

## 12.0 SIGNAGE REGULATIONS

### 12.1 Purpose

This chapter regulates signs which are visible from the public right-of-way (primarily roadways), or which are visible from one site to another. It is the intent and purpose of these signage regulations to assure the efficient transfer of information, enhance the visual environment of the City of Anderson, and to eliminate confusing, distracting, and unsafe signs. These regulations for signs have the following specific objectives:

- *to ensure that signs are designed, constructed, installed, and maintained so that the public safety and traffic safety are not compromised;*
- *to protect property values within the City of Anderson;*
- *to protect the general public from damage or injury caused by, or partially attributable to the distractions and obstructions which result from improperly designed or situated signs;*
- *to allow and promote positive conditions for legible and effective sign communication, while avoiding nuisances to neighboring roadways and properties;*
- *to encourage and allow signs which are appropriate to the planned character of each zoning district; and*
- *to provide a pleasing overall environmental setting and community appearance which is vital to the continued economic attractiveness of the City.*

### 12.2 Scope Of The Regulations

No sign of any type, size, design, purpose or intent for view off site may be erected in the City of Anderson except in accordance with the provisions of this Ordinance.

### 12.3 Exempt Signs

The following signs are exempt from the regulations of this chapter, but may be subject to other portions of the Zoning Ordinance.

- **Building/house numbers** with a maximum area of 4 sf
- **Directional signs** not including pavement markings, limited in size to 3 sf (sign permits are required)
- **Family name plates**, coat-of-arms, with a maximum area of 4 sf
- **Flags**; national, state, civic, charitable, fraternal, and welfare organizations
- **Ghost signs** may be rehabilitated or preserved to maintain its character.
- **Historic markers** and plaques
- **Signs carved or built into a structure**, with materials which are an integral part of the building as approved by the Building Official
- **Signs inside a building**, with the exception of lighted signs, neon signs, or strobe lights visible from beyond the property lines
- **Traffic signs** legally erected in the right-of-way

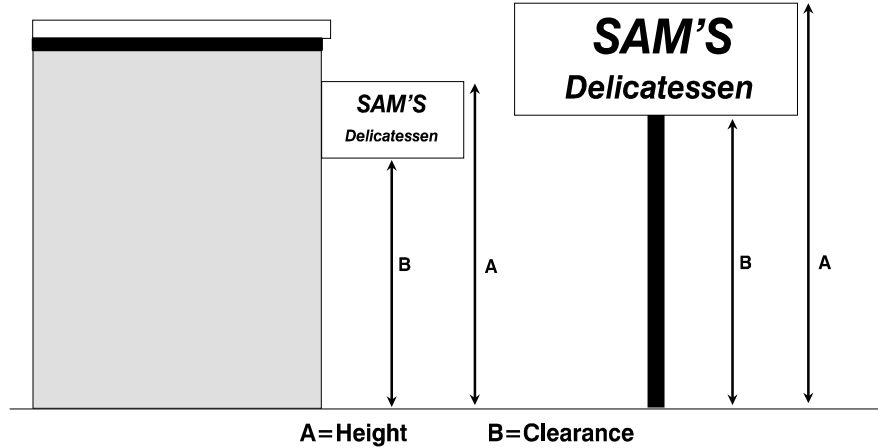
### 12.4 Prohibited Signs

The following signs are prohibited:

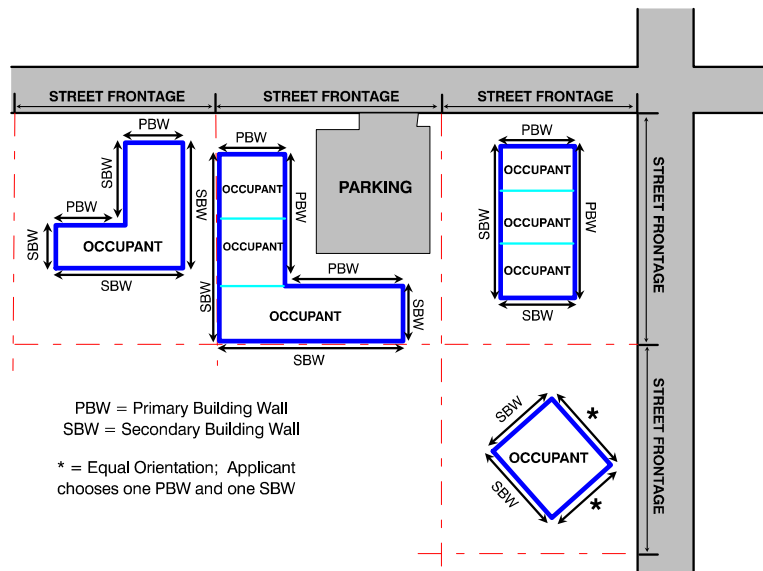
- **Animated** or moving signs having off premise advertising
- **Animated** or moving signs in single family zoned areas, including RA
- **Flashing** lights or strobe lights
- **Off premise signs**, except billboards section 12.10 and bench signs section 12.11
- **Portable signs** (electric & non-electric), except as a temporary sign provided for in section 12.9
- **Permanent signs located on undeveloped sites**, except for subdivision signs
- **Permanent balloon signs**
- **Roof signs** or signs that project above the top of an awning or canopy on which it is erected
- **Misleading signs** using the words "stop," "danger," or any other word, phrase, symbol or character in a manner that might mislead, confuse or distract a vehicle driver
- **Signs** located in the public right-of-way
- **Signs painted on or attached to** trees, rocks or other natural features, telephone or utility poles
- **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

## 12.5 Sign Measurements

- (A) **Sign Height:** Shall be measured from the natural grade 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.
- (B) **Sign Clearances:** Shall be measured from the ground directly below the sign to the lowest point of the sign face or structure enclosing the face, whichever is lower.

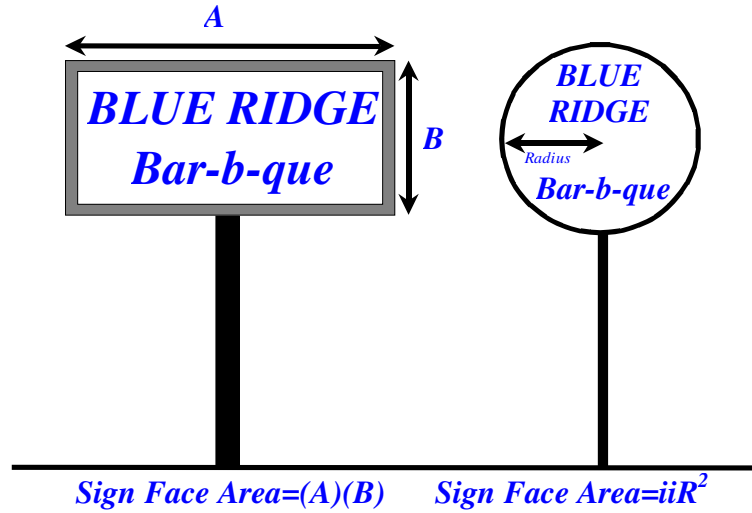


- (C) **Primary Building Walls (PBW):** The PBW's are those exterior walls of a structure which are oriented with most street frontage (visibility from the public right-of-way). PBW's may also include the exterior wall of a structure which does not necessarily have street frontage, but which contains a public entrance and faces a parking area on the site. Structures located on corner lots may have PBW's designated for each street frontage. Structures with equal wall orientation toward one street frontage, shall choose on PBW and one SBW.
- (D) **Street Frontage:** That portion of a lot which adjoins a public street right-of-way shall be measured in linear feet.

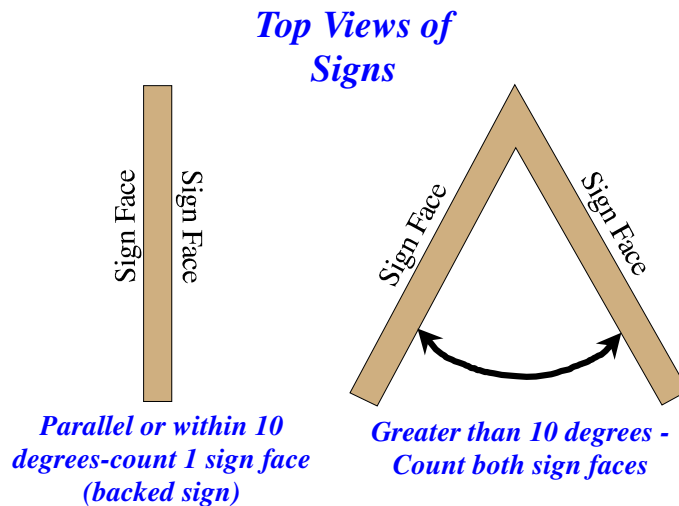


(E) **Sign Face Area:** Shall be measured as described for each sign type below:

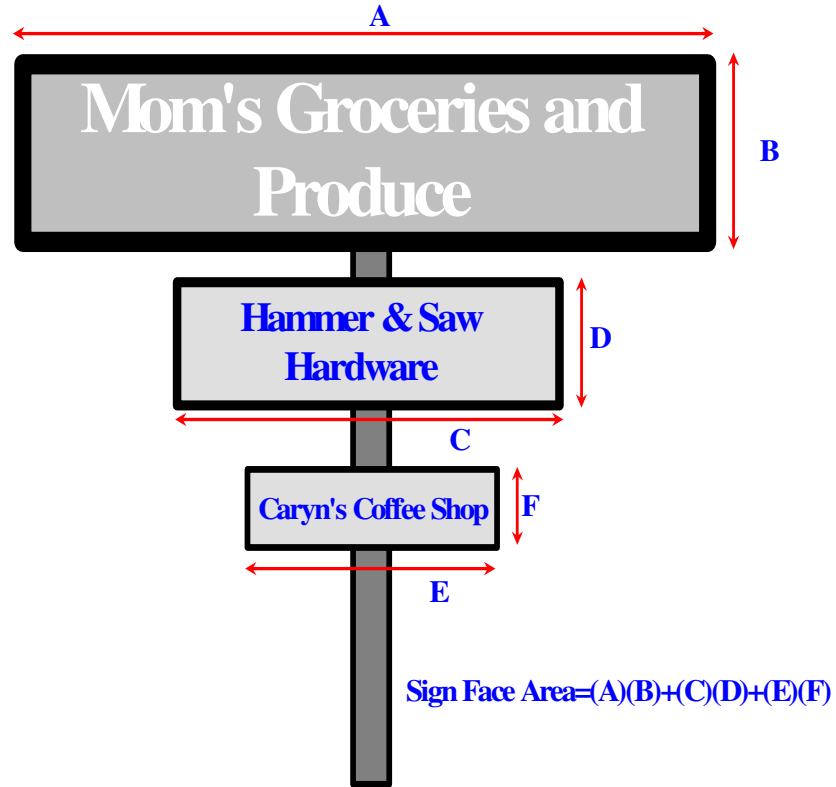
1. **Sign cabinets:** *The area of sign faces enclosed in frames or cabinets is determined based on the outer dimensions of the frame or cabinet surrounding the sign face.*



2. **Backed (two-sided) signs:** *When the faces of a backed (two-sided) sign are parallel, or within 10 degrees of parallel, only one side of the sign is counted. If the sign faces are not parallel or within ten (10) degrees of parallel, each is considered to be a separate sign face, and both faces are counted.*

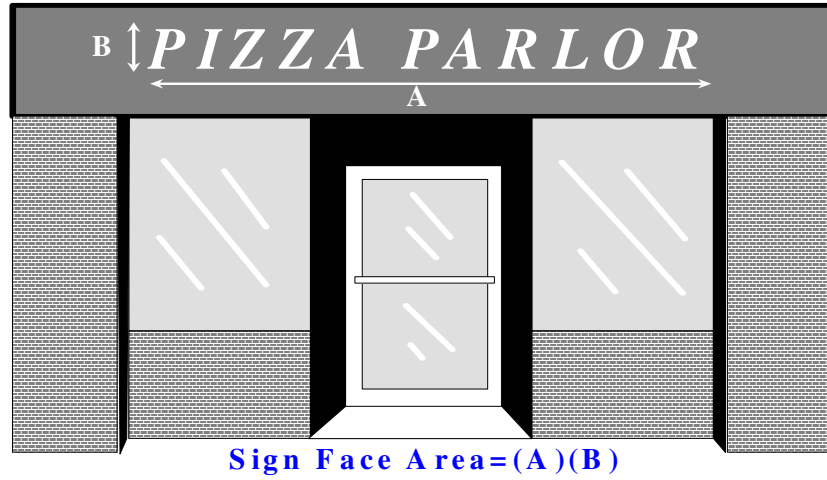


3. **Multiple cabinets:** For freestanding and projecting signs that contain multiple cabinets on one structure, and are oriented in the same viewing direction, the modules together are counted as one sign face.

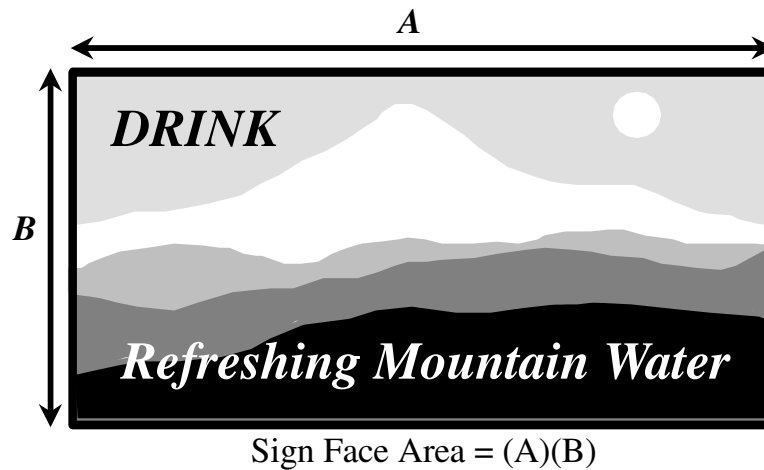


4. **Round signs:** The maximum surface area visible at one time of a round, three dimensional, or three or more sided sign is counted to determine sign area.
5. **Signs on a base material:** When a sign is on a base material and attached without a frame, such as a wood board or Plexiglas panel, the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

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

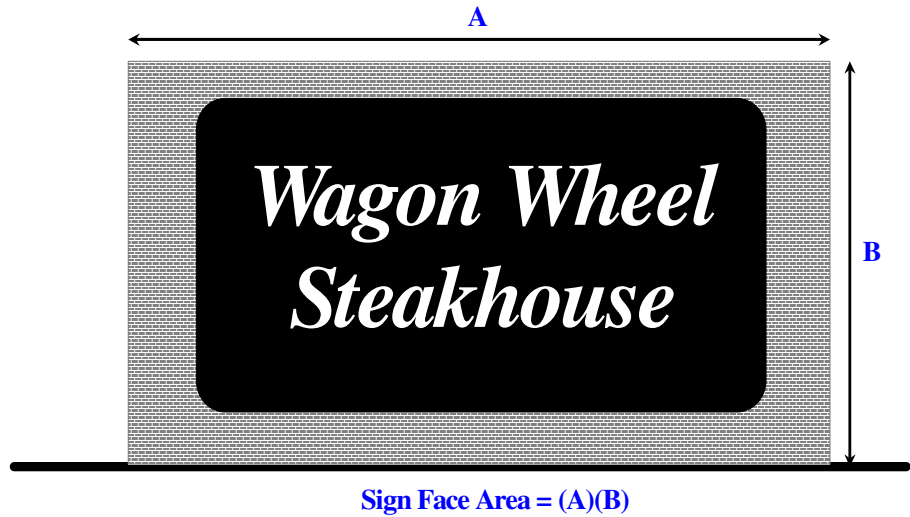


7. **Painted wall signs:** Painted wall signs are measured by drawing an imaginary rectangle around the edge of each of the sign elements. Sign elements will be measured as one unit when the distance between the elements is less than two times the length of each element. If a painted wall sign is located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

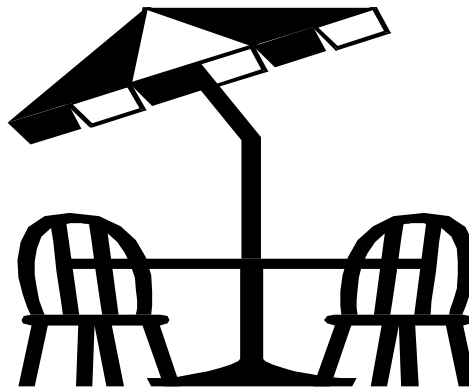


8. **Awnings and marquees:** When signs are incorporated into awnings, the sign area is determined by computing the area of an imaginary rectangle drawn around the sign face. When the ends of awnings or marquees are parallel and contain sign faces, only one side is counted in addition to the sign face area on the front.

9. **Monument Signs:** The sign face area of monument signs shall be determined by the outer measurements of the sign beginning at grade level.



10. **Umbrellas:** The maximum area of eight (8) feet in diameter with a logo on each panel on the exterior umbrella face. Must meet set back of minimum of thirty (30) feet from road right of way or within five (5) feet of a public entrance.



## 12.6 Sign Standards

The area, type, and quantity of all signs within the City of Anderson shall conform to the following specifications set forth below:

<b>RESIDENTIAL SIGN STANDARDS</b>				
<b>(R5, R10, R15, R20, R40, RA, RG, RM10, RM18)</b>				
<b>Use Category/ Structure Type</b>	<b>Types of Signs Allowed</b>	<b>Maximum # of Signs</b>	<b>Maximum Area per Sign</b>	<b>Maximum Sign Height</b>
<b>Residential</b> (houses, duplexes)	no permanent signs (with the exception of exempt, & temporary signs)	0	0	0
<b>Multi-Family Residential</b> (apartments, town houses, condominiums, group homes)	Fascia, awning, painted wall, wall mounted, freestanding monument	2 per entrance	36 sf	top of wall  8 ft
<b>Developments</b> Subdivisions, PUD's, Mobile Home Parks	Freestanding monument	2 per entrance	36 sf	8 ft
<b>Non-Residential Uses</b> Permitted or Conditional	Sign standards for the NP/LO zoning district apply			



(12.6 Sign Standards Continued)

<b>ATTACHED SIGN STANDARDS NON-RESIDENTIAL USES</b>					
	<b>NP/LO</b>	<b>NC</b>	<b>GC</b>	<b>CBD</b>	<b>LI / HI</b>
<b>Size Allocation</b>	10% of PBW	15% of PBW	15% of PBW	15% of PBW	15% of PBW
<b>Maximum Total Sign Area</b>	50 sf	100 sf	300 sf	100 sf	300 sf
<b>Types Allowed:</b>					
• <i>Wall Mount</i>	Yes	Yes	Yes	Yes	Yes
• <i>Fascia</i>	Yes	Yes	Yes	Yes	Yes
• <i>Awning</i>	Yes	Yes	Yes	Yes (Valance only)	Yes
• <i>Marquee</i>	No	Yes	Yes	Yes	Yes
• <i>Painted Wall</i>	No	Yes	Yes	No	Yes
• <i>Projecting</i>	No	Yes	Yes	No	Yes

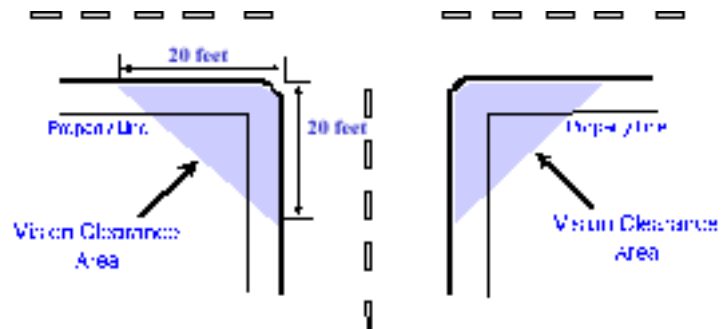
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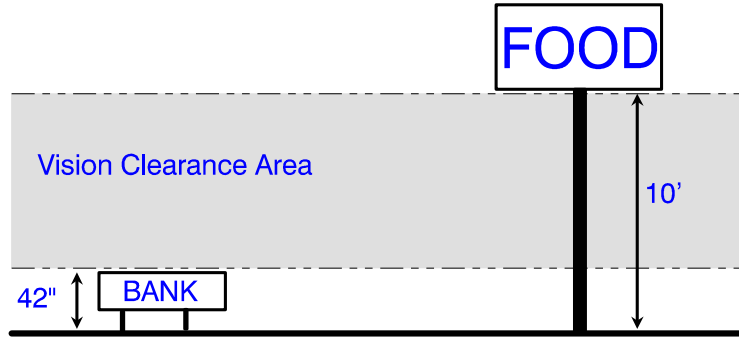
<b>FREESTANDING SIGN STANDARDS NON-RESIDENTIAL USES</b>					
<b>Standards</b>	<b>NP/LO</b>	<b>NC</b>	<b>GC</b>	<b>CBD</b>	<b>LI / HI</b>
<b>Maximum Number of Signs Per Site</b>	1 for the first 300 linear ft. of street frontage or portion thereof, and 1 for each additional 300 linear ft.[1]	1 for the first 300 linear ft. of street frontage or portion thereof, and 1 for each additional 300 linear ft.[1]	1 for the first 300 linear ft. of street frontage or portion thereof, and 1 for each additional 300 linear ft.[1]	1	1 for the first 300 linear ft. of street frontage or portion thereof, and 1 for each additional 300 linear ft.[1]
<b>Maximum Area per sign</b>	60 sf for pole mounted signs, or 40 sf for monument signs	100 sf for pole mounted signs, or 65 sf for monument signs 150 sf for shopping center [1]	150 sf for pole mounted signs, or 150 sf for monument signs 300 sf for shopping center [1]	100 sf for pole mounted signs., or 150 for monument signs.	150 sf for pole mounted signs, or 150 sf for monument signs
<b>Maximum Sign Height</b>	20 ft for pole mounted signs, or 10 ft for monument signs	25 ft for pole mounted signs, or 10 ft for monument signs – 35 feet for neighborhood shopping centers	25 ft for pole mounted signs, or 15 ft for monument signs - 35 feet for shopping centers	25 ft for pole mounted signs, or 15 ft for monument signs	25 ft for pole mounted signs, or 15 ft for monument signs

[1] For parcels which do not have street frontage, one (1) freestanding sign not to exceed 100 sf of sign area and 20 feet of height for pole mounted signs, or 10 feet in height for monument signs is permitted. Outparcels with street frontage are permitted one (1) freestanding sign not to exceed sixty (60) square feet. Otherwise, malls, shopping centers, and strip-shopping areas must share an individual sign that meets the requirements as indicated above.

## 12.7 Sign Placement

- (A) **Placement:** No signs shall be placed closer than five (5) feet to the public right-of-way, or property line. Freestanding signs as permitted by the individual districts may be erected in the required setback.
- (B) **Eligible Locations:** Freestanding signs that are allowed based on the length of site frontage, may not be placed on another site frontage. Wall signs based on the sign rights of a primary building wall (PBW), may be placed on a secondary building wall (SBW), but not on another PBW.
- (C) **Vision Clearance Areas:**
- (1) Signs may not be located within a vision clearance area as defined in paragraph 2 below, nor may they be located within the highway line of sight. Support structure(s) for a sign may only be located in a vision clearance area if the combined total width of the structure is 12 inches or less and the combined total depth is 12 inches or less.
  - (2) Vision clearance areas are triangular-shaped areas located at the intersection of any combination of streets, alleys or driveways. The sides of the triangle extend 20 feet from the intersection of the vehicle travel areas. The height of the vision clearance area is from 42 inches above roadway grade to 10 feet above roadway grade.





- (D) **Vehicle Area Clearances:** When a sign of any type extends over a private vehicle travelway or storage area, the bottom of the sign structure must be at least 14 feet above grade. Vehicle areas included driveways, alleys, parking lots, loading and maneuvering areas. No exceptions.
- (E) **Pedestrian Area Clearances:** When a sign of any type extends over a pedestrian area, the bottom of the sign structure must be at least 8 1/2 feet above grade. No exceptions.

## 12.8 Administration and Enforcement

- (A) **Permits:** No signs (except for those listed in section 12.3), may be erected, altered, moved, or repaired within the City of Anderson until a sign permit has been issued by the Zoning Administrator, and building permit issued by the Building Official, as certification that the requirements of the Ordinance have been satisfied and that all fees have been paid. The Zoning Administrator may order the removal of any sign which, after a permit has been obtained, is not constructed in accordance with this Ordinance
- (B) **Application Requirements:** Any sign permit applicant shall provide at a minimum, the following information to the City:
- (1) A site plan, showing the specific location of the existing and/or proposed sign(s) on the applicable site, relative to the property line(s) and right(s)-of-way.
  - (2) A photograph or drawing depicting the existing and/or proposed sign(s);
  - (3) The number of existing and/or proposed sign faces;
  - (4) The dimensions of the existing and/or proposed sign(s) including the height and square footage per sign face;
  - (5) The designated Primary and Secondary Building Walls (PBW & SBW), as well as the dimensions and area of each;
  - (6) The total cost of the existing and/or proposed sign(s), including, the installation cost;
  - (7) Sign material, lighting, and color, if sign is being placed in an historic overlay zone, and is therefore under the jurisdiction of the Board of Architectural Review;

