

## 7.2 Sign Regulations

### A. Purpose

The regulations herein shall apply and govern in all zoning districts. The purpose of this section is to regulate the time, place and manner in which signs shall be permitted. In furtherance of these purposes, standards are hereinafter provided which are designed to protect and promote the public health, safety and welfare, and to enhance the physical appearance, natural beauty and historical significance of the City. It is also in the manifest best interest of the City to reduce the proliferation of signs, reduce distractions and obstructions to motor vehicle operators and pedestrians that might lead to accidents or traffic congestion, beautify the community by removing obstructions to light, air and open space, and to reduce the accumulation of clutter.

### B. General Provisions

The following regulations shall apply to all permitted signs in the City:

1. A permit shall be required for the erection, placement, alteration or reconstruction of any sign unless otherwise noted, and shall be issued by the Building Official in accordance with this Article.
2. Signs must be constructed of durable materials, maintained in good condition and not permitted to become dilapidated.
3. Signs erected in the Beaufort Historic District are subject to the conditions and procedures for erection and change of structures required in the Sign Guidelines Beaufort Historic District.
4. No illuminated sign, other than signs permitted on church property, shall be permitted within 100 feet of any residential district. No sign located within 300 feet of a residential district shall be illuminated between the hours of 10:00 p.m. and 6:00 a.m.
5. Signs with internal electrical wiring or lighting equipment, and all external lighting equipment should be inspected and approved by the City in accordance with existing and prevailing electrical codes. All wiring to electrical signs or to lighting equipment directed to ground signs shall be underground and GFCI protected.
6. Whenever the use of a building or premises by a business or occupation is discontinued for at least 30 days, then the signs pertaining to that business or occupations shall be removed.
7. Temporary signs, including, but not limited to political campaign signs shall not be posted in the public right-of-way. This restriction includes the posting of temporary signs on trees, utility poles, and other structures with the public rights-of-way.
8. Unless otherwise expressly prohibited, signs may be illuminated providing that lighting directed toward a sign shall be shielded so as to illuminate only the surface area of a sign.

### C. Prohibited Signs

The following signs are prohibited:

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- 1.** Signs not located on the site for which they are referencing;
- 2.** Signs located in public rights-of-way, except government signs;
- 3.** Signs located in any manner or place so as to constitute a hazard to pedestrian or vehicular traffic;
- 4.** Permanent moving signs, windblown signs or devices to attract attention, all or part of which move by any means, including fluttering, rotating or otherwise moving devices, set in motion by movement of the atmosphere or by mechanical, electrical or other means, including but not limited to, flags (other than those of government origin and not used for commercial purposes), pennants, posters, propellers, discs, ribbons, streamers, strings of light bulbs, spinners, moving, fluttering or revolving devices, regardless of whether they contain written messages;
- 5.** Flashing signs or devices displaying flashing or intermittent lights or lights of changing degrees of intensity, except for time and temperature signs;
- 6.** Portable signs, except those permitted by Section E including any signs painted on or displayed on vehicles or trailers, or so constructed as to permit its being used as a conveyance upon public streets, and usually parked in public places or private property primarily for the purpose of public display;
- 7.** Signs copying or imitating official government signs or which purport to have official government status;
- 8.** Signs referencing businesses which have been out of business for more than 30 days.
- 9.** Signs erected on the roof of any building;
- 10.** Sign structures no longer containing signs;
- 11.** Signs which emit audible sound, odor or visible matter;
- 12.** Signs containing statements, words or pictures of obscene, pornographic or immoral character;
- 13.** Signs violating any provision of any law of the state relative to outdoor advertising;
- 14.** Signs made structurally sound by unsightly bracing;
- 15.** Signs painted or drawn upon rocks or other natural features;
- 16.** Signs extending above the height of the building roofline features;
- 17.** Snipe signs;
- 18.** Vehicle signs;
- 19.** Any sign which obstructs free ingress to or egress from a required door, window, fire escape or other required exitway;
- 20.** Any sign and/or sign structure which obstructs the view of, may be confused with or purports to be a governmental or traffic direction/safety sign;

