

# North Augusta



## South Carolina's Riverfront

### MINUTES OF AUGUST 17, 2020

*Robert A. Pettit, Mayor*

*J. Robert Brooks, Councilmember  
Pat C. Carpenter, Councilmember  
Fletcher L. Dickert, Councilmember  
David W. McGhee, Councilmember  
Eric H. Presnell, Councilmember  
Kevin W. Toole, Councilmember*

### **ORDER OF BUSINESS**

#### **VIRTUAL STUDY SESSION**

The virtual study session for the City Council meeting of the City of North Augusta of August 17, 2020, having been duly publicized, was called to order by Mayor Pettit at 6:00 p.m. and streamed online for public viewing at the City Facebook page: "City of North Augusta – Public Information" and City YouTube page: "City of North Augusta Public Information" and adjourned at 6:59 p.m..

Per Section 30-4-80(e) notice of the meetings was sent out by email to the current maintained "Agenda Mailout" list consisting of news media outlets and individuals or companies requesting notification. Notice of the meetings was also posted on the outside doors of the Municipal Center, the main bulletin board of the Municipal Center located on the first floor, and the City of North Augusta website.

Members present were Mayor Pettit, Councilmembers Brooks, Carpenter, Dickert, McGhee, Presnell and Toole.

Also in attendance were James S. Clifford, City Administrator; Rachelle Moody, Assistant City Administrator; Kelly F. Zier, City Attorney; Cammie T. Hayes, Director of Finance and General Services; Libby Hodges, Director of Planning and Development; Ricky Jones, Manager of Information Technology and Sharon Lamar, City Clerk.

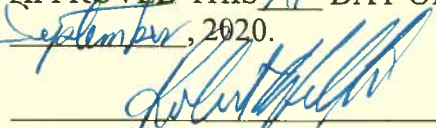
**ITEM 1. CITY COUNCIL AGENDA: Items on the August 17, 2020 Council Agenda- Council Discussion**

Assistant City Administrator, Rachele Moody, led Council's discussion of the August 17, 2020 regular meeting agenda. Council members asked questions and shared thoughts about items of new business on the agenda.

**ITEM 2. PLANNING AND DEVELOPMENT: Planning Commission Recommendation Memorandum # 20-017 and Project Staff Report: RZT20-001 Article 13: Signs, Text Amendment – Council Discussion**

Libby Hodges, Director of Planning and Development, led Council in a discussion of the Planning Commission Recommendation Memorandum # 20-017 and Project Staff Report: RZT20-001 Article 13: Signs, Text Amendment. (See ATTACHMENT #2 for a copy of her presentation.) After comments and discussion, there was a general consensus of Council to schedule ORD 2020-18 "Amending Article 13, Signs, of the North Augusta Development Code, Chapter 18 of the City of North Augusta, South Carolina Code of Ordinances" to be removed from the table and considered at the next regular City Council meeting.

APPROVED THIS 21 DAY OF  
September, 2020.

  
\_\_\_\_\_  
Robert A. Pettit, Mayor

Respectfully submitted,

  
\_\_\_\_\_  
Sharon Lamar  
City Clerk



**Text Amendment  
RZT20-001  
August 17, 2020**

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**North Augusta Planning and Development Department**



**Text Amendment Request**

Be Ye Holy Ministries, Inc. has requested two text amendments to Article 13:

1. To allow for electronic readerboards on signs associated with allowed commercial or institutional uses in residential districts (13.8.3.l.i)
2. To allow electronic readerboards to cover 100% of the sign area in which it is a part (Section 13.8.3.l.ii)



