

SEA PINES ARCHITECTURAL

REVIEW BOARD

NON RESIDENTIAL

COMMERCIAL SIGN POLICIES

EFFECTIVE APRIL 5, 1994

A. PURPOSE

The purpose of the SPARB non-residential sign policy is to protect property values by preserving the aesthetics of the natural environment, to promote safety, and to complement the special character of Sea Pines Plantation. All commercial signs are included, except traffic control signs, which are erected by Sea Pines Community Services and do not require SPARB permit / approval.

B. REFERENCES

1. Class "A" Covenants of April 1, 1970, Part I, paragraph 11.
2. Class "A" Townhouse Covenants of April 1, 1970, Part II, paragraph 11.
3. Class "B" Covenants of July 9, 1964, Part I, paragraph 12.
4. Commercial Use Covenants of May 10, 1973, Part I, paragraph 1.
5. Memorandum of Agreement Between Association of Sea Pines Plantation Property Owners (ASPPPO) and Sea Pines Plantation Company and Restatement of Covenants and Assignments of Rights, Restrictions, etc., dated February 8, 1984 (commonly referred to as the "Hotel Agreement").
6. SPARB Residential Sign Policies of March 5, 1991.
7. Article X of Land Management Ordinance of the Town of Hilton Head Island, Ordinance No. 93-21, Sept. 20, 1993.

C. BACKGROUND

1. The three sets of residential Covenants (section B. references B.1, B.2, and B.3) state that no commercial signs shall be erected without the approval of the Sea Pines Plantation Company, and that the Company can restrict size, color and content of all signs it approves.

- 2. The Commercial Use Covenants (above reference B.4) state that no signs or other forms of advertising shall be erected or placed on any commercial property until the plans and location have been approved by the Company.**
- 3. Above reference B.5 established a reconstituted Sea Pines Architectural Review Board (SPARB) and assigned to SPARB all architectural review rights including those related to commercial signs.**
- 4. All commercial signs which were erected prior to March 5, 1991 were approved without review or application fees. Photographs of each were provided to SPARB noting their size, location and the previous approval recommendation of the appropriate commercial area management or merchants association. Any replacement or change to said signs must be presented to SPARB as a new application.**
- 5. Pool, landscape, irrigation, painting, roofing, fencing, or other specialty contractors may not erect any signs within the Plantation.**

D. APPLICATION PROCEDURES

1. New Signs

There must be an application to SPARB for each new sign to be erected. Such applications first must be approved by the shopping center or commercial area management or merchants association and then submitted with application fee of \$ 75.00 per sign to SPARB with the following information:

- a. Name, address, and telephone number of applicant.**
- b. Proposed size, color, material, overall design in color, wording and location (s) of sign on property.**

2. Existing signs to be altered/moved. There must be an application to SPARB for any type alteration to existing signs. Included are relocation, changes in wording, repainting, etc. Such application must first be approved by the shopping center or commercial area management or merchant's association and then submitted with application fee of ten dollars per sign to SPARB with the following information:
 - a. Name, address, and telephone number of applicant.
 - b. Proposed size, color, overall design in color, wording, and location(s) of sign on property.

3. SPARB Notification

The applicant will be notified in writing of the SPARB's approval or disapproval of the proposed sign. Until receipt of such notification, a sign may not be erected.

E. PROHIBITED SIGNS

The following types of signs are not permitted for use in Sea Pines Plantation.

1. Swinging signs.
2. Sidewalk and sandwich signs.
3. Banners, pennants and balloons.
4. A sign which contains any moving, flashing , animated lights, visible moving or movable parts, or giving the appearance of animation.
5. Roof signs.
6. Real Estate for Sale or Lease signs.
7. Any sign which emits a sound, odor or visible matter.

- 8. Any sign which obstructs free ingress to or egress from a required door, window, fire escape or other required exitway.**
- 9. Any sign and/or sign structure which obstructs the view of, may be confused with or purports to be a governmental or traffic direction / safety sign.**
- 10. Any sign or sign structure other than free-standing and vertical wall extension, any portion of which extends above the parapet, building roof line or canopy against which the sign is located.**
- 11. Signs using the words "stop", "danger", or any other word, phrase, symbol or character in a manner that misleads, confuses or distracts a vehicle driver.**
- 12. Moving message and time and temperature signs.**
- 13. Except as otherwise provided, no sign whether temporary or permanent, except by a public agency, is permitted within the paved portion of any street or highway right-of-way.**
- 14. Signs painted on or attached to trees, fenceposts, rocks, or other natural features, telephone or utility poles or painted on the roofs of buildings visible from any public thoroughfare.**
- 15. No sign of any kind shall be erected or displayed in any salt marsh areas on any land subject to periodic inundation by tidal saltwater.**
- 16. Abandoned or dilapidated sign.**
- 17. Any sign on or towed behind a boat, raft, aircraft, or helicopter.**
- 18. Any sign which exhibits statements, words or pictures of**

obscene or pornographic subjects.

