



THE CITY OF
GOOSE CREEK

BERKELEY CO. **EST. 1961** SO. CAROLINA

**PLANNING COMMISSION
SUPPORTING DOCUMENTS
TUESDAY, JANUARY 5, 2021
6:30PM**

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

MEMORANDUM

TO: MEMBERS OF THE PLANNING COMMISSION

FROM: LILI ORTIZ-LUDLUM
ADMINISTRATIVE ASSISTANT

DATE: December 31, 2020

SUBJECT: NOTIFICATION OF
PLANNING COMMISSION MEETING

This is to remind everyone that the next meeting of the Planning Commission is scheduled for Tuesday, January 5, 2021, at 6:30 p.m. at City Hall.

Should you have any questions or comments prior to Tuesday's meeting, please do not hesitate to contact Mark Brodeur, Planning Director (x.1118) at 843-797-6220.



MINUTES

**MINUTES
CITY OF GOOSE CREEK
PLANNING COMMISSION
TUESDAY, DECEMBER 1, 2020, 6:30 P.M.
MARGUERITE H. BROWN MUNICIPAL CENTER**

I. CALL TO ORDER – CHAIRMAN JOSH JOHNSON

Action: Chairman Johnson called the meeting to order at 6:30 p.m. and led the invocation and Pledge of Allegiance.

Present: Josh Johnson; Heather Byrd; Paul Connerty; Judie Edwards; Gena Glaze; Rob Wiggins

Absent: Gary Berenyi

Staff Present: Planning Director Mark Brodeur; Administrative Assistant Lili Ortiz-Ludlum

II. APPROVAL OF AGENDA

Motion: A motion was made to approve the agenda. **Moved by** Commissioner Edwards; **Seconded by** Commissioner Connerty.

Discussion: There was none.

Vote: All voted in favor. The motion carried (6-0).

III. REVIEW OF MINUTES: NOVEMBER 3, 2020

Motion: A motion was made to approve the minutes with corrections. **Moved by** Commissioner Byrd; **Seconded by** Commissioner Edwards.

Discussion: There was none.

Vote: All voted in favor. The motion carried (6-0).

IV. OLD BUSINESS & PUBLIC HEARINGS: NONE

V. NEW BUSINESS & PUBLIC HEARING:

A. PUBLIC HEARING: REGARDING A REZONING REQUEST FROM RESIDENTIAL MEDIUM DENSITY (R2) TO RESIDENTIAL HIGH DENSITY (R3) FOR PARCELS IDENTIFIED AS TMS#'S: 244-00-00-033, 244-14-05-047, 244- 14-05-048 OFF OF OLD BACK RIVER ROAD.

Mr. Brodeur read his staff report into record.

STAFF REPORT:

Proposal: The applicant, Hebe Land, LLC, is before the Commission to request rezoning a property located at 309 Old Back River Road. The project is called Poplar Bluffs. The subject 13.37-acre property is currently zoned R-2 (Medium Density Residential). The rezone proposal is to rezone the property to R-3 (High Density Residential).

Background: The subject property is identified as TMS #'s 244-00-00-033, 244-14-05-47, 244-14-05-048. The properties are surrounded by Berkeley County R-2 parcels on three sides. The fourth side is Goose Creek R-2. The Rezone is being accompanied by a development proposal for approximately 63 attached garden homes. If the site were developed under current R2 zoning without site constraints, a property of 13.37 acres could support as many as 73 single family detached dwelling units.

On October 6th, the Planning Commission held an informal workshop with the applicant. The applicant illustrated surrounding property values. The purpose was to support the request for garden homes versus single family detached units. If the rezone is granted, the applicant will proceed to the Zoning Board of Appeals to allow multi-family housing on the site.

Discussion: The property is currently surrounded by low to medium priced housing in the County of Berkeley. The applicant feels that attempting to build and sell single family detached homes at the neighborhood price-point would be very difficult. To develop the property in a site sensitive way, the applicant is proposing paired homes on their own smaller parcels. These may be referred to as garden homes, typically a smaller footprint and two-story.

Currently, the City of Goose Creek's Zoning Map contains very little if any R-3 zoned property. For the applicant to build these attached units, the project proposal must receive approval of the Zone Change Amendment from City Council and a Conditional Use Permit from the Zoning Board of Appeals.

Recommendation: Staff supports the zone change amendment from R2 to R3.

The applicant, Mr. David Stevens, was present to answer questions. No public spoke in favor or in opposition for this request.

Chairperson Johnson inquired about this request before the Zoning Board of Appeals (ZBA). Mr. Brodeur stated the applicant would present this plan before the ZBA.

Motion:	A motion was made to approve the rezoning of R2 to R3 for the parcels identified on Old Back River Road. Moved by Commissioner Edwards; Seconded by Commissioner Byrd.
Discussion:	There was none.
Vote:	All voted in favor. Motion carried (6-0).

B. PUBLIC HEARING: REGARDING A PROPOSAL TO AMEND THE CITY OF GOOSE CREEK ZONING ORDINANCE LANGUAGE AFFECTING ALL SECTIONS AND TABLES ESTABLISHING ZONING CLASSIFICATIONS OF INDUSTRIAL LAND USE, ALONG WITH REPEALING THE COMMERCIAL INDUSTRIAL ZONING CLASSIFICATION IN ITS ENTIRETY.

Mr. Brodeur stated over the last few months the Planning Commission has been working on cleaning up the zoning code. No public was present to speak in favor or in opposition. The board reviewed concerns they saw in the proposed zoning code.

- Motion:** A motion was made to approve the recommendation regarding a proposal to amend the city of Goose Creek Zoning Ordinance language affecting all sections and tables establishing zoning classifications of Industrial Land Use, along with repealing the Commercial Industrial zoning classification in its entirety. **Moved by** Commissioner Connerty; **Seconded by** Commissioner Edwards.
- Discussion:** There was none.
- Vote:** All voted in favor. Motion carried (6-0).

C. PUBLIC HEARING: REGARDING THE PROPOSAL TO AMEND THE CITY OF GOOSE CREEK ZONING ORDINANCE LANGUAGE AFFECTING SECTION 151.086 PARKING AND LOADING SPACE REQUIREMENTS.

Chairman Johnson stated the goal is to provide a maximum cap on the amount of parking that would be provided with a new development in order to reduce the amount of impervious area and preserve more landscape area. The proposal is as follows:

1. Setting a maximum restriction to the number of parking space to 150 % of what is required.
2. Allow, if there is adjoining uses, to share a certain percentage of spaces.
3. Allow the reduction in the parking space size if it is adjacent to a landscape area where the front of the vehicle overhangs in that area.

Chairman Johnson stated the proposal in the packet is not the latest version as it is missing a few items that was discussed previously. No public spoke in favor or against the request.

- Motion:** A motion was made to approve with the additions that Chairman Johnson noted. **Moved by** Commissioner Edwards; **Seconded by** Commissioner Connerty.
- Discussion:** There was none.
- Vote:** All voted in favor. Motion carried (6-0).

VI. NEW BUSINESS: 2021 CALENDAR APPROVAL

- Motion:** A motion was made to approve the 2021 Calendar. **Moved by** Commissioner Connerty; **Seconded by** Commissioner Byrd.
- Discussion:** There was none.
- Vote:** All voted in favor. Motion carried (6-0).

VII. COMMENTS FROM THE COMMISSION

Chairperson Johnson recognized former Commissioner Smith who was sitting in the audience. Chairperson Johnson recognized and welcomed the new Commissioner's Ms. Gena Glaze and Mr. Rob Wiggins.

VIII. COMMENTS FROM STAFF

Mr. Brodeur thanked the new members of the Commission for serving their community. Mr. Brodeur thanked Chairperson Johnson and Administrative Assistant Lili Ortiz-Ludlum for all their work on the Industrial Zone clean up. He also stated last week City Council met with Beazer Homes which will require a zone change and annexation in the City and it will be brought before the Commission soon.

