

20-05.12/01



Nice Matters!

Town of Emerald Isle
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Eddie Barber

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Floyd Messer, Jr.

Board of Commissioners
Candace Dooley
Steve Finch
Jim Normile
Maripat Wright

Town Manager
Frank A. Rush, Jr.
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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 an alternate formula for
calculating identification sign area for business that have more than one-hundred-fifty (150) linear
feet of frontage on a street, and

WHEREAS, this alternate formula was included in the sign regulations through amendment in
August 2016 to allow identification signage on the building to better fit the scale and proportion of
the building, and

WHEREAS, the Town understands this alternate application of sign area is beneficial for the
overall design of the building, but can lead to an unbalanced or unproportioned look depending on
the design and size of the building, and placement of the sign, and

WHEREAS, the Town seeks to provide those businesses which use the alternate sign formula with
a method to design balanced and uniform identification signage on the buildings, and

WHEREAS, the Town desires to allow those businesses the opportunity to divide the sign area
allowed per street into two signs,

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 4(b)", 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
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.

Or

(iv) For those business operations that have more than one-hundred fifty linear
feet of frontage on a street, alternatively, the maximum business
identification sign area allowed per each street frontage may be divided into
two signs so long as the total sign area for the two signs does not exceed the
permitted sign area per frontage

2. The Board of Commissioners has determined that the above amendments are consistent with the Town of Emerald Isle's 2017 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 an additional sign while not increasing the sign area creating a more proportional aesthetic on the exterior of the building, 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 12th day of May, 2020, by a vote of
Commissioner(s) Dookey, Finch, Messer, Normile, Taylor voting for,
Commissioner(s) _____ voting against, and
Commissioner(s) _____ absent.


Eddie Barber, Mayor

ATTEST:


Rhonda Ferebee, Town Clerk

