

Lisa Sulka  
*Mayor*

Oliver Brown  
*Mayor Pro Tempore*

Anthony Barrett  
*Town Manager*



*Council Members*  
Michael Raymond  
Ted Huffman  
Karen Lavery  
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 for each additional year of participation will be charged and collected at the time of the business license renewal.

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.



**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)	
_____ Calhoun Street /Lawrence Street	Name as it should Appear on Sign:
_____ Calhoun Street/Lawton Street	
Specify Other Proposed Location _____	
<b>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.</b>	
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. (Fee is due upon application.)	
Business Owner Signature:	Date:
Applicant Signature:	Date:
For Office Use	
Application Number:	Date Received:
Received By:	Date Approved:
Date Fee Collected:	Date of Installation:

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## 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

**OFFICIAL  
ZONING  
MAP**

**Legend**

**JURISDICTIONAL**

-  Beaufort County
-  Jasper County

**ZONING DISTRICT**

-  Preserve
-  Agriculture
-  Rural Mixed Use
-  Residential General
-  Neighborhood Core
-  General Mixed Use
-  Light Industrial
-  Riverfront Edge-HD
-  Neighborhood Conservation-HD
-  Neighborhood General-HD
-  Neighborhood Center-HD
-  Neighborhood Core-HD
-  Planned Unit Development

