

# North Augusta



*South Carolina's Riverfront*

## MINUTES OF AUGUST 16, 2021

*Briton S. Williams, Mayor*

*J. Robert Brooks, Councilmember  
Pat C. Carpenter, Councilmember  
Jenafer F. McCauley, Councilmember  
David W. McGhee, Councilmember  
Eric H. Presnell, Councilmember  
Kevin W. Toole, Councilmember*

## ORDER OF BUSINESS

### STUDY SESSION

The Study Session of August 16, 2021 for the City Council of the City of North Augusta, having been duly publicized, was called to order by Mayor Williams at 5:00 p.m. and also 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." The Study Session adjourned 5:52 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 Williams, Councilmembers Brooks, Carpenter, McCauley, 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, Chief Financial Officer; Thomas C. Zeaser, Director of Engineering and Public Works; Richard L. Meyer, Director of Parks, Recreation, and Tourism; James E. Sutton, Director of Public Services; John C. Thomas, Director of Public Safety; Thomas L. Paradise, Director of Planning and Development; J.D. McCauley, Manager of Human Resources; Ricky Jones, Manager of Information Technology and Sharon Lamar, City Clerk.

### ITEM 1. CITY COUNCIL MEETING: Items for the Augusta 16, 2021 Council Meeting- Council Discussion

City Administrator, Jim Clifford, led Council's discussion of items for the August 16, 2021 regular meeting.

Minutes of Study Session of August 16, 2021

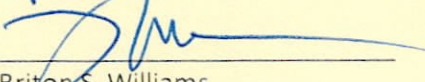
Please see ATTACHMENT #1 for a copy of the proposed agenda items.

**ITEM 2 FOCUS ITEM:**

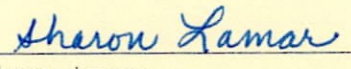
City Administrator, Jim Clifford, updated Council on the status of Public Safety Headquarters.

Please see ATTACHMENT #2 for a copy of the Power Point presentation and supporting documents.

APPROVED THIS 20th DAY OF  
September, 2021.

  
\_\_\_\_\_  
Britton S. Williams  
Mayor

Respectfully submitted,

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



**AGENDA: CITY OF NORTH AUGUSTA REGULAR CITY COUNCIL MEETING**

**August 16, 2021 – 6:00 p.m. – Municipal Center – 100 Georgia Avenue, 3rd Floor - Council Chambers**

The regular City Council meeting will be streamed for public viewing online at:

- “City of North Augusta – Public Information” on [www.Facebook.com](http://www.Facebook.com)
- “City of North Augusta Public Information” on [www.YouTube.com](http://www.YouTube.com)

*CITIZEN COMMENTS: Citizens may speak to Mayor and City Council on each item listed on this agenda. The Mayor will call for comments prior to Council’s discussion. Speakers shall give their name and address in an audible tone of voice for the records. Speaker Forms are provided on the credenza at the entrance to the Council Chambers. Speakers desiring that the minutes indicate that they addressed Council on a specific topic should complete the form. The form will be included as part of the minutes of the meeting. Citizen comments are limited to five minutes.*

*CITIZEN ASSISTANCE: Individuals needing special assistance or sign interpreter to participate in the meeting, please notify the Administration Department 48 hours prior to the meeting.*

1. **CALL TO ORDER:**
2. **INVOCATION AND PLEDGE OF ALLEGIANCE:**
3. **ROLL CALL:**
4. **APPROVAL OF MINUTES:** Regular City Council Meeting minutes of August 2, 2021; Study Session minutes of August 9, 2021

**UNFINISHED BUSINESS**

5. **ANNEXATION:** Ordinance No. 2021-09 – To Change the Corporate Limits of the City of North Augusta by Accepting the Petition Requesting Annexation by the Landowners and Annexing ±0.5 Acres of Land Located on Carriage Lane and Owned by Gore & Gore Investment Properties, LLC; Ordinance-Second Reading
6. **ANNEXATION:** Ordinance No. 2021-10 – To Change the Corporate Limits of the City of North Augusta by Accepting the Petition Requesting Annexation by the Landowners and Annexing ±14.3 Acres of Property Located Along Edgefield Road and Owned by QuikTrip Corporation ; Ordinance-Second Reading
7. **PARKS, RECREATION AND TOURISM:** Ordinance No. 2021-11 – Authorizing a Restructuring of Personnel for the Department of Parks, Recreation and Tourism Subsequent to Department Vacancies Resulting from Retirements and Resignations; Ordinance – Second Reading

