



THE CITY OF
GOOSE CREEK

BERKELEY CO. EST. 1961 SO. CAROLINA

**SUPPORTING MATERIALS FOR
ARCHITECTURAL REVIEW BOARD
TUESDAY, JANUARY 19, 2021
6:30 PM**

**MARGUERITE BROWN MUNICIPAL CENTER
CITY HALL COUNCIL CHAMBERS
519 N. GOOSE CREEK BLVD.
GOOSE CREEK, SOUTH CAROLINA**

MEMORANDUM

TO: MEMBERS OF THE ARCHITECTURAL REVIEW BOARD

FROM: LILI ORTIZ-LUDLUM, ADMINISTRATIVE ASSISTANT

DATE: JANUARY 13, 2020

SUBJECT: MEETING NOTIFICATION

WHERE: MARGUERITE H. BROWN MUNICIPAL CENTER

This is to remind everyone that the next meeting of the Architectural Review Board is scheduled for Tuesday, January 19, 2020 at 6:30 p.m.

Please review the enclosed packet. Should you have any questions or comments prior to Monday's meeting, please do not hesitate to contact Brenda Moneer, Planning and Zoning Technician (x1116) or Mark Brodeur, Planning and Zoning Director(x.1118) at 843-797-6220.



MINUTES

**MINUTES
CITY OF GOOSE CREEK
ARCHITECTURAL REVIEW BOARD MEETING
MONDAY, DECEMBER 21, 2020, 6:30 P.M.
MARGUERITE H. BROWN MUNICIPAL CENTER
519 N. GOOSE CREEK BOULEVARD**

I. CALL TO ORDER

Chairperson Clopton called the meeting to order at 6:30 p.m. and initiated the Pledge of Allegiance.

II. ROLL CALL

Present: Ricky Dresel; Gary Becker; Lisa Burdick; David Cantrill; Mary Kay Soto; Jen Wise
Absent: None.
Staff Present: Director of Planning and Zoning Mark Brodeur; Planning and Zoning Technician Brenda Moneer

III. REVIEW OF MINUTES – NOVEMBER 16, 2020

Board Member Burdick stated there was a typographical error.

Motion: A motion was made to accept the minutes with corrections. **Moved by** Board Member Becker, **Seconded by** Board Member Wise.
Discussion: None.
Vote: All voted in favor (7-0). Motion carried.

IV. MINOR APPLICATIONS – NEW BUSINESS

A. KANJI SUSHI HIBACHI: 119 PLANTATION BLVD, SUITE 2A – SIGNAGE

A representative presented the application. It was stated the raceway needs to match the building. *(Note: podium mic was not turned on, minutes were taken from Planning Technician's notes)*

Motion: A motion was made to approve the application as submitted. **Moved by** Board Member Becker, **Seconded by** Board Member Dresel.
Discussion: None.
Vote: All voted in favor (7-0). Motion carried.

B. BB&T/SUNTRUST NOW TRUIST: 144 ST. JAMES AVE – SIGNAGE

A representative was not present. The board revisited this agenda item later in the meeting.

C. THE HAIR LOFT BOUTIQUE, LLC: 105 THOMASON BLVD, SUITE I-SIGNAGE

A representative presented the application. He stated the proposed sign is an internally lit cloud sign. Concerns regarding visibility was shared from the board. *(Note: podium mic was not turned on, minutes were taken from Planning Technician's notes)*

Motion: A motion was made to deny the application as submitted. **Moved by** Board Member Dresel, **Seconded by** Board Member Wise.

Discussion: Board Member Dresel stated he is concerned with visibility and would like to see something that flows with the rest of the signs in that shopping center. The board stated they would like a white background.

Vote: Board Member Dresel, Board Member Becker, Board Member Burdick, Board Member Soto and Board Member Wise voted in favor to deny the application. Board Member Cantrill opposed (6-1). Motion carried.

D. GRANITE DEPOT OF CHARLESTON: 112 S. GOOSE CREEK BLVD-PAINT

A representative was not present. The board revisited this agenda item later in the meeting.

V. NEW BUSINESS:MAJOR APPLICATIONS

E. CHIPOTLE: 220 ST. JAMES BLVD – SITE, LANDSCAPING, ELEVATIONS, MATERIALS, COLORS AND SIGNAGE

A representative presented the application. Signage did not go before the board at this time. The board shared concerns regarding the roof top units. The board requested the applicant include an architectural interest in the rear. *(Note: podium mic was not turned on, minutes were taken from Planning Technician's notes)*

Motion: A motion was made to approve the application with the condition that all roof top equipment will not be visible, and that dense foliage is added to the back side of the building pending staff approval. Signage is listed on the agenda, but the board did not review signage therefor it is not included in the motion. **Moved by** Board Member Dresel, **Seconded by** Board Member Burdick.

Discussion: Board Member Cantrill stated he would like the motion to be amended to include an architectural interest in the rear to be

reviewed by staff. Mr. Brodeur stated some of the things that are existing on the building could be replicated on the rear elevation.

Amended Motion: A motion was made to approve the application with the condition that all roof top equipment will not be visible, and that architectural interest is added to the rear of the building pending staff approval. **Moved by** Board Member Dresel, **Seconded by** Board Member Burdick.

Vote: All voted in favor (7-0). Motion carried.

F. RIVERS FUNERAL HOME: 415 RED BANK ROAD - SITE, LANDSCAPING, ELEVATIONS, MATERIALS AND COLORS

A representative presented the application. He is proposing an addition to the existing Rivers Funeral Home located on Red Bank Road. He proposes six hundred and ten (610) square foot building to serve as a crematorium. He stated the existing site is a combination of gravel and asphalt. He stated two parking spaces, one being handicap and an asphalt driveway will be installed that leads to the new building. He presented his landscape plan and stated he will make drainage improvements.

Motion: A motion was made to approve the application as submitted pending staff's approval of window, doors, and garage door. **Moved by** Board Member Wise, **Seconded by** Board Member Cantrill.

Discussion: None.

Vote: All voted in favor (7-0). Motion carried.

G. ALDI: 205 ST. JAMES AVE - SITE, LANDSCAPING, ELEVATIONS, MATERIALS, COLORS, SIGNAGE

A representative presentive the application. He is proposing to redevelop this property. He stated this is a 3.14-acre property which makes it a challenging site regarding parking and tractor trailer access. He stated the building is 19,200 sq feet with 12,500 sales area. He stated there will be ninety-five (95) parking spaces which is the corporate minimum. He stated there will be two (2) street frontages; Westview Blvd being one and the primary frontage will be located on St. James Ave. He stated they are requesting a monument sign on St. James Ave and two wall signs that will be located on the building. He stated entirely new asphalt, curb and gutter and new structure will be done. He presented a material board. Discussion regarding a parapet and landscaping around the monument sign ensued. The board stated they want to see the street number on the monument sign.

Motion: A motion was made to approve the application as submitted with the amendment that an architectural feature will be added to the side facing the school; address number will be added to the monument sign in both directions, and landscaping will be included around the monument sign. **Moved by** Board Member Dresel, **Seconded by** Board Member Cantrill.

Discussion: None.
Vote: All voted in favor (7-0). Motion carried.

VI. MINOR MODIFICATIONS

H. CHICK FIL A: 516 ST JAMES AVE – REVISED SITE PLAN, BUILDING, CANOPY, COLOR AND ELEVATIONS

A representative presented the application. He is proposing a minor adjustment to the face-to-face canopy that is located on St. James Ave in the front. He stated they would like to increase this from fifty-four(54) feet to eighty (80) feet to provide more coverage for team members. He stated the other modification will be that the order points be forward of the leading edge of the canopy, and the outside meal delivery canopy will increase in length from sixty-five (65) feet to eighty-one (81) feet and centered on the building.

Motion: A motion was made to approve the application as submitted, **Moved by** Board Member Becker, **Seconded by** Board Member Wise.
Discussion: None
Vote: All voted in favor (7-0). Motion carried.

THE BOARD REVISITED BB&T/SUNTRUST

A representative presented the application. She is proposing a face change which will only be up for a year until the conversion of this business is complete. Upon completion of the conversion, the applicant will apply for a new sign permit. The board shared concerns as the signs on the proposal did not match.

Motion: A motion was made to approve the application with the condition that both the monument sign and wall sign match pending staff approval. **Moved by** Board Member Dresel, **Seconded by** Board Member Becker.
Discussion: None.
Vote: All voted in favor (7-0). Motion carried.

THE BOARD REVISITED GRANITE DEPOT OF CHARLESTON

A representative was not present. The board shared their concerns that a rendering for the building was not provided with the application.

Motion: A motion was made to deny the application pending additional information. **Moved by** Board Member Dresel, **Seconded by** Board Member Becker.
Discussion: None.
Vote: All voted in favor (7-0). Motion carried.

V. **2021 CALENDAR APPROVAL**

Motion: A motion was made to approve the calendar. **Moved by** Board Member Cantrill, **Seconded by** Board Member Becker.

Discussion: None.

Vote: All voted in favor (7-0). Motion carried.

VI. **COMMENTS FROM THE BOARD**

The board suggested that samples be added to the checklist. It was suggested that a current photo be added to the presentation packets. It was suggested that elevations state the street names they are facing. Board Member Wise stated the window at the dentist office still has signage covering the entire window.

VII. **COMMENTS FROM STAFF**

Mr. Brodeur stated he will develop a full set of design guidelines for site planning, architecture, and designs next year.

VIII. **ADJOURNMENT**

Motion: A motion was made to adjourn (8:21p.m.) **Moved By:** Board Member Becker, **Seconded By:** Board Member Dresel.

Discussion: There was none.

Vote: All voted in favor (7-0). Motion carried.

