



**CITY COUNCIL  
STUDY SESSION MEMO  
SEPTEMBER 9, 2019**

*Administration Department*



**Interoffice Memorandum**

TO: Mayor and City Council

FROM: B. Todd Glover, City Administrator

DATE: September 6, 2019

SUBJECT: Study Session Date of Monday, September 9, 2019

A study session of the North Augusta City Council has been scheduled for **Monday, September 9, 2019, at 6:00 p.m.** in the Municipal Center 3<sup>rd</sup> Floor Council Conference Room located at 100 Georgia Avenue.

The following is among the topics for discussion and review:

**ITEM 1. PLANNING AND DEVELOPMENT: Wayfinding Sign Project – Council Discussion**

Libby Hodges, Director of Planning and Development, will lead Council in a discussion of the Wayfinding Sign Project.

Please see the spiral bound booklet for more information.

**ITEM 2. PLANNING AND DEVELOPMENT: Planning Commission Recommendation: Signs-Text Amendment – Council Discussion**

Libby Hodges, Director of Planning and Development, will brief Council on the Planning Commission's recommendation to amend the City of North Augusta Development Code Article 13: Signs.

Please see **ATTACHMENT #2** for more information and a copy of the proposed ordinance.



**KMA DESIGN**

Innovative Design For Exceptional Spaces

05-29-19

**DESIGN DEVELOPMENT**



**1812.03** Exterior Signage Wayfinding

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**OPTION ONE**

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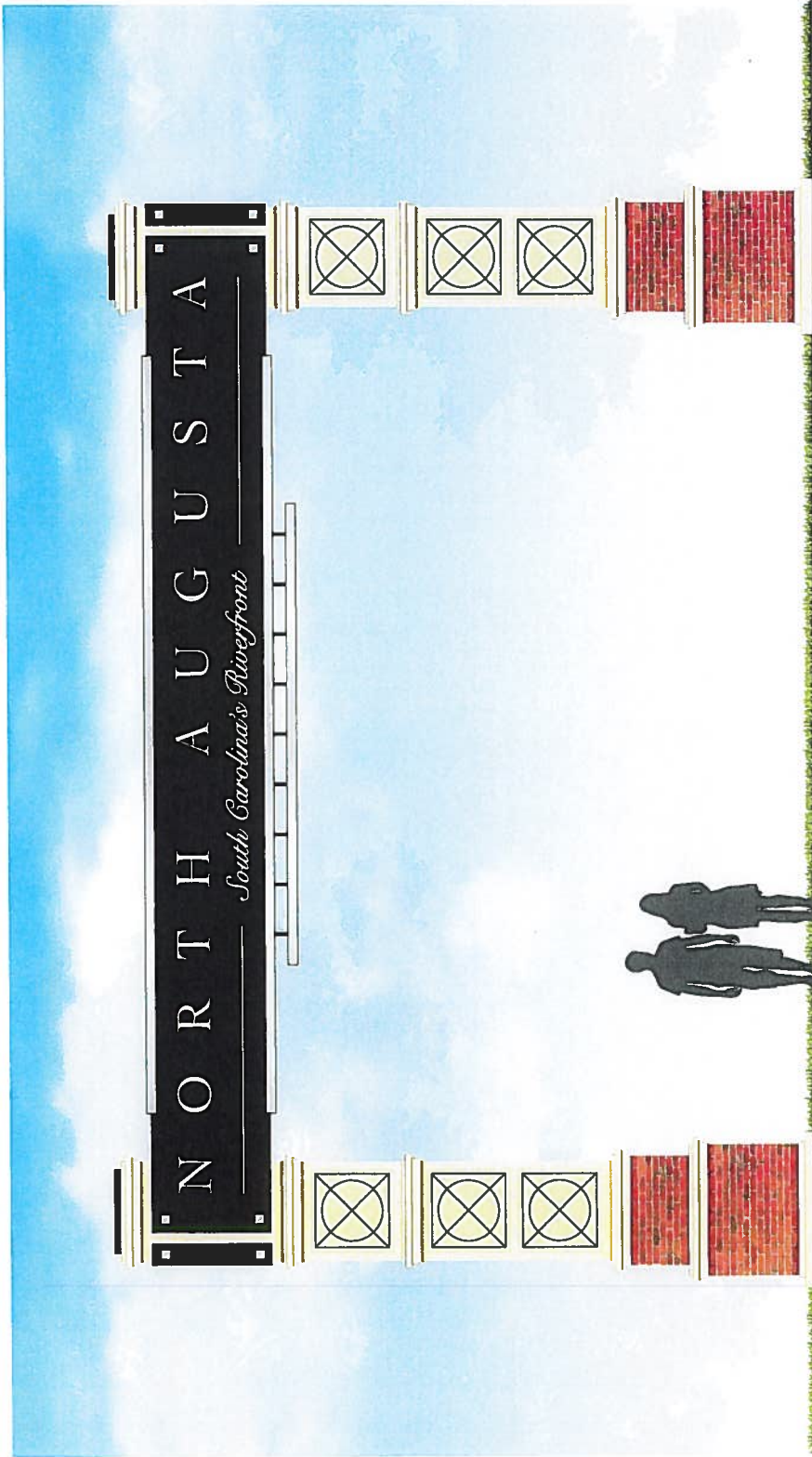


**KMA DESIGN**  
Pittsburgh · Tampa · Philadelphia

Project:	North Augusta Entire Signage, Wayfinding
Address:	
Project Number:	1812.03
Date:	05-29-19
Project Manager:	Anthony Cancalino
Sign Type:	
Issued For:	Design Development
Options:	1
Revision 2:	05-29-19

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Sheet: **3**



Primary Gateway - Option 1



**KMA DESIGN**  
Pittsburgh • Tampa • Philadelphia

Project: North Augusta  
 Estoril Square, Maryland

Address: \_\_\_\_\_

Project Number: 1812.00

Date: 05-29-19

Project Manager: Anthony Conosino

Sign Type: \_\_\_\_\_

Issued For: Design Development

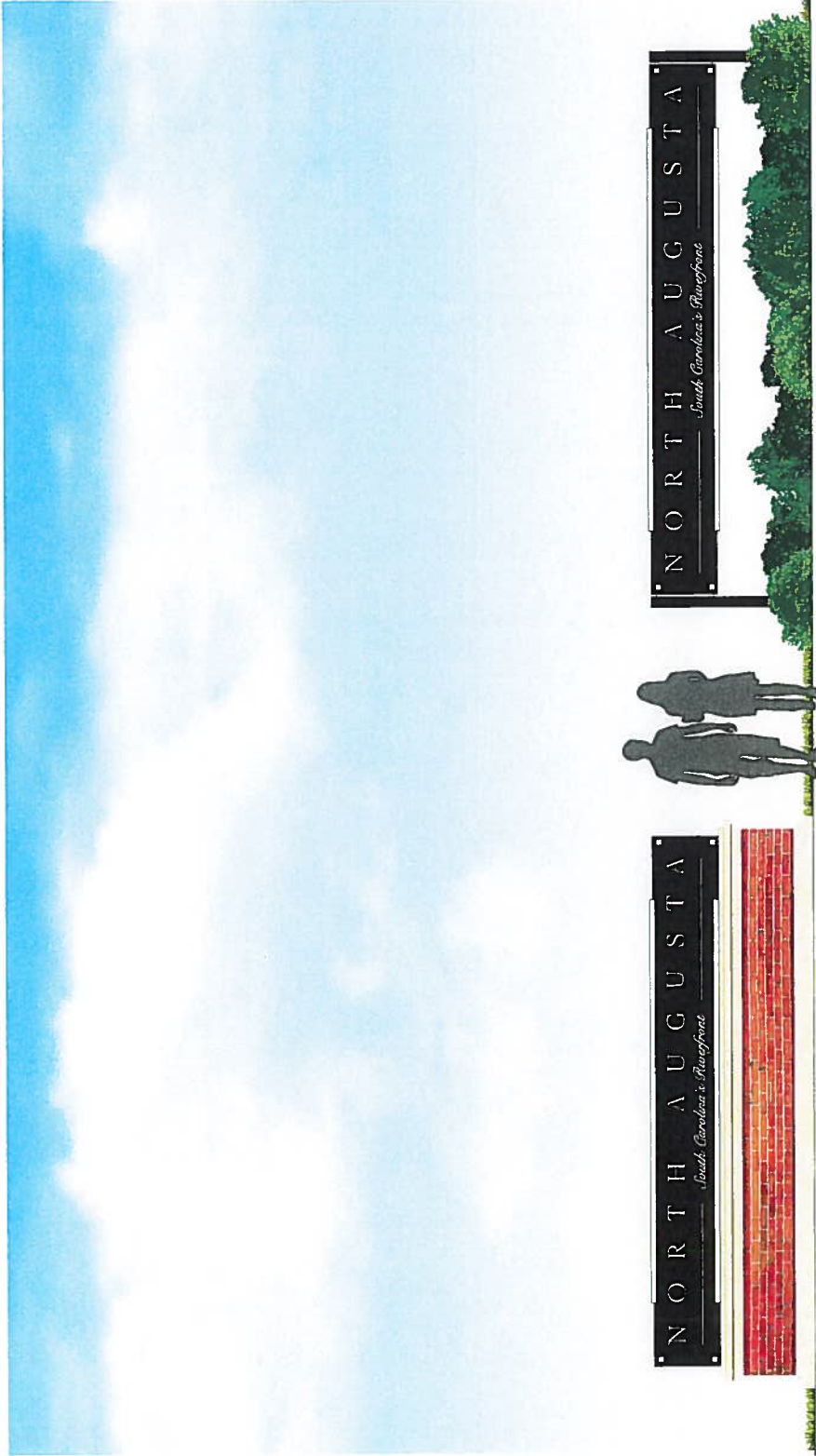
Options: 1

Revision 2: 05-29-19

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Sheet: 4



Secondary Gateway - Option 1

Tertiary Gateway - Option 1



**KMA DESIGN**  
 HILLSBORO • TAMPA • PHILADELPHIA

Project:	North Augusta Estero Staging, Wayfinding
Address:	
Project Number:	181200
Date:	05-29-19
Project Manager:	Anthony Concilio
Sign Type:	
Issued for:	Design Development
Options:	1
Revision 2:	05-29-19

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Sheet: **5**



North Riverfront Overfront  
 ↑ Municipal Building  
 ↑ Riverview Park  
 History Park →

MUNICIPAL BUILDING  
 100 Georgia Ave.

PARKING

↑ Municipal Building  
 ↑ Riverview Park  
 History Park →

NORTH AUGUSTA  
*Local Character & Direction*  
 JACOBS+KORNAUS ARCHITECTS

Vehicular Directional

Vehicular Directional

Parking Identification

Pedestrian Directional

Park Identification

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**OPTION TWO**

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Project:	North Augusta Exterior Signage Wayfinding
Address:	-
Project Number:	1812.03
Date:	05-29-19
Project Manager:	Anthony Concolino
Sign Type:	-
Issued for:	Design Development
Options:	2
Revision 2:	05-29-19



Primary Gateway - Option 2

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Project: North Augusta  
 Exterior Signage, Wayfinding

Address: -

Project Number: 1812.03

Date: 05-29-19

Project Manager: Anthony Cancalino

Sign Type: -

Issued for: Design Development

Options: 2

Revision Z: 05-29-19

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Boundary Identification - Option 2

Tenant Gateway - Option 2

Secondary Gateway - Option 2 - End View

Secondary Gateway - Option 2

Project: North Augusta  
Entire Site Signage, Wayfinding

Address: -

Project Number: 1812.03

Date: 05-29-19

Project Manager: Anthony Carcolino

Sign Type: -

Issued for: Design Development

Object: 2

Revision 2: 05-29-19

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Park Identification

Position Directional

Parking Identification

Destination Identification

Vehicle Directional



**KMA DESIGN**

Innovative Design For Exceptional Spaces



**KMA DESIGN**  
Innovative Design For Exceptional Spaces

07-15-19

**DESIGN DEVELOPMENT**



**1812.03** / Exterior Signage / Wayfinding

**OPTION ONE**

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Project:	North Augusta Estero Signage, Wymonding
Address:	
Project Number:	1812.03
Date:	07-15-19
Project Manager:	Anthony Cavallaro
Sign Type:	
Issued For:	Design Development
Dyline:	1
Revision 3:	07-15-19

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Vehicular Directional      Destination Identification      Parking Identification      Pedestrian Directional      Park Identification



