



AGENDA ITEM COVER SHEET

Meeting Date: September 13, 2016

Agenda Item #: 11

ITEM TO BE CONSIDERED

Title: Ordinance Amending Chapter 6 - Development Standards - of the Unified Development Ordinance to Provide an Alternative Sign Area Formula for Individual Businesses with Large Street Frontage

Brief Summary:

The Town's current sign ordinance allows each business, regardless of the size of the building or storefront, to utilize 32 sq. ft. of wall signs per business. This approach works very well for smaller buildings or storefronts located in multi-tenant strip commercial centers, but does not work as well for larger buildings or storefronts, which are also limited to the same 32 sq. ft. of wall signs per business.

The attached ordinance amendment would provide an alternative wall sign area formula for businesses that have more than 150 linear feet of street frontage, in an effort to promote business identification signs that are proportional to the scale of the building or storefront. The alternative formula would allow 0.50 square feet of wall sign area for each linear feet of frontage. The attached ordinance amendment is requested by the developer of a proposed new grocery store, and would enable the proposed new grocery store (~ 230 linear feet by ~ 170 linear feet) to utilize desired wall signs that are 75 sq. ft. in area. The attached ordinance would likely also apply to other existing businesses, including Islander Suites, Bert's Surf Shop (new), Food Lion, Pacific, Wings, Bogue Inlet Motel, Oceanview Inn, and CVS.

Suggested Motion:

Motion to open the public hearing.

Motion to close the public hearing.

Motion to approve the Ordinance Amending Chapter 6 - Development Standards - of the Unified Development Ordinance to Provide an Alternative Sign Area Formula for Individual Businesses with Large Street Frontage.

BACKGROUND

Originating Department / Individual:

Josh Edmondson, Town Planner
Austin Williams, C4 Emerald Isle LLC



Attachments:

- 1 Memo from Rush
- 2 Memo from Edmondson
- 3 Ordinance amendment
- 4 Examples of wall area signs
- 5 _____
- 6 _____
- 7 _____

ACTION TAKEN:

Motion By: _____

Carried: _____