

Kershaw County Planning and Zoning Department

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SIGN REGULATIONS

Section 3:4, Unified Code of Zoning and Land Development Regulations

3:4.1 Intent

The intent of the Kershaw County Unified Code of Zoning and Land Development Regulations (ZLDR) is to establish requirements for placement, installation and maintenance of signs in order to preserve and protect the health, safety, welfare, and general well-being of the community's citizens. As regulation of placement, construction, and maintenance of buildings and structures is a valid use of the police power, so too is regulation of placement, installation, and maintenance of signs, since such signs in the literal sense must ordinarily be considered structures, and in a practical sense are capable of producing many of the same nuisances as are produced by buildings.

Regulation of placement, installation, and maintenance of signs is further justified by their purpose which is to draw mental attention to them, potentially to the detriment of sound driving practices and to the safety of the motoring public to which a majority of signs are oriented. Therefore, it is the intent of the ZLDR to regulate the size and location of signs so that their purpose can be served without unduly interfering with motorists and causing unsafe conditions.

It is the objective of the ZLDR to protect and preserve the aesthetic qualities of the community by regulating placement, installation, and maintenance of signs. The fact that such signs are intended to command visual contact grants to business and advertising signs a proportionately greater role than other structures in determining the overall aesthetic quality of the community. The aesthetic impact of business and advertising signs is an economic fact which may bear heavily upon the enjoyment and value of property; therefore the regulation of signs is validly justified on the basis of conserving the value of property and encouraging the most appropriate use of land throughout the County. It is contended that it is not irrational for a community's citizens to plan their physical surroundings in such a way that unsightliness is minimized.

Finally, the ZLDR recognizes the economic benefit of signage to the County's businesses, industries, and institutions and the needs of sign users for adequate identification, communication, and advertising.

3:4.1-1 Applicability and Conformance

The ZLDR regulates the number, size, placement, and physical characteristics of signs; allows certain signs without permits or registration; requires permits or registration for certain signs; and prohibits certain signs. As of the effective date of the ZLDR, no sign may be erected, enlarged, or altered unless it conforms to the requirements of the ZLDR.

3:4.1-2 Definition

This section applies to any sign. A sign is any structure or device designated or intended to convey information to the public in written, pictorial, or symbolic form.

3:4.1-3 Permit or Registration Required

Except as otherwise provided in the ZLDR, it shall be unlawful for any person to erect, construct, alter, move, or replace any sign or cause the same to be done, without first having obtained a sign permit or

registration for such sign from the Planning Official as required by the ZLDR. This provision is applicable to a property owner, a property lessee, a sign company, a contractor, or any other person who erects or causes to have erected a sign requiring a permit or registration. It shall be the responsibility of the person erecting the sign to ensure that any and all required permits or registrations have been obtained prior to erecting the sign.

3:4.2 Signs Requiring a Permit

3:4.2-1 Freestanding Signs (pole signs, ground signs, pylon, and monument signs)

Freestanding signs are any permanently mounted signs that are placed on or anchored in the ground, and that are not attached to a building or other structure. Freestanding signs are permitted as follows:

- A. Where allowed and as specified in this section, freestanding signs are permitted where the activity associated with the sign is a permitted or conditionally permitted use under zoning district regulations.
- B. One freestanding sign is permitted per street frontage so long as all signs are at least 100 feet apart as measured by the shortest straight line.
- C. Maximum sign surface area for single occupancy sites is thirty-two (32) square feet. Maximum sign surface area for multiple occupant sites is fifty (50) square feet.
- D. The maximum height in GD and I-1 zoning districts is fifteen (15) feet. The maximum height in all other zoning districts is ten (10) feet. The maximum height of a freestanding sign at a bed and breakfast inn shall be five (5) feet.
- E. Where additional height is required to raise the base of the sign to mean elevation (average street level) of the fronting street, the Planning Official may allow heights in excess of fifteen (15) feet in the GD and I-1 zoning districts, and heights in excess of ten (10) feet in all other zoning districts.
- F. Such signs shall be set back a minimum of five (5) feet from the front property line in all zoning districts. The side setback shall be a minimum of ten (10) feet from the side property line in all zoning districts. If such sign is located adjacent to a residential use in any zoning district, the side setback shall be a minimum of fifteen (15) feet.
- G. Pole signs may only be internally illuminated. Monument (ground) signs may be internally or externally illuminated as specified in the illumination provisions of this section.
- H. Changeable copy sign elements shall not be mounted on a separate structure, but must be incorporated into the allowable sign surface area of the permitted freestanding sign.
- I. Gasoline pricing signs shall not be separate sign structures, but shall be incorporated into the allowable sign surface area of the permitted freestanding sign.
- J. Freestanding signs are not permitted on undeveloped lots or parcels except for the following: Temporary contractor's, craftsman's, and other signs pertaining to construction; temporary subdivision announcement signs; temporary campaign or election signs; and temporary real estate signs.

3:4.2-2 Signs on Building Walls

A building wall sign is any sign attached to a wall, painted on the wall surface, or erected and confined within the limits of an exterior wall of any building or structure which is supported by such wall or building, and which displays only one sign surface. Building wall signs are permitted as follows:

- A. For multi-tenant buildings, each tenant is allowed only one (1) of the following per street frontage: wall, awning, or projecting sign.
- B. Where allowed and as specified in this section, signs on building walls are permitted on parcels where the activity associated with the sign is a permitted or conditionally permitted use under zoning district regulations.
- C. Principal building walls may have signage on all faces which front on a public street.

- D. Building wall signs shall reflect the proportional and dimensional relationships of the structure. The ratio of window and door openings to wall surface area must be considered. All building wall signs within a multiple occupant development shall be in proportion and scale to each other.
- E. In general, the surface area dimension of building wall signs should not exceed ten (10) square feet per building side which faces a public street unless the size of the building is such that a larger sign can be justified. For multiple occupant buildings, building wall signs shall reflect the proportional and dimensional relationships of the individual store front. For smaller store fronts, the appropriate size may be less than ten (10) square feet, while larger sizes may be appropriate for larger store fronts.
- F. No building wall sign shall extend beyond any point of a roofline, parapet, or mansard roof.
- G. Such signs shall be located so that they do not block the view of windows or doors and are placed in-between and not overlap vertical architectural elements.
- H. Building wall signs may only be internally illuminated as specified in the illumination provisions of these regulations.

3:4.2-3 Hanging Signs

- A. Signs hung from porch ceilings and roof overhangs may be substituted for the allowable wall signage per building or unit on parcels where the activity associated with the sign is a permitted or conditionally permitted use under zoning district regulations.
- B. One (1) hanging sign per unit per public street frontage is permitted.
- C. Hanging signs shall reflect the proportional and dimensional relationships of the structure. All hanging signs within a multiple occupant development shall be in proportion and scale to each other. In general, the surface area dimension of hanging signs should not exceed ten (10) square feet per building side which faces a public street unless the size of the building is such that a larger sign can be justified. For multiple occupant buildings, hanging signs shall reflect the proportional and dimensional relationships of the individual store front. For smaller store fronts, the appropriate size may be less than ten (10) square feet, while larger sizes may be appropriate for larger store fronts.
- D. Such signs must be located so that, when viewed at front elevations, they do not block the view of windows or doors and are placed in-between and do not overlap vertical architectural elements.
- E. When mounted in a location that is within a pedestrian pathway, hung signs shall maintain a minimum of six feet eight inches (6'8") clearance between the bottom of the sign and the porch or ground surface.
- F. Hanging signs may be internally illuminated as specified in the illumination provisions of these regulations.

3:4.2-4 Projecting Signs (Suspended Signs, Signs over Sidewalks, and Shingles)

A projecting sign is oriented perpendicular to a building or structure and is wholly or partly dependent upon a building for support. Such signs are permitted as follows:

- A. A single occupancy building is permitted only one (1) projecting sign per building frontage. For multi-tenant buildings, each tenant is allowed only one (1) of the following per street frontage: wall sign, awning sign, or projecting sign. Multi-tenant buildings in non-residential districts choosing to use projecting signs may erect one (1) projecting sign per tenant, provided that such signs are spaced not closer than twenty (20) feet horizontally from another projecting sign.
- B. Where allowed and as specified in this section, projecting signs are permitted where the activity associated with the sign is a permitted or conditionally permitted use under zoning district regulations.

- C. Sign surface area of projecting sign shall reflect the proportional and dimensional relationships of the structure. In general, the surface area of projecting signs should not exceed ten (10) square feet unless the size of the building is such that a larger sign can be justified.
- D. A minimum eight (8) foot clearance between the bottom of the sign and the sidewalk, pavement, or ground surface shall be maintained.
- E. Signs hanging over sidewalks shall not project from the building wall to an extent that they obstruct the view of pedestrians, bicyclists, or motorists, or of street intersections, traffic signs, devices, or signals.
- F. Projecting signs may be mounted no higher than the bottom of the second floor sill or no higher than the cornice; whichever is lower.
- G. All projecting signs at the intersection of building corners shall intersect at right angles to the building front.
- H. Projecting signs may only be internally illuminated as specified in the illumination provisions of these regulations.

3:4.2-5 Signs on Perimeter or Retaining Walls and Fences

The principal identification sign for a location may be located on a wall or a fence. A wall or fence sign is any sign attached to a wall or fence, painted on the wall or fence surface, or erected and confined within the limits of a wall or fence, and displays only one (1) sign surface. Signs on walls and fences are permitted as follows:

- A. The wall or fence receiving the sign shall meet zoning district height regulations.
- B. Where allowed and as specified in this section, such signs are permitted where the activity associated with the sign is a permitted or conditionally permitted use under zoning district regulations.
- C. When using one (1) single sign, the sign surface area shall not exceed twenty (20) square feet, and the sign height shall not exceed four (4) feet. When using two (2) identical signs placed symmetrically on each side of an entry road of the location being advertised, the sign surface area of each shall not exceed sixteen (16) square feet, and the height of each sign shall not exceed four (4) feet. If property has more than one (1) street frontage, another single or matching pair of such signs may be located on each street frontage, provided the locations are at least 100 feet apart as measured by a straight line.
- D. Signs on fences and walls may be externally or internally illuminated as specified in the illumination provisions of these regulations.

3:4.2-6 Signs on Awnings, Canopies, and Marquees

For the purposes of the ZLDR, an awning, canopy, and marquee shall be defined as follows:

Awning - An architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a rigid or non-rigid materials and/or fabric on a supporting framework that may be either permanent or retractable. Example: A canvas covered frame extending from a building wall to an area over the sidewalk in front of a shop.

Canopy - A freestanding open-sided structure constructed of rigid materials or non-rigid materials, including but not limited to, metal, wood, concrete, plastic, canvas, or glass. The structure covering the fueling area at a gas station is considered to be a canopy. Other examples include picnic shelters, gazebos, and cabanas.

Marquee - A fixed hood of permanent construction which is supported solely from a building wall, and extends beyond the building. Example: The structure over the front sidewalk area at a movie theatre.

Signs on awnings, canopies, and marquees are permitted as follows:

- A. For multi-tenant buildings, each tenant is allowed only one (1) of the following per street frontage: wall sign, awning sign, or projecting sign.
- B. Awnings, canopies, and marquees may have signage on all faces which front on a public street.
- C. Where allowed and as specified in this section, canopy and awning signs are permitted where the activity associated with the sign is a permitted or conditionally permitted use under zoning district regulations. Marquee signs are allowed in the B-2, GD, and I-1 zoning districts only.
- D. Any sign affixed to an awning, canopy, or marquee that is not flush with or integral to the awning, canopy, or marquee is prohibited. Awnings, canopies, and marquees may not have signage projecting beyond, below, or above the structure.
- E. The sign surface area shall reflect the proportional and dimensional relationships of the surface area of the portion of the awning, canopy, or marquee visible from the street level, not to exceed twenty (20) percent of the surface area of the awning, canopy, or marquee to which the sign is attached.
- F. Awning, canopy, and marquee signs may be mounted no higher than the bottom of the second floor sill or no higher than the cornice; whichever is lower.
- G. A minimum eight (8) foot clearance shall be maintained between the bottom edge of an awning, canopy, or marquee and the sidewalk, pavement, or ground surface.
- H. Awning or marquee shall project no closer than eight (8) feet from the street curb.
- I. Awnings shall not be illuminated. Canopies and marquees may only be illuminated internally as specified in the illumination provisions of these regulations.

