

ARTICLE 11. REGULATION OF SIGNS.

Section 11:1. Purpose.

This Article regulates signs which are visible from the public right-of-way (primarily roadways), or which are visible from one site to another. The regulations herein shall apply and govern in all zoning districts. 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 Simpsonville, and to eliminate confusing, distracting, and unsafe signs. These regulations for signs have the following specific objectives:

- A. To ensure that signs are designed, constructed, installed, and maintained so that the public safety and traffic safety are not compromised.
- B. To protect property values within the City of Simpsonville.
- C. 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.
- D. To enhance the economy and the business and industry of the City by promoting the reasonable, orderly, and effective display of signs, and thereby encourage increased communication with the public.
- E. To restrict signs and lights which overload the public's capacity to receive information or which increase the probability of traffic congestion and accidents by distracting attention or obstructing vision.
- F. To promote signs which are compatible with their surroundings, are appropriate to the type of activity to which they pertain, and are expressive of the identity of proprietors and other persons displaying signs.
- G. To provide a pleasing overall environmental setting and community appearance which is vital to the continued economic attractiveness of the City.

In their interpretation and application, the provisions of this ordinance shall be held to be minimum requirements necessary for the promotion and protection of the public health, safety, comfort, morals, convenience and aesthetics.

Section 11:2. Applicability.

The regulations of this Article shall apply only to signs visible from any point on a public right-of-way. These regulations apply to all zoning districts within the City of Simpsonville. No sign of any type, size, design, purpose or intent for view off-site may be erected in the City except in accordance with the provisions of this Article.

Section 11:3. Definitions.

Abandoned sign – Any sign and/or its supporting structure which remains without a message or whose display surface remains blank for a period of ninety (90) days or more; or any sign which pertains to a time, event, or purpose which no longer applies or has elapsed; or any sign advertising a business which has discontinued occupancy at the premises of the sign for a period of ninety (90) days or more.

Animated or moving sign – Any sign or part of a sign that changes physical position or light intensity by any movement or rotation or that gives the visual impression of such movement or rotation.

Awning – A roof-like cover, often of fabric, metal, or glass, designed and intended for protection from the weather or as a decorative embellishment, and which projects from a wall or roof of a structure over a window, walk, door, or the like.

Awning or canopy sign – A sign that is mounted, painted, or attached to an awning or other window or door canopy.

Banner – A sign or outside advertising display having the letters, illustrations or visual representation applied to cloth, paper, vinyl, fabric or similar material with or without a frame. An official flag or a corporate flag shall not be considered banners for the purposes of this ordinance.

Billboard – A sign that directs attention to a business, commodity, service, or entertainment conducted, sold, or offered at a location other than the premises on which the sign is located.

Building frontage – The horizontal linear dimension designated as the façade of that portion of a building which fronts on a public street.

Bus lane – A lane reserved for buses providing public transportation on a fixed route.

Canopy – A roof-like cover that projects from the wall of a building over a door, entrance, or window; or a freestanding or projecting cover above an outdoor service area, such as at a gasoline service station.

Canopy sign – See definition for “awning or canopy sign”.

Construction sign – A temporary sign erected on the premises where construction is taking place, during the period of such construction, providing information about the future development or current construction at that premises and the parties involved.

Copy – Any graphic, word, numeral, symbol, insignia, text, sample, model, device or combination thereof which is intended to inform, direct, or otherwise transmit information.

Cornice – Any horizontal member, structural or nonstructural, projecting outward from the exterior walls at the roofline, including eaves and other roof overhang.

Deceleration lane – A paved or semi-paved lane adjacent to the primary road or street which allows drivers to pull off the main road and decelerate safely in order to turn so that the traffic behind the turning vehicle is not slowed or halted.

Decorative post sign – A sign which is attached to a decorative post using a horizontal arm for support or a sign which is supported between two decorative posts.

Designated bicycle lane – A portion of the roadway or shoulder designated for the exclusive or preferential use of bicyclists.

Directional sign – An on-premises sign that includes information assisting in the flow of pedestrian or vehicular traffic such as enter, exit, and one-way.

Double-faced sign – A sign with two (2) display areas against each other and where the display areas are at no point more than four (4) feet apart.

Eave line – The projecting lower edges of a roof overhanging the wall of a building.

Electronic message display – A sign with a fixed or changing display/message composed of a series of lights that may be changed through electronic means.

Emergency lane – An area of the road reserved for hazardous vehicles, vehicles in disrepair, and emergency vehicles.

Façade – That portion of any exterior elevation on the building extending from grade to top of the parapet, wall, or eaves and the entire width of the building elevation.

Flashing sign – Any directly or indirectly illuminated sign that exhibits changing natural or artificial light or color effects by any means whatsoever.

Fire lane – The area next to a curb, which is reserved for firefighting equipment, ambulances, or other emergency vehicles.

Freestanding sign – Any non-movable sign not affixed to a building.

Home occupation sign – A sign containing only the name and occupation of a permitted home occupation.

Illuminated sign – A sign lighted by, or exposed to, artificial lighting either by lights on or in the sign or directed toward the sign.

Inflatable sign – Any display capable of being expanded by air or other gas and used on a permanent or temporary basis to advertise a product or event.

Institutional use – The occupancy, use or intended use of land or structures or any portion thereof by persons to receive medical, charitable, or other care or treatment, or for government, nonprofit, cultural, educational or similar use.