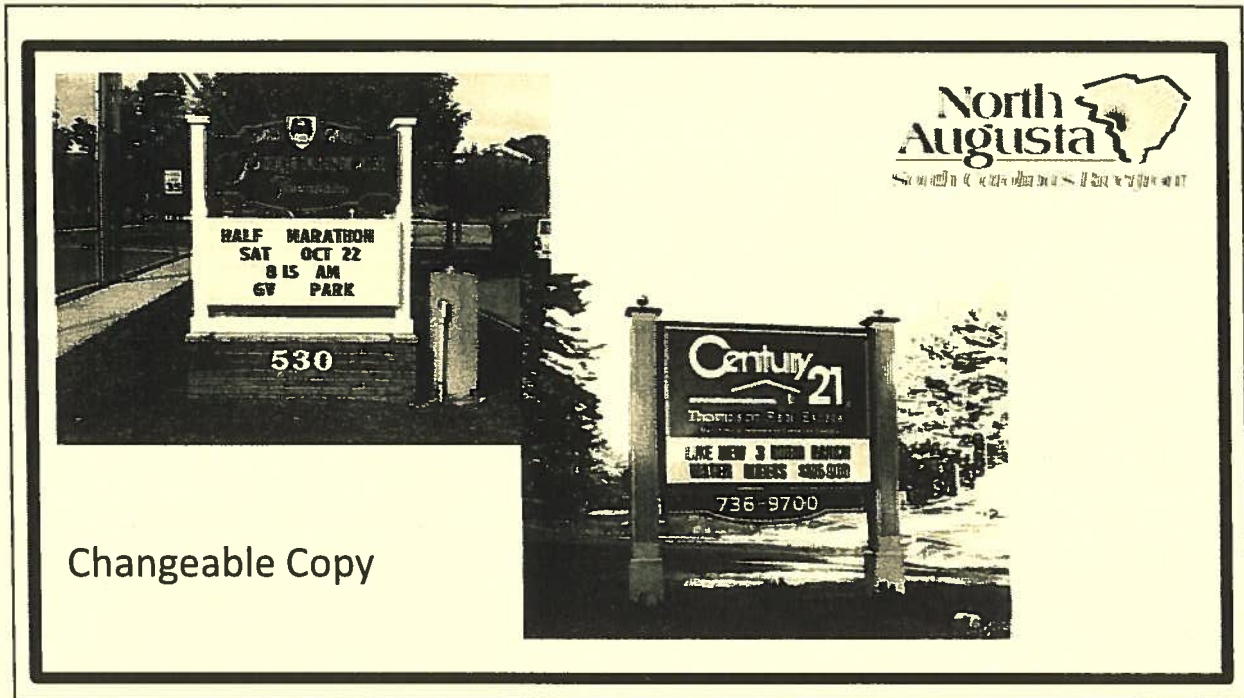
**Current Code**

**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.



Electronic Readerboards





North Augusta  
South Carolina's Riverfront

**How do we determine what signage is allowed?**

- Article 13 of Development Code
- Generally, by district or use
- For a residential zoned district, follow the requirements in Table 13-1
- For a commercially zoned district, follow the requirements in the non-residential chart, Table 13-2
- For a Downtown zoned district, follow the requirements in Table 13-3



### **What Zoning Districts Allow Houses of Worship?**

- All of them
- In residential districts, this would be called an “allowed, non-residential use.”



### **Specifically, Electronic Readerboards...**

- i. Shall be used only in the Office Commercial (OC), General Commercial (GC), Thoroughfare Commercial (TC), and Industrial (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.

§13.8.3 Signage Allowed for Non-Residential Districts and Uses



- **Electronic Readerboards are allowed in the D, OC, GC, TC and IND (NADC 13.8.3, Table 3-3 & NADC 13.8.4.p, except in areas covered by the Neighborhood Preservation Overlay).**
- **By specifying that electronic readerboards are useable only in certain zoning districts, this appears to prohibit electronic readerboard signs in R-14, R-10, R-7, R-5, NC, CR, R-MH, and TND districts.**



**Why is our signage code so neutral?**

- Reed vs. Gilbert
- Generally, codes cannot be based on the content of the speech; they must be "content neutral."
- North Augusta code updated in December 2019 to adhere to law



**Text Amendment Request**

Be Ye Holy Ministries, Inc. has requested two text amendments to Article 13:

1. To allow for electronic readerboards on signs associated with allowed commercial or institutional uses in residential districts (13.8.3.1.i)
2. To allow electronic readerboards to cover 100% of the sign area in which it is a part (Section 13.8.3.1.ii)

**Proposed Code**

(Text that is underlined is added, text that is ~~struck through~~ is to be deleted)



Section 13.8.3:

I. Electronic Readerboards

- i. Shall be used only in the Office Commercial (OC), General Commercial (GC), Thoroughfare Commercial (TC), and Industrial (IND) districts and for any non-residential use allowed in a residential district.
- ii. ~~(deleted)~~
- 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.





**Proposed Code**

Table 13-2, item 13 would be amended to read:

**TABLE 13-2 NON-RESIDENTIAL SIGN AREA CHART (USE OR ZONE)**

A Use or Zoning District*	All Signs			Wall Signs		Freestanding Signs				K Maximum Area (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					Maximum SF, if not otherwise specified
	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)		
13. Electronic Readerboards	--	--	--	--	--	--	--	--	--	50% of sign area No maximum	



**Options:**

1. Approve text amendment.
  - As written by applicant
  - OR, using alternate staff proposed text revisions
2. Do not approve text amendment.



### **Alternate Staff Proposed Revisions:**

(Text that is underlined is added, text that is struck through is to be deleted)

#### 13.8.3 Signage Allowed for Non-Residential Districts and 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.~~ For non-residential uses permitted by right (not including conditional or special exception uses), the standards for Neighborhood Commercial (NC) signage shall be used.



### **Alternate Staff Proposed Revisions (cont.):**

(Text that is underlined is added, text that is struck through is to be deleted)

#### Section NADC 13.8.3, Signage Allowed for Non-Residential Districts and Uses

##### I. Electronic Readerboards

- i. ~~Shall be used only in the Office Commercial (OC), General Commercial (GC), Thoroughfare Commercial (TC), and Industrial (IND) districts. Shall be permitted only on properties where~~ the primary use of the entire property is non-residential. (Note: This would not include Tourist Homes or Home Occupations, as the primary use remains residential.)
- 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.

**Alternate Staff Proposal (cont.):**



Table 13-2, item 13 would not change.

**TABLE 13-2 NON-RESIDENTIAL SIGN AREA CHART (USE OR ZONE)**

A Use or Zoning District*	All Signs			Wall Signs		Freestanding Signs				K Maximum Area (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					Maximum SF, if not otherwise specified
	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 (sq. ft.)	I Maximum Height (ft)	J Front/Side setbacks (ft)		
13. Electronic Readerboards	--	--	--	--	--	--	--	--	--	50% of sign area	



**Questions**

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**North Augusta Planning and Development Department**