**Project:** North Augusta  
 Exterior Signage - Wayfinding

**Address:**

**Project Number:** 1812.03

**Date:** 07-15-19

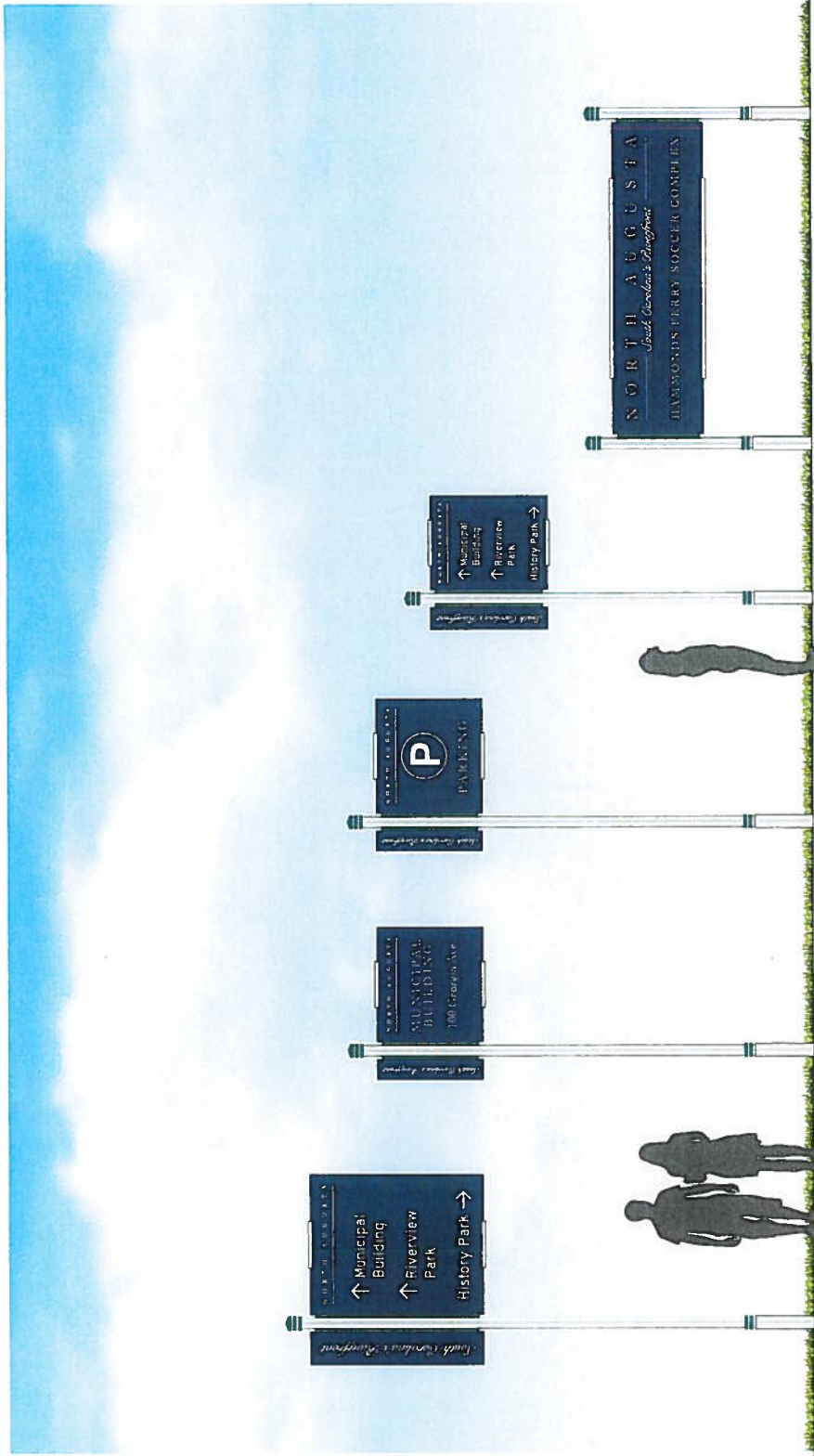
**Project Manager:** Anthony Concilio

**Sign Type:**

**Issued for:** Design Development

**Drawn:** 1.1

**Revision 2:** 07-15-19



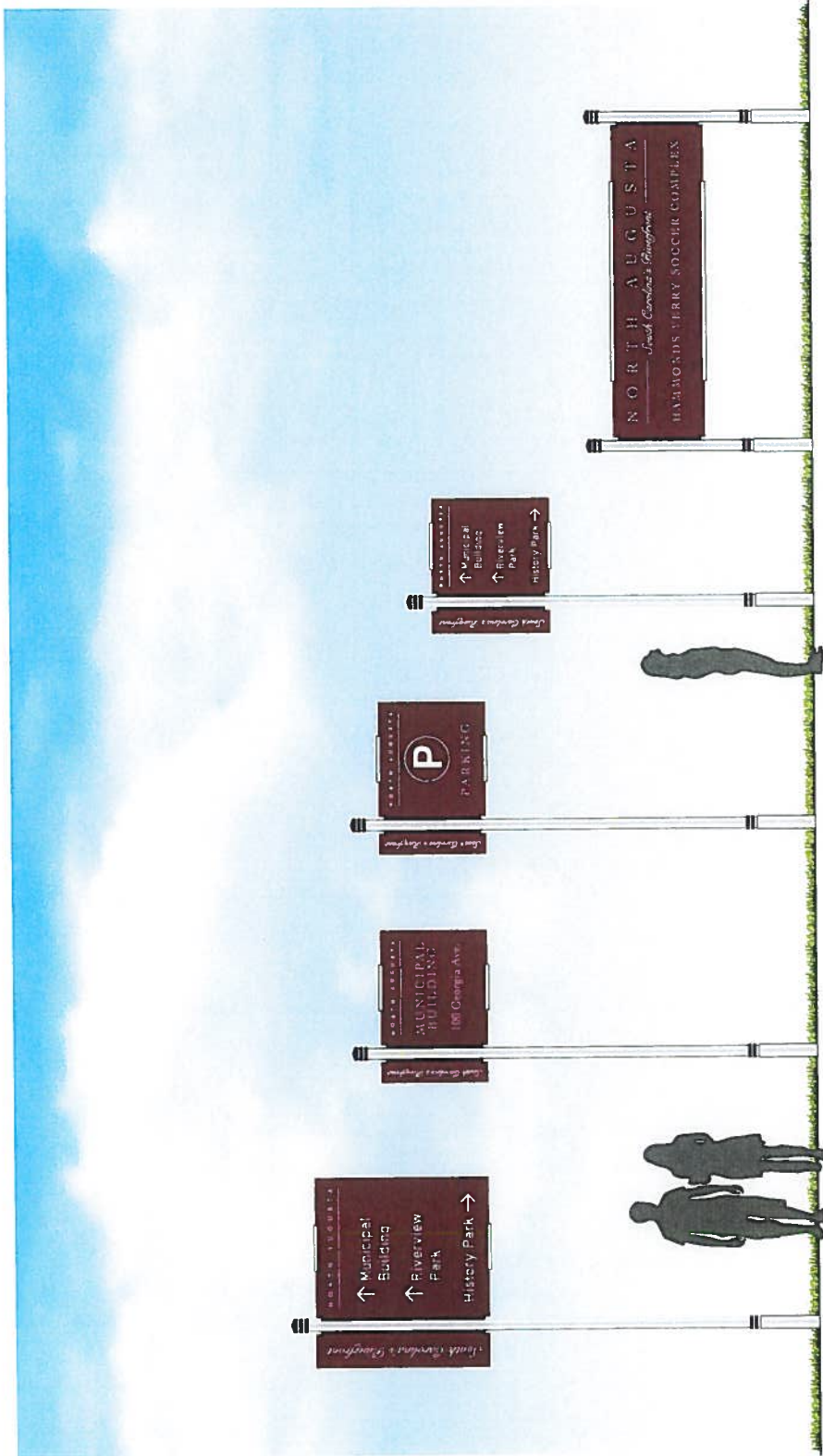
Vehicular Directional      Destination Identification      Parking Identification      Pedestrian Directional      Park Identification

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**Project:** North Augusta  
 Exterior Signage, Wayfinding  
**Address:**  
**Project Number:** 1817.03  
**Date:** 07-15-19  
**Project Manager:** Anthony Cuccillo  
**Sign Type:**  
**Issued for:** Design Development  
**Client:** 1.2  
**Revision 2:** 07-15-19

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Vehicular Directional | Distribution Identification | Parking Identification | Pedestrian Directional | Park Identification

**OPTION TWO**

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Project:	North Augusta Exterior Signage, Wayfinding
Address:	
Project Number:	1812.03
Date:	07-15-19
Project Manager:	Anthony Conzolino
Sign Type:	
Issued for:	Design Development
Options:	2
Revision 2:	07-15-19

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Park Identification

Pedestrian Directional

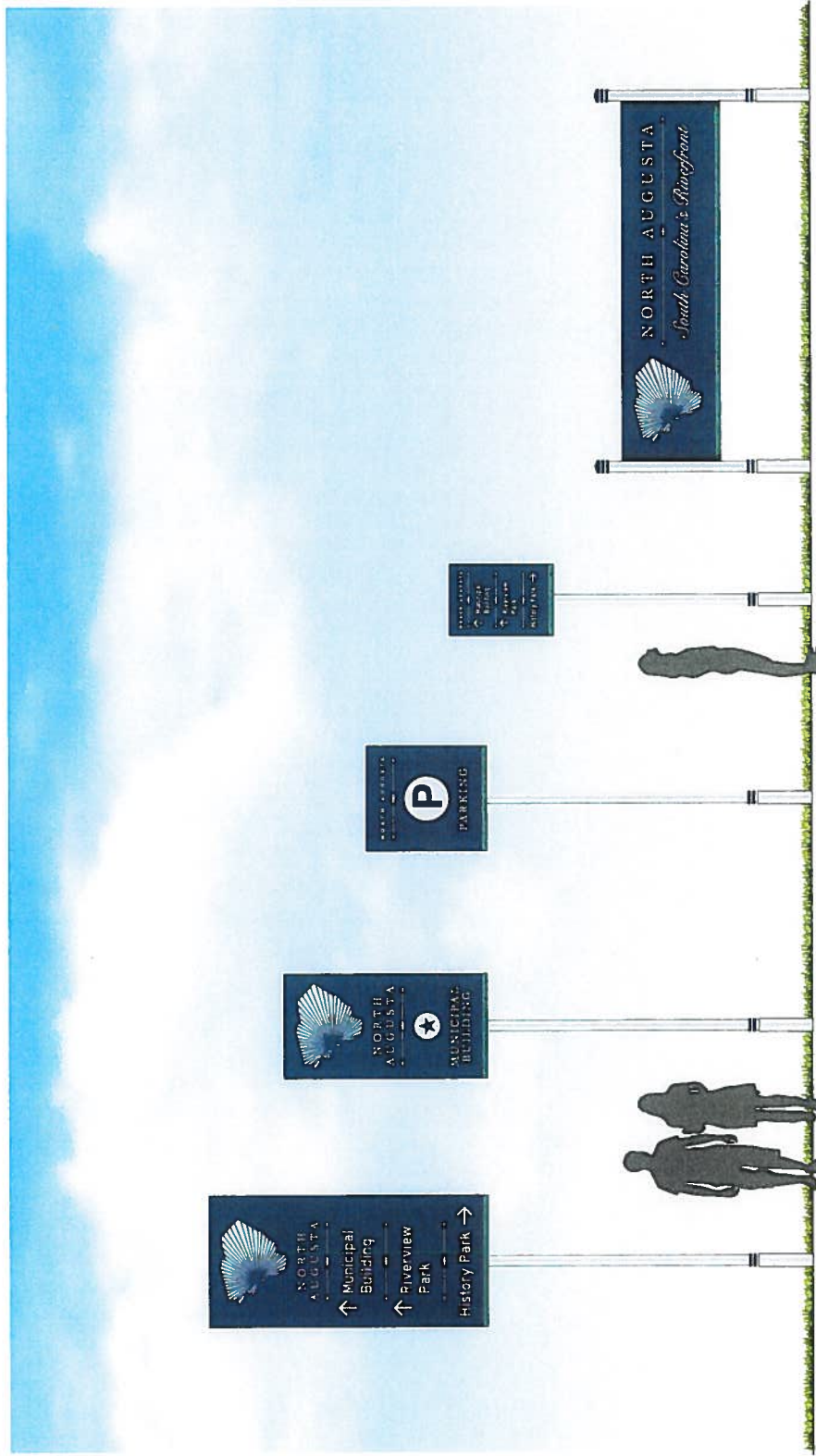
Parking Identification

Destination Identification

Vehicular Directional

**Project:** North Augusta  
 Exterior Signage, Wayfinding  
**Address:**  
**Project Number:** 1812.03  
**Date:** 07-16-19  
**Project Manager:** Anthony Concilio  
**Sign Type:**  
**Issued for:** Design Development  
**Drawn:** 2.1  
**Revision 2:** 07-16-19

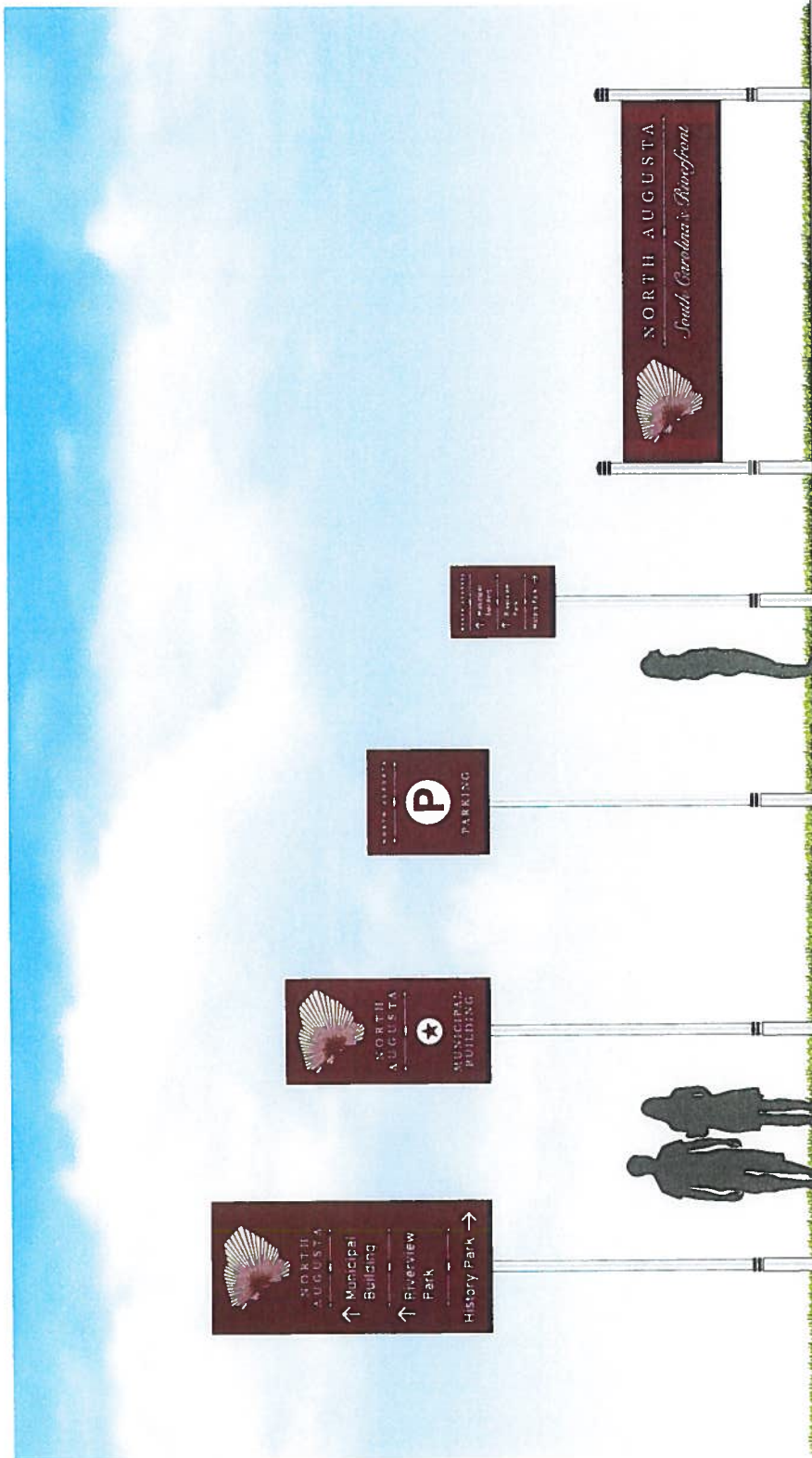
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Vehicular Directional      Destination Identification      Parking Identification      Pedestrian Directional      Park Identification