19. Portable signs.
20. Inflatable signs.
21. Political signs.
22. Internally illuminated signs outside.
23. Internally illuminated signs inside stores but directed to outside traffic.
24. Any permanent type sign with dollar values indicated. Gas stations are allowed to display gas prices.
25. Neon signs anywhere. (inside or outside)

F. TYPES OF SIGNS

Signs in shopping centers and other commercial areas should project the aesthetics and personality of the area and Sea Pines Plantation. They must be made of high quality material. All signs must be made of sand blasted redwood in a color complimentary to the area.

G. SPECIAL EVENTS

A special event for the purposes of these policies is one promoted and managed by a shopping center, commercial area, the Sea Pines Plantation Company or the Sea Pines Country Club but not including the Family Circle Tennis Tournament or the Heritage Golf Tournament or a similar event. Signs for special events need not meet all the requirements of F above but must be approved by the shopping center or commercial area management and SPARB. Such signs may include banners, pennants, balloons and others less substantial in design.

Special event signs may be erected no more than seven

days before the event and must be removed within seven days thereafter.

No "Grand Opening", "Bankruptcy Sale", "Going Out of Business" or similar sign may be in place for more than fourteen days. Such signs may cover no more than 30% of the window area.

H. NUMBER

Each shop, restaurant, or other commercial establishment is entitled to a maximum of two signs plus one per entrance. Even within these limitations the number of signs should be kept to a practical and aesthetic minimum.

I. SIZE

The maximum area in square feet for signs for individual shops is as follows.

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| * Wall or ground mounted | 8 sq. ft. |
| * Wall mounted restaurant (Anchor) | 12 sq. ft. |
| * Perpendicular shingle | 4 sq. ft. |
| * General Directory | 40 sq. ft. (no more than 10 sq. ft. on an one surface) |
| * Directional (generic) | 2 sq. ft. |
| * Off premises | 15 sq. ft. |
| * Awning | Lettering 4" MAX. |
| * Boat | 6 sq. ft. |
| * Signs at entrance to commercial area | 45 sq. ft. |
| * Menu or easel | 6 sq. ft. (maximum height 4 1/2 ft.) |

J. SPECIFIC USE SIGNS

1. Directional Signs

Signs giving direction to rest rooms, restaurants, grocery stores and other generic destinations may be allowed.

2. Directory signs (Kiosks)

Each shopping center or commercial area may erect no more than two signs directing traffic (vehicular or foot) to several named shops. Such signs, often kiosks, may have a maximum of 40 square feet with no one side having a greater area than 10 square feet.

3. Restaurant Easel

Restaurants are allowed one easel type menu sign similar in design to others in the area. Such a sign is in addition to those allowed in Section I.

4. Flags

Non governmental flags are considered to be signs and must be approved by shopping center or commercial area management and shall not exceed forty square feet in area.

5. Canopy Signs

Commercial management groups or merchants associations may recommend the approval of canopy signs.

6. Waterfront Signs on Boats or Buildings

Signs applied for in waterfront areas which fall within the Corridor Review Committee overlay zoning district must have approval of both SPARB and CRC. These areas are defined as those signs visible on land within 500' of navigable waterways. In Sea Pines Plantation these areas fall most often in Harbour Town or South Beach locations. The purpose is to encourage and better articulate positive visual experiences along the waterfront. Such signs must first be submitted to

SPARB for a letter of action prior to applying for a sign permit to the administrator in the Town's Planning Division. Final approval is granted by the Corridor Review Committee.

K. INSPECTION

- 1. Within ten working days of completion of approved work related to a permitted sign, SPARB shall be notified that such sign is ready for a final inspection. The SPARB shall conduct the final inspection for the purpose of verifying that the sign is in compliance with the requirements of the permit and all other provisions of this article.**
- 2. Failure to notify SPARB within ten working days of work completion that the sign is ready for inspection may result in the requirement that an additional fee of not more than ten dollars be paid.**
- 3. Failure to obtain a satisfactory inspection result shall render the permit invalid and the applicant shall be required to re-apply for a permit or remove the sign or sign structure.**

L. REMOVAL

- 1. Signs that have been erected by commercial businesses, their agents or their contractors outside their property boundaries which have not been approved by the SPARB may be removed by the Sea Pines Community Services Department 48-hours after telephone notice and written notice by SPARB to the offending party. This pertains to signs erected in public right-of-ways, open space, walkways, parking lots, beach trust property, parks and recreation areas, and wetlands.**
- 2. Non-conforming or non-approvable signs that have been**

erected by commercial businesses, their agents or contractors within the corridor review overlay zoning district of the Town of Hilton Head Island are subject to removal by the town of Hilton Head Island's enforcement officer without prior notice.

- 3. The owners of property not within the corridor review overlay zoning district of the Town of Hilton Head Island who have an unapproved sign erected on their property will be notified by telephone by the SPARB Administrator and requested to remove the sign within 48 hours. Signs not removed after 48 hours will be removed by an agent of SPARB.**