

# TOWN OF SEABROOK ISLAND

## DSO Advisory Committee Meeting

June 16, 2020 – 2:00 PM

Virtual Meeting (Zoom)

[Watch Live Stream \(YouTube\)](#)



## AGENDA

### CALL TO ORDER

### APPROVAL OF MINUTES

#### 1. DSO Advisory Committee Meeting:

- February 27, 2020

[Pages 2-3]

### ITEMS FOR DISCUSSION

#### 1. Review and Discussion of Draft DSO Articles:

- Article 14: Signs

[Pages 4-18]

### ADJOURN

#### **About the DSO Advisory Committee**

*On March 26, 2019, the Seabrook Island Town Council approved a contract with PLB Planning Group for the purpose of completing a comprehensive update of the town's Development Standards Ordinance (DSO). The DSO Advisory Committee was appointed on April 23, 2019 and includes ten members: one member from Seabrook Island Town Council, two members from the Board of Zoning Appeals, two members from the Planning Commission, four residents of the town, and one staff representative from the Seabrook Island Property Owners Association. The committee will be tasked with providing input, guidance and feedback to town staff and the consultant during the development of a new DSO. The committee's recommendations will be submitted to Town Council in late 2020.*

# TOWN OF SEABROOK ISLAND

## DSO Advisory Committee Meeting

February 27, 2020 – 1:30 PM

Town Hall, Council Chambers  
2001 Seabrook Island Road



## MINUTES

Present: Skip Crane (Chair), Gary Quigley (Vice Chair), Katrina Burrell, Ava Kleinman, Walter Sewell, Roger Steel, Joe Cronin (Town Administrator)

Absent: Wayne Billian, Robert Driscoll, Ed Williams

Guests: John Gregg (Mayor), Paul LeBlanc (PLB Planning Group)

Chairman Crane called the meeting of the DSO Advisory Committee to order at 1:37 PM. Chairman Crane confirmed that the requirements of the Freedom of Information Act were fulfilled, and the meeting agenda was properly posted.

As a quorum was not present at the beginning of the meeting, Chairman Crane deferred consideration of the minutes until at least six members were in attendance.

### APPROVAL OF MINUTES

Ms. Burrell arrived after the start of the meeting. At that time, a quorum was present and Chairman Crane requested a motion to approve the minutes from the previous meetings.

1. **DSO Advisory Committee Meeting: January 15, 2020:** Mr. Quigley made a motion to approve the minutes from the January 15, 2020 meeting. Mr. Steel seconded the motion. The motion was approved by a vote of 6-0.
2. **DSO Advisory Committee Meeting: January 16, 2020:** Mr. Quigley made a motion to approve the minutes from the January 16, 2020 meeting. Mr. Steel seconded the motion. The motion was approved by a vote of 6-0.

### ITEMS FOR DISCUSSION

1. **Review and Discussion of Draft DSO Articles:** Paul LeBlanc of PLB Planning Group provided a summary of the proposed language for the following articles:
  - Article 13: Off-Street Parking

Committee members reviewed, discussed and provided feedback on the proposed language

for the above referenced article. A detailed discussion took place regarding garage and carport requirements, bicycle parking, minimum parking space dimensions, and minimum/maximum parking requirements.

In an effort to promote the use of alternative modes of transportation, the original draft prepared by the consultant included language that would require the developer of all new non-residential (commercial, office, institutional), townhome and multi-family development to provide a minimum of at least 5 bicycle parking spaces. Following a discussion, Mr. Quigley made a motion to strike the language requiring bicycle parking for new development from the draft document. Mr. Steel seconded the motion. The vote was as follows:

**In Favor**

Mr. Quigley  
Mr. Steel  
Mr. Sewell  
Ms. Kleinman

**Opposed**

Chairman Crane  
Ms. Burrell

The motion passed by a vote of 4-2, and the language requiring the inclusion of bicycle parking was struck from the draft document.

Mr. LeBlanc will incorporate the committee's recommendations into an updated draft for each respective article.

Mr. Steel, Ms. Kleinman and Ms. Burrell departed prior to the conclusion of the meeting.

**ADJOURN**

There being no further business, the meeting was adjourned at 4:45 PM.

Minutes Approved:



Joseph M. Cronin  
Town Administrator

**Signs**

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**Article  
14**

**Seabrook Island Development Standards Ordinance**

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## Section 14.1 Purpose, Findings, and Intent

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### A. Purpose.

