

ARTICLE 8 SIGN REGULATIONS

Section 8.1 Purpose

The purpose of this Article is to protect the dual interest of the public and the advertiser. The regulations herein are designed to protect public safety and welfare and to ensure the maintenance of an attractive physical environment while satisfying the needs of sign users for adequate identification, communication, and advertising.

Section 8.2 Applicability and Conformance

This Article regulates the number, size, placement, and physical characteristics of signs; allows certain signs without permits; prohibits certain signs; and requires permits for certain signs.

From and after the adoption of this Ordinance, no sign may be erected, modified or enlarged within the jurisdiction of this Ordinance unless it conforms to the requirements of this Article.

Section 8.3 Signs on Private Property

Signs shall be allowed on private property in accord with Table 8-A. If the letter "A" appears for a sign type in a column, such sign is allowed without prior permit approval in the zoning district represented by that column. If the letter "P" appears for a sign type in a column, such sign is allowed only with prior permit approval in the zoning district represented by that column. If the letter "N" appears for a sign type in a column, such a sign is not allowed in the zoning district represented by that column under any circumstances.

Although permitted under the previous paragraph, a sign designated by an "A" in Table 8-A shall be allowed only if in compliance with the conditional requirements of Table 8-B.

Section 8.4 Common Signage Plan Required

A Common Signage Plan shall be prerequisite to the issuance of any sign permit involving:

- (1) A single lot or parcel with more than one principal use or building (not including accessory uses or buildings) or qualifying on the basis of street frontage for more than one free-standing sign, and

A PDD (Planned Development District) project

The Plan shall contain all information required for sign permits generally (Section 3.9) and shall specify standards for consistency among all signs on the lot affected by the Plan with regard to:

- Lettering or graphic style;
- Lighting;
- Location of each sign on the buildings;
- Material; and
- Sign proportions.

A Common Signage Plan shall limit the number of free-standing signs to a total of one for each street on which there is frontage and shall provide for shared or common usage of such signs; however the maximum sign area for the district within which it is to be located may be increased by one square foot for each linear foot of street frontage over 100 feet, not to exceed 200 square feet of sign area, and the maximum sign height may be increased in the C-3 District (only) one foot for each linear foot of street frontage, not to exceed 12 feet in height.

Once approved by the Planning Director, the Common Signage Plan shall become binding on all businesses and uses occupying the affected lots, but may be amended by filing a new or revised Plan in conformance with the requirements of this Ordinance.

If any new or amended Common Signage Plan is filed for a property on which existing signs are located, it shall include a schedule for bringing into conformance, within one year, all signs not conforming to the proposed amended Plan or to the requirements of this Ordinance in effect on the date of submission. All signage must be in compliance at the time of approved revised Common Signage Plan.

Table 8-A
Regulation of Signs By Type, Characteristics, and Zoning Districts

Sign Type	All Residential Zones	C-1	C-2	C-3	C-4	M-1	M-2	D-1	INS(3)
Permanent									
Freestanding									
Off-Premise (Billboards) (4)	N	N	N	N	N	P	P	N	N
On-Premise									
Monument	P(1)	P	P	P	P	P	P	P	P
Other	P(1)	P	P	P	P	P	P	P	P
Incidental	N	A	A	A	A	A	A	A	A
Building									
Canopy	N	P	P	P	P	P	P	N	N
Identification	A	A	A	A	A	A	A	A	A
Marquee	N	N	P	P	P	P	P	N	N
Projecting	N	N	P	P	P	P	P	N	N
Roof	N	N	N	N	N	N	N	N	N
Roof, Integral	N	N	P	P	P	P	P	N	N
Wall	N	P	P	P	P	P	P	N	N
Window	N	A	A	A	A	A	A	A	A
Temporary (2)									
A-Frame	N	N	A	A	A	A	A	N	N
Banner	N	P	P	P	P	P	P	N	P
Posters	A	A	A	A	A	A	A	A	A
Portable	N	N	(5)	(5)	(5)	(5)	(5)	N	N
Inflatable	N	N	N	N	P	N	N	N	N
Pennant	N	N	P	P	P	P	P	N	N
Identification	A	A	A	A	A	A	A	A	A
Sign Characteristics									
Animated	N	N	N	N	N	N	N	N	N
Changeable Copy	N	A	A	A	A	A	A	A	A
Illumination Indirect	A	A	A	A	A	A	A	A	A
Illumination Internal	A	A	A	A	A	A	A	A	A
Illumination, Exposed bulbs or Neon	N	N	N	N	N	N	N	N	N