3:4.2-7 Changeable Copy Signs

Changeable copy signs are signs or portions thereof with characters, letters, or illustrations that can be changed or rearranged by any means (manual, electronic, atmospheric, mechanical, remote, etc.) without altering the face or surface of the sign. For the purposes of the ZLDR, a sign on which the message or image changes more often than once every fifteen (15) seconds shall be considered an animated sign and is not allowable. Changeable copy signs are permitted as follows:

- A. Changeable copy is permitted only on permanent principal freestanding signs and marquees, and shall comply with all of the regulations of freestanding and marquee signs as applicable, and as outlined in the Signs Requiring a Permit provisions in this section.
- B. Sign copy or image shall maintain a static message or image for at least fifteen (15) seconds.
- C. The actual change between sign message and/or image shall be instantaneous.
- D. Changeable copy signs shall not employ motion or the illusion of motion by any means to depict action or create a special effect or scene.
- E. Such signs are not permitted to create the illusion of blinking, alternating, chasing, contracting or expanding, flashing, fading, repeating, oscillating, pulsating, rotating, rolling, running, scrolling, strobing, twinkling, or simulate moving video images, etc.
- F. Signs shall not employ flashing lights or lights of changing degree or intensity of color.
- G. Signs containing changeable copy produced by light emitting diodes (LEDs), incandescent or low voltage lamps or bulbs, or cathode ray tubes (CRTs) shall include automatic brightness compensation features to adjust brightness to compensate for sun angle and ambient light conditions, and ensure that the sign is visible, but not necessarily radiant.
- H. Changeable copy signs shall be illuminated as specified in the illumination provisions of these regulations.

3:4.2-8 Message Board Signs for Institutional Use

Message board signs are changeable copy signs that are permitted only for institutional uses and are intended to provide schedules of events, rules, regulations, announcements, or similar messages

excluding commercial advertisement or promotional messages. Institutional uses include educational, religious, recreational, civic, municipal, and other institutional uses including historic markers that are allowable in any zoning district under the zoning district regulations.

- A. One (1) such sign oriented per street frontage per premises may be erected. Any two (2) such signs located on the same premises shall be located at least 100 feet apart as measured by using a straight line.
- B. The maximum sign surface area of an institutional use message board sign which contains no facility identification or logo shall be no greater than thirty-two (32) square feet. If the principal identification sign and the message board are combined to serve as one (1) sign, the maximum surface area shall be fifty (50) square feet.
- C. The maximum height in GD and I-1 zoning districts shall be fifteen (15) feet. The maximum height in all other zoning districts is ten (10) feet.
- D. The front setback shall be a minimum of five (5) feet from the front property line in all zoning districts. The side setback shall be a minimum of ten (10) feet from the side property line in all zoning districts. If such sign is located adjacent to a residential use in any zoning district, the side setback will be a minimum of fifteen (15) feet.
- E. Where additional height is required to raise the base of the sign to mean elevation (average street level) of the fronting street, the Planning Official may allow heights in excess of fifteen (15) feet in the GD and I-1 zoning districts, and heights in excess of ten (10) feet in all other zoning districts.
- F. Locations with permanent message board signs shall not employ the use of temporary portable signs.
- G. Signs shall be illuminated as specified in the illumination provisions of these regulations.
- H. Such signs may not include commercial advertisement or promotional messages of any sort.

3:4.2-9 Bed and Breakfast Inn Signs

Permitted at bed and breakfast inns with valid Kershaw County use permits as follows:

- A. One (1) freestanding sign or one (1) wall sign per street frontage is permitted. No other sign types are permitted. Freestanding signs on multiple street fronts shall be at least 100 feet apart as measured by the shortest straight line.
- B. The maximum sign surface area of freestanding sign shall be five (5) square feet with a maximum height of five (5) feet. The maximum sign surface area of a wall sign shall be four (4) square feet.
- C. A freestanding sign shall be set back a minimum of five (5) feet from the front property line. The side setback shall be a minimum of ten (10) feet from side property line. If the property is located adjacent to another residential use, the minimum side property line setback shall be fifteen (15) feet.
- D. Such sign may be externally illuminated as specified in the illumination provisions of these regulations.

3:4.2-10 Directional Signs for Religious Institutions

Directional signs erected by a church, synagogue, mosque, or temple are permitted under the following conditions:

- A. Such directional signs are permitted in all zoning districts.
- B. No such sign shall exceed three (3) square feet in area, and eight (8) feet in height.
- C. Such sign shall contain only pertinent directional information.
- D. No individual church, synagogue, mosque, or temple may erect more than three (3) such signs within Kershaw County.
- E. Such signs shall be located off the right-of-way or as permitted by SCDOT.
- F. Such signs are limited to one (1) sign per intersection directional change.

- G. Should more than one religious organization wish to locate a directional sign at any one location, all such signs shall be consolidated into one sign structure not to exceed twelve (12) square feet in area or eight (8) feet in height.
- H. Such directional signs may not be illuminated.

3:4.2-11 Home Occupation and In-Home Family Day Care Signs

Building wall signs are allowed for home occupations and in-home family day cares with valid Kershaw County use permits as follows:

- A. Maximum sign surface area shall be two (2) square feet.
- B. Such signs shall not be illuminated.
- C. One building wall sign per street frontage is permitted.
- D. No sign types other than building wall signs are allowed.

3:4.2-12 Multiple Occupant Development Directory Signs

A multiple occupant development sign is a principal freestanding sign identifying the names of more than one business or activity conducted within a multiple occupant development which is controlled by a single owner, landlord, or association. Examples include shopping centers, industrial parks, and office complexes.

- A. Where allowed and as permitted in this section, multiple occupant signs are permitted where the activity associated with the sign is a permitted or conditionally permitted use under zoning district regulations.
- B. One (1) multiple occupant development sign is permitted per street frontage so long as all signs are at least 100 feet apart as measured by the shortest straight line.
- C. Maximum sign surface area for multiple occupant sites shall be fifty (50) square feet.
- D. Maximum height in the GD and I-1 zoning districts shall be fifteen (15) feet. The maximum height in all other zoning districts shall be ten (10) feet.
- E. Where additional height is required to raise the base of the sign to mean elevation (average street level) of the fronting street, the Planning Official may allow heights in excess of fifteen (15) feet in the GD and I-1 zoning districts, and heights in excess of ten (10) feet in all other zoning districts.
- F. Such sign shall be set back a minimum of five (5) feet from the front property line and a minimum of ten (10) feet from the side property line in all zoning districts. If such sign is located adjacent to a residential use in any zoning district, the side setback shall be a minimum of fifteen (15) feet.
- G. Sign shall not be located in a driveway or intersection sight triangle.
- H. If sign is not located in a required buffer yard, the base of the sign shall be landscaped with mulch or turf and low profile plantings such as shrubs, ornamental grasses, or flowers. Such landscaping shall equal the total surface area of the sign face and shall be regularly maintained and kept in good condition.
- I. Pole signs may only be internally illuminated. Monument (ground) signs may be internally or externally illuminated as specified in the illumination provisions of these regulations.
- J. Changing or replacing the copy on an existing lawful multiple occupant development directory sign designed for changeable copy shall not require a permit, provided the copy change does not change the nature of the sign such as to render the sign in violation of the Kershaw County Unified Code of Zoning and Land Development Regulations (ZLDR).

3:4.2-13 Outdoor Drive-Thru Menu Boards

Outdoor drive-thru menu boards are signs associated with drive-thru restaurants which list the type and price of food items offered for sale and available at the drive-thru window of the establishment as follows:

- A. Outdoor drive-thru menu boards shall be no more than thirty-two (32) square feet per side in size.

- B. No more than two (2) menu boards shall be permitted.
- C. Menu boards shall be designed, located, and landscaped or screened so that, to the degree feasible, they are not visible from any street right-of-way.
- D. The menu board base shall be landscaped and/or incorporated into the landscaping plan.
- E. No more than fifteen (15) percent of the total area of a menu board shall be utilized for business identification.
- F. If illuminated, the menu board shall be internally illuminated as specified in the illumination provisions of these regulations.

3:4.2-14 Planned Development District (PDD) Signs

Unless alternate standards are specified in an approved development plan, all signage regulations of this section shall apply.

3:4.2-15 Residential Development Entrance Signs (Includes Single-Family, Multi-Family, and Manufactured Home Development Entrance Signs)

For the purposes of the ZLDR, a subdivision identification sign is a permanent sign that identifies a subdivision or neighborhood, and is located internal to and visible from the initial point of entry to a subdivision or from surrounding streets.

- A. Such signs are permitted for all residential subdivisions, multi-family residential developments, and manufactured housing developments in all zoning districts in which such developments are permitted.
- B. One (1) subdivision entrance sign not exceeding twenty (20) square feet in size and four (4) feet in height located at the main entry to any subdivision; or two (2) identical signs not exceeding sixteen (16) square feet in size each, and four (4) feet in height placed symmetrically on each side of an entry road of any residential subdivision are permitted.
- C. Subdivision entrance signs may be located in the right-of-way of an internal subdivision street including a center median, but outside of the paved section of the roadway and a driveway or intersection sight triangle.
- D. Such sign may be externally illuminated as specified in the illumination provisions of these regulations.
- E. Where a single ground sign is erected, such sign shall have a minimum of fifty (50) square feet of landscaped area at the base of the sign. Where two (2) ground signs are erected, each sign shall have a minimum of twenty-five (25) square feet of landscaped area at the base of each sign. Landscaping shall be regularly maintained.
- F. Such sign shall display no information other than the name of the subdivision.

3:4.2-16 Time and Temperature Signs

- A. A time and temperature sign shall not be mounted on a separate structure, but must be incorporated into the allowable sign surface area of a permitted sign.
- B. If a time and temperature sign alternates between a time message and a temperature message, it shall continuously show one message a minimum of six (6) seconds in time before switching to the other message.

3:4.3 Signs Not Requiring a Permit or Registration

3:4.3-1 Regulations for Signs that Do Not Require a Permit or Registration

Signs that do not require a permit or registration shall adhere to the following regulations:

- A. Unless otherwise stated, such signs may be placed in any zoning district.

- B. All signs not requiring a permit or registration shall conform to all the applicable requirements contained in the ZLDR.
- C. There shall be no limit as to the number of such signs on any lot, except as herein prescribed.
- D. All such signs shall be located off the street right-of-way unless otherwise granted permission for such location by the appropriate local, State, or Federal transportation authority.
- E. Such signs may be internally or externally illuminated, except as herein prescribed.

3:4.3-2 Signs that Do Not Require a Permit or Registration

The following types of signs do not require permits or registration:

- A. **911 address signs** or plates on residential structures or premises and similar uses customarily associated with residential structures bearing the name and/or address of the occupant do not require a permit. Individual address numerals must be a minimum of three (3) inches in height with the sign surface area not exceeding two (2) square feet in area. Only one (1) such sign per street frontage is permissible. Such signs shall not be illuminated.
- B. **Any sign inside a building** is permitted provided that indoor lighted signs, neon signs, or signs with strobe or flashing lights are not visible from beyond the property lines.
- C. **Flags, pennants, insignia, or symbols of any religious, governmental, non-profit or not-for-profit organization** when not displayed in connection with a commercial promotion or as an advertising device. No such flag pole shall exceed thirty (30) feet in height. Flags shall not exceed forty (40) square feet in area. Limit three (3) per site. Flags shall be flown in accordance with the protocol established by the Congress of the United States for the Stars and Stripes or the State of South Carolina for the State flag. Any flag not meeting these conditions shall be considered a banner sign and shall be subject to regulations as such. Illumination is not permitted.
- D. **Government Signs and Logos** - Permanent signs erected by, or on behalf of the city, County, State, or Federal government identifying streets or public property, conveying public information, and directing or regulating pedestrian or vehicular traffic.
- E. **Historical markers, plaques, monuments,** or signs as recognized by State, local, or Federal authorities mounted in accordance with the United States Secretary of the Interior's Standards for Rehabilitation. Such signs shall not be illuminated.
- F. **Hospital directional signs** erected by a public or private hospital, providing directions with no advertising. Maximum sign face surface area shall be three (3) square feet and the maximum height shall be eight (8) feet. Such signs shall not be illuminated.
- G. **Individual newspaper boxes** with name or logo of newspaper, only when attached to or mounted adjacent to residential mailboxes. Such signs shall not be illuminated.
- H. **Integral decorative or architectural features carved or built into a structure** so long as such features or works do not contain moving lights or parts. Such features shall not be illuminated.
- I. **Memorial signs, plaques or grave markers** which are non-commercial in nature. No illumination is permitted.
- J. **On-premise directional and instructional signs**, each not exceeding four (4) square feet in area are permitted. Such signs include, but are not limited to: Directional arrows, *No-Parking*, *Entrance*, *Enter*, *Exit*, *Telephone*, *Open*, *Closed*, etc. Also included are common signs indicating business hours of operation, which credit cards are accepted, group or associations to which the business belongs, or clubs or groups which utilize, recommend, inspect, or approve the business for use by its members. No directional or instructional sign shall display a commercial message.
- K. **Sandwich Boards and Easel Signs** - Restaurants are permitted one (1) sandwich board or one (1) easel sign displaying the menu. The easel sign structure shall not exceed six (6) feet in height. The sign or message board on an easel shall not exceed three and one half (3½) square feet in area. Sandwich boards shall have a maximum surface area of six (6) square feet per side and be a maximum of three and one-half (3½) feet in height. Sandwich boards shall not be illuminated.