_____ Date _____
Sharon Clopton, Chairperson



NEW BUSINESS: MINOR APPLICATIONS

VERIZON - SIGNAGE

PAID

OFFICE USE ONLY	
PERMIT #:	043050
AMOUNT DUE: \$	75.00
DATE PAID:	12-23-20

CITY OF GOOSE CREEK SIGN PERMIT APPLICATION

Today's Date: Nov. 23, 2020

Permit Fee: \$75.00

- Business Owner Cellular Sales Business Phone (843) 553-1522
 Name of Business Verizon Alternate Phone (336) 799-4670
 Street Address of Business 117 St. James Ave, Goose Creek, SC
 Landlord/Lessor Gang James LLC Landlord's Phone —
 Sign Company Allen Industries Sign Co. Phone (336) 615-8747
 Sign Co. Contact Heather English Sign Co. Address PO Box 363 Pleasant Garden, NC
- Cost of Sign(s) \$ 12,000.00 Sign Installation Cost \$ 7500.00 Total Cost \$ 19,500.00
- How many signs are you applying for? 4 How many signs does this business already have? 4
- What kind of signs does this business already have? awning & freestanding None
- What type of business is applying for this sign permit:
 A. A stand alone business? Yes No
 B. A part of a shopping center? Yes No If yes, shopping center name: _____
- What is the TMS number for this property? 243-08-05-005
- What is the front setback of the business in feet? 66' (The distance from the front property line to the front of business)
 A. For corner lots only, what is the front setback for second street frontage in feet? 31'
- What is the width of the business in feet? 79'5" (The distance from wall to wall)
 A. For corner lots only, what is the width of the business for second street frontage in feet? _____
- What is the property's road frontage in feet? 2130" (This only applies to shopping centers erecting a freestanding sign)
- Please attach photos showing:
 A. The storefront in relation to adjacent businesses;
 B. The specific location of proposed sign(s) on the property or building; and
 C. The actual sign if it already exists.
- Please attach drawings of each proposed sign showing (drawn to scale) :
 A. The completed sign as it will actually appear on the building
 B. All dimensions;
 C. Where the colors will appear;
 D. The location on the property (on a plat) of proposed & existing freestanding signs
 E. The location on the building of proposed & existing building signs
- Please attach swatches, samples, and/or paint chips of all proposed colors to the application.
- Please complete the Sign Information Table located on the following page.
- You are required to attend the Architectural Review Board meeting in which your sign application is reviewed.
 - Please submit this application by the 1st Monday of the month for consideration that month by the ARB.
 - The ARB meets on the 3rd Monday of each month. (Please see attached ARB schedule for application deadlines and meetings.)

OFFICE USE ONLY	
MAX. NO. OF ALLOWED SIGNS:	_____
MAX ALLOWED SIGN AREA:	_____

NOTE: Illuminated, exposed and non-exposed neon signs located on the interior of a business, which are visible from the exterior of the business, must be reviewed by the ARB. Such signs shall be included as part of a business's maximum allowable square footage of building signage, as authorized in Section 151.084 of the City Code. A "non-exposed neon sign" shall be interpreted as a neon sign that does not have externally visible neon tubing. Neon signs enclosed in plastic, glass and Plexiglas casings are considered "exposed neon signs." All electrical work must be in accordance with the City's Code of Ordinances and the National Electrical Code.

Note: This application contains multiple pages

SIGN INFORMATION TABLE

Required Information	Awning Signage Sign 1	Ground Sign 2	Sign 3
Materials: (metal, plastic, wood, etc.)	Vinyl, Awning Fabric	metal & plastic	
Illumination: Exterior, interior or not lighted	exterior	exterior	
Type of Sign:	awning	ground	
Height (FEET)	5'0"	5'0"	
Width (feet)	7'5"	10'0"	
Area (square feet)	$10.8 \times 3 = 32.5$	50	
All colors used on sign	Gray, white Red, Black	→	
Is there a graphic (picture) on the sign? (Y/N) If yes, size of graphic	Yes 15" x 8'8"	Yes 15" x 8'8"	
Projection from building or cabinet width (thickness)	2'0"	na	
Number of styles of lettering	1	1	
Height of letters (if channel letters)	15"	na	
If mounting individual letters, space between letters	na	na	
If mounting individual letters, space between words	na	na	
If window sign, size of window	na	na	
If changeable copy sign (reader board), number of lines	na	na	
If freestanding sign, distance between sign and street curb (ft)	na	existing	
If freestanding sign, total height above grade (ft)	na	10'0" OATH	
If freestanding sign, landscaping materials to be planted at base of sign	na	existing	

Review the attached Zoning Ordinances pertaining to sign regulations (Section 151.084). Be advised to examine them thoroughly so as to avoid violations (Section 151.999):

By signing below, you certify the above information that you provided to be true and correct.

[Handwritten Signature]

Signature of Applicant

11-23-2020

Date

OFFICE USE ONLY	
Remarks:	_____
Approval: Zoning Administrator	_____
Issued by:	_____
Date:	_____



November 23rd, 2020

City of Goose Creek

Planning & Zoning Department

519 N. Goose Creek Blvd

Goose Creek, SC 29445

Re: Sign Permit Submittal @ Verizon @ 117 St James Ave, Goose Creek, SC

Dear Brenda & Mark,

I am working with Allen Industries INC out of Greensboro, NC to again start the process for updating the Verizon logo on the retail store there in Goose Creek on St James Ave. Please find the ARB and sign permit applications here along with several sets of plans for the awning recovering proposed. Also proposed is a change to the freestanding sign in an effort to both rebrand and bring the structure into compliance with current ordinance. I have sent email communication to you both ahead of this submittal, so please let me know if any thing else is needed here in order to get this scheduled for the ARB agenda in December.

Thanks so much!

A handwritten signature in black ink, appearing to read 'Heather S. English'.

Heather S. English

President

HSE Permit Solutions

PO Box 363

Pleasant Garden, NC 27313

(336) 799-4670



ARB SCOPE OF WORK FORM/

APPLICATION / INFORMATION SUMMARY

DEPARTMENT OF PLANNING AND ZONING 843-797-6220 EXT. 1118

P.O. Drawer 1768

519 N. Goose Creek Blvd.

Goose Creek, South Carolina 29445-1768

www.cityofgoosecreek.com

Fax: 843-863-5208

Property Address: 117 St. James Ave		TMS No.: 243-08-05-005
Review request:	For:	Preliminary meeting date requested:
<input type="checkbox"/> Preliminary	<input type="checkbox"/> New Construction <input type="checkbox"/> Alterations / Additions	<input type="checkbox"/> Appeal Decision of Architectural Review Board
<input checked="" type="checkbox"/> Final	<input checked="" type="checkbox"/> Color Change <input type="checkbox"/> Demolition <input checked="" type="checkbox"/> Other: Signage / Awning Re-Cover	

Property Owner: Gang James LLC	Daytime phone: -
Applicant: Heather English	Daytime phone: (336) 799-4670
ARB Meeting Representative: T.B.D.	Contact Information: (336) 799-4670
Applicant's mailing address: PO Box 363	
City: Pleasant Garden	State: NC Zip: 27313
Applicant's e-mail address: hsepermit501ution5@yahoo.com	
Applicant's relationship: <input type="checkbox"/> Owner <input type="checkbox"/> Design Professional <input checked="" type="checkbox"/> Contractor <input type="checkbox"/> Real Estate Agent/Broker <input type="checkbox"/> Other	

Materials/Colors Used: (specific color(s)/manufacture #'s listed: samples must be presented to Board attached)
 (Example: Building Materials, Exterior Colors, Landscaping, Lighting)

Awning Material - white substrate
 Vinyl / Material - Opaque to match PMS 10
 "Cool Gray"

Scope of Work: (please give a detailed description)

① Recover Existing Awning on Building w/ gray material & new Verizon logo
 ② Convert existing pole sign to ground sign & re-image w/ new paint & sign faces

I hereby acknowledge by my signature below that the foregoing application is complete and accurate and that I am the owner of the subject property or an authorized representative. I authorize the subject property to be posted and inspected, and the application to be heard by the Architectural Review Board of the City of Goose Creek on the date specified.

Applicant's signature: Heather S English Date: 11-23-2020

Print name legibly: Heather S. English



INDIRECT STORE



**100157
CELLULAR SALES
117 ST. JAMES AVE.
GOOSE CREEK, SC 29445**

EXTERIOR SIGNAGE SUBMITTAL

VW CS.195_Goose Creek, SC_102
2020-11-05

DESIGN APPROVAL:

SUBMITTAL RECORD	
DATE	REMARKS

Updated 2019-06-18



LEGEND

		QTY
1	RESKIN EXISTING AWNING	1
2	PYLON SIGN	2 PANELS
3	DOOR VINYL	1 SET

KEY

- SIGN LOCATION —
- BUILDING OUTLINE - - - - -
-  NORTH



V-Height Lookup Tool Results

Results
<h3>V-Height Lookup</h3> <p>Goose Creek, SC 117 St. James Ave., Goose Creek, SC</p>
<p>Sign 1 = 27½" V-Height</p> <p>Viewing Type - Parallel Illumination - Internal Opaque Driving Environment - 6 Lanes Sign Offset From Curb - 70-74 Feet</p>
<p>Sign 2 = 8½" V-Height</p> <p>Viewing Type - Parallel Illumination - Internal Opaque Driving Environment - 2 Lanes Sign Offset From Curb - 20-24 Feet</p>
<p>Sign 3 = 18½" V-Height</p> <p>Viewing Type - Perpendicular Illumination - Internal Opaque Driving Environment - Multilane - 6+ Lanes Posted Speed Limit - 45 MPH Distance - 50-99 Feet Sign Located before Turn</p>

Landlord and/or Zoning Restrictions

City:

Front elevation is allowed 1 sq ft x 75'-5"= 75.5 MAX SF . Side Elevation is allowed up to 75.5 SF Max, same as the front

Landlord:

N/A

Location:	Permitted	Proposed
East Elevation (Front)	75.5 SF	26.6 SF
South Elevation (Side)	75.5 SF	26.6 SF
North Elevation (Side)	75.5 SF	26.6 SF

Verizon Guideline Conformance/Exception and Justification:

Three sign rule.





