL NOT EXCEED FORTY (40) SQUARE FEET TOTAL AND TWENTY (20) SQUARE FEET PER SIGN FACE.
  4. THE MAXIMUM HEIGHT OF EACH SIGN SHALL NOT EXCEED EIGHT (8) FEET ABOVE THE AVERAGE GRADE WITHIN A TWENTY (20) FOOT RADIUS OF THE SIGN. THE LOWER EDGE OF EACH SIGN 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 SHALL BE REMOVED WITHIN TWO (2) DAYS OF COMPLETION OF THE OFFERING ADVERTISED.
- C. WHERE A FREESTANDING SIGN IS NOT FEASIBLE, THE ADMINISTRATOR MAY APPROVE A REAL ESTATE SALES FAÇADE SIGN. SUCH SIGNS SHALL MEET THE FOLLOWING STANDARDS:
1. THE NUMBER OF SIGNS PLACED ON ANY ONE (1) PREMISES SHALL BE LIMITED TO ONE (1) SIGN PER STREET FRONTAGE.
  2. SIGNS SHALL BE SQUARE OR RECTANGULAR IN SHAPE.
  3. THE AREA OF EACH SIGN SHALL NOT EXCEED FORTY (40) SQUARE FEET.
  4. THE MAXIMUM HEIGHT OF EACH SIGN SHALL NOT EXCEED TEN (10) FEET ABOVE THE AVERAGE GRADE WITHIN A TWENTY (20) FOOT RADIUS OF THE SIGN.
  5. SIGNS SHALL BE CONTAINED WITHIN ANY SINGLE WALL PANEL, WINDOW, DOOR, OR OTHER ARCHITECTURAL COMPONENT UPON WHICH THEY ARE PLACED.
  6. THE AMOUNT OF INFORMATION ON THE SIGN SHALL BE NO MORE THAN IS NECESSARY TO PROVIDE REASONABLE IDENTIFICATION OF THE OFFERING TO BE CONVEYED.

7. SIGNS SHALL NOT BE ILLUMINATED BY ARTIFICIAL LIGHT.
8. SIGNS SHALL BE REMOVED WITHIN TWO (2) DAYS OF COMPLETION OF THE OFFERING ADVERTISED.