Sandwich board and easel signs shall be located as not to obstruct public passage. Establishments shall only display sandwich boards or easel signs when the establishment is open for business.

- L. **Public utility information signs** containing information regarding its poles, lines, pipes or facilities. Such signs shall not be illuminated.
- M. **Signs displayed on donation containers** for not-for-profit charitable organizations which include only the name of the charity and/or the organization sponsoring the collection. Such signs shall not be illuminated.
- N. **Signs located within a stadium** intended to be read only by persons seated within the stadium.
- O. **Scoreboards and other signs at outdoor recreational facilities** intended to be read only by persons seated within such facilities.
- P. **Signs on, or a part of a vending machine or telephone booth** which are an integral part of the vending machine or booth and advertise only the products or services available from that machine or booth. Such signs may only be internally illuminated.
- Q. **Signs placed on, or a part of newspaper vending or display boxes** designed for the sale or distribution of newspapers. Such signs shall not be illuminated.
- R. **Warning, No Trespassing, Posted, No Hunting**, and similar signs. Signs located in an undeveloped rural setting may be posted on poles, trees, and fences. Such sign shall not be illuminated.
- S. **Signs on windows and glass doors**, providing that the sign surface area is proportional to the building scale and architectural features.

Table 3-10 PERMANENT SIGNS: MAXIMUM ALLOWED SIZE AND NUMBER

For complete regulations, refer to the provisions in this section for each individual sign type.

SIGN TYPE	MAX. SIGN SURFACE AREA	MAXIMUM HEIGHT	NUMBER PERMITTED
Freestanding	Single Occupancy: 32 sq. ft. Multiple Occupancy: 50 sq. ft.	GD, I-1: 15 ft. All other zoning districts: 10 ft.	1 per street frontage, 100 ft. apart.
Building Wall	10 sq. ft. or in proportion to building scale or store front.	Not to exceed beyond any point of a roofline, parapet, or mansard roof.	Single Occupancy: 1 per street frontage. Multi-Occupancy: 1 per street frontage per tenant.
Wall or Fence	One sign: 20 sq. ft. Two matching signs: 16 sq. ft.	4 ft.	1 individual sign or two matching signs per street frontage.
Awning	20% of awning surface area or in proportion to awning size and scale.	Mounted no higher than the bottom of 2 nd floor sill or no higher than cornice, whichever is lower.	Single Occupancy: 1 per street frontage. Multi-Occupancy: 1 per street frontage per tenant.
Canopy	20% of canopy surface area or in proportion to canopy size and scale.	Mounted no higher than the bottom of 2 nd floor sill or no higher than cornice, whichever is lower.	1 per street frontage.
Marquee	20% of marquee surface area or in proportion to marquee size and scale.	Mounted no higher than the bottom of 2 nd floor sill or no higher than cornice, whichever is lower.	1 per street frontage.
Projecting	10 sq. ft. or in proportion to building scale or store front.	Mounted no higher than the bottom of 2 nd floor sill or no higher than cornice, whichever is lower.	Single Occupancy: 1 per street frontage. Multi-Occupancy: 1 per tenant spaced at least 20 ft. apart.
Message Board Institutional Use	32 sq. ft. if separate from principle identification sign. 50 sq. ft. if message board and principle identification sign are combined.	GD, I-1: 15 ft. All other zoning districts: 10 ft.	1 per street frontage, 100 ft. apart.
Bed & Breakfast	Freestanding: 5 sq. ft. Wall: 4 sq. ft.	Freestanding: 5 ft.	1 per street frontage, 100 ft. apart.
Directional Signs For Religious Institutions	One church, synagogue, mosque or temple: 3 sq. ft. More than one: 12 sq. ft.	8 ft.	1 per intersection directional change, limited to 3 within the County.
Home Occupation	2 sq. ft.	Mounted on wall at height in proportion to building.	1 per street frontage.
In-Home Family Daycare	2 sq. ft.	Mounted on wall at height in proportion to building.	1 per street frontage.
Drive-Thru Menu Boards	32 sq. ft. per side with only 15% for business identification.	In proportion with menu board.	2 per location.
Residential Development Entrance	One sign: 20 sq. ft. Two identical: 16 sq. ft. each	4 ft.	Refer to Residential Subdivision Entrance Sign Regulations in text.

3:4.4 Temporary Signs

3:4.4-1 Temporary Sign Regulations

There are a number of instances in which a temporary sign may be necessary for a temporary cause or event. For purposes of this section, a temporary cause or event means an event that occurs only on a scheduled date or time period and for a specific purpose, regardless of whether the event is for commercial or non-commercial purposes. Examples include elections, grand openings of new businesses, buildings or developments under construction, church revivals, blood drives, pet vaccination clinics, and similar types of events. The Planning Official, therefore, shall permit temporary signs subject to the following conditions:

- A. Temporary signs shall not be illuminated.
- B. Temporary signs shall not be permanently attached to the ground, buildings, or other structures.

- C. Unless otherwise stated, a property shall only display one temporary sign at a time.
- D. No signs shall be placed in the public right-of-way except under circumstances as outlined in this section.
- E. No temporary sign shall be located within a driveway or intersection sight triangle.
- F. Any temporary sign that is not listed in Sections 3:4.4-2 and 3:4.4-3, below, is not allowable.

Temporary signs are divided into two categories: signs requiring registration and those not requiring registration. All signs, including those not requiring registration, shall comply with all applicable provisions of the ZLDR. Signs requiring registration may not be displayed or erected until registration and payment of a registration fee set by County Council is made.

3:4.4-2 Temporary Signs Requiring Registration

The following temporary signs are permitted and require registration:

A. Temporary Contractors' Signs, Craftsmen's Signs, and Other Signs Pertaining to Construction - One common sign temporarily erected and maintained on a job site while undergoing construction by contractor, craftsman, architect, developer, financial institution, subcontractor, or similar concern is allowed upon the premises of any work under construction or any work of major repair or improvement provided that:

1. Only one (1) such sign oriented per street frontage per premises shall be erected. If the property lies on a corner lot or double frontage lot, then a second sign may be oriented along the second street so long as the two signs are at least 100 feet apart as measured by the shortest straight line.
2. Signs in conjunction with any residential use shall not exceed ten (10) square feet per sign face, and shall not exceed eight (8) feet in height. Signs in conjunction with all other uses shall not exceed twenty (20) square feet per sign face area and shall not exceed ten (10) feet in height.
3. The sign shall be placed a minimum of five (5) feet from the front property line, and a minimum of ten (10) feet from the side property line in all zoning districts. If such sign is located adjacent to a residential use in any zoning district, the sign shall be placed at least fifteen (15) feet from the side property line.
4. Sign shall not be located in a driveway or intersection sight triangle.
5. Signs shall not be illuminated.
6. Such signs shall only appear at the proposed or active construction site.
7. A building permit for the proposed structure (house, office, business, factory, etc.) shall be secured prior to erection of such sign.
8. Signs shall be removed prior to issuance of a certificate of occupancy.

B. Temporary Grand Opening and Opening Soon Banners are only permitted when associated with the impending opening and/or grand opening of a new business (“Opening Soon” and “Grand Opening”) as follows:

1. Grand opening or opening soon banners are only permitted one (1) time for a business, and are not permitted to advertise sales, specials, or change of management.
2. Such signs are permitted in O-I, B-2, B-3, I-1, GD, RD-1, RD-2, and MRD-1 zoning districts where the activity associated with the sign is a permitted or conditionally permitted use under zoning district regulations.
3. One banner may be placed on each building wall which fronts on a public street.
4. Banner shall be no more than ten (10) square feet in area.
5. Temporary grand opening and opening soon banners shall not be illuminated.
6. Banner shall only be attached to a building and shall not cover any window or part of a window, nor shall it extend beyond any point of a roofline, parapet, or mansard roof. The

banner shall not be attached to any temporary or permanent pole or any other structure other than the principal structure.

7. Opening soon banners are only permitted after securing a construction permit, certificate of occupancy, or use permit. Grand opening banners are only permitted for a 30-day period beginning on the date the use permit or certificate of occupancy is issued.

C. **Temporary Special Event Signs** are permitted for governmental, religious, charitable, civic, fraternal, or similar non-profit organizations or for-profit organizations advertising events providing a community service, and events promoting the community or in the public interest. Examples include church revivals, blood drives, pet vaccination clinics, and similar types of events. Temporary Special Event Signs shall be permitted provided that:

1. Only one (1) such sign oriented per street frontage per premises shall be erected. If the property lies on a corner lot or double frontage lot, then a second sign may be oriented along the second street so long as the two signs are at least 100 feet apart as measured by the shortest straight line.
2. No temporary special event sign shall exceed twenty (20) square feet in sign face area, and eight (8) feet in height.
3. All such signs shall be located off the street right-of-way except signs displayed on utility poles using brackets specifically designed to display such signs, provided that no such sign shall exceed five (5) square feet in area and three feet in height; written permission shall be granted by the appropriate local, State, or Federal transportation authority; and in no case may any such sign impede the view or travel of motorists or pedestrians.
4. The property owner upon whose land the sign is placed shall give written permission for the placement of said signs and will be held responsible for violations.
5. Such signs shall not be illuminated.
6. Signs shall be erected no sooner than fourteen (14) days prior to the event being advertised and shall be removed no later than two (2) days after the event.

D. **Temporary Off Premise Directional Signs** are temporary signs that are displayed for a forty-eight (48) hour period only, the purpose of which is limited exclusively to the identification of a use or occupancy located elsewhere and which tells the location of or route to such use or occupancy. Such signs are used to advertise events such as open houses, exhibits, or other recurring events, and are allowed in all zoning districts as follows:

1. Annually renewable permits shall only be issued to and held in the name of the:
 - a. sign company erecting the sign;
 - b. business owner associated with or identified on the sign; or
 - c. real estate broker or agent.
2. Signs shall be placed no closer than one-quarter ($\frac{1}{4}$) of a mile (i.e. 1320 feet) to another sign giving directions to the same location, unless the sign is placed near an intersection for the purpose of showing that a left or right turn is needed.
3. Signs shall be displayed during a forty-eight (48) hour period only; and shall not again be displayed for a minimum of twenty-four (24) hours following the end of the forty-eight (48) hour display period.
4. Signs shall include a directional arrow symbol and shall include no more than three (3) lines of text and a business or company logo.
5. Sign area shall not exceed twenty-four (24) inches by twenty-four (24) inches, and three (3) feet in height.
6. Sign shall not be illuminated.
7. Prior to placing a sign on private property, written consent must be obtained from the property owner(s). The written consent shall be submitted when application for the sign registration is made.

