

Sumter City-County Planning Commission

May 22, 2012

OA-13-05, Roof Signs (County)

I. THE REQUEST

Applicant: Sumter County Economic Development Board

Request: Request to amend the County's Sign Ordinance, *Article 8, Section 8.i.4, Roof Signs*, to permit Roof Signs under certain circumstances and conditions.

II. BACKGROUND

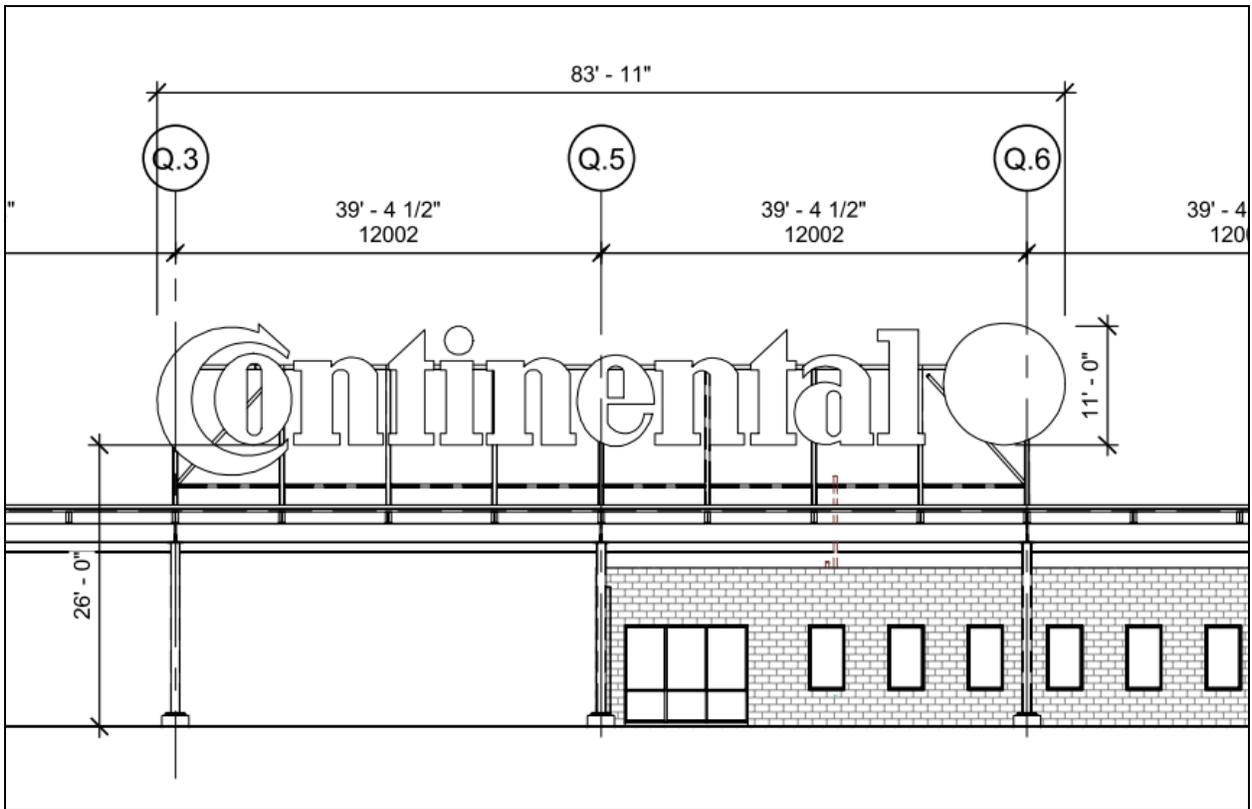
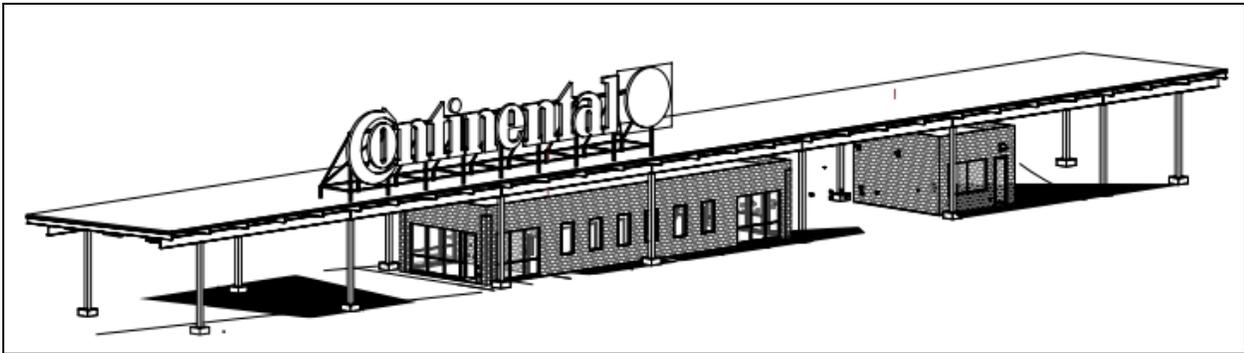
The Sumter County Economic Development Board initiated this request on behalf of Continental Tire of the Americas, in order to permit specific and individualized roof signs for their large scale production facility near Highway 521 South and St. Matthews Church Rd.

