

**2003/20**

Amendment to ZDSO, Sections 5.7 and 2.7, Additional development standards, Amends sign standards within the CP Districts, (Amending 99/12)

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AN ORDINANCE OF THE COUNTY OF BEAUFORT, SOUTH CAROLINA, TO AMEND THE ZONING AND DEVELOPMENT STANDARDS, APPENDIX I, LADY'S ISLAND COMMUNITY PRESERVATION/CP AREA; THAT AMENDS SIGN STANDARDS WITHIN THE CP DISTRICTS: DIVISION 5, VILLAGE CENTER/VC, SECTION 5.7, ADDITIONAL DEVELOPMENT STANDARDS, SIGNS; AND DIVISION 2, EXPANDED HOME BUSINESS DISTRICT, SECTION 2.7, ADDITIONAL DEVELOPMENT STANDARDS; SIGNS.

*Whereas, Standards that are underscored shall be added text and Standards lined through shall be deleted text.*

Adopted this 25<sup>th</sup> day of August, 2003.

COUNTY COUNCIL OF BEAUFORT COUNTY

BY: Wm. Weston J. Newton  
Wm. Weston J. Newton  
Chairman

REVIEWED BY:

Kelly J. Golden  
Kelly J. Golden, Staff Attorney

ATTEST:

Suzanne M. Rainey  
Suzanne M. Rainey, Clerk to Council

First Reading: July 28, 2003  
Second Reading: August 11, 2003  
Public Hearing: August 25, 2003  
Third and Final Reading: August 25, 2003

(Amending 99/12)

Figure 1. Signs Currently Permitted within the VC

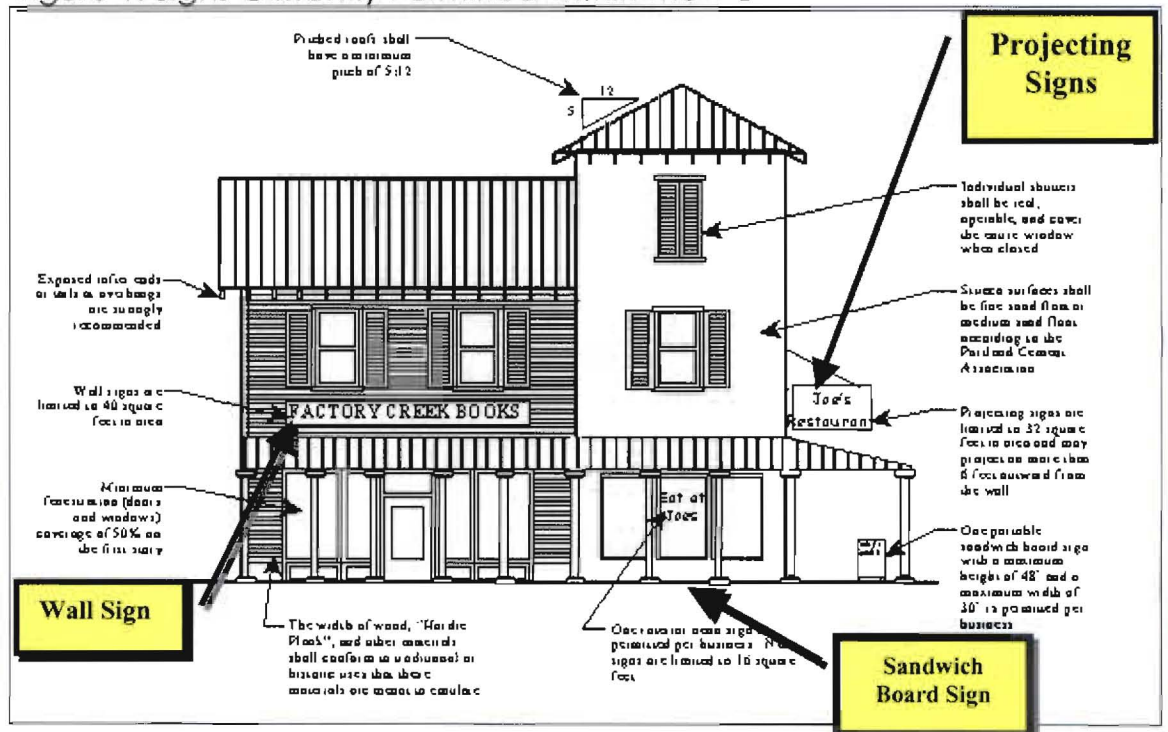


Figure 2. Projecting Signs



**Amend the following ZDSO Sections**

**LADY'S ISLAND VILLAGE CENTER**

Section 5.7 Additional Development Standards, Signs.

Signage, including overall design, materials, colors and illumination must be compatible with the overall design of the main building. Details of the sign, such as typeface and layout, shall be subject to minimal review only to prevent obtrusive designs.