8. Signs shall be placed at least three (3) feet from the edge of the road pavement.
9. Signs may be placed along county roads in the right-of-way or on private property; provided, however, signs shall not obstruct visibility at any intersection location, nor shall the sign be erected within thirty (30) feet of an intersection, nor shall more than two (2) signs per permit holder be allowed at an intersection.
10. No sign shall be erected on or abutting a road owned and maintained by the State of South Carolina unless specifically allowed by the SCDOT.
11. No sign permitted in this subsection shall be erected more than one (1) mile from the site for which directions are being provided; or the nearest SCDOT classified collector or arterial road.
12. Upon presentation of a damaged or faded sign (with permit), Planning and Zoning will issue a replacement permit at no additional cost.

E. **Temporary Portable Signs Used to Advertise Special Events** – Portable signs may only be used to advertise special events for governmental, religious, charitable, civic, fraternal, or similar non-profit organizations or for-profit organizations advertising events providing a community service and events promoting the community or the public interest as outlined above in the section on temporary special event signs. The term *portable sign*, as used in the ZLDR refers to any sign with a sign frame or stand designed to be transported from place to place and not permanently installed. Such signs shall meet all of the requirements for Temporary Special Event Signs (above) plus the following:

1. The sign shall be placed a minimum of five (5) feet from the front property line, and a minimum of ten (10) feet from the side property line in all zoning districts, and shall not be located within a driveway or intersection sight triangle. If such sign is located adjacent to a residential use in any zoning district, the sign shall be placed at least fifteen (15) feet from the side property line.
2. Temporary portable signs may not be permanently attached to the ground, a building or other structure. Such signs shall be designed to resist twenty-eight (28) pounds per square foot wind pressure, and shall be securely anchored to the ground using one of the following methods:
 - a. A minimum of two (2) one-fourth (1/4) inch diameter steel galvanized cables attached to one-half (1/2) inch diameter expansion type anchors imbedded in concrete or asphalt type paving.
 - b. A minimum of two (2) one-fourth (1/4) inch diameter steel galvanized cables attached to a reinforced bar type anchor (re-bar) driven to a depth of sixteen (16) inches minimum.
 - c. One-fourth (1/4) inch diameter steel galvanized cable attached to a minimum forty-eight (48) pound weight extending to ground level on each corner thereof.
 - d. One-fourth (1/4) inch diameter steel galvanized cable attached to a minimum of two (2) manufactured home type ground anchors installed at a minimum depth of sixteen (16) inches.
3. Signs not properly anchored will be subject to immediate citation, removal, or elimination.
4. Such signs shall not be illuminated.

F. **Temporary Signs Announcing a Land Development** (Residential, Commercial, Mixed Use) are permitted, subject to the following:

1. Such signs may be erected on the premises of the land approved for development provided such signs do not exceed twenty (20) square feet in sign face area and ten (10) feet in height.
2. Not more than one (1) such sign shall be located at each main entrance to the development so long as any two signs are located at least 100 feet apart as measured by the shortest straight line.
3. Such signs shall be set back a minimum of five (5) feet from the front property line in all zoning districts. The side setback shall be a minimum of ten (10) feet from the side property

line in all zoning districts. If such sign is located adjacent to a residential use in any zoning district, the side setback shall be a minimum of fifteen (15) feet.

4. Such signs shall not be illuminated.
5. Signs shall be removed not more than 30 days from such time as the final plat is recorded with the Register of Deeds.

G. Temporary Vendor's and Seasonal Roadside Stand Signs are conditionally allowed in all zoning districts where vendors or seasonal roadside stands are an allowable conditional use per the ZLDR.

1. Only one (1) sign per vendor or seasonal roadside stand operator shall be allowed, regardless of where it is mounted. Advertising materials attached to or painted onto automobiles are construed to be signs.
2. Signs shall not exceed ten (10) square feet in sign face area, and shall not exceed four (4) feet in height.
3. The sign shall be placed a minimum of five (5) feet from the front property line, and a minimum of ten (10) feet from the side property line in all zoning districts, and shall not be placed within a driveway or intersection sight triangle. The side setback shall be a minimum of ten (10) feet from the side property line in all zoning districts. If such sign is located adjacent to a residential use in any zoning district, the side setback shall be a minimum of fifteen (15) feet.
4. Temporary vendor's or roadside stand operator's signs shall not be illuminated.
5. Temporary vendor's signs shall be removed from the property each day at sundown. Seasonal roadside stand signs shall be removed upon cessation of seasonal operations.

3:4.4-3 Temporary Signs Not Requiring Registration

The following temporary signs do not require registration:

A. Temporary Campaign and Election Signs are permitted in all zoning districts provided that:

1. One (1) sign per street frontage per candidate or issue being voted on shall be allowed. If the property lies on a corner lot or double frontage lot, then a second sign may be oriented along the second street so long as the two signs are at least 100 feet apart as measured by the shortest straight line.
2. Signs in areas zoned residential shall not exceed six (6) square feet in sign face area, and shall not exceed four (4) feet in height. Signs in areas not zoned residential shall not exceed twenty (20) square feet in sign face area, and shall not exceed ten (10) feet in height.
3. No sign shall be placed in any right-of-way, on any telephone pole, street sign, fence, on any public property, or within a driveway or intersection sight triangle.
4. Temporary campaign and election signs shall not be illuminated.
5. In accordance with SC law, no such political sign shall be placed within 200 feet of any building in which an election poll is being conducted.
6. If the sign is placed on the property by someone other than the property owner, the property owner upon whose land the sign is placed shall give written permission for the placement of said sign and will be held responsible for violations.
7. All such signs shall be erected no sooner than sixty (60) days in advance of each specific election or referendum for which they are made.
8. All such signs shall be removed within seven (7) days after the election or referendum for which they were made. Signs for runoff elections may remain until seven (7) days after the final election to which the signs apply.

B. Temporary Garage or Yard Sale Signs are permitted in any zoning district provided:

1. One (1) on-premise yard or garage sale sign, and a maximum of two (2) off-premise directional signs per event are permitted.
2. No such sign shall be greater than four (4) square feet in sign face area, and four and one-half (4½) feet in height.
3. Temporary garage or yard sale signs shall be located off the street right-of-way.
4. Such signs shall not be erected more than twenty-four (24) hours before the advertised event, and shall be removed within twenty-four (24) hours after the event has terminated.

C. Temporary Help Wanted Signs are allowed in all zoning districts provided:

1. One (1) such sign per site shall be permitted.
2. Such sign shall not exceed three (3) square feet in sign face area, and four (4) feet in height unless window or wall mounted.
3. If not wall or window mounted, the sign shall be placed a minimum of five (5) feet from the front property line and a minimum of ten (10) feet from the side property line in all zoning districts. If such sign is located adjacent to a residential use in any zoning district, the side setback shall be a minimum of fifteen (15) feet.
4. Business name or logo cannot utilize more than ten (10) percent of sign face area.
5. Such sign shall not be illuminated.
6. Temporary help wanted signs shall be removed once employee is hired.

D. Temporary Real Estate Signs advertising a specific property for sale, lease, rent or development are permitted in all zoning districts as follows:

1. Signs may be located only on the property for which they advertise sale, rent, lease or development.
2. One sign per street frontage advertising real estate for sale, for rent, for lease, or for development. If the property so advertised lies on a corner lot or double frontage lot, then a second sign may be oriented along the second street so long as the two signs are at least 100 feet apart as measured by the shortest straight line.
3. Signs in areas zoned residential shall not exceed ten (10) square feet in sign face area, and shall not exceed four (4) feet in height. Signs in areas not zoned residential shall not exceed twenty (20) square feet in sign face area, and shall not exceed ten (10) feet in height.
4. The sign shall be placed a minimum of five (5) feet from the front property line, and a minimum of ten (10) feet from the side property line in all zoning districts. If such sign is located adjacent to a residential use in any zoning district, the sign shall be placed at least fifteen (15) feet from the side property line.
5. Temporary real estate signs shall not be illuminated.
6. The sign shall be removed once the property is occupied by the new tenant or when the property is sold by transfer of title to the same, whichever time period is less.

3:4.5 Prohibited Signs

3:4.5-1 Prohibited Signs and Prohibited Sign Characteristics

All signs not expressly permitted under the ZLDR are prohibited. Such signs include, but are not limited to the following:

- A. Signs Located in the Public Right-of-Way** - Any sign, banner, or display placed on any curb, sidewalk (except where otherwise permitted in the ZLDR), post, pole, hydrant, bridge, tree, or other surface located on, over, or across any public street or right-of-way is prohibited except for governmental signs and where otherwise permitted in the ZLDR where unique circumstances or conditions exist to warrant the placement of a sign within the road right-of way. Such signs shall be approved by the Planning Official, be authorized by the SCDOT, and/or the Kershaw County Sheriff's Department, and shall not be located in a driveway or intersection sight triangle or in an

area that would cause a traffic hazard. If utility and road maintenance is necessary, the cost of relocating all signs in the right-of-way shall be assumed by the property owner.

- B. **Signs Imitating Traffic, Governmental, or Emergency Signals** - Signs not erected by a public authority that are displayed in a manner that could mislead or confuse drivers, cyclists, or pedestrians are prohibited. This includes signs which imitate an official traffic sign or signal, emergency or law enforcement vehicle, public notice, or which display misleading words, rotating discs, symbols, intermittent lights resembling the color, size, shapes, or order of lights customarily used in traffic signals or on emergency or law enforcement vehicles. Examples include signs using the words *stop*, *yield*, or *danger*, or any word, phrase, or symbol such as a picture of a traffic sign.
- C. **Signs or Devices Employing Distracting, Flashing, or Intense Illumination or Color** - Flashing signs, signs with flashing or reflective discs, signs with flashing lights or lights of changing degree or intensity or color are prohibited. "Day-glow" or highly reflecting coloring, paint, or other reflective materials which may impair the vision, cause glare, or otherwise interfere with any driver's operation of a motor vehicle or bicycle are not allowed.
- D. **Animated Signs** - Any sign, or any part of a sign, that changes copy or image more frequently than once every fifteen (15) seconds is considered to be animated and is not allowable. Included are signs that employ motion or the illusion of motion by any means (manual, electronic, mechanical, electrical, atmospheric, panels, slats, discs, or lights, etc.) to depict action or create a special effect or scene. Also included are signs that create the illusion by blinking, alternating, chasing, contracting or expanding, flashing, fading, repeating, oscillating, pulsating, rotating, rolling, running, scrolling, strobing, twinkling, simulating moving video images, etc. Exception: If a time and temperature sign alternates between a time message and a temperature message, it shall continuously show one message a minimum of six (6) seconds in time before switching to the other message.
- E. **Signs Obstructing Driver's Views** - Any sign which the Planning Official determines obstructs or interferes with a driver's view of merging, approaching, or intersecting traffic, or of a traffic signal, sign, or device, or which would otherwise interfere with a driver's operation of a motor vehicle or bicycle shall be prohibited.
- F. **Abandoned Signs** - Abandoned signs shall not be permitted. A sign shall be deemed abandoned and in cessation of use when any of the following have occurred for thirty (30) continuous days:
 - 1. The sign relays information that is no longer pertinent or up-to-date.
 - 2. The sign no longer advertises a bona fide business, lessor, owner, product, activity conducted, or product available.
 - 3. The structure does not contain a sign surface area.
 - 4. The sign contains no message. For such purposes, the terms "Sign for Rent," "Sign for Lease," etc. shall not be deemed to be a message.
 - 5. There is no longer any business activity on the site.
- G. **Bench Signs** - Signs on benches are not permitted.
- H. **Dilapidated and Unsafe Signs** - Any sign which is not properly maintained; is insecure, or otherwise structurally unsound; has defective parts in the supports, guys and/or anchors; or is unable to withstand wind pressure of 100 miles per hour as determined by the Building Official and applicable regulations as provided in the applicable building codes is prohibited.
- I. **Fluttering Signs** - Fluttering signs or devices, all or part of which are set in motion by movement of the atmosphere, mechanical, electrical, or any other means are prohibited. Such items include rotating or otherwise moving devices, whirligigs, pennants, posters, propellers, discs, ribbons, streamers, strings of light bulbs, spinners, and flags (other than flags, pennants, insignia, or symbols of any religious, governmental, non-profit or not-for-profit organization when not displayed in connection with a commercial promotion or as an advertising device) regardless of whether they contain written messages.