IX. ADJOURNMENT

Commissioner Connerty made a motion to adjourn, Commissioner Byrd seconded. All voted in favor (6-0). The meeting adjourned at approximately 7:07 pm.

Mr. Josh Johnson, Chairman

Date: _____



DISCUSSION: Sign Ordinance Language

SECTION 151.084**SIGN REGULATIONS**

<i>151.084.1</i>	<i>Purpose</i>
<i>151.084.2</i>	<i>Definitions</i>
<i>151.084.3</i>	<i>General Provisions</i>
<i>151.084.4</i>	<i>Prohibited Signs</i>
<i>151.084.5</i>	<i>Signs for Which a Permit Is Not Required</i>
<i>151.084.6</i>	<i>Regulations by Zoning District</i>
<i>151.084.7</i>	<i>Temporary, Special Event Signs, and Flags</i>
<i>151.084.8</i>	<i>Special Exceptions</i>
<i>151.084.9</i>	<i>Nonconforming Signs</i>
<i>151.084.10</i>	<i>Calculation of Display Area for Signage</i>
<i>151.084.11</i>	<i>Sign Application Process</i>
<i>151.084.12</i>	<i>Sign Table</i>
<i>151.084.99</i>	<i>Reserved</i>

The regulations herein shall apply and govern all signs located in the City of Goose Creek. This section establishes the standards for the design, location, and characteristics of signs that are permitted as principal or accessory uses. No sign is permitted in the City except in conformity with this section.

151.084.1 Purpose

The purpose of this section is to promote the public health, safety, and welfare; and regulate the markets through a comprehensive system of reasonable, effective, consistent, content-neutral, and nondiscriminatory sign standards and design requirements. With these concepts in mind, this section is adopted for the following purposes:

1. To protect property values, the local economy, and the quality of life by preserving and enhancing the appearance of the public realm which affects the image of the city.
2. To promote the free flow of traffic and protect pedestrians and motorists from injury and property damage caused by, or which may be partially attributable to cluttered, distracting, and/or illegible signage.
3. To promote the use of signs which are aesthetically pleasing, of appropriate scale, and integrated with the surrounding buildings and landscape, in order to meet the community's expressed desire for quality development.
4. To promote and accomplish the goals, policies, and objectives of City Council.
5. To balance public and private objectives by allowing adequate signage for business identification.
6. To provide design standards which are consistent with other applicable ordinances and provisions.
7. To prevent property damage and personal injury from signs which are improperly constructed or poorly maintained.

To achieve these purposes, it is the intent of this section:

1. To provide reasonably uniform standards while allowing functional flexibility, encourage variety, and create an incentive to relate signage to basic principles of good design.
2. To assure that public benefits derived from expenditures of public funds for the improvement and beautification of streets, and other public structures and spaces, are protected by exercising reasonable control over the character and design of sign structures which are near the rights-of-way.
3. To provide an improved visual environment for the citizens of, and visitors to, the city.

151.084.2 Definitions

Abandoned Sign: A permanent principal use sign on property containing a building or activity that has ceased operations. Permanent principal use signs on property shall be considered abandoned when there is clear evidence that a business or activity has vacated the building or grounds; provided, however, that this definition shall not apply to any case where a business or activity is temporarily suspended and there is evidence that the business or activity will resume operations within a six-month period.

Advertising Device: Any structure or device erected or intended for the purpose of displaying advertising or for which is designed to or attracts attention to the premises, situated upon or attached to real property. For purposes of this Code Section, an advertising device is a “sign.”

Animated Sign: A sign with action, motion, sound, or changing colors which accomplishes such action, motion, sound, or changing colors with or without electrical energy. This includes signs with lights or other illuminating devices that blink, flash, fluctuate, or have a changing light intensity, brightness, or color. This definition does not include a “swinging sign” or “multiple message sign” as defined by this Code Section.

Area of Sign: The area within a continuous perimeter enclosing the limits of writing, representation, emblem, figure, or character together with any frame, other material, open space, or color forming an integral part of the display or used to differentiate such writing, representation, emblem, figure, or character from the background against which it is placed. For double-faced signs, only the largest display face shall be measured in computing the sign area, or only one face shall be measured in computing sign area if the display faces are the same size. The display of street address on a ground sign, wall, or window shall not be computed in determining the maximum allowable area of a ground, wall, or window sign.

Awning: An architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a covering of rigid or non-rigid materials and/or fabric on a supporting framework that may be either permanent or retractable.

Awning Sign: An awning that contains letters, numbers, symbols, pictures, logos, or visual display, or other



Bandit signs are prohibited in the City of Goose Creek.



Canopy signs may contain letters, numbers, and logos and are considered a wall sign.

communication, attached, painted on, or made an integral part of an awning. For purposes of this Code Section, “awning signs” shall be considered “wall signs.”

Bandit Sign: an illegal commercial sign posted on a utility pole, street sign, or other street furniture; or any other sign placed within a public right of way or public property or on private property such that it is visible from a public right of way or public property. A bandit sign generally has less than six (6) square feet or less of advertising area and are made of vinyl, paper, cloth or fabric, polyboard, corrugated plastic, poster board, plastic core, cardboard, wood, or plywood, including signs with wood or wire framing, posts, or stakes.

Banner: A sign with or without characters, letters, illustrations, or ornamentation applied to cloth, paper, plastic, or natural or synthetic fabric of any kind with only such material for a backing. For purposes of this Code Section, a “banner” is a “sign.”

Bench Sign: A sign with or without characters, letters, illustrations, or ornamentation applied to a bench for the purpose of advertising.

Building Marker: Any sign cut into a masonry surface or made of bronze or other permanent material.

Canopy, attached: A multi-sided structure or architectural projection supported by attachment to a building on one or more sides and also supported by columns at additional points. Signs placed on attached canopies are considered “wall signs” for the purposes of this Code Section.

Canopy, freestanding: A multi-sided structure or architectural projection supported by columns. Signs placed on freestanding canopies are considered “wall signs” for the purposes of this Code Section.

Canopy sign: A sign on a canopy. For purposes of this Code Section, a sign on a canopy is a “wall sign” (see figure

Derelict Sign: A sign that is dilapidated or in such condition as to create a hazard or nuisance, or to be unsafe or fail to comply with the Building or Electrical Codes applicable in the jurisdiction.

Directory Sign for Multi-Tenant Development: A sign, distinguished from a project entrance sign, which is allowed on a premise with more than one tenant or



Multi-Tenant signs must have the development address, maximum of five (5) tenants, are require foundation landscape.



Feather Signs are prohibited in the City of Goose Creek.

occupants of a building.

It may be freestanding or a building (wall) sign. Such signs are not usually visible from the public street right-of-way of a development which provides initial access to the property, but rather are located within the development, along a driveway, access way, or parking aisle.

Double-Faced Sign: A sign which has two (2) display areas against each other or where the interior angle formed by the display areas is sixty (60) degrees or less, where one face is designed to be seen from one direction and the other face from another direction. Only one face shall be used in computing allowable sign area.

Electronic Message Board (EMB's): A permanent sign consisting of text, symbolic imagery, or both, that uses an electronic display created through use of a pattern of lights in a dot matrix configuration allowing the sign face to intermittently change the image without having to physically or mechanically replace the sign face, including an LED (Light Emitting Diode) sign, as distinguished from a static image sign.

Erect: To construct, build, raise, assemble, place, affix, attach, create, paint, draw, or in any other way bring into being or establish, but it shall not include any of the foregoing activities when performed as an incident to the change of advertising message or the normal maintenance or repair of a sign structure.

Fascia Sign: A sign attached to, marked or inscribed on, erected or placed against a wall forming part of a building, or supported by or through a wall of a building and having the exposed face thereof on a plane approximately parallel to the plane of such wall and includes a painted wall sign and an awning sign.