1. Types of signage

All businesses and other uses in this district may choose to use only one of the two following permanent types of signs: wall signs and projecting signs. One portable sandwich board sign with a maximum height of 48 inches and maximum width of 30 inches is also permitted per business.

2. Maximum size of signage

Wall signs are limited to 40 square feet in area. Projecting signs are limited to 32 square feet in area and may project no more than six feet outward from the wall.

3. Illumination of signage

Lighting for signs shall be of a moderate intensity and designed and arranged to minimize glare and reflection. Internally illuminated outdoor signs are not permitted. One interior neon sign is permitted per business. Neon signs are limited to 16 square feet. All other types of internally illuminated interior signs are prohibited.

4. Special Considerations

(a) Interior Lots: All businesses and other uses located on interior lots and having less than 50 feet of street frontage may utilize a ground sign not exceeding 8 feet in overall height with a maximum allowable area of 40 square feet.

(b) Interior lots with multiple tenants or an interior complex may erect one 80-square foot freestanding ground sign, which may be used as an identification sign, directory listing or combination thereof. Individual businesses within a complex may not have separate freestanding signs along Highway 21, Highway 802 or along a High Visibility Site. The multiple listing sign or directory sign may be off-premises provided that it is placed within the complex.

5. Replacement of Non-Conforming Signs.

Businesses and other uses along High Visibility Sites, not presently built within the Build-to Zone, may replace non-conforming pole signs with a ground sign that does not exceed 8 feet in overall height and has a maximum allowable area of 40 square feet.

6. Gasoline Service Stations and Cinemas.

Gasoline service stations and cinemas may utilize one 80-square foot sign to accommodate a change out copy panel. These signs are subject to the Corridor Review Board approval.

7. Height Bonus

Signs surrounded by a permanent raised planter may be built to a height of 10 feet. The landscaped area surrounding the sign shall be equal to the square footage of the sign and must be maintained with approved landscaping.

**LADY'S ISLAND EXPANDED HOME BUSINESS DISTRICT**

Section 2.7 Additional Development Standards  
Signs.

The sign provisions of Article XV of the Beaufort County Zoning and Development Standards shall apply, except when specific sign standards of the EHB are outlined.

New signs along Sam's Point Road shall not exceed 5 feet<sup>1</sup> in overall height with a maximum allowable sign face of 9 square feet. The sign face area does not include embellishments such as pole covers, framing, decorative roofing, support structures or decorative bases including planters, provided that there is no written advertising copy on such embellishments.

The total sign area for ground signs shall not exceed 14 square feet.

Individual businesses within a complex may not have separate signs along Sam's Point Road. Multi-tenant complexes shall provide adequate space for each tenant on the sign. Adequate space for each tenant shall be indicated on the submitted sign application. Existing signs, prior to the effective date of adaptation of this section, may be replaced to the current height and size.

<sup>1</sup> Excluding Scroll Arm style signs which may be built to a height of 9 feet.

Figure 3. Measurement of Sign Face

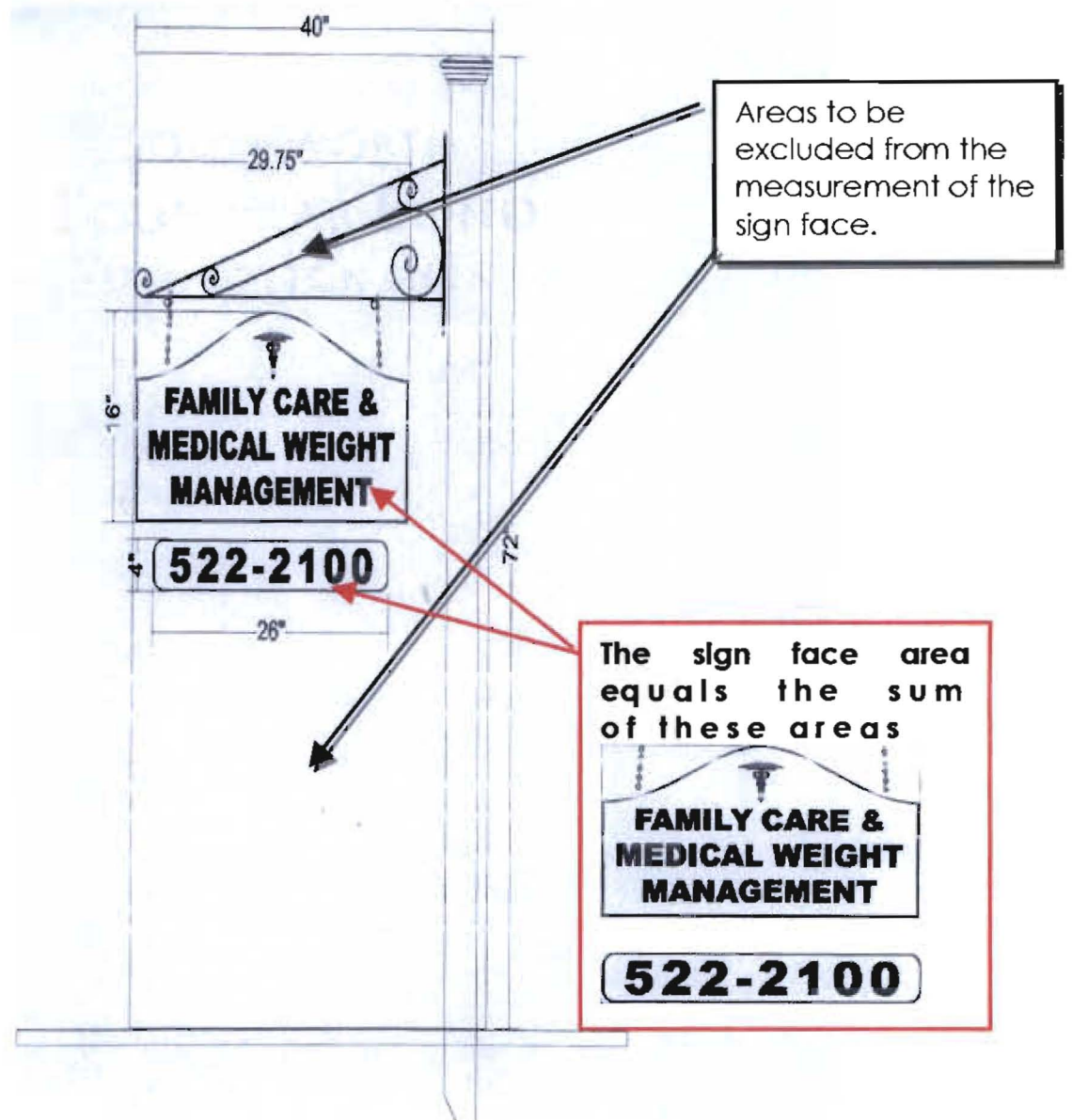


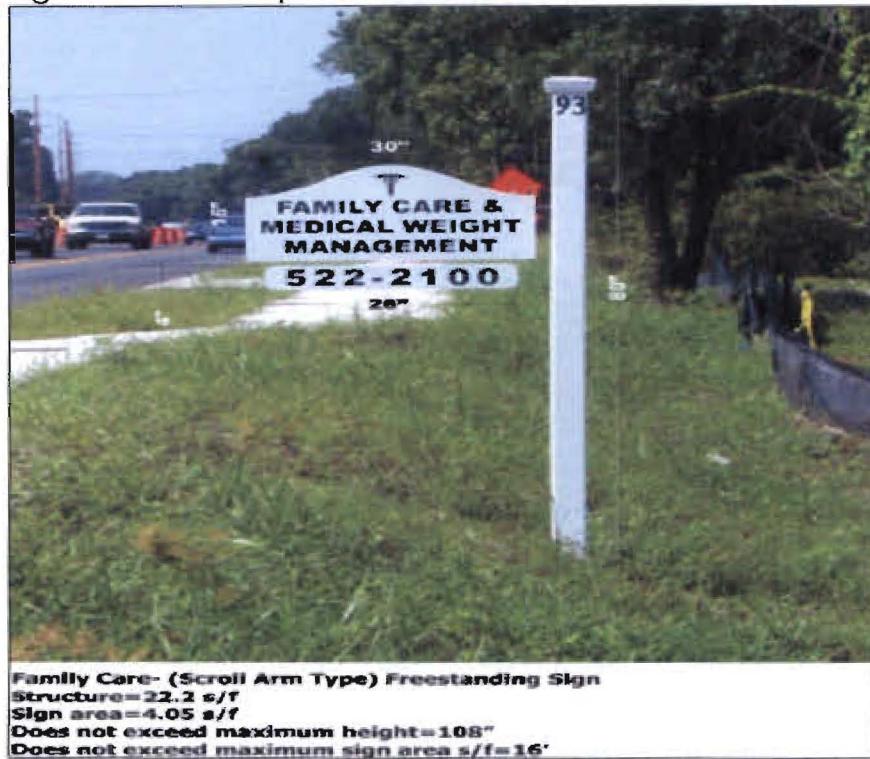


Figure 4. Signs along Sam's Point Road in The Expanded Home Business District

Sign area **2.9** Square Feet



Sign area **4.38** Square Feet



Sign area **5.78** Square Feet



**Jeter Homes-(Typical Type) Freestanding Sign**

**Structure=19.47 s/f**

**Sign area=5.78**

**Does not exceed maximum height=5'**

**Does not exceed maximum sign area s/f=16'**