The purpose of this article is to coordinate the type, placement, and physical dimensions of signs within the various zoning districts; to recognize the communication requirements of all sectors of the community; to promote both renovation and proper maintenance of signs; and to guarantee equal treatment under the law through accurate record keeping and consistent enforcement. The general objectives of these standards are to promote the health, safety, welfare, convenience and enjoyment of the public, and in part, to achieve the following:

1. **Safety.** To promote the safety of persons and property by providing that signs:
  - a. Do not create hazards due to collapse, fire, decay, collision, or abandonment;
  - b. Do not obstruct fire-fighting or security surveillance; and
  - c. Do not create traffic hazards by confusing or distracting motorists, or by impairing the driver's ability to see pedestrians, obstacles, or other vehicles, or to read traffic signs.
2. **Communications Efficiency.** To promote the efficient transfer of information in sign messages by providing that:
  - a. Those signs which provide messages and information most needed and sought by the public are given priority;
  - b. Businesses and services may identify themselves;
  - c. Customers and other persons may effectively locate a business or service;
  - d. No person or group is arbitrarily denied the use of the sight lines from the public streets for communication purposes; and
  - e. Persons exposed to signs are not overwhelmed by the number or size of messages presented and are able to exercise freedom of choice to observe or ignore messages, according to the observer's purpose.
3. **Landscape Quality and Preservation.** To protect the public welfare and to enhance the appearance and economic value of the landscape by providing that signs:
  - a. Do not interfere with scenic views;
  - b. Do not create a nuisance to persons using the public streets;
  - c. Do not constitute a nuisance to occupancy of adjacent and contiguous property by their brightness, size, height or movement;
  - d. Are not detrimental to land or property values; and
  - e. Contribute to the special residential character of particular areas or districts within the town, helping the observer to understand the town and orient himself/herself within it.

B. **Message Substitution.** Notwithstanding any other provision of this article, noncommercial copy may be substituted for commercial copy or other noncommercial copy on any sign that is permissible under this article.

### C. Findings. The town finds that:

1. Content-neutrality, viewpoint neutrality, and fundamental fairness in regulation and review are essential to ensuring an appropriate balance between the important, substantial, and compelling interests set out in this article and the constitutionally protected right to free expression.

2. The regulations set out in this article are unrelated to the suppression of constitutionally protected free expression, do not relate to the content of protected messages that may be displayed on signs, and do not relate to the viewpoint of individual speakers.
3. The incidental restriction on the freedom of speech that may result from the regulation of signs pursuant to this article is no greater than is essential to the furtherance of the important, substantial, and compelling public purposes that are set out in this article.
4. Regulation of the location, number, materials, height, size, form, and duration of display of temporary signs is essential to preventing sign clutter.
5. Temporary signs may be degraded, damaged, moved, or destroyed by wind, rain, flooding, and sun, and after such degradation, damage, movement, or destruction, such signs harm the safety and aesthetics of the public on the town’s streets or sidewalks if they are not removed.
6. Certain classifications of speech are not constitutionally protected due to the harm that they cause to individuals or the community.

**Section 14.2 General Provisions**

- A. **Applicability.** The regulations and requirements of this article apply to all signs that are or are intended to be viewed from a public right-of-way, private street easement, or adjacent property, except as otherwise exempt under this article.
1. Signs requiring permits. A sign permit shall be required to erect, place, modify the structure, allow the continued placement, or convert any portion of a sign, including a conversion from temporary to permanent or from non-electronic message sign to an electronic message sign, unless otherwise provided in this article. *Should these be allowed?*
  2. Signs exempted from permits. The types of signs listed in *Table 14.-2* are exempted from permit requirements but must conform with all other requirements of this article.

**Table 14-2, Signs Exempt from Permitting**

Type of Sign	Requirements
Address Sign	Property address numbers are required by the town. Numbers shall be displayed on at least one (1) of the following: a building, sign, or mailbox on the property; and shall consist of minimum size lettering as follows: 3 inches in height on a mailbox, 4 inches in height on a single-family dwelling, 6 inches in height on a freestanding sign, and 8 inches in height on a multi-family or nonresidential building. Addresses on buildings shall be placed on the façade facing the street to which the address pertains.
Flag	Flags or insignia of any nation, state, local government, community organization, or educational institution or those representing a public issue or political statement are allowed. Flags mounted on a flagpole must have a minimum vertical clearance of nine (9) feet above the adjoining surface area. No flag on the property of a residential use shall exceed 15 square feet in area or be higher than 40 feet above the ground when mounted on a flagpole. Flags on non-residential property may be 50 sq. ft. in area.
Historic markers	Plaques or signs designating a building as a historic structure and installed by a federal, state or local historical agency or group
Incidental Signs	Sign, logo, or decal, no greater than one and one-half (1½ ) sq. ft.
Memorial signs	Memorial signs or commemorative tablets, when carved into stone, concrete or similar material or made of bronze, aluminum or other non-combustible material and made an integral part of the structure. One (1) sign, no larger than five (5)