<b>Project:</b>	North Augusta Exterior Signage, Wayfinding
<b>Address:</b>	
<b>Project Number:</b>	1812.03
<b>Date:</b>	07-15-19
<b>Project Manager:</b>	Anthony Concilio
<b>Sign Type:</b>	
<b>Issued For:</b>	Design Development
<b>Dyadic:</b>	2.2
<b>Revision 3:</b>	07-15-19

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**KMA DESIGN**

Innovative Design For Exceptional Spaces



## Sign Regulation Changes September 9, 2019

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### Why?

- Clarify code
- Address legal changes
- Add sign types for:
  - Projects under construction
  - Downtown

North Augusta Planning & Development Department

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- Generally, sign square footage, appearance and placement is the same as before. There are a few exceptions.
- Moved some stuff around (for example, items from overlay to the sign section).
- Prohibited sign types are still prohibited.

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- All of this is available on the City website:
- [www.northaugusta.net](http://www.northaugusta.net) "News"
- <https://www.northaugusta.net/government/city-departments/planning-development/development-code> "Proposed Amendments"

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- Divided into three main sections:
- Residential
- Non-Residential
- Downtown

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- If it is not listed as a sign type in that section – it is not allowed.

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**Allowed Signage Tables**  
 At the end of each section, starts on page 13-17

The screenshot shows a table titled 'Public Hearing Agenda' with columns for 'Item #', 'Item Description', and 'Time'. A red box highlights the 'Signage' section, which includes items like 'Signage - Item 13-17', 'Signage - Item 13-18', and 'Signage - Item 13-19'.

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- Item by Item list in the Public Announcement released April 23, 2019.
- Let's talk about a few of the biggest changes.

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- Construction Signs
  - For projects under construction
- Master Signage Plans
  - For large developments
  - Helps us keep track of overall sign plans for large developments like business or industrial parks
  - Not the same as a subdivision sign
  - Required for Shopping Centers (as defined in this section)

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- Signs on vacant lots
  - Size based on parcel size
- Identification Signs
  - Only two square feet – meant to be similar to a name plate and minimally visible from off site.
- Window Signs
  - Now at 50% total window coverage

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- Downtown
  - Incorporated Georgia Avenue Overlay Standards (since that is only in downtown)
  - Iconic Signs
  - Public Art
  - Murals

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What will these changes look like?

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North Augusta  
South Carolina's Heartland

- Construction Signs
  - Signs for projects under development
    - Size allowed based on project size
    - Allows one sign at the "Main Entrance" or with a "Master Signage Plan"
    - Must be removed at the completion of the project

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What does Construction signage look like?   
North Augusta  
South Carolina's Heartland



- For residential projects:
  - 10+ units: 32 sq. ft.
  - Less than 10 units: 16 sq. ft.
- For non-residential projects:
  - Major Site Plan (over 40,000 sq ft): 32 sq ft
  - Minor Site Plan: 16 sq. ft.



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Example Master Signage Plan  
(+ a written description and drawings of proposed sign standards)




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What does 50% window signage look like?




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Temporary Signs square footage stays the same.



- Residential Uses get 6 square feet
- Commercial Uses get 16 square feet
- Downtown gets 6 square feet
- No illumination
- Content is not considered



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- **Downtown**
  - Many of the restrictions already in place – were in the “Georgia Avenue Overlay,” but now relocated into the sign reg’s
  - Allows some temporary signs in the right-of-way
  - Adds allowance for Iconic Signage, Public Art, and Murals

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- **Downtown**
  - **Iconic Signage:** an iconic sign is a sign that has a particularly distinctive or artistic value and may visually depict the nature of the business, goods or services that the business provides through unique shape and any combination of color, lighting, or historic reference.
  - **Public Art:** generally any art installation.
  - **Murals:** art painted on a wall.
  - **All Approved by City Council (until we have a design review board)**

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**What is Iconic Signage?**





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**What is Public Art?**





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What is a Mural?



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*North Augusta*  
South Carolina's Heartland

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Questions?

North Augusta Planning & Development Department

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South Carolina's Heartland

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# Department of Planning and Development



City of North Augusta

## Memorandum # 19-013

**To:** B. Todd Glover, City Administrator

**From:** Libby Hodges, AICP, Director of Planning and Development 

**Subject:** Application RZT19-003, a request by the City of North Augusta to amend Article 13, Signs, of the North Augusta Development Code.

**Date:** June 26, 2019

On June 20, 2019, after a duly advertised and convened public hearing, the Planning Commission considered Application RZT19-003, a request by the City of North Augusta to amend Article 13, Signs, of the North Augusta Development Code. **The Planning Commission voted unanimously to recommend the text change for approval by City Council.**

Following this memo is a Public Announcement released on April 26, 2019. Within this announcement is an itemized list of the revisions within the draft. The released was revised on May 2, 2019, to acknowledge a publication error and rescheduled public hearing.

An electronic copy of the ordinance, revised text and staff report has been forwarded to the City Clerk. Please schedule the ordinance for consideration by City Council at the next available meeting.

## **PUBLIC ANNOUNCEMENT**



**RE:** Proposed Revisions to the North Augusta  
Development Code: Article 13, Signs

**Date:** May 2, 2019

**Status:** For Public Release and Review

**Issued By:** Libby Hodges, Planning and Development Director

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### **Background**

In response to issues with interpretation, court rulings, unclear text, and discussions with the Planning Commission, the Planning and Development Department has completed a review of the sign regulations in North Augusta.

Several revisions to the code have been made to simplify, clarify, allow for new types of signage, and allow for more diverse signage types in Downtown. Generally, the square footage for signage has remained the same or similar for most commercial and residential signage. These changes are outlined in the "Itemized Changes" below. A full draft is attached for review. In the attached draft, items in blue are relocated. Items in red are new. Purple text is relocated from the overlay district standards.

**Public Comments:** Comments are welcome and encouraged.

A "Sign Revision Preview" meeting will be held Tuesday, May 7 from 5:30 to 6:30pm in the Palmetto Room, on 4<sup>th</sup> floor of the Municipal Building at 100 Georgia Avenue, North Augusta.

Due to a publication error, the Planning Commission public hearing originally scheduled for May 16, 2019 has been rescheduled for the June 20, 2019 Regular Meeting. The meeting will begin at 7pm in the Council Chambers, 3<sup>rd</sup> floor of the Municipal Building at 100 Georgia Avenue, North Augusta.

Comments may be submitted in writing at the Planning and Development office in the Municipal Center, via email at [planning@northaugusta.net](mailto:planning@northaugusta.net), or in person at any public hearing. Public hearings will be held with the Planning Commission and City Council prior to the adoption of any text changes.

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### **Itemized Changes**

*Please note: Items are grouped under headings as final formatting and numbering is not complete.*

#### **Applicability**

- added section clarifying what sign types require permits
- added section requiring repair and replacement of dilapidated signs
- clarified non-conforming signage
- added severability clause

#### **Variations and Appeals**

- Added provision to allow staff to authorize 10% variance under specific circumstances
- Clarified the BZA can allow variances
- Clarified appeals to administrative decisions



### Definitions

- Added several definitions based on new sign types and requirements
- Relocated definitions from the text of the Article to the definitions section

### General Requirements

- Reformatted to clarify measurements and other requirements for all signs
- Added requirement for "Master Signage Plans" on large developments. The Committee felt that large developments may compete for space or try to put too many construction signs at the main entrance of a subdivision or large development. Additionally, if there are multiple ground signs or wall signs at a location, developers and owners would need to coordinate the amount of signage to clarify and ease permitting and maintain a consistent plan throughout a development.
- Signs on Public Property and Public Right-of-Way
- Added provisions to clarify these signs include those held by people

### Signage Allowed

- Reformatted to separate residential, non-residential, and downtown signage requirements
- Reformatted charts to include new signage types
- Added "Construction Signage" for all districts
- Added restrictions on menu boards
- Revised electronic readerboard language to remove color restrictions on text
- Downtown allowances for temporary signs, iconic signs, murals and public art
- Incorporated Georgia Avenue Overlay standards into Downtown sign standards
- Revised to change percent of window signage allowed

### Prohibited Signage

- Moved definitions into definition section, prohibitions have generally remained the same

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### **Comprehensive Plan Goals/Priorities:**

- Core Principle: 7, A Vibrant Downtown & Riverfront
- Key Initiatives: 1, Develop and Implement a Downtown Master Plan
- Goals and Strategies: 8.1.1 Introduce Public Art into neighborhoods, public open space, parks, the Greenway and downtown.

**Areas Impacted by Proposed Changes:** All property within the City of North Augusta.

**Financial Impact to City:** None anticipated.

**Resources for Additional Information:** Planning and Development Department, [www.northau.usla.net](http://www.northau.usla.net), [planning@northau.usla.net](mailto:planning@northau.usla.net) or (803) 441-4221.

**Project Staff Report**

**RZT19-003 Article 13: Signs, Text Amendment**

**Prepared by: Libby Hodges**

**Meeting Date: June 20, 2019**

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**SECTION 1: PROJECT SUMMARY**

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Project Name	Article 13, Signs
Applicant	City of North Augusta
Proposed Text Amendment	A request by the City of North Augusta to review proposed changes to Article 13: Signs in the City of North Augusta Development Code.

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**SECTION 2: GENERAL DESCRIPTION**

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Under the Direction of the Planning Commission, the Planning and Development Department has issued a revision of Article 13: Signs, in the North Augusta Development Code.

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**SECTION 3: PLANNING COMMISSION CONSIDERATION**

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The Planning Commission is being asked to review the request for a text amendment based on the following provisions of the North Augusta Development Code:

**5.1.4.6 Legislative and Advisory Hearings** – The purpose of a legislative public hearing is to provide the public an opportunity to be heard consistent with the adoption procedures provided by statute. Unlike quasi-judicial hearings, a legislative proceeding does not require due process protections such as the right of the parties to offer evidence, cross-examination, sworn testimony; or written findings of fact. Like quasi-judicial hearings, legislative hearings are public hearings preceded by notice to interested parties. Public hearings are required for legislative review hearings such as amendments to a comprehensive plan, amendments to this Chapter including the zoning provisions of this Chapter and the Official Zoning Map, and applications for a Planned Development. The order of the proceedings for a legislative hearing shall be as set forth in §5.1.4.5.b. Testimony may be presented by any member of the public, but need not be submitted under oath or affirmation. The Planning Commission and Board of Zoning Appeals may establish a time limit for testimony.

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### 5.3.2 Applicability

This section applies to any application for an amendment to the text of this Chapter or for an amendment to the Official Zoning Map. An amendment to the Official Zoning Map which reclassifies property from one zoning district to another is known as a “rezoning.” A change to the text of this Chapter is referred to as a “text amendment”.

### 5.3.3 Initiation

This Chapter, including the Official Zoning Map and any supporting map(s), may be amended from time to time by the City Council, but no amendment shall become effective unless it shall have been proposed by or shall have first been submitted to the Planning Commission for review and recommendation. Any communication purporting to be an application for a change shall be regarded as mere notice to seek relief until it is made in the form required. Upon receipt of any communication, the interested parties shall be supplied with the proper application form(s) by the Director.

(5.3.3.1 Rezoning, does not apply, removed for brevity)

**5.3.3.2 Text Amendment** – Any person, property owner, board, commission, department or the City Council may apply for a change in zoning ordinance text. A proceeding for approval of a text amendment may be initiated by filing an application with the Department. The application shall be signed by the applicant and shall include the language of the proposed amendment to the text of this Chapter and the justification for the proposed change. Before any application is accepted by the Department, it is recommended that the applicant meet with a representative of the Department. The purpose of the pre-application meeting is to discuss the procedures and requirements for a text amendment request. During the conference, the Department will identify the submittal requirements.

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### 5.3.5 Decision

**5.3.5.1** The Director shall transmit the application to the Planning Commission for consideration at the next regularly scheduled monthly meeting following receipt of a complete application, provided that the complete application is submitted at least thirty (30) calendar days prior to said meeting. Notice of the public hearing shall be provided as set forth in §5.1.3. The Planning Commission shall approve or deny the zoning amendment in accordance with the procedures for a legislative hearing as set forth in §5.1.4.6.

**5.3.5.2** At least ten (10) days' notice and opportunity to comment must be given to the public if the applicant is allowed to present oral or written comments pursuant to S.C. Code §6-29-760.