Feather Sign: A flexible or rigid pole to which one side of a flexible fabric, generally in the shape of a feather or similar shape, is attached, and which is used for the primary purpose of advertising or attention-getting by the public display of visually communicative images and/or motion.

Flag: A sign with or without characters, letters, illustrations, or ornamentation applied to cloth, paper, plastic, or natural or synthetic fabric of any kind with only such material for a backing. For purposes of this Code Section, except as otherwise provided herein, a "flag" is a "sign."



Drive-thru menu boards



Example of monument signs

Freestanding Sign: A permanently affixed sign which is wholly independent of a building for support (i.e., freestanding). A ground sign may consist of more than one sign panel, provided all such sign panels are attached to or integrated into one sign structure.

Frontage, building: The width in linear feet of the front exterior wall of a particular building in which an establishment is located.

Frontage, road: The distance in linear feet of each lot where it abuts the right-of-way of any public street.

Height of Sign: The distance in vertical feet from the ground to the highest point of the sign, whether that highest point is the frame of the sign face or panel or the support of the sign.

Holiday Decorations: Displays erected on a seasonal basis in observance of religious, national, or state holidays, which are not intended to be permanent.

Inflatable Sign: Any sign that is or can be filled with three (3) cubic feet or more of air or gas.

Internally Illuminated Sign: A sign illuminated by an internal light source which is viewed through a translucent panel.

Marquee Sign: A sign painted on, attached to, or hung from a marquee. For purposes of this Code Section, marquee signs shall be considered “wall signs.”

Menu Board: A permanently mounted structure displaying the bill of fare for a drive-in or drive-thru business

Monument Sign: A freestanding sign where the structural part of the sign below the sign face encompasses an area at least forty (40) percent of the area of the sign face but no more than 1.5 times the area of the sign face, and which is composed of brick, stone, or other material approved by the Zoning Administrator. A monument sign is a ground sign.

Multiple Message Sign: A sign, display, or device which changes the message or copy on the sign electronically by movement or rotation of panels or slats.

Nonconforming Sign: Any sign which lawfully existed on the effective date of this Code Section but which does



Examples of pole signs

not conform to the provisions of this Code Section, or which does not comply with this Code Section due to amendments to this Article since the date of erection of the sign.

Pennant: A small, triangular or rectangular flag or multiples thereof, made of lightweight plastic, fabric, or other material, individually supported or attached to each other by means of a string, rope, or other material and meant to be stretched across or fastened to buildings, or between poles and/or structures, and which is designed to move in the wind. For purposes of this Code Section, pennants are “signs.”

Pole Sign: A freestanding sign that is detached from a building and is supported by one or more structural elements that are either architecturally dissimilar to the design of the sign and/or less than the width of the sign face.

Portable Sign: Any sign whether on its own trailer, wheels, or otherwise, which is designed to be transported from one place to another. It is characteristic of a portable sign that the space provided for advertising messages may be changed at will by the replacement of lettering or symbols (i.e., a changeable copy sign). Even if the wheels or supports of such sign are removed and the sign converted and attached, temporarily or permanently, to the ground or other structure, said sign shall remain a portable sign. In addition, the following shall be deemed a portable sign:

- A sign mounted or painted upon a parked vehicle that is positioned for the primary purpose of acting as a sign exposed to the public and is not in use in the ordinary course of carrying out its transportation function. See Vehicle Sign.

Portico: A porch or walkway, open to the outside air, that is covered by a roof supported by columns or pillars, typically leading to the entrance of a building. Signs attached to porticos are considered “wall signs” for purposes of this Code Section.

Principal Use Sign: Any notice or advertisement, which is permitted in conjunction with (but not necessarily containing copy specifically related to) a single principal use or single principal building located on the property, and which may display a noncommercial, commercial, or other message, the content of which is not regulated by this Code Section.

Project Entrance Sign: A sign located at a discernible entrance into a property consisting of more than one



Project entrance signage is allowed in new residential subdivisions per the approval of the Zoning Administrator.



Example of sidewalk signs

subdivided lot or developed with more than one principal building (e.g., a particular residential subdivision, multi-family residential development, or office or industrial park).

Projecting Sign: A sign projecting more than fourteen (14) inches from the outside wall or walls of any building, or canopy, portico, or awning, upon which it is located (see also figure, “Types of Attached Signs”).

Public Agency: Any governmental body (including city, county and state bodies or agencies, and special purpose districts such as fire, water, and sewer districts) that has jurisdiction over property or infrastructure within the City of Goose Creek.

Replacement Cost: Cost of replacing a structure or building at current costs at the time of the loss, identical to the one that was destroyed or is being replaced, without application of depreciation.

Roof Sign: A sign projecting higher than the front building wall or any sign supported by or attached to said roof.

Sidewalk Sign: A movable sign not secured or attached to the ground or surface upon which it is located.

Sign: A lettered, numbered, symbolic, pictorial, illuminated, or colored visual display, device, or communication designed or used for the purpose of identifying, announcing, directing, informing, or bring to the attention of others the subject thereon, that is visible from the public right-of-way, a driveway or parking lot with access to a public right-of-way, or from an adjacent property, except as specifically noted otherwise in this Code Section. For purposes of this Code Section, the term “sign” includes but is not limited to “banners,” “balloons,” “flags,” “pennants,” “streamers,” “windblown devices,” and “advertising devices.” Furthermore, the term “sign” includes the sign structure, supports, lighting system, and any attachments, ornaments, or other features used to draw the attention of the observers.

Signable Area: In the case of a wall sign, signable area shall be the building face on which the sign is proposed, excluding windows and doors. In the case of marquees or canopies, signable area shall be the area of the marquee or canopy wall on which the sign is proposed. For window signs, signable area shall be measured and calculated on the basis of the proportion of area within



Vehicle signs are prohibited in the City of Goose Creek on parked or abandoned vehicles.



Example of wall signs

each individual window frame, not the total window area of all building windows visible from a street.

Sign Face: That part of a sign that is or can be used for advertising purposes.

Special Event: Means a non-routine activity within the City of Goose Creek that brings together a number of people including, but not limited to, a performance, exhibition, festivals, concerts, carnivals, arts and craft shows, meeting, assembly, contest, exhibit, ceremony, parade, or athletic competition for which specific space is requested to be reserved. Special Event shall not include casual park use by visitors or tourists.

Streamers: See “Pennants.”

Swinging Sign: A sign other than an animated sign as defined by this Article, where the sign copy area is attached to a sign structure in a way that can be set in motion with pressure, and where the sign structure is attached to a building at a height above normal eye level. This term does not include any freestanding signs. A swinging sign may be considered in lieu of permitted wall signage.

Temporary Sign: Temporary signs include but are not limited to banners, emblems, portable signs, inflatables, wind signs including balloons, pennants and streamers or any other sign that moves in the wind (excluding national or state flags), or any other temporary advertising media intended to identify or direct attention to a product, service, place, activity, or business.

Vehicle Sign: Advertisement or graphics intended to advertise business affixed to a vehicle, but does not include license plates, license plate frames or vehicle brand.

Visible: Capable of being seen (whether or not legible) without visual aid by a person of normal visual acuity.

Wall Sign: A single-sided sign with one visible face applied to or mounted to the wall or surface of a building or structure, the display surface of which if attached to a wall or portico and does not project more than fourteen (14) inches from the outside wall of such building or structure, or if on an awning or canopy, is flush with the material of said awning or canopy (see also figure, “Types of Attached Signs”).

Wayfinding Sign: A system of public signs identifying directions to major public and private facilities or destinations of interest to the general public and typically including graphic elements mounted on separate freestanding poles or incorporated with other sign, light, or traffic standards.

Windblown or Air-Blown Device: Any device not otherwise specifically defined in this Code Section, that is designed to inform or attract, whether or not such device carries a message, and which all or part of the device is set in motion by wind or mechanically compressed air. For purposes of this Code Section, windblown devices are “signs.”