<b>Table 14-2, Signs Exempt from Permitting</b>	
<b>Type of Sign</b>	<b>Requirements</b>
	square feet, shall be permitted per building, except that if the sign is set into the corner of a building, signs are permitted on both faces.
Nameplate	Name and address attached to a wall, mailbox, or post, no greater than one (1) sq. ft.
Official Governmental signs	Signs placed by or at the direction of a governmental body, governmental agency, public authority, or SIPOA, such as but not limited to traffic signs, signals or regulatory devices or warnings; official emblems, public notices or official instruments; signs providing directions to specific facilities or locations; signs of historical interest; signs designating special events or areas of architectural or historic significance or gateways; signs announcing or providing directions to a government sponsored event; or other similar governmental signs or devices. Such signs are authorized within all rights-of-way, easements, or other properties controlled by such governmental body, agency or authority; and at such other locations as a governmental body, governmental agency or public authority may direct.
Seasonal and holiday	Seasonal and holiday decorations that convey no commercial messages are not considered signs but shall not be displayed longer than ten (10) days after the seasonal or holiday event and are therefore not regulated by this article.
Temporary signs	No permit shall be required; provided, the applicable requirements of <i>Table 14-4</i> shall be met.
Window signs	Window signs placed on the outside or inside a windowpane or glass door of a nonresidential use are exempt from the permitting requirements but shall meet the requirements of <i>Table 14-2</i> .
Yard signs	Signs not exceeding three (3) square feet in area and three (3) feet in height, set back at least 10 feet from any property line.

3. Prohibited signs. The following sign types are prohibited within the Town of Seabrook Island:
- a. Signs located in a way that obscures, or otherwise interferes with the effectiveness of any official traffic sign, signal, or device.
  - b. Signs located in a way that obscures, or otherwise interferes with a motor vehicle operator's view of approaching, merging, or intersecting traffic.
  - c. Signs which obstruct any fire escape, means of ingress, egress, or ventilation.
  - d. Signs otherwise prohibited by this article, installed within a building in such a manner as to be visible to passersby outside the building.
  - e. Signs utilizing LCD, LED or similar technology, such as an electronic changeable copy sign as any part of the sign face: provided, a digital gas pricing sign may be permitted in conjunction with a gas station freestanding sign.
  - f. Signs utilizing tri-vision technology as any part of the sign face are prohibited.
  - g. Signs imitating public warning or traffic devices. Any sign that displays intermittent lights resembling the flashing lights customarily used in traffic signals or in police, fire, ambulance or rescue vehicles, and any sign that uses the words "stop," "danger" or other message or content in a manner that might mislead or confuse a driver, is not allowed. No red, green or yellow illuminated sign shall be permitted within 300 feet of any traffic light.
  - h. Signs that emit or utilize in any manner any sound capable of being detected on any traveled road or highway by a person with normal hearing, or signs that emit smoke, vapor or odors.

- i. Signs that advertise an activity illegal under local, state or federal law.
  - j. Specific sign types, including:
    - i. Animated signs.
    - ii. Banners, except as otherwise provided as exempt or temporary signage by this article.
    - iii. Feather or quill signs.
    - iv. Inflatable signs.
    - v. Off-premise signs. **Should these be allowed?**
    - vi. Pole signs.
    - vii. Portable signs, except A-frame signs specifically allowed by this article as temporary signage for a special business promotion.
    - viii. Roof signs, including signs painted on or adhered to roofs. This prohibition does not apply to the fascia portion of a mansard roof or to the face of a parapet wall, provided the sign does not extend above the top of the mansard roof or parapet wall.
    - ix. Signs held or displayed by a person as advertising.
    - x. Signs mounted on flatbed or pick-up trucks for the primary purpose of mobile advertising.
    - xi. Snipe signs.
    - xii. Trucks, cars, trailers, aircraft, boats or similar vehicles used as signs is prohibited when the vehicle is parked on public or private property within 50 feet of any property line abutting a public street, except for those:
      - (a) Lawfully parked overnight or during non-business hours in a place not visible from a public or private street or within a designated truck parking or loading area;
      - (b) Making deliveries, sales calls, or other customary practices relating to doing business;
      - (c) Making trips to transport persons or property;
      - (d) Used in conjunction with active construction operations on a site; or
      - (e) Passenger vehicles, pick-up trucks, and vans containing signs that do not exceed 16 square feet in area painted on or permanently affixed to the doors or integral body panels and such vehicles are of a size that can fully fit within a standard parking space.
4. Not considered signs. The following are not considered signs and are not regulated by any provision of this article.
- a. Seasonal and holiday decorations that convey no commercial messages.
  - b. Window displays of goods available within a business.
  - c. A building design or color that is associated with a particular establishment or organization, but which conveys no message.
- B. **Definitions.** Terms used in this article shall have the definitions stated in *Appendix A*.
- C. **Basic Standards.**
- 1. All permanent signs must be of a professional character, be erected by a qualified sign professional, and comply with the provisions of this article. Homemade lettered signs shall not be permitted, whether or not a permit is required, except for wire frame yard signs.
  - 2. Signs may be externally illuminated, except as otherwise specified. **Is internal illumination allowed now? Should it be?**
  - 3. Signs shall not be inconsistent with the appearance of the general neighborhood in which located.

