16.10.11/01

EMERALD ISLE
NORTH CAROLINA

Nice Matters!

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Board of Commissioners
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Town Manager
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ORDINANCE AMENDING CHAPTER 6 – DEVELOPMENT STANDARDS – OF THE UNIFIED DEVELOPMENT ORDINANCE IN ORDER TO PROVIDE AN ALTERNATIVE SIGN AREA FORMULA FOR INDIVIDUAL BUSINESSES WITH LARGE STREET FRONTAGE

WHEREAS, the Unified Development Ordinance (UDO) currently allows a maximum of 32 square feet of sign area for business identification signs suspended from, or attached to a canopy, wall, or roof, and

WHEREAS, this limit achieves an effective balance between business exposure and community aesthetic goals for businesses that are located in buildings or storefronts with small street frontage amounts, and works particularly well in multi-tenant strip commercial centers, and

WHEREAS, for example, a typical building or storefront with 50 feet of street frontage may utilize a maximum of 32 square feet of sign area, which results in a ratio of 0.64 square feet per linear foot of frontage, and presents in a manner that is proportional to the scale of the building or storefront, and

WHEREAS, the 32 square feet limit is not practical for larger buildings or storefronts with a larger amount of frontage, and results in business identification signs that are not proportional to the scale of the building or storefront, and

WHEREAS, the Town seeks to provide an alternative sign area formula for individual businesses with large street frontage of 150 linear feet or more, and

WHEREAS, the Town seeks to limit the maximum sign area for individual businesses with large street frontage to a ratio equal to 0.50 square feet per linear foot of frontage in order to provide flexibility for individual businesses with large street frontage and promote business identification signs that are proportional to the scale of the building or storefront,

NOW, THEREFORE, BE IT RESOLVED by the Emerald Isle Board of Commissioners that

1. **Chapter 6, "Development Standards", Section 6.6.6, "Signs in Commercial, Government, and Mixed Use Districts",** of the Unified Development Ordinance is hereby amended to read as follows:

    4) Business identification signs may be suspended from, or attached to a canopy, wall, or roof, provided that

        a) The sum total of the signs does not exceed thirty-two (32) square feet and the bottom of each sign may not extend more than two (2) feet above the lowest point of roof soffit. Business operations that physically front on two (2) or more streets may have two (2) identification signs, but only one (1) per frontage; provided, however, the combined area of all such signs shall not exceed forty-eight (48) square feet and no individual sign may exceed thirty-two (32) square feet, or

        b) For business operations that have more than one-hundred-fifty (150) linear feet of frontage on a street, a larger business identification sign area may be utilized, subject to the following formula and conditions:

            i.) The maximum business identification sign area, in square feet, shall be equal to the amount of linear feet of frontage on each street times one-half (0.5).

ii.) The bottom of each sign does not extend more than two (2) feet above the lowest point of the roof soffit.

iii.) Business operations that physically front on two (2) or more streets may have two (2) business identification signs, but only one (1) per frontage, calculated according to the formula in this subsection as applied to each frontage.

2. The Board of Commissioners has determined that the above amendments are consistent with the Town of Emerald Isle's 2004 CAMA Land Use Plan, as amended.

3. The Board of Commissioners has determined that the above amendments are both reasonable and in the public interest for the following reasons:

- it is reasonable to allow individual businesses with a large street frontage to utilize a larger sign area that is more proportional to the scale of the building,
- the proposed amendment provides for a similar amount of sign area as would be permitted for a building with large street frontage that has multiple tenants occupying the same amount of street frontage, and
- flexible regulations that respect the Town's aesthetic goals and small-town atmosphere are helpful to local businesses.

4. The Town Clerk is authorized to amend the sections as set forth above.

5. This ordinance shall become effective immediately upon its adoption. If any section, sentence, clause or phrase of this ordinance is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this ordinance.

Adopted this the 11th day of October, 2016, by a vote of

Commissioner(s) Dooley, Finch, Messer, Normile, Wright voting for,

Commissioner(s) _____ voting against, and

Commissioner(s) _____ absent.

Eddie Barber

Eddie Barber, Mayor

ATTEST:

Rhonda Ferebee, Town Clerk

SEAL