**5.3.5.3** The Planning Commission shall submit its recommendation to the City Council within thirty (30) calendar days, or other period required by law, after the initial hearing date (see S.C. Code §6-29-760(A)). A majority vote is required for the Planning Commission to approve, approve with conditions, if applicable, or deny a rezoning or text amendment application. A recommendation of approval with conditions of a rezoning may be submitted only if a conditional use permit is requested pursuant to §5.5.

**5.3.5.4** The City Council shall consider the recommendation of the Planning Commission on each proposed rezoning and text amendment within thirty (30) days of receipt of the Planning Commission report. The City Council is not bound by the recommendation in making a final decision and may call for additional information and/or public hearing(s).

**5.3.5.5** No challenge to the adequacy of notice or challenge to the validity of a rezoning or text amendment, whether enacted before or after the effective date of this section, may be made sixty (60) days after the decision of the City Council if there has been substantial compliance with the notice requirements of this section, with established procedures of the City Council and the Planning Commission and with S.C. Code §6-29.

### **5.3.6 Approval Criteria**

Whenever the public necessity, safety or general welfare justifies such action, the Planning Commission may recommend amendments to the text of this Chapter or changes to zoning district boundaries. The Planning Commission shall consider all of the factors specified in this section, at a minimum, in reviewing an application for a rezoning. **The Planning Commission shall consider the factors specified in §5.3.3.2 in reviewing an application for a text amendment.**

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The Planning Commission is being asked to review the proposed text changes and provide a recommendation of approval or denial, which will be forwarded to the City Council. Section 5.3.3.2 does not require additional standards for analysis to address in this staff report.

Staff notes that the requested text changes respond to the following **Comprehensive Plan Goals/Priorities**:

- Core Principle: 7, A Vibrant Downtown & Riverfront
- Key Initiatives: 1, Develop and Implement a Downtown Master Plan
- Goals and Strategies: 8.1.1 Introduce Public Art into neighborhoods, public open space, parks, the Greenway and downtown.

## SECTION 4: PUBLIC NOTICE

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Due to a publication error, a notice of the cancellation of the May 16, 2019 public hearing was placed on the City's website on May 8, 2019. A public notice of the text amendment request and rescheduled date of the Planning Commission public hearing was published in the *North Augusta Star* and on the City's website [www.northaugusta.net](http://www.northaugusta.net) on May 29, 2019.

## SECTION 5: HISTORY

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The North Augusta Development Code was adopted by City Council on December 17, 2007, effective January 1, 2008. In response to issues with interpretation, court rulings, unclear text, and discussions with the Planning Commission, the Planning and Development Department has completed a review of the sign regulations in North Augusta.

Several revisions to the code have been made to simplify, clarify, allow for new types of signage, and allow for more diverse signage types in Downtown. Generally, the square footage for signage has remained the same or similar for most commercial and residential signage. These changes are outlined in the "Itemized Changes" below. A full draft is attached for review.

These revisions have been reviewed by a subcommittee consisting of volunteers from the Planning Commission with a special interest in the topic. A "Sign Revision Preview" meeting was held on May 7, 2019, to review the changes and discuss these changes with the public.

## SECTION 6: SUMMARY OF CHANGES AND PROPOSED AMENDMENTS

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In the attached draft, items in **blue** are relocated. Items in **red** are new. **Purple** text is relocated from the overlay district standards. Since the last public release on May 2, 2019, additional minor revision in the order of the text, corrections of scrivener's errors, and minor rephrasing have been edited or added as noted in the complete text.

### Itemized Changes

*Please note: Items are grouped under headings as final formatting and numbering is not complete.*

#### Applicability

- added section clarifying what sign types require permits
- added section requiring repair and replacement of dilapidated signs

- clarified non-conforming signage
- added severability clause

#### Variances and Appeals

- Added provision to allow staff to authorize 10% variance under specific circumstances
- Clarified the BZA can allow variances
- Clarified appeals to administrative decisions

#### Definitions

- Added several definitions based on new sign types and requirements
- Relocated definitions from the text of the Article to the definitions section

#### General Requirements

- Reformatted to clarify measurements and other requirements for all signs
- Added requirement for “Master Signage Plans” on large developments. The Committee felt that large developments may compete for space or try to put too many construction signs at the main entrance of a subdivision or large development. Additionally, if there are multiple ground signs or wall signs at a location, developers and owners would need to coordinate the amount of signage to clarify and ease permitting and maintain a consistent plan throughout a development.
- Signs on Public Property and Public Right-of-Way
- Added provisions to clarify these signs include those held by people

#### Signage Allowed

- Reformatted to separate residential, non-residential, and downtown signage requirements
- Reformatted charts to include new signage types
- Added “Construction Signage” for all districts
- Added restrictions on menu boards
- Revised electronic readerboard language to remove color restrictions on text
- Downtown allowances for temporary signs, iconic signs, murals and public art
- Incorporated Georgia Avenue Overlay standards into Downtown sign standards
- Revised to change percent of window signage allowed

#### Prohibited Signage

- Moved definitions into definition section, prohibitions have generally remained the same

## EXHIBIT A: RZT 19-003 DRAFT NADC Article 13 Revisions

### 13.1 PURPOSE AND SCOPE

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The purpose of sign regulations are to encourage the effective use of signs as a means of communication in the City of North Augusta; to maintain and enhance the aesthetic environment; to minimize the possible adverse effects of signs on nearby public and private property; and to enable the fair and consistent enforcement of these sign regulations.

These regulations:

- a. Establish a permit system that allows a variety of types of signs in commercial and industrial zones, and a limited variety of signs in residential zones;
- b. Allow certain signs that are small and incidental to the principal use of the properties on which they are located without a requirement for permits; and
- c. Provide for temporary signs in limited circumstances on private property and in the public right of way.

### 13.2 APPLICABILITY

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#### 1. Definition

- a. This Article applies to any sign. A “sign” is any structure or device designed or intended to convey information to the public in written or pictorial form.

#### 2. Prohibition

- a. A sign may be erected, placed, established, painted, created or maintained in the City of North Augusta only in conformance with the standards, procedures and requirements of these regulations. All signs not expressly allowed or permitted by this Article are prohibited.

#### 3. Permit Required

- a. No sign shall be placed, installed, erected or constructed on any property within the City of North Augusta until all the applicable permits, approvals and certificates required for the particular sign have been issued and approved.

#### 4 Signs Allowed Without a Permit

##### a. Flags and Flagpoles

- i. Applicability: a “Flag” means any flag, including a flag of the United States, the state of South Carolina, and any other flag sanctioned by these regulations. Any flag not meeting these conditions shall be considered a banner sign and shall be subject to regulations as such. **National flags, state and municipal flags, and official flags of businesses, institutions or other organizations shall not be considered banners if displayed on a flag pole**

## EXHIBIT A: RZT 19-003 DRAFT NADC Article 13 Revisions

- ii. One (1) flag and flagpole is allowed on a parcel without consideration of total signage allowed. Flags and flagpoles in excess of one (1) shall be included in the maximum square footage of allowable signage.
  - iii. All flagpoles shall comply with the setback requirements for freestanding signs.
  - iv. Any flag shall not exceed twenty-four (24) square feet in area.
  - v. Flagpoles may not be flown from a pole more than the maximum height permitted in the district or forty-five (45) feet, whichever is less (see §3.5.10.3 and Table 3-4).
  - vi. Flags must be flown in accordance with the protocol established by the Congress of the United States for the Stars and Stripes or the state of South Carolina for the state flag.
- b. The following types of signs to not require a permit prior to installation but must comply with any size limits or other restrictions as contained herein. These signs do not count towards the Maximum Total Signage allowed.
- i. Construction Signs
  - ii. Temporary Signs
  - iii. Signs on Vacant Property
  - iv. Identification Signs
  - v. Accessory Signs
  - vi. Window Signs: Window signs do not require a permit to install, however, window signage will count towards the Maximum Total Signage allowed.
5. Repair and Replacement
- a. All signs are to be kept in good repair.
  - b. Any dilapidated or neglected sign shall be repaired or removed. If the Building Official deems any sign structurally un-sound, it shall be repaired or removed.
6. Non-Conforming Signs
- a. With a valid sign permit, a legal, non conforming sign may be:
    - i. Re-faced
    - ii. Repaired
    - iii. Repainted, or
    - iv. Removed for repair and remounted.
  - b. Nothing in this section grants the right to technological upgrades such as the addition of electronic readerboards to an existing sign. Technological upgrades are the same as erecting a new sign. Changing a light source, such as changing from fluorescent to LED, with no change in appearance of the sign, is not considered a technological upgrade.
  - c. Abandoned Non conforming Signs shall be removed



## EXHIBIT A: RZT 19-003 DRAFT NADC Article 13 Revisions

7. Enforcement may be carried out by the Director of Planning and Development or their designee as allowed in Article 5 and the Municipal Code.
8. Subdivision and New Street Signs
  - a. As new subdivisions **and developments** are completed, the city will install street name and traffic control signage based on a uniform sign design adopted by the city. The applicant shall remit payment for the signs at the time of final plat application. The cost for such signs shall be determined by the City of North Augusta.
9. No Content Restrictions
  - a. Notwithstanding any other provision of this Chapter, no sign shall be subject to any limitation based on the content of the message contained on such sign. Any sign authorized in this Article may contain non-commercial copy in lieu of any other copy.
10. Severability
  - a. If any word, sentence, section, chapter or any other provision or portion of this section is invalidated by any court of competent jurisdiction, the remaining words, sentences, sections, chapters, provisions or portions thereof will not be affected and will continue in full force and effect.

### 13.3. VARIANCES & APPEALS

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1. The Director is authorized to vary the dimensional requirements for permitted signs by no more than 10% if:
  - a. The Director determines that the proposed waiver does not conflict with the goals and policies of the Comprehensive Plan or the purposes underlying the standard; and
  - b. The applicant demonstrates, through documentation and/or studies, based on generally accepted engineering principles, that adherence to the standard provided by this Chapter would pose a threat to health and safety or would undermine a policy set forth in the Comprehensive Plan or the purposes underlying the standard; and
  - c. The applicant consents to an alternative standard and the Director finds that such standard is consistent with the Comprehensive Plan, will protect the public health, safety and general welfare, and is consistent with the purposes underlying the standard; and
  - d. The economic burden imposed on the applicant to comply with the generally applicable standard outweighs the public purpose for such standard; and
  - e. Compliance with the generally applicable standard is impracticable due to unique topographical or other site conditions

## EXHIBIT A: RZT 19-003 DRAFT NADC Article 13 Revisions

- f. The Director may, at their discretion, refer requests to the Board of Zoning Appeals.
  - g. The Director may not issue variances for accessory, temporary, construction, vacant lot signs, or any other prohibited signs.
2. Pursuant to the provisions of §5-9.2, the Director may authorize minor waivers in the amount of white space or the light source utilized, or both, to provide flexibility to the applicant or to accommodate an established, registered or trademarked logo or graphic. In approving waivers the Director shall also consider the objectives of this Section related to traffic safety, reduction of glare and ambient light, and improved readability.
  3. Variances to this chapter may be issued by the Board of Zoning Appeals as specified in Article 18 of this Code.
  4. Administrative decisions or interpretations of the sign ordinance may be appealed as specified in Article 18 of this Code.

### 13.4 DEFINITIONS

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**Abandoned Non-Conforming Signs:** signs that do not conform to the requirements of this code and that are currently displayed on the premises of abandoned businesses as defined in Article 19 of this code. This does not include non-conforming signage as a result of annexation or signs that were legally permitted under prior ordinances



**Accessory Sign:** signs that provide information, direction, control or other functions incidental and necessary to a use. Accessory signs can include parking lot directional and regulatory signs (in, out, one-way, etc.) and pavement markings consistent with the Manual of Uniform Traffic Control Devices (MUTCD), most recent edition. Accessory signs may also include instructions, hours and days of operation information, "closed" and "open" signs, address numbers, identification signs for deliveries, loading and unloading, fire exit and others.



Figure 1: Accessory Signs

## EXHIBIT A: RZT 19-003 DRAFT NADC Article 13 Revisions

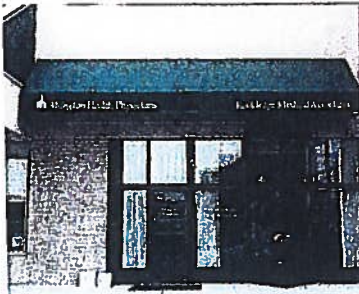


Figure 2: Awning & Awning Sign

**Awning:** a sheet of canvas or other material stretched on a frame and used to keep the sun or rain off a storefront, window, doorway, or deck.

**Balloon Sign:** any lighter than air or gas filled inflatable object attached by a tether to a fixed place.

**Banner:** any sign of lightweight fabric, plastic or similar material mounted at one (1) or more edges to a pole or other structure. National flags, state and municipal flags, and official flags of businesses, institutions or other organizations shall not be considered banners if displayed on a proper flag pole as required by this code.

**Canopy:** a permanent roofed structure which may be freestanding or attached to a building, but which is not a completely enclosed structure or awning. This includes coverings over gas pumps.

**Canopy Sign:** any sign attached to or painted on a canopy.

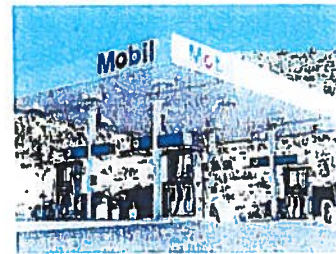


Figure 3: Canopy and Canopy Sign

**Changeable Copy Sign:** also known as a “readerboard,” is any sign designated so that letters or numbers attached to the sign can be periodically changed to a different message.



Figure 4: Construction Sign

**Construction Signage:** signage of a temporary nature installed at the entrance or along the street frontage of a project under construction.