- J. **Inflatable Signs** - Inflatable signs, including balloons, are prohibited.
- K. **Off-Premise Advertising** - Any sign, with the exception of temporary special event, campaign, election, garage sale, yard sale, and off-premise directional sign, that identifies or communicates a message related to an activity conducted, a service rendered, or a commodity sold, which is not the primary activity, service or commodity provided on the site where the sign is located shall be prohibited. Off-premise advertising signs lawfully erected prior to the effective date of the ZLDR may require compensation for removal or relocation per South Carolina Code of Laws, Title 39, Chapter 14. The ZLDR does not regulate Specific Information Service Signs on Interstate 20 as outlined in South Carolina Code of Laws, 63-338.
- L. **Portable Signs** - The term *portable sign*, as used in the ZLDR refers to any sign placed in a frame or stand designed to be transported from place to place and not permanently installed. Such signs are prohibited except as temporary special event signs for institutional, non-profit, or public interest uses only. This provision excludes restaurant menu sandwich boards and easels.
- M. **Roof Signs** - Any sign, sign structure, painted sign, or sign extending above or higher than the cornice is prohibited.
- N. **Signs Attached to Awnings, Marquees, Canopies, Building Facades, and Projecting Signs** - Any sign affixed to any structure or sign frame that is not flush with, or integral to that structure or sign frame is prohibited.
- O. **Signs Obstructing Ingress, Egress, Light, or Air** - Any sign located outdoors which interferes with free passage from, or obstructs any fire escape, downspout, window, door, stairway, ladder, or opening intended as a means of ingress or egress or providing light or air is prohibited.
- P. **Signs Obstructing Other Signs** - Any sign which is located in such a way as to intentionally deny visual access to an adjoining property's existing sign is prohibited.
- Q. **Signs on Fences, Poles, or Trees** - Any sign or advertising device attached to or painted on a fence, utility or telephone pole, tree, stone, or any other natural object is prohibited except as specifically provided in this section. *Warning, No Trespassing, Posted, No Hunting*, and similar signs located in an undeveloped rural setting may be posted on poles, trees, and fences.
- R. **Signs on Parked Motor Vehicles or Trailers** - Signs placed or painted on a motor vehicle or trailer and parked or mounted for the primary purpose of providing signs not otherwise allowed by this code are prohibited.
- S. **Signs on Refuse Containers** - Signs on refuse containers are not permitted except for signs identifying the container provider.
- T. **Signs violating any provision of any law of the State or Federal Government relative to outdoor advertising** are prohibited.
- U. **Signs with Intense Lighting Adjacent to Residential Uses** - No sign shall be illuminated in such a way that it casts intense illumination onto any residential premises located in any zoning district in a manner which by intensity, duration, location, or other characteristic is incompatible with the residential character of the property on which such illumination is cast.
- V. **Signs with Sound, Odor, or Matter** - Signs which emit audible sound, odor, or visible matter are prohibited.
- W. **Signs Erected Without Property Owner's Permission** - Signs placed on a piece of property without written permission of its owner or agent are not allowed.
- X. **Spot and Strobe Lights** - Any spot light or light that shines into the sky or the clouds, moveable or non-moveable, for the purpose of attracting attention to a location is not permitted.
- Y. **Unlawful Signs** - Any sign that does not have a sign permit or has been installed, erected, or constructed in violation of any of the terms of the ZLDR is prohibited.

3:4.6 Signs Located in the Public Right-of-Way and on Public Property

3:4.6-1 Regulations for Signs in the Public Right-of-Way and on Public Property

Any sign installed or placed on public property, except in conformance with the requirements of this section, shall be forfeited to the public and subject to confiscation. In addition to other remedies hereunder, Kershaw County shall have the right to seek recovery from the owner or person placing such sign the full costs of removal and disposal.

3:4.6-2 Signs Permitted in the Public Right-of-Way and on Public Property

No sign shall be allowed to extend over or be erected in the public right-of-way, except for the following:

- A. Public signs erected by or on behalf of a governmental body to post legal notices, identify public property, convey public information, and direct or regulate pedestrian or vehicular traffic.
- B. Bus stop signs erected by a public transit company and identification signs on bus shelters in association therewith.
- C. Informational signs of a public agency or utility regarding its facilities.
- D. Temporary special event signs for governmental, religious, charitable, civic, fraternal, or similar non-profit or for-profit organizations advertising events providing a community service and events promoting the community or in the public interest may be displayed on utility poles providing that they are mounted by brackets specifically designed to display such signs; no such sign shall exceed five (5) square feet in area and three (3) feet in height; written permission shall be granted by the appropriate local, State, or Federal transportation authority; in no case may any such sign impede the view or travel of motorists or pedestrians; and signs shall be erected no sooner than fourteen (14) days prior to the event and shall be removed no later than two (2) days after the event.
- E. Subdivision entrance signs may be located in the right-of-way of an internal subdivision road including a center median but outside of the paved section of the roadway and a driveway or intersection sight triangle.

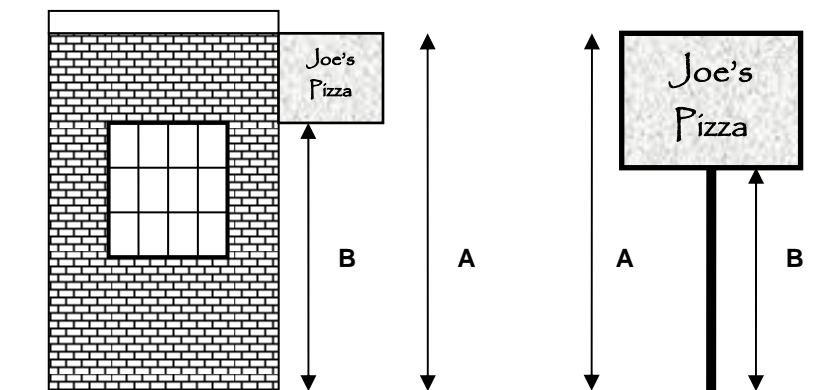
3:4.7 Sign Measurements

3:4.7-1 Sign Height

Sign height is measured from the natural grade below the sign to the highest point of the sign face or structure, whichever is higher. The height shall not be measured from the top of an earth berm, support foundation, or planting box.

3:4.7-2 Sign Clearances

Sign clearances are measured from the grade directly below the sign to the bottom of the sign frame.



A= Height B= Clearance

3:4.7-3 Sign Frame Area

The sign frame area consists of the dimensions of a geometric shape formed by all supports, frames, braces, borders, and embellishments which extend beyond the sign surface area and that encloses the sign surface area and does not contain any copy, logo, advertising, name, or message.

3:4.7-4 Sign Surface Area

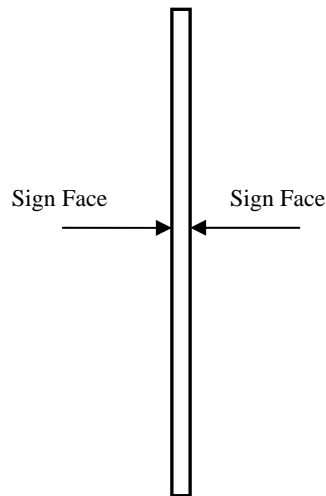
The sign surface area is the area inside a geometric shape enclosing any message, logo, symbol, name, photograph, or display face. All area provisions in the Kershaw County Unified Code of Zoning and Land Development Regulations (ZLDR) are calculated from the sign surface area dimensions as defined above.



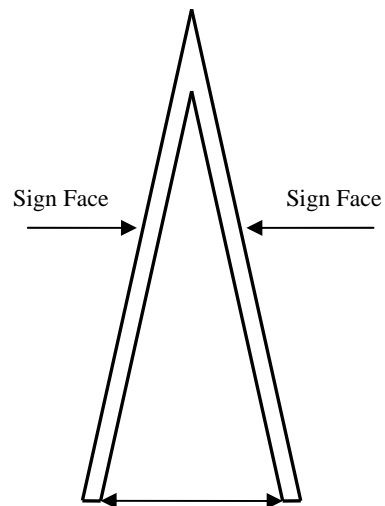
3:4.7-5 Double-Sided Signs

In the case of signs mounted back-to-back, only one side of the sign is to be used for computation of the sign surface area. Double-sided signs shall be defined as two-sided signs with parallel faces twelve (12) inches apart or less, or with faces joining at an angle of ten (10) degrees or less. Otherwise, the surface area of each sign is to be separately computed.

(Signs Viewed from Above)



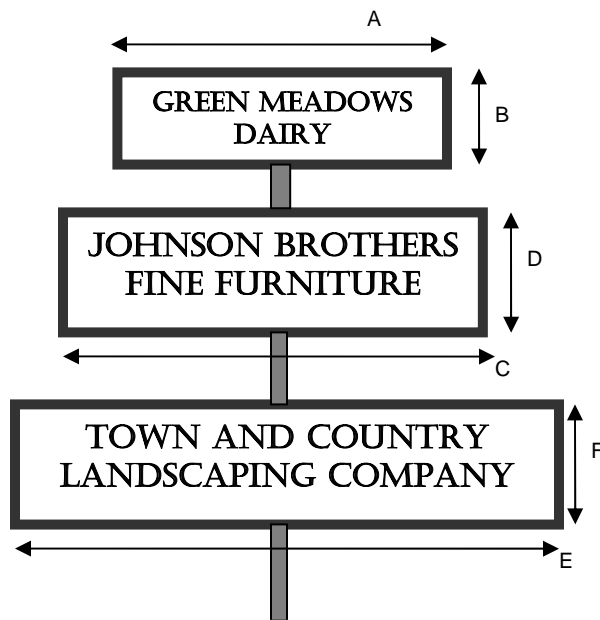
Count as one sign if sign faces are parallel or within twelve inches of each other.



Count as one sign if sign faces are joined at angle of 10 degrees or less, or within 1 foot of each other.

3:4.7-6 Multiple Cabinet Signs

For freestanding and projecting signs that contain multiple modules on one structure, and are oriented in the same direction, the modules together are counted as one (1) sign.



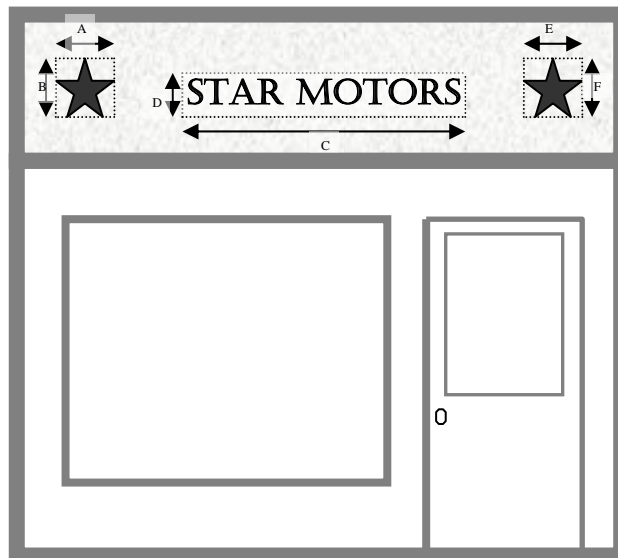
$$\text{Total Sign Area} = (A) (B) + (C) (D) + (E) (F)$$

3:4.7-7 Round, Cube, and Other 3-D Signs

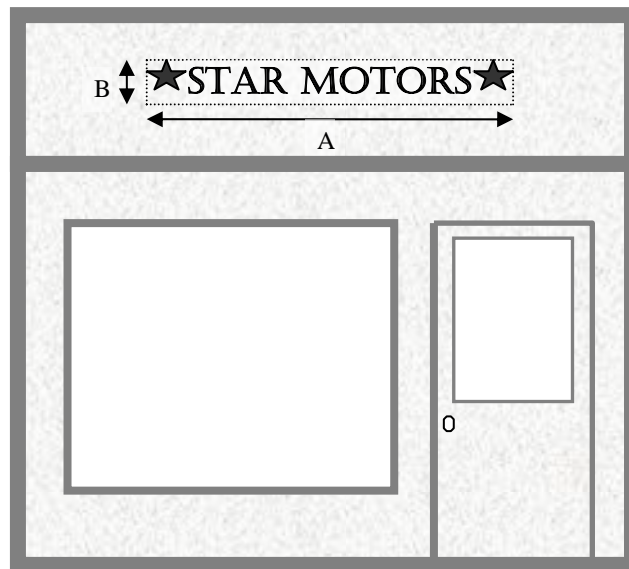
In the case of cylindrical signs, signs in the shape of cubes, or other signs which are substantially three-dimensional with respect to their display surfaces, the entire display surface or surfaces are included in computations of area.

