

**§ 503. SIGN REGULATIONS.** (\*) (\*\*\*\*)

**503.1 Purpose.**

The purpose of these regulations is to provide minimum control of signs to promote the health, safety and welfare by:

- Lessening hazards to pedestrians and vehicular traffic;
- Preserving property values;
- Preventing unsightly and detrimental development which has a blighting influence upon residential, business, and industrial uses;
- Promote the use of signs which are aesthetically pleasing, of appropriate scale, an integrated with the surrounding buildings and landscape, in order to meet quality development standards;
- Balance public and private objectives by allowing adequate signage for business identification;
- Protect property values, the local economy, and the quality of life by preserving and enhancing the appearance of the streetscape which affects the image of the city.
- Preventing signs from reaching excessive size or numbers such that they obscure one another to the detriment of all concerned; and
- Securing certain fundamentals of design for the city.

To achieve these purposes, it is the intent of this section:

- To provide reasonably uniform standards while allowing functional flexibility, encourage variety, and create an incentive to relate signage to basic principles of good design;
- To assure that public benefits derived from expenditures of public funds for the improvement and beautification of streets, and other public structures and spaces, are protected by exercising reasonable control over the character and design of sign structures which are near the rights-of-way; and
- To provide an improved visual environment for the citizens of, and visitors to, the city.

**503.2 General Sign Provisions.**

503.21 Illumination. Where illumination is permitted it may be direct or indirect. When it is used, sign illumination shall be so shielded as not to cast direct light onto public ways and residential districts. Intensity of light cast on any residential district shall not exceed 0.5 foot candles.

503.22 Public Safety. Words, phrases, symbols, characters or signals used in a manner that might be misconstrued as a public safety warning or traffic sign or signal will not be permitted. The placement and configuration of signs shall not be located or designed so as to be misconstrued as a public safety warning or traffic signal.

503.23 Signs Permitted in Any District. The following signs are permitted in any district and are excluded from the computation of the total sign area requirements of this Section.

**Table A - - Signs Permitted in Any District**

<b>Sign Type</b>	<b>Requirements</b>
A. Public Signs or Notices	Posted by or at the discretion of a governmental agency.
B. Property Promotion and Contractor's Notices (**)(***)(*****)	A sign on each single lot not exceeding four (4) square feet in residential areas (R-15, R-12, R-8, R-8SF, R-6); thirty-two (32) square feet in non-residential areas (GID, LOD, LC, B-1, D-T4, D-T5, D-T6, B-3, B-4, I-1, I-2).
C. Church Bulletin Boards	On the same zoning lot as a place of worship, a Church Bulletin Board not exceeding twelve (12) square feet may be erected.
D. Historical Markers	Erected by a bona fide historical association or a governmental agency
E. Church Directional Signs	Erected by a church or synagogue located within the city limits, no such sign shall exceed three (3) square feet in area. It must contain only pertinent directional information. No individual churches or synagogues may erect more than three (3) such signs within the city limits. Such signs shall be kept in good repair and appearance at all times by the owner.
F. Hospital Directional Signs	Erected by a public or private hospital, providing directions with no advertising. Maximum size shall be limited to eighteen (18) square feet and erected with seven (7) feet minimum clearance from the ground.
G. Temporary non-illuminated signs of persons connected with work on buildings under actual construction or alteration.	Located at least ten (10) feet inside any lot line; not to exceed twenty (20) square feet in area.
H. Civic Club Signs	Civic Club signs shall be permitted to locate on incoming lanes on Interstate, U.S. numbered highways, S.C. numbered highways and State secondary roads. All such signs shall be located in one central location where said signs are clustered in one frame. The frame for the civic club signs shall not exceed one hundred (100) square feet.
I. Advertising Signs on Bus Shelters (*)	Advertising signs on bus shelters authorized by the City shall be permitted

503.24 Regulations for Signs. Signs other than those listed in subsection 503 above are permitted only in accordance with the following provisions for the appropriate districts and must acquire proper permitting through the Development Services Division. Unless specifically exempted in Table A above, a sign permit shall be obtained prior to erection, installation, display, structural alteration, or change of any sign.

\* (Amended by Council 4/4/88)

\*\* (Amended by Council 2/10/92)

\*\*\* (Further Amended by Council 12/12/94)

\*\*\*\* (Further Amended by Council 3/4/96)

\*\*\*\*\* (Further Amended by Council 10/8/01)

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503.25 Maintenance of Signs. Signs shall be maintained in good repair at all times. Any sign not meeting the following provisions shall be repaired, maintained, or removed within thirty (30) days after receipt of notification by Zoning Administrator. (\*\*)

- The area and vegetation around a sign shall be properly maintained so as to make the sign readily visible;
- All nonfunctioning bulbs or damaged panels shall be replaced or repaired;
- All sign copy shall be maintained securely on the sign face and all missing copy shall be replaced;
- All sign structures, framework, and poles shall be structurally sound; (\*\*\*\*\*)

503.26 Yard Setback. Freestanding signs may be located in required bufferyards and yard setbacks, provided the minimum setbacks shall not be less than 10 feet from the street right-of-way and the front property line(s). Measurements are to be taken horizontally from the portion of the sign (base or face), which is nearest to the street right away and/or property line. No signs shall be permitted in any street setback unless the owner agrees in writing to remove the sign if the setback is required. It shall be understood that if said setback is ever needed, the value to the sign thereon shall not be included in the computation of the value of the land being taken for right-of-way purposes. (\*\*)

503.27 Sign Removal. All non-conforming signs shall be removed from the premises within 90 days (3 months) after an establishment goes out of business. Sign removal shall mean to remove the sign area as defined herein. Provided, however, that in the event the business goes out of business, all nonconforming signs shall be removed immediately. Removal of nonconforming signs includes not only the area of the sign as defined herein but also the frame structure, stand and all of the components. The responsibility for sign removal will be joint and several with the person occupying the property and the property owner. (\*)\*\*\*\*)

The following items shall not be improved, instead such items shall be removed upon the effective date of this amendment to the Zoning Ordinance regardless of condition and/or non-conforming or conforming status:

- Sign copy that originally but no longer relates in its subject matter to products, accommodations, services, or activities sold on site. However, sign copy located upon a building within a design protection district or upon a building that is a landmark structure may remain where staff to the Historic Architecture Review Board issues a certificate of approval finding that the sign conforms to at least one of the guidelines for retaining historic signs listed within “The Preservation of Historic Signs” Preservation Brief, issued by the National Park Service, U.S. Department of the Interior;

\*(Further Amended by Council 6/26/95)

\*\* (Further Amended by Council 4/28/03)

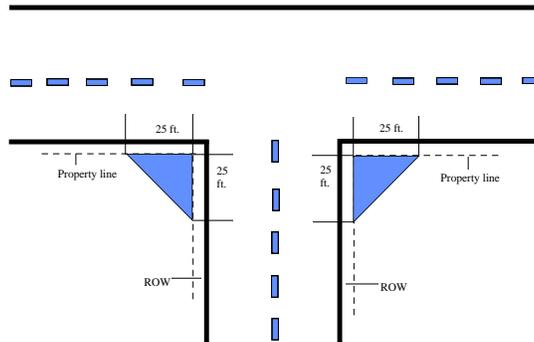
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- A display surface area that has not contained sign copy for any period of 12 consecutive months, and the associated sign support structure shall be removed as well; or
- A sign support structure that has not supported a display surface area for any period of 12 consecutive months.