**NEW BUSINESS**

8. **ADMINISTRATION:** Resolution No. 2021-34 – A Resolution Directing the City Administrator to File an Application Requesting Rezoning of Land Located at 1208, 1220, and 1220 ½ Georgia Avenue
9. **ADMINISTRATIVE REPORTS:**
10. **PRESENTATIONS/COMMUNICATIONS/RECOGNITION OF VISITORS:**
  - A. **Citizen Comments** - At this time, citizens may speak to Mayor and City Council regarding matters not listed on the agenda. Speakers shall give their name and address in an audible tone of voice for the records. Speaker

Forms are provided on the credenza at the entrance to the Council Chambers. Speakers desiring that the minutes indicate that they addressed Council on a specific topic should complete the form. The form will be included as part of the minutes of the meeting. Citizen comments are limited to five minutes.

B. Council Comments –

11. ADJOURNMENT



*Thank you for attending tonight's meeting of the North Augusta City Council.  
To assure every citizen's privilege to speak to City Council and to maintain proper decorum  
the following sections of the City's Code of Ordinances are reprinted.*

Sec. 2-57. Order and decorum generally

(a) By council members. While the council is in session, the members must preserve order and decorum, and a member shall not, by conversation or otherwise, delay or interrupt the proceedings or the peace of the council, or disturb any member while speaking or refuse to obey the orders of the council or its presiding officer, except as otherwise herein provided.

(b) By other persons. Any person making personal, impertinent, or slanderous remarks or who shall become boisterous while addressing the council shall be forthwith, by the presiding officer, barred from further audience before the council, unless permission to continue be granted by a majority vote of the council.

Sec. 2-58. Sergeant-at-arms

The public safety director or such members of the public safety department as the director may designate, shall be sergeant-at-arms of the council meetings. They shall carry out all orders and instructions given by the presiding officer for the purpose of maintaining order and decorum at the council meeting. Upon instructions of the presiding officer, it shall be the duty of the sergeant-at-arms, to place any person who violates the order and decorum of the meeting under arrest, and cause such to be prosecuted under the provisions of this Code, the complaint to be signed by the presiding officer.

Sec. 2-62. Addressing council--Permission required; exceptions

Any person desiring to address the council shall first secure the permission of the presiding officer so to do.

Sec. 2-63. Same--Procedure

Each person addressing the council shall step up in front of the rail, shall give such person's name and address in an audible tone of voice for the records, and unless further time is granted by the council, shall limit the address to five (5) minutes. All remarks shall be addressed to the council as a body and not to any member thereof. No person, other than the council and the person having the floor, shall be permitted to enter into any discussion, either directly or through a member of the council, without the permission of the presiding officer. No question shall be asked a council member except through the presiding officer.

Sec. 2-64. Persons authorized to be within rail

No person, except city officials or their representatives shall be permitted within the rail in front of the council chamber without the express consent of the council.



# North Augusta

*Council Study Session – 16 August 2021*



## Public Safety HQ

### Facts:

- Previous Council added Public Safety HQ as the #1 priority on the CPST IV ballot initiative
- City participated in a \$10.5M bond initiative to jump-start the project
- City previously purchased properties on GA Avenue for the purpose of PSHQ/Courts/FS#1
- City previously made a decision to separate Fire Station #1 and build at 311 W. Martintown Road
- Previous Council directed staff to site the PSHQ and Courts on City-owned property on E. Buena Vista
- City is conducting due diligence of E. Buena Vista site
- City has received requests for purchase of GA Ave properties for commercial development
- **Estimated site and construction costs for this project have increased dramatically since last presented to Council in September 2020**

### Assumptions:

- City Council and Citizens would be open to lower cost construction alternatives