Window Sign: A sign installed on or within two (2) feet of an exterior window or door and intended to be visible from the exterior of the building. Displays which show products or depict services sold on the premises and which are more than two (2) feet from an exterior window or door shall not be classified as window signs (see also figure, “Types of Attached Signs”).

151.084.3 General Provisions

151.084.3.1 General Standards

1. A permit shall be required for the erection, alteration, or reconstruction of any sign intended for view from the public right-of-way unless otherwise noted, and shall be issued by the Zoning Administrator in accordance with this Ordinance.
2. No advertising shall interfere with motorists' vision, nor simulate traffic control or emergency vehicle lighting.
3. Hazard or directional signage. Signs less than four square feet in area, consisting of arrows, name and colors of the business, graphics or such words as "step", "fire", "escape", "danger", or similar symbols, shall not be included in computing maximum allowable sign area.\
4. Compliance with building and electrical codes. All signs in their installation, maintenance, and removal must comply with the provisions of the building and electrical codes adopted by the City. Specifically, all permanent signs must be able to withstand a pressure of 24 pounds per square foot, which is equivalent to 110 mph wind. The Zoning Administrator may require additional certification by an engineer when he/she is uncertain that the proposed method of construction is adequate.
5. All signs shall be maintained in sound structural condition. No sign shall be allowed to deteriorate to a condition in which it requires repairs or renovations in an amount that exceeds 50 percent (50%) of its current replacement cost as determined by a licensed sign company. This includes signs which are defaced, missing some or all illumination or characters, and whose finishes or facings are chipping, peeling, cracking, or broken in any way shall be deemed to be in disrepair. Signs that deteriorate to such a condition that they are in violation of this Ordinance shall be either removed or replaced within 30 days after receipt of notification from the Zoning Administrator. If a sign is replaced, it shall comply with the standards in this section at the time of replacement. Nonconforming signs are subject to the provisions of Section 151.084.9.
6. Illumination: No sign or lighting device shall be placed or directed to permit the beams and illumination to be directed or beamed upon a public road, highway, sidewalk or adjacent premises or residence, or skyward so as to cause a traffic hazard or nuisance. No sign lighting is allowed which switches on and off intermittently, changes intensity and/or color, or otherwise creates an illusion of flashing or movement. All bare light bulbs, except bulbs less than 15 watts, shall be directed toward the face of the sign. Signs within 50 feet of a residential district shall be shielded from casting glare into the district. Signs within residential districts shall be shielded from casting illumination into residences within 100 feet.
7. Height, setback, measurement, and location.
 - a) Setbacks; obstruction of visibility at intersections. Freestanding signs shall not extend within a street right-of-way. Freestanding signs shall not obstruct vision between a height of three feet and nine feet, measured from street grade closest to the sign, within the sight triangle.
 - b) Measurement of height when base is located below grade of road. When a sign's base is located below the grade of a road that is adjacent to the property and to which it is oriented, the sign height shall be measured from the grade of that road centerline.
 - c) Measurement of face area. The dimensional requirements for sign faces shall be considered the allowable area of any one sign face, whether the sign is single or double-faced.
 - d) Signs in or over public right-of-way. No projecting sign or awning sign shall project more than 42 inches over a public right-of-way, provided that no part of the sign shall encroach within a vertical plane measured two feet from the edge of the adjacent street pavement. The bottom edge of the sign must maintain a clearance of at least eight feet from the finish grade level below the sign.
 - e) A projecting wall sign shall project no more than five feet from a building, have bottom ten feet (minimum) above grade and top twenty-five feet above grade or height of the building, whichever is lower and have no exposed guy wires.

- f) Free-standing monument signs, awning signs, canopy signs, marquee signs, and temporary signs shall have a minimum setback of ten feet from the property line, and shall not be installed within, nor project into the vertical plane of the street right-of-way.
 - g) Fascia signs may project no more than 12 inches from a wall.
 - h) No sign shall be attached to or obstruct any fire escape or opening intended as a fire fighting point of ingress or egress, interfere with any opening required for legal ventilation or prevent free passage from one part of a roof to another.
 - i) Street furniture, such as benches, waste receptacles, fountains and the like shall not be used for advertising purposes.
8. The placement of signs shall ensure visibility at intersections and ingress and egress points.

151.084.3.2 Applicability

1. General

- a) Unless exempted in accordance with this ordinance, no sign allowed by this section shall be erected, repaired, altered, relocated, maintained or displayed without first being issued a Sign Permit and complying with the relevant standards of this section.

2. Responsibility for Compliance

- b) Review for compliance with the standards of this section shall occur at the time of application for a Sign Permit.

3. Termination

- c) If a business discontinues the use of a site, sign faces/message used by the business that were previously erected on the site, or off-premise freestanding signs shall be considered as abandoned and shall be fully removed within one hundred twenty (120) days of vacating the site. General information such as “For Lease” or “For Sale” and contact information is permitted to assist in leasing or selling the site. It shall be the responsibility of the owner of the land to remove all abandoned signs. Abandoned signs may not be leased, rented, or sold for off-site advertising.



Example of portable signs.

151.084.4 Prohibited Signs

Unless specifically permitted elsewhere, the following signs shall be prohibited in the City of Goose Creek:

1. Signs which imitate an official traffic sign or signal, or contain words or symbols displayed in a manner which could mislead or confuse drivers of vehicles, or which display intermittent lights resembling the color, size, shapes or order of lights customarily used in traffic signals or on emergency vehicles or on law enforcement vehicles.
2. Signs which utilize lights, individually, as part of a lighting component, or in any other manner, that flash, strobe, pulsate, blink, twinkle, and/or that create a sense of movement by scrolling, rolling, expanding and contracting written messages or visual images, and/or that recreate or simulate moving video images.
3. Signs employing motion in such a manner as to obstruct or interfere with a driver's view of approaching, merging, or intersecting traffic, or of a traffic signal, device or sign, or which would otherwise interfere with a driver's operation of a motor vehicle.
4. Sign lighting that casts intense illumination onto any residential premises located in any residential district in a manner that by intensity, duration, location, or other characteristic is incompatible with a residential character.
5. Stationary or abandoned vehicle signs.
6. Portable signs.
7. Home Occupation signs.
8. Any sign which emits a sound, odor, or visible matter.
9. Signs using the words "Stop", "Danger" or any word, phrase, symbol, or character in a manner that misleads, confuses, or distracts a vehicular driver.
10. Signs painted on or attached to trees, fences, rocks or natural features, telephone or utility poles or painted on the roofs of buildings visible from any public thoroughfare.
11. Any sign towed behind a boat, raft, aircraft, helicopter, or recreational vehicle.
12. Any sign which exhibits statements, words or pictures of obscene or pornographic subjects.
13. Beacons or search lights.
14. Inflatable signs, including balloons.
15. Streamers, ribbons, windblown propellers, feathers, strung light bulbs, pennants, bench or furniture signs.



Examples of signs for which a permit is not required.

16. Off-premises signs.
17. Abandoned signs.
18. Dilapidated signs.
19. Bandit signs.
20. Flags containing text or graphics advertising a business, service, or product.
21. The use of flat panel, cabinet or box signs, as building signs, is prohibited, unless used in a multi-tenant development where the predominant sign type is flat panel, cabinet or box.
22. Pylon and poles signs.
23. Permanent banner signs (Street banners as proposed for the City as part of the Downtown Business District shall not be subject to Zoning Administrator or ARB review).
24. Signs in wetlands shall not be permitted except by government entities or with the permission of government entities.
25. Internally illuminated awning signs.

151.084.5 Signs for Which a Permit Is Not Required

A permit shall not be required for the following types of signs, provided all applicable provisions of this section are met. Such signs shall not be considered in determining the allowable number or size of signs on a lot.