503.28 Visibility at Intersection. On a corner lot in any residential district, GID, LOD, LC, B-1, D-T4, D-T5, D-T6, B-3, B-4, I-1, I-2 an Intersection Sight Distance (ISD) shall be maintained by a triangular area formed by the right-of-way lines of the intersecting streets and clear line of sight from a vehicle located 15 feet behind the curb line of the approached street. The dimensions of the three legs of the sight triangle are dependent upon the width of the roadway and speed limit. The intersection sight distance and sight triangle dimensions shall be determined by procedures detailed in the latest edition of the South Carolina Department of Highways and Public Transportation Access and Roadside Management Standards (ARMS). No planting, fence or other structure, or man-made earth mound, or change in earth grade, shall be placed or maintained if it obstructs vision between a height of two (2) feet and ten (10) feet above the grade of the intersection. The requirements of this section shall not be deemed to prohibit any necessary retaining wall. (\*\*)(\*\*\*)(\*\*\*\*)

**VISIBILITY AT INTERSECTIONS**



The South Carolina Department of Highways and Public Transportation Access and Roadside Management Standards is available for reference online at [www.scdot.org](http://www.scdot.org). This section shall not apply to any intersection which is controlled by a traffic signal exhibiting green, yellow, and red signals.

503.29 Sign Measurements.

- (A) **Sign Height:** Shall be measured from the natural grade, curb, or street centerline, whichever is higher, to the uppermost point of the sign face or structure.

\* (Amended by Council 6/27/94)

\*\* (Further Amended by Council 12/12/94)

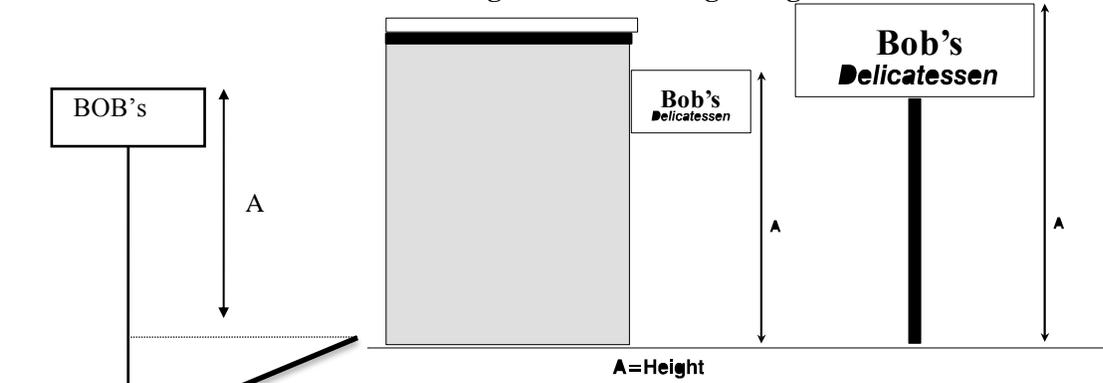
\*\*\* (Further Amended by Council 8/11/97)

\*\*\*\*\* (Further Amended by Council 1/8/2018)

\*\*\*\* (Further Amended by Council 11/13/00)

\*\*\*\*\* (Further Amended by Council 10/8/01)

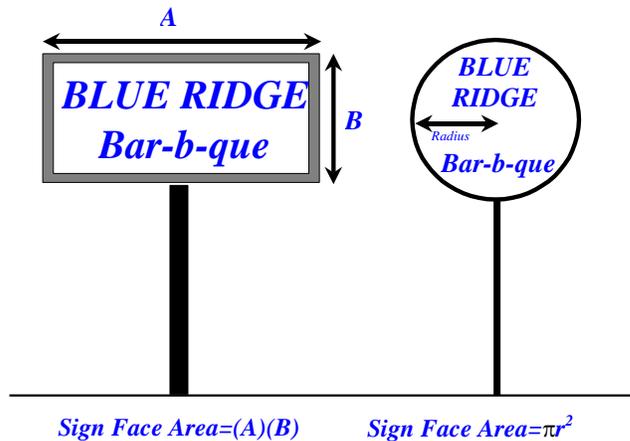
Figure 503 – 1 - - Sign Height



(B) **Sign Face Area:** The area within a single continuous perimeter enclosing the extreme limits of writing, representation, emblem, or any figure of similar character, together with any material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed, excluding the supports or uprights on which such sign is placed is defined as sign area. Signs shall be measured as described for each sign type below:

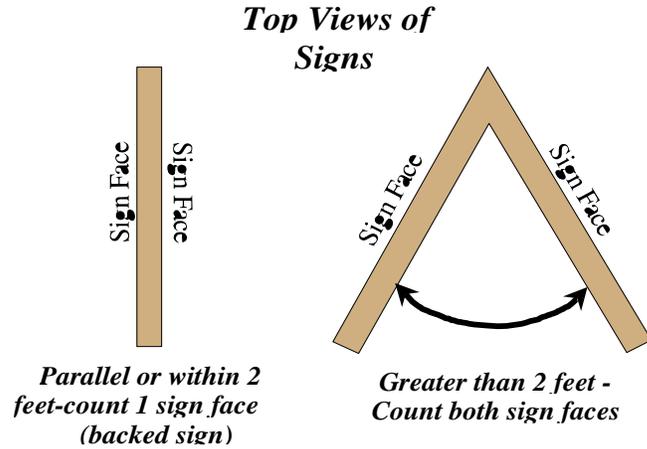
1. **Sign cabinets:** The area of sign faces enclosed in frames or cabinets is determined based on the outer dimensions of the frame or cabinet surrounding the sign face (see figure 503-2).

Figure 503-2—Sign Area



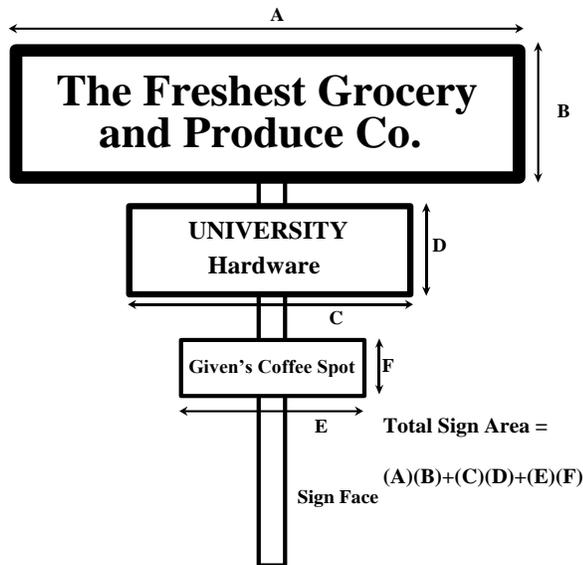
2. **Backed (two-sided) signs:** Where a sign has two or more faces, the area of all such faces shall be included in determining the area of the sign, except that where two such faces are placed back to back and are at no point more than two (2) feet from one another, the sign area shall be taken as the area of the larger of the two faces.