## Public Safety HQ

### Council Guidance:

- Present Sketch Plan Review to Planning Commission
  - Feedback:
    - Dislike the façade/look of the building in the current state
    - Traffic Concerns
    - Look at other options, to include Community Center/Tennis Courts
- Meet with interested non-profits (Punch & Judy Players, Historic North Augusta)
  - Historic North Augusta can support GA Ave site if it maintains the two buildings on Observatory Avenue
  - Punch & Judy Players not opposed, but not looking to put children's theater close to future Public Safety HQ
- Meet with Citizens for feedback
  - Citizens on Butler Avenue are largely against the project
  - Citizens on Observatory are potentially open to working with the City on design/placement for a GA Avenue solution
  - Counterproposals presented included MEDAC building, Community Center/Tennis Courts, Mealing Tract, E. Buena Vista



## Public Safety HQ

### Citizen Counter-proposals:

- MEDAC building
  - Greenstone open to selling the property to the City, but cost prohibitive and significant time delay
  - Outside Counsel does not recommend this option as current tax revenue would be lost from the TIF -> Riverside Village
- Mealing Tract
  - Staff does not recommend procuring additional City-owned property (current tax assessed value is \$1.47M)
- E. Buena Vista
  - Build taller building to minimize retaining wall requirements
  - Would require complete re-design, adds time and money, expansion problems remain
- Community Center/Tennis Courts
  - Major drainage issues throughout the property; would likely require using existing community center footprint
  - City would lose the Community Center
  - Time/Cost factors



# Public Safety HQ

Counter-proposals concept sketch provided by Mr. Leverett



# Public Safety HQ Design

Current Design Concept



Seven Gables



Fire Station Concept



Citizens and Planning Commission agree current building design not in keeping with the look of the neighborhood. We can amend the design. An example is a rendering of the FS at GA Ave.





## Recommendation

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### GA Avenue Location

#### Pros:

- Central location in the City
- Preferred location by Public Safety
- Lower overall cost to the City (\$842,746.29)
- Expansion capability exists in future years if needed
- Allows for the legacy structures on Observatory Ave to be maintained

#### Cons:

- Delays the overall project at least 4-6 months
- Community is mixed on support of this concept
- Potential loss of future commercial tax base



## Next Steps (Georgia Ave site)

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- City Council Resolution granting staff authority to present to Planning Commission for Public zoning
  - Earliest opportunity is September, 2021
- Planning Commission recommendations back to Council
- Two ordinance votes in October for P Zoning
- Resolution to proceed on GA Avenue in October
- Provide design updates to Council (time TBD)





## Guidance Requested

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1. Location (to include real estate procurement)
2. Design Budget
3. Greenspace Option



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## COUNCIL DISCUSSION/ GUIDANCE

## SECTION 1: PROJECT SUMMARY

Project Name	North Augusta Public Safety Headquarters
Applicant	John C. Thomas
Address/Location	1208, 1220, & 1220 ½ Georgia Ave.
Parcel Numbers	007-07-06-003, 007-07-06-004, & 007-07-06-005
Total Development Size	4.45 acres
Zoning	GC & R-14
Overlay	Neighborhood Preservation Corridor Overlay
Traffic Impact Tier	Tier 2
Proposed Use	Public Safety Headquarters
Future Land Use	Mixed Use

## SECTION 2: PLANNING COMMISSION CONSIDERATION

The plans have been submitted for review by the Planning Commission based on the following portions of the Development Code:

### NADC § 5.1.2.2 Sketch Plan

- a. In addition to the pre-application conference, at the request of the applicant subsequent to the pre-application conference, the Planning Commission may grant an informal review of a sketch or concept plan for a development for which the applicant intends to prepare and submit an application for development. The purpose of the sketch plan review process is to provide the Planning Commission input in the formative stages of a development plan.
- b. Applicants seeking sketch plan review shall submit the items stipulated in Appendix B, Application Documents, ten (10) days before the Planning Commission meeting at which the sketch plan will be reviewed. These items provide the applicant and Planning Commission with an opportunity to discuss the development proposal in its formative stages.
- c. A brief written summary of the sketch plan review shall be provided within ten (10) working days of the sketch plan review meeting.
- d. The applicant may be charged reasonable fees for the sketch plan review.
- e. The Planning Commission may make specific recommendations regarding the proposed development including the implementation of a citizen participation process (§5.1.7) prior to submitting the development application.

f. The applicant shall not be bound by any sketch plan for which review is requested, nor shall the Planning Commission be bound by any such review.