1. Traffic signs, including directional, wayfinding, warning and informational signs, owned by the city or SCDOT, and located in public rights-of-way or other adjacent property.
2. Official notices issued, or required to be posted, by any federal, state, county or municipal government.
3. Signs not exceeding one square foot in area and bearing only the property address, names of owners or occupants of the premises, or other identification of premises, and not having a commercial message.
4. Governmental flags, except when displayed in connection with commercial promotion.
5. Indoor signs not observable from outside the building.
6. Time and temperature only signs.
7. Public utility signs not exceeding one square foot in area provided they are placed on the utility's equipment.
8. Window signs not exceeding two square feet, indicating business hours of operation, credit cards which are accepted on the premises, or group affiliations with which the business is associated, or clubs or groups which utilize, recommend, inspect or approve the business for use by its members, and non-illuminated "open" and "closed" signs.
9. Private traffic direction and wayfinding signs located on the premises for which directions are indicated not exceeding six square feet for each sign.
10. Gasoline pump signs. Signs shall be allowed on gasoline pumps so as to provide information to the public such as gallons, price, octane rating, and type of fuel. As the trade name of the business is oftentimes incorporated into the name for the different types of fuel, the trade name and any associated symbols shall be permitted on the pumps as flat signs not to exceed three square feet in area per sign face and shall not extend above the top of the fuel pump.
11. Campaign signs which conform to the following:
 - a) Such signs shall not be located on public property or in public rights-of-way. Signs must be confined wholly to placement on private property, with permission of the property owner.
 - b) Signs shall not be erected earlier than 30 days prior to the election or referendum to which they apply.

- c) Signs shall be removed within seven days after the election or referendum to which they apply. Signs for candidates in a runoff election may be maintained until the final election to which the signs apply. It shall be the responsibility of the candidate for public office, whose name or advertisement appears on the signs and posters to remove; failure to remove the signs or posters constitutes shall be enforced according to Section 151.084.11.5 Enforcement.
 - d) Signs shall not exceed eight square feet per sign face in residential areas and thirty-two square feet in commercial areas.
12. Project signs. One sign announcing a development and displaying the names of the building contractors, architects, engineers and craftsmen, finance organization, realtors, and similar information is allowed upon the premises of any work under construction or any work of major repair or improvement provided the sign does not exceed 32 square feet in area, is set back a minimum of ten feet from the back of curb, is not located within the sight triangle, and the sign is removed within seven days after completion of the work.
13. Real estate signs.
- a) Freestanding signs offering property for sale, rent, lease, or development shall be allowed subject to the following:
 - i. For a single-family residential lot, one eight-square-foot sign is allowed per street front of the property.
 - ii. For all properties other than single-family residential, one 32-square-foot sign is allowed per street front of the property.
 - b) Building signs offering property for sale, rent, lease, or development shall be limited to one 32-square-foot sign per street frontage of the building.
 - c) A real estate sign shall be removed following rental, lease, or sale of the subject property.
14. Banners which advertise and promote charitable fundraisers, community awareness events, festivals sponsored by nonprofit organizations, anniversaries for nonprofit organizations, government, quasi-government, cultural, educational, religious or similar uses, and similar civic commemorations and occurrences. Such signs shall not be displayed more than 30 days prior to the event being promoted and shall be removed within 5 working days of the end of such event.
15. Wall signs located at a service entrance provided there is not more than one per business and the sign does not exceed four square feet in area.
16. Signs on or a part of a vending machine, donation container, and similar accessory equipment, which are an integral part of the equipment and advertise only the products or services available from that equipment.
17. Scoreboards and other signs at outdoor recreation facilities, and oriented to the interior of such facilities.
18. Outdoor menu boards provided there is not more than one per outdoor ordering station.
19. Holiday decorations, such as Christmas lights and ornaments, may be installed with the exception that decorations cannot flash and decorations shall contain no commercial copy or commercial graphics. Decorations shall be removed within 30 days after the holiday.

151.084.6 Regulations by Zoning District

A permit shall be obtained prior to the erection, installation, or display of any signs except those as described in Section 151.084.5. The following permanent signs and no others shall be allowed, subject to the issuance of a sign permit and compliance with all applicable development standards of this article. The following regulations apply to the following specified types of signs:

151.084.6.1 Residential Zoning District

Only the following signs are allowed in any residential district.

1. One sign, no more than three square feet in area, attached to a rod or post not more than five feet high, or attached to the building, stating only the street number or occupants name, or both. Separate street numbers attached to the building shall not be included in computing sign area.
2. One sign, bulletin board or entrance marker not exceeding 32 square feet in area for each church or institution; however, if building street frontage exceeds 100 feet, up to three signs may be placed, one per 100 feet of frontage.
3. One “For Sale”, “Sold”, or “For Rent” sign not over eight square feet in area, advertising the lot on which the sign is placed, for each licensed realtor listing the property, to be removed within 30 days after sale.
4. One builder’s or developer’s sign not over 32 square feet in area, on a lot where the building is under construction, and one sign not over eight square feet per subcontractor, all to be removed within 30 days after project completion.
5. Subdivision entrance sign(s), to be approved by the Zoning Administrator.

151.084.6.2 Commercial and Industrial Zoning District

Signs on the wall of a building (including signs attached flat against the wall, painted wall signs and projecting signs) shall meet the following requirements:

1. Window Signs
 - a. Window signs are those signs which are attached to or located within 12 inches of the interior of a window. Window signs may be displayed in ground floor windows only. Allowances for the number and size of window signs are provided in Section 151.084.12.
2. Building Signs
 - a. Building signs are those types of signs attached to a building, and include wall signs, awning signs, and projecting signs. Allowances for the number and size of building signs are provided in Section 151.084.12. Applicants are encouraged to submit sign plans for evaluation during the building permit review process.



Example of window signs



Monument signs

- b. Standards for all building signs
- i. The application of extraneous information on a building sign, such as services provided by the business, telephone numbers, hours of operation, etc. is not permitted.
 - ii. Building signs for businesses occupying space above the ground floor of a building are generally not allowed. Identification for these businesses should be limited to an area on or adjacent to the ground floor door leading to the upper floor space. However, wall signs may be allowed on the upper story, parapet, or penthouse of a building as part of a comprehensive sign program for the building approved by the Zoning Administrator.
 - iii. The use of awnings for the primary purpose of providing signage is generally not appropriate. Internal illumination of semi-opaque awnings is not permitted.
 - iv. The use of flat panel, cabinet or box signs is prohibited unless used in a multi-tenant development where the predominant sign type is flat panel, cabinet or box.
 - v. Building signs may only be displayed on facades that include a customer entrance or the appearance of display windows.

c. Façade Repair Process

- i. Repair of the façade is required during building sign replacement. The repair of any holes, electrical wiring, paint discoloration, exposed raceways, or other repairs as noted by the Zoning Administrator is required prior to final approval.

3. Freestanding Signs

- a. Freestanding signs are those types of signs that are supported by a structure secured to the ground and are wholly independent of any building, other than a proportionate sign



Examples of freestanding signs

structure, for support. Freestanding signs include monument signs. Allowances for the number and size of freestanding signs are provided in Section 151.084.12. Applicants are encouraged to submit sign plans for evaluation during the site plan and building permit review package.

- i. Lighting. Free standing signs may be illuminated internally or externally, provided the internally illuminated background is opaque allowing only the letters and logo to light.
 - ii. Address. The address of the property shall be displayed on the freestanding sign oriented to the street on which the address is assigned. The address shall be displayed using a character size of at least six inches tall.
 - iii. Landscaping. Monument style signs are an integral part of the overall built and landscaped environment of a site. Landscaping around the base of a freestanding sign may be used to soften a blank base of a sign and to help integrate a sign into its surroundings. Five (5) gallon evergreens, or larger, foundation plantings are required. A landscape plan and schedule must be submitted with completed sign application. Plantings must not exceed a height that would interfere with foot or vehicle traffic or visibility of the sign.
 - iv. A business may substitute a freestanding sign for one additional building sign, provided that the cumulative square footage does not exceed the maximum allowable area.
- b. Electronic message boards/light emitting diode (LED) Signs
- i. Permitted locations. Schools, places of worship, and municipal complexes.
 - ii. Sign, style, height, width, and setback. The LED portion of the sign shall be integrated into a monument sign with a brick or



Electronic message board signs are only allowed at schools and places of worship.