**MISCELLANEOUS**

-  Parcel Lines

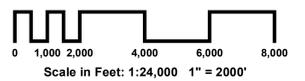
**TRANSPORTATION**

-  Roads
-  Proposed Parkways

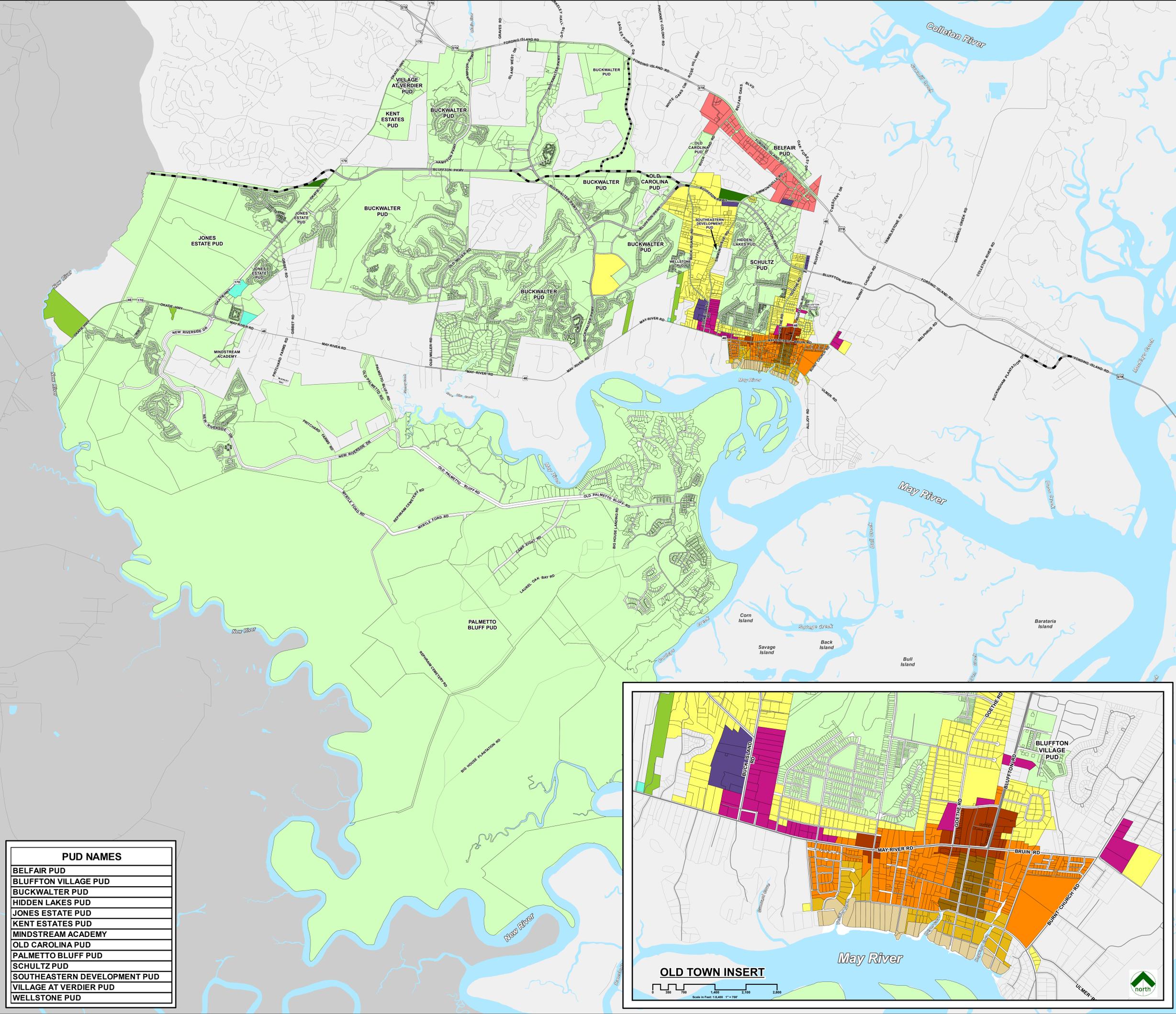
**HYDROLOGY**

-  Water

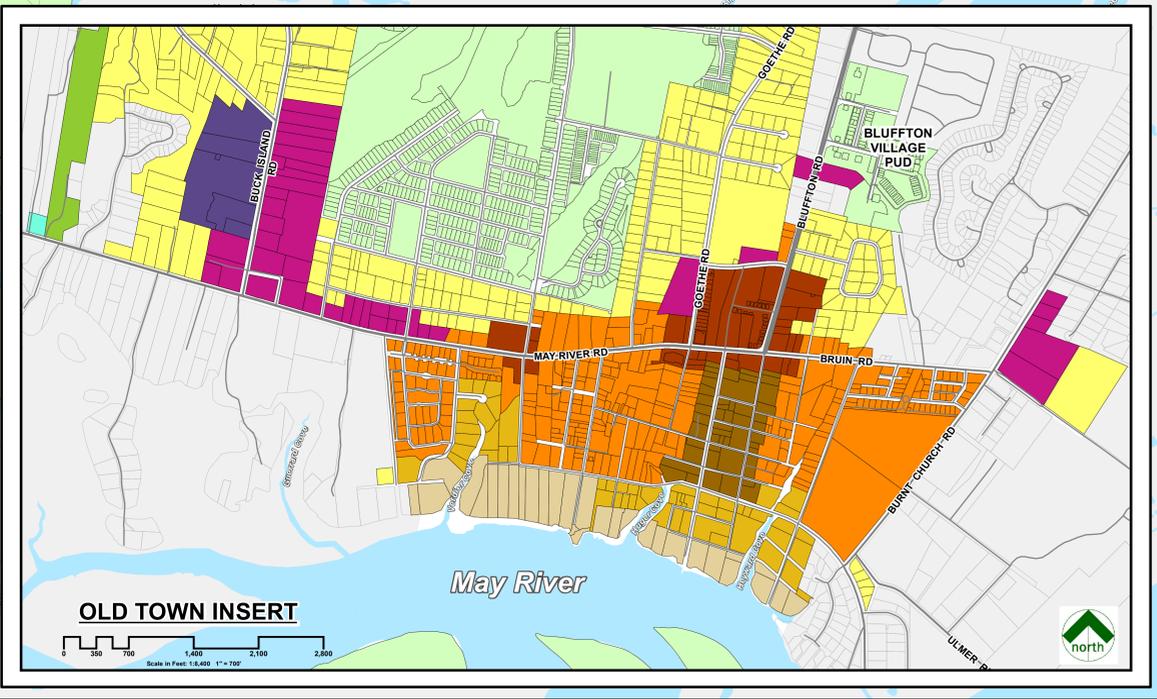
Effective November 10, 2011 Map Prepared By: GIS Office



**DISCLAIMER:**  
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PUD NAMES
BELFAIR PUD
BLUFFTON VILLAGE PUD
BUCKWALTER PUD
HIDDEN LAKES PUD
JONES ESTATE PUD
KENT ESTATES PUD
MINDSTREAM ACADEMY
OLD CAROLINA PUD
PALMETTO BLUFF PUD
SCHULTZ PUD
SOUTHEASTERN DEVELOPMENT PUD
VILLAGE AT VERDIER PUD
WELLSTONE PUD



**OLD TOWN INSERT**  
Scale in Feet: 1:6,000 1" = 700'