

CITY OF BEAUFORT
1911 BOUNDARY STREET
BEAUFORT MUNICIPAL COMPLEX
BEAUFORT, SOUTH CAROLINA 29902
(843) 525-7070
CITY COUNCIL WORKSESSION AGENDA
December 10, 2019

**NOTE: IF YOU HAVE SPECIAL NEEDS DUE TO A PHYSICAL CHALLENGE,
PLEASE CALL IVETTE BURGESS 525-7070 FOR ADDITIONAL
INFORMATION**

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STATEMENT OF MEDIA NOTIFICATION

"In accordance with South Carolina Code of Laws, 1976, Section 30-4-80(d), as amended, all local media was duly notified of the time, date, place and agenda of this meeting."

WORKSESSION - City Hall, Planning Conference Room, 1st Floor - 5:00 PM

I. CALL TO ORDER

A. Billy Keyserling, Mayor

II. EMPLOYEE NEW HIRE RECOGNITION

A. City Manager's Department - Kathleen Williams, Communications/Marketing Manager

III. PRESENTATION

A. America's Boating Club of Beaufort

IV. DISCUSSION ITEMS

- A. Recommendation to change airport name from Beaufort County Airport to Beaufort Executive Airport
- B. Possible Text Amendment to Beaufort Code regarding Monument Signs
- C. City of Beaufort Projects Update / Strategic Plan

V. ADJOURN



CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 12/2/2019
FROM: Bill Prokop, City Manager
AGENDA ITEM
TITLE: City Manager's Department - Kathleen Williams, Communications/Marketing Manager
MEETING
DATE: 12/10/2019
DEPARTMENT: City Clerk

BACKGROUND INFORMATION:

PLACED ON AGENDA FOR:

REMARKS:



CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 12/6/2019
FROM:
AGENDA ITEM
TITLE: America's Boating Club of Beaufort
MEETING
DATE: 12/10/2019
DEPARTMENT: City Clerk

BACKGROUND INFORMATION:

Members of the above organization would like to thank Mayor Keyserling for all of his support.

PLACED ON AGENDA FOR:

REMARKS:



CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 11/27/2019
FROM:
AGENDA ITEM Recommendation to change airport name from Beaufort County Airport to Beaufort
TITLE: Executive Airport
MEETING 12/10/2019
DATE:
DEPARTMENT: City Clerk

BACKGROUND INFORMATION:

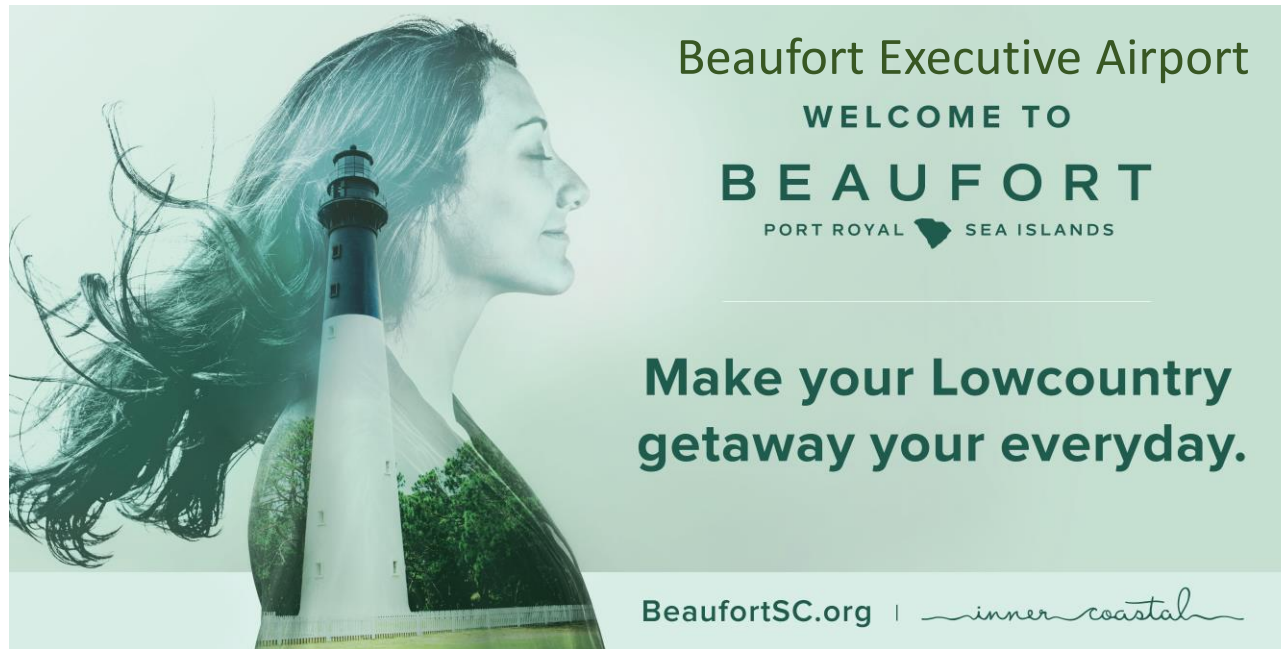
County Airport Board Unanimously Recommended at November Meeting
That County Council Adopt the Name: Beaufort Executive Airport.