1 – Signs identifying or announcing land subdivisions and residential projects.

2 – See Section 8.6.

3 – This column does not represent a zoning district. It applies to institutional and other non-residential uses permitted in residential districts, i.e. churches, schools, parks, etc., and includes historical markers.

4 –Where permitted, billboards may be established only on lots or parcels fronting or within 600 feet of Interstate ROW.

5 – Prohibited on property fronting on Knox Abbott Drive, State Street, Axtel Drive, 12th Street and 12th Street Extension.

**Table 8-B
Number, Dimension, and Location of Signs Requiring A Permit
By Zoning District**

	All Residential Zones	C-1	C-2	C-3	C-4	M-1	M-2	D-1	INS(B)
Freestanding Signs									
Number Permitted (E)									
Per Lot									
Off-Premise (Billboards)	N	N	N	N	N	NA	NA	N	N
On-Premise	1(A)	1	1	1	1	1	1	1(A)	1
Per feet of St. Frontage									
Off-Premise	N	N	N	N	N	(C)	(C)	N	N
On-Premise	NA	NA	NA	NA	NA	(D)	(D)	NA	NA
Maximum Sign Area (s.f.)									
Off-Premise	NA	NA	NA	NA	NA	672	672	NA	NA
On-Premise	20	75(H)	75(H)	75(H)	75(H)	75(H)	75(H)	20	20
Sign, Digital Reader s.f. max. allow. area	NA	NA	NA	60%	60%	60%	NA	NA	NA
Minimum Setback from property line									
Billboards	50'	10'	10'	10'	10'	10'	10'	10'	10'
Other	5'	5'	5'	5'	5'	5'	5'	5'	5'
Maximum Height	12'	20'	20'	7'(I)	20'(I)	40'(F)	40'(F)	20'	12'
Building Signs									
Number Permitted	1	1	2	2	2	2	2	1	1
Maximum Sign Area (s.f.)	4	12	NA	NA	NA	NA	NA	12	12
Maximum Wall Area (%) (G)	NA	NA	15	15	15	15	15	NA	NA
Temporary Signs (2)	See Section 8.6								

Table Notes:

NA = Not Applicable

N = Not Allowed

s.f. = Square Feet

- A. One use identification sign not exceeding 20 s.f. is permitted for each entrance of a subdivision or residential project.
- B. This column does not represent a zoning district. It applies to institutional and other non-residential uses permitted under the Zoning Ordinance in residential districts, i.e. churches, schools, parks, etc.
- C. Minimum distance between billboards shall be 2000' measured on the same side of the street along the centerline of the street from which the billboard is viewed. When meeting this requirement, a billboard may be located on the same lot or parcel with another billboard or off-premise sign.
- D. One per lot or one for each 500 linear feet of street frontage, whichever is less.

- E. Lots fronting on two or more streets are allowed one additional sign for each street frontage, but signage cannot be accumulated and used on one street in excess of that allowed for lots with only one street frontage.
- F. Maximum height of billboards may extend to 75', provided the sign structure is setback from the nearest property line one additional foot for each additional three feet in height over 40 feet.
- G. Percent of 1st floor wall.
- H. Sign area may be increased in accord with common signage plan requirements, where applicable, Section 8.4.
- I. Sign height may be increased in accord with common signage plan requirements, where applicable, Section 8.4. The maximum sign height may be increased in the C-4 District one foot for each linear foot of street frontage, not to exceed 35 feet in height.