21. Any sign or sign structure, other than freestanding and vertical wall extension, any portion of which extends above the parapet, building roofline or canopy against which the sign is located;
22. Signs using the words "stop," "danger" or any word, phrase, symbol or character in a manner that misleads, confuses or distracts a vehicle driver;
23. Except as otherwise provided, no sign whether temporary or permanent, except by a public agency within any street right-of-way;
24. Signs painted on or attached to trees, fenceposts, rocks or other natural features, telephone or utility poles or painted on the roofs of buildings visible from any public thoroughfare;
25. No sign of any kind shall be erected or displayed in any salt marsh areas or on any land subject to periodic inundation by tidal saltwater;
26. Abandoned or dilapidated sign;
27. Any sign on or towed behind a boat, raft, aircraft helicopter.
28. Signs affixed to a private residence or dwelling or displayed upon the grounds thereof, except one personal identification sign not exceeding two square feet and one non-illuminated "for sale" or "for rent" sign not exceeding six square feet; and
29. Inflatable signs.
30. The parking in public view of any vehicle bearing a commercial message which is not in operating condition or lacking current registration.

**D. Exempted Signs (No Sign Permit Required)**

No Sign Permit is required for the following signs:

1. Government signs required by any law, order or governmental regulation.
2. Signs or plates on residential structures or premises bearing the name and/or address of the occupant, and similar uses customarily associated with residential structures.
  - a. Single-family, Two-family and Multifamily dwellings shall have address numbers a minimum of four inches in height and conspicuously located so as to provide visibility from the street on which the structure fronts.
  - b. Nonresidential structures shall have address numbers a minimum of six inches in height and conspicuously located so as to provide visibility from the street on which the structure fronts.
3. Historical markers, monuments or signs as recognized by local, state or federal authorities.
4. Signs denoting the location of underground utilities.
5. One on-site sign per street frontage relating to public or private school or recreational, church or civic club-sponsored entities indicating schedules of events. The sign shall have a maximum of fifteen square feet in surface area per side, a total aggregate of 30 square feet and be a maximum of three

and one-half (3.5) feet high. The signs shall be permitted fourteen days prior to a function and shall be removed within three days after the function.

6. One on-site sign per street frontage pertaining to the sale or lease of the premises. The sign shall have a maximum of six square feet in surface area per side, a total aggregate of twelve square feet and be a maximum of three and one-half (3.5) feet high. The signs shall be removed once the property is occupied by the new tenant or when the property is sold by transfer of title to the same, whichever time period is less. Real estate "For Sale" signs shall be limited to one sign per street frontage for lots less than 5 acres. The maximum size of the sign shall be 6 square feet per side and the maximum height shall be 3.5 feet. For lots 5 acres or larger, one sign per 1,000 feet of street frontage is permitted. Maximum size of these signs shall be 24 square feet and the maximum height shall be 10 feet.
7. Flags bearing the official design of a government, educational institution, church, fraternal organization or ornamental/decorative in design shall be allowed. A commercial establishment or residence may have two flags depicting these official designs, plus one additional ornamental or decorative flag. Ornamental or decorative flags shall not contain any commercial message such as the name or logo of a business, however generic words or terms such as "Open" or "Gallery" are permitted. A maximum of three flags shall be allowed per residence or commercial establishment. Any ornamental/decorative flag shall not exceed a maximum of fifteen square feet of design area per side and a total aggregate of 30 square feet of design area for both sides. In displaying national, state, and organizational flags, no individual flag may exceed 60 square feet in area per side. Spotlighting of flags at nonresidential uses may be permitted by the Administrator.
8. Holiday decorations.
9. Signs on interior window glass shall not exceed a maximum of 25 percent of the gross glass area on any one side of the building.

#### **E. Temporary Signs**

##### **1. Grand Opening Signs**

Grand opening signs, or displays calling attention to a new business shall be a maximum of six feet high and shall be located a minimum of 10 feet from the street right-of-way. The signs may be displayed for grand openings for a maximum of 30 days. Additional signage for grand openings may be permitted by the Technical Review Committee.

