



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



THE CITY OF
GOOSE CREEK

BERKELEY CO. EST. 1961 SD. CAROLINA

**Department of Planning
and Zoning**

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Memorandum

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.