OUTLET ID OR DP
100157

ADDRESS
117 ST. JAMES AVE.
GOOSE CREEK, SC 29445

SHEET TITLE
STREET / CONTEXT PHOTOS

DATE
2020-11-05 ct

AGENT NAME
CELLULAR SALES

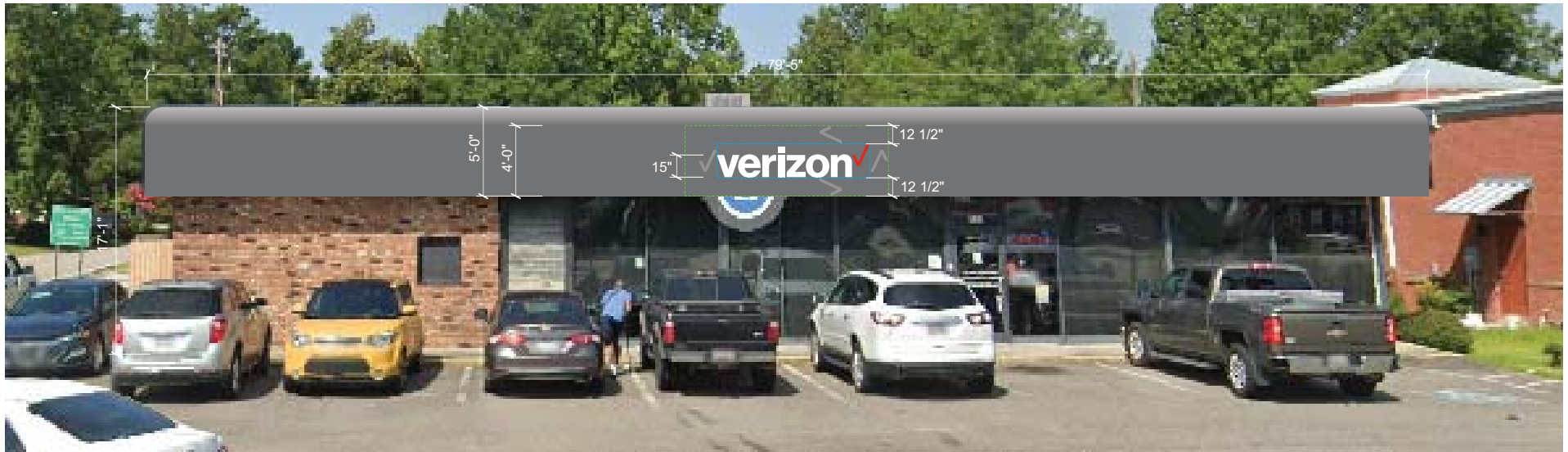
PREPARED BY
ALLEN INDUSTRIES

SHEET NUMBER
4



EXISTING SIGNAGE:
 EXISTING VERIZON SIGNAGE HEIGHT - 26" V
 EXISTING ADJACENT TENANT SIGNAGE HEIGHT - N/A

EXISTING CONDITION



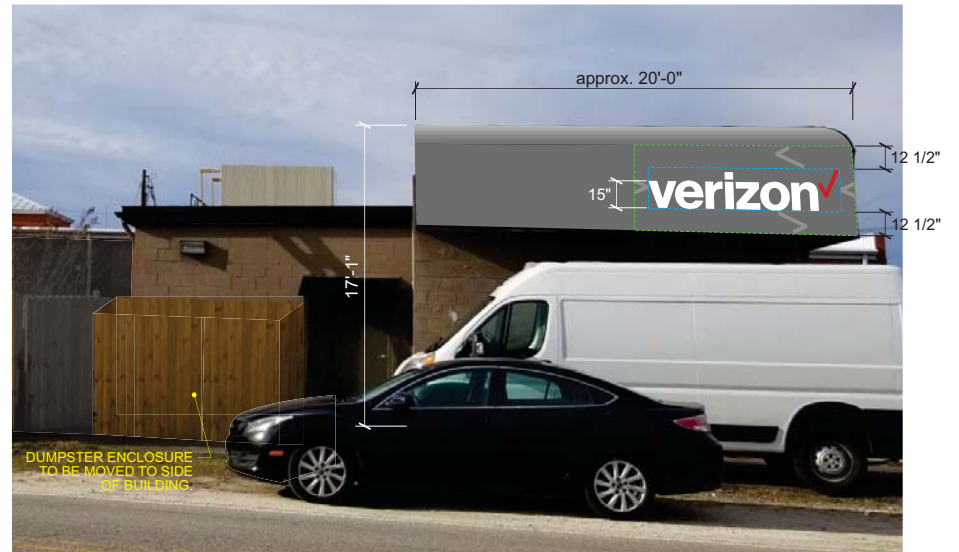
NOTE:
 ALL EXISTING, NON-STANDARD, WINDOW GRAPHICS AND SIGNAGE TO BE REMOVED AND REPLACED WITH NEW STANDARD GRAPHICS.
 EXISTING ILLUMINATED AWNING TO BE RESKINNED TO MATCH PMS COOL GRAY 10 WITH ERADICATED LOGO AND TRANSLUCENT RED VINYL "CHECK".

REVISED CONDITION





EXISTING CONDITION



REVISED CONDITION

NOTE:
ALL EXISTING, NON-STANDARD, WINDOW GRAPHICS AND SIGNAGE TO BE REMOVED AND REPLACED WITH NEW STANDARD GRAPHICS.

EXISTING ILLUMINATED AWNING TO BE RESKINNED TO MATCH PMS COOL GRAY 10 WITH ERADICATED LOGO AND TRANSLUCENT RED VINYL "CHECK".





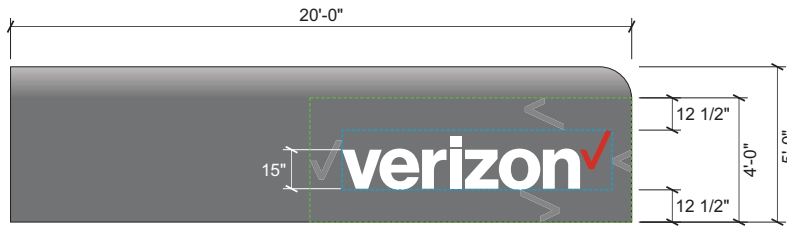
EXISTING CONDITION



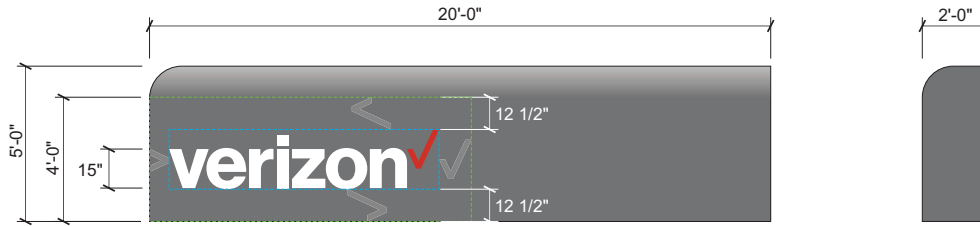
REVISED CONDITION

NOTE:
ALL EXISTING, NON-STANDARD, WINDOW GRAPHICS AND SIGNAGE
TO BE REMOVED AND REPLACED WITH NEW STANDARD GRAPHICS.



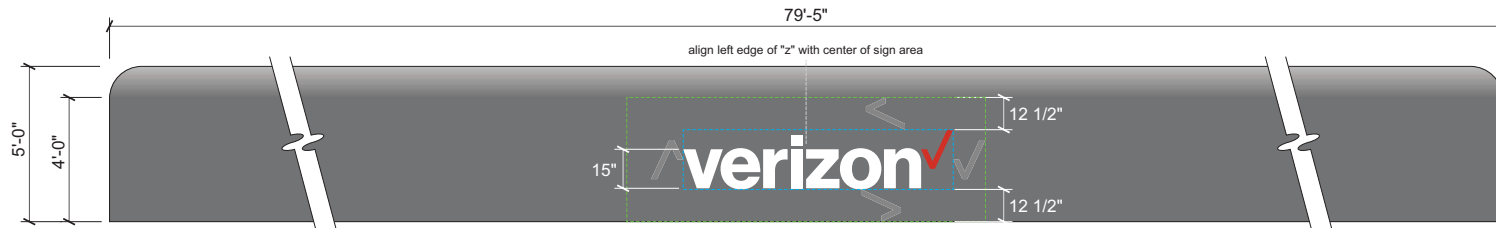


SIGN 1B - SOUTH ELEVATION



SIGN 1C - NORTH ELEVATION

SIDE VIEW



SIGN 1A - EAST ELEVATION

KEY NOTES

1	EXISTING AWNING FRAMES TO BE RESKINNED WITH NEW FLEX MATERIAL. EXISTING AWNING IS INTERNALLY ILLUMINATED.
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COLORS

- A WHITE FLEX SUBSTRATE
- B TRANSLUCENT VINYL 3M 3630-143 POPPY RED
- C OPAQUE TO MATCH PMS COOL GRAY 10



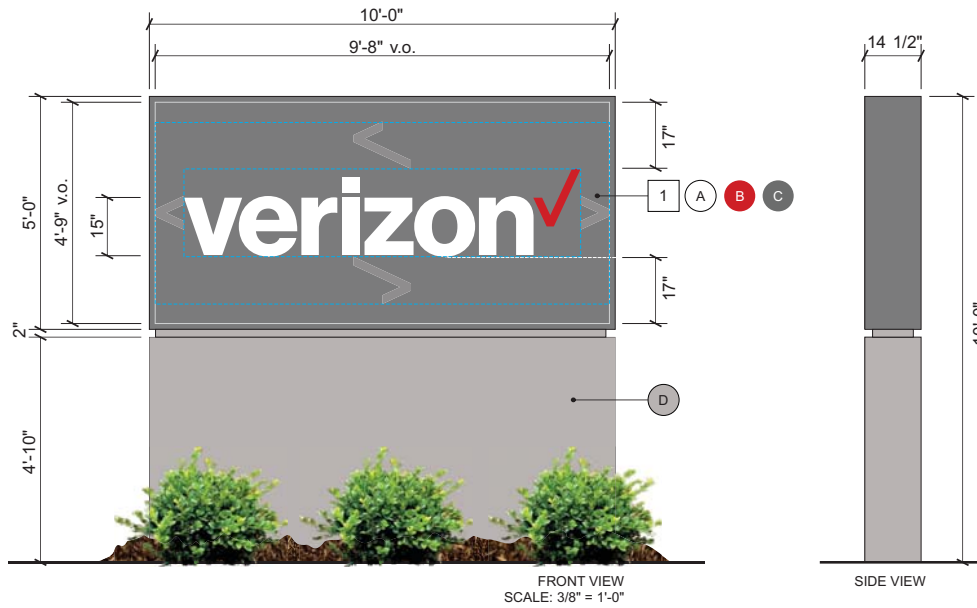


EXISTING CONDITION



REVISED CONDITION



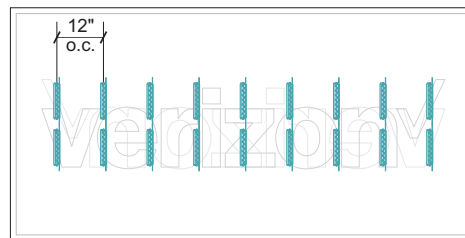


KEY NOTES

1	CUSTOM FABRICATED, D/F, INTERNALLY ILLUMINATED SIGN CABINET ON FABRICATED ALUMINUM BASE. FACES TO BE WHITE POLYCARBONATE WITH SURFACE APPLIED VINYL GRAPHICS. SIGN TO BE INSTALLED WITH STEEL POST SET IN CONCRETE FOOTING AS REQUIRED.
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COLORS

