



Proposed Text Amendment

Case No. T-2009-03

Date of Report: July 15, 2009
Staff Contact: William Meyer, AICP, Development Services Director

INFORMATION

Applicable Sections: Section 6-900(H)(3) Freestanding Signs for Individual Uses; 6-900(H)(4) Freestanding Project or Directory Signs; and 6-1100 Appendix 6-B, Sign Categories for Road Corridors.

Application Date: May 11, 2009

Applicant: Rock Hill City Council

Attachments: Proposed Amendment Language

EXPLANATION FOR AMENDMENT

Currently, the special sign regulations that govern the MUC district reside in Article 3 under the description of the district rather than in Section 6-900 with the rest of the sign regulations. This was missed in the recent updating of Section 6-900.

In addition, we have noted that there are taller signs existing in the more commercialized portions of the Saluda Street MUC District, and in some cases new users are required to have significantly shorter signs on adjacent properties. The sign regulations governing this area have changed a couple of times over the past 10 years, but it appears that the primary MUC district intent was to require shorter 5 foot high signs in the area of residential conversions to keep things in scale with the finer grain of development in those areas. In addition, parking is required to be located in the rear of these properties, leaving the front yards to provide good locations and visibility for these shorter signs.

At the same time, there are larger commercial sites at both ends of the corridor where taller monument signs would be more in scale with the permitted development, and where parking in the front of the buildings makes the location and visibility of smaller signs more problematic.

The proposed amendment allows taller signs on properties with 200 feet or more of frontage: eight foot high signs in the area north of Locust Street, and ten foot high signs in the area south of Midvale Avenue. In order to avoid out of scale signs on smaller multi-tenant buildings, the amendment also restricts larger and taller directory signs to properties of greater than two (2) acres or 20,000 square feet of building area.

PUBLIC MEETINGS

Planning Commission Discussion

After presentation of the staff report at the Planning Commission's July 7, 2009 meeting, the following discussion was held:

Mr. Smalls and Mr. Roper both asked for clarification on the boundaries referred to in the ordinance.

Public Hearing

A public hearing on this application was held on July 7, 2009, before the Rock Hill Planning Commission. There were no comments received from the public on the proposal.

STAFF RECOMMENDATION

Staff recommends approval of the proposed amendments.

PLANNING COMMISSION RECOMMENDATION

Following the public hearing, the Planning Commission voted 6-0 (Gathings absent) to recommend approval of the proposed text amendment.

PUBLIC NOTIFICATION

The following public notification actions have been taken:

- June 7 & 21, 2009 - Planning Commission public hearing advertisements published in *The Herald*.

ATTACHMENTS:

- Proposed text amendment language with editorial notations

ARTICLE 3: ZONE DISTRICTS

3-300 BUSINESS DISTRICTS

3-300(B) List of Business Districts and Specific Purposes

(8) MUC, Mixed Use Corridor District

(e) *Development and Design Standards*

All development in the MUC district shall comply with the following standards:

11. *Signage*

Signage shall comply with the standards in Section 6-900, *Signage*,^{2,7} ~~except that neon or other internally illuminated signage shall be prohibited, and on-premise freestanding signs shall not exceed five (5) feet in height.~~

ARTICLE 6: DEVELOPMENT AND DESIGN STANDARDS

6-900 SIGNAGE**6-900(H) Specifications for Signs in Business Zoning Districts****(3) Freestanding Signs for Individual Uses**

Freestanding signs for individual uses shall be mounted on the ground or a monument structure equal to or greater than two-thirds (2/3) the width of the sign itself. All freestanding signs shall have a minimum setback of five (5) feet from right-of-way lines and property lines, and remain clear of all required sight distances from entrances and intersections. Monument structures shall be constructed of brick, stone, stucco or other durable architectural materials consistent with the design of the primary building on the site. Each individual business site shall be permitted one freestanding sign, per street frontage as follows:

(a) Individual Interstate Frontage Signs

Each property with at least one hundred-fifty (150) feet of interstate frontage shall be permitted one sign of this type with a maximum sign area of one hundred sixty-four (164) sq. ft. per side and a maximum height of twenty-four (24) feet. Interstate signs shall be located at least two hundred (200) feet from any other interstate frontage sign. Interstate frontage signs shall be located a minimum of ten (10) feet from the interstate highway right-of-way line.

(b) Individual Type A Corridor Signs

Each property with frontage on a Type A road corridor shall be permitted one sign of this type with a maximum sign area of forty-eight (48) sq. ft per side and a maximum height of ten (10) feet.

(c) Individual Type B Corridor Signs

Each property with frontage on a Type B road corridor shall be permitted one sign of this type with a maximum sign area of forty (40) sq. ft per side and a maximum height of ten (10) feet.

(d) Individual Type C Corridor Signs

Each property with frontage on a Type C road corridor shall be permitted one sign of this type with a maximum sign area of thirty-two (32) sq. ft per side and a maximum height of eight (8) feet.

(e) Individual Type D Corridor Signs

Each property with frontage on a Type D road shall be permitted one sign of this type with a maximum sign area of twenty-four (24) sq. ft per side and a maximum height of six (6) feet.

(f) Individual Interstate Influence Signs

Each property not qualified for an interstate frontage sign but lying within 1500 feet of the centerline of Interstate 77 with frontage on S.C. Highway 161, U.S. Highway 21 (N & S), S.C. Highway 122, Porter Road, or S.C. Highway 901, may double the size of its permitted individual freestanding sign and increase its height by fifty percent (50%).

(g) Freestanding Signs for Properties in the YH Historic Overlay District

All signs in the YH district must receive a Certificate of Appropriateness per section 2-300(G)(1). Additional design criteria are outlined in the City's *Design Review Guidelines Manual*. The following two additional design options may be approved by the Board of Historic Review, with final sizes, heights and designs to be determined through application of the Board's criteria and guidelines:

1. A Center Pole style sign consisting of a decorative pole supporting a small decorative sign. The overall height of the sign shall not exceed eight (8) feet, and the sign shall be a maximum of ten (10) square feet in area.
2. A Lantern style sign consisting of a decorative pole or vertical support with a decorative sign hanging from a horizontal arm. The vertical support shall not exceed ten (10) feet in height, the horizontal arm shall not be at a level greater than eight (8) feet in height, and the sign shall not exceed ten (10) square feet in area.

(h) Alternative Design for Smaller Freestanding Signs

On wood or painted metal signs of twenty (20) square feet or less, the design may consist of posts of the same material with an open area between them with no greater than 30 inches between the ground and bottom edge of the sign. In addition, properties adjacent to the YH Historic Overlay District may utilize either of the two designs described in (f)1 or 2 above.

(i) Special Requirements in Mixed Use Corridor (MUC) Zoning District

The following special requirements apply to all signs in the MUC zoning district:

1. No Neon or internally illuminated signs
No new neon or internally illuminated signs shall be permitted in the MUC district
2. Sign Height
All signs on properties in the MUC district shall be a maximum of five (5) feet in height, except that signs on properties north of Locust Street with greater than two hundred feet of frontage may be a maximum of eight (8) feet in height, and signs on properties south of Midvale Avenue with greater than 200 feet of frontage may be a maximum of ten (10) feet in height.

(4) Freestanding Project or Directory Signs

Freestanding project or directory signs are permitted for projects with four (4) or more tenants or distinct uses that are part of a single building or site or part of a unified development project. Project or directory signs shall be mounted on the ground or a monument structure equal to or greater than two-thirds (2/3) the width of the sign. Monument structures shall be constructed of brick, stone, stucco or architectural materials consistent with the primary building on the site. All freestanding signs shall have a minimum setback

of five (5) feet from right-of-way lines (except ten (10) feet from interstate highway right-of-way lines) and property lines, and remain clear of all required sight distances from entrances and intersections. :

(a) Project Signs

Project signs identify a multi-tenant or multi-building project such as a subdivision, office park, business park or shopping center. Project signs identify the name of the overall development, versus the individual tenants or businesses. A project sign may be utilized at every public road or shared access drive entrance into a project, except those entrances where a directory sign is utilized. In lieu of a standard two-sided sign, two one-sided project signs may be approved on either side of a project entrance as part of an overall landscaped entry feature design. Project sign size and height are dictated by both project size and road classification as specified in Table 6-900(E).