**Dilapidated or neglected sign:** a sign (including sign structure) that does not present a neat and orderly appearance, which may be manifested by the following: rust or holes on or in the sign or sign structure, or broken, missing, loose or bent parts, faded or flaking paint, non-operative or partially non-operative illuminating or mechanical devices or missing letters in sign copy.

**Electronic Readerboard:** a sign which displays messages in alternating light cycles using electronic messaging or LED lights. They are generally computerized programmable electronic visual communication devices, manufactured for the outside environment.

**Flag:** any flag, including a flag of the United States, the state of South Carolina, and any other flag sanctioned by these regulations.

**Flashing Sign:** a sign that contains an intermittent or sequential flashing light source that flashes or changes light patterns more than once every thirty (30) seconds.

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### FREESTANDING SIGNS

usually perpendicular to viewer's line-of-sight. May be double or multi faced and contain thematic embellishment and integral covers or cladding to conceal structural supports.

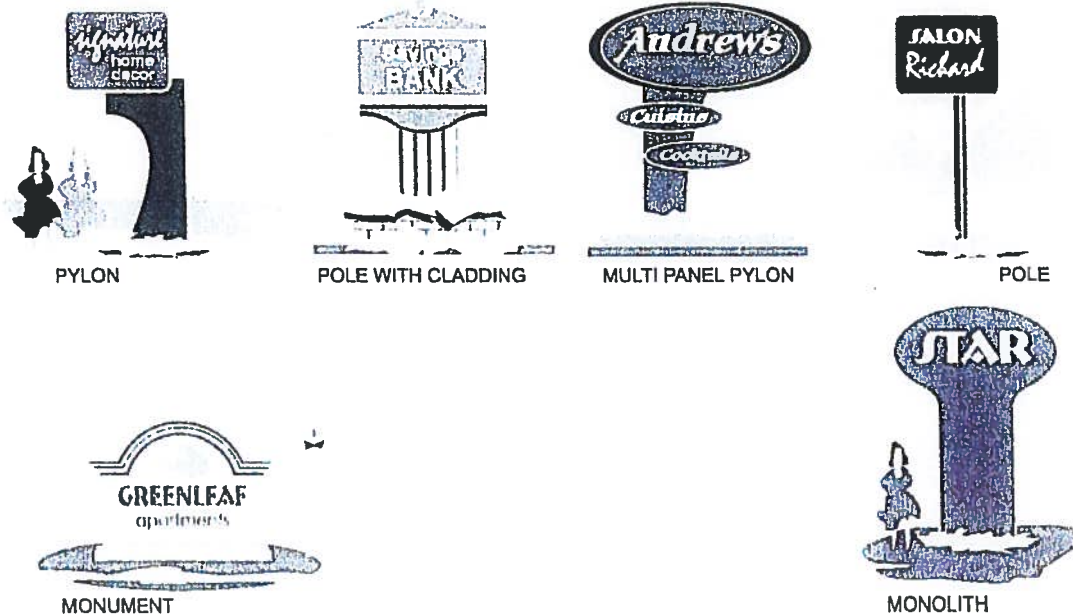


Figure 5: Freestanding Sign Types

**Freestanding Sign (Ground Sign):** any sign supported by integral pole(s), post(s) or other structure or frame, the primary purpose of which is to connect it permanently to the ground. Examples include monument signs and pole signs. A freestanding sign does not include a portable or temporary sign.

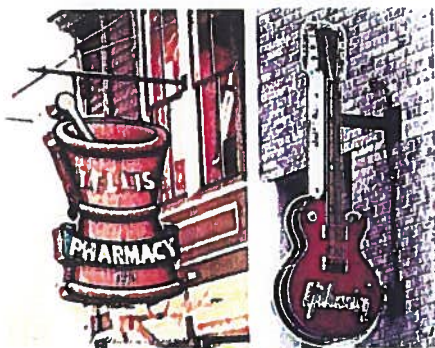


Figure 6: Iconic Signs

**Home Occupation sign:** see Identification Sign

**Iconic Sign:** a sign that has a particularly distinctive or artistic value and may visually depict the nature of the business, goods or services that the business provides through unique shape and any combination of color, lighting, or historic reference.

**Identification Sign:** any wall sign which is limited to the name, address and street number of a building, institution or person and to the activity carried on in the building or institution. Identification signs include nameplates and building name signs.

**Illuminated Sign:** any sign illuminated by an internal or external source of light primarily designed to illuminate the sign. The illumination is "external" when the light source is

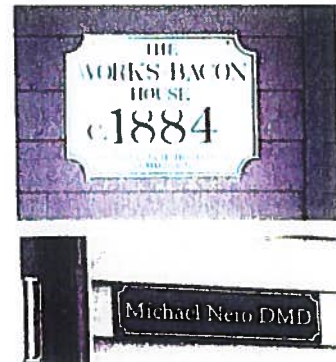
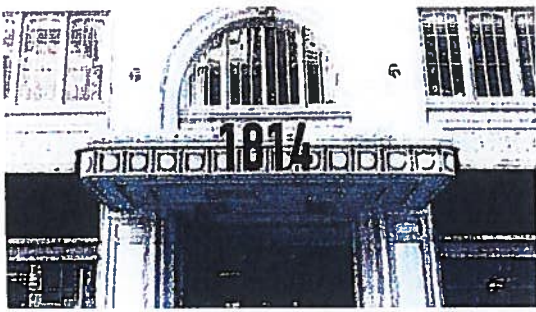


Figure 7: Identification Signs

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separate from the sign surface or not contained within the sign, and is directed to shine upon the sign. The illumination is "Internal" when the light source is contained or created within the sign.

**Marquee Sign:** a sign painted on, attached to or hung from a marquee.



Figure 8: Marquee Signage

**Marquee:** means a hood or awning of permanent construction without pillars or posts which is supported from a building wall and extends beyond the building or building line; marquees sometimes extend over a property line.

**Maximum Total Sign Area:** the maximum total sign area is the sum for all signs contained on a building or on the entire lot or project, regardless of the number of buildings, businesses or tenants, not including exempt or non-permitted signage except as required or exempted herein.

**Master Signage Plan:** a plan that is required when more than one use or business is located on a lot or within a development whether or not the development is on one lot or more than one lot. A Master Signage Plan should provide for consistency among signs on the premises with regard to location of a freestanding sign(s), location of each sign on the buildings, size, and lighting and coordinate total allowed square footages among the uses or businesses in the development.

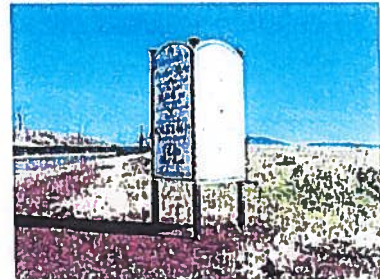


Figure 9. Multi-Faced Sign

**Menu Board:** a sign placed at a drive-thru service usually containing a food menu and used for taking orders

**Multi-Faced Sign:** any sign that has two or more faces that are separated by more than 10 degrees or with any two (2) faces visible from any one (1) point

**Mural:** a painting or other work of art executed directly on a wall. Signage painted on walls does not automatically qualify as a mural



Figure 10 Mural

## EXHIBIT A: RZT 19-003 DRAFT NADC Article 13 Revisions

Percentage of Wall Area: the percentage of wall area is calculated for the wall of which the sign is a part or to which the sign or signs is most nearly parallel.

**Pole Sign:** see freestanding sign.

**Portable Sign:** a “Portable Sign” means any sign not permanently affixed to the ground or to a building, including any sign attached to or displayed on a vehicle that is used for the express purpose of advertising a business establishment, product, service or entertainment, when that vehicle is so parked as to attract the attention of the motoring or pedestrian public.



Figure 11: Projecting Sign

**Projecting Sign:** a “Projecting Sign” means any sign affixed to, projecting from, and supported by a building.

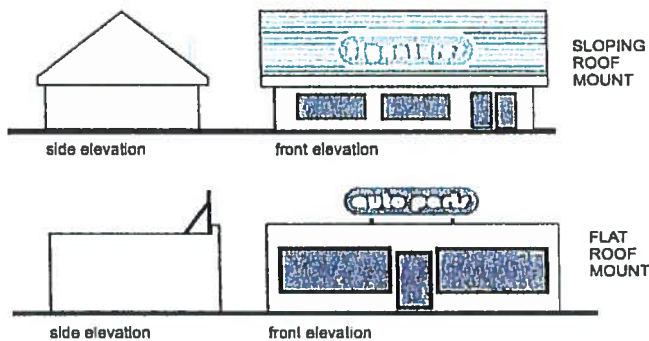


Figure 12: Roof Signs

**Roof Sign:** a “Roof Sign” means any sign erected upon, against or directly above a roof or roof eaves, or on top or above the parapet, or on a functional architectural appendage above the roof. For the purposes of this Article, a roof shall be considered to be any building surface where the slope of the surface is less than one and one half to one (1.5:1)

relative to horizontal (the rise is one and one half times the run). This does not include signs legally allowed on a marquee or canopy.

**Setbacks:** setbacks should be measured from a property line or the right-of-way line unless otherwise specified.

**Sign Area:** the area of the sign measured within the most logical geometric figure applying to lines drawn between the outermost points of a sign, but may exclude essential sign structure, foundations, or supports. The copy of signs composed of individual letters, numerals or other devices are the sum of the area of the smallest rectangle or other geometric figure encompassing each of said letters or devices.

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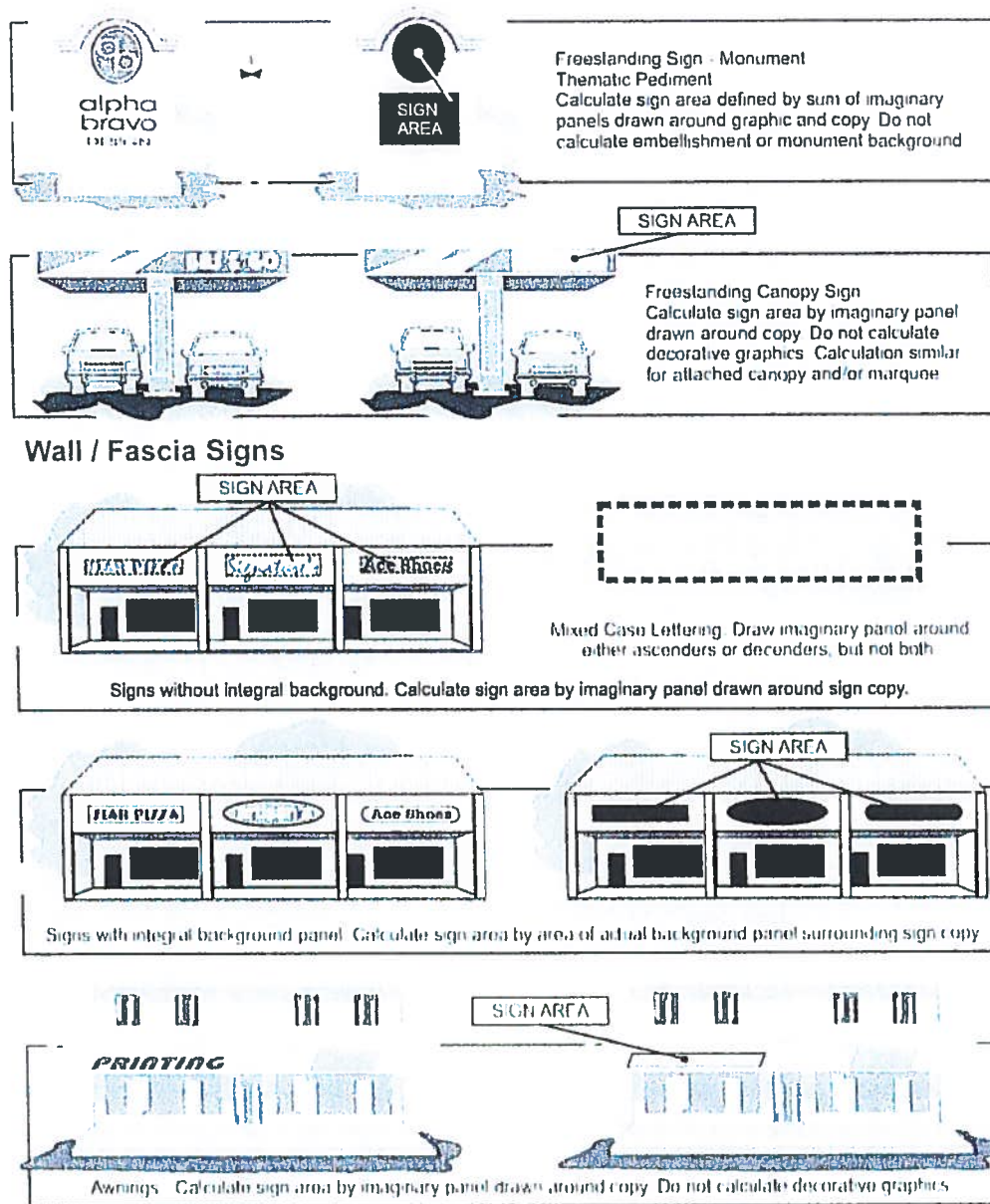


Figure 13: Sign Area Computation

**Sign Height:** the height of a sign is measured from the top of the curb or edge of the roadway where no curb exists, where the curb is closest to any portion of the sign to the top of the highest attached component of the sign.

**Street Frontage:** the measurement of the property frontage on the street where the sign will be located at the right-of-way or property line and to which the sign will be oriented.

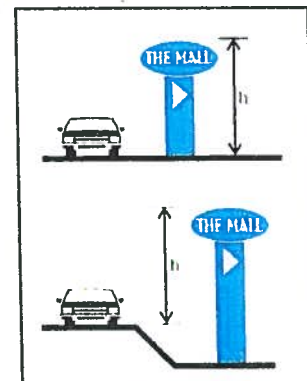


Figure 14: Sign Height

**EXHIBIT A: RZT 19-003 DRAFT NADC Article 13 Revisions**



Figure 145: Temporary Signs

Subdivision/Project Identification sign: means a freestanding sign that identifies a subdivision, multi-occupancy project, or neighborhood developed under one common plan of development, and is located internal to and visible from the initial point of entry to a subdivision or project from surrounding streets.

