



Nice Matters!

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**DATE:** March 16, 2020  
**TO:** Planning Board Members  
**CC:** Matt Zapp, Town Manager  
**FROM:** Josh Edmondson, CZO, Town Planner  
**SUBJECT:** **Amendment to 6.6.6 Signs, in Commercial, Government and Mixed Use Districts (B)**

The Planning Board is scheduled to review an amendment to the sign regulations regarding signs in commercial, government and mixed use districts. A couple of years ago the sign ordinance was amended to allow businesses with more than 150 feet of linear street frontage an opportunity for a greater sign area. Those regulations are as follows:

- (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.

The amendment has been beneficial to those businesses, which this applies but in some applications due to the elongation and design of the building, one large sign can look awkward and unbalanced on the building. In an effort to allow a more uniform look, which fits the building the following amendment is being proposed to allow an additional identification sign on the building while not increasing the allowed square footage. The amendment will be placed after the current (iii) as found above as follows:

Or

(iv) As an alternative for a balanced appearance, business operations shall be allowed to split the total identification sign area to not more than two (2) identification signs per one (1) street frontage, calculated according to the formula in this subsection as applied to each frontage. In no case shall the identification sign area for all frontages exceed the allowed sign area.

All the amendment is meant to do is add the option for one additional identification sign with no increase in square footage. I look forward to discussing this with you at your March 23, 2020 meeting.