PLACED ON AGENDA FOR: Discussion

REMARKS:

ATTACHMENTS:

Description	Type	Upload Date
Recommendations	Backup Material	11/27/2019



County Airports Board Unanimously Recommended at November Meeting
That County Council Adopt the Name:
Beaufort Executive Airport.
*City Council Should Support the Change
To Improve the Airport's Economic Contribution.*





The Message

- Beaufort's Airport can bring in more and bigger spending tourists, more middle income earners, higher paying jobs, more businesses, and greater tax revenue.
- Current names-*Frogmore Intranational, Lady's Island Airport, Beaufort County Airport*-diminish perceptions of the airport's potential.

Beaufort Executive Airport
is a foundation for greater revenue for the City.



Current Situation



Does this promote Beaufort?



Is this good marketing?



State's 2017 Annual Economic Report of Beaufort's Airport, and the Potential for More

Beaufort's Airport

- 110 direct/indirect jobs and employees created.
- \$8.595 million Annual Spending.
- \$12.5 million Annual Economic Activity.
- An example of economic impact that can grow: Secession Golf Club
 - 800+ members, nearly all living outside the County, and spending up to \$100,000 to join.
 - Many flying into Savannah and Hilton Head rather than Beaufort.
 - Nearly 6,000 hotel nights per year generating nearly \$1M per year.
 - Nearly 15,000 restaurant visits generating another \$1M+ annually.



Airport Improvement Impact

- Out-of-the-area job creators and innovators.
- Suppliers to Boeing and Gulfstream.
- Well paid, career oriented employees and employers.
- Primary and second/third home buyers and retirees.
- High spending visitors who will be encouraged to:

“Bring Your Business Success to Beaufort.”