- A WHITE POLYCARBONATE
- B TRANSLUCENT POPPY RED 3M 3630-143
- C 3M OPAQUE DARK GRAY 7725-41
PMS COOL GRAY 10, SATIN FINISH
- D PMS COOL GRAY 4, SATIN FINISH



- E 18 ea. GEDS71-2
2 ea. GEPS24-100U
Total Electrical Amp Load = 2.2 Amps
One (1) 120 Volt - 20 Amp
Circuit Breaker Required for Sign

**Note for Installer: Borders are cut to provide ease in a level install.
Please be sure to remove border once vinyl is installed and level.**

		Font weight: 55 Roman Font Size: 86 pt	Place 65" from ground
3.4161" space			
Cellular Sales Independently operated store		Font weight: 75 Bold and 55 Roman Font Size: 43 pt	
Mon - Fri Sat Sun	9 AM - 9 PM 9 AM - 9 PM 11 AM - 7 PM	Font weight: 55 Roman Font Size: 43 pt	
		6" x 6" Font Size: 43 pt	← GLASS FOR VISUAL PURPOSES ONLY
Holiday Hours (A or B)		A 12" x 12"	B 9.5" x 3.75"

	Font weight: 75 Bold Font Size: 402.8 pt
4" ADDRESS NUMBER VINYL SCALE: 1/8" = 1"	

		Font weight: 55 Roman Font Size: 43 pt	Place 24" from ground
		Font weight: 55 Roman Font Size: 43 pt	Place 22.149" from ground
Security camera in use Employees cannot access the safe No solicitation			

OPTIONAL TEXT FOR
LANGUAGES SPOKEN.
**NO TEXT WILL BE PROVIDED
UNLESS REQUESTED BY AGENT.**

DOOR VINYL
SCALE: 1/4" = 1"

KEY NOTES

1 ONE SET OF FIRST SURFACE APPLIED VINYL GRAPHICS FOR ENTRANCE DOOR.

COLORS

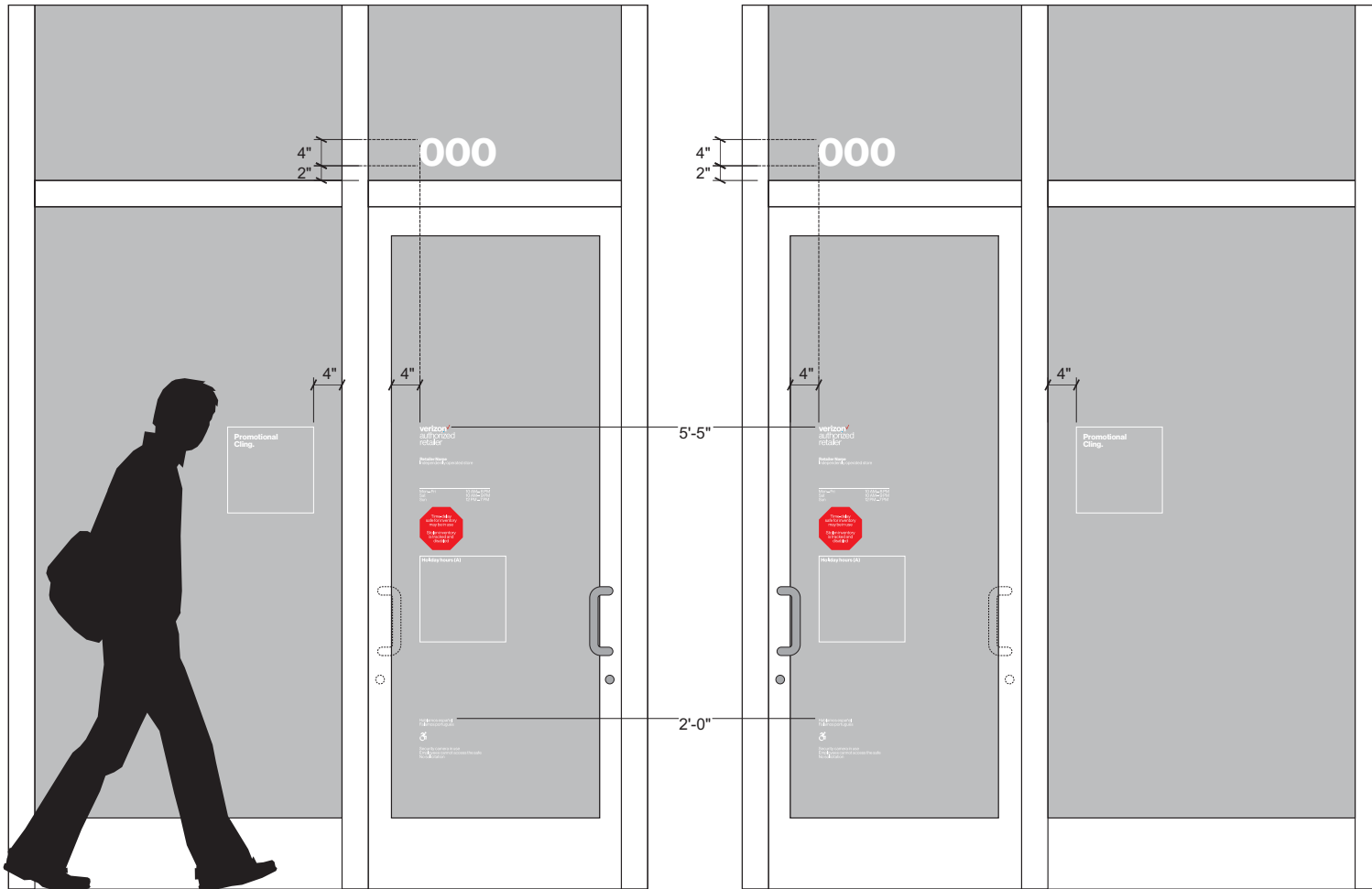
- (A) WHITE VINYL
- (B) TOMATO RED VINYL 3M 7725-13

GUIDELINES

- REMOVE ALL EXISTING GRAPHICS FROM DOORS
- APPLY AS FIRST SURFACE GRAPHICS
- ALL GRAPHICS SHOULD BE APPLIED TO ONE DOOR
- IF TWO DOORS, INSTALL ON RIGHT DOOR
- STANDARD FONTS USED ARE NEUE HAAS GROTESK 75 BOLD AND 55 ROMAN
- AGENT NAME SHOULD BE IN THE VERIZON BRAND FONT (NEUE HAAS GROTESK 75 BOLD)
- HOLIDAY HOURS (A) ARE ONLY DISPLAYED DURING HOLIDAY RETAIL PERIOD (NOVEMBER - DECEMBER)
- HOLIDAY HOURS (B) ARE DISPLAYED DURING OTHER HOLIDAYS DURING THE YEAR (EX. JULY 4TH)
- 4" FROM DOOR FRAME / MULLION IS PREFERRED BUT MAY VARY DUE TO FIELD CONDITIONS



**Note for Installer: Borders are cut to provide ease in a level install.
Please be sure to remove border once vinyl is installed and level.**



RIGHT SIDE ENTRANCE DOOR
SCALE: 3/4" = 1"

LEFT SIDE ENTRANCE DOOR
SCALE: 3/4" = 1"

SINGLE DOOR GUIDELINES

- RECOMMEND THAT STORE ADDRESS IS LEFT ALIGNED WITH ALL SIGNAGE
- ADDRESS NUMBER IS 4" IN HEIGHT
- THE TOP OF THE "V" IN "VERIZON" CANNOT EXCEED 5'-5" IN HEIGHT
- PROMOTIONAL CLINGS SHOULD ALWAYS BE POSITIONED AT 5'-5", THE AVERAGE EYE HEIGHT LEVEL
- ALTERNATE LANGUAGES SHOULD BE POSITIONED AT 2'-0" ABOVE GRADE
- HANDICAP ICON SHOULD BE POSITIONED ABOVE THE SECURITY MESSAGE IN ALL SITUATIONS ON ALL DOORS
- STOP SIGN IS OPTIONAL

NOTE: Graphics shown on this page are for representation only and are NOT to be used for production. Please see previous page for location specific graphics.



NEW BUSINESS: MINOR APPLICATIONS

AGAPE-SIGNAGE

OFFICE USE ONLY

PERMIT #: 043033
 AMOUNT DUE: \$ 75.00
 DATE PAID: 12-21-

2020

CITY OF GOOSE CREEK SIGN PERMIT APPLICATION

Today's Date: 12/15/20

Permit Fee: \$75.00

1. Business Owner N/A Business Phone N/A
 Name of Business AGAPE CARE Alternate Phone _____
 Street Address of Business 374 Myers Road, Summerville, SC
 Landlord/Lessor _____ Landlord's Phone _____
 Sign Company Signarama Columbia Sign Co. Phone 803-407-9284
 Sign Co. Contact Matt Vaughn Sign Co. Address 1735 12th Street, Cayce, SC 29033
2. Cost of Sign(s) \$ 5,200.⁰⁰ Sign Installation Cost \$ 768.⁰⁰ Total Cost \$ 5968.⁰⁰
3. How many signs are you applying for? 1 How many signs does this business already have? 1
4. What kind of signs does this business already have? monument - None
5. What type of business is applying for this sign permit:
 A. A stand alone business? Yes No
 B. A part of a shopping center? Yes No If yes, shopping center name: _____
6. What is the TMS number for this property? 222 - 000 - 000 - 28
7. What is the front setback of the business in feet? _____ (The distance from the front property line to the front of business)
 A. For corner lots only, what is the front setback for second street frontage in feet? _____
8. What is the width of the business in feet? _____ (The distance from wall to wall)
 A. For corner lots only, what is the width of the business for second street frontage in feet? _____
9. What is the property's road frontage in feet? _____ (This only applies to shopping centers erecting a freestanding sign)
10. Please attach photos showing:
 A. The storefront in relation to adjacent businesses;
 B. The specific location of proposed sign(s) on the property or building; and
 C. The actual sign if it already exists.
11. Please attach drawings of each proposed sign showing (drawn to scale) :
 A. The completed sign as it will actually appear on the building
 B. All dimensions;
 C. Where the colors will appear;
 D. The location on the property (on a plat) of proposed & existing freestanding signs
 E. The location on the building of proposed & existing building signs
12. Please attach swatches, samples, and/or paint chips of all proposed colors to the application.
13. Please complete the Sign Information Table located on the following page.
14. You are required to attend the Architectural Review Board meeting in which your sign application is reviewed.
- Please submit this application by the 1st Monday of the month for consideration that month by the ARB.
 - The ARB meets on the 3rd Monday of each month. (Please see attached ARB schedule for application deadlines and meetings.)