Figure 503-3



3. **Multiple cabinets:** For freestanding and projecting signs that contain multiple cabinets on one structure, and are oriented in the same viewing direction, the modules together are counted as one sign face.

Figure 503-4—Multiple Sign Cabinets



4. **Round signs:** The maximum surface area visible at one time of a round, three dimensional, or three or more sided sign is counted to determine sign area.
5. **Signs on a Base Material:** When a sign is on a base material and attached without a frame, such as a wood board or Plexiglas panel, the dimensions of the base material are to be used in calculating sign area.

6. **Individual Element Signs:** When signs are constructed of individual elements attached to a building wall, the sign area is determined by calculating the area of an imaginary rectangle drawn around the sign elements. Sign elements will be measured as one unit when the distance between the elements is less than two times the dimension of each element (see Figure 503-5, 503-6).

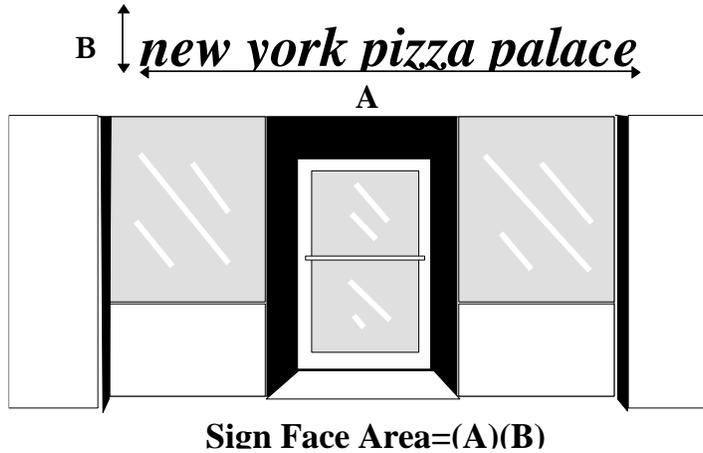
Figures 503-5/6 - - Individual Sign Elements



$$\text{Sign Area}=(a)(b)+(c)(d)$$

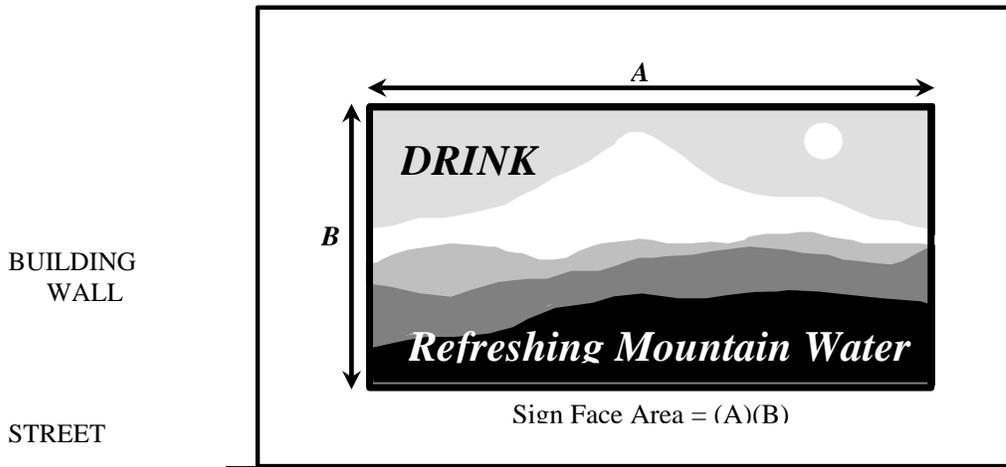


$$\text{Sign Area}= (A)(B)$$



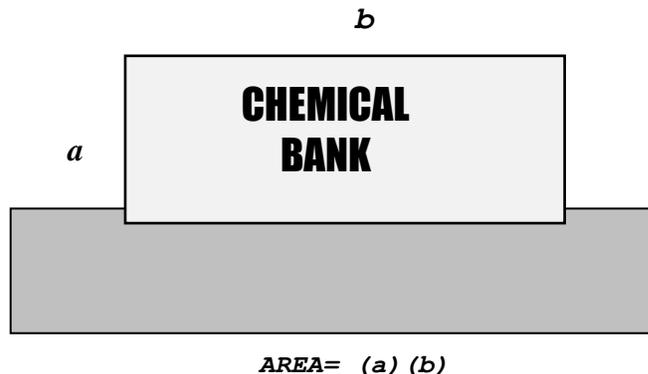
7. **Painted Wall Signs:** Painted wall signs are measured by drawing an imaginary rectangle around the edge of each of the sign elements. Sign elements will be measured as one unit when the distance between the elements is less than two times the length of each element. If a painted wall sign is located closer than two times the length of the painted wall sign and any other painted wall decoration, then the area of both is included in the sign area. Visible wall area includes windows and doors (see Figure 503-7).

Figure 503-7 - - Painted Wall Signs



8. **Awnings and Marquees:** When signs are incorporated into awnings, the sign area is determined by computing the area of an imaginary rectangle drawn around the sign face. When the ends of awning or marquees are parallel and contain sign faces, only one side is counted in addition to the sign face area on the front.
9. **Monument Signs:** The sign face area of monument signs shall be determined by the outer measurements of the sign beginning at base level.