3:4.7-8 Individual Element Signs

When signs are constructed of individual elements attached or applied to a wall, fence, or 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 (1) unit when the distance between the elements is less than two (2) times the dimension of each element.



$$\text{Sign Area} = (A)(B) + (C)(D) + (E)(F)$$



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

3:4.7-9 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 to compute sign surface area.

3:4.7-10 Signs on Awnings, Canopies, and Marquees

When signs are incorporated into awnings, canopies, and marquees, the sign area is determined by computing the area of an imaginary rectangle drawn around the sign face.

3:4.8 Placement of Signs

3:4.8-1 Placement

Except as provided in this section, no sign shall be placed closer than five (5) feet to the public right-of-way or property line. Freestanding signs may be erected in the required yard setbacks and buffer areas.

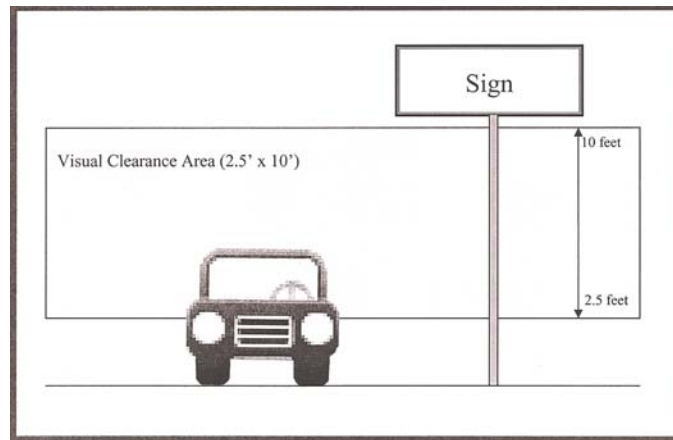
3:4.8-2 Signs in the Public Right-of-Way

No sign shall be allowed to extend over or be erected in the public right-of-way, except for those outlined in the provisions of this section regulating signs located in the public right-of-way.

3:4.8-3 Visibility at Intersections

Railroad, street, and driveway intersections shall be unobstructed for the vision of motorists, pedestrians, and other possible users. No plantings or vegetation shall be placed or maintained, and no sign, fence, building, wall, or other structure shall be located in a visual clearance area within an intersection site triangle or a driveway sight triangle as defined below. The Public Works Director shall make a determination of compliance with visibility at intersections, if required.

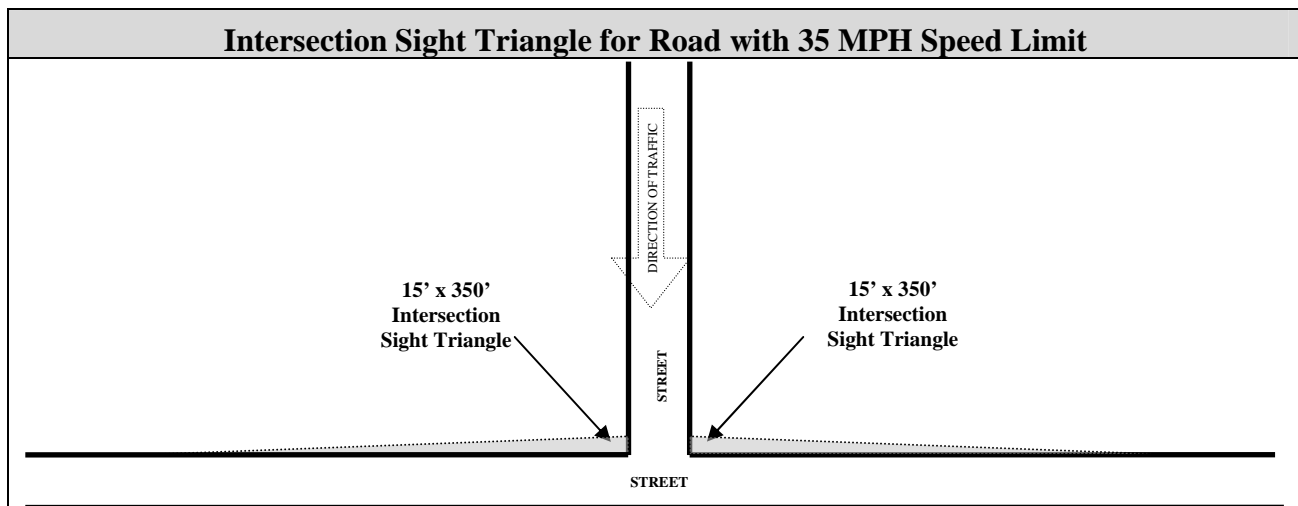
- A. **Visual Clearance Area** - An area with a height of between two and one-half (2½) feet and ten (10) feet, measured from the upper edge of the curb or pavement, and located within an intersection or driveway sight triangle, where no sign, planting, fence, building, wall, or other structure shall be located. Exception: Poles and support structures less than twelve (12) inches in diameter may be permitted in such areas.



Visual Clearance Area

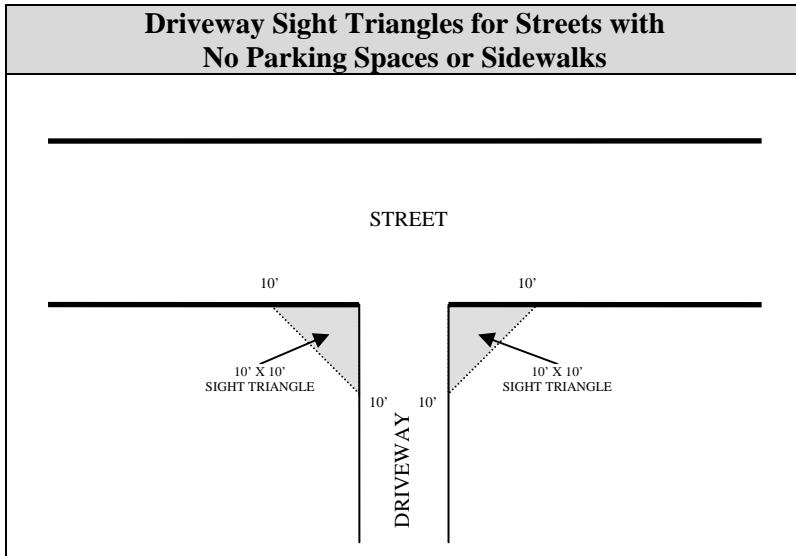
B. **Sight Triangle** - A triangular area, measured from the curb or edge of pavement, created by a line connecting points on the front and side for lines at a determined distance from the intersection of said lines or the extension of said lines. The following two types of sight triangles are used in the ZLDR:

1. **Intersection Sight Triangle** - A triangle established by multiplying the speed limit of the road which is being accessed by ten (10). The sight distance for a speed limit of 35 MPH would be 350 feet at the intersection. The resulting intersection sight distance triangle is determined by measuring from a point fifteen (15) feet from the edge of pavement of the road being accessed to the points providing the minimum intersection sight distance in each direction.

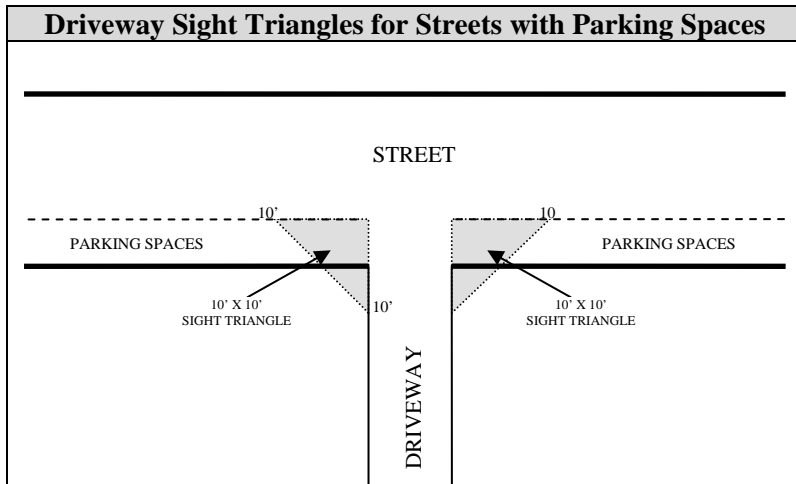


2. **Driveway Sight Triangle** - The driveway sight triangle is one that is measured ten (10) feet along the driveway and ten (10) feet along the edge of pavement. In the event that parking is allowed adjacent to the curb, ten (10) feet will be measured along the edge of the driveway and ten (10) feet along the edge of the lane of traffic. In the event that a driveway crosses a sidewalk, ten (10) feet will be measured along the driveway and ten (10) feet along the edge of the sidewalk. Refer to illustrations in the sign measurement provisions of the ZLDR.

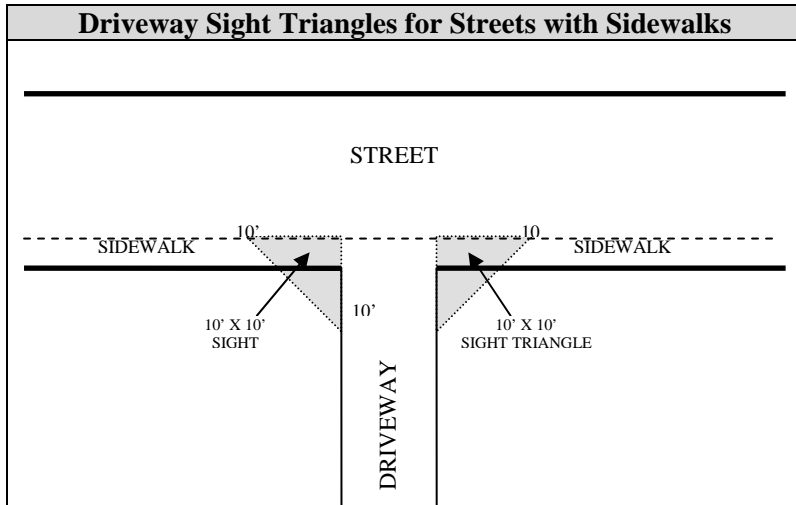
Driveway Sight Triangles for Streets with No Parking Spaces or Sidewalks



Driveway Sight Triangles for Streets with Parking Spaces



Driveway Sight Triangles for Streets with Sidewalks



3:4.8-4 Pedestrian Area Clearance

When a sign extends over sidewalks or other public pedestrian ways, the bottom of the sign structure shall be at least eight (8) feet above the ground. Exception: Signs hanging from porch ceilings and roof overhangs as specified in this section.

3:4.8-5 Use of Buffer Areas

Freestanding signs which have been properly permitted may be installed in buffer areas.

3:4.9 Illumination of Signs

3:4.9-1 Illumination Regulations

All illuminated signs shall conform to the following requirements:

- A. All signs when illuminated shall have such lighting shielded so as not to directly shine on abutting properties or in the line of vision of the public using the streets or sidewalks.
- B. No sign shall be illuminated in such a way that it causes intense illumination onto any residential premises located in any zoning district in a manner which by intensity, duration, location, or other characteristic is incompatible with the residential character of the property in which such illumination is cast.
- C. Internally illuminated signs may not project light beyond the face of the sign or otherwise cause a glare.
- D. Externally lighted signs shall have their lighting directed in such a manner as to illuminate only the face of the sign.
- E. All lighted signs shall meet all applicable electrical codes and shall bear a nationally recognized electrical testing laboratory label (such as a UL label).
- F. No illumination simulating traffic control devices or emergency vehicles shall be used, nor shall lights which are intermittently switched on or off, changed in intensity or color, or otherwise displayed to create the illusion of flashing or movement be permitted.
- G. Signs containing changeable copy produced by light emitting diodes (LEDs), incandescent or low voltage lamps or bulbs, or cathode ray tubes (CRTs) shall include automatic brightness compensation features to adjust brightness to compensate for sun angle and ambient light conditions, and ensure that the sign is visible, but not necessarily radiant.

Table 3-11 SIGN ILLUMINATION STANDARDS	
Sign Type	Illumination Type
911 Address Sign on Residential Structure, Premises	No Illumination
Bed and Breakfast Sign	External
Building Wall Sign	Internal
Directional Sign for Religious Institutions	No Illumination
Donation Container Sign	No Illumination
Drive-In Menu Board Sign	Internal
Flags and Pennants	No Illumination
Government Sign or Logos	Internal or External
Hanging or Projecting Sign	Internal
Historical Marker, Plaque, Monument	No Illumination
Home Occupation and In-Home Family Daycare Sign	No Illumination
Hospital Directional Sign	No Illumination
Individual Newspaper Box	No Illumination
Integral Decorative or Architectural Feature	No Illumination
Manufactured Home Development Entrance Sign	External
Memorial Sign, Plaque, Grave Marker	No Illumination
Monument (Ground) Sign	Internal or External
Multi-Family Residential Development Entrance Sign	External
Newspaper Vending or Display Box	No Illumination
On-Premise Directional Sign	Internal or External
Perimeter or Retaining Wall or Fence Sign	Internal or External
Pole (Pylon) Sign	Internal
Public Utility Information Sign	No Illumination
Residential Subdivision Entrance Sign	External
Sandwich Board, Easel Sign	No Illumination
Scoreboard and Signs at Recreational Facilities	Internal or External
Sign Inside a Building	Internal or External
Sign on Awning	No Illumination
Sign on Canopy or Marquee	Internal
Sign within a Stadium	Internal or External
Temporary Sign	No Illumination
Vending Machine, Telephone Booth	Internal
Warning, No Trespassing, Posted, No Hunting Sign	No Illumination

3:4.10 Sign Materials

3:4.10-1 Code Compliance

Signs shall be constructed in accord with all applicable provisions of all current building and electrical codes. They shall consist of durable all-weather materials, maintained in good condition, and not be permitted to fall into disrepair.

3:4.11 Existing Nonconforming Signs

3:4.11-1 Regulations for Existing Nonconforming Signs

- A. Except as herein provided, the use of nonconforming signs that were otherwise lawful on the effective date of the ZLDR may be continued.
- B. No person may engage in any activity that causes an increase in the extent of nonconformity of a nonconforming sign or causes a previously conforming sign to become nonconforming.
- C. A nonconforming sign may not be moved, altered, or replaced except to bring the sign into complete conformity with the ZLDR. This includes any change to the sign surface area. The

tenant name or tenant's message on a nonconforming multiple occupant development sign may be changed so long as it does not create any new nonconformities. Once a nonconforming sign is removed from the premises or otherwise taken down, altered, or moved, said sign may only be replaced with a sign which is in conformance with the terms of the ZLDR.

- D. Upon adoption of the ZLDR, all legal nonconforming signs shall comply with the maintenance and upkeep requirements of this section. Minor repairs and maintenance of nonconforming signs necessary to keep a nonconforming sign for a particular use in sound condition are permitted so long as the nonconformity is not in any means increased.
- E. If a nonconforming sign is destroyed by natural causes, otherwise damaged, or requires major repairs, it may not thereafter be repaired, reconstructed, or replaced except in conformity with all the provisions of the ZLDR, and the remnants of the former sign structure shall be cleared from the land. For purposes of this section, a nonconforming sign shall be considered destroyed or damaged if it receives damage or requires major repairs to an extent of more than fifty (50) percent of the sign's replacement value immediately prior to the sign having received said damage.
- F. If a nonconforming sign remains unused for a continuous period of thirty (30) days, that sign shall be deemed abandoned and shall, within thirty (30) days after secession of use, be altered to comply with the ZLDR or be removed by the sign owner, owner of the property where the sign is located, or other person having control over such sign. The Planning Official may grant an extension to this thirty (30) day period for extenuating circumstances. For purposes of the ZLDR, a sign shall be deemed abandoned if:
 - 1. The sign relays information that is no longer pertinent or up-to-date.
 - 2. The sign no longer advertises a bona fide business, lessor, owner, product, activity conducted, or product available.
 - 3. The structure does not contain a sign surface area.
 - 4. The sign contains no message. For such purposes, the terms *Sign for Rent*, *Sign for Lease*, etc. shall not be deemed to be a message.
 - 5. There is no longer any business activity on the site.

3:4.11-2 Off-Premise Advertising

Any sign that identifies or communicates a message related to an activity conducted, a service rendered, or a commodity sold, which is not the primary activity, service, or commodity provided on the site where the sign is located shall be prohibited. Off-premise advertising signs lawfully erected prior to the effective date of the Kershaw County Unified Code of Zoning and Land Development Regulations (ZLDR) may require compensation for removal or relocation per South Carolina Code of Laws, Title 39, Chapter 14. The ZLDR does not regulate Specific Information Service Signs on Interstate 20 as outlined in South Carolina Code of Laws, 63-338.

3:4.12 Maintenance and Upkeep of Signs

3:4.12-1 Maintenance and Upkeep Regulations

All signs and all components thereof, including supports, braces, and anchors, etc. shall be kept in a good state of repair and in conformance with the requirements of the ZLDR as follows:

- A. All signs shall conform to the building, electrical, and fire codes adopted by the County.
- B. All signs and/or sign structures shall be perpetually maintained in sound structural condition and able to withstand wind pressure of 100 miles per hour.
- C. No sign and/or sign support structure shall be allowed to deteriorate to a condition in which it is unsightly in appearance or to a condition in which it requires repairs or renovations. For the purposes of this subsection, the term *unsightly in appearance* shall include, but not be limited to

the following conditions: Sign copy or sign support structures that are cracked, bent, broken, tattered, torn, rotted, peeling, chipping, fading, rusting, missing, loose, or otherwise deteriorating, especially such that the sign copy is no longer clearly legible.

- D. Reverse sides of signs shall be properly finished with no exposed electrical wires or protrusions.
- E. All non-functioning bulbs or damaged panels shall be replaced or repaired.
- F. All sign copy shall be maintained securely on the sign face and all missing copy shall be replaced.
- G. The area around the sign shall be properly maintained, clear of overgrown vegetation, and other obstacles.

3:4.13 Removal of Signs

3:4.13-1 Sign Removal Regulations

The Planning Official shall cause to be removed the following:

- A. Any sign which is determined by the Planning Official or Building Official as being insecure, in danger of falling, or otherwise endangering the public safety, shall be immediately removed by its owner unless it is repaired and made to otherwise comply with the requirements of the Kershaw County Unified Code of Zoning and Land Development Regulations (ZLDR). If sign is not removed or repaired by the owner within thirty (30) days, the Planning Official shall cause such sign to be removed and eliminated.
- B. Notwithstanding the above, the Planning Director or Building Official, without notice, may remove and eliminate, or cause to be removed and eliminated any sign which is considered a public nuisance or threat to public safety.
- C. Any sign erected, constructed, altered, or displayed without a required sign permit or registration may be eliminated.
- D. Any sign not maintained according to the maintenance and upkeep provisions of this section shall be eliminated.
- E. Any sign now or hereafter existing and in conformance with the ZLDR which advertises a business no longer conducted, or a product no longer sold shall have the sign copy removed:
 - 1. Within thirty (30) days after written notification from the Planning Official.
 - 2. Within six (6) months after termination of business. Signs which relay that the business facility is for sale or lease may remain beyond the six (6) month period as long as it is maintained in accordance with the provisions of this section.
- F. Any sign otherwise prohibited by the ZLDR or in non-compliance with the provisions of the ZLDR shall be removed and eliminated.
- G. The Planning Official or Building Official shall have the right to seek court recovery from the owner or persons placing such signs the full cost of removal, repair, and/or elimination of any sign in violation of the ZLDR.

3:4.14 Administration and Enforcement

3:4.14-1 Permits and Registration

Except as otherwise provided in the Kershaw County Unified Code of Zoning and Land Development Regulations (ZLDR), it shall be unlawful for any person to erect, construct, alter, move, or replace any sign or cause the same to be done, without first having obtained a required sign permit or registration for such sign from the Planning Official as certification that the requirements of the Ordinance have been satisfied and that all fees have been paid. This provision is applicable to a property owner, a property lessee, a sign company, a contractor, or any other person who erects or causes to have erected a sign requiring a permit or registration. It shall be the responsibility of the person erecting the sign to ensure that any and all required permits and registrations have been obtained prior to erecting the sign.

The Planning Official may order the removal of any sign which, after a permit or registration has been obtained, is not constructed in accordance with the ZLDR.

3:4.14-2 Application Requirements for a Sign Permit

Each application to erect a sign, where a sign permit is required by the ZLDR, shall be accompanied by the following information:

- A. Name and contact information, as required, of property owner and/or leaseholder, manager/owner of business being advertised, owner of sign, and sign company representative.
- B. Written permission to erect the proposed sign from the owner and/or leaseholder of property on which the sign is to be erected.
- C. Site plan sketch with dimensions (non-professionally drafted plan is acceptable) showing the location of the sign with respect to the property and right-of-way lines, building and setback lines, driveway and intersection sight triangles, buildings, parking areas, existing freestanding signs, tree protection, and buffer areas.
- D. Correct size, shape, configuration, face area, height, nature, number, and type of sign or signs to be erected, including the size of letters, graphics, colors, clearances, connection, and support methods.
- E. The value of the sign and sign structure.
- F. Any other such information as may be required by the Planning Official, filed on forms provided by the Planning Official.
- G. The Planning Official may waive any of the informational requirements listed above deemed unnecessary to process an application.

3:4.14-3 Sign Permit Certification

Upon documentation and site inspections that all items in the application requirements for a sign permit provisions of this Article have been addressed and completed, a sign permit certification shall be signed by the Planning Official or Building Official and issued to the applicant.

3:4.14-4 Application Requirements for Sign Registration

Each application to erect a sign, where sign registration is required by the ZLDR, shall be accompanied by the following information:

- A. Name and contact information, as required, of property owner and/or leaseholder, manager/owner of business being advertised, and owner of sign.
- B. Written permission to erect the proposed sign from the owner and/or leaseholder of property on which the sign is to be erected.
- C. Sketch of location of the sign on the property on which it is to be erected.
- D. Description of the sign to include the size, shape, configuration, face area, height, nature, and type of sign to be erected.
- E. A statement signed by the person receiving the registration that they have been given, understand, and will abide by the sign regulations of the ZLDR.
- F. Any other such information, as may be required by the Planning Official, filed on forms provided by the Planning Official.

3:4.14-5 Fees

All sign permit and registration applications shall be accompanied by the appropriate fee. Fees for the registration of temporary signs shall be levied per event with the exception of off-premise directional signs which shall be levied on an annual basis. Permit and registration fees to erect, alter, or relocate a sign shall be in accordance with the fee schedule adopted by the Kershaw County Council.

3:4.14-6 Violations

Violations of the provisions of this section shall be subject to the penalties set forth in the Violations and Penalties section of the Administration article of the ZLDR.

3:4.14-7 Inspections

The building inspector shall make or require any inspections of any construction work to ascertain compliance with the provisions of this section and other laws which are in force and to ascertain that the sign is erected or displayed as indicated on the approved sign permit or registration application. The Building Official may require additional inspections for signs with complex footings or sign structure.

3:4.15 Sign Definitions

Awning - An architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a rigid or non-rigid materials and/or fabric on a supporting framework that may be either permanent or retractable. Example: A canvas covered frame extending from a building wall to an area over the sidewalk in front of a shop.

Canopy - An open-sided freestanding structure constructed of rigid materials or non-rigid materials, including but not limited to metal, wood, concrete, plastic, canvas, or glass. The structure covering the fueling area at a gas station is considered to be a canopy. Other examples include picnic shelters, gazebos, and cabanas.

Façade - The exterior wall of a building that is exposed to public view or that wall viewed by persons not within the building.

Flag - A piece of flexible material or fabric, usually rectangular, of distinctive color and design, that is used as a symbol (to show national or other allegiance) or decoration.