Section 8.5 Signs in the Public Right-of-Way

No sign shall be allowed in the public right-of-way, except for the following:

- (1) 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;
- (2) Bus stop signs erected by a public transit company;
- (3) Informational signs of a public agency or utility regarding its facilities;
- (4) Church signs, in accord with state law;
- (5) Historical signs and markers; and

Directional signs of a temporary nature not to exceed three (3) square feet in area and 24 hours in duration for such events as yard sales, auctions, public gatherings, etc.; provided they are located no closer than 500 feet apart.

Section 8.6 Temporary Signs

Sign Type	*Display Period (12 month period)	**Display Intervals	Maximum Size	Permit Req'd.	Conditions
A-Frame	Hours of operation	Off-hours	12 sq. ft.	N	A
Banner	60 days	30 Days	32 sq. ft.	Y	B
Posters	See Banner	See Banner	See Banner	Y	C
Portable	90 days	30 Days	32 sq. ft.	Y	D
Inflatable	30 days	1 year	None	Y	E
Pennants	30 days	30 Days	None	Y	F
Identification	Project completion	None	See Condition G	N	G
Other (commercial) Other (Non-Commercial)	Removal within 7 days after reason for being has ceased to exist	None	As per Condition I	N	C/H/I/J

* **Display Period** refers to the maximum number of days in a calendar year that a type of sign may be displayed.

** **Display Interval** refers to the number of days that must pass before a similar type of sign may be permitted.

Conditions:

- A. Each business with a separate external entrance may utilize a movable freestanding sign on the sidewalk adjacent to the business during business hours of up to six (6) square feet per side and up to four (4) feet in height. Such signs shall be located no more than fifteen (15) feet from the primary business entrance and in a location that does not obstruct exits or pose a hazard to pedestrian or vehicle traffic. Such signs shall be professionally designed, constructed and lettered, but up to seventy-five percent (75%) of the sign may feature a chalk board, tack board or other changeable copy area. Signs placed on public sidewalks may be located based on a City approved management plan, and must meet any additional City licensing requirements.

- B. No banner may be displayed for longer than 30 days for each permitted occurrence. Banners on commercial property must be secured to a wall or roof by all four corners and shall be installed in a fashion so as to present a professional appearance held taut across the wall surface so as to maintain readability and avoid sagging and flapping in the wind. Banners announcing special public events sponsored by the City of Cayce and/or a domiciled eleemosynary institution approved and permitted by the City of Cayce are exempt from the display periods and display intervals set forth in this section. Banners announcing special public events sponsored by the City of Cayce are exempt from the maximum size restrictions.
- C. For the purposes of this Ordinance, Posters are considered banners.
- D. Portable signs shall be limited to one per establishment, shall have no colored or flashing lights, shall not be wired so as to obstruct or hinder pedestrian or vehicular traffic or pose any potential for such hindrance (i.e. exposed drop cord), shall not exceed six (6) feet in height, shall be anchored in accord with the Building Code, and shall not be converted to a permanent sign, except in compliance with regulations for permanent signs. No portable sign shall be displayed for longer than 30 days per permitted occurrence. Portable signs are prohibited on property fronting on Knox Abbott Drive, State Street, Axtel Drive, 12th Street and 12th Street Extension.
- E. Inflatable signs shall be properly anchored and shall not interfere with airport traffic or overhead utilities. The maximum allowable height for inflatable signs is 35 feet.
- F. Pennants shall be properly secured and maintained at all times, and shall not interfere with pedestrian or vehicular movement.
- G. These types of signs are limited to projects involving Subdivision Development and Construction activities only. Temporary subdivision and work under construction identification signs shall adhere to the Development Standards of Section 8.8 and must be installed and maintained in a manner to present a professional appearance.