- stone base. The sign shall not exceed eight feet in height and ten feet in width, including the base and all brickwork. The sign shall be setback with a minimum of ten feet from the front property line. The LED portion of the sign may display letters only, with a maximum of three lines of text. No characters are permitted.
- iii. LED sign area. The maximum area of the LED sign component shall not exceed 40 square feet or 50% of the total sign area, whichever is less.
 - iv. Color and brightness control. Message copy shall be limited to one color (Zoning Administrator to approve color; school spirit colors allowed upon approval), white or amber, on a black background. The sign shall be equipped with photosensitive equipment which automatically adjusts to the brightness and contrast of the sign in direct relation to the ambient outdoor illumination.
 - v. Interval. The sign may only display one new message per hour unless required for emergencies.
 - vi. Movement. The use of animation, flashing, scrolling, or blinking characters is prohibited.
 - vii. Hours. No message shall display between 11:00pm and 5:00am.
 - viii. This section does not apply to LED signage providing information to the public such as price and type of fuel at gasoline centers. The LED signage area shall be included in the total sign area calculation.
 - ix.
- c. Multi-tenant Freestanding Signs. For group developments where multi-tenant freestanding signs are used, the number of tenant panels on each sign shall be limited to five, plus the name of the development. Allowances for the number and size of multi-tenant signs are provided in Section 151.084.12. Businesses located in shopping centers are not authorized to erect freestanding signs.
- i. Address. The address of the property shall be displayed on the freestanding sign oriented to the street on which the address is assigned. The address shall be displayed using a character size of at least six inches tall.
 - ii. Master sign program for multi-tenant developed shall be submitted as part of the building permit review process.

151.084.7 Temporary, Special Event Signs, and Flags

Special event sign/banner, professional in appearance that is intended to inform the public of a special event. An applicant is limited to two special event sign/banners during the calendar year and must obtain a permit from the Zoning Administrator. The sign or banner must be located on the property on which the event is being held and be germane to that event. Special event signs/banners are restricted to businesses, churches, schools, and government entities and are subject to the following conditions:

151.084.7.1 Temporary and Special Event Signage

1. Banners and special event signage do not include pennants, flags, or bench signs.
2. Only one banner or special event sign is allowed for each business at any given time.
3. Banners and special event signs may be displayed a maximum of thirty (30) days and no more than twice per year. Applicants shall indicate on the permit the number of days for banners to be displayed.
4. A temporary sign shall be allowed only once annually, and only for thirty (30) days, to advertise the establishment of a new business. Temporary signs are only allowed if the business has a new owner or has changed its business name. The temporary sign permit shall be attached to the sign structure during its permitted use (protected from weather).
5. Banners and special event signage shall be properly secured and maintained at all times, and shall not interfere with pedestrian or vehicular movement. Banners shall not be strewn between buildings or utility poles.

6. Banners and special event signs may be used as temporary signs for the opening of a new business or to promote special events. Banners shall be treated as temporary in nature and shall not be perceived as permanent signs. Banners for special events can be displayed on the day of the event only and require Planning Staff approval.
7. Banners and special event signs shall be approved by the Zoning Administrator.
8. The maximum size of a banner or special event sign shall be 50 square feet.
9. The design, colors and overall appearance of the banner or special event sign shall be subject to Zoning Administrator review and approval. Gaudy, distasteful or cluttered-looking banners shall not be permitted.
10. Faded, tattered, or unsecured banners and mounting hardware which is broken or bent shall be removed or repaired in a timely manner.

151.084.7.2 Display of national, state, and organizational flags

1. A permit shall be required for the installation of all flag poles or flag display devices.
2. Applicant must submit with the permit application a scaled site plan giving the location of the flagpole(s) and complete dimensional and installation engineering data.
3. Applicant must provide documentation of minimum clearance from electric, telephone, or cable lines as certified by the proper utility prior to the issuance of permit or installation.
4. The maximum height above grade for a ground mounted flagpole shall be 35 feet or 15 feet above the highest point of the roof.
5. United States national flags, South Carolina state flags and approved organizational flags may be flown in accordance with accepted protocol; however, no flag shall be flown except in conjunction with the national flag.
6. No individual flag may exceed 50 square feet in area
7. No more than three flags may be displayed from a single pole or device. No more than three flags may be displayed on a single site, lot or parcel, whether on single or multiple poles.
8. All flags must be maintained in a neat and clean free condition, free of fading colors and/or frayed edges. Flags showing obvious signs of fading or wear shall be immediately replaced.

151.084.8 Special Exceptions (Reserved)

151.084.9 Nonconforming Signs

151.084.9.1 General

Any sign lawfully existing at the time of the enactment of this ordinance or any amendment thereto but which is not permitted either by type of sign, location, or district or which fails to meet the standards or regulations shall be classified as either nonconforming or non-complying as per definitions.

Signs existing on the effective date of this Ordinance which do not conform to the regulations set forth in this Ordinance shall become non-conforming uses and shall be discontinued within a reasonable period of amortization of the sign. Uses of signs, which become non-conforming by reason of a subsequent change in this Ordinance, shall also be discontinued within a reasonable period of amortization of the sign. The period of amortization caused by changes to this Ordinance for signs shall expire on December 31, 2026.

In addition, nonconforming signs shall be removed when the Enforcing Officer utilizing certain appropriate sections of the adopted building code, the Goose Creek Municipal Code, and/or various provisions of this ordinance deem such signs as being dilapidated and constituting a definite health hazard to the public.

151.084.9.2 Alterations to Nonconforming and Non-complying Signs

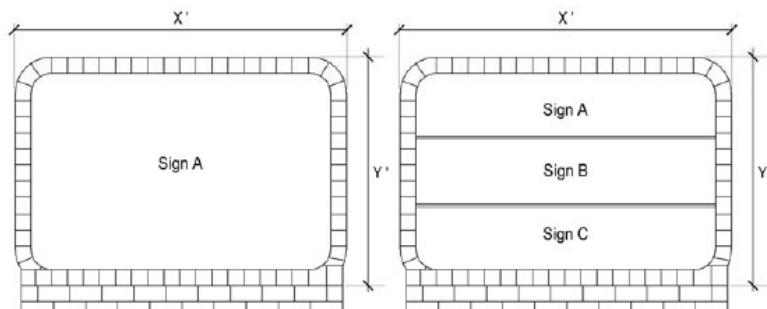
Prior to the end of the above referenced expiration date, a nonconforming or non-complying sign may be altered subject to the following conditions:

1. The non-conforming or non-complying sign structure shall not increase the degree of non-conforming or non-compliant portions of the sign nor shall they be increased to exceed the height and area limits of the site on which it is located.
2. Alterations are limited to the changing of a copy of a permitted changeable copy sign, or the painting or refinishing of the surface of a sign face or sign structure so as to maintain an adequate appearance. The alterations of advertising signs which are nonconforming or non-complying must adhere to all the requirements cited in the Ordinance. In all cases, the business owner shall obtain a sign permit in accordance with the terms of this Ordinance.
3. A non-conforming or non-complying sign structure shall not be re-erected, relocated or replaced unless it is brought into compliance with the requirements of this ordinance including all applicable yard, setback, size, and height requirements as stipulated within this ordinance.
4. Obsolete sign copy shall be removed by covering the sign face, replacing the sign face with a blank sign face, or replacing the obsolete sign copy with sign copy that is not obsolete. Failure to comply with such notice within the time specified in such notice shall be considered a violation of the terms of this section.
5. All non-conforming signs shall be removed upon a business ceasing operations for more than ninety (90) days. Non-conforming sign structures shall be removed by the owner of the property, his agent, or the person having the beneficial use of the building or structure upon which such sign or sign structure is erected within thirty days after written notification from the Zoning Administrator or his/her representative.
6. All non-conforming signs shall be removed when the current business undergoes a renovation in which the renovation costs is greater than 50% of the sign replacement cost.