Airport Will Still Be Owned by the County

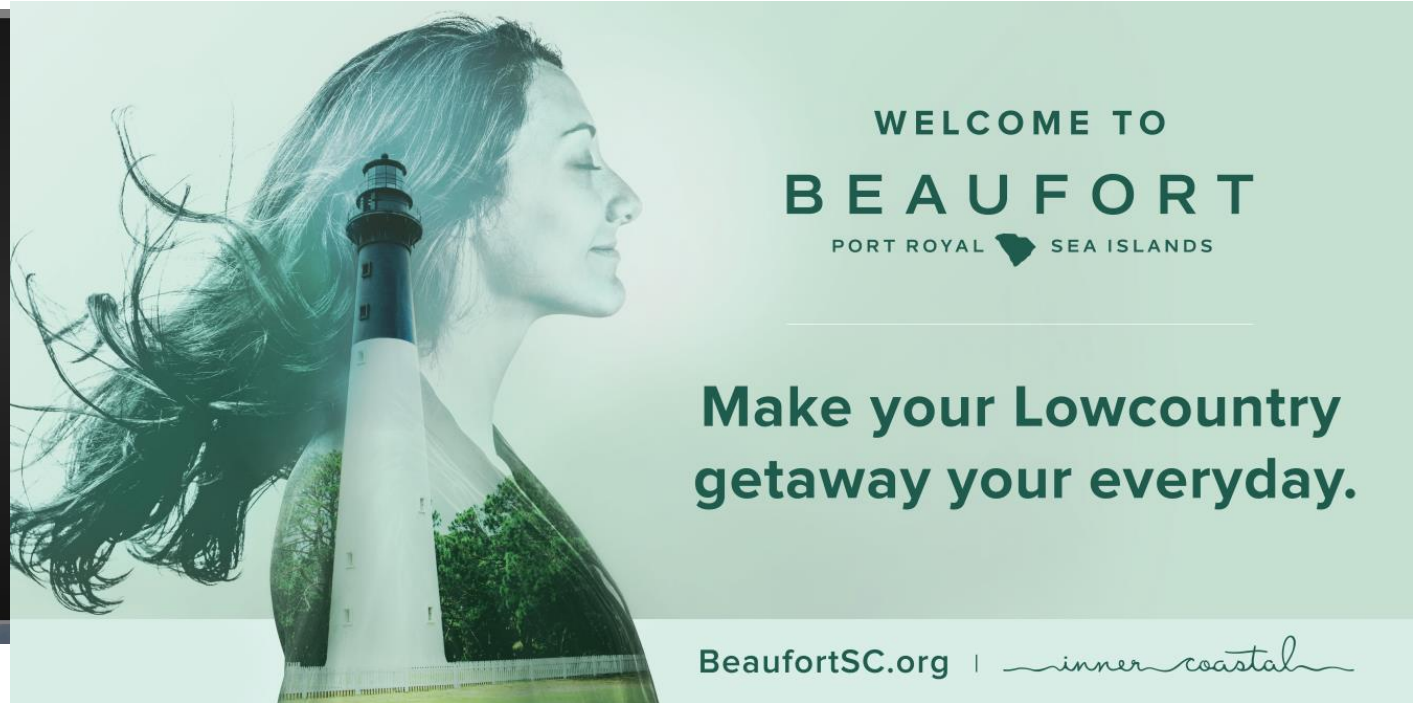
- Hilton Head and Beaufort airports are County Enterprise activities, i.e., self-funded from gas sales, hangar rents, user fees, etc.
- Taxes are not used to operate the airports.



Please Support the Change

From Frogmore, Lady's Island,
Beaufort County Airport.....to...

Beaufort Executive Airport





CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 12/5/2019
FROM: David Prichard
AGENDA ITEM
TITLE: Possible Text Amendment to Beaufort Code regarding Monument Signs
MEETING
DATE: 12/10/2019
DEPARTMENT: Community and Economic Development

BACKGROUND INFORMATION:

At a previous work session, council thought that 10 square feet was insufficient monument-signage along a corridor and that monument signs should be allowed along the Boundary Redevelopment Corridor.

PLACED ON AGENDA FOR:

REMARKS:


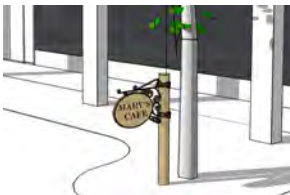


Staff is proposing replacing the 10 square feet maximum for the T4 and T5 districts with the following formula: Maximum monument signage (T4 and T5) = 10 square feet X (number of lanes) / 2. Also, staff is proposing to remove the prohibition of monuments signs in the Boundary Street Redevelopment overlay district.

