

Lisa Sulka
Mayor

Larry Toomer
Mayor Pro Tempore

Marc Orlando
Town Manager



Council Members

Fred Hamilton
Dan Wood
Harry Lutz

Sandra Lunceford
Town Clerk

Old Town Business Directional Signage Program

In order to provide Old Town Business owners with additional advertising opportunities, the Town of Bluffton offers an Old Town Business Directional Sign Program. The Program is designed to provide businesses advertising space on off-premise directional signage. The signage is designed to deliver information to pedestrian and vehicular traffic in a consistent, recognizable manner and to enhance business awareness and visibility throughout the Old Town Bluffton Historic District.

Off-premise directional sign space is leased to businesses based upon availability. You may apply to lease sign space for your business if you meet the following requirements:

Selection Criteria

- A. Business must maintain a current Town of Bluffton Business License.

- B. Business must be located within or directly adjacent to the Old Town Bluffton Historic District. (See Attached Map)

- C. Home Occupations are not eligible for sign space.

- D. Applications for sign space will be reviewed in the order they are received.

- E. Businesses must be in compliance with all applicable Town ordinances. If an outstanding violation exists, it must be corrected prior to consideration of the application.

- F. In the event more businesses apply for sign space than can be accommodated on the structure, priority will be given based upon the order eligible applications were received.

Participation Fees

- A. All businesses selected to participate in the program will be required to submit an Installation Fee of \$250.00.

- B. An Annual Renewal Fee of \$75.00 will be collected as part of the business license renewal for each additional year of participation.

If your business is interested in purchasing sign space, you may submit the attached application form to the Business License office at the Theodore D. Washington Municipal Building located at 20 Bridge Street.

If you have any questions, please contact the Business License office at 843-706-4501.

*Theodore D. Washington Municipal Building
20 Bridge Street P.O. Box 386 Bluffton, South Carolina 29910
Telephone (843) 706-4500 Fax (843) 757-6720
www.townofbluffton.sc.gov*



TOWN OF BLUFFTON
OLD TOWN BUSINESS DIRECTIONAL SIGNAGE
APPLICATION

Business License Department
 20 Bridge Street
 Bluffton, SC 29910
 (843)706-4501
 www.townofbluffton.sc.gov

Applicant		Business Owner	
Name:		Name:	
Phone:		Phone:	
Mailing Address:		Mailing Address:	
E-mail:		E-mail:	
Project Information			
Business Name:			
Business Location:			
Town Business License #			
Business Description:			
Preferred Sign Location: (Indicate First Preference)		Name as it should Appear on Sign:	
_____ Calhoun Street /Lawrence Street			
_____ Calhoun Street/Lawton Street			
Disclaimer: The Town of Bluffton assumes no legal or financial liability to the applicant or any third party whatsoever by approving participation in the Old Town Business Directional Signage Program.			
I hereby acknowledge by my signature below that the foregoing application is complete and accurate and that I am the owner of the subject business. If selected for participation in the program, I agree to pay the participation fee.			
Business Owner Signature:		Date:	
Applicant Signature:		Date:	
For Office Use			
<i>Application Number:</i>		<i>Date Received:</i>	
<i>Received By:</i>		<i>Date Approved:</i>	
<i>Date Fee Collected:</i>		<i>Date of Installation:</i>	

Lisa Sulka
Mayor

Larry Toomer
Mayor Pro Tempore

Marc Orlando
Town Manager



Council Members

Fred Hamilton
Dan Wood
Harry Lutz

Sandra Lunceford
Town Clerk

**Old Town Business Directional Signage Program
Terms of Agreement**

By participating in the Old Town Business Directional Signage Program, I,
_____, owner of _____, agree to the
following conditions:

1. Business must maintain a current Town of Bluffton Business License.
2. Business must be located within or directly adjacent to the Old Town Bluffton Historic District.
3. Home Occupations are not eligible for sign space.
4. Business must be in compliance with all applicable Town ordinances. If an outstanding violation exists, it must be corrected prior to consideration.
5. All portions of the sign, including space for individual businesses, are property of the Town of Bluffton.
6. No alterations may be made to the sign panel by any party other than the Town of Bluffton.
7. Installation and maintenance of sign panels will be performed by the Town of Bluffton, its agents, or contractors.
8. Signs that become defaced or damaged may be removed by the Town of Bluffton until such time that a replacement becomes available.
9. At such time that any business ceases to exist, the sign space will be revoked and may be replaced with another business.
10. Business owner shall contact the Town of Bluffton within 30 days prior to closing business so the sign panel may be removed.
11. Text allowed on the sign space shall be limited to the business name and a directional arrow. No logos, advertisements, or additional information will be permitted on the sign space.
12. The sign spaces will each consist of the same font style, color, and dimensions.
13. Businesses may only apply for one double-sided, off-premise business directional sign panel.