151.084.10 Calculation of Display Area for Signage

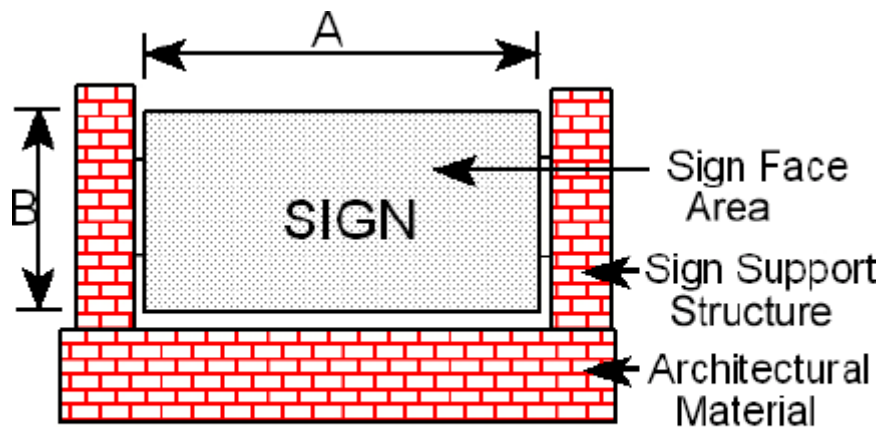
1. General - The sign face area shall be the advertising display surface of the sign.
2. Size of Sign Face Area - In the case of freestanding signs, the sign face area consists of the entire surface area of the sign on which copy could be placed.
3. Supporting Structure Not Counted - The supporting structure or bracing of a sign shall not be counted as part of sign face area unless such structure or bracing is made a part of the sign's message.
4. Co-location - Individual uses on adjoining lands may place their individual freestanding signage on a single sign support structure provided the combined sign face area does not exceed the amount of sign face area permitted if the freestanding signs would have been constructed separately. Sign support structures shall comply with the height limits regardless of the number of collocated signage.

Figure 1: Co-Location Sign



5. Two-Sided Signs - Where a sign has two (2) display faces back to back, the area of only one (1) face shall be considered the sign face area. Where a sign has more than one (1) display face, all areas that can be viewed simultaneously shall be considered the sign face area as depicted in Figure 2, Two-Sided Sign:

Figure 2: Two-Sided Signs

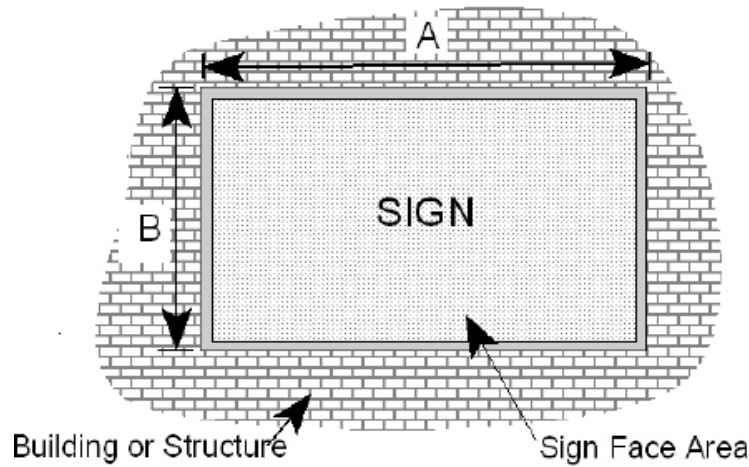


$$\text{Sign Area} = (A) \times (B)$$

6. Signs with a Background

In the case of a sign whose message is fabricated together with the background which borders or frames that message, the sign face area shall be the total area of the entire background as depicted in Figure 3, Signs with a Background:

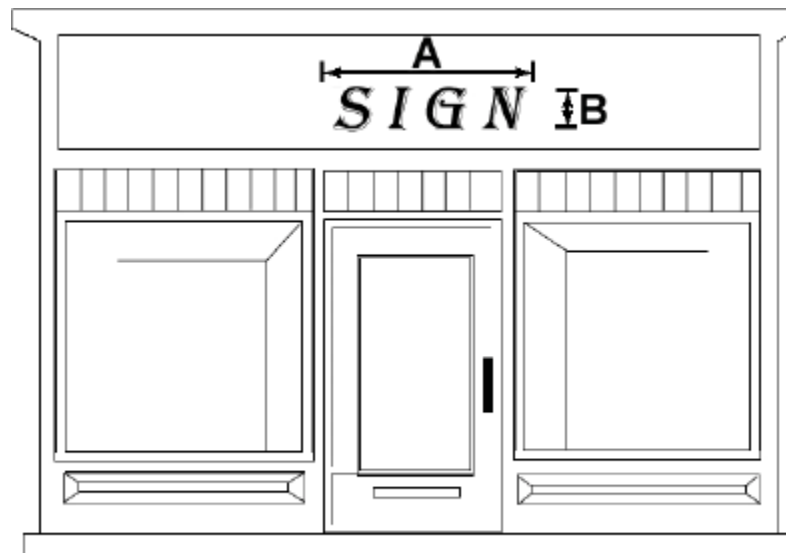
Figure 3: Signs with a Background



Sign Area = (A) x (B)

- 7. Signs with No Border or Frame - In the case of a sign whose message is applied to a background which provides no border or frame, sign face area shall be the area of the smallest rectangle that can encompass all words, letters, figures, emblems, and other elements of the sign message as depicted in Figure 4

Figure 4: Signs with No Border or Frame:



Sign Area = (A) x (B)

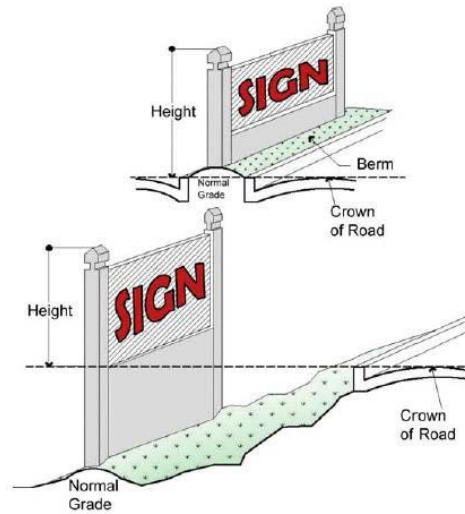
8. Sign Height

No freestanding sign shall exceed 10' in height as measured from the base of the sign in all non-residential zoning districts.

City Council shall re-visit the height requirements within five (5) years of adopting this ordinance.

Sign height shall be measured from the base of the sign at normal grade to the highest point of the sign support structure, or sign face, whichever is higher. For the purposes of this subsection, “normal grade” shall mean the newly established grade after construction, not including any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases where the normal grade is below the grade of the street to which the sign is oriented, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the crown of the adjacent street as depicted in Figure 5.

Figure 5: Sign Height



151.084.11 Sign Application Process

151.084.11.1 General

Applications for sign permits shall include a scaled drawing of the sign, which depicts and describes:

1. Size
2. Shape
3. Colors
4. Materials to be utilized
5. Copy/wording and designs
6. Illumination type and electrical detail
7. Location on the building of proposed and existing signs
8. Photos of adjacent storefronts and actual sign (if it already exists)
9. Material and color samples

151.084.11.2 Freestanding Ground Signs

In addition, permit applications for detached signs shall be accompanied by a plot plan or sketch of the site, to show:

1. Font
2. Colors
3. Location on the property (on a plat) of proposed and existing signs
4. Dimensions of the sign
5. Support structure to be utilized
6. Electrical sources
7. Base landscaping
8. Material and color samples

151.084.11.3 Application Determination

1. The permit request should shall be investigated by the Zoning Administrator, and action taken for approval or denial within one week from deadline.
2. New permanent signs not located on existing buildings require a Certificate of Appropriateness from the Architectural Review Board (ARB). The ARB meets on the third Monday of each month with a filing deadline 14 calendar days in advance of the meeting.
3. Awning signs, certain wall signs, freestanding signs, temporary signs, etc. on existing buildings or replacing existing signs require design review and approval by the Zoning Administrator. If a sign is authorized as described in this ordinance, a sign permit will be issued. The permit expiration date of temporary sign permit will be indicated on the permit.
4. Appeals of a decision by the Zoning Administrator shall be made in writing to the Architectural Review Board. Appeals of the Architectural Review Board shall be made to the Board of Zoning Appeals.