### SECTION 3: PUBLIC NOTICE

Per NADC Table 5-1, no notice of the request is required.

### SECTION 4: SITE HISTORY

The parcels were purchased by the city of North Augusta in June 2016 from the Estate of Starkey sharp Flyth Jr. for construction of a public safety facility. In a "Building Assessment for North Augusta Public Safety Facility and Fire station #1 Relocation," prepared by Johnson, Laschober, & associates, P.C., there exist two structures on the properties; the "Caretakers House" built in 1903 and the "Horse Stable House", also built in 1903 and remodeled in 1970. The assessment describes these structures as former "support spaces" for the Palmetto Lodge, which stood on the adjacent parcel before it was destroyed by fire in 2008. This adjacent parcel is also owned by the City of North Augusta and within the review of this sketch plan. The assessment concludes that both structures are severely deteriorated due to the environment and vandalism and offer no significant history or relevance.

### SECTION 5: EXISTING SITE CONDITIONS

	<u>Existing Land Use</u>	<u>Future Land Use</u>	<u>Zoning</u>
Subject Parcel	Vacant	Mixed Use	GC, General Commercial and R-14, Large Lot Single-Family
North	Residential	Mixed Use	R-14, Large Lot, Single-Family Residential
South	Vacant/Undeveloped	Mixed Use	R-14, Large Lot, Single-Family Residential
East	Open Space Preservation	Mixed Use	P, Public Use
West	Residential	Low Density Residential	R-14, Large Lot, Single-Family Residential

**Access** – The site currently has direct access to Georgia Ave and Observatory Ave.

**Topography** – The existing topography of the site is relatively flat, sloping slightly from the North West corner to the South East corner of the property.

**Utilities** – Potable water is available on Georgia Ave through an existing 6-inch water main from the City of North Augusta. Adequate water capacity is available to serve the site. Sewer is available from the City of North Augusta and has adequate capacity to serve the site. Water and wastewater service are both available on Georgia Ave. and have adequate capacity to serve the site.

**Floodplain** – The subject property is not within federally designated floodplains or wetlands. There are not jurisdictional wetlands or state waters on the site.

**Drainage Basin** – This site is located within the Waterworks Basin as designated on the City of North Augusta Stormwater Management's Drainage Basin Map. The Waterworks watershed includes high density residential, high density commercial, and some industrial areas. Stormwater Management has conducted a baseline assessment of the basin and streams and has rated the Waterworks Basin as fair.

## SECTION 6: STAFF EVALUATION AND ANALYSIS

Following is a brief review of Development Code Standards. Commentary is added in *italics*. Section 3.4.4 of the NADC states, 3.4.4, "Uses in the TND, Traditional Neighborhood Development; P, Public Use; PD, Planned Development; and R-MH Manufactured Home Residential are governed by their respective sections in this Chapter, and are not subject to the Use Matrix." The site will need to be rezoned to Public Use, P and staff will use that zoning district standards for evaluation.

**3.6.4.3 Permitted Uses** – The uses listed in Table 3-7 are permitted in the P, Public Use District, subject to the issuance of a conditional use permit as required by Article 5, Approval Procedures. Public lands that are reserved or designated for environmental protection, open space or other natural state should be zoned in the CR, Critical Areas District, rather than the P, Public Use District.