D. **Content.** No sign shall be approved or disapproved based on the content or message it displays, except that the following content, without reference to the viewpoint of the speaker, shall not be displayed on signs:

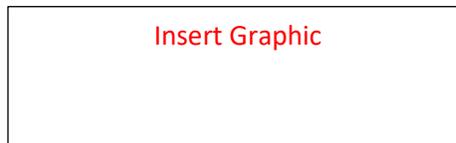
1. No sign shall contain statements, words or pictures which describe or display "specified anatomical areas" or "specified sexual activities," as defined in **Appendix A**, or contain words vulgarity.
2. Text or graphics harmful to minors as defined by state or federal law;
3. Text or graphics that are obscene, fighting words, defamatory, inciteful to imminent lawless action, or true threats, as such words and phrases are defined by controlling law;
4. Text or graphics that present a clear and present danger due to their potential confusion with traffic control signs;
5. Signs that provide false information related to public safety (e.g., signs that use the words "stop" or "caution" or comparable words, phrases, symbols, or characters) that are presented in a manner as to confuse or imply a safety hazard that doesn't exist; or
6. Text or graphics that provide false or misleading information in violation of the town's code of ordinances.

E. **Sign Placement.**

1. No person shall construct, erect, operate, use, or maintain any sign without the written permission of the owner or other person in lawful possession or control of the property on which such structure or sign is located. **Should off-premise signs be permitted (garage sales, political campaigns, directional, etc.)?**
2. No person shall erect a sign on public property other than the governmental entity responsible for such property or public utility companies or contractors occupying or working on public property pursuant to government contract or franchise.

F. **Computation of Sign Area.**

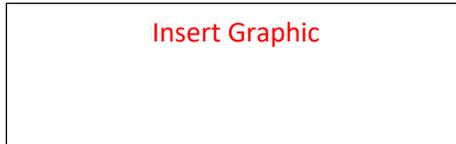
1. For signs that have no identifiable frame or border, the area shall be the smallest rectangle that includes the extreme limits of the writing, representation, emblem, color, and/or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed. The area measurement shall not include any supporting framework, bracing, or decorative fence or wall when such fence or wall otherwise meets other regulations of the town and is clearly incidental to the display itself.
2. The area of a sign structure shall be computed by means of the smallest rectangle that will encompass the extreme limits of the sign, by multiplying: the width of the sign body (exclusive of the sign's base or decorative cap, if any) measured at the widest portion of the sign body; times the total height of the sign as defined in this article under "sign height."



3. The area of a freestanding or projecting sign that has two (2) or more faces shall be measured by including the area of all sign faces, except if two (2) such faces are placed back-to-back and are of equal size, and are no more than three (3) feet apart at any point, the area of the two back-

to-back faces shall be counted as one face. If the back-to-back faces are of unequal size, the larger of the sign faces shall be counted as the one (1) face.

4. For a kiosk or other cylindrical sign structure, the area of the sign face shall be the largest measurement achieved from any view of the sign structure. Measurements shall be made as a flat plane rectangle projected on or bisecting the sign structure.



**G. Height and Clearance.**

1. Sign clearance. The shortest vertical distance between the average grade of the ground immediately beneath the sign and the lowest point of the sign, including framework and embellishments, extending over that grade.
2. Sign height. As applied to a sign, height shall be measured as the vertical distance between the highest part of the sign or its supporting structure, whichever is higher, and the average grade of the ground immediately beneath the sign; provided, that artificially constructed berms or other alterations of grade, shall not be used in determining height.