Temporary Non-illuminated Construction Signs

- One (1) temporary non-illuminated sign for each street frontage, erected in connection with new construction work and displayed on the premises during such time as the actual construction work is in progress, meeting the following criteria:
- For all residential, a maximum of four (4) square feet in area and four (4) feet in height;
- For non-residential sites of one (1) acre or less, a maximum of twenty-four (24) square feet in area and six (6) feet in height;

- For non-residential sites over one (1) acre, a maximum of thirty-two (32) square feet in area and eight (8) feet in height.

Temporary Development Signs

- One (1) temporary non-illuminated sign for each street frontage, erected in connection with development activities and displayed on the premises during such time as the actual development activities are in progress, meeting the following criteria:
 - For all Development sites of two (2) acres or less, a maximum of twenty-four (24) square feet in area and eight (8) feet in height;
 - For all Development sites over two (2) acres, a maximum of thirty-two (32) square feet in area and eight (8) feet in height.

H. These types of commercial signs are limited to Real Estate or Auction signs for on-site use only.

I. Size limitations are as follows; Placement shall be one per street frontage within a commercial/industrial area, whether zoned or used as such; maximum size shall be 32 square feet. Placement shall be a maximum of two per yard within a residential area whether zoned or used and shall be 6 square feet.

J. Because these types of signs imply endorsement, any resident or business shall have the right to remove any and all signs placed in the right of ways of their respective premises.

Section 8.7 Prohibited Signs

All signs not expressly permitted under this ordinance are prohibited. Such signs include, but are not limited to:

- (1) Signs painted on or attached to trees, fence posts, telephone or other utility poles, non-operating vehicles, or natural features.
- (2) Signs displaying intermittent lights resembling the flashing lights customarily used in traffic signals or in police, fire, ambulance, rescue vehicles or other warning signals, and signs using the words "stop", "danger", or any other word, phrase, symbol, or character in a manner that might mislead or confuse motorist.
- (3) Signs which have been abandoned, or no longer correctly directs or exhorts any person, advertises a bona fide business, lessor, owner, product, or activity conducted or product available on site.
- (4) Signs which have fallen into disrepair (dilapidated), are not properly maintained, are insecure or otherwise structurally unsound, have defective parts in the support, guys and/or anchors, or which are unable to meet minimum safety requirements of the Applicable Building Code.
- (5) Bench signs.

Section 8.8 Development Standards

Section 8.8-1 Visual Area Clearance

No sign between a height of two and one-half feet and ten feet above the center line grades of intersecting streets shall be permitted within twenty feet of the intersection of the right-of-ways of two streets, or of a street and a railroad, or of a driveway or alley and a street. Any sign between two and one-half feet and 10 feet in height located between twenty and twenty-five feet of a driveway shall be setback at least ten feet from the right-of-way of any street to which the driveway provides access.

Section 8.8-2 Vehicle Area Clearance

When a sign extends over an area where vehicles travel or park, the bottom of the sign structure shall be at least 14 feet above the ground. Vehicle areas include driveways, alleys, parking lots, and loading and maneuvering areas. (See Area Clearance Illustration, 4).

Section 8.8-3 Pedestrian Area Clearance

When a sign extends over a sidewalk, walkway, or other space accessible to pedestrians, the bottom of the sign structure shall be at least 8 feet above the ground. (See Area Clearance Illustration, 4).

Section 8.8-4 Sign Materials; Code Compliance

All signs shall be constructed in accord with applicable provisions of the Building Code and National Electrical Code, and consist of durable all-weather materials, approved by the Zoning Administrator. All lighting whether direct or indirect shall be UL approved.

Images, logos, graphics, etc. painted on permanent signs or buildings must be performed in a professional and workmanlike manner.

Section 8.8-5 Double-Decked Sign Faces

Stacked or double-decked sign faces shall not be permitted on billboards.

Section 8.8-6 Sign Illumination

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.

No illumination stimulating traffic control devices or emergency vehicles shall be used, nor shall lights which are intermittently switched on and off, changed in intensity or color, or otherwise displayed to create the illusion of flashing or movement be permitted.

Section 8.9 Sign Maintenance

All signs shall be maintained in good structural condition, in compliance with all building and electrical codes, and in conformance with this ordinance at all times.

The Planning Director may order any sign to be painted or refurbished at least once a year if needed to keep the sign in a neat and safe condition. All supports, braces and anchors for such signs shall be maintained in a safe condition.

Section 8.10. Sign Measurement

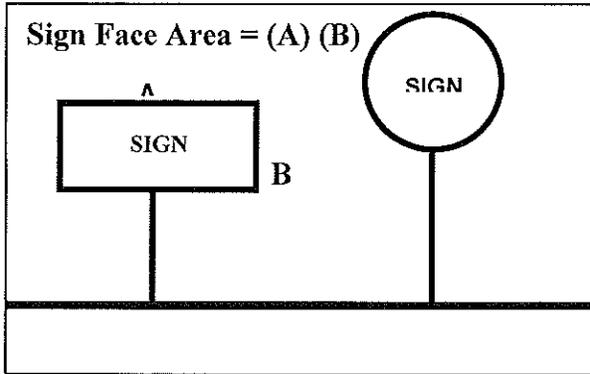
Section 8.10-1 Sign Face Area

- (1) The area of a sign enclosed in frames or cabinets is determined by measuring the outer dimensions of the frame or cabinet surrounding the sign face (Illustration 1). Sign area does not include foundations or supports. Only one side of a double-faced or V-shaped, freestanding sign is counted.

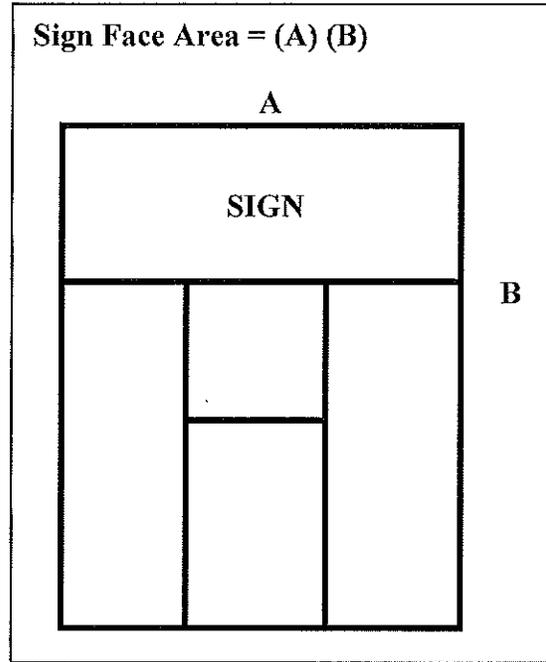
- (2) For signs on a base material and attached without a frame, such as a wood board or Plexiglas panel, the dimensions of the base material are to be used in the measurement unless it is clear that part of the base contains no sign related display or decoration.
- (3) For signs constructed of individual pieces attached to a building wall, sign area is determined by a perimeter drawn around all the pieces (Illustration 2).
- (4) For sign structures containing multiple modules oriented in the same direction, the modules together are counted as one sign face (Illustration 3).
- (5) The maximum surface area visible at one time of a round or three-dimensional sign is counted to determine sign area.
- (6) For signs incorporated into awnings, the entire panel containing the sign is counted as the sign face unless it is clear that part of the panel contains no sign related display or decoration.

Sign Measurement Illustrations
Section 8.10-2 Clearances

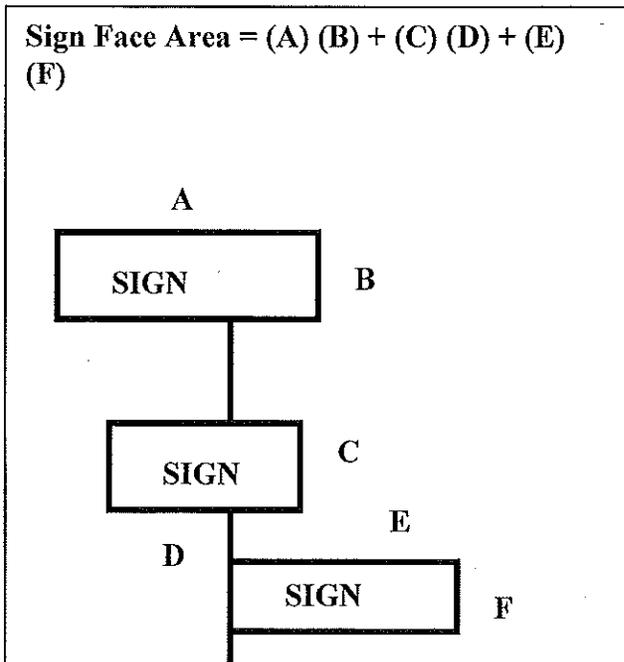
1.



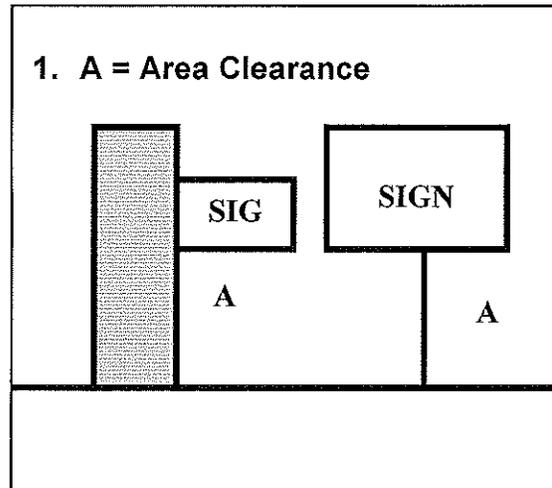
2.



3.



4.



Clearances are measured from the grade directly below the sign to the bottom of the sign structure enclosing the sign face (Illustration 4).

Section 8.11 Removal of Obsolete, Unsafe and Nonconforming Signs

The lawful use of any permanently mounted sign existing at the time of the enactment of this Ordinance may be continued although such use does not conform to the provisions of this Ordinance. However, said sign shall be removed or brought into compliance with the requirements of this Article whenever:

- (1) The sign is declared by the Planning Director to be a prohibited sign, according to the provisions of Section 8.7.
- (2) The sign is not maintained in accord with the provisions of Section 12.9.
- (3) There is a change in use, occupancy classification or name of the on-premise establishment or business being advertised.
- (4) The sign has been destroyed or damaged to the extent of 50 percent or more of the replacement cost or the cost of the sign as originally permitted, whichever is less.

In no event, however, shall a nonconforming sign remain in place after the previously adopted seven-year amortization schedule, beginning August 7, 1995 and ending August 6, 2002. Amortization does not apply to Outdoor Advertising Billboards which are regulated by the Highway Advertising Control Act of S.C. Code of Laws which applies along Interstate and Federal-Aid Primary Highways.

Any nonconforming temporary sign shall be removed or brought into compliance with the provisions of this ordinance no later than 30 days following the date of adoption.

An order under this Section shall be issued in writing to the owner or responsible party of any such obsolete, unsafe or nonconforming sign, or of the building or premises on which such sign is located, to comply within thirty (30) days of the above applicable date. Upon failure to comply with such notice, the Zoning Administrator may cause the sign to be removed and any cost or removal incurred in the process may be collected in a manner prescribed by law.