Figure 503-8-- Monument Signs



**(C) Prohibited Signs: (\*)**

1. Signs imitating traffic or emergency signals. No sign shall be permitted which imitates an official traffic sign or signal, or contains words or symbols displayed in a manner which might mislead or confuse drivers or vehicles or which displays intermittent lights resembling the color, size, shape, or order of lights customarily used in traffic signs or an emergency vehicle or law enforcement vehicles, except as part of a permitted private or public traffic control sign.
2. Signs or devices employing confusing, distracting or intense illumination when visible from the public right-of-way. No sign shall be permitted which utilizes intense flashing (strobe type) lights, spotlights, floodlights, flashing or blinking lights, or any type of pulsating or moving light which may impair the vision, cause glare, or otherwise interfere with any driver's operation of a motor vehicle.
3. Sign lighting, which is incompatible with residential character. No sign shall be illuminated in such a way that it causes intense illumination onto any residential premises located in any residential district in a manner which by intensity, duration, location or other characteristic is incompatible with the residential character of the district in which such illumination is cast.
4. Roof Sign – Roof mounted signs.
5. Vehicular signs – Signs placed or painted on a motor vehicle or trailer and parked in such a manner with the primary purpose of providing a sign not otherwise allowed by this Ordinance.
6. Abandoned Signs.
7. Signs in road right-of-way, yard signs except when unique circumstances or conditions exist to warrant the placement of a sign within the road right-of-way. Such signs must be approved by the Zoning Administrator and be authorized by the State Highway Department and shall not be located in the sign triangle or in an area that would cause a traffic hazard. The property owner shall assume responsibility for the cost of relocating all signs in the road right-of-way if utility and road maintenance is necessary.
8. Swinging signs.
9. No sign shall project into the public right-of-way.
10. Signs which contain statements, words, pictures or other depictions of an obscene, indecent or immoral character or nature and which offend public morals or decency. (\*\*)
11. Electronic variable message signs and electrical fixed message signs, excepting electrical fixed message signs displaying gasoline prices, in commercial, industrial, or residential districts/uses. (\*\*\*)(\*\*\*\*)(\*\*\*\*\*)

\* (Further Amended by Council 4/28/03)

**503.3 Signs Permitted in Residential Districts.** All signs in the R-15, R-12, R-8 SFD, R-8, and R-6 residential districts shall comply with the following requirements: (\*)

**503.31 Specific Signs Permitted:**

**Table B - - Signs Permitted in Residential Districts**

<b>Sign Type</b>	<b>Requirement</b>
A. Non-Illuminated signs for Home Occupation and Professional Offices, in residential districts, where permitted by the district regulations.	<ul style="list-style-type: none"> <li>Indicates only names of persons and their occupation or professions not exceeding one (1) square foot in area</li> </ul>
B. Indirectly illuminated and non-illuminated signs indicating names of residents and house numbers.	<ul style="list-style-type: none"> <li>Sign not to exceed one (1) square foot in area.</li> </ul>
C. Identification signs for large residential developments (twenty five (25) or more dwelling units), while under development.	<ul style="list-style-type: none"> <li>A maximum of thirty-two (32) square feet.</li> <li>Regardless of size, only one sign per development entrance shall be permitted.</li> <li>Such signs may be indirectly illuminated.</li> </ul>
D. Identification signs for apartments, condominiums, and single family neighborhood associations.	<ul style="list-style-type: none"> <li>A maximum of thirty-six (36) square feet.</li> <li>Regardless of size, only two signs per development entrances shall be permitted.</li> <li>Such signs may be indirectly illuminated.</li> </ul>
E. Temporary non-illuminated signs advertising for sale or for rent the lot or building on which they are placed or some part thereof.	<ul style="list-style-type: none"> <li>Located not closer than twenty (20) feet to any street right-of-way line unless attached to a building not to exceed four (4) square feet in area.</li> <li>Individual real estate firms or other selling agent shall not erect more than one such sign on any single lot.</li> </ul>
F. Non-illuminated signs solely for the control of traffic and parking.	<ul style="list-style-type: none"> <li>Not to exceed four (4) square feet in area.</li> </ul>
G. Non-illuminated signs advertising for sale agricultural produce grown on the premises, where such sale is permitted.	<ul style="list-style-type: none"> <li>Located at least twenty-five (25) feet inside any lot line at least fifty (50) feet from any intersection, not to exceed twenty (20) square feet.</li> </ul>
H. Illuminated and non-illuminated signs for churches, schools or other public or semi-public institutions and civic bodies. (**)(**)	<ul style="list-style-type: none"> <li>Located at least ten (10) feet inside any lot line not to exceed fifty (50) square feet in area.</li> <li>The aggregate copy area of all signs for senior high schools shall not exceed 400 square feet with any such individual sign not to exceed 215 square feet.</li> </ul>

\*(Further Amended by Council 2/10/92)      \*\*\* (Further Amended by Council 5/24/04)  
 \*\*(Further Amended by Council 1/12/04)      \*\*\*\* (Further Amended by Council 11/26/07)  
 \*\*\*\*\* (Further Amended by Council 1/08/2018)

**503.4 Signs Permitted in Office, Institutional, Business, and Industrial Districts.**

- 503.41 Such signs as are permitted for residential districts, subject to the provisions of Section 503.3 of this Ordinance.
- 503.42 Signs, whether public or private, solely for the control of traffic and parking.
- 503.43 Business signs incidental to any permitted use in a business or industrial district, subject to the requirements of this Subsection and to Subsection 503.45 below.

A. Total Area of Business Signs Permitted for Each Establishment. Subject to other provisions of this section, the total area of all business signs for an individual office, business or industrial establishment shall not exceed the square footage shown below for each linear foot of front building wall or front lot line, whichever is greater.

On- site directional signs shall not be included in the computation of allowable square footage provided such sign bears no commercial message or logos, does not exceed two square feet in area and does not exceed two feet in height. Painted signs shall be included in the computation of allowable square footage listed in Table C.  
 (\*) (\*\*) (\*\*\*) (\*\*\*\*) (\*\*\*\*\*) (\*\*\*\*\*) (\*\*\*\*\*) (\*\*\*\*\*)

Wall, monument, and pylon mounted signs may exceed the allotted square footage of the property by 15% provided halo-lit lettering is used. (\*\*\*\*\*)

**Table C - - Total Area of Business Signs**

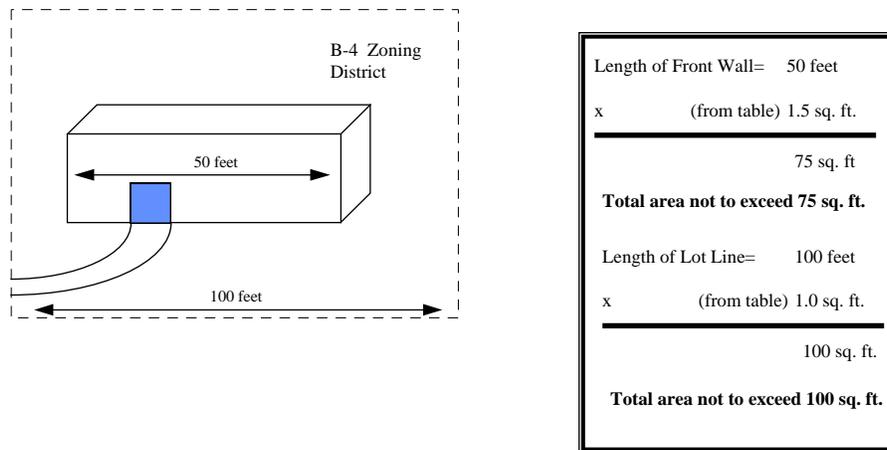
Zone District	Front Building Wall	Front Lot Line
GID/LOD	1.5 sq. ft.	.or 0.5 sq. ft.
LC	1.5 sq. ft.	.or 0.5 sq. ft.
B-1	1.5 sq. ft.	.or 1.0 sq. ft.
D-T4, D-T5, D-T6	1.5 sq. ft.	.or 1.0 sq. ft.
B-3	1.5 sq. ft.	.or 1.0 sq. ft.
B-4	1.5 sq. ft.	.or 1.0 sq. ft.
I-1	1.0 sq. ft.	.or 1.5 sq. ft.
I-2	1.0 sq. ft.	.or 1.5 sq. ft.