**H. Illumination and Movement. Are LED signs permitted?**

1. Signs shall not contain any intermittent, moving, blinking, flashing, oscillating, scrolling, or fluttering lights or animated parts; nor shall any device be utilized which has a changing light intensity, brightness of color or give such illusion, except as otherwise specifically permitted by this article.
2. The light source for any externally illuminated sign shall not be directly visible from adjacent streets or property. Exposed neon-type tubing as part of any sign and/or on a building shall not be permitted.
3. For all signs, the level of illumination emitted or reflected from a sign shall not be of intensity sufficient to constitute a demonstrable hazard to vehicular traffic or pedestrians on any right-of-way or parking lot from which the sign may be viewed. All illumination must be of reasonable intensity and shall not spill onto adjacent properties or rights-of-way. Signs adjacent to residential buildings and streets shall not be of such brightness to cause reasonable objection from adjacent residential districts or uses nor to spill light and glare onto adjacent residential properties and structures.
4. Illuminated ground signs abutting a residential district or use shall be at least 25 feet from the abutting property line.
5. If illuminated, the illumination shall not interfere with the effectiveness of, or obscure, an official traffic sign, device, or signal.
6. If illuminated, the illumination shall be effectively shielded to prevent beams or rays of light from being directed at any portion of an abutting street or neighboring property.

**Will internally illuminated signs be permitted?**

**I. Safety.**

1. Signs shall not closely resemble or approximate the shape, form and color of official traffic signs, signals and devices.
2. No sign shall be so placed as to obstruct or interfere with a required doorway, other required means of ingress or egress, or traffic visibility.

3. No sign shall be attached to the base of a ground sign, other than the display surface originally constructed as part of the sign. No sign shall be attached to or painted or otherwise displayed on a light standard, gasoline pump, fence, wall, post, or other structure, or to any supporting device, except as specifically authorized in this article.
4. Signs shall be constructed to withstand a wind pressure of at least 30 pounds per square foot of surface, and shall be otherwise fastened, suspended, or supported so not to be a menace to persons or property.
5. Signs erected, replaced, reconstructed, repaired, altered, relocated or maintained within the town shall conform to the requirements of the Charleston County building and electrical codes. Where the provisions of the building or electrical code and this article conflict or overlap, the more stringent requirement shall control.

**Section 14.3 Permitted Permanent Signs by District**

- A. **Permitted Signs.** The following signs are permitted in combination, unless noted otherwise, in each district, subject to the requirements described in Table 14-3, issuance of a sign permit, and all other applicable regulations.
- B. **Number.** For non-residential uses in any LC, CF, or MU district, a maximum of three (3) signs, specified in Table 14-3, shall be permitted on any lot, unless otherwise specified in Table 14-3 for multi-tenant buildings, provided, for a lot occupied by a multi-tenant building, there shall be a maximum of two (2) signs plus each tenant may have one (1) wall, awning, canopy, or projecting sign.

<b>Table 14-3 Signs By District</b>	
<b>Residential Districts</b>	
<b>Monument Signs for Non-Residential Uses</b>	
Number	One (1) per street frontage
Size	16 sq. ft. maximum
Location	10 ft, from street right-of-way or easement line
Height	Six (6) ft. maximum
Other	External illumination, no changeable copy
<b>Wall Sign for Non-Residential Use</b>	
Number	One (1) per building
Size	One (1) square foot for each one (1) linear foot of building wall to which the sign is attached, but not exceeding a maximum size of 50 square feet
Location	Placed flat against the building wall
Other	External illumination, no changeable copy
<b>Wayfinding Signs for Non-Residential Use</b>	
Number	Two (2) signs maximum per driveway, one (1) on either side of the drive for ingress/egress
Size	Four (4) sq. ft. maximum
Location	The area between a street right-of-way or easement line and the minimum building setback (required front yard). May only be located within 3 feet of driveways that provide access into or from the property
Height	Three (3) ft. maximum
Other	External illumination
<b>Gateway Signs for Residential Developments</b>	
Number	Two (2) signs per entrance, one (1) on either side of entry street if attached to entry walls or

<b>Table 14-3 Signs By District</b>	
	fences
Size	16 sq. ft. maximum sign face, not to exceed 40 percent of the sign structure or wall/fence to which it is attached
Location	At entrances to subdivision, minimum 10 ft. from street right-of-way or easement line
Height	Six (6) ft. maximum
Other	External illumination
<b>Conservation and Recreation Districts</b>	
<b>Monument Sign</b>	
Number	One (1) per street frontage
Size	16 sq. ft. maximum
Location	10 ft. from right-of-way
Height	Six (6) ft. maximum
Other	External illumination, no changeable copy
<b>Wayfinding Signs</b>	
Number	Two (2) signs maximum per driveway, one (1) on either side of the drive for ingress/egress
Size	Four (4) sq. ft. maximum
Location	The area between a street right-of-way or easement line and the minimum building setback (required front yard). May only be located within 3 feet of driveways that provide access into or from the property
Height	Three (3) ft. maximum
Other	External illumination
<b>LC, CF, and MU Districts</b>	
<b>Monument Sign Changeable message signs (manual or electronic)?</b>	
Number	One (1) per driveway entry
Size	32 sq. ft. maximum
Location	10 ft. from street right-of-way or easement
Height	Six (6) ft. maximum
Other	External illumination, no changeable copy
<b>Wall Sign</b>	
Number	One (1) per business establishment/occupant
Size	One (1) square foot for each one (1) linear foot of building wall to which the sign is attached, but not exceeding a maximum size of 50 square feet for single occupant buildings and a maximum of 24 square feet per occupant for multi-tenant buildings.
Location	Placed flat against the building wall
Other	External illumination, no changeable copy
<b>Gateway Signs for Single Development Consisting of Multiple Buildings</b>	
Number	Two (2) development identification signs per entrance, one (1) on either side of entry street if attached to walls or fences
Size	16 sq. ft. maximum sign face, not to exceed 40 percent of the sign structure or wall/fence to which it is attached
Location	At entrances to subdivision
Height	Six (6) ft. maximum
Other	External illumination; no monument signs for individual businesses or uses shall be permitted.
<b>Awning, Canopy, or Projecting Sign</b>	