##### **2. Banners**

Promotional banners shall have a maximum of 30 square feet in surface area, a maximum height of three feet, and be secured to the business along all four side at all times. Promotional banners shall be displayed for a maximum of 30 consecutive days. Application for a permit for promotional banners may be made only four times during any calendar year with no permits being approved consecutively. A minimum of 30 days shall expire before an application for a permit for a promotional banner can be accepted.

**3. Special Event Signs**

The Technical Review Committee may approve on-site or off-site temporary signs for special events held by nonprofit, governmental, and church organizations. The Technical Review Committee shall review and approve the number, size, location, and design of the signs. All signs permitted by the Technical Review Committee shall be removed within three days of the event.

**4. Sandwich Signs for New Businesses**

Signs shall have a maximum surface area of eight square feet (per side), be a maximum of 3.5 feet in height, be made of wood or material closely resembling wood, and shall be placed on private property. Only one sandwich board sign is permitted per new business. The sign permit shall be valid for six months from the date of issuance of the business license for the new business. No renewal of temporary business signs is permitted.

**5. Signs for Professionals**

One sign per street frontage denoting or advertising architects, engineers, landscape architects, contractors, developers, owners or real estate agents connected with the construction, lease or sale of lots or structures within a new development. The sign shall have a maximum of 32 square feet in surface area per side, a total aggregate of 64 square feet, be a maximum of six feet high and shall be located a minimum of 10 feet from the street right-of-way. The sign permit shall be valid for six months with a renewable option for an additional six months.

**F. Residential District Signs**

1. A uniform sign plan shall be required for all residential developments as a condition of preliminary plat approval and shall be submitted in accordance with the standards and regulations established in Section 3.5.
2. One subdivision and one multifamily development monument sign shall be permitted per development per major entrance. Each sign shall have a maximum of 32 square feet in surface area per side, a total aggregate of 64 square feet, be a maximum of 10 feet high and shall be located a minimum of 10 feet from the street right-of-way. Each ground sign shall have a minimum of 50 square feet of landscape area at the base of the sign.
3. The following types of signs are permitted in the MHP zoning district:
  - a. One Manufactured Home Park monument sign shall be permitted per development per major entrance, per street. Each sign shall have a maximum of 32 square feet in surface area per side, a total aggregate of 64 square feet, be a maximum of 10 feet high and shall be located a minimum of 10 feet from the street right-of-way. Each ground sign shall have a minimum of 50 square feet of landscaped area at the base of the sign.
4. One freestanding church monument sign per street frontage. The sign shall have a maximum of 32 square feet in surface area per side, be a maximum of six feet high and shall be located a minimum of 10 feet from the street right-of-way.
5. One freestanding school monument sign per street frontage. The sign shall have a maximum of 32 square feet in surface area per side, be a maximum of six feet high and shall be located a minimum of 10 feet from the street right-of-way.

**G. Nonresidential District Signs**

The requirements of this section apply to all nonresidential districts except lots zoned Industrial Park and those located in the Historic District.

**1. Freestanding Signs**

- a. One freestanding sign is permitted per lot unless otherwise noted in this section. This sign may be comprised of several sign faces attached to one sign structure.
- b. The size of the freestanding sign permitted shall be directly related to the frontage of the lot on which the sign is located.
- c. The maximum size and heights of freestanding signs shall be as follows:

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Design District	Frontage			
	Less than 150 ft.	150 – 500 ft.	Over 500 ft.	
→SC 170 →US 21 →SC 280	Max. Area	48 square feet per side	60 square feet per side	80 square feet per side
	Max. Height	10 feet	10 feet	10 feet
	Number of Signs	1	1	2
	Distance from R.O.W	10 feet	10 feet	10 feet
→Ribaut Road, →Area wide	Max. Area	24 square feet per side	32 square feet per side	60 square feet per side
	Max. Height	10 feet	10 feet	10 feet
	Number of Signs	1	1	2
	Distance from R.O.W	10 feet	10 feet	10 feet
→Boundary St. →Lady's Island Village Center →Ribaut Road (between Bay St. and Boundary St.)	Max. Area	5 square feet per side	10 square feet per side	18 square feet per side
	Max. Height	8 feet	8 feet	10 feet
	Number of Signs	1	1	1
	Distance from R.O.W.	3 feet	3 feet	5 feet

