

ORDINANCE

ORDINANCE AMENDING SECTIONS 7.2.G.4 AND 11.2 OF THE CITY'S UNIFIED DEVELOPMENT ORDINANCE (UDO) TO PROVIDE FOR CONDITIONAL PERMITTING OF CHANGEABLE COPY SIGNS FOR GASOLINE PRICES IN AREAS OF THE CITY WEST OF PARRIS ISLAND GATEWAY

WHEREAS, application has been made for a text amendment to the Unified Development Ordinance (UDO) to allow for changeable copy signage that displays gasoline prices; and,

WHEREAS, Council believes it in the best interest of the City and its citizens to allow such signage on a conditional basis in limited areas of the City;

NOW THEREFORE, BE IT ORDAINED by City Council of the City of Beaufort, duly assembled and by the authority of the same that Section 7.2.G.4 and Section 11.2 of the UDO shall be amended to read as follows:

7.2.G.4. Service Station Signs

Gasoline service stations and other establishments selling gasoline shall be permitted additional and/or conditional signs as follows:

- a. One gasoline and/or self-service/full-service sign per pump island. The sign shall have a maximum of 10 square feet in surface area per side, a total aggregate of 20 square feet and shall be secured to each pump island.
- b. Each gasoline pump shall be permitted to display only the brand name or logo of the gasoline and shall not exceed the face of the pump.
- c. The changeable copy signage that displays gasoline prices is permitted to be digital – not changed manually in the field – with the following conditions:
 - i. The parcel on which the signage is located shall be zoned Highway Commercial (HC);
 - ii. The ambient light output shall not exceed 0.3 footcandles, as determined by a photometric plan presented at the submission of a sign application;
 - iii. If a site contains multiple signs with LED numerals, only one sign shall be visible at any given time.

11.2 Sign

Changeable Copy Sign. A sign on which message copy is changed manually in the field, through the utilization of attachable letters, numbers, symbols and other similar characters or changeable pictorial panels. For gas station price numerals, see Section 7.2.G.4.c for further details and exceptions.