<b>Table 14-3 Signs By District</b>	
Number	One (1) per business
Size	Six (6) sq. ft. maximum
Location	Four (4) ft. maximum projection for projecting signs
Height	Eight (8) ft. minimum between sidewalk or grade and the bottom of the sign
Other	No illumination
<b>Wayfinding Signs</b>	
Number	Two (2) signs maximum per driveway, one (1) on either side of the drive for ingress/egress
Size	Four (4) sq. ft. maximum
Location	The area between a street right-of-way or easement line and the minimum building setback (required front yard). May only be located within 3 feet of driveways that provide access into or from the property
Height	Three (3) ft. maximum
Other	External illumination
<b>Window Sign</b>	
Number	One (1) per street frontage
Size	25 percent of the window surface to which it is attached
Location	On the inside surface of the window
Other	No illumination
<b>SIOD</b>	
<b>Monument Sign</b>	
Number	One (1) per driveway entry
Size	16 sq. ft. maximum
Location	10 ft. from right-of-way
Height	Six (6) ft. maximum
Other	External illumination, no changeable copy
<b>Gateway Signs for Single Development Consisting of Multiple Buildings</b>	
Number	Two (2) development identification signs per entrance, one (1) on either side of entry street if attached to walls or fences
Size	16 sq. ft. maximum sign face, not to exceed 40 percent of the sign structure or wall/fence to which it is attached
Location	At entrances to subdivision
Height	Six (6) ft. maximum
Other	External illumination; no monument signs for individual businesses or uses shall be permitted.

**Section 14.4 Permitted Temporary Event Signs**

**A. Temporary Event Signs; Allowed.**

1. Temporary event signs must comply with all requirements of this article, except as modified by the provisions of this section, including the prohibitions of [Section 14.2](#) and general requirements applying to all signs.
2. Temporary signs, in addition to those allowed under *Section 14.3*, are allowed on a property for the duration of a temporary event for the periods specified in [Table 14-4](#). Such additional signs shall not be restricted as to the message displayed on the sign but must comply with the provisions of this section.

**B. Temporary Events.** A temporary event is an activity having a specific duration or the end of which is related to a specific action, usually lasting for only a few days or months at a time. Temporary events include, but are not limited to such activities as:

1. The offering of a property or premises for sale or rent.
2. An election, political campaign, referendum, or ballot proposition put to the voters as part of town, county, state or federal governance.
3. Special business promotions, such as but not limited to close-out sales, seasonal sales events, or grand openings.
4. A yard sale.
5. The construction of a building or development project, or the rehabilitation, remodeling or renovation of a building.
6. A public announcement of a special event or seasonal activity not intended for commercial use.

**C. Temporary Signs Permitted.**

<b>Table 14-4, Temporary Sign Regulations</b>	
<b>Sale or Lease of a Building or Premises</b>	
Sign type and number	One (1) wire frame or rigid frame yard sign per frontage
Location	Outside the street right-of-way or easement
Size	Five (5) sq. ft. maximum
Duration	From date of listing thru three (3) days after sale closing or lease execution
<b>Building Construction or Remodeling</b>	
Sign type and number	One (1) wire frame or rigid frame yard sign per lot
Location	Outside the street right-of-way or easement
Size	Five (5) sq. ft. maximum for wire frame or 10 sq. ft. for rigid frame
Duration	Date of issuing building permit thru seven (7) days after receiving C of O
<b>Subdivision or Condominium Project Under Development</b>	
Sign type and number	One (1) rigid frame yard sign per entrance into the subdivision or development
Location	Setback at least five (5) ft. from the street right-of-way or easement
Size	Maximum 16 sq. ft.
Duration	Date of preliminary plat or site plan approval thru sale of 75% of lots/buildings, or 12 months of no building permits being issued; whichever occurs first
<b>Public Issue</b>	
Sign type and number	One (1) wire frame yard sign, except during the period noted below during which there shall be no limit on number
Location	Outside the street right-of-way or easement
Size	Five (5) sq. ft. maximum
Duration	Multiple signs may be displayed during the period beginning 60 days before a public election thru five (5) days after election
<b>Special Business Promotion</b>	
Sign type and number	Any combination of two (2) of the following: one (1) rigid frame or wire frame sign, one (1) banner, or (1) window sign
Location	Five (5) feet from any street right-of-way or easement line
Size	Maximum five (5) sq. ft. for wire frame, 16 sq. ft. for rigid frame, 16 sq. ft. for banner, and up to 50 percent of the window to which a window sign is attached.
Duration	Three (3) days prior to the start of the sale event through the last day of the event, not exceeding seven (7) days. No more than seven (7) total days may