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- d. Lots serving five or more tenant spaces may be permitted up to 25% increase in the area of freestanding sign as permitted in paragraph (c), above subject to the approval of the appropriate design review authority.
- e. Height shall be measured either from the edge of the adjoining street or from the base of the sign if the sign is located on the natural grade, to the highest point on the sign. Architectural elements related to the support structure may extend up to one foot over the permitted height.
- f. Signs greater than 24 square feet are required to be monument signs or ground signs.
- g. Reader boards shall be permitted in areas zoned Highway Commercial (HC) subject to the requirements of Section 7.2.G.12. Reader boards shall count toward the maximum permitted freestanding signage set out in paragraph (3) and shall be no larger than 25 percent of the maximum freestanding signage allowed in paragraph (c). Reader boards for theaters where the overall freestanding sign meets the size requirements of subsection (f)(3), but where the reader board does not meet the size, line limit and letter size requirements of subsection (f)(6).
- h. The size of the support structure for any monument sign should be a maximum of 50% of the size of the sign face. For example, the monument of a 32 square feet sign should be no more than 16 square feet.
- i. For lots with frontage on two arterial streets (ex. U.S. 21, S.C. 170, or Ribaut Road) one freestanding sign shall be permitted per street frontage if these signs can be located at least 200 feet apart as measured to the leading edge of the sign. For lots with frontage on two streets but where both streets are not arterial streets, or for lots with frontage on two streets but where the freestanding signs cannot be spaced at least 200 feet apart measured to the edge, a primary entrance and a secondary entrance should be established. At the secondary entrance, a freestanding sign up to one-half (0.5) the area of that permitted at the primary entrance will be permitted provided that the two signs are at least 75 feet apart.
- j. The street address number of the property shall be displayed on the sign in letters at least three inches high; or if the address numbers are placed on the support structure, the letters shall be a minimum of three inches high and a maximum of six inches high. Street numbers placed on the support structure shall not be included toward the maximum allotted signage. Street numbers shall be made from reflective letters.
- k. Landscaping, not including grass, shall be required for all freestanding signs. Such landscaping shall equal the total surface area of the sign face.

**2. Attached Signs**

- a. **All of the following are considered attached signs:**
  - (1) Suspended signs;

- (2) Projecting signs;
  - (3) Wall signs; and
  - (4) Window signs.
- b.** The total square footage of all wall signs shall be no more than one square foot per linear frontage of the building, or in the case of multi-tenant buildings, linear frontage of individual tenant space. Wall signs shall only be permitted on facades of a building that face a public or private street unless the Historic District Review Board, the Design Review Board, or Administrator, as appropriate, specifically approves signage on other facades as part of approval of a master signage plan. The size of any wall sign should be based on the proposed use of the building and be in proportion to the proposed use, placement, and visibility of the sign. For lots with frontage on two streets, see paragraph (4)
- c.** For lots with frontage on two arterial streets (U.S. 21, S.C. 170, or Ribaut Road) attached signs meeting the requirements of this section shall be permitted on each street frontage. For lots with frontage on two streets but where both streets are not arterial streets, a primary entrance and a secondary entrance shall be established. At the secondary entrance, attached signs up to one-half the size of that permitted at the primary entrance will be permitted.
- d.** Suspended signs shall not count toward the total signage permitted in paragraph b. above if screened from the street by architectural features. Suspended signs shall be placed so that the bottom edge of the sign is at least eight feet above grade.
- e.** Projecting signs shall be placed so that the bottom edge of the sign is at least eight feet above grade. Projecting signs shall not be higher than the fascia and/or cornice and shall not extend above the eave line. Size restrictions for projecting signs are as follows:
- (1) U.S. 21, S.C. 170, and S.C. 280 Districts: 10 square feet per side.
  - (2) All other districts: seven and one-half (7.5) square feet per side.
- f.** The total of all attached signs for a business shall be no more than one and one-half times the linear frontage of the building, or, in the case of multi-tenant buildings, individual tenant space.