Temporary Sign: signs for a “temporary cause or event” that occurs only on a scheduled date or time period and for a specific purpose,

regardless of whether the event is for commercial or non-commercial purposes. Examples include grand openings of new businesses, church revivals, property for sale, special events, and political campaigns. This includes sidewalk signs or A-frame signs that are moveable.

Wall Area: the total area of the wall, or connected wall sections that are generally parallel to each other, on the side of a building, or lease space within a building, that faces a street, parking area or courtyard or other similar open space. Areas of more than one wall may not be combined to calculate a larger permissible sign area for one wall.

Wall Sign: a “Wall Sign” means any sign painted on the outside of a building, or attached to, and erected parallel to the face of a building and supported throughout its length by such building.

Window Sign: a “Window Sign” means any sign installed inside or outside a building within six (6) inches of a window or on the inside surface of a window that is visible from outside the building. This term does not include merchandise located in a window.



Wall Area is measured as length x width of the facade on which the signs placed. The “Percentage of Wall Area” is the portion of the facade allowed to have signage expressed as a percentage of the total facade wall area. Total signage on the facade may not exceed the maximum total sign area.



Wall Area may be calculated by the Permitted Area as outlined in a Permitted Signage Plan, but may not exceed the maximum total square footage allowed for the facade.

Figure 156: Wall Area Computation



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### 13.5 GENERAL PROVISIONS

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1. **Sign Area:** is the measured area of a sign as defined herein.-The area allowed for each zoning district or use may not exceed the amounts allowed in this chapter.
  - a. Maximum Total Sign Area shall not exceed these regulations as contained herein.
  
2. **Wall Signs**
  - a. The maximum total square footage of sign area for all wall signs is the sum of all wall signs on any elevation.
  - b. Lots fronting on two (2) or more streets are allowed the permitted wall sign area for each street frontage. However, the total sign area that is oriented to a particular street may not exceed the maximum sign area allowed on that particular street or the maximum total permitted sign area.
  
3. **Freestanding or Ground Signs**
  - a. One (1) freestanding sign per site, lot or parcel may be permitted.
  - b. Where more than one (1) business or use occupies a parcel, individual signs for individual businesses or uses may be consolidated on one (1) freestanding sign that meets the maximum total sign area limitations for a freestanding sign as provided herein.
  - c. A developed through lot which fronts on two arterials, offers site access from both arterials and is not less than three hundred (300) feet deep (the distance between the two arterials) may have two (2) freestanding signs, one located on each of the two arterials. In such cases the second freestanding sign is limited in size to not more than two-thirds (2/3) the area permitted for the first freestanding sign.
  - d. When two (2) identical sign faces are placed back to back, the sign area shall be computed by the measurement of one (1) of the faces where:
    - i. Both faces cannot be viewed from any point at the same time, and;
    - ii. Such sign faces are part of the same structure; and
    - iii. The sign faces are not more than twenty-four (24) inches apart.
  
4. **Pedestrian and Vehicular Clearance**
  - a. All signs constructed over a public or private pedestrian walkway or area where pedestrians may walk or congregate shall be constructed to provide a clearance of not less than seven (7) feet from the grade level below the sign to the lowest element of the sign structure.
  - b. Signs and sign structures projecting over vehicular access and parking areas shall be constructed to provide a clearance of not less than eight (8) feet from the grade level below the sign to the lowest element of the sign structure.

### 5. Sight Distance Requirements

## EXHIBIT A: RZT 19-003 DRAFT NADC Article 13 Revisions

- a. No sign should be placed within the sight distance triangle as required in Article 14 of this code.
6. Master Signage Plan Required
- a. A “Master Signage Plan” is required as noted in this chapter.
  - b. This plan shall, at a minimum:
    - i. Show or outline each suite, building, and its associated façade square footages and allowed square footages.
    - ii. The total square footages and placement allowed for each suite and/or individual building within the development for freestanding signage
    - iii. The total square footages and placement allowed for each suite and/or individual building within the development for wall signage
    - iv. Materials
    - v. Illumination
    - vi. Must meet the requirements of this ordinance.
    - vii. A Master Signage Plan may be submitted and approved with any site plan or plat, or individually, and must be approved prior to the issuance of any sign permit.
    - viii. A Master Signage Plan may be revised at any time, however, any revised plan must meet the requirements of the code in force at the time of the revision.
7. Illumination
- a. Any sign that is internally illuminated with a translucent face or sign panel may utilize “daylight” bulbs as the light source provided that no more than thirty percent (30%) of the sign face is white or light in color. Sign faces where the amount of white or light colored space exceeds thirty percent (30%) shall utilize “cool white” bulbs (or equivalent) as the light source.
  - b. Blank sign faces and panels shall be a dark color regardless of the type of bulb utilized.

### 13.6 EXEMPT SIGNAGE

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- 1) Public Notice Signs
  - a) Any public notice or warning issued by the city, county, state or federal government is exempt from these regulations.
- 2) Signs Interior to a Project or on the Interior of Buildings and Not Visible from a Right of Way
  - a) Signs not visible from a right of way or visible from the exterior of the building are exempt from these regulations. Any sign inside a building and visible from

## EXHIBIT A: RZT 19-003 DRAFT NADC Article 13 Revisions

the exterior of the building that is not a window sign shall be considered a wall sign.

- 3) Government Signs
  - a) Permanent **or temporary** signs erected by or on behalf of the city, county, state or federal government identifying streets or public property, conveying public information, and directing or regulating pedestrian or vehicular traffic are exempt from these regulations.
- 4) Public Utility Information Signs
  - a) **Informational signs of a public utility regarding its poles, lines, pipes or facilities are exempt from these regulations.**
- 5) Address Signs
  - a) The city finds and determines that address lettering that is unreadable creates unsafe traffic situations and inhibits the provision of public services.
  - b) Address numbering is required on all structures in accordance with this section to be readable from the street. Street numbers shall have the following minimum heights:
    - i) Three (3) inches on the front door or front wall surface of a residential dwelling unit;
    - ii) Eight (8) inches on the front door or wall surface of a commercial structure;
    - iii) One and three-fourths (1.75) inches on any mailbox located adjacent to the sidewalk, curb or edge of pavement.

### 13.7 SIGNS ON PUBLIC PROPERTY AND PUBLIC RIGHTS OF WAY

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- 1) Non-Profit Street Banners
  - a) Banners advertising events of public interest sponsored by non-profit, non-commercial agencies and which are placed at street locations specifically authorized for display by the City Council may be approved.
- 2) Private Signs on Public Property or Right of Way
  - a) Private signs shall not be placed on any public property or right of way without an approved encroachment permit authorizing such sign **or express allowance in this code**. The Director may remove signs found to be in violation of this section without prior notification to the property owner. **This includes signs held by humans or other devices within the right of way.**

### 13.8 ALLOWED SIGNAGE

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- 1) **Applicability: Signage shall not exceed the limits as defined herein. If a sign type is not listed in that district/use, that type of signage is not allowed in that district/use.**

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Zoning district applies to the district as established in Article 3, Zoning Districts. Use is more precise than the zoning district. If there is a conflict between district and use, use shall prevail.

### 2) Signage Allowed in Residential Uses and Districts

#### a) Subdivision/Project Identification Signs

- i) The size, location and design of subdivision entrance signs shall be included on the approved preliminary plat. If a subdivision sign is requested after the plat has been approved it may be approved in accordance with this section.
- ii) If a Subdivision/Project Identification Sign is preferred within an existing subdivision or as part of a phased development, a "Master Signage Plan" shall be required.
- iii) Subdivision Identification Signs must meet the following:
  - (1) Not more than one (1) subdivision entrance sign shall be located at the entry to any subdivision as identified on the preliminary plat.
  - (2) If two (2) identical monument signs are used, they may not exceed sixteen (16) square feet in size or four (4) feet in height and must be placed symmetrically on each side of an entry road.
  - (3) Subdivision entrance signs may be located in the right of way within a required median but must be outside of the paved section of the roadway
- iv) Shall not be internally illuminated.

#### b) Construction Signs

##### i) General Requirements

- (1) Signs must be located on private property.
- (2) Signs must abut a public road frontage at the main entrance to the project.
- (3) Signs must be removed prior to the issuance of the final Certificate of Occupancy, Maintenance, or Performance Guarantee as applicable.
- (4) One sign is allowed per project.
- (5) If additional Construction Signage is preferred within an existing, established subdivision or project, or as part of a phased development where multiple construction signs may be desired:
  - (a) A "Master Signage Plan" shall be required
  - (b) Each secondary sign may not exceed the square footage allowed for each Construction sign
  - (c) Signs may be placed only at the main entry points to the phase or sub-phase.
- (6) Shall not be illuminated

##### ii) Allowed Square Footage

- (1) Projects containing 10 or more lots or units:
  - (a) Maximum Square Footage: 32 sq ft
  - (b) Maximum Height: 8 ft
- (2) Projects containing less than 10 units:

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- (a) Maximum Square Footage: 16 sq ft.
  - (b) Maximum Height: 8 ft.
  
- c) Temporary Signage
  - i) Shall not exceed six (6) square feet on any sign.
  - ii) Shall not be illuminated.
  
- d) Signage on Vacant Lots in Residential Districts
  - i) Parcels 5 acres or more: 32 sq ft.
  - ii) Parcels with less than 5 acres, but over 1 acre: 16 sq ft.
  - iii) Parcels 1 acre or less: 6 sq ft.
  - iv) Shall not be illuminated.
  
- e) Identification Signage
  - i) Must be attached to the building
  - ii) Shall be mounted flush to or not project more than 4 inches from the building
  - iii) Area shall not exceed 2 square feet.
  - iv) Shall not be illuminated.
  
- f) Single-family Dwelling Units, Townhouses, Rowhouses or Individual Mobile Homes
  - i) Applicability: this category applies to single lots in any zoning district that are currently used for single-family, townhomes on individual lots, or duplex uses. This does not include "condo" developments where units do not have individual lots extending away from the footprint of the unit.
  - ii) No sign in a single-family district or use shall be internally illuminated.
  - iii) Allowed Signage:
    - (1) Total Maximum Signage for all signs on a property: 8 sq ft.
    - (2) Wall Signs Maximum Square footage: 4 sq ft.
    - (3) Freestanding or Ground Signs
      - (a) Maximum Square Footage: 4 sq ft.
      - (b) Maximum Height: 4 ft.
      - (c) Minimum Setbacks: 5 ft. from all property lines.
    - (4) Accessory Signs
      - (a) Maximum Square Footage: 4 sq ft.
      - (b) Maximum Height: 2 ft.
      - (c) Minimum Setbacks: 0 ft. from all property lines, except as needed to avoid the sight triangle.
  
- g) Multi-family Districts and Uses
  - i) Applicability: this category applies to multi-family developments in any zoning district with three or more residential units on a single lot and that do not fall under single-family or duplex uses.
  - ii) Allowed Signage:
    - (1) Total Maximum Signage for all signs on a property: 150 sq ft.

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- (2) Wall Signs Maximum Square footage:
  - (a) Maximum Area: 100 sq ft. or 5% of Wall Area, whichever is greater
- (3) Freestanding or Ground Signs
  - (a) Maximum Square Footage: 50 sq ft.
  - (b) Maximum Height: 5 ft.
  - (c) Minimum Setbacks: 5 ft. front, 10 ft. side
- (4) Accessory Signs
  - (a) Maximum Square Footage: 4 sq ft.
  - (b) Maximum Height: 2 ft.
  - (c) Minimum Setbacks: 0 ft. from all property lines, except as needed to avoid the sight triangle.

**EXHIBIT A: RZT 19-003 DRAFT NADC Article 13 Revisions**

**TABLE 13-1 RESIDENTIAL USES SIGN AREA CHART**

Type of Sign or use	All Signs	Wall Signs		Freestanding Signs			
	Maximum Area (SF) of all signs may not exceed the maximum area allowed	Maximum Area may not exceed square footage or percentage of wall area, whichever is less					
Type of Sign or Use		Maximum Area (sf)	% of Wall Area	Maximum Area (sf)	Maximum Height (ft)	Front Setback (ft)	Side Setback (ft)
1. Single Dwelling Units *	8	4	--	4	4	5	5
2. Multi-Family Structure *	150	100	5	50	5	5	10
3. Construction Signage, 10+ lots or units				32	8	--	
4. Construction Signage, less than 10 lots or units				16	8	--	
5. Signage on Vacant Lots over 5 acres				32	8	--	
6. Signage on Vacant Lots less than 5 acres				16	8	--	
7. Signage on Vacant Lots 1 acre or less				6	4	--	
8. Subdivision/Project Identification Signs *	64*	--	--	32*	5	--	--
9. Accessory Signs				4	2'	--	
10. Temporary Signs				6	4'	--	
11. Identification Sign	--	--	--	2		--	

**Notes to Table 13-1**

- "--" means that the restriction does not apply.
- Please see the definitions to clarify how to measure these requirements.
- "SF" means square feet.
- \* See text for further restrictions on size and layout.

## EXHIBIT A: RZT 19-003 DRAFT NADC Article 13 Revisions

### 3) Non-Residential Uses

- a) Applicability: restrictions in this category apply to developments in any zoning district that are currently used for non-residential purposes. If a non-residential use is legally occupying a residentially zoned lot, the Director shall determine the closest applicable district and sign requirements.
- b) Special Provisions for Shopping Centers:
  - (1) A Master Signage Plan is required for any new shopping centers permitted after January 1, 2020. A Master Signage Plan is recommended for existing Shopping Centers.
  - (2) Maximum Square Footage: 1000 sq ft. or 10% of wall area, whichever is less.