151.084.11.4 Fees

1. Fees. Fees shall be paid upon filing for a sign permit, in the amount established in the fee schedule on file in the City Clerk's office. Signs erected, or work begun, without obtaining a permit, shall be subject to penalty as described above.
 - a. Signs exempt from permit are exempt from fees, but shall conform in all other respects to these regulations.

- b. A sign confiscated in violation of this ordinance may be reclaimed upon payment of a \$25 fee. Any sign confiscated by the City will not be kept more than 30 days from the date the sign was confiscated.

151.084.11.5 Enforcement

Signs which are found to be in violation of the provisions of this article shall be subject to the following provisions. Where notice is required, such notice shall be by certified mail or by facsimile or by phone call, or all, as may be reasonable under the circumstances surrounding the violation. Notices sent by certified mail shall be addressed to the last known address of the business for which the sign represents or the property owner.

1. The Zoning Administrator and/or his assignees shall have the authority to enter upon the premises of any nonconforming and/or violating property to address the sign issue or to remove the non-compliant sign from the premises.
2. The Zoning Administrator may send notice to the sign owner and/or the business for which the sign represents, stating the nature of the violation and granting an appropriate period of time to correct the violation. Continued violation may be subject to the following:
 - a. Impoundment.
 - i. The Zoning Administrator or other authorized city staff may impound the sign. The Zoning Administrator or his/her assignee shall have the authority to dispose of such sign without compensation to the sign owner/business for which the sign represents. A sign confiscated in violation of this ordinance may be reclaimed upon payment of a \$25 fee. Any sign confiscated by the City will not be kept more than 30 days from the date the sign was confiscated.
 - b. Payment of Costs of Sign Removal

If the Zoning Administrator or other authorized city staff determines that it is necessary under the terms of this article to remove a sign, he shall use either city staff or a private contractor, depending on the availability of budgeted funds and /or manpower and equipment to undertake this work. The sign owner/business for which the sign represents shall pay all costs incurred directly to the city or the cost will become a lien against the real property upon which such cost was incurred, and such costs shall be collected in the same manner as city taxes are collected, or by such other method as applicable law may permit. When private contractors are utilized, the lowest responsible bidder shall be awarded the contract.

- c) Abandonment. Obvious lack of maintenance or abandonment shall be reported to the property owner by the Zoning Administrator, with a request for sign removal within 30 days. After 30 days, the City shall have the sign removed and the owner shall be responsible for all expenses incurred. Appeal of abandonment shall be made to the Board of Zoning Appeals, who shall instruct the Administrator in writing of the disposition of the matter.

151.084.11.6 Penalty

Whenever in this chapter the doing of an act is required or failure to any act is declared to be unlawful or an offense, where no specific penalty is provided therefore, the violation of any such provision of this chapter shall be punished by a fine of not more than \$500 or imprisonment for a period not exceeding 30 days, plus any additional state assessments; provided, that such penalty shall not exceed the penalty provided by state law for similar offenses. Except where otherwise provided, each day any violation of any provision of this chapter shall continue shall constitute a separate offense. Violator has the right to appeal

to the Planning & Development Office. If not satisfied with the results of this appeal, violator has the right to appeal to the Board of Zoning Appeals.

151.084.12 Sign Table

Note: The size, area, and number of all signs to be located in the City shall be governed by the following table. This shall include any combinations of building, window, roof mounted, or illuminated signs which are located interior to a business and visible from the exterior of a business establishment.

Distance from Front Property Line to Business Front:	Business Frontage Multiplied By:	Total Area (Square Feet) Not to Exceed:	Total Number of Signs Not to Exceed:
0-99 feet	1	200	2
100-399 feet	1.5	300	3
400 feet or more	2	400	4

Window Signs		
Number	Copy Area	Applicable Standards
2 per tenant	25 percent of tenant window area for all window signs	Does not include business hours of operation, credit cards which are accepted on the premises, or group affiliations with which the business is associated, or clubs or groups which utilize, recommend, inspect or approve the business for use by its members, and non-illuminated "open" and "closed" signs

Building Signs (wall signs, awning signs, projecting signs)			
Number	Height	Copy Area	Applicable Standards
One per tenant	Not above roof line or parapet	See Table (shall not exceed 20% of the front surface of the building)	Special exception given to signage with use of logos; colors should be neutral and/or earth tone as to not contrast with adjacent signage or architecture;

Freestanding Ground Signs (monument signs, multi-tenant signs,)				
Sign Type	Number	Height	Size	Applicable Standards
Monument sign	One per Building	10 feet	50 square feet	Masonry, or similar material base, must match architecture of principle structure and be proportionate in size to the sign face; colors should be neutral and/or earth tone as to not contrast with adjacent signage or architecture
Multi-Tenant Sign	One per Development (unless more than 1000 linear feet of road frontage)	12 feet	1 square foot per linear foot of lot frontage (not to exceed 300 square feet)	



DISCUSSION: Draft Design Guidelines



Department of Planning and Zoning

Mark Brodeur
DIRECTOR

CITY HALL
519 N. GOOSE CREEK BLVD.
P.O. DRAWER 1768
GOOSE CREEK, SC 29445-1768

TEL (843) 797-6220 EXT 1118
FAX (843) 863-5208

mbrodeur@cityofgoosecreek.com

Memorandum

35 of 42

TO: Members of the Planning Commission
FROM: Mark Brodeur, Planning and Zoning, Director
DATE: January 5, 2021
SUBJECT: Revising the Sign Regulations - Discussion

Proposal:

The proposal is to completely revise the current Sign Code, add images and follow up with Sign Design Guidelines that promote higher quality signs. City Staff will outline the major differences in the new regulations.

Background:

The City's Sign Code is outdated and is difficult to understand. In addition, the current Code contradicts itself in many places making Code Enforcement actions almost impossible to prosecute. In some limited cases, the regulations promote poorly designed signs and are too lenient on the size, placement, and type of signs.

Further, the current regulations allow sign types that most cities prohibit because of their negative impact on the aesthetics of commercial corridors, allowing unlimited numbers of tenants to have their name on the front monument sign.

Discussion:

Here are the most sought-after modifications to the Sign Code.

- Pole and roof signs should not be allowed
- All signs submitted to ARB for review. Do they need to be?
- Banner Signs are becoming permanent signage
- Residential signage not an issue
- Bandit signage is most prevalent Code Enforcement issue.
- Need to prohibit temporary feather signage, bandit signage, and similar in clear, easy to understand language.
- Potential to encourage logo/art and reverse channel letters (e.g., 20% increase in sign size)
- Promote external illumination (goose lighting, up lighting, etc.) to promote a hometown versus commercial strip appearance on businesses.
- Decrease window signage/coverings to 25% from 50%
- Some signs should/can be reviewed and approved by staff without ARB
- Should monument signage be taller on major corridors? Consider
- Worst roads for signage (in order of worst-best); Red Bank Road, St. James Avenue, Goose Creek Boulevard, North Main (Hwy 17A) to Carnes Crossroads
- Nonconforming signs should have date to be removed

Recommendation:

Direct Staff to set a Public Hearing to adopt a new Sign Ordinance.

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.