## NON-RESIDENTIAL REAL ESTATE LEASE OR RENT SIGNS

### *SEC. 16-5-1312*

- A. **BUILDINGS FOR LEASE OR RENT.** ON PREMISES WHERE A WHOLE BUILDING OR WHOLE BUILDINGS ARE OFFERED FOR LEASE OR RENT AND WHERE THERE ARE NO OTHER TENANT SPACES ON THE PREMISES, A NON-RESIDENTIAL REAL ESTATE SIGN OFFERING THE BUILDING OR BUILDINGS FOR LEASE OR RENT MAY BE DISPLAYED. SUCH SIGNS SHALL MEET THE FOLLOWING STANDARDS:
1. A PERMIT IS REQUIRED FOR EACH SIGN.
  2. THE NUMBER OF SIGNS PLACED ON ANY ONE (1) PREMISES SHALL BE LIMITED TO ONE (1) SIGN PER STREET FRONTAGE.
  3. SIGNS SHALL BE SQUARE OR RECTANGULAR IN SHAPE.
  4. THE AREA OF EACH SIGN SHALL NOT EXCEED FORTY (40) SQUARE FEET TOTAL AND TWENTY (20) SQUARE FEET PER SIGN FACE.
  5. THE MAXIMUM HEIGHT OF EACH SIGN SHALL NOT EXCEED EIGHT (8) FEET ABOVE THE AVERAGE GRADE WITHIN A TWENTY (20) FOOT RADIUS OF THE SIGN. THE LOWER EDGE OF EACH SIGN SHALL NOT EXCEED FOUR (4) FEET IN HEIGHT FROM THE LOWEST GRADE AT THE BASE OF THE SIGN.
  6. THE AMOUNT OF INFORMATION ON THE SIGN SHALL BE NO MORE THAN IS NECESSARY TO PROVIDE REASONABLE IDENTIFICATION OF THE OFFERING TO BE CONVEYED.
  7. SIGNS SHALL NOT BE ILLUMINATED BY ARTIFICIAL LIGHT.
  8. SIGNS SHALL BE REMOVED WITHIN TWO (2) DAYS OF COMPLETION OF THE OFFERING ADVERTISED.
- A. **TENANT SPACES FOR LEASE OR RENT.** NON-RESIDENTIAL REAL ESTATE SIGNS OFFERING TENANT SPACE FOR LEASE OR RENT SHALL BE PLACED AS A TENANT PANEL ON A PERMITTED DIRECTORY SIGN OR AS A PANEL ON A PERMITTED FREESTANDING SIGN IF THERE ARE SUCH SIGNS ON SITE. SUCH SIGNS SHALL MEET THE FOLLOWING STANDARDS:
1. IF PLACED ON A PERMITTED DIRECTORY SIGN, A PERMIT IS NOT REQUIRED. SUCH PANELS SHALL MATCH THE DIMENSIONS, MATERIALS AND COLORS OF THE PERMITTED TENANT PANELS. THE AMOUNT OF INFORMATION ON THE PANEL SHALL BE NO MORE THAN IS NECESSARY TO PROVIDE REASONABLE IDENTIFICATION OF THE OFFERING TO BE CONVEYED.
  2. IF PLACED ON A PERMITTED FREESTANDING SIGN, A PERMIT IS REQUIRED TO ENSURE THE PANEL COMPLEMENTS THE DESIGN OF THE FREESTANDING SIGN. THE AMOUNT OF INFORMATION ON THE PANEL SHALL BE NO MORE THAN IS NECESSARY TO PROVIDE REASONABLE IDENTIFICATION OF THE OFFERING TO BE CONVEYED.
- B. IF THERE ARE NO PERMITTED DIRECTORY SIGNS OR PERMITTED FREESTANDING SIGNS ON WHICH A TENANT PANEL OR OTHER PANEL MAY BE PLACED TO ADVERTISE A TENANT SPACE FOR LEASE OR RENT, A SIGN NOT EXCEEDING FOUR (4) SQUARE FEET IN AREA MAY BE USED. SUCH SIGNS SHALL MEET THE FOLLOWING STANDARDS:
1. A PERMIT IS REQUIRED FOR INDIVIDUAL SIGNS, REGARDLESS OF WHETHER THE SIGN DESIGN HAS BEEN APPROVED FOR OTHER USES.
  2. THE NUMBER OF SIGNS PLACED ON ANY ONE (1) PREMISES SHALL BE LIMITED TO ONE (1) SIGN PER STREET FRONTAGE.

**LMO SIGN STANDARDS & REGULATIONS**  
**PROPOSED ORDINANCE DRAFT**  
LAST UPDATED MAY 17, 2012

3. SIGNS SHALL BE SQUARE OR RECTANGULAR IN SHAPE.
4. SIGNS SHALL NOT EXCEED FOUR (4) SQUARE FEET IN AREA.
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 SHALL BE REMOVED WITHIN TWO (2) DAYS OF COMPLETION OF THE OFFERING ADVERTISED.

**EXAMPLE OF A DIRECTORY SIGN WITH A CONFORMING  
SPACE FOR LEASE TENANT PANEL**



## 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 SIGN DESIGN, INDIVIDUAL SIGNS ARE NOT REQUIRED TO BE PERMITTED.
- C. SUCH SIGNS SHALL MEET THE FOLLOWING STANDARDS:
1. THE NUMBER OF SIGNS PLACED ON ANY ONE (1) PREMISES SHALL BE LIMITED TO ONE (1) SIGN PER STREET FRONTAGE.
  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. SUCH SIGNS SHALL MEET 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 SQUARE OR RECTANGULAR IN SHAPE.
  3. THE AREA OF EACH SIGN SHALL NOT EXCEED FORTY (40) SQUARE FEET TOTAL AND TWENTY (20) SQUARE FEET PER SIGN FACE.
  4. THE MAXIMUM HEIGHT OF EACH SIGN SHALL NOT EXCEED EIGHT (8) FEET ABOVE THE AVERAGE GRADE WITHIN A TWENTY (20) FOOT RADIUS OF THE SIGN. THE LOWER EDGE OF EACH SIGN 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.

