



COMMERCIAL DESIGN GUIDELINES

Signage Guidelines

General Signage (Permanent):

Each Property Owner is responsible for conforming to the ordinances and codes of the City of Charleston for signage. The Property Owner is also responsible for all building signage (including tenant signage) conforming to the Cainhoy Town Association's protective covenants.

Shop drawings, proposed logo designs, building names, color specifications and sign locations must be submitted for review and approval to the DRB prior to sign construction.

Raised or relief letters, logos, graphics or other relief shapes are encouraged to add further dimensions to the sign face. In the case of a three dimensional sign incorporating graphics or relief shapes, a typical side view is required to be submitted with proposed drawings.

When applicable, the signage plan should be submitted with a landscape plan that shows the height of installation above grade and the location of the sign.

If requested by the DRB, samples of proposed signage materials shall be submitted for review.

Signs shall be appropriate as pertaining to the scale, materials and use of the associated building, and to the Point Hope community in general.

Unique, architecturally interesting signs that complement or enhance the public realm are encouraged. Generic, "off the shelf" signs that are non-specific are discouraged.

Internally lit plastic signs are prohibited.

Tastefully designed back lighted signs of letters or logos in relief are acceptable.

Neon signs will be considered when appropriate to the building design and business function. Neon signs cannot be placed in the window of any business without the approval of the DRB.

The advertising or informative content of all exterior signs shall be limited to proper titles and logos. Addresses may also be included. Slogans and advertising messages are not allowed.

Exposed raceways, ballast boxes, sign cabinets and electrical transformers are not permitted.

Sign company names or stamps shall be concealed inside the sign cabinets.

Internal sign cabinet illumination is not permitted (use ground lighting instead).

Exterior signs shall be limited to double-face, installed perpendicular to the thoroughfare. The number of signs permitted per building is dependent upon the size and context of each building and determined by the DRB.

Tenant I.D. signs are limited to one sign per entrance to highlight one or more multiple businesses located within the entrance. In some situations, signs may take the form of a wall plaque or silk-screening onto a window.

Depending on architectural and contextual circumstances, the DRB may approve a freestanding signage solution. However, in this case, the freestanding signage would replace any wall plaque and window treatment - it is not permitted for both wall/window and freestanding signage systems to be used simultaneously.

After written approval has been received from the DRB, sign drawings must be submitted to the City of Charleston along with a completed sign application for review and approval.

All permits for signs and their installation shall be obtained by the building owner or tenant prior to installation.

Temporary Signage:

One construction sign is permitted per commercial project during construction. The sign shall not exceed 32 square feet in area.

The content for the construction sign may include the following: Project rendering, project logo, project name, tag line for project (if applicable), owner, architect, builder, landscape architect,

engineer, financial institution, contact phone number and/or website Address (for project), brief description of project. Brokerage information is not permitted.

Permits required to be displayed during construction shall be attached to the backside of the construction sign.

Additional individual signs of any kind for sub-contractors, material suppliers and lending institutions are not permitted.

Temporary signage for new businesses must be approved by the DRB prior to installation. Temporary signage will be allowed for a maximum of 60 days after the opening date. If signage is not removed after the temporary period, the Cainhoy Town Association will dispose of it.