**3. Canopy Signs**

- a.** The valance area of the awning or canopy may be used as a message area and shall not count towards the allowed sign allotment. The remaining area of the awning or canopy sign shall not be used as a sign message area. For those awnings or canopies (except canopies at gasoline stations) that do not have a specific valance area, only the bottom one foot of the awning or canopy shall be used for the message area. The valance shall be made of the same material and shall be the same color as the awning. Only the business name, address, logo and/or motto may be placed on the valance area.
- b.** Awning signs may be placed no lower than eight feet above ground. Canopy signs may be placed no lower than nine feet above grade but may have one foot valance of flexible material hanging below the structure. Awning and canopy signs may extend no closer than 18 inches back from the curb. Awning and canopy signs may be placed no higher than the bottom of the second flood sill or no higher than the cornice whichever is lower.
- c.** Only height-warning signs shall be permitted on gasoline canopies.

**4. Service Station Signs**

Gasoline service stations and other establishments selling gasoline shall be permitted additional 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.

**5. Tenant Directory Signs**

- a. Tenant directory signs shall be permitted in multi-building, multi-tenant professional, office, and/or business centers.
- b. One tenant directory sign up to 32 square feet in surface area per side shall be permitted per street frontage. Lots with greater than 1,000 feet frontage and with more than one Department of Transportation-approved driveway or street entrance shall be permitted an additional directory sign on the condition that such driveways are spaced at least 1,000 feet apart.
- c. Tenant directory signs shall not count toward the total maximum signage permitted in this section.
- d. Tenant directory signs shall be located within the buildable area and outside of any required buffer.
- e. The base of the tenant directory sign shall be landscaped.
- f. Only the name of the business and the address shall be permitted on tenant directory signs. Logos are not permitted.
- g. The tenant directory sign must be located at least 25 feet from any adjacent right-of-way.

**6. Outdoor Drive-Through Menu Boards**

- a. Outdoor drive-through menu boards are signs associated with drive-through restaurants which list the type and price of food items offered for sale at the establishment.
- b. Outdoor drive-through menu boards shall not count toward the total maximum signage permitted in this section, if they are not visible from any street right-of-way. If a menu board is visible from a street right-of-way, it shall count toward the maximum attached signage.
- c. New outdoor drive-through menu boards shall be no more than 32 square feet per side in size and shall be designed, located, and landscaped so that to the degree feasible, they are not to be visible from any street right-of-way. The base of the menu board shall be landscaped and/or incorporated into the landscaping plan.

**7. Sandwich Boards & Easel Signs**

- a. Restaurants may have one easel sign displaying the menu. The easel sign structure shall not exceed 6 feet in height. The sign or message board on an easel sign shall not exceed 3.5 square feet.

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- b.** Sandwich boards are permitted in the Boundary Street and the Lady's Island Village Center Design Districts. Sandwich boards shall have a maximum surface area of eight (8) square feet per side and be a maximum of 3.5 feet in height. Only one sandwich board per side tenant space.
- c.** Sandwich board and easel signs shall not be located in a public or private street right-of-way.
- d.** Establishments shall only display sandwich board and easel signs when the establishment is open for business.

**8. Directional Signs**

- a.** One sign per direction per entrance pertaining to private, unofficial traffic signs, private parking or warning the public against trespassing shall be permitted.
- b.** The sign shall have a maximum of two square feet in surface area per side, with a total aggregate of four square feet. The directional sign shall be a maximum of two and one-half feet high and limited to directional and warning messages only.
- c.** Directional signs shall not count toward the total signage permitted in this section. In addition to the directional message (symbols or words), only the name of the business or address shall appear on the directional sign.

**9. Industrial Park Signage**

Additional on-premises directional and safety signage for lots zoned Limited Industrial or Industrial Park District may be permitted by the Administrator.

**10. Off-Premises Signs**

Off-premises signs are not permitted except signs, flags, and banners erected by the City, County, or State government.

**11. Stationary or Abandoned Vehicle Signs**

Commercial vehicles, other than standard passenger vehicles, shall be parked as far from the street as reasonably possible during non-business hours if such vehicles bear a commercial message. This is to avoid the vehicle serving as a freestanding sign.

**12. Sign Material and Design**

- a.** Sign structures shall be constructed of wood, concrete, metal, brick, or other similar materials.
- b.** The design, color, location, and illumination of signage shall be compatible with the overall design of the development.

**13. Lighting**

- a.** The background of internally-illuminated cabinet signs shall be completely opaque. This provision does not apply to internally-illuminated channel letters.

- b. Any light from any illuminated sign, or flood light or spot light used to illuminate a sign, shall be shaded, shielded, or directed so that the light intensity or brightness shall not interfere with the safe vision of motorists or bicyclists as determined by the building official. For spot-lit signs, the sign base and/or proposed landscaping shall be designed to conceal the base of the light fixture to the extent feasible.
- c. The following provisions shall apply to the use of neon:
  - (1) Neon signs are permitted except in the Boundary Street District;
  - (2) Outlining of buildings, canopies, windows, and doors is prohibited.

#### **14. Historic Signs**

- a. A historic sign is a sign that, by its construction materials, unusual age, prominent location, unique design, or craftsmanship from another period, makes a contribution to the cultural, historic, or aesthetic quality of the city's streetscape.
- b. Signs are designated as historic signs by the City Council upon a favorable recommendation of the Historic District Review Board. The Council shall hold a public hearing before designating a sign a historic sign. Before designating a sign as a historic sign, the Council shall make a finding that all of the following conditions are met:
  - (3) The sign is at least 25 years old and has been at its present location for at least 25 years.
  - (4) The sign is an appurtenant graphic to the property, i.e., an on-premises sign that relates to the use of the property, as opposed to an off-premises billboard.
  - (5) The sign is structurally safe or is capable of being made so without substantially altering its historical significance.
  - (6) The sign is of exemplary technology, craftsmanship, or design of the period in which it was constructed; uses historic sign materials (wood, metal, or paint directly applied to buildings) and means of illumination (neon or incandescent fixtures); and is not significantly altered from its historic period. If the sign has been altered, it must be restorable and must be restored to its historic function and appearance.
  - (7) The sign is of extraordinary significance to the City.
- c. Historic signs are exempt from the requirements of Section 9.5.

#### **15. Master Sign Plan**

- a. Master sign plans are required for new development and existing multi-tenant development when the primary tenant proposes signage changes. The owner/manager of the multi-tenant center shall be responsible for preparing the master sign plan. For existing multi-tenant centers where there is no clear primary tenant, for example, when there are several tenant spaces of equal size, a master sign plan shall not be required but is highly encouraged. No permit shall be issued for development which requires a master sign plan until such plan has been reviewed and approved by the appropriate review authority.

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- b. No permit shall be issued for an individual sign requiring a permit unless and until a master sign plan for the lot has been reviewed and approved by the Historic District Review Board, the Design Review Board, or the Administrator, as appropriate. The submittal requirements for a master sign plan are as follows:
  - (8) A plan of the parcel indicating the size of the parcel and showing the proposed location of each present and future sign whether requiring a permit or not.
  - (9) A description of the existing and proposed signs including area, height, materials, coloring, and lighting.
- c. If the owners of two or more contiguous parcels (disregarding intervening streets and alleys) file for a master sign plan and the master sign plan shows the parcels sharing one freestanding sign, a 25 percent increase in the area of the freestanding sign as permitted in subsection G.1.
- d. The Master Sign Plan may contain such other restrictions as the owners of the parcels may reasonably determine. A master sign plan may be amended by filing a new master sign plan that conforms with all requirements of the ordinance then in effect.
- e. After approval of a master sign plan, no sign shall be erected, placed, painted, or maintained, except in conformance with such plan, and such plan may be enforced in the same way as any provision of this UDO.
- f. The design, material, color, location, and illumination of signage shall be compatible with the overall design of the development.
- g. Master sign plans for new development located in the Historic District shall be reviewed and approved by the Historic District Review Board. Master Sign plans for new development located outside the Historic District shall be reviewed and approved by the Design Review Board. Master sign plans for existing development shall be reviewed and approved by the Administrator. Individual sign permits that meet the requirements of this paragraph and the approved master sign plan shall be approved by the Building Official.

**H. Beaufort Historic District Sign Guidelines**

The requirements for this section apply to all non-residential districts located in the Historic District except for lots located in the Boundary Street Design District which are regulated by Section 7.2.G of this UDO.

**1. Design Recommendations**

- a. Style of sign will not be restricted as long as in conformance with guidelines appropriate for each separate zone;
- b. Signs which are designed to be historically appropriate shall not predate the facade to which they are applied. (For example, an early 1900's sign should not have a reproduction of a colonial or 1700's sign);

- c. Numbers of colors shall not be restricted; however, color selection should compliment, but not necessarily match, the building in question as well as other buildings within the block;
- d. Lettering styles and combinations shall not be restricted; and
- e. Illuminated signs are permitted. Backlit signs are not allowed. Only shielded, incandescent external lights or concealed incandescent lighting will be allowed.

## **2. Placement of Signs**

### **a. General Guidelines**

- (1) Signs should not obscure architectural details;
- (2) Space on the building facade specifically designed to contain signage shall be the most appropriate location for signs; and
- (3) Signs should be placed so as to be sensitive to signage of adjacent businesses; and
- (4) The scale and proportions of the sign should take into account the scale and proportions of the building on which it is mounted; and
- (5) Size of individual signs should be limited to the extent necessary to prevent them from obscuring or competing with other elements of the building.

### **b. Wall Signs**

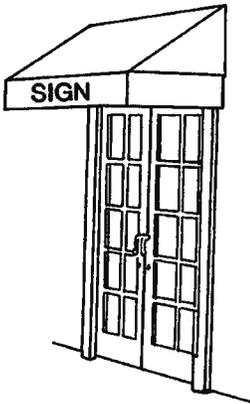
- (1) Wall signs shall be confined to the flat, unadorned surface of facades that face a street, alley (i.e., a platted right-of-way), and/or the Henry C. Chambers Waterfront park. Wall signs shall only be permitted on facades of a building that face a public or private street unless the Historic District Review Board specifically approves signage on other facades. The size of any wall sign should be based on the proposed use of the building and be in proportion to the proposed use of the building; and be in proportion to the proposed use, placement, and visibility of the sign.
- (2) Signs painted or applied directly to building surfaces shall be acceptable;
- (3) Wall signs should be placed where they best complement the building. (For example, on blank expanses of wall or building areas clearly designed as potential sign locations, covered transoms, or broad plain fascias in the cornices). Such areas vary depending on the building's architectural style and/or date of construction;
- (4) Wall signs mounted above or incorporated in the storefront cornice shall be acceptable;
- (5) Wall signs mounted on building piers shall be acceptable but are required to be above flood zone; and
- (6) Wall signs may extend not more than six inches from the building surface.

**c. Window Signs**

- (1) Window signs should be located within 18 inches from the top or bottom frame of the display window; or
- (2) Another acceptable location shall be where the centerline of the sign is five feet, six inches above the sidewalk.

**d. Projecting Signs**

- (1) Projecting signs shall be located no closer than 18 inches to a vertical plane at the street curb line;
- (2) Projecting signs may extend not more than four feet from the surface of the building;
- (3) Projecting signs shall maintain a minimum clearance of eight feet from the pavement of the sidewalk to the lowest point on the bottom of the sign;
- (4) For multistory commercial architecture, sign brackets shall be mounted no higher than the sill of the second floor window; and
- (5) For single-story buildings, signs shall be mounted so that the bottom of the sign is level with the top of the storefront opening; and



**e. Awning and Canopy Signs**

Awning and canopy signs shall be allowed on the valance area only. Signs which are painted or applied to the valance of awnings of canopies as shown in the illustration to the left.