OFFICE USE ONLY

MAX. NO. OF ALLOWED SIGNS: _____

MAX ALLOWED SIGN AREA: _____

NOTE: Illuminated, exposed and non-exposed neon signs located on the interior of a business, which are visible from the exterior of the business, must be reviewed by the ARB. Such signs shall be included as part of a business's maximum allowable square footage of building signage, as authorized in Section 151.084 of the City Code. A "non-exposed neon sign" shall be interpreted as a neon sign that does not have externally visible neon tubing. Neon signs enclosed in plastic, glass and Plexiglas casings are considered "exposed neon signs." All electrical work must be in accordance with the City's Code of Ordinances and the National Electrical Code.

Note: This application contains multiple pages

Re-face Existing sign only

SIGN INFORMATION TABLE

Required Information	Sign 1	Sign 2	Sign 3
Materials: (metal, plastic, wood, etc.)	<i>Metal/plastic</i>		
Illumination: Exterior, interior or not lighted	<i>Exterior</i>		
Type of Sign:	<i>monument</i>		
Height (FEET)	<i>9'</i>		
Width (feet)	<i>8'</i>		
Area (square feet)	<i>72 x 2</i>		
All colors used on sign	<i>Purple/white, Blue</i>		
Is there a graphic (picture) on the sign? (Y/N) If yes, size of graphic			
Projection from building or cabinet width (thickness)			
Number of styles of lettering	<i>2</i>		
Height of letters (if channel letters)			
If mounting individual letters, space between letters			
If mounting individual letters, space between words			
If window sign, size of window			
If changeable copy sign (reader board), number of lines			
If freestanding sign, distance between sign and street curb (ft)			
If freestanding sign, total height above grade (ft)			
If freestanding sign, landscaping materials to be planted at base of sign			

Review the attached Zoning Ordinances pertaining to sign regulations (Section 151.084). Be advised to examine them thoroughly so as to avoid violations (Section 151.999):

By signing below, you certify the above information that you provided to be true and correct.

[Signature]
Signature of Applicant

12/15/20
Date

OFFICE USE ONLY		
Remarks: _____		
Approval: Zoning Administrator _____ Issued by: _____ Date: _____		

270

96 in

56 in

108 in

50 in

PROFILE VIEW



NOTES

NEW MONUMENT:

- routed letters painted white
- mounted to aluminum backer
- painted Agape purple
- externally illuminate


Colors



Agape Purple

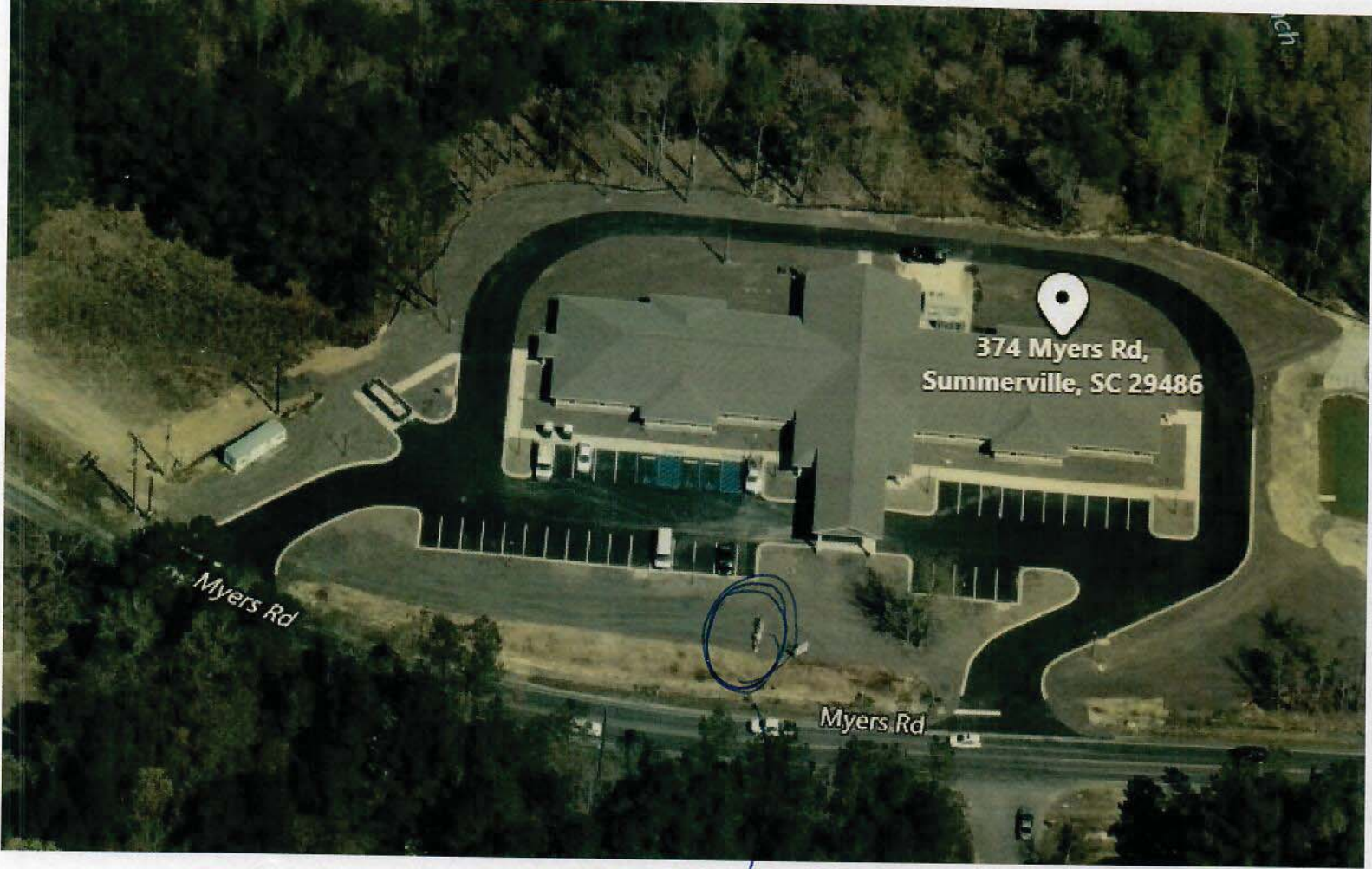
NOTE: COLORS SHOWN ARE REPRESENTATIVE ONLY

Please review this proof carefully for all content and spelling.
 If changes are required please inform your sales representative.
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 Any changes after approval is received, will result in additional charges.



1735 12th Street
 Cayce, SC 29033
 803.407.9284

File Name: Agape Summerville
 Directory Name: S:\Production\Jobs\2020\11



Existing sign



NEW BUSINESS: MINOR APPLICATIONS

ST. JAMES UNITED METHODIST CHURCH -SHED



ARB SCOPE OF WORK FORM/

APPLICATION / INFORMATION SUMMARY

DEPARTMENT OF PLANNING AND ZONING 843-797-6220 EXT. 1118

P.O. Drawer 1768

519 N. Goose Creek Blvd.

Goose Creek, South Carolina 29445-1768

www.cityofgoosecreek.com

Fax: 843-863-5208

Property Address: 512 St James Ave, Goose Creek SC 29445		TMS No.:
Review request:	For:	Preliminary meeting date requested: 01/19/2021
<input checked="" type="checkbox"/> Preliminary	<input type="checkbox"/> New Construction <input checked="" type="checkbox"/> Alterations / Additions	<input type="checkbox"/> Appeal Decision of Architectural Review Board
<input type="checkbox"/> Final	<input type="checkbox"/> Color Change <input type="checkbox"/> Demolition <input checked="" type="checkbox"/> Other <u>Placing shed on property</u>	

Property Owner: St James United Methodist Church	Daytime phone: 843-553-3117
Applicant: Leighton McDonald	Daytime phone: 843-794-5800
ARB Meeting Representative: Leighton McDonald	Contact Information : 843-789-0716
Applicant's mailing address: 512 St James Ave	
City: Goose Creek	State: SC Zip: 29445
Applicant's e-mail address: mlmcdonald1967@yahoo.com	
Applicant's relationship: <input type="checkbox"/> Owner <input type="checkbox"/> Design Professional <input type="checkbox"/> Contractor <input type="checkbox"/> Real Estate Agent/Broker <input checked="" type="checkbox"/> Other	

<p>Materials/Colors Used: <i>(specific color(s)/manufacture #'s listed: samples must be presented to Board <input type="checkbox"/> attached)</i> <i>(Example: Building Materials, Exterior Colors, Landscaping, Lighting)</i></p> <p>The building is sprayed with an outdoor weather resistant stain. The color is called Honey Oak. It is a light brown color to compliment the main structure the main structure is totally brick with little to no accent colors. The shingles are black to match the shingles on the main structure.</p>
<p>Scope of Work: <i>(please give a detailed description)</i></p> <p>Place a pre-manufactured Graceland Portable buildings, Standard Utility 10x20 Black roof Shingle, wood siding color Brown on the property for storage. The shed will be on the back of the church out of view of the street.</p>

I hereby acknowledge by my signature below that the foregoing application is complete and accurate and that I am the owner of the subject property or an authorized representative. I authorize the subject property to be posted and inspected, and the application to be heard by the Architectural Review Board of the City of Goose Creek on the date specified.

Applicant's signature: Leighton McDonald Date: 1/06/2021

Print name legibly: Leighton McDonald



ACCESSORY STRUCTURE
PERMIT APPLICATION CHECKLIST

Important Note: The following information allows us to determine if all zoning ordinance requirements applicable to your accessory structure are met. Please be aware that if left incomplete we will be unable to complete our review of your application. Staff will be happy to assist you with this information if you have any questions or concerns.

PLEASE SUBMIT A PLOT PLAN OF THE PROPERTY WHICH ILLUSTRATES THE FOLLOWING:

5.2acre Dimensions of lot. 244,139.74 ft² estamets

200ft Placement of house and all other existing structures (pools, sheds, decks, patios, porches, ramps) **and** their distance from all property lines

150 Placement of the proposed accessory structure and its distance from property lines, measured perpendicular to the property lines.

Yes All easements inside property boundaries.