(b) Directory Signs

Directory signs are a project sign that identify both the overall development and some or all of the individual entities within the development. Directory signs shall be permitted as specified in Table 6-900(E), with the following additional specifications:

1. *Project Identification*

A minimum of twenty-five percent (25%) of the sign area shall be used to identify the name and/or address of the overall development.

2. *Location and Number of Directory Signs*

Directory Signs may be located at project entrances in lieu of a project sign, however directory signs on the same road frontage for the same project must be a minimum of 300 feet apart.

3. *Changeable Copy Panel*

A maximum of fifty percent (50%) of the sign area may be used for a changeable copy sign or permitted electronic message board.

(c) Project or Directory Signs in the MUC District

Project or directory signs in the MUC district are limited to projects in excess of two (2) acres or twenty thousand (20,000) square feet of building area. Where project or directory signs are permitted in the MUC district, they are limited to a maximum of five (5) feet in height, except that signs on properties north of Locust Street with greater than two hundred feet of frontage may be a maximum of eight (8) feet in height, and signs on properties south of Midvale Avenue with greater than 200 feet of frontage may be a maximum of ten (10) feet in height.

TABLE 6-900(E) PROJECT IDENTIFICATION AND DIRECTORY SIGNS

SIGN TYPE	INTERSTATE		TYPE A		TYPE B		TYPE C		TYPE D	
	Size	Ht.	Size	Ht.	Size	Ht.	Size	Ht.	Size	Ht.
Residential 0-100 Units; Office/Business Park under 5 acres; Retail Center under 20K SF	164	24	96	12	72	12	48	10	32	6
Residential 100-499 units; Office Business Park – 5-15 acres; Retail Center – 20K – 100K SF	196	30	112	16	88	12	64	10	40	8
Residential – 500-999 units; Office Business Park – 15-50 acres; Retail Center – 100K – 250K SF	228	30	144	16	112	16	80	12	48	8
Residential 1000 or more units; Office Business Park – over 50 acres; Retail Center – over 250K SF	260	36	160	20	128	16	96	12	64	10

For mixed use project entrances, the size will be determined by aggregating the percentages of the minimum project size in each land use category. The total of the percentages must exceed 100%.

6-1100 APPENDIX 6-B: Sign Categories for Road Corridors

<p>Type A - The busiest, largest scale, and most intense corridors where the combination of factors such as traffic count, scale of development, road width or land use combine to justify the largest size and height of signs.</p>	<p>Albright Road Anderson Road Celanese Road Cherry Road (N of Richmond) Dave Lyle Boulevard (E of Anderson) Heckle Boulevard Mount Holly Road Old York Road</p>
<p>Type B - Other corridors that convey significant intensity due to the combination of traffic count, scale of development, road width and land use, justifying larger signs but not coming up to the highest level of Type A.</p>	<p>Cel-River Road Cherry Road (S of Richmond) Constitution Boulevard Cowan Road Dave Lyle Boulevard (W of Anderson) Herlong Avenue India Hook Road (Herlong to Celanese) Main Street (W of Const., E of Albright) McConnells Highway Mount Gallant Road Porter Road Rawlinson Road Red River Road Saluda Road Saluda Street * Springdale Road (S of Red River) Waterford Park Boulevard</p>
<p>Type C - Corridors that convey moderate intensity above that of the lowest level and due to the combination of traffic count, scale of development, road width and land use, justify larger signs than Type D but less than Type B.</p>	<p>Bird Street Black Street Charlotte Avenue Crawford Road Ebenezer Road Ebinport Road Eden Terrace Elizabeth Lane Firetower Road Hollis Lakes Road Hood Center Drive India Hook Road (S of Herlong) India Hook Road (N of Celanese) Johnston Street Main Street (Old Town) Museum Road Oakdale Road Oakland Avenue Ogden Road</p>

ARTICLE 6: **DEVELOPMENT AND DESIGN STANDARDS**

Section 6-900: Signage

Subsection 6-900(H): Specifications for Signs in Business Zoning Districts

Type C [continued]	Princeton Road Robertson Road Springdale Road (N of Red River) Springsteen Road Twin Lakes Road White Street Willowbrook Avenue Wilson Street
Type D - Corridors that convey the lowest level of intensity, due to the combination of traffic count, scale of development, road width or land use.	All other roads

* Note special MUC district requirements in section 6-900(H).