* (Amended by Council 7/9/90) ** (Further Amended by Council 9/13/93) *** (Further Amended by Council 6/27/94) **** (Further Amended by Council 12/12/94)	***** (Further Amended by Council 2/24/97) ***** (Further Amended by Council 10/8/01) ***** (Further Amended by Council 1/12/04) ***** (Further Amended by Council 1/08/18)
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- 1) **Example:** To illustrate the above table, consider the following example.

The building is a storage warehouse in a B-4 Zoning District. The permitted sign area can be calculated in two ways - -1) Linear feet of the front building wall (50 feet) multiplied by a factor of 1.5. Therefore, the maximum area of a permitted sign is 75 square feet; 2) linear feet of the front lot line (100 feet) multiplied by a factor of 1.0. The corresponding maximum sign area is 100 square feet. The maximum sign area may be the greater of the two options. (see illustration on next page)

Figure 503-10

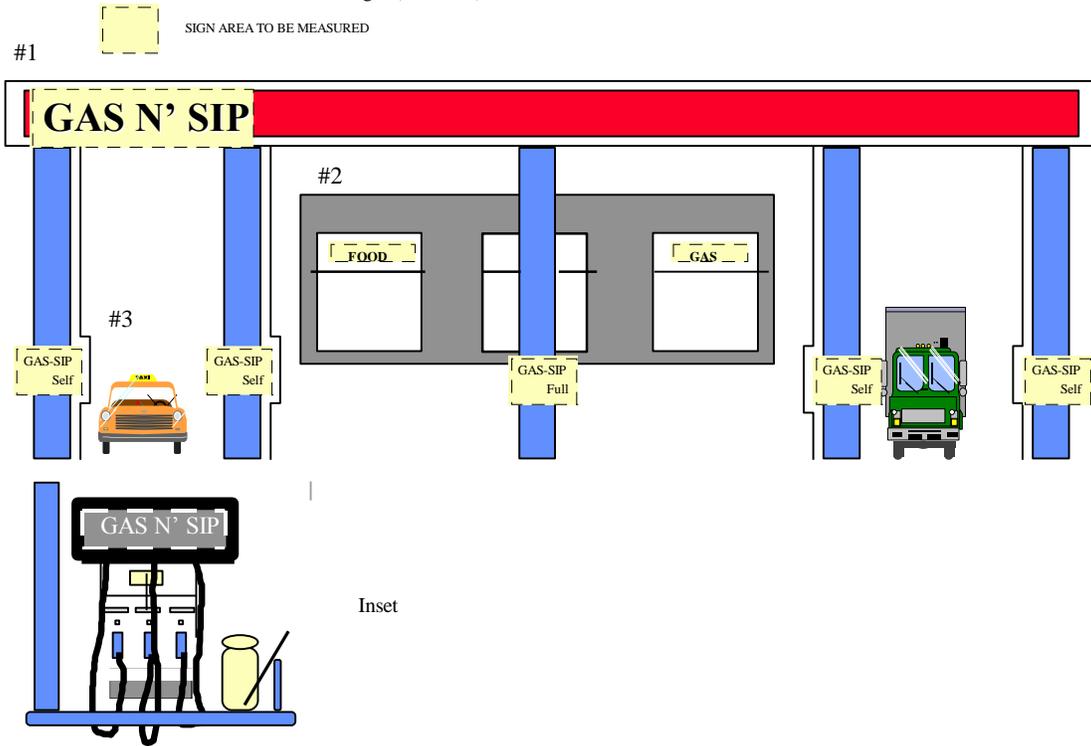


- 2) **Example:** Figuring the total sign area for individual businesses like the gas/convenience store in the example below is accomplished by adding the sign area for each individual sign. The maximum allowable sign area is figured according to the options noted in Table C.

- 3)

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•Gas/Convenient store signage shall be considered in the following manner: Sign # 1, being part of the canopy structure, shall be measured by drawing an imaginary rectangle around the sign elements. Signs #2, shall be measured like general wall signs, with elements and colored panel included. Signs #3, located on gas pumps, shall be measured individually using normal sign area formula of base x height. ( see Inset)



Signs for individual businesses in Zones GID, LOD, LC, B-1, D-T4, D-T5, D-T6, B-3, B-4, I-1 and I-2 shall in no event exceed in the aggregate 200 square feet in area. However, where the lineal footage of a lot exceeds 500 lineal feet, the maximum square footage of signage may be increased to 250 square feet.

Super Store, shopping center, strip center and anchor store signs shall be exempt from the aggregate above. Individual business square footage allowable in shopping centers and strip centers shall be calculated only using the front building wall of the business, in accordance with Table C. The maximum allowable square footage per business in a shopping center or strip center shall not exceed 200 square feet.

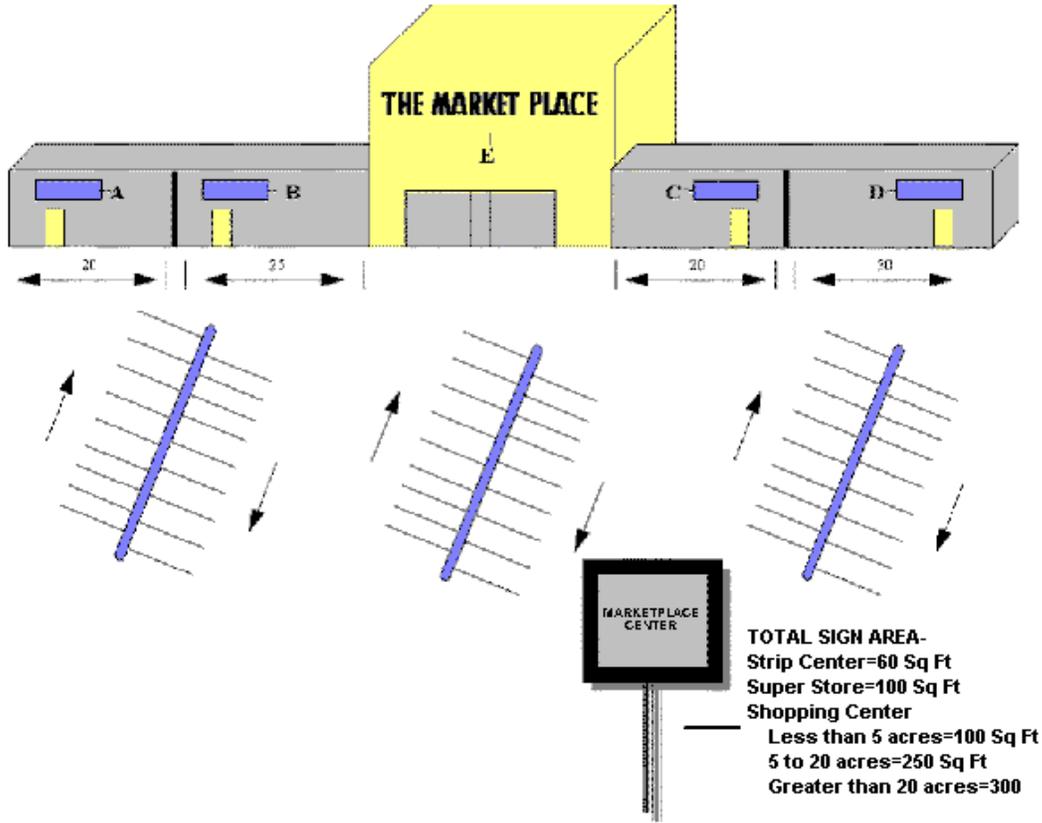
A freestanding strip center sign shall not exceed sixty (60) square feet and is permitted in addition to the individual business signs for strip centers.