ATTACHMENTS:

Description	Type	Upload Date
The Beaufort Code re Monument Signs	Backup Material	12/5/2019

6.5: FREESTANDING SIGNS

6.5.1 APPLICABILITY: The following chart applies to all types of developments as stated except for individual single-family or 2-3 unit building lots, or subdivisions containing fewer than 30 units.

SIGN TYPE AND PERMITTED LOCATION		MAX. AREA	MAX. HEIGHT	MIN. SETBACK	ADDITIONAL REQUIREMENTS
	<p>A. Monument Sign: A sign constructed on the ground, typically with a continuous footing or foundation with the base of the sign at grade — the size of the support structure for any monument sign shall be a maximum of 50% of the size of the sign face. When sign is less than 24 square feet, it is not required to be have a continuous footing, but it may be supported by 2 side posts.</p>	T1 T3 MH T4 T5 RMX LI IC	32 ft ² 10 ft 8 ft 10 ft	3 ft from ROW (18 inches in HD) 3 ft from ROW (18" in HD) 10 ft from ROW	<ol style="list-style-type: none">Maximum Number: 1 per street frontage; if individual street frontage is greater than 500 feet then 2 are permitted (spaced at least 300 feet apart). If the property is on a corner, the sign on the secondary street shall be no larger than half the size of the sign on the street from which the building derives its address.Encroachment: No encroachment allowedFor lots or combinations of lots serving 5 or more tenant spaces, see Section 6.2.2.G.In RMX, LI and IC : Lots with 150-500 feet of road frontage are permitted to have a 60 square foot sign; parcels with greater than 500 feet of frontage are permitted to have an 80 square foot sign.Landscaping, not including grass, shall be required for all monument signs. Such landscaping shall equal the total surface area of the sign face.Monument signs are not permitted for new buildings in the Boundary Street Redevelopment District.
	<p>B. Post and Arm Sign: A sign that is supported by a single post</p>	T3 T4 T5 RMX LI IC	10 ft ² (5 ft ² in HD)	6 ft 3 ft from ROW (18" in HD)	<ol style="list-style-type: none">Maximum Number: 1 per street frontageEncroachment: No encroachment is allowedPost and Arm signs are not permitted for new buildings in the Boundary Street Redevelopment District.
	<p>C. Sandwich Board Sign: A portable sign shaped like an A-frame with a sign panel on one or both sides, where the sign panel is integral to the structure of the sign</p>	T3 T4 T5 RMX LI IC	8 ft ² (6 ft ² in HD)	4 ft (3.5 ft ² in HD)	<ol style="list-style-type: none">Maximum Number: 1 per tenant. 1 per street frontage is permitted when a tenant has frontage on multiple streets.Encroachment: May be located on a public sidewalk, but must maintain at least 48 inches of unobstructed pedestrian spaceShall not be located in a planting strip between the sidewalk and the travel lane.Shall be located as close to the building as possibleShall be displayed only when the establishment is open for business
	<p>D. Easel Sign: A sign or message board displayed on a portable, open frame, such as a tripod</p>	T3 T4 T5 RMX IC	3.5 ft ²	6 ft	<ol style="list-style-type: none">Maximum Number: 1 per tenant. 1 per street frontage is permitted when a tenant has frontage on multiple streets.Encroachment: May be located on a public sidewalk, but must maintain at least 48 inches of unobstructed pedestrian spaceShall not be located in a planting strip between the sidewalk and the travel lane.Shall be located as close to the building as possibleShall be displayed only when the establishment is open for business

Note: For signs A and B, square footage indicated is the amount permitted per side.

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CITY OF BEAUFORT

DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 12/5/2019
FROM: Matt St. Clair, Public Projects and Facilities Director
AGENDA ITEM
TITLE: City of Beaufort Projects Update / Strategic Plan
MEETING
DATE: 12/10/2019
DEPARTMENT: City Clerk

BACKGROUND INFORMATION:

A brief overview of major City projects.

PLACED ON AGENDA FOR: Discussion

REMARKS: