

ORDINANCE

AMENDING THE UNIFIED DEVELOPMENT ORDINANCE, SECTION 7.2.G.4 "SIGN REGULATIONS; SERVICE STATION SIGNS," TO ADD PROVISIONS FOR ADDITIONAL SIGNAGE FOR SERVICE STATIONS IN CERTAIN ZONING DISTRICTS

WHEREAS, the Unified Development Ordinance regulates the size of freestanding signs by Design District and by the lot frontage; and

WHEREAS, in certain urban Design Districts, freestanding signs on relatively narrow lots are limited to five or ten square feet; and

WHEREAS, service stations (gas stations) typically desire to display gas pricing in addition to advertising the station name and logo; and

WHEREAS, there are several service stations located in the City's urban Design Districts;

WHEREAS, the City desires to permit gas stations to change signage in an appropriate fashion when logos are updated or gas station ownership changes; and

WHEREAS, staff has prepared an amendment to the Unified Development Ordinance that adds provisions for additional signage for service stations in certain urban design districts; and

WHEREAS, this amendment has been presented to the Beaufort--Port Royal Metropolitan Planning Commission and the Commission recommended approval; and

WHEREAS, a public hearing before the Beaufort City Council was held regarding this ordinance amendment on August 26, 2014, with notice of the hearing published in *The Beaufort Gazette* on August 11, 2014;

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Beaufort, South Carolina, duly assembled and by authority of same, pursuant to the power vested in the Council by Section 6-29-760, *Code of Laws of South Carolina, 1976*, that *The Unified Development Ordinance of the City of Beaufort, South Carolina*," be amended as follows:

Revise Section 7.2.G.4, "Sign Regulations; Service Station Signs," by adding a new paragraph c to read as follows:

- c. For gas stations where the permitted freestanding sign size is 10 square feet or less per side, including facilities in the Boundary Street Redevelopment District, an additional 10 square feet of signage per side will be permitted to display gasoline prices and/or incorporate a reader board.

This ordinance shall become effective immediately upon adoption.

(SEAL)

Attest:

BILLY KEYSERLING, MAYOR

IVETTE BURGESS, CITY CLERK

1st Reading

2nd Reading & Adoption

Reviewed by:

WILLIAM B. HARVEY, III, CITY ATTORNEY