- (C) **Fees:** Any sign permit applicant shall be required to pay an administrative fee, as determined by Anderson City Council
- (D) **Sign Variance:** Sign variances (adjustments) are intended to allow flexibility to the sign regulations while still fulfilling the purpose of the regulations. The specific approval criteria allow signs which enhance the overall character of an area or allow for mitigation of unusual site conditions.
- (1) Procedures: An applicant for a variance from the specific sign requirements set forth in this Ordinance may be made to the City of Anderson Board of Zoning Appeals.
  - (2) Approval Criteria: Sign adjustments may be approved if the BZA finds that the applicant has shown that the criteria below have been met:
    - Area Enhancement  
(applicant must meet criteria [a] and [b], and [c] or [d])
      - [a] The adjustment for the proposed sign will not significantly increase or lead to street level sign clutter, and will not adversely dominate the visual image of the area, and will not be inconsistent with the objectives of the sign regulations for that district
      - [b] The sign will not create a traffic or safety hazard
      - [c] The adjustment will allow a unique sign of exceptional design or style which will be a visible landmark
      - [d] The adjustment will allow a sign that is more consistent with the architecture and development of the site.
    - Site Hardship: If there are unusual site factors which preclude an allowed sign from being visible to the street immediately in front of the site, an adjustment may be granted to achieve adequate visibility.

## 12.9 Temporary Signs

There are a number of instances in which a temporary sign may be necessary to advertise a unique event or business sale of short duration. Therefore, the Zoning Administrator may permit temporary signs in addition to the allowed permanent signs subject to the following conditions:

- All temporary signs must receive a permit prior to being displayed or erected, and may not be permanently attached to the ground, buildings, or other structures.
- All temporary signs must be located on the premises for which they are advertising.
- Temporary signs shall be permitted for not more than thirty (30) days in any six (6) month period in increments of not less than 10 business days (Monday – Friday).
- No signs may be placed in the public right-of-way.
- A business may only have one temporary sign at a time. For example, a business may not have both a temporary banner and a balloon sign at the same time. A business may only have one temporary sign for thirty (30) days in a six (6) month period. A business may not have a temporary banner sign for thirty days and then a balloon sign for thirty days.

**The following temporary signs are allowed *with* a permit:**

**(A) Banners:**

- (1) Allowed in NP, LO, NC, GC, CBD zoning districts
- (2) One (1) banner allowed per site
- (3) In the case of long pennant type banners such as those commonly found at auto dealerships and service stations, the total length of the pennant banner string shall not exceed the total street frontage. For example, if a used car lot has 200 feet of street frontage, then the pennant banner string shall not exceed 200 feet.
  - The height of the pennant banner string shall be no lower than 8 feet and no higher than 14 feet at the property line, and shall not exceed 20 feet in height at any point.
  - The pennant banner string shall be composed of individual pennants or flags of no greater than 18 inches in width and 24 inches in length.
  - Multiple strands are allowed, so long as the total length of the banner string is no greater than the allowed length.
- (4) Banners may be no larger than forty (40) square feet

**(B) Balloon Signs:**

- (1) Allowed in the NC, GC, CBD, LI and HI zoning districts
- (2) One (1) balloon sign allowed per site
- (3) Vertical dimension of the balloon shall not exceed 25 feet.
- (4) Balloon signs shall be set back the height of the balloon.

**(C) Political Signs:**

- (1) Allowed in all zoning districts
- (2) Shall not be erected more than 45 days prior to an election, and must be removed within 14 days following the election.
- (3) In accordance with S.C. law, no such political signs shall be placed within two-hundred (200) feet of any building in which an election poll is being conducted.
- (4) No political signs shall be placed on utility poles within the City, placed within the public right-of-way or located in such a way as to create a traffic hazard.
- (5) A security deposit, to be determined by City Council, will be required of each political candidate or campaign prior to being issued a sign permit. The deposit shall be returned at which time all political signs have been removed and disposed of properly. The candidate or campaign shall forfeit the security deposit after the 14 day cleanup period following the election if the signs are not removed. Forfeiture of deposit shall not preclude the City from pursuing other criminal and/or civil action to enforce this Ordinance.
- (6) Maximum size allowed in residentially zoned areas is (9) nine square feet.