	be allowed on the same property during any month, regardless of the number of businesses on the property.
<b>Yard Sale</b>	
Sign type and number	One (1) wire frame yard sign
Location	Outside the street right-of-way or easement
Size	Five (5) sq. ft. maximum
Duration	Two (2) days prior to announced date of sale until end of the sale, not exceeding five (5) days. No more than one (1) such event may be allowed on the same property during any month.
<b>Nonprofit Public Announcement</b>	
Sign type and number	Any combination of two (2) of the following: banners, wire frame yard signs, and/or rigid frame yard signs
Location	Five (5) feet from any street right-of-way or easement line
Size	Maximum five (5) sq. ft. for wire frame, 16 sq. ft. for rigid frame, 16 sq. ft. for banner
Duration	Seven (7) days prior to the start of the event through the last day of the event, not exceeding 10 days.
<b>Other Temporary Events</b>	
Sign type and number	As determined by zoning administrator
Location	
Size	
Duration	

**D. Construction and Lighting Standards of Temporary Signs.**

1. Nonpermanent but water-resistant construction materials may be used, such as but not limited to poster board, foam core board, or illustration board.
2. The words, letters, figures, symbols, logos, fixtures, colors or other design elements that convey the sign’s message shall be permanently applied to the sign’s face.
3. Temporary signs shall not be illuminated.

**E. Temporary Banners.** One (1) banner is allowed as temporary signage during a special business promotion event or nonprofit public announcement in accordance with the duration, number, size, location and lighting limitations of this section, and in accordance with the following additional provisions:

1. Such a banner shall be placed on the site or on a building in such a manner as not to create a safety hazard as determined by the zoning administrator. The banner shall meet the same setback requirements as all other temporary signs. The banner shall not be attached to or hung from an existing freestanding sign or used as any other form of sign.
2. A banner that is larger than 16 square feet in size is not allowed.

**Section 14.5 Sign Permits**

**A. Permit Required.** It is unlawful for any person to erect, repair, alter, relocate or display within the Town of Seabrook Island, any sign or other advertising device, as defined in this article, without first obtaining a sign permit from the zoning administrator and paying all required fees. Permits shall not be required for ordinary repair and maintenance of a sign. Such ordinary repair and maintenance includes changing light bulbs, painting, and other minor work which does not involve structural or color changes.

- B. Applications.** Applications for sign permits shall be filed with the zoning administrator. No work shall commence until the sign is approved. Applications shall include the following:
1. A working drawing showing elevations, dimensions of the sign(s), colors to be used, construction materials, and details for anchoring the sign to a structure or the ground. Similar information, as appropriate, is to be submitted with awning permit applications.
  2. Written consent of the owner of the building, structure or land to which or on which the sign is to be erected.
  3. An illustration of the proposed sign and a color photograph(s) of the area and, if applicable, the building facade upon which the proposed sign is to be erected shall be submitted with each sign application, showing in detail the physical conditions within the sign area, as well as the facades of any adjoining buildings.
- C. Fees.** Every applicant, before being granted a permit, shall pay a fee as required by the Town's adopted fee schedule.
- D. Review.** All signs must be approved by the zoning administrator before a permit may be issued. The following procedures shall apply to all applications:
1. The zoning administrator shall determine the appropriateness of a proposed sign based on the following criteria:
    - a. Whether the sign conforms to the requirements of this article;
    - b. Whether the sign in any manner affects public health, safety, or welfare; and
    - c. Whether the sign construction meets applicable code requirements.
  2. Upon determining compliance with the above criteria, the zoning administrator shall issue the necessary permit.
  3. The zoning administrator is granted the discretion to make as a condition of the issuance of a sign permit, the requirement that each sign erected, constructed, or maintained shall be plainly and permanently marked with the name of the person erecting, constructing or maintaining such sign.
  4. Any person aggrieved by the decision of the Zoning Administrator may file an appeal to the Board of Zoning Appeals, as provided in *Article XXX*.