Frontage - The length of the property line serving as a public street right-of-way line. For lots with multiple frontages, the principal street frontage shall be the same as that to which the building is oriented.

Institutional Uses - Institutional uses include educational, religious, recreational, civic, municipal, and other non-commercial institutional uses that are allowable in any zoning district under the zoning district regulations.

Light Emitting Diodes (LEDs) - Light emitting diodes are electronic components that let electricity pass in only one direction that emit visible light when electricity is applied, much like a light bulb. When many LEDs are side-by-side, they can create pictures and movement.

Marquee - A fixed hood or awning of permanent construction which is supported solely from a building wall, and extends beyond the building. Example: The structure over the front sidewalk area at a movie theatre.

Sight Triangle - A triangular area, measured from the curb or edge of pavement, created by a line connecting points on the front and side for lines at a determined distance from the intersection of said lines or the extension of said lines. The following two types of sight triangles are used in this section:

A. **Driveway Sight Triangle** - The driveway sight triangle is one that is measured ten (10) feet along the driveway and ten (10) feet along the edge of pavement. In the event that parking is allowed adjacent to the curb, ten (10) feet will be measured along the edge of the driveway and ten (10) feet along the edge of the lane of traffic. In the event that a driveway crosses a sidewalk, ten (10) feet will be measured along the driveway and ten (10) feet along the edge of the sidewalk. Refer to illustrations in the sign measurement provisions of this section.

B. Intersection Sight Triangle - A triangle established by multiplying the speed limit of the road which is being accessed by ten (10). The sight distance for a speed limit of 35 MPH would be 350 feet at the intersection. The resulting intersection sight distance triangle is determined by measuring from a point fifteen (15) feet from the edge of pavement of the road being accessed to the points providing the minimum intersection sight distance in each direction.

Sign - Any structure or device designated or intended to convey information to the public in written, pictorial, or symbolic form.

Sign Copy - All words, letters, numbers, figures, characters, art work, symbols, or insignia that are used on a sign surface area.

Sign Frame Area - The sign frame area consists of the dimensions of a geometric shape formed by all supports, frames, braces, borders, and embellishments which extend beyond the sign surface area and that encloses the sign surface area and does not contain any copy, logo, advertising, name, or message.

Sign Height - The distance measured from the natural grade to the highest point of the sign face or structure, whichever is higher.

Sign Owner- The person and/or property owner receiving benefit from the sign.

Sign Structure - Any base, foundation, pedestal, pole, post, upright, brace, bracket, bar, rod, strut, cross-piece, frame, scaffold, girder, or other similar item with or without a sign thereon, designated to support the load and/or force of a sign's surface area, regardless of whether or not such items are permanently attached to the ground.

Sign Surface Area - The area inside a geometric shape enclosing any message, logo, symbol, name, photograph, or display face. All area dimensional provisions in the ZLDR are calculated from the sign surface area dimensions.

Sign, Abandoned - A sign, which relays information that is no longer pertinent or up-to-date; no longer advertises a bona fide business, lessor, owner, product, activity conducted, or product available; is located on a structure that does not contain a sign surface area; contains a sign with no message; or is located on a site which no longer has any business activity.

Sign, Animated - Any sign, or any part of a sign that changes copy or image more frequently than once every fifteen (15) seconds is considered to be animated. Included are signs that employ motion or the illusion of motion by any means (manual, electronic, mechanical, electrical, atmospheric, panels, slats, discs, or lights, etc.) to depict action or create a special effect or scene. Also included are signs that create illusions by blinking, alternating, chasing, contracting or expanding, flashing, fading, repeating, oscillating, pulsating, rotating, rolling, running, scrolling, strobing, twinkling, or simulating moving video images, etc.

Sign, Awning— A sign displayed on, or attached flat against the surface or surfaces of an awning.

Sign, Banner - A sign intended to be hung either with or without a frame, possessing characters, letters, illustrations, or ornamentation applied to flexible materials or fabric of any kind, excluding flags and emblems of corporations or political, professional, religious, or educational organizations.

Sign, Billboard - See *Off-Premise Advertising Sign*.

Sign, Building Wall - Any sign attached to a wall, painted on the wall surface, or erected and confined within the limits of an exterior wall of any building or structure, which is supported by such wall or building, and which displays only one sign surface.

Sign, Campaign - A temporary sign erected by a political candidate, group, or agent thereof, for the purpose of advertising a candidate or stating a position regarding an issue upon which the voters of the County shall vote. Also called an election sign or political sign.

Sign, Canopy - A sign displayed on, or attached flat against, the surface or surfaces of a canopy.

Sign, Changeable Copy - A sign or portions thereof with characters, letters, or illustrations that can be changed or rearranged by any means (manual, electronic, atmospheric, mechanical, remote, etc.) without altering the face or surface of the sign.

Sign, Common - A single sign frame or structure containing individual signs or logos to advertise more than one individual business, service, product, etc.

Sign, Contractors', Craftsmen's, or Construction - A common sign temporarily erected and maintained on a job site while undergoing construction by a contractor, craftsman, architect, developer, finance organization, subcontractor, or similar concern.

Sign, Dilapidated - Any sign which is not properly maintained; is insecure or otherwise structurally unsound; has defective parts in the support, guys and/or anchors; or is unable to withstand wind pressure of 100 miles per hour as determined by the Building Official and applicable regulations as provided in the applicable building codes.

Sign, Double-Sided - Two signs with parallel faces twelve (12) inches apart or less, or with faces joining at an angle of ten (10) degrees or less. For signs so arranged, only one side of the sign is to be used for computation of the sign surface area.

Sign, Drive-Thru Menu Board - A freestanding sign oriented to the drive-thru lane of a restaurant that lists the type and price of food items offered for sale at the establishment.

Sign, Easel - A sign or message board displayed on a portable open frame, the outline of which (the frame) is roughly pyramidal in shape.

Sign, Election - See *Campaign Sign*.

Sign, Existing - Any sign that was erected, mounted, or displayed prior to the adoption of the ZLDR.

Sign, Flashing - Any lighted or electrical sign which emits light in sudden transitory bursts.

Sign, Fluttering - A sign or device, all or part of which is set in motion by movement of the atmosphere, mechanical, electrical, or any other means. Such items include rotating or otherwise moving devices, whirligigs, balloons, pennants, posters, propellers, discs, ribbons, streamers, strings of light bulbs, spinners, and flags (other than flags, pennants, insignia, or symbols of any religious, governmental, non-profit or not-for-profit organization when not displayed in connection with a commercial promotion or as an advertising device) regardless of whether they contain written messages.

Sign, Freestanding - A freestanding sign is any permanently mounted sign that is placed on or anchored in the ground and that is not attached to a building or other structure. Also referred to as pole, pylon, monument, or ground signs.

Sign, Ground - See *Sign, Monument*.

Sign, Hanging - A sign that is mounted to or hung from porches, overhangs, or hanging projecting signs that may substitute for a building wall sign.

Sign, Identification - A sign which gives the nature, logo, trademark, or other identifying symbol, address, or any combination of the name, symbol, and address of a building, business, development, or establishment on the premises where it is located.

Sign, Illuminated - A sign characterized by the use of artificial light, either projecting through its surface (internally illuminated) or reflecting off its surfaces (externally illuminated).

Sign, Illumination, External - A sign characterized by the use of artificial light which reflects off its surface.

Sign, Illumination, Internal - A sign characterized by the use of artificial light projecting through its surface.

Sign, Inflatable - A sign that is either expanded to its full dimensions or supported by gasses contained within the sign or sign parts at a pressure greater than atmospheric pressure.

Sign, Interior - Any sign placed within a building, but not including window or door signs.

Sign, Marquee - A sign displayed on or attached flat against the surface or surfaces of a marquee.

Sign, Message Board - A changeable copy sign permitted only in institutional uses that is intended to provide schedules of events, rules, regulations, announcements, or similar messages excluding commercial advertisement or promotional messages. Institutional uses include educational, religious, recreational, civic, municipal, and other non-commercial institutional uses including historic markers that are allowable in any zoning district under the zoning district regulations.

Sign, Monument - A sign constructed on the ground with a continuous footing or foundation with the base of the sign at grade. Also, referred to as a ground sign.

Sign, Multiple Occupant Development - A freestanding common sign identifying the names of more than one business or activity conducted within a multiple occupant development which is controlled by a single owner, landlord, or association. Examples include shopping centers, industrial parks, and office complexes.

Sign, Nonconforming - Any sign which was legal at the time of erection or display, but as of the effective date of the ZLDR or any subsequent amendment hereto, does not conform to a provision or provisions of this section.

Sign, Off-Premise Advertising - Any sign that identifies or communicates a message related to an activity conducted, a service rendered, or a commodity sold which is not the primary activity, service, or commodity provided on the site where the sign is located. Also referred to as outdoor advertising or billboard sign.

Sign, Off-Premise Directional - A temporary sign that is displayed for a forty-eight (48) hour period only, the purpose of which is limited exclusively to the identification of a use or occupancy located elsewhere and which tells the location of or route to such use or occupancy. Such signs are used to advertise events such as open houses, exhibits, or other recurring events.

Sign, On-Premise - Any sign that disseminates information that directly relates to the use of the property on which it is located and is not a separate and distinct use.

Sign, On-Premise Directional and Instructional - A sign, generally informational, that has a purpose secondary to the use of the lot on which it is located. Such signs include, but are not limited to: directional arrows, "No Parking," "Entrance," "Enter," "Exit," "Telephone," "Open," "Closed," and other directives. Also included are common signs indicating hours of operation, which credit cards are accepted, groups or associations to which the business belongs, or clubs or groups which utilize, recommend, inspect, or approve the business for use by its members. Not included are signs that display a commercial message.

Sign, Parked Motor Vehicle or Trailer - A permanent or temporary sign affixed to, painted on, placed in, or upon any parked vehicle or which is parked or mounted for the primary purpose of providing signs not otherwise allowed by the ZLDR.

Sign, Perimeter, Retaining Wall, or Fence - Any principal sign attached to a wall or fence, painted on the wall or fence surface, or erected and confined within the limits of a wall or fence and displays only one sign surface.

Sign, Permanent - A sign attached to a building, structure, or the ground in a non-temporary manner and made of materials intended for more than short term use.

Sign, Permitted - A sign for which a valid permit or registration has been issued.

Sign, Pole - A freestanding sign mounted on a pole.

Sign, Political - See *Campaign Sign*.

Sign, Portable - Any sign with a frame or stand designed to be transported from place to place and not permanently installed. This definition excludes restaurant menu sandwich boards and easels.

Sign, Principal - A chief or main sign containing the facility identification and/or logo that is oriented to a public right-of-way.

Sign, Projecting - A sign oriented perpendicular to a building or structure that is wholly or partly dependent upon a building or structure for support. Examples include signs over sidewalks and shingle signs.

Sign, Real Estate - A temporary sign erected by the owner or his agent advertising the real property upon which the sign is located for rent, for lease, or for sale.

Sign, Residential Subdivision Entrance - A permanent sign that identifies a subdivision or neighborhood and is located internal to and visible from the initial point of entry to a subdivision or from surrounding streets.

Sign, Roof - Any sign, sign structure, painted sign, or sign extending above or higher than the cornice of a building.

Sign, Sandwich Board - 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.

Sign, Special Event - A temporary sign advertising events providing a community service, events promoting the community, or in the public interest sponsored by governmental, religious, charitable, civic, fraternal, or similar non-profit or for-profit organizations.

Sign, Specific Information Service - For the purposes of the ZLDR, specific information service signs are signs placed on Interstate 20 to provide motorists with information on essential travel services (gas, food, lodging, etc.) that are available at local interchanges.

Sign, Temporary - A sign that is used only for a short period of time and is not permanently mounted.

Sign, Time and Temperature - An electrical sign utilizing lights that are going on and off periodically to display the current time and temperature.

Sign, Unlawful - Any sign that does not have a sign permit or registration, or has been installed, erected, constructed, or maintained in violation of any of the terms of the ZLDR.

Sign, Unsafe - See *Sign, Dilapidated*.

Sign, Window or Door - A sign that is applied or attached to the exterior or interior of a window or door, or located in such manner within a building that it can be seen from the public way or from adjacent property.