A shopping center is permitted one (1) freestanding sign per street frontage of no greater than two hundred fifty (250) square feet in area if the center is located on a site of five (5) to twenty (20) acres and up to three hundred (300) square feet in area if the center is located on a site of over twenty (20) acres, and is permitted in addition to individual business signs in shopping centers. Freestanding signs for super stores and for shopping centers on sites under five (5) acres are limited to up to one hundred (100) square feet in area. (\*)

\* (Further Amended by Council 1/08/18)

Signs for anchor stores in malls shall not exceed two hundred (200) square feet per building wall.

Figure 503-11 Sign Area in Shopping Centers



Note the following example to illustrate the above graphic:

Table D - Maximum Sign Area Per Shopping Center/  
Strip Center Store

	Wall Length (ft.)	Factor (from Table C)	Total Sign Area (sq. ft.)
Store A	20	1.5	30
Store B	25	1.5	39
Store C	20	1.5	30
Store D	30	1.5	45
Store E	100	1.5	150

A super store is defined as a commercial establishment, planned and developed as a single entity, having at least 100,000 square feet of gross floor area with off-street parking provided on site.

A mall anchor store is defined as a commercial establishment having at least 80,000 square feet of gross floor area planned and developed with other attached commercial establishments. This is an enclosed, pedestrian-oriented, interior retail environment that is characterized by a majority of attached interior stores having no exterior entrance for public use.

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Signs for super stores shall be based upon Table E below:

**Table E: Maximum Sign Area for a Super Store**

<b>Square Footage of Super Store</b>	<b>Sign Square Footage Permitted</b>
100,000 sq. ft. to 124,999 sq. ft.	500 sq. ft.
125,000 sq. ft. to 145,999 sq. ft.	600 sq. ft.
150,000 sq. ft. plus	700 sq. ft.

Freestanding Signs for Super Stores:

An additional freestanding sign of up to more hundred (100) square feet in area is permitted for super stores.

- B. If any establishment has walls fronting on two or more streets, the sign area for each such street shall be computed separately. The square footage allowed for each street shall not be combined to come up with an aggregate square footage that could apply to any one street. The size of such signs cannot exceed the amount of signage permitted in Table C above.
- C. Where two or more business entities occupy a building, two or more signs may be used provided that the total aggregate square footage does not exceed the maximum area permitted for the whole building, except as provided for shopping centers, strip centers and superstores.
- D. Signs painted on or affixed to the inside and/or outside of windows and/or walls of buildings shall not exceed 25% of the total window area. All such window signs shall be included in the total permitted sign area allowable. (\*\*\*)
- E. Regardless of the provisions of this Subsection 503.43, all business signs shall be subject the coverage limit in paragraph 503.45 below.
- F. Signs permitted in the GID (General Institutional District), LOD (Limited Office District), and LC (Limited Commercial District) may be either non-illuminated, indirectly illuminated or directly illuminated. (\*)(\*\*)

\* (Amended by Council 12/12/94)

\*\*\* (Further Amended by Council 4/28/03)

\*\* (Further Amended by Council 10/8/01)

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- G. A ground-based freestanding business sign shall be no greater than twenty (20) feet in height above either the nearest curb or street centerline, or ground level at which point the sign is erected, whichever is higher. (\*\*\*\*\*)
- H. Permanently affixed business pole signs shall be permitted to be constructed in any required yard, in accordance with subsection 503.26.
- I. Wall signs placed flat against a wall and essentially parallel to it shall have no height limitations.
- J. All changeable copy signs in Zones GID, LOD, LC, B-1, D-T4, D-T5, and D-T6 shall be permanently affixed to the superstructure of the principal sign on a zoning lot. Said sign shall be placed a minimum of ten (10) feet above ground level (\*\*)(\*\*\*\*).
- K. No signs shall be permitted to project into any public right-of-way. However, small-projecting signs may be permitted in Zone D-T4, D-T5, and D-T6 provided they are no more than four (4) feet from the face of a building. Such projecting sign shall be mounted at least nine (9) feet high and cannot be internally lit, backlit or use any neon (\*)(\*\*).
- L. Bonus Signage Permitted in the Interstate 26 Corridor Overlay Zoning District (\*\*\*)
  - 1.) An overlay Zoning District is hereby established for all lands currently inside the City of Spartanburg corporate limits which are situated between the eastern edge of the Interstate Highway 26 right-of-way and the western edge of the Blackstock Road right-of-way. This Overlay Zoning District shall apply to lands currently inside the City as of the effective date of this ordinance and shall automatically expand to apply to future lands within this specific corridor when future annexations are approved by City Council.
  - 2.) The Overlay Zoning District shall apply only to properties which are zoned B-1 and B-3.
  - 3.) Bonus signage shall only apply to portions of B-1 and B-3 zoned lots which meet the definition of “Rear Yard” as defined in Section I, §108, “Definitions”, of the Zoning Ordinance.
  - 4.) Bonus signage will only apply to pole signs which are proposed for the rear yards of B-1 and B-3 zoned lands.
  - 5.) Bonus pole signs may extend to a maximum height of 45 feet to be measured from the base of the pole.