### 4) Signage Allowed in Non-Residential Districts and Uses

- a) Maximum Total Square Footage of All Signage
  - i) NC Zoning:
    - (1) Maximum Square Footage: 200 sq ft. or 4% of ground floor area, or 3 sq ft per linear foot of street frontage, whichever is least.
  - ii) OC Zoning:
    - (1) Maximum Square Footage: 300 sq ft. or 6% of ground floor area, or 3 sq ft per linear foot of street frontage, whichever is least.
  - iii) GC & TC Zoning:
    - (1) Maximum Square Footage: 300 sq ft. or 10% of ground floor area, or 3 sq ft per linear foot of street frontage, whichever is least.
  - iv) Neighborhood Preservation Overlay
    - (1) Maximum Square Footage: 200 sq ft. or 6% of ground floor area, or 3 sq ft per linear foot of street frontage, whichever is least.
  - v) Highway Corridor Overlay
    - (1) Maximum Square Footage: 300 sq ft. or 10% or 6 sq ft per linear ft of frontage, whichever is least.
  - vi) Georgia Avenue Overlay
    - (1) Maximum Square Footage: 100 sq ft. or 10% or 6 sq ft per linear ft of frontage, whichever is least.
  - vii) Shopping Centers
    - (1) Maximum Square Footage: 1000 sq ft. or 5% of ground floor area, 1 sq ft per linear foot of street frontage, whichever is least.
- b) Subdivision/Project Identification Sign
  - (1) The size, location and design of subdivision entrance signs may be included on the approved site plan. If a sign is requested after the plat or plan has been approved it may be approved in accordance with this section.



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- (2) If a Subdivision/Project Identification Sign is preferred within an existing subdivision or as part of a phased development, a "Master Signage Plan" shall be required.
- (3) Not more than one (1) subdivision entrance sign or signs shall be located each entrance to any project.
- (4) If two (2) identical monument signs are used, they may not exceed sixteen (16) square feet in size or four (4) feet in height and must be placed symmetrically on each side of an entry road.
- (5) Subdivision/Project entrance signs may be located in the right of way within a required median but must be outside of the paved section of the roadway.

### c) Constructions Signs:

#### i) General Requirements

- (1) Signs must be located on private property.
- (2) Signs must abut a public road frontage at the main entrance to the project.
- (3) Signs must be removed prior to the issuance of the final Certificate of Occupancy, Maintenance, or Performance Guarantee as applicable.
- (4) One sign is allowed per project.
  - (a) If additional Construction Signage is preferred within an existing, established subdivision or project, or as part of a phased development where multiple construction signs may be desired:
    - (i) A "Master Signage Plan" shall be required.
    - (ii) Each secondary sign may not exceed the square footage allowed for each Construction sign.
    - (iii) Signs may be placed only at the main entry points to the phase or sub-phase.
- (5) Shall not be illuminated.

#### ii) Allowed Square Footage:

- (1) Projects containing more than 40000 square feet or processed as a major site plan:
  - (a) Maximum Square Footage: 32 sq ft
  - (b) Maximum height: 8 ft.
- (2) Projects developed under a minor site plan:
  - (a) Maximum Square Footage: 16 sq ft
  - (b) Maximum Height: 8 ft.

### d) Temporary Signs

#### i) In the NC District:

- (1) Maximum Square Footage: 6 sq ft.
- (2) Maximum Height: 4 ft.

#### ii) In all other districts:

- (1) Maximum Square Footage: 16 sq. ft.
- (2) Maximum Height: 8 ft.

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(3) Shall not be illuminated.

### e) Signage on Vacant Lots

- i) Parcels 5 acres or more:
  - (1) Maximum Square Footage: 32 sq ft.
- ii) Maximum height, 8 ft.
- iii) Parcels with less than 5 acres, and over 1 acre:
  - (1) Maximum Square Footage: 16 sq ft.
  - (2) Maximum height: 8 ft.
- iv) Parcels one acre or less:
  - (1) Maximum Square Footage: 6 sq ft.
  - (2) Maximum Height: 4 ft.
- v) Shall not be illuminated.

### f) Identification Signage

- i) Must be attached to the building
- ii) Shall be mounted flush to or not project more than 4 inches from the building
- iii) Area shall not exceed 2 square feet.
- iv) Shall not be illuminated.

### g) Accessory Signs

- i) Maximum Square Footage: 4 sq ft.
- ii) Maximum Height: 2'
- iii) Minimum Setbacks: 0' from all property lines, except as needed to avoid the sight triangle.
- iv) Shall not be illuminated.
- v) Accessory Signs are not allowed in the Neighborhood Preservation Overlay District.

### h) Window Signs

- i) No window sign shall obscure more than fifty (50) percent of the total window area on any single facade.
- ii) Window signs should not completely obscure the view into the business or office except as allowed herein.
- iii) Window signs shall count towards the total allowed square footage of signage allowed on any parcel or building.
- iv) Window tinting or frosting with no design, words, or any other graphic that could be considered a sign would not qualify as a window sign.
- v) Window signs are not allowed in the Neighborhood Preservation Overlay District.

### i) Wall Signs

- i) NC Zoning:
  - (1) Maximum Square Footage: 160 sq ft., or 10% of wall area, whichever is less.

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- ii) OC, GC and TC Zoning:
  - (1) Maximum Square Footage: 300 sq ft., or 10% of wall area, whichever is less.
- iii) Neighborhood Preservation Overlay
  - (1) Maximum Square Footage: 160 sq ft.
  - (2) Signs shall not be internally illuminated.
  - (3) Externally illuminated signs and signs in which the letters or graphics are constructed of neon tubing are permitted.
- iv) Highway Corridor Overlay
  - (1) Maximum Square Footage: 300 sq ft. or 10% of wall area, whichever is less.
- v) Georgia Avenue Overlay
  - (1) Maximum Square Footage: 100 sq ft. or 7% of wall area, whichever is less.
- vi) Shopping Centers
  - (1) Maximum Square Footage: 1000 sq ft. or 10% of wall area, whichever is less.
  
- j) Freestanding Signs
  - i) NC Zoning:
    - (1) Maximum Square Footage: 60 sq ft. or 0.25 sq ft per linear foot of street frontage, whichever is less.
    - (2) Maximum Height: 10'
    - (3) Minimum Setbacks: 5' front, 10' side
  - ii) OC Zoning:
    - (1) Maximum Square Footage: 100 sq ft. or 0.5 sq ft per linear foot of street frontage, whichever is less.
    - (2) Maximum Height: 12'
    - (3) Minimum Setbacks: 5' front, 10' side
  - iii) GC Zoning:
    - (1) Maximum Square Footage: 100 sq ft. or 0.5 sq ft per linear foot of street frontage, whichever is less.
    - (2) Maximum Height: 20'
    - (3) Minimum Setbacks: 5' front, 10' side
  - iv) TC Zoning:
    - (1) Maximum Square Footage: 100 sq ft. or 1 sq ft per linear foot of street frontage, whichever is less.
    - (2) Maximum Height: 25'
    - (3) Minimum Setbacks: 5' front, 10' side
  - v) Overlay District Standards
    - (1) Highway Corridor Overlay
      - (a) Maximum Square Footage: 100 sq ft. or 0.5 sq ft per linear foot of street frontage, whichever is less
      - (b) Maximum Height: 25'
      - (c) Minimum Setbacks: 5' front, 10' side
    - (2) Neighborhood Preservation Overlay

## EXHIBIT A: RZT 19-003 DRAFT NADC Article 13 Revisions

- (a) Maximum Square Footage: 60 sq ft. or 0.5 sq ft per linear foot of street frontage, whichever is less.
  - (b) Maximum Height: 10 ft.
  - (c) Minimum Setbacks: 5 ft front, 5 ft side
  - (d) Signs shall not be internally illuminated.
  - (e) Externally illuminated signs and signs in which the letters or graphics are constructed of neon tubing are permitted.
- (3) Georgia Avenue Overlay
  - (a) Maximum Square Footage: 20 sq ft. or 0.25 sq ft. per linear foot of street frontage, whichever is less.
  - (b) Maximum Height: 8 ft.
  - (c) Minimum Setbacks: 0 ft.
  - (d) Signs shall not be internally illuminated.
- vi) Shopping Centers
  - (1) Maximum Square Footage: 150 sq ft. or 0.5 sq ft per linear foot of street frontage, whichever is less.
  - (2) Maximum Height: 25 ft.
  - (3) Minimum Setbacks: 5 ft. front, 10 ft. side
- k) Menu Boards
  - i) Maximum Square Footage: 32 sq ft.
  - ii) Maximum Height: 8 ft.
  - iii) Must be located to the side or the rear of the building.
  - iv) May be internally illuminated, however, no light from the menu board should be easily visible from any surrounding residential use.
  - v) Lighting must be turned off when the business is closed.
  - vi) May be exempt if not visible from any public right-of-way, whether internal or external to the project
- l) Electronic Readerboards
  - i) Shall be used only in the OC, GC, TC, and IND districts
  - ii) Shall not exceed 50% of the sign area of which it is a part
  - iii) Must have a dark or black background.
  - iv) Shall not display any animation, scrolling, flashing, or the appearance of animation or other prohibited sequence of lighting.
  - v) Electronic Readerboards are prohibited in the Neighborhood Preservation Overlay.
- m) Changeable Copy
  - i) Shall be used only in the OC, GC and TC districts
  - ii) Must be part of a larger wall or freestanding sign
  - iii) Shall not exceed 30% of the sign area of which it is a part.
  - iv) Changeable Copy signs are prohibited in the Georgia Avenue and Neighborhood Preservation Overlay.

**EXHIBIT A: RZT 19-003 DRAFT NADC Article 13 Revisions**

**TABLE 13-2 NON-RESIDENTIAL SIGN AREA BY USE OR ZONE**

A	All Signs			Wall Signs		Freestanding Signs				K Maximum SF, if not otherwise specified
	Maximum TOTAL SF of all signs is the lesser of B, or C, or D			Maximum SF is the lesser of E or F		Maximum SF is the lesser of G or H				
	B Maximum Area (sf)	C % of Ground Floor Area	D Total sign area Per Linear Foot of Frontage	E Maximum Area (sf)	F % of Wall Area	G Maximum Area (sf)	H Freestanding Sign Area per foot of Linear Frontage (sf)	I Maximum Height (ft)	J Front/Side Setbacks (ft)	
1. Neighborhood Commercial (NC)	200	4	3	160	10	60	0.25	10	5/10	6
2. Office Commercial (OC)	300	6	3	300	10	100	0.50	12	5/10	16
3. General Commercial (GC)	300	10	3	300	10	100	0.50	20	5/10	16
4. Thoroughfare Commercial (TC)	300	10	3	300	10	100	1	25	5/10	16
6. Highway Corridor Overlay (HC)	300	10	6	300	10	100	0.50	25	5/10	16
7. Neighborhood Preservation Overlay (NP)	200	6	3	160	--	60	0.50	10	5/5	6
8. Traditional Neighborhood Development (TND)	50	5	2	50	5	25	0.25	6	0/0	6
9. Industrial (IND)	300	2	3	--	--	150	0.50	20	5/10	16
12. Shopping Centers	1,000	5	1	1,000	10	150	0.50	25	5/10	16
13. Canopy Signs										50% of canopy
14. Electronic Readerboards*										50% of sign area
15. Changeable Message Signs*										30% of sign area
Construction Signage, Major Site Plan	32							8		32
16. Construction Signage, Minor Site Plan	16							8		16
17. Signage on Vacant Lots over 5 acres	32							8		32
18. Signage on Vacant Lots less than 5 acres	16							4		16
19. Subdivision/Project Identification Signs	64	--	--	--	--	32	--	5	--	--
20. Accessory Signs								2'		4
21. Temporary Signs								8'		16
22. Temporary Signs, NC District								4'		6

**EXHIBIT A: RZT 19-003 DRAFT NADC Article 13 Revisions**

A	All Signs			Wall Signs		Freestanding Signs				Maximum SF, if not otherwise specified
	Maximum TOTAL SF of all signs is the lesser of B, or C, or D			Maximum SF is the lesser of E or F		Maximum SF is the lesser of G or H				
	B	C	D	E	F	G	H	I	J	K
Use or Zoning District	Maximum Area (sf)	% of Ground Floor Area	Total sign area Per Linear Foot of Frontage	Maximum Area (sf)	% of Wall Area	Maximum Area (sf)	Freestanding Sign Area per foot of Linear Frontage (sf)	Maximum Height (ft)	Front/Side Setbacks (ft)	Maximum Area (SF)
23. <b>Window Signs</b>	--	--	--	--	--	--	--	--	--	50% of window area
24. <b>Identification</b>	--	--	--	--	--	--	--	--	--	2
25. <b>Menu Boards</b>	--	--	--	--	--	--	--	8	--	32

**Notes to Table 13-2**

- "--" means that the restriction does not apply.
- Please see the definitions to clarify how to measure these requirements.
- "sf" means square feet.
- \* See text for further restrictions on size and layout.

## EXHIBIT A: RZT 19-003 DRAFT NADC Article 13 Revisions

### 5) Downtown

a) Applicability: any property zoned "D, Downtown," regardless of the use of the property.

### b) Maximum Total Square Footage of Signage

i) Maximum Square Footage: 200 sq ft. or 4% of ground floor area, or 3 sq ft per linear foot of street frontage, whichever is less.

### c) Illumination:

i) Signs shall not be internally illuminated.

ii) Externally illuminated signs and signs in which the letters or graphics are constructed of neon tubing are permitted.

iii) Illuminated signs shall not be oriented such that the direction and intensity of lighting creates glare or a hazardous condition for drivers or pedestrians.

iv) Plastic box signs and signs constructed primarily of plastic are not permitted. Plastic and vinyl lettering are permitted.