**(D) Portable Signs:**

- (1) Allowed in NP, LO, NC, GC, LI, and HI zoning districts
- (2) Only one (1) per site
- (3) Electric signs must be hooked up to electricity in accordance with all electrical codes

**The following temporary signs are allowed *without* a permit:**

**(E) Construction or Development Signs:**

- (1) Allowed in all zoning districts
- (2) One (1) sign allowed per street frontage
- (3) Shall not be larger than forty (40) square feet.

**(F) Lawn Signs:**

- (1) Allowed on all residential use properties
- (2) One (1) lawn sign allowed per site
- (3) Shall not be greater than six (6)square feet in area

**(G) Real Estate Signs:**

- (1) Allowed in all zoning districts
- (2) Only one (1) per street frontage
- (3) Signs may only be located on the property for sale or lease
- (4) Signs for single family properties may be up to ten (10) square feet in area
- (5) Signs for all other properties may be up to thirty-two (32) square feet in area
- (6) For commercial buildings with four (4) stories or more maximum size allowed fifteen percent (15%) of a PBW or three hundred (300) square feet whichever is less, attached to building, limit one (1) sign per building

**(H) Help Wanted Signs:**

- (1) Allowed in all zoning districts
- (2) One (1) sign per site
- (3) Business name or logo cannot utilize more than 10% of sign area
- (4) Shall not be greater than thirty two (32) square feet

**12.10 Billboards**

Billboards may be used as a method of advertisement in accordance with the following requirements:

- (A)** Billboards are permitted in GC, LI, and HI districts.
- (B)** Billboards which exist in GC, LI, and HI districts at the adoption of this Ordinance may continue to exist as permitted uses.
- (C)** Billboards located in other districts at the adoption of this Ordinance are non-conforming, and may continue to be used and maintained, but shall not be expanded nor replaced if removed.
- (D)** The total number of billboards located in any district shall not be increased.
- (E)** Billboards shall not be located closer than 500 feet to one another (measured from base to base)
- (F)** Minimum Height: 20 feet if located in the required front yard; none if beyond the yard requirement
- (G)** Maximum Height: 35 feet provided that in no case shall a billboard be placed on top of a building, regardless of height.
- (H)** Maximum Size: 300 sf
- (I)** Only one advertising panel is permitted per sign side.

## 12.11 Bench Signs

Bench signs may be used as a method of advertisement in accordance with the following requirements:

- (A) Bench signs are permitted in GC, LI, CBD and HI districts.
- (B) Bench signs which exist in GC, LI, CBD and HI districts at the adoption of this Ordinance may exist as a permitted uses.
- (C) Bench signs in other districts at the adoption of this Ordinance are non-conforming and may continue to be used and maintained, but shall not be expanded nor replaced if removed.
- (D) The total number of bench signs located in any district shall not be increased.
- (E) Bench signs shall not be located closer than 75 feet to one another (measured from base to base)
- (F) Maximum height of six (6) feet
- (G) Maximum sign area twenty (20) square feet
- (H) Only one advertising panel is permitted per sign face.

## 12.12 Sign Maintenance

No sign shall be allowed to exist in a damaged, broken, or unsightly condition for more than thirty (30) consecutive days. Additionally, no sign for a use which no longer exists at such location, shall be allowed to remain in place for more than ninety (90) days.

## 12.13 Interior Lot Signs

A sign which is not oriented to, or intended to be legible from, a street, or other private property.

- (A) Allowed in NP, LO, NC, GC, LI, and HI zoning districts
- (B) Location: on private property within five (5) feet of the public entrance to the business, and not interfere with pedestrian or vehicular safety
- (C) Interior lot signs should be included in permanent sign permit application subject to the following conditions:
  - (1) Restaurants with drive thru windows and lanes/ drive in stations
    - (a) Maximum size allowed twenty (20) square feet, one (1) side only
  - (2) Other establishments with drive thru windows (ex. dry cleaners, pharmacy, banks, etc.)
    - (a) Maximum size allowed ten (10 ) square feet, one (1) side only
  - (3) All other public businesses
    - (a) Maximum sign area eight (8) square feet per side, maximum two sides (ex. A-frames, sandwich boards, menu boards, etc.)
    - (b) Maximum height four (4) feet
    - (c) Location: Sign shall be located on private property, within five (5) feet of public entrance door to the business, and not interfere with pedestrian or vehicular safety