Currently, Section 8.i.4 of the Sign regulations prohibits roof signs throughout Sumter County.

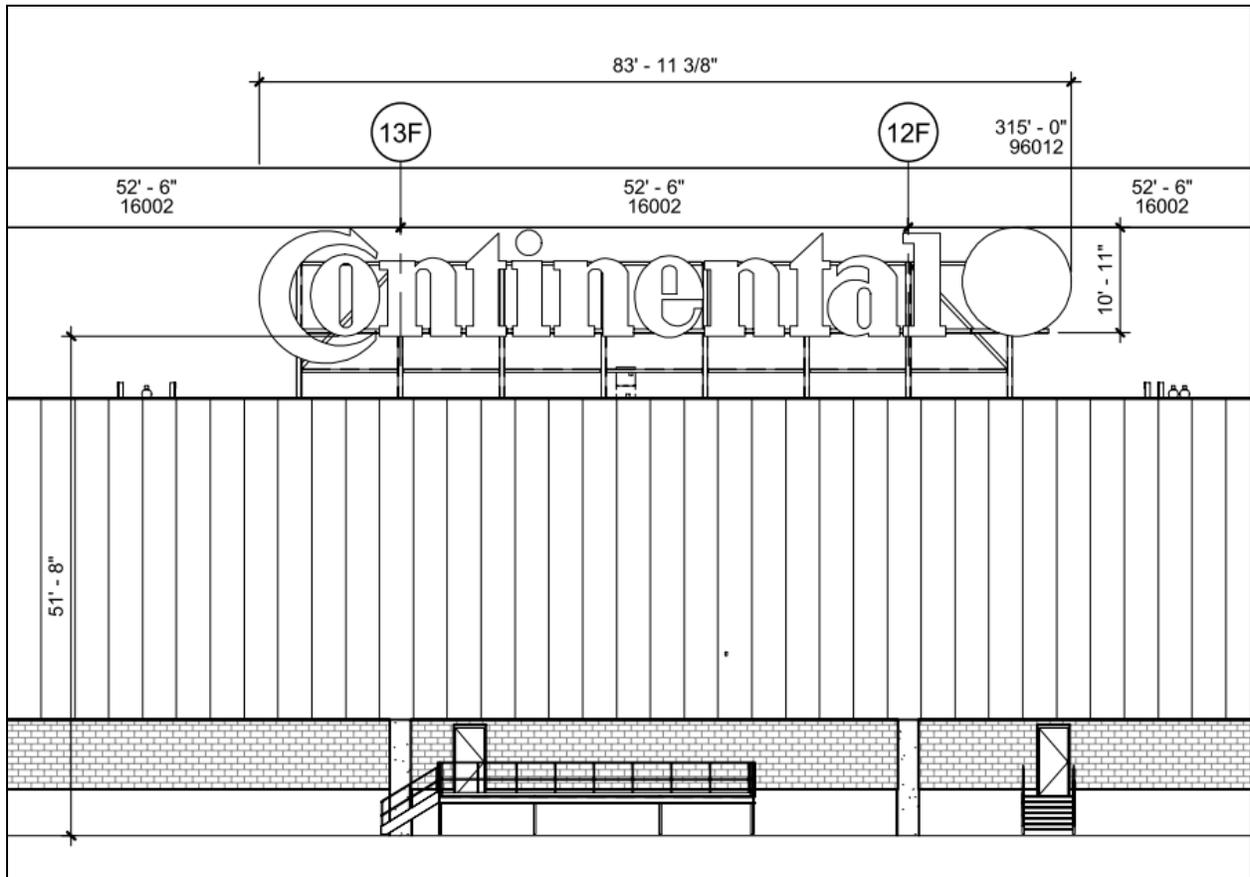
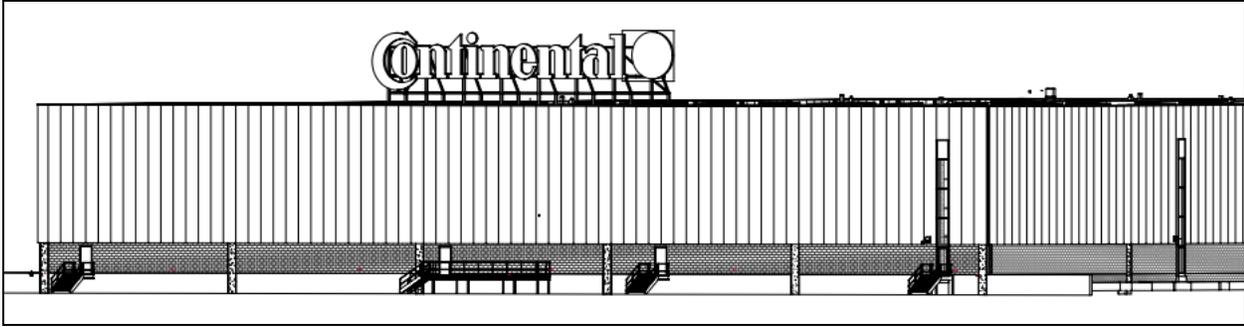
Continental proposes two large roof signs for its new 521 Manufacturing Facility. The signs are both 924 sq. ft. in size, are proposed to be placed 1) on the roof of the entrance Guard Shack located approximately 600 feet west of the St. Matthews Church Rd. entrance and 2) on the roof of the Finished Goods Warehouse located approximately 1,400 feet north of Hwy. 521:



Guard Shack Roof Sign



Finished Goods Warehouse Sign



III. PROPOSED ORDINANCE AMENDMENT

Since all roof signs are prohibited expressly by Section 8.i.4.e, a text amendment is necessary. Roof signs in the typically commercial or retail format are discouraged due to their often unflattering design appearance when coupled with building architecture. Plus, wall sign and freestanding sign allowances are permitted with an ample square footage amounts. However, for large economic development and industrial projects, roof signs can be compatible with an overall architectural style and especially when set back a generous distance from the street. Therefore, we recommend the following change:

e. Roof Signs. Signs erected, placed, or painted on the roof of any establishment are not permitted, except under ALL of the following conditions:

- 1. **Development Projects with buildings totaling greater than 100,000 sq. ft.***
- 2. **Building Roof is flat***
- 3. **Building is set back more than 300 feet from any public rights of way***
- 4. **Roof Sign shall be permitted in lieu of a permissible wall sign***
- 5. **Sign area limited to 20% of the building wall it overlooks.***

Bold indicates new language.

This language is not intended solely for the Continental project. We see great public value for large projects to have additional sign and related architectural options.

IV. STAFF RECOMMENDATION

Staff recommends Approval.

V. PLANNING COMMISSION – MAY 22, 2013

The Sumter City-County Planning Commission at its meeting on Wednesday, May 22, 2013, voted to recommend approval for this request.

VI. COUNTY COUNCIL – MAY 28, 2013 – FIRST READING