*According to Table 3-7 a public safety headquarters building would be a conditional use in the Public Use District. Other uses include fire, sheriff, emergency services, government offices or other government civic uses or facilities such as courts and city halls, library museums, galleries, maintenance of government buildings and grounds; open space, park or active recreational uses operated on a non-commercial basis, post office, and recreation centers. Schools, academic, continuance, alternative, adult, colleges and universities, and technical, trade, and other specialty schools. Public utility storage and service yards. Sewage treatment plant, pump stations, or lift stations. Solid waste collection centers, solid waste transfer stations, recyclable materials, yard waste and similar items. Water supply facilities including pump stations, dams, levees,*

*culverts, water tanks, wells, treatment plants, reservoirs, and other irrigation facilities. Service providers of water, sewer, electricity, natural gas, telephone, cable and internet and improved or utilized for the delivery of the public service (power generating or transforming stations, transmission and distribution lines and facilities, switching stations, etc.)*

**3.6.4.5.2 Development Standards** – Uses within the P, Public Use District, are not subject to the dimensional standards of §3.5. However, such uses are subject to the landscaping standards of Article 10, and the parking standards of Article 12.

## SECTION 7: ATTACHMENTS

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Aerial  
Current Zoning  
Topography  
Building Facade  
Application Documents  
Sketch Plan



BUTLER AVENUE S-172

OBSERVATORY AVENUE S-712

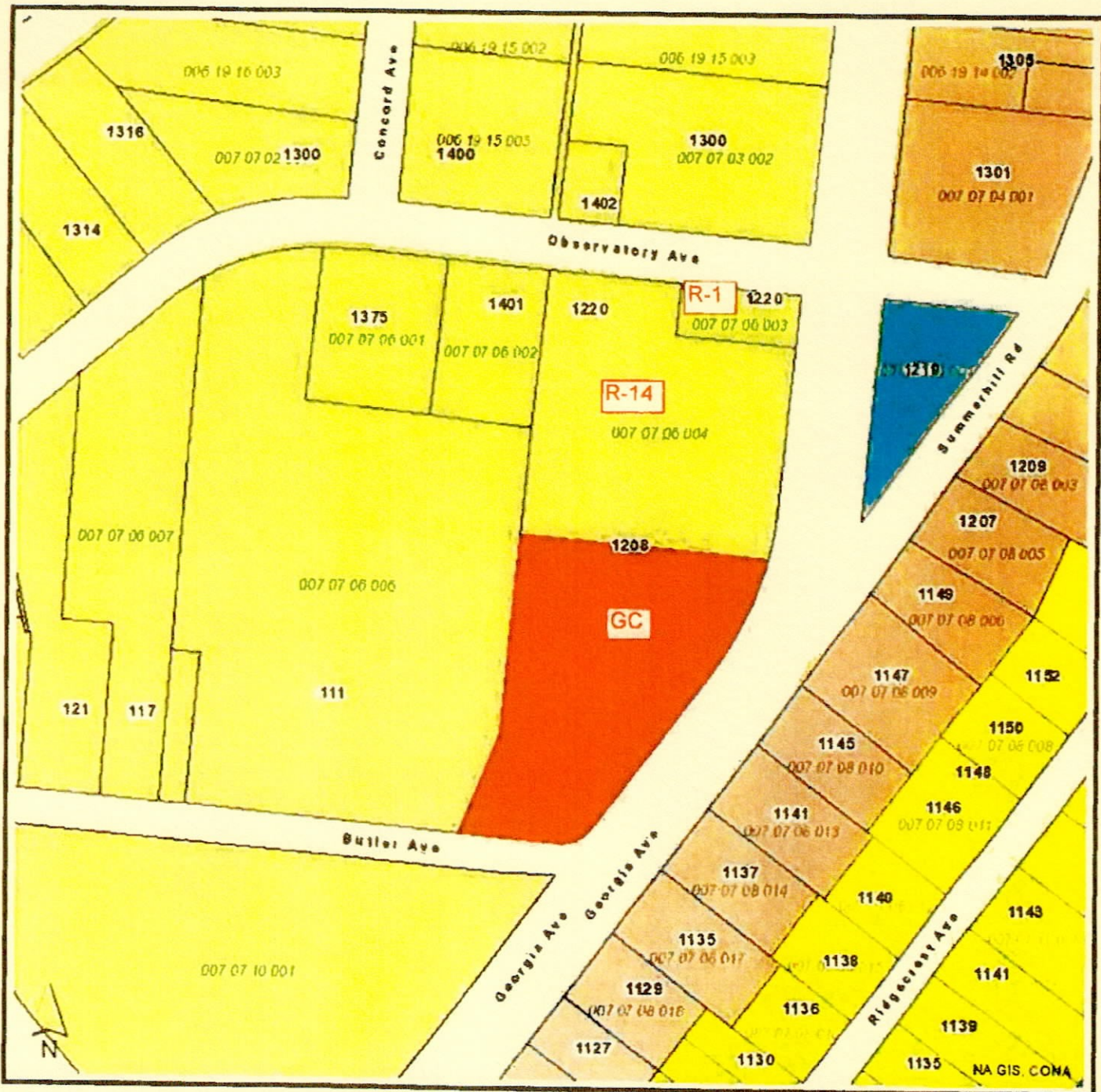
GEORGIA AVENUE US-23  
GEORGIA AVENUE US-73

