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ARCHITECTURE REVIEW BOARD STAFF REPORT

To: McClellanville Architecture Review Board
From: Robert Cox
Date: October 23, 2026
Re: 10008 N Highway 17 — Sign Extension for J. Bruce King, PLS, LLC
Agent: J. Bruce King

REQUEST / PROJECT DESCRIPTION

The applicant proposes to extend the height of the existing freestanding sign structure to a maximum overall height of 16 feet and install an additional sign measuring 70 inches by 36 inches. The existing sign post will be extended to accommodate the proposed sign.

APPLICABLE SIGN STANDARDS

Table B — Highway Commercial establishes a maximum freestanding sign height of 16 feet and a maximum sign area of 100 square feet, as identified for this review.

STAFF FINDINGS

1. The proposed overall sign height of 16 feet is within the maximum freestanding sign height identified in Table B for the Highway Commercial district.
2. The proposed additional sign measures 70 inches × 36 inches, equivalent to 17.5 square feet. Staff reports that the total sign area, including the existing sign, will remain below 100 square feet.
3. The existing sign post will be extended to accommodate the additional sign, without exceeding the 16-foot maximum overall height.

STAFF RECOMMENDATION

Based on the submitted description and the Table B standards identified above, staff recommends approval of the proposed sign extension, subject to confirmation that the completed sign structure does not exceed 16 feet in overall height, that the combined sign area remains below 100 square feet, and that all other applicable requirements are satisfied.

EXHIBIT A — APPLICABLE SIGN ORDINANCE

Town of McClellanville Zoning and Land Development Ordinance, Table B: Freestanding Signs (submitted excerpt).
 Highway Commercial: maximum area 100 sf; maximum height 16 ft; minimum ground clearance 4 ft; setback requirements may apply.

Town of McClellanville Zoning and Land Development Ordinance Adopted September 13, 2004				
Table B: Freestanding Signs				
Requirements	Zoning Districts			
	Residential	Village Commercial	Highway Commercial	Marine Commercial
Maximum Sign Area/ Freestanding sign	Home Occupations: 4 sf	12 sf	100 sf	24 sf
	Principal Uses: 12 sf			
Maximum Height (to top of sign)	5 ft	6 ft	16 ft	10 ft
Minimum Height from ground level (visibility clearance for drivers at site entrances)	3 ft	3 ft	4 ft	4 ft.
Minimum setback from public right of way or lot lines	None, provided there is no encroachment or overhang of the public right of way		1 ft for every 1 sf above 30 sf in sign area.	1 ft for every above 12 sf in area.
Other	Single pole supports only		Double poles support acceptable	

Staff note: Final installation should also be reviewed for the Table B visibility-clearance and setback provisions, in addition to the stated height and sign-area limits.

EXHIBIT B — PROPOSED SIGN MODIFICATION

Applicant's submitted sign rendering and existing-condition photograph. Proposed additional double-sided sign: 70 in. x 36 in. (17.5 sf); proposed maximum overall height: 16 ft.

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