

Adopted 11/12/13

## ORDINANCE

AMENDING SECTIONS 7.2. AND 11.2 OF THE UNIFIED DEVELOPMENT ORDINANCE, "SIGN REGULATIONS," AND "DEFINED TERMS," RESPECTIVELY, TO ADD PROVISIONS FOR SANDWICH BOARD SIGNS IN THE HISTORIC DISTRICT

WHEREAS, the Unified Development Ordinance currently does not permit businesses in the Historic District to display sandwich board signs with the exception of new businesses, which are permitted to display sandwich board signs for a period of three months; and

WHEREAS, businesses in the Boundary Street and Lady's Island Village Center Design Districts are allowed to display sandwich board signs; and

WHEREAS, businesses in the Historic District were permitted to display sandwich board signs until 2003 when the Unified Development Ordinance was adopted; and

WHEREAS, there is keen interest among businesses in the Historic District to utilize sandwich board signs; and

WHEREAS, the Historic District is the most walkable area of the City where the use of sandwich board signs seems most appropriate; and

WHEREAS, staff has prepared an amendment to the Unified Development Ordinance that reestablishes the use of sandwich board signs and sets the conditions for permitting and use of such signs; 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 October 8, with notice of the hearing published in *The Beaufort Gazette* on September 23, 2013;

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 revised as follows:

1. Revise Section 7.2.C "Sign Regulations; Prohibited Signs," by deleting the current paragraph 1 and replacing it with a new paragraph 1 to read as follows:
  1. Signs not located on the site for which they are referencing, except for portable signs permitted according to Section 7.2.H.2.g.
2. Revise Section 7.2.C "Sign Regulations; Prohibited Signs," by deleting the current paragraph 2 and replacing it with a new paragraph 2 to read as follows

2. Signs located in public rights-of-way, except for government signs, and portable signs permitted according to Section 7.2.H.2.g.
3. Change the title of Section 7.2.H from “Beaufort Historic District Sign Guidelines,” to “Beaufort Historic District Signs.”
4. Revise Section 7.2.H.2 “Sign Regulations; Beaufort Historic District Sign Guidelines; Placement of Signs,” by deleting the current paragraph g. “Easel Signs,” and replacing it with a new paragraph g to read as follows:

**g. Portable Signs**

- a. Businesses may have one sandwich board, easel, or pedestal sign with the exception of businesses with frontage on more than one street, or on a street and the Waterfront Park, in which case the business may have one sign located on each street or Park frontage.
- b. Establishments shall only display portable signs when the establishment is open for business.
- c. The easel or pedestal sign structure shall not exceed 6 feet in height. The sign or message board shall not exceed 3.5 square feet.
- d. The sandwich board sign structure shall not exceed 3.5 feet in height. The sign or message board on a sandwich board sign shall not exceed 6 square feet per side.
- e. Where possible, portable signs shall be located on private property, not on the public sidewalk. In circumstances where it is not possible to locate the sign on private property (ex., zero lot line building), the sign may be placed on the public sidewalk, directly adjacent to the building, if a minimum of 4 feet of unobstructed pedestrian space can be maintained. Signs shall not be located in planting strips.
- f. Signs must be made of a permanent, durable material as outlined in Section 7.2.H.4. Taping, stapling or temporarily affixing any additional material to a portable sign is prohibited.
- g. Lighting is not permitted on portable signs.
- h. Signs not conforming to these standards, or signs that have been displayed without a permit, shall be removed within 60 days of the effective date of this ordinance.
- i. Off-premises portable signs sponsored by the City or a non-profit affiliate advertising multiple businesses may be permitted on a case-by-case basis provided the sign meets the requirements of this section.