\* (Amended by Council 11/13/95)

\*\* (Further Amended by Council 12/12/95)

\*\*\*\*\* (Amended by Council 1/08/2018)

\*\*\* (Amended by Council 3/12/96)

\*\*\*\* (Further Amended by Council 10/8/01)

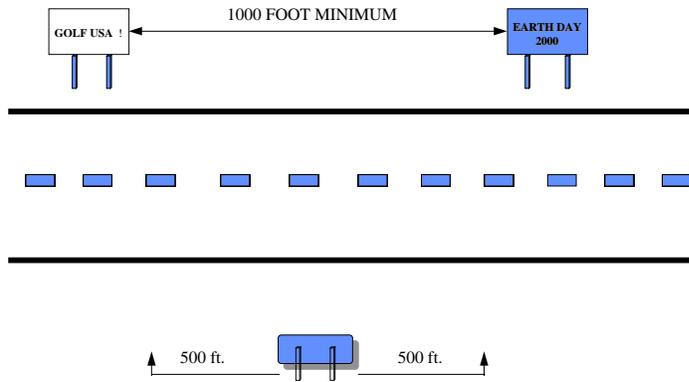
- 6.) Each bonus pole sign may have two (2) faces, each of which may contain up to 100 square feet. One additional sign of up to 100 square feet may be placed on a pole. However, the additional square footage of this sign must be reduced from the overall square footage for signage allowed for the entire lot.
- 7.) One bonus pole per sign per zoning lot will be permitted. However, if a B-1 or B-3 zoned property meets the definition of “shopping center” as defined in Section I, § 108, “Definitions”, of the Zoning Ordinance, one (1) bonus pole sign for each business with at least 20,000 square feet of interior floor space within the shopping center shall be permitted. A maximum of four bonus pole signs shall be permitted for lots containing shopping centers.
- 8.) Each bonus pole sign shall only advertise the on-site business.
- 9.) Illumination of bonus pole signs shall be by internal illumination only. No electronically animated signage and no external illumination of bonus pole signs shall be permitted.
- 10.) All bonus pole signs must be spaced at least 150 feet apart on a lot. Bonus pole signs must also be spaced at least 150 feet from bonus pole signs which have been permitted on adjacent lots.

503.44 **Advertising Signs.** Are permitted in Zones B-3, B-4, I-1, and I-2. The City of Spartanburg shall prepare an inventory of all existing advertising signs within the city limits identifying the owner, zone and location of all such advertising signs. Any sign appearing on the inventory that is lost, removed, or destroyed may be replaced provided that the total number of signs contained within that inventory is not exceeded and further provided that the advertising signs shall comply with the standards set forth below provided however, the City may allow advertising signs that do not conform with Subsection 503.45, if currently existing advertising signs are deleted permanently from the inventory as negotiated by the City, or other set criteria proposed by the Planning Commission, and approved by Council from time to time.\*

- A. All signs along the same side of the street shall be spaced at intervals of not less than 1000 feet. The beginning point of measurement for signs on the opposite side of the street shall be at a point perpendicular across the street 500 feet in either direction parallel with the street. No two (2) advertising signs shall be erected perpendicular with each other and only two (2) such signs may be located at a street intersection. Advertising signs shall not be located in any required yard or setback area.

\*(Amended by Council 6/27/11)  
Figure 503.12 - - Advertising Sign Intervals

**Section 503. Sign Regulations**



- B. Gross area of an advertising sign shall not exceed three-hundred (300) square feet per advertising face.
- C. Gross area of painted panel signs shall not exceed three-hundred seventy eight (378) square feet plus extended advertising copy not to exceed ninety-five (95) square feet per advertising face.
- D. The height of an advertising or painted panel sign shall not exceed thirty-five (35) feet. The height of the uppermost point of any advertising or painted panel (including frame) shall not exceed the following:
  - 1) If such sign is placed flat against a wall or is within five (5) feet of a wall and essentially parallel to it, the height shall be no greater than thirty-five (35) feet above the nearest curb or street centerline, or the finished lot grade along the wall on which the sign is erected, whichever is the higher.
  - 2) If such sign is a ground sign and does not come within paragraph (1) above, the height shall be no greater than thirty-five (35) feet above either the nearest curb or street centerline, or ground level at which point the sign is erected, whichever is higher.
- E. No single face advertising sign shall be erected unless it is erected on a single pole if the substructure is visible to moving traffic.
- F. Appropriate low maintenance landscaping areas shall be planted and maintained at the base of all single-face advertising signs. Such planting areas shall be approved by the Office of Community Enhancement of the City of Spartanburg.
- G. Advertising signs are permitted in zones D-T4, D-T5, and D-T6. Said signs shall be subject to the following limitations:
  - 1) The sign shall contain no more than twenty (20) square feet.
  - 2) The sign shall be located no more than three-hundred (300) feet from the business advertised.

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- 3) The inscription on the sign shall only direct attention to the specific business related to it. It shall not advertise anything else whatsoever.
- H. No advertising sign shall violate the corner visibility restrictions of Section 503.13 (J).
- I. No advertising sign shall have more than two (2) advertising faces and only one (1) such face shall be visible from each direction of traffic.

503.45 Additional Requirements for all Signs in Institutional, Business, and Industrial Districts.

- A. Electronic variable message signs and electrical fixed message signs are prohibited, for business and industrial uses excepting electrical fixed message signs displaying gasoline prices. Additionally, public agencies may use such signs for traffic control, emergency management, and speed trailers, etc. (\*) (\*\*\*\*) (\*\*\*\*) (\*\*\*\*)
- B. If such sign or signs are placed flat against a wall or are within five (5) feet of a wall and essentially parallel to it, the total area of all such signs shall not exceed one-third (1/3) the area of the wall (including window and door area and cornices).
- C. Within the GID, LOD, LC, B-1, D-T4, D-T5, D-T6, B-3, B-4, I-1 and I-2 Districts, no freestanding ground sign or pole sign shall be located within ten (10) feet of any lot line. The point of measurement shall be from the lot line to the outmost edge of the sign and not to the pole or foundation. (\*\*) (\*\*\*) (\*\*\*\*)
- D. Business signs to advertise or generally identify a planned business or industrial development such as a shopping center, office park, or industrial park will be permitted on the premises. Such signs may have one or two faces for each lot line adjacent to a street; provided, no such sign shall exceed a surface area, per face, 0.5 square foot for each one (1) lineal foot of said lot line, provided that not more than one (1) sign may be placed along any one (1) street. All such signs shall be removed when the business or industrial concern is operational.
- E. **Electronic Message Board Signs for Institutional Uses:** Electronic message boards shall incorporate photo cell, or similar technology that adjusts brightness of the sign relative to outdoor ambient light. The actual change between sign copy shall be instant. Such signs shall be permitted on monument signs for institutional uses only.
  - a) When such signs are to be located on a property, the area of the electronic sign face shall not exceed 30% of the overall sign face, and the electronic message shall maintain a static message for at least 15 seconds;
  - b) Signs which incorporate electronic message boards must have an element of landscaping at the base of the sign included as part of the sign permit package and installation;
  - c) The area of the electronic message board face may be increased to up to 40% of the total signage area if additional

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- natural materials are used as part of the monument, including but not limited to: stone, wood, brick, etc.;
- d) The sign may not display messages from 10 p.m. to 6 a.m.
  - e) An electronic message board sign illumination shall not exceed 0.3 foot candles over ambient lighting condition;
  - f) In order to minimize light trespass on abutting and nearby residential property, illumination measured at the nearest residential structure or rear yard setback line shall not exceed the moon's potential ambient illumination of one-tenth (0.1) fc) foot-candle;
  - g) An illumination plan by foot-candle shall be provided as part of the sign permit package and installation.
  - h) The leading edge of the sign shall be a minimum of 100' from any single-family residential property line;
  - i) A monument sign with electronic message signage shall not exceed 6' in height;
  - j) An existing monument sign may be upfitted with an electronic message board sign, subject to the provisions of this ordinance and not to be installed higher than 6' in height.
  - k) The sign shall have a default mechanism that will either stop the sign in one position, or turn off the sign should a malfunction occur and;
  - l) The sign company responsible for installation of the sign shall certify the illumination specifications for the message board and the default mechanism is functional. The owner of the sign shall also certify knowledge of the requirements of this ordinance.