PLEASE ANSWER THE FOLLOWING QUESTIONS:

1. Are you the property owner? Y If not, please include a letter of approval from the property owner for this proposal. I am the Chair of the Trustee Committee
 2. Is this accessory structure pre-manufactured? Yes
 3. Square footage of lot: _____
 4. Square footage of house 1st floor only: N/A (to include attached garage)
 5. Total square footage of house: N/S
 6. Square footage of other **existing** structures (sheds, detached garages, pools, carports, etc.) on the property: N/A
 7. Square footage of proposed accessory structure: 200sf
 8. Height of proposed accessory structure (slab to ridge vent): 12ft
 9. Material(s) of proposed accessory structure: Wood
 10. Color(s) of proposed accessory structure: Brown
 11. Material(s) of principal dwelling and existing structures: N/A
 12. Color(s) of principal dwelling and existing structures: N/A
 13. Are there recorded covenants and restrictions for your property? Yes _____
No No Do these covenants and restrictions prohibit the structure you are wishing to build/add? Yes _____ No X If yes, please explain
-

January 19, 2021

Applicant:

Leighton McDonald

Owner

ST JAMES UNITED
METHODIST CHURCH

Requested Action

Applicant is requesting to place a 10'x20' (200sf) shed at the rear of the property. The highest point of the ridge is 12'. See site layout for location.

Documents Included

- Site Plan
- Landscape Plan
- Parking
- Lighting dia.
- Elevations
- Dumpster enclosure
- Signage

Note*

Staff has reviewed each of the above elements in accordance with the requirements of the City of Goose Creek Zoning Ordinance.

**Planning Director
Mark Brodeur, x1118**

mbrodeur@cityofgoosecreek.com



STAFF REPORT FOR THE

CITY OF GOOSE ARCHITECTURAL REVIEW BOARD

For reference, the City of Goose Creek Code of Ordinances are available online at <https://www.cityofgoosecreek.com/government/code-ordinances>

Agenda Item III(C) – 512 St. James Avenue St. James United Methodist Church Accessory Structure Proposal



Aerial Photograph

Summary

Project Description

The St. James United Methodist Church is located off of St James avenue and is identified as TMS 2340705005.

Project Background

- Contractor: American Services/Graceland
- Samples were requested to applicant. They were not able to provide physical samples, staff requested photos of the materials.

Google Street View:



Materials Photos:



Siding proposal

Shingle proposal

City Zoning Ordinance Reference

151.197 Architectural Review Design Guidelines

Goose Creek is a suburban community that is committed to enhancing its small town character by integrating varied and architecturally interesting commercial development within its extensive green spaces.

Design standards and guidelines. Commercial structures shall incorporate the following basic elements and characteristics. These characteristics are general in nature; however, it is not the intent to exclude other elements that are compatible with the general characteristics described herein.

(A) *Site design.*

(1) *Site considerations.* The siting of the building and its accessory elements shall be carefully planned from both a placement and an architectural perspective.

(a) Site improvements shall integrate the architectural forms and the open spaces around them so to enhance the quality of the environment.

(b) Where it is reasonably practical, proposed site improvements (including all structures, features and amenities) shall not impede scenic views and special vistas.

(c) Areas whose physical site conditions make them unsuitable for development shall be set aside as conservation areas or as open space.

(d) Projects that contain other attributes that improve the functional and visual enjoyment of the properties of the city are strongly encouraged.

(e) Wooded sites shall be developed with careful consideration for the site's natural characteristics.

(f) When portions of the woods must be developed, wooded perimeters or the most desirable natural site features shall be protected to retain the visual character of the site.

(g) Isolated pockets of existing trees shall be protected, and used to enhance the site's visual impact.

(B) *Architectural theme.* The following architectural theme is preferred:

(1) Proposed structures shall contribute to the image of the city as a unique place of visual character, integrity and quality;

(2) New developments shall incorporate the existing natural setting into their overall design concept;

(3) In a schematic design, adjacent structures, site design and site densities of the adjacent areas should be incorporated in the design process. If adjacent buildings are of different architectural styles, scales, height, spacing, bulk, proportion, detail, material and color, site and building compatibility of the proposed development may be achieved through materials, plant variations, screens and sight breaks; and

151.197 continued

(4) The architectural design, color and materials of a proposed structure shall create variation and interest in the built environment by using a mix of building materials, colors and architectural features.

(C) Architectural interest.

(1) Care shall be given to incorporate a mix of quality design elements and materials which will provide architectural interest to the structure and any accessory structures.

(2) Building facades shall incorporate facade variations a minimum of every 30 feet, or for buildings larger than 20,000 square feet, a minimum of every 50 feet, incorporating such architectural features as:

- (a) Storefront bays; wall offsets; columns; pilasters;
- (b) Changes in materials, colors;
- (c) Changes in roofline;
- (d) Changes in plane no less than 12 inches in width and four inches in depth or an equivalent element that subdivides the facade;
- (e) Recessed windows that are distinguished from the shaft of the building through the use of arches, pediments, mullions and other treatments are encouraged; and
- (f) Enhanced shadow lines around openings by recessing window frames two inches minimum from face of building.

(3) Architectural details that enrich the building's character such as brick molding, quoins, corbels, racking, band courses, soldier bricks, water table, and the like shall be incorporated in the design of the building facade.

(4) Colors shall be harmonious, and only compatible accents shall be used. Color combinations of paints or stains shall be complimentary to the proposed structure(s), or provide an improved palette than any existing structure(s) and the adjacent environment. Color and texture for architectural finishes shall be selected to provide visual unity. Unpainted, bright metal, reflective, bright or garish colors, or garish contrasting surfaces are prohibited.

(D) Building design.

(1) *Scale and proportion.* The height, width and general proportions of a building shall conform with or be better than other buildings in the area. The scale and massing of a structure shall be a primary consideration. The scale of the project shall not overwhelm any adjacent buildings. All features and details shall be in proportion with the buildings.

(2) Building walls shall be subdivided and proportioned using a variety of architectural features to prevent long monotonous facade walls.

(3) The building design shall incorporate a definite base, body and cap along the facade.

(4) Rear elevations of buildings that are exposed to parking lots and provide an alternate "front-door" should be aesthetically similar to the primary elevation. All sides of the building should exhibit design continuity.

(5) Continuous foundation walls are required on all structure(s), preferably of stone-faced, exposed aggregate concrete, vinyl, stucco or brick.

(6) Building materials suggest the quality of the environment and promotes a comfortable feeling. Inexpensive building materials create a temporary feeling to the city's inhabitants. Building materials selected should be durable, attractive, low-maintenance and have natural color. A defined palette of materials will unify the streetscape and encourage the perception of performance.

(7) Building additions shall be designed to reflect existing buildings in scale, materials, window treatment and color. A change in scale may require a transitional design element between the addition and the existing building.

(8) The following materials are recommended:

- (a) Natural materials: wood, brick, terra cotta, stone (cast or cut);
- (b) Decorative concrete block (CMU), textured with integral color;
- (c) Stucco (cement plaster); decorative;
- (d) Fiber cement siding; and
- (e) Exterior insulation and finishing system (EIFS) when used above storefront height.

(9) The following materials are prohibited:

- (a) Vinyl, metal, or aluminum siding;
- (b) Exposed concrete masonry units;
- (c) Reflective materials that cause glare;
- (d) Materials that artificially simulate natural materials;
- (e) Diagonal siding; and
- (f) Exaggerated swirled stucco.

(10) Typically, franchise architecture is generic design for buildings used in multiple locations without consideration for a specific site or climate. It is the intent of these guidelines to create buildings that are sensitive to the community and its environment. While franchise merchants are not discouraged, prototypical design must be carefully modified to represent the character of the community.

(11) Rooftop mounted mechanical equipment must be screened from view at all sides in a manner that is architecturally compatible with the building. Mechanical equipment on the ground shall be screened with a fence or plant materials or housed in a structure that is in harmony with the surroundings. Utility meters should be screened from public view to the greatest extent possible.

(12) The use of security bars, roll down grilles, and other such security features establishes a negative environment and will be reviewed **ON** a case-by-case basis and alternate options may be required. When allowed, they must not be visible during opening hours.

(E) Site elements.

(1) Fences and walls shall be minimized along public streets and shall be designed to be compatible with the surrounding landscape and architectural concept. Any fencing located forward of the building front must be decorative and constructed of vinyl, iron, stone, or masonry products.

(2) Service/storage areas shall be oriented away from public right-of-way, and screened, when practical.