AIKEN COUNTY

SUMMERHILL ROAD S-124

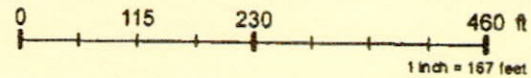
SUMMERHILL ROAD S-171

RIDGE CREST AVENUE S-188



## Zoning Map

Parcels 007-07-06-005, 007-07-06-004,  
0070-07-06-003

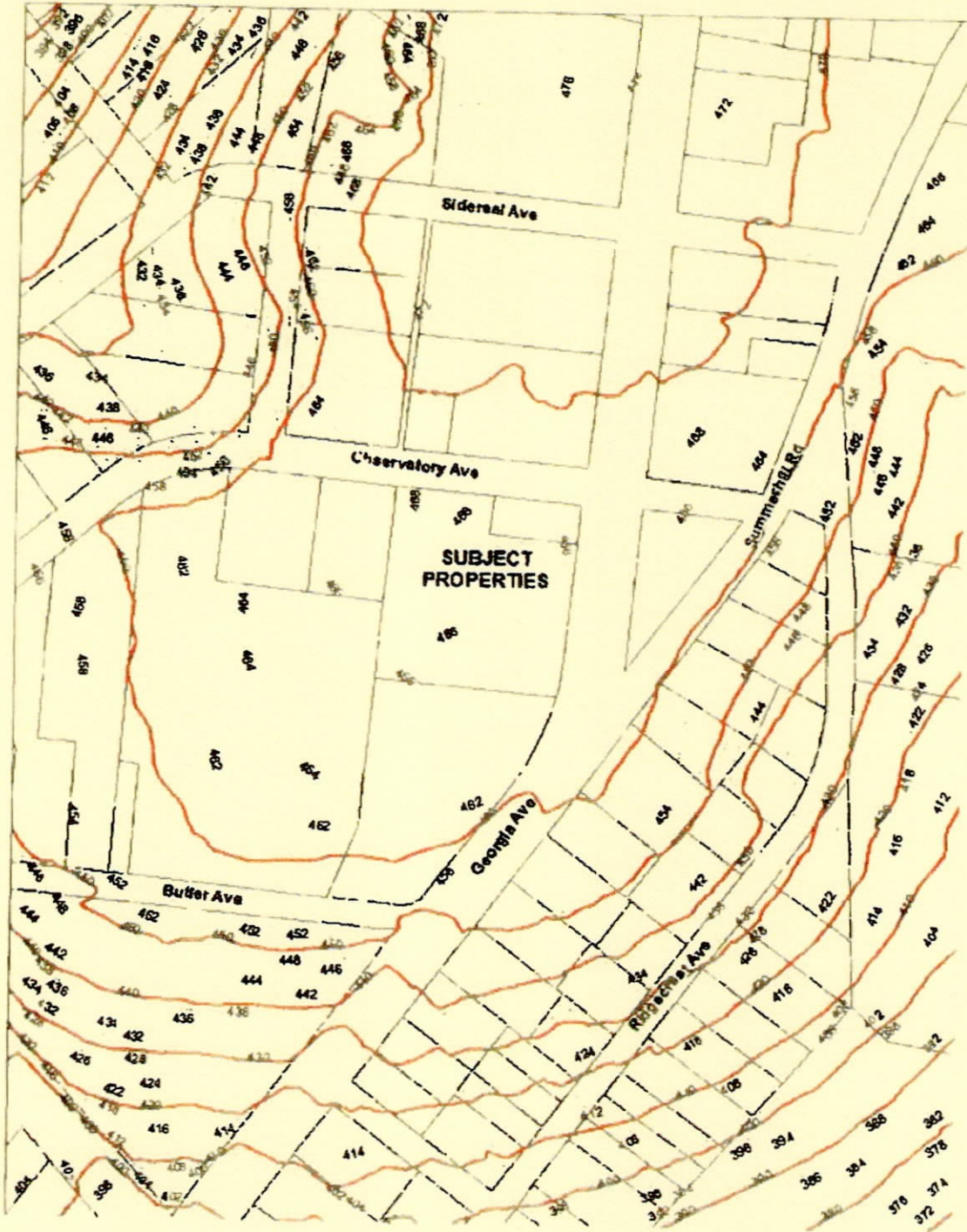


**North Augusta**  
South Carolina's Riverfront

Note: The City of North Augusta makes every effort possible to produce the most accurate information. The layers contained in the map service are for information purposes only. The City of North Augusta makes no warranty, express or implied, nor any guaranty as to the content, sequence, accuracy, timeliness or completeness of any of the information provided. The City explicitly disclaims all representations and warranties. The reader agrees to hold harmless the City of North Augusta for any cause of action and costs associated with any causes of action which may arise as a consequence of the City providing this information.

Author: North Augusta SC  
Date: 7/8/2021

Section 8 - Topography











# Application for Development Approval

Please type or print all information



Staff Use

Application Number \_\_\_\_\_

Date Received \_\_\_\_\_

Review Fee \_\_\_\_\_

Date Paid \_\_\_\_\_

- Project Name North Augusta Public Safety Headquarters  
Project Address/Location 1208 Georgia Ave, 1220 Georgia Ave, 1220 1/2 Georgia Ave  
Total Project Acreage 4.45 Current Zoning GC & R-14  
