

JACKSON COUNTY PLANNING OFFICE

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MEMO

To: Board of Commissioners
Cc: Don Adams, County Manager
From: Michael Poston, Planning Director
Date: December 9, 2016

RE: Cashiers Commercial Area Land Development Ordinance Amendments

The Cashiers Planning Council and the Planning Staff have worked on amendments to Article XI (Sign Regulation) of the ordinance. These proposed changes standardize sign height and size within the Planned Area. Also included in the proposed amendments is a modification to the computation to sign area and tenet identification signs (eliminating the additional free standing sign allowance). The Cashiers Planning Council held a public hearing on September 26, 2016 and recommended approval of these amendments to the Planning Board. The Planning Board held a public hearing on November 15, 2016 and recommended approval to the Board of Commissioners. The Planning Board's Statement of Consistency is attached for your review. I request that the Board of Commissioners consider calling a public hearing regarding these amendments for January 23, 2016.



November 15, 2016

JACKSON COUNTY PLANNING BOARD

Statement of Consistency pursuant to G.S. 153A-341

Re: Proposed amendment to the Cashiers Commercial Area Land Development ordinance regarding sign regulations.

The Planning Board of Jackson County has found the amendments to the ordinance are supported by the Jackson County Land Development Plan.

We find the proposed amendments to the Cashiers Commercial Area Land Development ordinance to be consistent with the goals identified on page 23 of Jackson County's Land Development Plan. More specifically:

- to provide for sound and orderly development.

We therefore consider the proposed amendments to be reasonable and in the public interest.

Signed:



Chairman, Jackson County Planning Board

- **Sec. 11-2. – General Provisions**

c. *Signs exempt from permit requirements* . The following signs are permitted in any location and do not require a sign permit. However, the signs must conform to the requirements set forth below as well as to other applicable requirements of this ordinance.

(6) *Construction signs* . Construction signs shall be permitted provided such signs do not exceed one sign per street/road frontage, with a maximum of two signs per construction site. The signs shall not exceed 24 square feet in area per display face and a height of ~~ten~~ **eight (8)** feet. Construction signs shall be removed within 14 days of the issuance of a certificate of occupancy for the construction project.

- **Sec. 11-4. - On-premise signs.**

a. *General provisions for permitted on-premise signs.* Following the effective date of this ordinance, on-premise signs shall not be erected or maintained within the Cashiers Commercial Area except in compliance with the provisions set forth in this article.

(1)

Computation of sign area.

(a) ~~The area of a sign shall be considered to be that of the smallest geometric figure consisting of contiguous lines that encompasses all lettering, wording, design, or symbols, together with all background on which the sign is located and any illuminated part of the sign, if such background or such illuminated part of the sign is an integral part of and related to the sign. Any cutouts or extensions shall be included in the area of the sign, but supports and bracing that are not intended as part of the sign shall be excluded.~~ The surface of a sign shall include the entire display area, including any border or accessory area, but excluding any base supports, posts, roofs, or other structural elements provided they do not serve primarily to attract attention and shall be calculated in inches or feet as the width multiplied by the height. In the case of a multi-faced sign, the area of the sign shall be considered to include all faces visible from one direction.

(b) The space between one identification sign and one changeable copy sign on a signpost or structure or attached to a building shall not be included in the total square footage if both signs serve a single business located on the lot. The space between two or more changeable copy components of a sign or between two or more permanent copy components of a sign shall be included in the total square footage of sign area allowed.

(c) Where three-dimensional figures are used as signs, the area shall be the total of all sides of the figure used in conveying the intended message.

(2) *Encroachment into right-of-way.* No part of any sign shall be located on or extended into a public right-of-way except as permitted for projecting signs in this article.

(3) *Time/date/temperature signs.* Time/date/temperature signs that do not exceed ten square feet per face shall not be included in the allowable sign area. However, if an existing freestanding sign is located on the lot, then the time/date/temperature sign must be incorporated into the existing freestanding sign.

(4) *Signs for nonconforming uses.* Signs for nonconforming uses, where the nonconforming use may continue, shall be permitted provided the signs comply with all regulations for signs set forth in this article.

(5) *Illumination.* Illuminated signs shall be subject to the following conditions:

- (a) Lighting fixtures illuminating signs shall be carefully located, aimed, and shielded so that light is directed only onto the sign face and glare is significantly reduced. Lighting fixtures shall not be aimed toward adjacent streets, roads, or properties.
- (b) Internally illuminated signs are prohibited.
- (c) Lighting of off-site commercial signs is prohibited.
- (d) Upward lighting of signs is prohibited unless otherwise approved by the community planning council.

(6) *Temporary signs.* Temporary signs that are affixed to the inside of a window and that do not exceed a total for all such signs of 16 square feet in area are allowed for each business. Additionally, temporary signs and banners announcing grand openings, sales, etc. are permitted provided they do not exceed 32 square feet in area, are removed after 30 days, and the business does not have more than two such signs or banners per year.

