

ARTICLE V

SIGN REGULATIONS

Section 5-1. 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 community environment while satisfying the needs of sign users for adequate identification, communication and advertising.

Section 5-2. 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 or enlarged in the City of Bishopville unless it conforms to the requirements of this Article.

Section 5-3. Signs on Private Property

Signs shall be allowed on private property in the city in accord with Table VI. If the letter "A" appears for a sign type in a column, such sign is allowed without prior permit approval in the zoning districts 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 districts represented by that column. Special conditions may apply in some cases. If the letter "N" appears for a sign type in a column, such a sign is not allowed in the zoning districts represented by that column under any circumstances.

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

TABLE VI
REGULATION OF SIGNS BY TYPE, CHARACTERISTICS AND ZONING DISTRICTS

SIGN TYPE	R-10	GR	INS(3)	PO	LC	CC	GC
PERMANENT							
<i>Freestanding</i>							
Principal	N (1)	N (1)	P	P	P	P	P
Incidental	N	A	A	A	A	A	A
<i>Building</i>							
Canopy	N	N	N	P	P	P	P
Identification	A	A	A	A	A	A	A
Incidental	N	A	A	A	A	A	A
Marquee	N	N	N	N	P	P	P
Projecting	N	N	N	N	P	P	P
Roof	N	N	N	N	N	N	N
Roof, Integral	N	N	N	N	N	N	P
Wall	N	N	N	N	P	P	P
Window	N	N	N	A	A	A	A
TEMPORARY (2)							
Banner	N	N	N	N	P	P	P
Posters	A	A	A	A	A	A	A
Portable	N	N	N	N	N	N	P
Inflatable	N	N	N	N	N	N	P
SIGN CHARACTERISTICS							
Animated	N	N	N	N	P	P	P
Changeable Copy	N	N	A	A	A	A	A
Illumination Indirect	A	A	A	A	A	A	A
Illumination Internal	A	A	A	A	A	A	A
Illumination, Exposed bulbs	N	N	N	N	N	N	N

(1) Signs identifying or announcing land subdivisions or residential projects shall be allowed by permit only, in accord with the requirements of Section 5-4;

(2) See Section 5-6;

(3) This column does not represent a zoning district. It applies to institutional and other non-residential uses permitted in residential zones, including churches, schools, parks, etc., and includes historical markers.

A – allowed; P – prior permit approval required; N – not allowed

TABLE VII
 NUMBER, DIMENSION AND LOCATION OF PERMITTED SIGNS, BY ZONING DISTRICT

	R-10(a)	GR(a)	INS(b)	PO	LC	CC	GC
FREESTANDING SIGNS							
Number Permitted: Per Lot	NA	NA	1	1	1	(d)	NA
Per feet of St. Frontage (e)	NA	NA	NA	NA	NA	NA	1:200'
Maximum Sign Area (sq. ft.)	NA	NA	20	20	20	24	1 sq. ft. per 1 ft. street(c) frontage
Minimum Setback from Property Line	NA	NA	5'	5'	5'	0	5'
Maximum Height	NA	NA	12'	12'	24'	24'	24'
BUILDING SIGNS							
Number Permitted	1	1	1	1	NA	NA	NA
Maximum Sign Area (sq. ft.)	2	6	10	6	NA	NA	NA
Maximum Wall Area %	NA	NA	NA	NA	15%	15%	25%
Inflatable							
TEMPORARY SIGNS	See Section 5-6						

- (a) Subdivision identification and residential project signs, not to exceed 20 square feet in area are permitted in these districts in accordance with the requirements for a Common Signage Plan, in accord with Section 5-4.
- (b) This column does not represent a zoning district. It applies to institutional and other non-residential uses permitted under the zoning districts, i.e. churches, schools, parks, etc.
- (c) Not to exceed 300 square feet.
- (d) Free standing signs shall be permitted only where yard depth is at least 20 feet.
- (e) Lots fronting on two or more streets are allowed the permitted signage for each street frontage, but signage cannot be accumulated in excess of that allowed for lots with only one street frontage.

Section 5-4. Common Signage Plan Required

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

1. Two or more contiguous lots or parcels under the same ownership.
2. 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
3. The identification or announcement of a land subdivision or development project.