If at any time the conditions of this Agreement are violated, the Town of Bluffton may terminate the Agreement without prior notice.

Business Owner's Signature Date

Date

STANDARD OPERATING PROCEDURES

Old Town Business Directional Signage Program

Application Process

I. Purpose:

In response to community concerns related to off-premise business signs, the Town of Bluffton has initiated an Old Town Business Directional Signage Program for the Old Town Bluffton Historic District. The program provides a wayfinding system for pedestrians and vehicular traffic to locate businesses within and adjacent to the Old Town Bluffton Historic District. The Town strives to increase the success and market potential for retail, dining, arts, entertainment, and economic growth and redevelopment in the Old Town Bluffton Historic District. This program provides a series of signs with a common design and theme directing the public to specific points of interest and businesses.

The Town may install off-premise business directional signs within the Old Town Bluffton Historic District and beyond. This program provides an excellent opportunity for exposure for businesses in a consistent, recognizable manner.

II. General Procedures:

- A. An applicant can access an application packet on the Town of Bluffton website or pick up a packet at the Town of Bluffton Business License Department.
- B. The application form includes necessary information to determine program eligibility.
- C. The application is submitted to the Business License Office. The Business License Office verifies that the application is complete, verifies the Business License status, and determines eligibility based upon the Selection Criteria.
- D. If the application is determined to be complete and sign space is available, the Business License Office collects the Installation Fee and Agreement Form from the Applicant.
- E. The program will be tracked in EnerGov by the following status':
 - Active- Application is in the processing stage
 - Pending- No sign space is available and application is on a waiting list
 - Withdrawn- Application has been withdrawn
 - Approved- Sign proof has been approved by applicant
 - Installed- Engineering has installed the sign panel
- F. The Business License Department will enter the application into EnerGov and notify the Engineering Department via email with a scanned copy of the application to indicate that an application is active. Engineering Department will begin design of a business sign panel.

- G. The Engineering Department will coordinate with the Sign Company to provide a sign proof for review. Upon receipt of the sign proof, the Engineering Department will forward it via email to the Business License Department.
- H. The Business License Department will forward the proof to the Applicant for review and approval. The applicant shall return the sign proof to the Business License Office with signature indicating approval of the sign proof.
- I. The Business License Office will scan the approved proof into EnerGov and update the project.
- J. The Business License Office notifies the Engineering Department via email to commence design fabrication and installation of a business sign panel.
- K. The Engineering Department notifies the Business License Office via email that the business sign panel has been installed. The Business License Office updates the EnerGov status to Installed.
- L. The Business License Department notifies the Applicant that the business sign panel installation is complete.

Waiting List

- A. If no sign space is available, program eligibility will be confirmed and the application will be entered in Energov without the Agreement Form and Installation Fee.
- B. The application will be placed in the "pending" status until sign space becomes available.
- C. As sign space becomes available, the Business License Department will use the application date to determine the next eligible business.
- D. The Business License Department will contact the Applicant to determine if they are still interested in participating in the program. If the business is not interested, the Business License Department will place the application in "withdrawn" status and contact the next eligible Applicant.
- E. The Business License Department will confirm that the Applicant currently meets all eligibility requirements and collect the signed Agreement Form and Installation fee.
- F. The status of the case in EnerGov will be changed from Pending to Active and the process will continue as noted in General Procedures above.

Renewal

- A. An Applicant will be required to pay a Renewal Fee for the sign panel annually at the time of business license renewal and no later than April 15 of each year.
- B. If the Applicant does not renew their Business License or is not interested in maintaining sign space, the next eligible business on the Waiting List will be contacted.

III. Selection Criteria

- A. Business must maintain a current Town of Bluffton Business License.
- B. Business must be located within or directly adjacent to the Old Town Bluffton Historic District. (See Attached Map)
- C. Home Occupations are not eligible for sign space.
- D. Applications for sign space will be reviewed in the order they are received.
- E. Businesses must be in compliance with all applicable Town ordinances. If an outstanding violation exists, it must be corrected prior to consideration of the application.
- F. In the event more businesses apply for sign space than can be accommodated on the structure, priority will be given based upon the order eligible applications are received.

IV. Staff Responsibilities

- A. The Business License Department is responsible for receiving applications, reviewing applications, entering them into EnerGov, coordinating the review process, and collecting fees.
- B. The Engineering Department will coordinate design, fabrication, and installation of business sign panels.
- C. The Waiting List will be maintained in EnerGov through status selection.