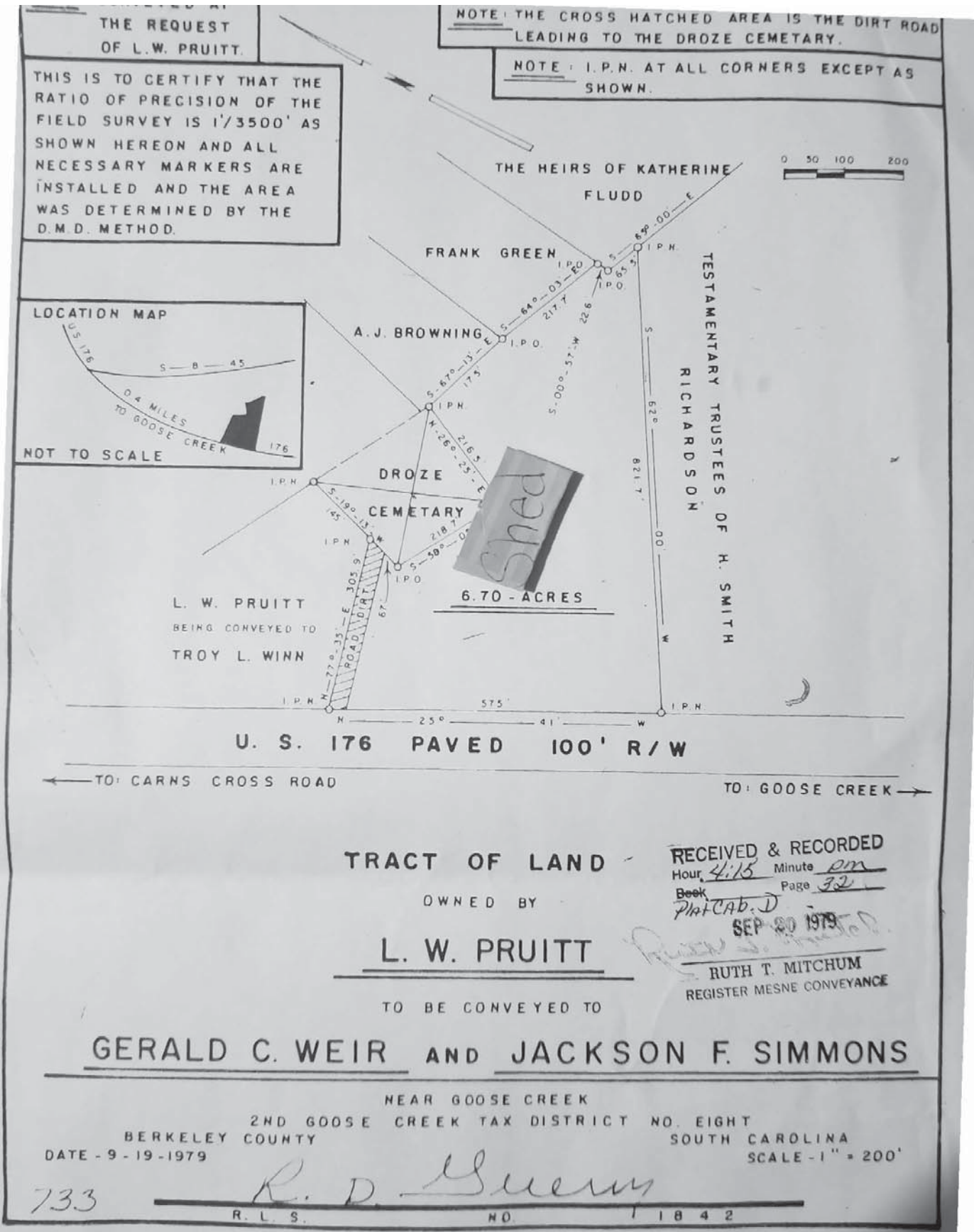
(3) Outdoor storage and/or display of equipment and material is strongly discouraged, except on a temporary basis. This section shall not apply to businesses that have a majority of their merchandise stored and displayed in the open environment (examples include, but are not limited to, automobiles, lumber, truck/car rentals); however, for those businesses where there is approved outdoor display, the site shall be planned appropriately in terms of visibility and placement of entrances, parking, and screening.

(4) Parked vehicles used as storage for any purpose shall not be permitted for commercial and light industrial uses.

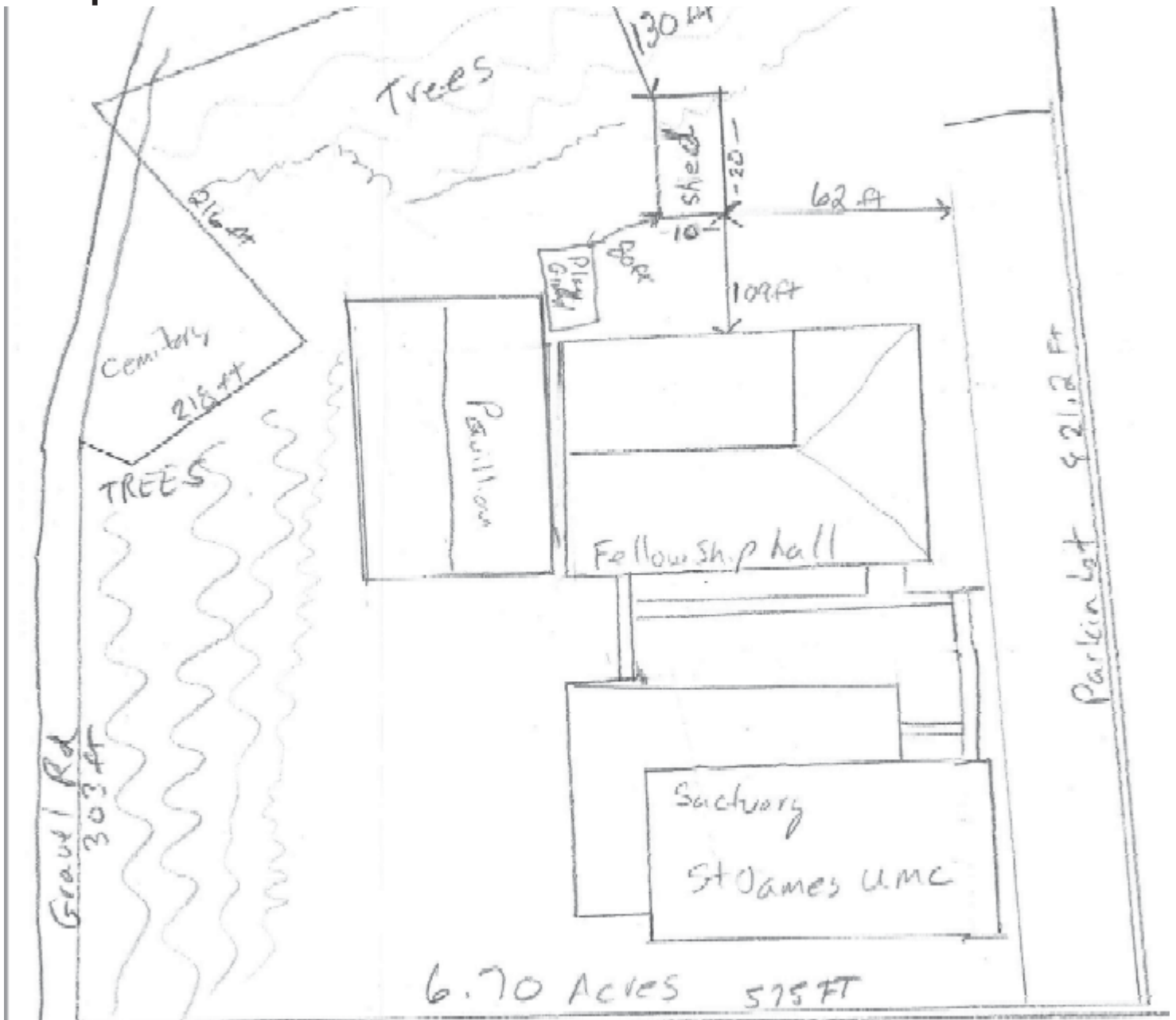
(5) Refuse areas shall not be the visual focal point of a parking area and shall not be located within the front yard setback or street frontages of corner lots. All exterior trash receptacles shall be sufficient in size to accommodate the trash generated. All trash containers shall be screened from view on all four sides, and shall remain closed except when in use. The screening materials shall be architecturally compatible with its corresponding building. Refuse areas shall be landscaped and, if necessary, screened appropriately. Trash areas shall be located for convenience of trash collection and away from major streets.

(6) Loading areas shall be clear from pedestrian and vehicular traffic.

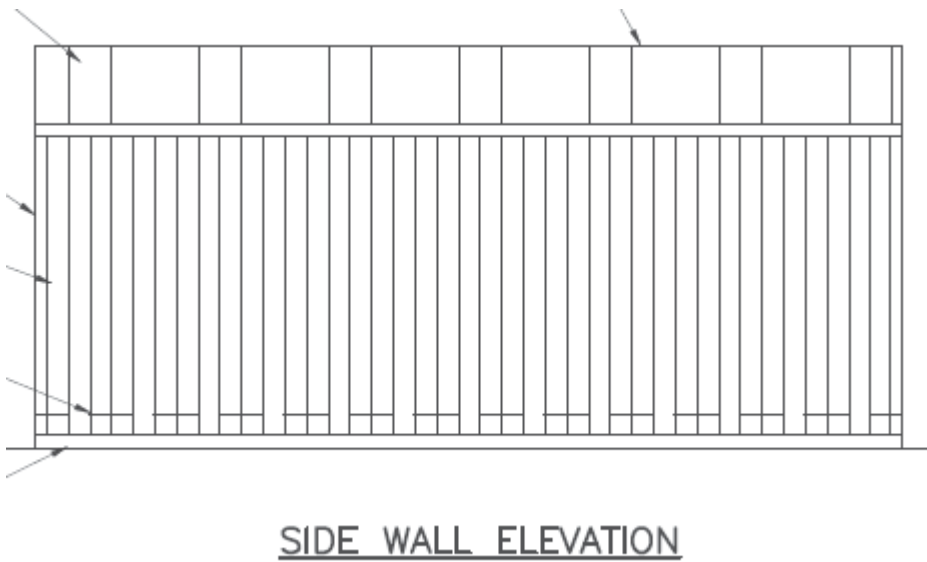
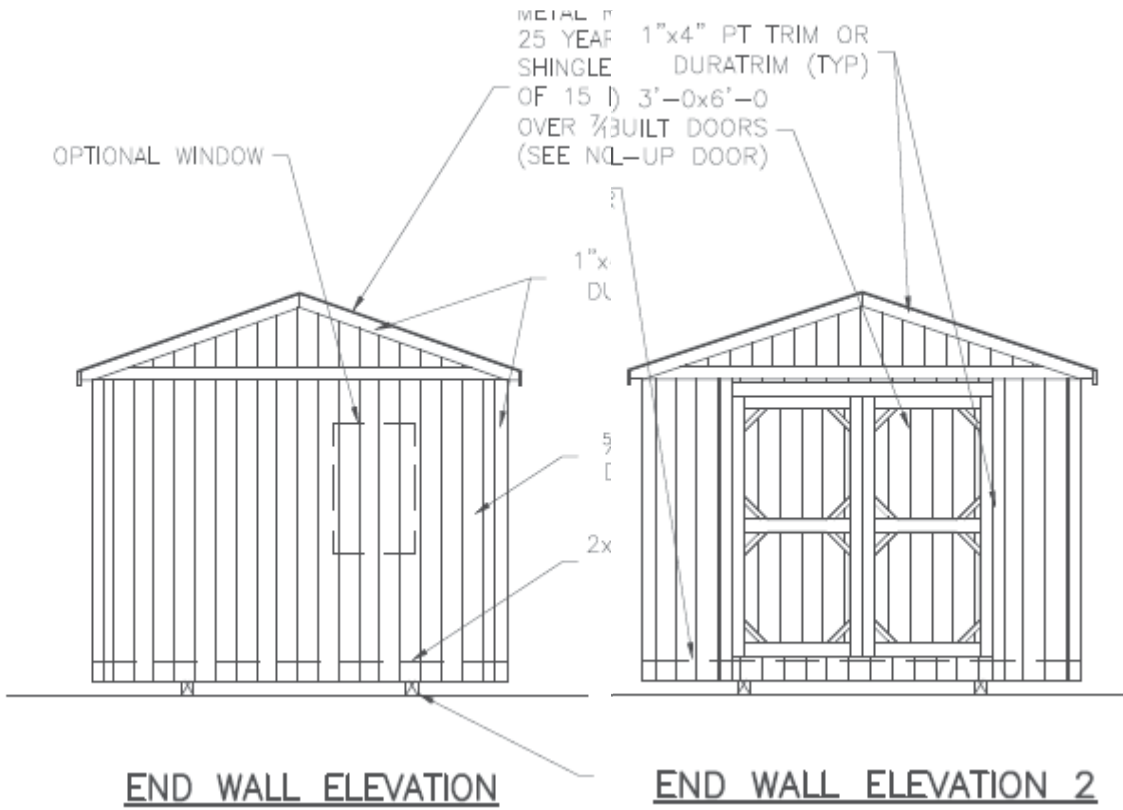
Site Plan



Proposed Site Plan Sketch with distanced dimensions



Architectural Elevations





COMMENTS FROM STAFF

SIGN DESIGN GUIDELINES DRAFT

Sign Design Guidelines
for
The City of Goose Creek

A. Introduction and Intent

The intent of the sign design guidelines is to provide guidance in the way signs are designed, constructed, and placed in order to further implement the purposes of the City's Sign Code. However, unlike the sign "regulations," the "guidelines" are intended to provide good examples of techniques that should be used in order to meet the City's expectations for quality business signage. There are not design "rules" that must be followed, but each sign applicant should carefully consider each guideline that applies and demonstrate a recognition of the guideline's intent.

B. Applicability

1. The sign design guidelines in this section will be applied during the City's Architectural Review Board's (ARB) design review process. Signs will be reviewed for their "consistency" with the guidelines.
2. The sign design guidelines are designed to help ensure quality signs that communicate their message in a clear fashion; however, the "guidelines" are not as strict as sign "regulations." The ARB may interpret the design guidelines with some flexibility in their application to specific signs/projects, as not all design criteria may be workable or appropriate for each sign or project. In some circumstances, one guideline may be relaxed to facilitate compliance with another guideline determined by the ARB to be more important in the particular case. The overall objective is to ensure that the intent and spirit of the design guidelines are followed.
3. In addition to providing guidelines for the design of signs, this section also contains guidelines for the use of awnings in the CD zoning district. Projects with awnings will be reviewed using these guidelines.

C. Sign Design Guidelines

1. Compatibility with surroundings.

- a. **Quality signs encouraged.** Throughout Goose Creek's commercial areas, signs play a major role in creating either a positive or negative visual image for the City. Signs should make a positive contribution to the general appearance of the street and commercial area in which they are located. A well-designed sign can be a major asset to a building. The City encourages high quality, imaginative, and innovative sign design.
- b. **Proportional size and scale.** The scale of signs should be appropriate for the building on which they are placed and the area in which they are located. The size and shape of a sign should be proportional with the scale of the structure. Small

storefronts should have smaller signs than larger storefronts.

- c. Integrate signs with the building.** Signs should be designed so that they are integrated with the design of the building and other quality signs on the building. A well-designed building facade or storefront is created by the careful coordination of sign and architectural design, and a coordinated color scheme. Signs in multiple tenant buildings should be designed to complement or enhance the other signs in the building. Coordinated sign programs are strongly encouraged for multiple tenant spaces in commercial centers and strips.
- d. Reduce sign impact.** Because residential and commercial uses generally exist in close proximity, signs should be designed and located so that they have little or no impact on adjacent residential neighborhoods. The illumination of commercial signs may be restricted when adjacent to residential uses.
- e. Sign placement.** Wall signs should be placed to establish facade rhythm, scale, and proportion. On buildings that have a monolithic or plain facade, signs can be placed to establish or continue appropriate design rhythm, scale, and proportion.
- f. Pedestrian-oriented signs are encouraged.** It is desirable and encouraged to include a pedestrian-oriented sign as one of the permitted signs for a business. Pedestrian-oriented signs are signs that are designed for and directed toward pedestrians so that they can easily and comfortably read the sign as they stand adjacent to the business.

2. Color.

- a. Select colors carefully.** Color is one of the most important aspects of visual communication it can be used to catch the eye or to communicate ideas or feelings. Colors should be selected to contribute to legibility and design integrity. Even the most carefully thought-out sign may be unattractive and a poor communicator because of poor color selection. Too many colors used thoughtlessly can confuse the reader and negate the message of a sign.
- b. Use contrasting colors.** Contrast is an important influence on the legibility of signs. A substantial contrast should be provided between the color and material of the background (commonly called the “field”) and the letters or symbols to make the sign easier to read in both day and night. Light letters on a dark background or dark letters on a light background are most legible. Light letters on a dark background **work best** for both day and nighttime use.

- c. **Avoid using too many colors.** Colors or color combinations that interfere with legibility of the sign copy or that interfere with viewer identification of other signs should be avoided. Small accents of several colors may make a sign unique and attractive, but the competition of large areas of many different colors often decreases readability.
- d. **Use complementary colors.** Sign colors should complement the colors used on the adjacent buildings and the commercial development as a whole.

3. Materials.

- a. **Compatibility of materials.** Sign materials should be compatible with the design of the facade on which they are placed. Consider the architectural design of the building's facade and select materials that complement the design. The selected materials should also contribute to the legibility of the sign. For example, glossy finishes are often **difficult to read** because of glare and reflections.
- b. **Appropriate materials.** Sign materials should be extremely durable. Paper and cloth signs are not suitable for exterior use (except on awnings) because they deteriorate quickly. If wood is used, it should be properly sealed to keep moisture from soaking into the wood and causing the sign's lettering to deteriorate.

4. Sign legibility.

- a. **Use a brief message.** A brief message should be used whenever possible. The fewer the words, the more effective the sign. A sign with a brief, succinct message is easier to read and looks more attractive because it is less cluttered. Evaluate each word. If the word does not contribute directly to the basic message of the sign, it probably detracts from it and should be deleted.
- b. **Space letters and words carefully.** Letters and words should not be spaced too closely. Crowding of letters, words, or lines will make any sign more difficult to read. Conversely, over-spacing of these elements causes the viewer to read each item individually, again obscuring the message. As a general rule, letters **should not occupy more than 75 percent** of sign panel area.
- c. **Use symbols and logos.** Symbols and logos can be used in place of words whenever appropriate. Pictographic images will usually register more quickly in the viewer's mind than a written message. And they can be an expression of the owner's creativity.
- d. **Limit the number of letter styles.** The number of lettering styles that are used

on a sign should be limited in order to increase legibility. As a general rule, limit the number of different letter types to no more than two for small signs and three for larger signs. Intricate typefaces and symbols that are difficult to read reduce the sign's ability to communicate. In other words, keep it simple.

5. Sign illumination.

- a. **Use illumination only if necessary.** Like color, illumination can provide more effective visual communication, or it can confuse the sign's message. Consider if the sign needs to be lighted at all. Lights in the window display may be enough to identify the business. This is particularly true if good window displays and graphics are used.
- b. **Use a projected light source.** If the sign can be illuminated by a projected light (e.g., spotlight), this is usually the best arrangement because the sign will appear to be better integrated with the building's architecture. Light fixtures supported in front of the sign cast light on the sign and generally a portion of the building's face as well. Projected lighting emphasizes the continuity of the structure's surface and signs become an integral part of the facade. This is not the case with internal illumination.
- c. **Use small light fixtures.** The use of small, unobtrusive fixtures for external (projection) lighting is encouraged. Avoid the use of oversized fixtures that are out of scale with the sign and structure.
- d. **Internal illumination.** Individually illuminated letters, either internally illuminated or back-lighted solid letters (reverse channel) are a preferred alternative to internally illuminated flat plastic cabinet (can) signs. Signs comprised of individual letters mounted directly on a structure can often use a distinctive element of the structure's facade as a backdrop, thereby providing a better integration of the sign with the structure.

A “Special Note” on internally illuminated cabinet signs. The use of internally illuminated cabinet/box signs is no longer permitted in Goose Creek in order to move away from what is considered old technology and poor appearance. However, there are two circumstances when such a sign may be permitted by the ARB. (1.) When such a sign is proposed and the proposed background(field) is proposed to be opaque so that only the lettering(copy) appears illuminated, and, (2.) When the commercial center that the sign is being proposed in utilizes cabinet signs.

- e. Shield the light source.** Whenever projection lighting is used (fluorescent or incandescent), care should be taken to properly shield the light source to prevent glare from spilling over into residential areas and any public right-of-way. Signs should be lighted only to the minimum level required for nighttime readability.
- f. Conceal electrical raceways and conduits.** Electrical transformer boxes and raceways are required to be concealed from public view. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed metal surfaces of the raceway should be finished to match the background wall or integrated into the overall design of the sign. All exposed conduit and junction boxes should also be concealed from public view.

6. Freestanding Signs (also referred to as Monument or Ground signs)

- a.** Freestanding signs can display up to 5 tenant signs and the name of the center.
- b.** Individual tenant sign panels should be uniform in size recognizing that the major tenant, or the name of the center may have a slightly larger sign panel.
- c.** The sign structure should be architecturally designed and incorporate design details, materials, and colors of the associated buildings.
- d.** Sign panels should be limited in size to the width of the architectural support elements of the sign.
- e.** Freestanding signs may be internally illuminated; however, the sign copy (letters) is the only portion that can be illuminated. The sign background or field shall be opaque. Signs with individual letters, or stenciled panels with push-through graphics are encouraged.
- f.** The base of the freestanding sign should be placed in a planter made of brick, stone or other equally durable material and should be between 1.5 feet and 4 feet high. Landscaping with evergreen shrubbery should be placed along the planter to create a pleasing appearance.
- g.** Freestanding signs shall have the property address displayed in a conspicuous place on the sign in letters that are at least 8 inches high.

7. Location and Mounting

- a.** Signs should be mounted in locations that respect the design of a building, including the arrangement of bays and openings. Signs should not obscure

windows, (including transom windows and second story windows), window trim/molding, grillwork, piers, pilasters, and other storefront features.

- b.** Wall-mounted signs on fascia's above storefront windows should be sized to fit within existing friezes, lintels, spandrels, and other such features and not extend above, below, or beyond them. Typically, wall-mounted signs should be centered on horizontal surfaces (e.g., over a storefront opening).

- c.** When a large building or commercial center contains several storefronts, signs for the individual businesses should relate well to each other in terms of locations, height, proportion, color, and illumination. Maintaining continuity will reinforce the centers design composition while still retaining each business's unique identity.