The Plan shall contain all information required for sign permits generally (Section 8-2.4) and shall specify standards for consistency among all signs on the lot or parcel affected by the Plan with regard to:

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

The Common Signage Plan, for all zone lots with multiple uses or multiple users, shall limit the number of free-standing signs to a total of one for each street on which the zone lots included in the Plan have frontage and shall provide for shared or common usage of such signs; however the maximum sign area may be increased by 25%.

Once approved by the Zoning Administrator, the Common Signage Plan shall become binding on all businesses and uses occupying the affected zone lots, but may be amended by filing a new or revised Plan that conforms with all 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 three years, all signs not conforming to the proposed amended Plan or to the requirements of this Ordinance in effect on the date of submission.

Section 5-5. 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. Church signs, in accordance with state law;

3. Informational signs of a public agency or utility regarding its facilities;
4. Awning, projecting, and suspended signs projecting over a public right-of-way in conformity with the conditions established by this Section;
5. Emergency signs; and
6. Directional signs of a temporary nature not to exceed six (6) square feet in area and 24 hours duration for such events as yard sales, auctions, public gatherings, etc.

Such signs are not allowed or permitted to be placed in the highway median. The only signs that can be placed in the median are South Carolina Highway Department signs.

5-5.1 Signs Forfeited

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, the city shall have the right to recover from the owner or person placing such sign the full costs of removal and disposal.

Section 5-6. Temporary Signs

5-6.1 The following conditions shall apply to all temporary signs:

1. No such sign, with or without a permit, shall be displayed for a period exceeding 60 days nor again be displayed on the same establishment for 30 days after removal, except that "for sale," "for rent," "for lease," and contractor's signs may be displayed until completion of purpose for which such signs were established. Temporary Sign Permits for uses included in the INS column on Table VI may not exceed 14 days duration, and must be removed within 24 hours after the event has concluded.
2. Posters shall not exceed six square feet in area.
3. Portable signs, where permitted by Table VI, shall be limited to one per establishment, shall have no colored or flashing lights, shall not exceed 20 square feet in area, and 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).

Section 5-7. Prohibited Signs

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

1. Beacons
2. Pennants and fluttering devices
3. Signs painted on or attached to trees, fence posts, rocks or other natural features. No sign shall be attached to any utility pole unless such pole is provided a permanent mounting point.
4. 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 motorists.
5. Abandoned signs. A sign that no longer correctly directs or exhorts any person, advertises a bona fide business, lessor, owner, product or activity conducted or product available.
 6. Dilapidated signs. Any sign which is insecure or otherwise structurally unsound, has defective parts in the support, guys and/or anchors or which is unable to withstand the wind pressure as determined by the Zoning Administrator using applicable codes. Also includes the entire area of a sign on which advertising copy could be placed and the permanent form or removal of letter form wording on a sign surface which is not properly maintained as provided in the Standard Building Code.
 7. Signs, temporary or permanent, that traverse any public street or thoroughfare except those installed and maintained by City or State agencies.

Section 5-8. Development Standards

All signs allowed by this Article shall comply with the development standards of this Section.

5-8.1 Visual Clearance At Intersections

No sign shall be located within a vision clearance area as defined in Section 7-6.

5-8.2 Vehicle Clearance Area

When a sign extends over an area where vehicles travel or are parked, the bottom of the sign structure shall be at least 14 feet above the ground as illustrated in Section 5-9.2. Vehicle areas include driveways, alleys, parking lots, and loading and maneuvering areas.

5-8.3 Pedestrian Clearance Area

When a sign extends over sidewalks, walkways or other spaces accessible to pedestrians, the bottom of the sign structure shall be at least 8-1/2 feet above the ground as illustrated in Section 5-9.2.

5-8.4 Sign Materials; Code Compliance

Signs must be constructed in accord with all applicable provisions of the Building Code and National Electrical Code, consist of durable all-weather materials, maintained in good condition and not permitted to fall in disrepair.

5-8.5 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 simulating 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 5-9. Sign Measurement

5-9.1 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, free-standing sign is counted.
2. For signs on a base material and attached without a frame, such as a wood board or plexiglass 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.