## **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.

## **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.

## **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



## 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.

### **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.

### **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.

## 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.

## 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.

## 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.

- A. **FLAGS.** NON-GOVERNMENTAL FLAGS ARE DEEMED TO BE SIGNS AND SHALL BE SUBJECT TO THE PROVISIONS OF THIS ARTICLE. 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.
- 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.
  - A. STRINGS OF LIGHTS USED AS HOLIDAY DECORATIONS SHALL BE SUBJECT TO THE PROVISIONS OF SEC. 16-5-1322.L.
  - B. 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



- 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**



- D. **INTERIOR SIGNS.** ANY SIGN WHICH IN THE ADMINISTRATOR'S REASONABLE OPINION IS TO BE VIEWED FROM THE INSIDE OF A BUILDING ONLY.
- E. **NON-RESIDENTIAL REAL ESTATE FOR LEASE OR RENT SIGNS.** SUCH SIGNS SHALL MEET THE REQUIREMENTS IN SEC. 16-5-1312.
- 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.
- 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.
- H. **PUBLIC SIGNS.** SIGNS ERECTED BY THE FEDERAL, STATE, OR LOCAL GOVERNMENT, OR GOVERNMENTAL ENTITY, INCLUDING INTERPRETIVE SIGNS LOCATED ON TOWN-OWNED PROPERTY.

- 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**



- J. **SHOPPING CART RETURN.** SIGNS IDENTIFYING SHOPPING CART RETURN AREAS, PROVIDED THAT SUCH SIGNS ARE NO LARGER THAN TEN (10) SQUARE FEET.
- K. **STADIUM SIGNS.** SIGNS OR BANNERS LOCATED WITHIN A STADIUM, WHICH ARE NOT INTENDED TO BE VISIBLE FROM OUTSIDE OF A STADIUM.
- 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.

- 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**



- 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**



**LMO SIGN STANDARDS & REGULATIONS**  
**PROPOSED ORDINANCE DRAFT**  
LAST UPDATED MAY 17, 2012

- 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.
- 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.

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## PROHIBITED SIGNS

*SEC. 16-5-1323*

THE FOLLOWING TYPES OF SIGNS ARE PROHIBITED:

- 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.
- 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.
- C. **BALLOONS.**
- D. **BANNERS,** EXCEPT WITHIN THE BOUNDARIES OF A SPECIAL EVENT. SEE SEC. 16-5-1317.
- E. **BENCH SIGNS.**
- F. **DILAPIDATED OR DAMAGED SIGNS.**
- G. **DOCK SIGNS.** SIGNS ATTACHED TO OR PAINTED UPON PIERS, DOCKS, OR SEAWALLS, OTHER THAN OFFICIAL REGULATORY OR WARNING SIGNS.
- H. **EMITTING SIGNS.** SIGNS THAT EMIT SOUND, VAPOR, SMOKE, ODOR, PARTICLES, OR GASEOUS MATTER.
- I. **INFLATED SIGNS OR WINDBLOWN SIGNS.**
- J. **INFORMATION BOXES NOT ATTACHED TO A REAL ESTATE SIGN.**
- 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.
- L. **NON-PERMITTED SIGNS.** SIGNS WHICH ARE DISPLAYED OR ERECTED FOR WHICH A PERMIT HAS BEEN DENIED.
- M. **OBSCENE OR PORNOGRAPHIC SIGNS.** SIGNS WHICH EXHIBIT STATEMENTS, WORDS, OR PICTURES OF AN OBSCENE OR PORNOGRAPHIC NATURE.
- 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.
- O. **PARKING SIGNS.** SIGNS THAT LIMIT PARKING SPACES TO CERTAIN USES OR BUSINESSES WITHIN A SHOPPING CENTER.
- P. **PENNANTS,** EXCEPT WITHIN THE BOUNDARIES OF A SPECIAL EVENT. SEE SEC. 16-5-1317.
- 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



- 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.
- 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.
- T. **SIGNS ON TREES.** SIGNS ATTACHED TO, PLACED ON, PAINTED ON OR OTHERWISE DISPLAYED ON OR FROM ANY TREE OR OTHER VEGETATION.
- 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.
- V. **TOWED SIGNS.** SIGNS TOWED BEHIND A VEHICLE, WATERCRAFT, OR AIRCRAFT.
- W. ALL OTHER SIGNS THAT ARE NOT EXPRESSLY EXEMPT FROM REGULATION OR EXPRESSLY ALLOWED UNDER THIS ARTICLE.

## 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.

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# TOWN OF HILTON HEAD ISLAND

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## *Community Development Department*

**TO:** Stephen G. Riley, C.M., *Town Manager*  
**VIA:** Teri Lewis, AICP, *LMO Official*  
**FROM:** Shea Farrar, *Senior Planner*  
**CC:** Charles Cousins, AICP, *Director of Community Development*  
**DATE:** May 23, 2012  
**SUBJECT:** Proposed Ordinance No. 2012-12 – Second Reading  
ZMA120003 – Plantation Center

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Town Council made no changes to proposed Ordinance No. 2012-12, as a result of the first reading on May 15, 2012.

**AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND**

**ORDINANCE NO. 2012-**

**PROPOSED ORDINANCE NO. 2012-12**

**AN ORDINANCE TO AMEND TITLE 16, "THE LAND MANAGEMENT ORDINANCE," OF THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, BY AMENDING SECTION 16-4-102, THE OFFICIAL ZONING MAP WITH RESPECT TO THAT CERTAIN PARCEL IDENTIFIED AS PARCEL 16A ON BEAUFORT COUNTY TAX MAP 12, FROM OL (OFFICE/INSTITUTIONAL LOW INTENSITY) TO THE PD-1 (PLANNED DEVELOPMENT MIXED USE - PALMETTO DUNES RESORT MASTER PLAN) ZONING DISTRICT; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.**

**WHEREAS**, on July 21, 1998, the Town Council did amend Title 16 of the Municipal Code of the Town of Hilton Head Island by enacting a revised Land Management Ordinance ("LMO"); and

**WHEREAS**, this zoning change would be compatible with surrounding land uses and neighborhood character, would not be detrimental to the public health, safety and welfare, and, further, would be in conformance with the Comprehensive Plan; and

**WHEREAS**, the Planning Commission held a public hearing on said zoning map amendment application on April 18, 2012, at which time a presentation was made by staff and an opportunity was given for the public to comment on the rezoning request; and

**WHEREAS**, the Planning Commission, after consideration of the staff report, public comments, and the criteria set forth in Section 16-3-1505 of the LMO, voted 8-0-0 to find the application consistent with the Comprehensive Plan and serves to carry out the purposes of the LMO; and

**WHEREAS**, the Planning and Development Standards Committee held a public meeting on April 25, 2015 to review said zoning map amendment application, at which time a presentation was made by staff and an opportunity was given for the public to comment on the rezoning request; and

**WHEREAS**, the Planning and Development Standards Committee, after consideration of the staff report, public comments, and the criteria set forth in Section 16-3-1505 of the LMO, voted to recommend that Town Council approve the proposed zoning map amendment application; and

**WHEREAS**, after due consideration of said zoning map amendment application and the recommendations of the Planning Commission and the Planning and Development Standards Committee, the Town Council, upon further review, finds it is in the public interest to approve the proposed application.

**NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AND IT IS ORDAINED BY THE AUTHORITY OF THE SAID COUNCIL:**

**Section 1. Amendment.** That the Official Zoning Map of the Town of Hilton Head Island, as referred to in Section 16-4-102 of the Municipal Code, and the master plan for Palmetto Dunes Resort (including Shelter Cove), as referred to in Section 16-4-209(C) of the Municipal Code and incorporated in the Official Zoning Map, be hereby amended to modify the zoning designation of that certain parcel identified as parcel 16A on Beaufort County Tax Map 12, from OL to the PD-1 (Palmetto Dunes Resort Master Plan) Zoning District; and that the Palmetto Dunes Resort Master Plan text be amended to include said parcel and to limit the permitted uses on said parcel to commercial uses, provided that the land uses designated in the Use Table, Section 16-4-1204 of the Municipal Code, as eating establishment with drive-thru, auto repair, boarding kennel, water park, taxicab service, and towing service shall not be permitted uses on said parcel, and the land uses designated in said Use Table as indoor recreation, indoor entertainment, and outdoor recreation shall be special exception uses on said parcel, requiring the approval of the Board of Zoning Appeals pursuant to a Special Exception Review Application; and that said Master Plan text be further amended to provide that the maximum commercial density on said parcel shall be 38,161 square feet, that the maximum size of any one commercial establishment on the said parcel shall be 10,000 square feet, and that the maximum height of any structure on said parcel shall be forty-five (45.0') feet, not to exceed two habitable stories over one level of parking. The attached Vicinity Map shows the location of the subject property.

**Section 2. Severability.** If any section, phrase, sentence or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

**Section 3. Effective Date.** This Ordinance shall be effective upon its adoption by the Town Council of the Town of Hilton Head Island, South Carolina.

**PASSED, APPROVED, AND ADOPTED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2012.**

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**Drew A. Laughlin, Mayor**

**ATTEST:**

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**Cori Brock, Town Clerk**

**Public Hearing:** April 18, 2012  
**First Reading:** May 15, 2012  
**Second Reading:**

**Approved as to form:**

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**Gregory M. Alford, Town Attorney**

**Introduced by Council Member:** \_\_\_\_\_