\* (Amended by Council 5/8/95)

\*\* (Amended by Council 12/12/94)

\*\*\* (Further Amended by Council 10/8/01)

\*\*\*\*\* (Further Amended by Council 1/8/2018)

\*\*\*\* (Further Amended by Council 4/28/03)

\*\*\*\*\* (Further Amended by Council 5/24/04)

\*\*\*\*\* (Further Amended by Council 11/26/07)

**503.5 Portable Signs.**

- 503.51 Portable signs shall be permitted in Zones B-3, B-4, I-1 and I-2, and must receive a permit prior to being displayed or erected. They may not be permanently attached to the ground, building or other structure. All portable signs must be located on the premises for which they are advertising. Portable signs shall be permitted, provided the following standards are met. (\*)
- A. Said sign shall not have flashing lights.
  - B. Said sign shall not have lights the color of red, amber or green.
  - C. If a business establishment sign or signs have already been constructed to the maximum area allowable under Section 503.43, item A, of this Ordinance, no mobile portable sign shall be permitted on the zoning lot.
  - D. Sidewalk and sandwich signs may be placed in the public right-of-way only in zones D-T4, D-T5, and D-T6 and where an encroachment permit has been issued. (\*)
  - E. All such signs shall be setback a distance of eight (8) feet from the edge of the sidewalk or edge of the street right-of-way, whichever is less.
  - F. All such signs shall be protected with ground fault devices within six (6) months after the effective date of this Ordinance.
  - G. Within six (6) months after adoption of this Ordinance, all such signs shall show the name and address of the owner.
  - H. In such event a portable sign shall be installed, erected, or constructed in violation of this section, the Zoning Administrator shall notify by registered mail or written notice served personally, the owner or lessee thereof to alter such sign so as to comply with this section and to secure the necessary permit thereof or to remove the sign. If such order is not complied with within ten (10) days thereof the Zoning Administrator shall remove such sign at the expense of the owner or lessee thereof.
  - I. All signs shall be designed to resist 28 PSF wind pressure. Signs placed on property and not properly anchored will be subject to immediate citation. Anchoring of portable signs shall be provided by one of the following methods: (\*\*)

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\* (Further Amended by Council 4/28/03)

\*\* (Further Amended by Council 1/12/04)

**Section 503. Sign Regulations**

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- 1) A minimum of two ¼” diameter steel galvanized cables attached to ½” diameter expansion type anchors imbedded in concrete or asphalt type paving.
- 2) A minimum of two ¼” diameter steel galvanized cables attached to a deformed bar type anchor driven to a depth of 16 inches minimum.
- 3) ¼” diameter steel galvanized cable attached to a minimum 48 lb. weight extending to ground level on each corner thereof.

J. Portable signs shall be permitted only once in any six-(6) month period of each year and for not more than thirty (30) consecutive days, after which time, the sign must be removed from the property. Removing of letters does not constitute compliance. (\*\*)

**503.6 Political Signs. (\*)**

Political signs shall mean any sign advocating or supporting a political candidate or political view defined as any matter upon which an election, general or special, is held.

Political signs shall be permitted on private property for a period not to exceed sixty (60) days before the applicable election and seven (7) days after the election. Political signs shall not exceed a total of sixteen (16) square feet (eight (8) square feet per side of a two-sided sign or two (2) feet by four (4) feet). Political signs shall not be placed on public property or on public right-of ways, except when a portion of the right-of-way is maintained by a private property owner, provided that the private property owner consents to the placement of a political sign. Any sign that the city determines to be a visual obstruction shall be removed. In addition, the placement of political signs must comply with Section 501.8, Visibility at Intersections, of the City of Spartanburg Zoning Ordinance.

**503.7 Banners. (\*\*)**

A. **Banners For Non-Profit Organizations.** Banners promoting special events and events of public interest sponsored by non-profit organizations or government sponsored agencies shall be permitted at approved designated street right-of-ways or/on buildings authorized for display by the City of Spartanburg or Spartanburg County. The Zoning Administrator or his designee shall approve permits for all such banners. No fee shall be incurred by the sponsoring entity provided: (\*\*\*)

\* (Amended by Council 8/9/99)

\*\*\* (Further Amended by Council 1/12/04)

\*\* (Amended by Council 4/28/03)

1. There are no more than two (2) banners placed at no more than two (2) approved designated locations by any one organization for a maximum total of four (4) banners; these locations are:
  - (a) W.O. Ezell Boulevard & W. Blackstock Road
  - (b) John B. White, Sr. Blvd. & E. Blackstock Road
  - (c) North Church & Chapel Streets
  - (d) North Church & E. Saint John Streets
  - (e) South Church & League Streets
  - (f) North Pine Street & Garner Road
  - (g) Cedar Springs & Southport Roads
  - (h) South Pine Street & Country Club Road
  - (i) North Pine & E. Saint John Streets
  - (j) East Main Street & Fernwood-Glendale Road
  - (k) East Main Street & Webber Road
2. Banners at the above designated locations shall be permitted two weeks prior to the special event and must be removed within forty-eight (48) hours after the event has ended;
3. The maximum size of any banner placed at a designated location shall not exceed twenty-four (24) square feet; and
4. In addition to the designated locations above, the maximum size of any banner placed on/or at a building shall not exceed 1.5 square feet of sign face per linear foot of front building wall, to a maximum of two hundred (200) square feet for a period not to exceed sixty (60) days.

B. **Banners for Office and Commercial Locations.** On-premise banners are permitted at office and commercial locations. Such banners shall not count against permanent signage when meeting the following standards. Any banner(s) not meeting the following standards shall be counted against the particular locations allowable permanent signage. Examples of such office and commercial banners would include, but not limited to, grand opening and sales banners. Such banners shall be permitted, provided: (\*)

1. All banners shall require a permit, which shall be valid for a period of ninety (90) days;
2. No more than three permits in any one (1) year period shall be issued;
3. There are no more than two (2) banners placed at an applicable business location;
4. The maximum size of any banner(s) shall not exceed 1.5 square feet of sign face per linear feet of front building wall, to a maximum of two hundred (200) square feet.

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\* (Further Amended by Council 1/12/04)

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