

## **The Exchange Club Fair of Charleston Signage Improvement Planned Development**

### **I. Statement of Objectives:**

This Planned Development is being proposed in order to facilitate the provision for the construction of a Digital Electronic Billboard on the Coastal Carolina Fairgrounds property, which has been in existence since 1957. This signage proposal will increase advertising opportunities for the businesses and non-profit agencies located in the Berkeley, Charleston, and Dorchester region and will provide increased commercial and public service messaging visibility to the travelers along Charleston County's eastern border along Highway 78 between Summerville and North Charleston.

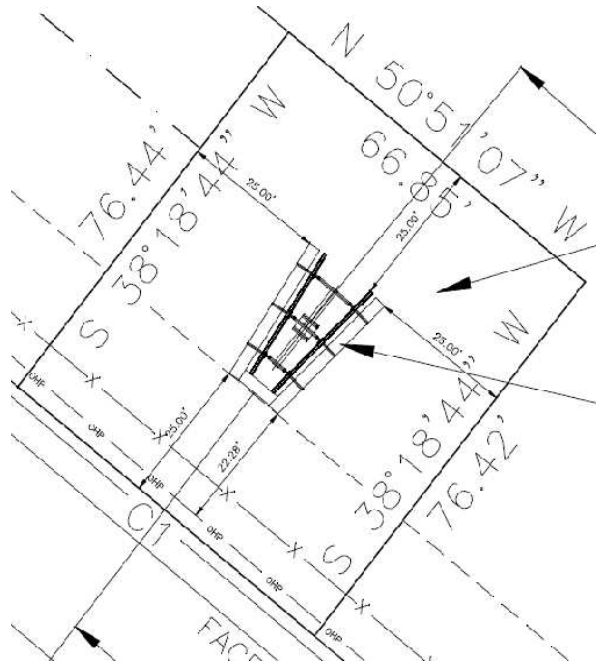
### **II. Intent and Results:**

In accordance with Section 4.23.4 of the Charleston County Zoning and Development Regulations this Planned Development is designed to accomplish the following intent and will result in a well sited Digital Electronic Billboard that provides safe visibility to travelers along Highway 78 and to the Coastal Carolina Fairgrounds. The sign will be located in the most visible location that can be determined on this property and will use the latest design practices and technology for the construction and long-term use of the sign faces. The Coastal Carolina Fairgrounds and Highway 78 is an ideal location for this type of use due to the commercial, industrial, and public uses located in the immediate vicinity. The proposed signage, while providing service to residents in the area, is separated far enough from any residential use that the sign will have no negative impact on those dwellings and/or dwellers. This proposal is in compliance and harmony with the character of the surrounding area and Charleston County's Comprehensive Plan which calls for a more intense land use pattern of commercial development in the area of the proposed sign site. The sign will be in compliance with the Outdoor Advertising of America Association Standards.

### **III. Site Information:**

The proposed sign will be sited on a 5107sf or 0.117 acre parcel that is located along the Coastal Carolina Fairgrounds Highway 78 frontage (TMS#: 393-00-00-028) and is outside any freshwater and/or critical line wetland area with no marsh frontage.

The proposed parcel has not yet been created but the plat has received preliminary review by Charleston County and will be recorded once the Planned Development Zoning District upon approval by the Charleston County Council.



**Lot Dimension Exhibit**

**IV. Land Uses and Development Standards**

**A. Uses:**

The proposed use is to permit the construction of one Digital Electronic Billboard that is in compliance with Section 9.11.5 of the Charleston County Zoning and Land Development Regulations with the exception of location criteria contained in Section 9.11.5 (B).

**B. Signage Dimensions:**

Maximum Length	25'6"
Maximum Width	12'
Maximum Area	306 sq.
Maximum Height	40'

**C. Location Criteria:**

The proposed Digital Electronic Billboard will be located a minimum of 300 feet from an existing freestanding sign.

**D. Setbacks:**

The setbacks will comply with Section 9.11.5 (B) of the Charleston County Zoning and Land Development Regulations which are twenty-five (25) feet from the property boundary and twenty (20) from the above ground utilities.

**E. Lighting and/or Electronic Display:**

The proposed sign will contain an LED message board that will comply with the standards of Article 9.11.5 (F).