Tax Parcel Number(s) 007-07-06-003, 007-07-006-004, 007-07-06,005
- Applicant/Owner Name City of North Augusta Applicant Phone 803-441-4202  
Mailing Address 100 Georgia Ave  
City North Augusta ST SC Zip 29841 Email jthomas@northaugusta.net
- Is there a Designated Agent for this project? Yes  No   
If Yes, attach a notarized Designation of Agent form. (required if Applicant is not property owner)
- Engineer/Architect/Surveyor \_\_\_\_\_ License No. \_\_\_\_\_  
Firm Name \_\_\_\_\_ Firm Phone \_\_\_\_\_  
Firm Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_ Email \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_
- Is there any recorded restricted covenant or other private agreement that is contrary to, conflicts with or prohibits the use or activity on the property that is the subject of the application?  
(Check one.) yes  no
- In accordance with Section 5.1.2.3 of the North Augusta Development Code, I hereby request the City of North Augusta review the attached project plans. The documents required by the City of North Augusta, as outlined in Appendix B of the North Augusta Development Code, are attached for the City's review for completeness. The applicant acknowledges that all required documents must be correct and complete to initiate the compliance review process.
- [Signature]  
Applicant or Designated Agent Signature \_\_\_\_\_ Date 06/30/2021  
John C. Thomas  
Print Applicant or Agent Name \_\_\_\_\_