**f. Neon Signs**

Neon signs displaying business name or logo only shall be allowed only within the interior of the building and shall not exceed 10 percent of window area or three square feet whichever is less per business. A sign may also display the word "open" provided it does not exceed two square feet in size. Product advertising signs located on the interior of the structure shall not be prominently visible from the street.

**g. Easel Signs**

- a. Restaurants may have one easel sign displaying the menu. The easel sign structure shall not exceed 6 feet in height. The sign or message board on an easel sign shall not exceed 3.5 feet.
- b. Easel signs shall not be located in a public or private street right-of-way.
- c. Establishments shall only display easel signs when the establishment is open for business.

**h. Special Considerations**

In the Residential/Commercial zone the following sign locations shall be acceptable:

- (1) Suspended between the porch posts;
- (2) Mounted on or within the fascia board;
- (3) Projecting from the porch post. Signs hanging from a residence shall be mounted no higher than twelve feet above ground; and

**3. Size of Signs**

**a. Freestanding Signs**

Freestanding Signs shall be subject to the following dimensional requirements:

Height, Max.	8 Feet
Sign Area per Side, Max.	5 Sq. Ft.
Distance from R.O.W.	18 Inches

For lots with more than one business, a directory sign that references all the businesses on the lot may be permitted. In general, the directory sign should not be higher than eight feet and should not exceed eight square feet per side. The Historic District Review Board may approve directory signs slightly higher and larger than those described herein based on unique site or building conditions.

**b. Wall Signs**

Area of Wall Sign per Building, Max.	1-1/2 Times Linear Frontage of Building
Height, Max.	24 Inches
Lettering Height, Max.	18 Inches
Sign Area, Max.	80 Sq. Ft.

**c. Window Signs**

- (1) The ratio of sign to glass shall not exceed 25 percent of the total display window per fascia;
- (2) Average lettering height shall not exceed six inches;
- (3) Temporary promotional window signs are acceptable within the interior. These signs will not require review by the Historic District Review Board but the total ratio of all window signs to glass shall not exceed 25 percent of the display window; and
- (4) Fluttering ribbons and banners and similar devices are prohibited.

**d. Projecting Signs**

- (1) In the area bounded by Bay, Charles, Port Republic, and Carteret Streets, projecting signs shall not exceed five and one-quarter (5.25) square feet per side.
- (2) On all other lots, the maximum area of projecting signs shall not exceed seven and one-half (7.5) square feet per side.

**e. Awning and Canopy Signs**

Lettering for awning and canopy signs shall not exceed nine inches in height and shall allow one and one-half (1.5) inches minimum space between edge of letter and top and bottom of valance.

**f. Neon Signs**

Neon signs shall not exceed 20 percent of the area of the display window.

**4. Sign Materials**

- a.** Inappropriate materials and finishes generally include: interior-grade wood, unfaced plywood, plastic substrates and unfinished wood;
- b.** Sign materials shall complement but not necessarily match the building's materials. (For example, hi-gloss plastic lettering would be acceptable for an enameled metal gas station, but not appropriate for a clapboard frame structure);
- c.** Sign brackets shall be constructed of painted wood or prefinished, prepainted metal. Guywires, if needed, shall be as inconspicuous as possible; and
- d.** Signs shall be mounted in such a way so as to minimize damage to historic materials. On masonry buildings bolts should extend through mortar joints and not through masonry units. On frame buildings mounting brackets and bolts should be the minimal amount necessary to assure adherence to the surface and prevent excessive wood penetration.

**5. Number of Signs**

- a.** Each lot shall be allowed one freestanding sign per street frontage if such sign can be set back from the edge of the street right-of-way (ROW) a minimum of eighteen inches, provided further that the sight clearance requirements of Section 7.5 are met.
- b.** Each tenant space shall be allowed two different fixed signs (i.e., freestanding, wall, projecting) per street frontage subject to the provisions in Section H.5.a above. If a freestanding sign is present on a street frontage, only one additional fixed sign per business shall be permitted on that street frontage. A third sign will be allowed if it is a window sign and in keeping Section 7.2H.3.c.
- c.** A building with more than one storefront shall have similar sign and mounting treatments so as to provide balance and unity to the building.