**F. Off-Street Parking:**

The siting of a Digital Electronic Billboard on this property will comply with Article 9.3, Off Street Parking and Loading of the Charleston County Zoning and Land Development Regulations. Since this article contains no requirement for an off-street parking space for signage, the property owner will provide one compliant space, to be used for sign maintenance personnel, within the adjacent fairgrounds parking area by way of a recorded easement/agreement.

**G. Tree Protection and Preservation:**

The siting of a Digital Electronic Billboard on this property will comply with Article 9.4, Tree Protection and Preservation of the Charleston County Zoning and Land Development Regulations.

**H. Buffers and Landscaping:**

The S2 right-of-way buffer depth (20’ along Hwy 78) will apply. The sign base area will be planted with a combination of loropetalum and crape myrtle in a circular configuration designed to shield the sign base from Highway78.

**V. Development Schedule:**

The property owner will apply for all permits and construct the proposed sign within 24 months of the PD approval by the Charleston County Council.

**VI. Zoning and Land Development Regulation Compliance:**

- A. All requirements not addressed in the Planned Development will comply with the Zoning and Land Development Regulations for the CC Zoning District.
- B. The property owner agrees to proceed with the proposed development in accordance with the Charleston County Zoning and Land Development Regulations, the Charleston County Comprehensive Plan and to any conditions which may be attached to this rezoning.
- C. The property owner affirms its understanding that the provisions of Article 3.10, Variances of the Charleston County Zoning and Land Development Regulations do not apply and that all major changes to the planned development must be approved by the Charleston County Council. Tree variances may be granted in accordance with the Charleston County Zoning and Land Development Regulations.
- D. The property owner believes this proposal complies with the approval criteria of Section 4.23.9(E)(9) Charleston County Zoning and Land Development Regulations in the following ways:
  - a. This proposal is in compliance with the standards contained in this article by providing signage that is located in the most visible location, uses the latest design practices and technology for the construction and long-term use of the sign faces, and is situated in a commercial, industrial, and public use area.
  - b. This proposal is in compliance and harmony with the character of the surrounding area and Charleston County’s Comprehensive Plan which calls for a more intense land use pattern of commercial development.

- c. The siting of a Digital Electronic Billboard on this property will have little to no impact on the schools, utilities, the street network, or public grounds.

**VII. Historic and Archaeological Survey:**

There are no historic or archaeological sites affected by this proposal. Figure 1 shows the nearest potential site to this location according to the SC Department of Archives and History State Historic Preservation Office ArchSite:

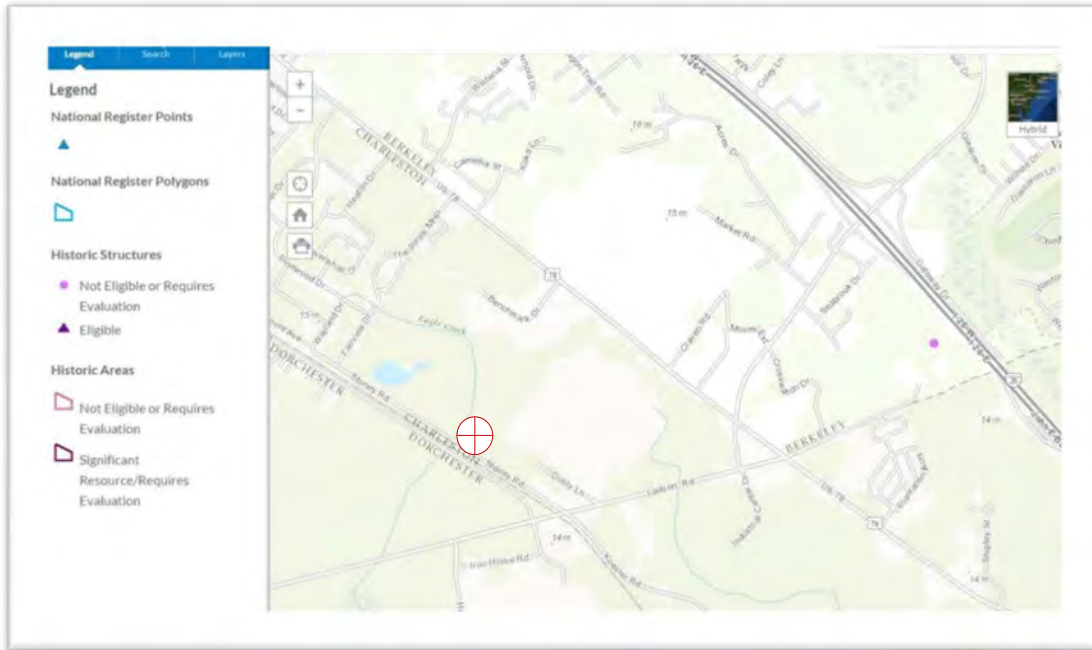
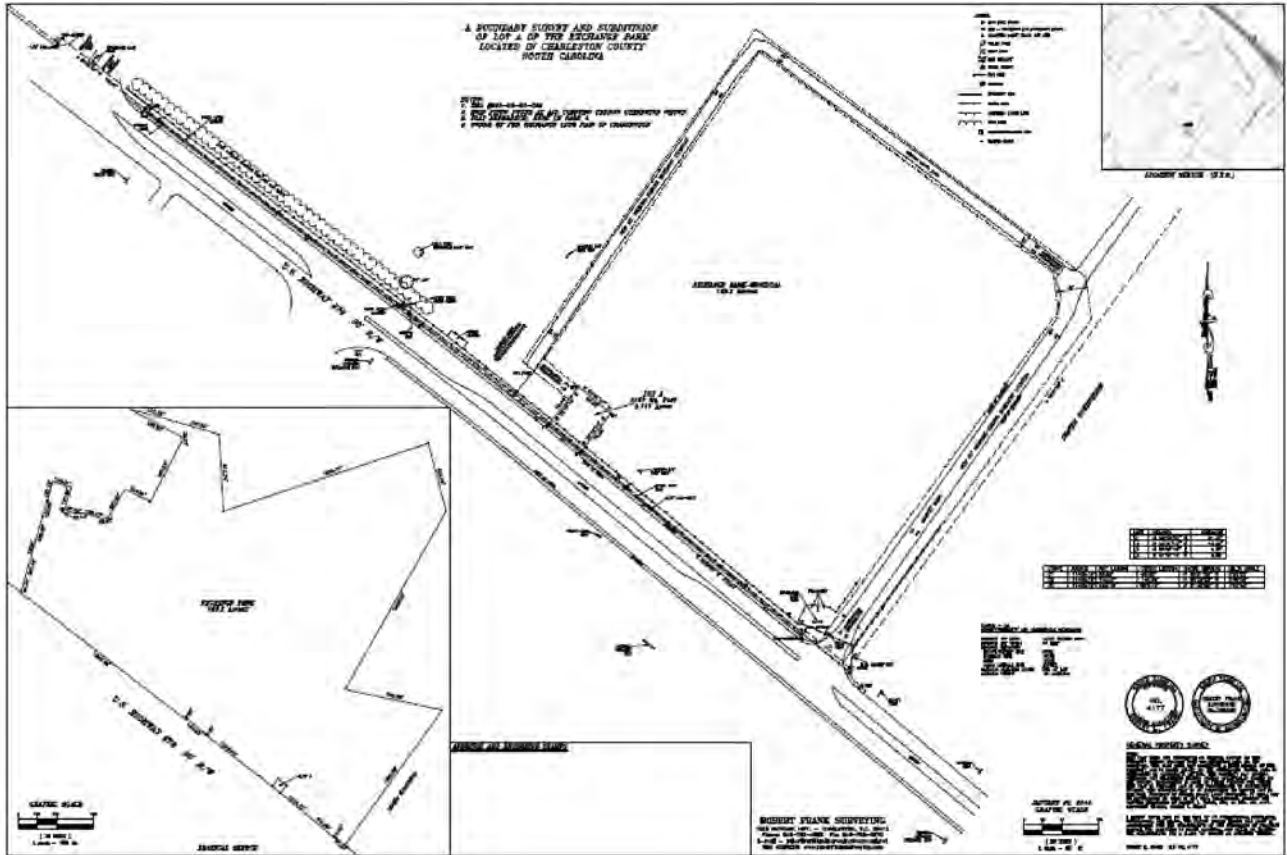


Figure 1

**VIII. Coordination with SCDOT:**

Required permits from the South Carolina Department of Transportation for the Digital Electronic Billboard will be obtained once the PD is approved and construction permits are issued.



Circulation Sketch



Visibility Overlay