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## **Section 14.6 Nonconforming Signs**

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- A.** Signs that, on the effective date of this article or any amendments thereto, were approved and legally erected under previous sign restrictions, and that became or have become nonconforming with respect to the requirements of this article due to its adoption or amendment, may continue in existence subject to the remaining provisions of this section.
1. No increase in size of the nonconforming sign shall be permitted.
  2. Any existing sign that has become nonconforming with respect to setback from a street due to road widening may be moved to meet the setback requirement of this article; provided, the sign shall not be increased in size, shape or changed in any manner, except to become conforming.
  3. In all zoning districts, the following signs shall be prohibited and shall be removed by the owner:
    - a. Signs illegally erected or maintained with respect to prior ordinances.
    - b. Signs located in the public right-of-way (except as permitted by this article).

- B. Existing, legally nonconforming signs, hereafter reconstructed, repaired, altered or replaced due to damage incurred by an act of God or other accident, shall be allowed to be restored to their original condition.
- C. Unless the structural base, pole or support of a sign is completely replaced; repairs, alterations and replacements made to legally nonconforming signs including, but not limited to, LED/LCD reader boards, do not constitute a new sign and thus will be allowed to be restored to their original condition. Some communities establish a threshold (e.g., repairs exceeding 50% of the replacement cost) beyond which the sign must conform. Consider such a provision.
- D. Minor repairs and maintenance of nonconforming signs such as electrical repairs or lettering repair shall be allowed. However, no structural repairs or changes in the size or shape of the sign shall be permitted, except to make the sign comply with the requirements of this article.
- E. Upon failure to comply with any requirement of this section, the zoning administrator or his authorized agent may cause the removal of such sign at the owner's expense.

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#### **Section 14.7 Inspection and Maintenance**

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- A. The zoning administrator shall periodically inspect each sign to ascertain its general soundness and compliance with the requirements of this article. Responsibility for the safety of signs and security of their attachment or erection, however, remains at all times with the sign owner.
- B. Every sign, regardless of whether a permit or fees are required, shall be maintained in a safe, presentable and sound structural condition at all times, including repair or replacement of defective parts, painting, repainting, cleaning and other acts required for the maintenance of the sign.

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#### **Section 14.8 Enforcement**

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- A. The provisions of this article shall be enforced by the zoning administrator, with the aid of the police department and other town agencies.
- B. The zoning administrator shall cause the removal of any sign that, in his sole discretion, endangers the public safety, such as an abandoned; dangerous; or materially, electrically or structurally defective sign. Any other sign for which no permit has been issued or which is otherwise in violation of this article shall also be subject to removal in accordance with this section.
  - 1. The zoning administrator shall prepare a written notice to be sent by certified and first class mail which shall describe the sign and specify the violation involved and which shall state that if the sign is not removed or the violation is not corrected within a specified time period, the sign shall be removed in accordance with the provisions of this section.
  - 2. The notice shall be mailed to the owner of the property on which the sign is located, the owner of the sign, and the occupant of the property. If any such person is unknown or cannot be found, notice shall be mailed to that person's last known address, if any, and posted on the sign or on the premises.
- C. Any person having an interest in the sign or the property may appeal the determination of the zoning administrator ordering removal or compliance by filing a written notice of appeal to the Board of Zoning Appeals within 10 business days after receipt of notice. Procedures for the appeal shall be the same as provided in [Article XXX](#).
- D. Notwithstanding the above, in cases of emergency, the zoning administrator may cause the immediate removal of a dangerous or defective sign without notice.
- E. Any sign removed by the zoning administrator pursuant to the provisions of this section shall become the property of the town and may be disposed of in any manner deemed appropriate. The cost of removal of the sign by the town shall constitute a lien against the property and shall be

recoverable in the same manner as town property taxes. The cost of removal shall include any and all incidental expenses incurred in connection with the sign's removal.

- F. When it is determined by the zoning administrator that the sign would cause imminent danger to the public safety and contact cannot be made with a sign owner or building owner, no written notice shall be required. In this emergency situation, the zoning administrator shall document the imminent danger and attempts to contact the sign owner, and may correct the danger, all costs being charged to the sign owner and property owner.
- G. If it is necessary for the zoning administrator to remove a sign pursuant to this section and material derived from the removal can be sold or salvaged, the zoning administrator may cause that material to be sold at private or public sale at the best price obtainable. The proceeds, if any, shall be used to offset the costs of removal. Where the proceeds derived from such a sale are less than the cost of removal, the deficiency shall constitute a lien against the property on which the sign is located, such lien to be collectible in the same manner as town property taxes.

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