Tasks	Rule	Compliant
3.8.6.2.1	Permitted non-residential uses may be located on the first floor only.	Y
3.8.6.2.2	Uses that are not permitted are: a. Drive-in, drive-up and drive-through facilities; b. Indoor or outdoor sales of equipment, motorcycles or automobiles; c. Gasoline sales and automobile service stations; or d. Automobile and motorcycle repair.	Y Y Y Y
3.8.6.2.5	No existing structure may be demolished until a site plan for the parcel has been approved.	Y
3.8.6.3.1	The dimensional standards for the Neighborhood Preservation Corridor Overlay District are established in Table 3-12	
3.8.6.3.2	Where an existing building is located on a parcel and the site development plan includes the utilization of the existing building as a principal structure, one existing driveway from the corridor street may be utilized regardless of location or width	N/A
Table 3-11	<ol style="list-style-type: none"> <li>1. Maximum Height 2.5 stories or 32 feet</li> <li>2. Minimum Height 14 feet</li> <li>3. Minimum Front Setback The average existing setback within the block in which the parcel is located or 25 feet</li> <li>4. Maximum Front Setback 50 feet</li> <li>5. Minimum Side Setback Required buffer or 5 feet</li> <li>6. Minimum Rear Setback Required buffer, 20 feet or 10 feet from an alley</li> <li>7. Maximum Building Footprint 3,000 square feet</li> <li>8. Maximum Building Coverage 50%</li> </ol>	Y Y Y
3.8.6.4.1	Building entrances shall face the corridor street or a park.	Y
3.8.6.4.2	Not less than forty percent (40%) of the front facade of new buildings shall include doors or windows.	Y
3.8.6.4.3	The shape of an existing roof shall be retained in any reconstruction or addition. The slopes of roofs on new buildings shall match the average of the roof pitches on buildings within the block.	Y
3.8.6.4.4	The existing facade facing or visible from the street, including existing doors and windows shall be retained	N/A
3.8.6.5.1	Not more than one (1) access to a street shall be permitted per lot or parcel. There is no restriction on the number of access points to an alley.	Y
3.8.6.5.2	The maximum driveway width between right of way and the front of any building is fourteen (14) feet	Y
3.8.6.5.3	Off-street parking shall be provided as set forth in Article 14, Parking. No above-ground structured parking is permitted, except for a residential garage that was constructed as an accessory use to a dwelling prior to its conversion to a non-residential use.	Y

Tasks	Rule	Compliant
3.8.6.5.4	Parking shall not be permitted between structures and the sidewalk street. Parking shall be located on the side or in the rear of buildings only. Parking visible from the front shall be screened with a permanent wall, fence or hedge not less than forty-two (42) and no more than sixty (60) inches in height.	N
3.8.6.5.5	Parking areas shall be setback at least five (5) feet from the property line provided, however, that if the property line abuts an alley, no setback is required unless the alley abuts a front or side yard of a parcel that is zoned residential or in a residential use.	Y
3.8.6.5.6	Parking areas shall be improved with an approved surface pursuant to the provisions of Article 12, Parking. Ground surface areas not covered with an approved surface shall be restricted from parking by signage and curbing, fencing or other physical barriers.	Y
3.8.6.6.1	Street Trees and Plantings – One (1) street tree shall be planted for every forty (40) feet of frontage on the corridor street in accordance with Article 10, Landscaping, unless existing trees are in place and meet the standard. Required trees and plantings shall be planted between the sidewalk and curb where there is adequate space. In the event there is inadequate space between the sidewalk and curb as determined by the Director, the required trees may be planted behind the sidewalk in the front setback. If planted in the front setback the general alignment of street trees in the corridor shall be maintained to the extent practicable.	Y
3.8.6.6.2	General Lot Landscaping – See Article 10, Landscaping.	Y
3.8.6.6.3	Parking Lot Landscaping – See Article 10, Landscaping.	Y
3.8.6.7	Lighting – All lighting shall be directed on-site or onto adjacent walkways and shall be shielded from interfering with corridor traffic and direct off-site viewing.	Y
3.8.6.8.1	Signs are permitted in accordance with the provisions of Article 13, Signs.	Y
3.8.6.9	Utilities and Trash Receptacles – All trash receptacles and utility equipment shall be located in the side or rear yard. Trash receptacles and utility equipment shall be screened so as not to be visible from the public right of way.	Y
3.8.6.10.1	Business hours of operation shall be limited to the period from 7:00 a.m. to 9:00 p.m.	N
3.8.6.10.2	Goods shall not be displayed or stored on the premises in a manner that is visible from the exterior of the building. Merchandise displays are not permitted on the right of way, or in any yard or setback, or on any open porch. Merchandise displays are permitted on covered porches. Window displays shall not exceed ten (10) square feet per display and shall not cumulatively exceed twenty (20) square feet or five percent (5%) of the area of the front façade, whichever is greater.	Y