### d) Window Signs

i) No window sign shall obscure more than fifty (50) percent of the total window area on any single facade.

ii) Window signs should not completely obscure the view into the business or office except as allowed herein.

iii) Window signs count towards the total allowed square footage of signage allowed on any parcel or building.

iv) Window tinting or frosting with no design, words, or any other graphic that could be considered a sign would not qualify as a window sign.

v) Window signs may be painted on the inside of the window. Rigid plastic sheets with paint or vinyl lettering are permitted as window signs.

vi) Window signs shall not be internally illuminated.

vii) Window signs in which the letters or graphics are constructed of neon tubing are permitted.

viii) Window signs are not allowed in the Neighborhood Preservation Overlay District.

### e) Accessory Signs

i) Maximum Square Footage: 4 sq ft.

ii) Maximum Height: 2 ft.

iii) Minimum Setbacks: 0 ft. from all property lines, except as needed to avoid the sight triangle.

iv) Shall not be illuminated.

### f) Construction Signs:

i) General Requirements

(1) Signs must be located on private property.

## EXHIBIT A: RZT 19-003 DRAFT NADC Article 13 Revisions

- (2) Signs must abut a public road frontage at the main entrance to the project.
- (3) Signs must be removed prior to the issuance of the final Certificate of Occupancy, Maintenance, or Performance Guarantee as applicable.
- (4) One sign is allowed per project.
  - (a) If additional Construction Signage is preferred within an existing, established subdivision or project, or as part of a phased development where multiple construction signs may be desired:
    - (i) A "Master Signage Plan" shall be required.
    - (ii) Each secondary sign may not exceed the square footage allowed for each Construction sign.
    - (iii) Signs may be placed only at the main entry points to the phase or sub-phase.
- (5) Shall not be illuminated
- ii) Allowed Square Footage:
  - (1) Projects containing more than 40,000 square feet or processed as a major site plan:
    - (a) Maximum Square Footage: 32 sq ft.
    - (b) Maximum height: 8 ft.
  - (2) Projects developed under a minor site plan:
    - (a) Maximum Square Footage: 16 sq. ft.
    - (b) Maximum Height: 8 ft.
- g) Temporary Signs
  - i) Maximum Square Footage: six (6) square feet
  - ii) Temporary signs within the public right-of-way or advertising special sales or activities during business hours must be removed at closing.
  - iii) Shall not be illuminated.
  - iv) Temporary signs may be placed in the public right-of-way if:
    - (1) Must be placed on the sidewalk.
    - (2) Shall not be more than 20' from the public entrance of a business
    - (3) Shall not restrict free movement of the public road or sidewalk and maintain a free a walkway of not less than five (5) feet at all times
    - (4) Shall be removed from the sidewalk when the business is closed.
- h) Signage on Vacant Lots
  - i) Vacant non residential zoned parcels may have the following temporary signage:
    - (1) Parcels 5 acres or more: 32 sq ft.
    - (2) Parcels with less than 5 acres: 16 sq ft.
    - (3) Shall not be illuminated
- i) Wall Signs
  - (a) Wall signs shall be placed in existing architectural sign panels integral to the building facade when such a sign panel exists.



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(b) Maximum Square Footage: 100 sq ft., or 10% of wall area, whichever is less.

### j) Projecting Signs

- (1) Projecting signs shall be extended no more than six (6) feet from the building to which it is affixed.
- (2) Only one (1) projecting sign is permitted per building frontage, provided, however, that multi-tenant buildings in non-residential districts may include one (1) projecting sign per tenant in addition to wall signs, and provided that such signs are spaced not closer than twenty (20) feet horizontally from another projecting sign.
- (3) A projecting sign shall not exceed 12 square feet
- (4) Signs that project into the right-of-way must have an encroachment permit as required by the City of North Augusta or SCDOT, as applicable.

### k) Canopy or Awning Signs

- i) A canopy or awning may be used as a sign surface only if:
  - (1) No wall sign is included on the same facade.
  - (2) The message does not extend in any direction above, below or beyond the canopy edge.
  - (3) The message is an integral part of the canopy or awning covering.
  - (4) Signage on the canopy or awning sign does not exceed one-half (½) of the area bounded by the edges of the canopy or awning visible from the public right of way. (If the only signage for the building is on the fringe drip-flap portion of the canopy, the entire portion of said area may be utilized for signage.)

### l) Marquee Signs

- i) A building is permitted one marquee sign in addition to a wall sign.
- ii) A marquee sign shall not be permitted if the building employs a freestanding, monument, canopy or awning sign.
- iii) The maximum sign surface shall not exceed five percent (5%) of the building facade or wall area to which the sign is attached, up to a maximum of twenty (20) square feet. The maximum area shall be measured as a percentage of the wall or facade to which the sign is attached, whichever results in a smaller area.
- iv) Alternate designs for marquee signage may be considered as Iconic Signs and may follow the process for approval of Iconic signs

### m) Freestanding or Ground Signs

- i) One (1) sign per building may be located in lieu of a canopy sign if a wall or canopy sign does not provide adequate visibility
- ii) The sign may be located on the sidewalk in the right of way if an encroachment permit or agreement required by the city and SCDOT has been approved and issued.

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- (1) The sign shall not exceed eight (8) feet in height.
  - (2) The pole and base of such signs shall be constructed of decorative black, or other approved dark color, metal. No portion of the shaft shall have a diameter exceeding ten (10) inches.
  - (3) The sign panel or message area shall not exceed twenty (20) square feet in area.
  - (4) The sign shall not obstruct or interfere with pedestrian traffic, parking or lines of sight required for traffic safety (sight triangle).
- iii) Monument Signs – Ground mounted or monument signs are permitted under the following conditions:
- (1) Such signs shall not exceed five (5) feet in height and twenty (20) square feet in area.
  - (2) Such signs shall not be located within the public right of way.
  - (3) Such signs shall be set back from the right of way no less than one (1) foot. (Rev. 5-21-12; Ord. 2012-08)
  - (4) Such signs shall not obstruct or interfere with pedestrian traffic, parking or lines of sight required for traffic safety (sight triangle).
- n) Electronic Readerboards
- i) Shall not exceed 50% of the sign area of which it is a part
  - ii) Must have a dark or black background.
  - iii) Shall not display any animation, scrolling, flashing, or the appearance of animation or other prohibited sequence of lighting.
  - iv) Electronic Readerboards are prohibited in the Neighborhood Preservation Overlay.
- o) Changeable Copy
- i) Must be part of a larger wall or freestanding sign
  - ii) Shall not exceed 30% of the sign area of which it is a part.
  - iii) Changeable Copy signs are prohibited in the Georgia Avenue and Neighborhood Preservation Overlay.
- p) Iconic Signs
- i) Iconic Signage may be installed in lieu of any allowed signage on any building in the Downtown District after review and approval by the North Augusta City Council until such time as a Design or Architectural Review Board are in place. After approval, all signs must be properly permitted through Planning and Development and the Building Standards Department, as applicable.
  - ii) Iconic Signage may encroach on public right-of-way if an encroachment agreement is issued by the City Engineer.
  - iii) These signs may be illuminated externally, internally, or with neon. Signs utilizing illumination that radiates a glare or light greater than one half foot candle at the property line on which the sign is located are prohibited.

## EXHIBIT A: RZT 19-003 DRAFT NADC Article 13 Revisions

- q) Public Art
  - i) Public Art may be installed in the Downtown District after review and approval by the North Augusta City Council until such time as a Design or Architectural Review Board are in place. After approval, all art must be properly permitted through Planning and Development and the Building Standards Department, as applicable.
  - ii) Public Art may encroach on public right-of-way if an encroachment agreement is issued by the City Engineer.
  
- r) Murals
  - i) Murals may be painted on any wall in the Downtown District after review and approval by the North Augusta City Council until such time as a Design or Architectural Review Board are in place. After approval, all art must be properly permitted through Planning and Development and the Building Standards Department, as applicable.

**EXHIBIT A: RZT 19-003 DRAFT NADC Article 13 Revisions**

**TABLE 13-3 DOWNTOWN SIGN AREA BY TYPE**

A	All Signs			Wall Signs		Freestanding Signs				Maximum SF
	Maximum TOTAL SF of all signs is the lesser of B, or C, or D			Maximum SF is the lesser of E or F		Maximum SF is the lesser of G or H				
	B	C	D	E	F	G	H	I	J	K
	Maximum Area (sf)	% of Ground Floor Area	Total sign area Per Linear Foot of Frontage	Maximum Area (sf)	% of Wall Area	Maximum Area (sf)	Freestanding Sign Area per foot of Linear Frontage (sf)	Maximum Height (ft)	Front/Side Setbacks (ft)	Maximum Area (sf)
1. Wall	--	--	--	100	10	--	--	--	--	--
2. Free Standing/Ground	100	10	6	100	7	20	.5	8	0/0	--
3. Canopy or Awning	--	--	--	--	--	--	--	--	--	50% of canopy
4. Marquee	--	--	--	--	--	--	--	--	--	20 sf or 5% of marquee façade
4. Window	--	--	--	--	--	--	--	--	--	50% of window area
6. Projecting	--	--	--	--	--	--	--	--	--	12 sf
7. Electronic Readerboard	--	--	--	--	--	--	--	--	--	50% of sign
8. Changeable Copy	--	--	--	--	--	--	--	--	--	30% of sign
9. Temporary	--	--	--	--	--	--	--	--	--	6
10. Iconic	--	--	--	--	--	--	--	--	--	4
11. Identification	--	--	--	--	--	--	--	--	--	2
12. Accessory	--	--	--	--	--	--	--	--	--	4
13. Vacant lots 5 acres or more	32	--	--	--	--	--	--	--	--	32
14. Vacant lots under 5 acres	16	--	--	--	--	--	--	--	--	16
15. Menu Boards	--	--	--	--	--	--	--	--	--	32
16. Construction Signage, 40,000 sf or Major Site Plan	32	--	--	--	--	--	--	--	--	32
17. Construction Signage, Minor Site Plan	16	--	--	--	--	--	--	--	--	16

**Notes to Table 13-3**

- "--" means that the restriction does not apply.
- Please see the definitions to clarify how to measure these requirements.
- "SF" means square feet.
- \* See text for further restrictions on size and layout.

## EXHIBIT A: RZT 19-003 DRAFT NADC Article 13 Revisions

### 6) Special Zoned Districts

- a) For TND, PD and mixed use developments, the signage allowed should correspond to the use of the lot or portion the building for that use. If there is not a primary use of a building, such as in a mixed use development, the total allowed square footage may be coordinated between uses with a Master Signage plan. The total square footage allowed shall not exceed the total square footage allowed for any use.
- b) Conservation Subdivisions: should be calculated the same as all other residential uses.
- c) Public Districts: as approved by the City Council.
- d) Critical Resource Areas: based on the use of the property and the most closely related zoning district as determined by the Director of Planning and Development.

### 13.9 PROHIBITED SIGNS

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- 1) Flashing Signs: Any sign which displays intermittent or flashing illumination which changes more than once in any thirty (30) second period is prohibited.
- 2) Portable Signs: Any portable sign, except when used as a temporary sign as permitted in these regulations, is prohibited.
- 3) Signs Attached to Fences, Poles, Trees: Any sign or advertising device attached to or painted on a fence, power or telephone pole, tree, stone or any other natural object is prohibited.
- 4) Roof Signs
- 5) Fluttering Signs: Any fluttering ribbon and any banner or similar device is prohibited.
- 6) Illuminated Tubing: Any illuminated tubing outlining property lines, open sales areas or parking areas is prohibited. Illuminated tubing that is attached and integral to an original architectural detail of a building is permitted.
- 7) Inflatable Signs or Decoration: Any inflatable sign or sign affixed to a tethered balloon, where such sign is visible from the property line, is prohibited.
- 8) Reflective Paint and Lighting: Any sign with "day-glow" or highly reflecting coloring, paint or lighting or any sign that conflicts or may conflict with traffic flow or the visibility of vehicle drivers or pedestrians is prohibited.
- 9) Spot and Strobe Lights: Any spot light or light that shines into the sky or the clouds, moveable or non-moveable, for the purpose of attracting attention to a location is not permitted.
- 10) Billboards
- 11) Multi-faced Signs
- 12) Any sign within the right-of-way except as expressly allowed herein.

ORDINANCE NO. 2019-14  
AMENDING THE NORTH AUGUSTA DEVELOPMENT CODE,  
ARTICLE 13: SIGNS OF THE CITY OF NORTH AUGUSTA, SOUTH CAROLINA  
CODE OF ORDINANCES

WHEREAS, on December 17, 2007, by Ordinance 2007-22, the North Augusta City Council adopted the North Augusta Development Code; and

WHEREAS, pursuant to Title 6, Chapter 29 of the South Carolina Code, the North Augusta Planning Commission may recommend amendments to the Development Code for the purposes of technical and legal clarification, error correction, and to accommodate the needs of the City's residents, provided such amendments are consistent with the City's 2017 Comprehensive Plan; and

WHEREAS, at its regularly scheduled meeting of June 20, 2019, the North Augusta Planning Commission held a duly advertised public hearing to review and receive public comment on the proposed revisions as attached herein as Exhibit A; and

WHEREAS, upon completion of their review, the Planning Commission unanimously recommended to the City Council that the text changes be approved; and

NOW, THEREFORE, BE IT ORDAINED, by the Mayor and City Council in meeting duly assembled and by the authority thereof, that the section of the Development Code is revised as shown in Exhibit A.

DONE, RATIFIED AND ADOPTED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH AUGUSTA, SOUTH CAROLINA, ON THIS \_\_\_\_ DAY OF \_\_\_\_\_, 2019.

FIRST READING: \_\_\_\_\_

\_\_\_\_\_

SECOND READING: \_\_\_\_\_

ROBERT A. PETTIT, MAYOR

THIRD READING: \_\_\_\_\_

ATTEST:

\_\_\_\_\_

SHARON LAMAR, CITY CLERK