(7) *Visibility.* No sign or structure shall be erected or maintained to impede safe and adequate visibility from vehicles or for pedestrians.

b. *On-premise signs:* single tenant development. The following regulations shall apply to all signs for single tenant development within the Cashiers Commercial Area. Any sign not specifically allowed shall be deemed as prohibited.

(1) Permitted signs may be either:

Freestanding:	Attached:
Pole	Projecting
Ground	window
Changeable copy	Wall
Menu board	Awning/canopy
	Suspended or transom
	Changeable copy
	Menu board

(2) The sign(s) shall meet the following requirements based on the district in which it is located:

District	Maximum Height	Maximum Size per Face
Village Center	15 feet 8 feet	32 square feet 32 square feet

District	Maximum Height	Maximum Size per Face
General Commercial	20 feet 8 feet	40 square feet 32 square feet

(3) Two business or product identification signs are permitted per lot, only one of which may be a free-standing sign. The allowed square footage for attached signs may be divided into a maximum of four signs. Corner lots are permitted one additional free-standing sign on separate street/road frontages.

(4) If the free-standing sign is less than the maximum square footage permitted for the district in which it is located, then the difference may be used to increase the size of the attached signage by that difference.

(5) Setbacks for free-standing pole or ground signs shall be a minimum of ten feet.

(6) Signs shall not be located in any public right-of-way and shall not be located within a sight visibility triangle.

(7) Projecting signs (excluding awning/canopy signs) shall not project more than three feet from the facade of the building. Clearance over sidewalks and pedestrian walkways shall be at least seven feet and clearance over streets, roads, or driveways shall be at least 14 feet. Signs shall not project above the building soffit, eave line, or building parapet.

(8) Suspended or transom signs shall have a minimum clearance of seven feet over sidewalks and pedestrian walkways.

(9) Wall signs shall not project more than 12 inches from the wall.

(10) One external menu board with one face is allowed per restaurant (in addition to permitted signage previously described). The total sign area shall not exceed 12 square feet. The sign shall not be located so that the copy is designed to be visible to vehicular traffic from the roadway.

c. *On-premise signs*: multiple tenant development. The following regulations shall apply to all signs for multiple tenant development located in the Cashiers Commercial Area. Any sign not specifically permitted is prohibited.

Multiple tenant developments may erect either a development identification sign or joint identification sign. In addition, tenant identification signs for individual businesses within a development are allowed. Multiple tenant developments are allowed one identification sign, maximum of two faces per sign, for each property boundary with street frontage with a maximum of two identification signs per development.

(1) *Development and joint identification signs*.

(a) Where a development or joint identification sign is selected, the sign may be of the following types:

Freestanding:	Attached:
Pole	Wall
Ground	projecting
Changeable copy	Changeable copy

Freestanding:	Attached:
Attached	Window
	Awning/canopy
	Suspend or transom

(b) The sign(s) shall meet the following requirements based on the district in which it is located.

District	Maximum Height	Maximum Size per Face	
		Single Tenant	Multiple Tenant
Village Center	12 feet	32 square feet	40 square feet
General Commercial	12 feet	32 square feet	40 square feet

(c) Setbacks for freestanding development or joint identification signs shall be ten feet. Signs shall not be located within any public right-of-way and shall not be located within a sight visibility triangle.

(2)

Tenant identification signs.

(a) ~~Tenants in a multi-tenant development may have their own freestanding sign provided it does not exceed five feet in height and does not exceed 12 square feet in area. In addition,~~ Tenants may have the following types of attached identification signs:

Wall

Awning/canopy

Projecting

Window

Suspended or transom

Changeable copy

(b) One attached sign is allowed per exterior public business entrance. The total allowable sign area for the building frontage having the primary business entrance shall be 20 square feet. Each secondary business entrance shall be allowed a sign not exceeding 12 square feet in area.

(c) Where two tenants share a common entrance, each tenant shall be allowed one attached sign, not to exceed 20 square feet, on the portion of the building that the tenant occupies. Where more than two tenants share a common entrance, each tenant shall be allowed one attached or window sign, not to exceed 15 square feet.

(d) Maximum projection for wall signs shall be 12 inches.

(e) Projecting signs (excluding awning/canopy signs) shall not project more than three feet from the facade of the building. Clearance over sidewalks and pedestrian walkways shall be a minimum of seven feet and clearance over streets, roads, and driveways shall be a minimum of 14 feet. Signs shall not project above the building soffit, eave line, or building parapet.

(f) Suspended or transom signs shall have a minimum clearance of seven feet over sidewalks and pedestrian walkways.

(Ord. No. O03-04(amended), § 11-4, 10-5-2009)