Light pole banner – A banner designed specifically for attachment to a free-standing light pole by a mounting structure that supports, at a minimum, the top and bottom of the banner.

Marquee – Any permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building, generally designed and constructed to provide protection from the weather.

Merge lane – A lane or onramp used to merge two flows of traffic into one, with the merge lane being the lane that disappears at the end of the merging area.

Monument sign – A sign attached to or integrated into a contiguous structural base or planter box, which base or box shall be of the same width or greater than the message portion of the sign, and is permanently affixed to the ground. Any poles, posts, or pylons used in the support of a monument sign shall be completely concealed.

Moving sign – See definition for “animated or moving sign”.

Multi-family development – A dwelling or group of dwellings on one lot, containing separate living units for three or more families, having separate or joint entrances, and including apartments, group homes, and row houses.

Neon sign – A sign consisting of glass tubing, bent to form letters, symbols, or other shapes and illuminated by neon or a similar gas through which an electric voltage is discharged.

Nonconforming sign – A sign lawfully existing at the time of adoption, revision, or amendment of the zoning ordinance which no longer conforms to the zoning standards because of said revision or amendment.

Off-site sign – A sign which directs attention to a business, commodity, service, entertainment or attraction sold, offered, or existing elsewhere than upon the premises where such sign is displayed.

Parapet wall – The extension of the main walls of a building above the roof level.

Pole sign – A sign which is generally mounted on top of or supported by a single or multiple pylons, or metal poles.

Political sign – A temporary sign announcing or supporting political candidates or issues in connection with any national, state, or local election.

Portable sign – Any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported. Portable signs include signs on wheels or on portable structures, tent signs, A-frame signs and similar devices. Signs or portions of signs being transported to a premises for the purpose of permanent erection or display shall not be considered a portable sign.

Premises – A lot, parcel, tract, or plot of land together with the buildings and structures thereon.

Principal building – A building in which is conducted the principal use of the lot on which it is located. Lots with multiple principal uses may have multiple principal buildings, but storage buildings, garages, and other clearly accessory uses shall not be considered principal buildings.

Projecting sign – A sign that is wholly or partly dependent upon a building for support and that projects more than twelve (12) inches from such building.

Public agency – An agency of the local, state, or federal government.

Real estate sign – A temporary sign pertaining to the sale or lease of the premises, or a portion of the premises, on which the sign is located.

Roof sign – A sign that is mounted on the roof of a building or that is wholly dependent upon a building for a support and the projects above the top walk or edge of a building with a flat roof, the eave line of a building with a pitched roof, or the deck line of a building with a mansard roof.

Sandwich board sign – An advertising or business freestanding sign constructed in such a manner as to form an “A” or tent-like shape, hinged or not hinged at the top.

Sign – Any devise, fixture, placard, display or structure visible to the general public that uses or is designed to use any color, form, graphic, illumination, symbol, writing, or visual presentation of any kind to advertise, announce, draw attention to, or identify a product, place, activity, person, institution, business, or other entity, or to communicate a message or information of any kind to the public.

Sign display area – The entire face of a sign.

Sign face – That portion of a sign on which copy, message or visual image to be communicated is placed or intended or designed to be placed.

Sign structure – A supporting structure erected or intended for identifying/advertising purposes, with or without a sign thereon, situated upon or attached to real property, upon which any sign is fastened, affixed, displayed, applied or a part of.

Street frontage – The length of the property line of any one (1) premises serving as a public street right-of-way line.

Subdivision sign – A sign which, by means of symbol or name, identifies a subdivision.

Suspended sign – A sign that is suspended from the underside of a horizontal plane surface and is supported by such surface.

Temporary sign – Any sign that is not permanently mounted.

Turn lane – A lane set aside for slowing down and making a turn, so as not to disrupt traffic.

Valance – A cloth, vinyl, fabric or similar material that hangs from the edge of an awning or canopy.

Wall sign – A sign fastened to, or painted on, the wall of a building or structure in such a manner that the wall becomes the supporting structure for, or forms the background surface of, the sign.

Window sign – Any sign which is painted on, or attached to, the interior side of a window or glass door, or which is mounted inside a window so as to be visible through the window.

Section 11:4. Administration and Enforcement.**11:4.1. Permit Required.**

No signs (except for those listed in Section 11:4.2 and 11:4.3), may be erected, altered, moved, or repaired within the City of Simpsonville until a sign permit has been issued by the Planning Director, or designee, as certification that the requirements of the applicable ordinances have been satisfied and that all fees have been paid.

- A. *Procedure.* A petition for a sign permit shall be filed with the Planning Director, or designee, and prepared in the form required. The petition shall be promptly investigated by the Planning Director, or designee, and action taken for approval or denial. In no case shall this investigation take more than two (2) weeks from the date on which a complete permit application is received. Upon compliance with the requirements set forth herein, the Planning Director, or designee, shall approve the application for a sign and authorize the issuance of a permit. If not authorized as described in the petition, the petitioner will be promptly informed.
- B. *Application requirements.* Any sign permit application shall provide at a minimum, the following information to the City:
1. Name, address, telephone number, and signature of the owner of the premises (and occupant if different) granting permission for the construction, maintenance, or display of the proposed signage.
 2. Name, address, telephone number, and signature of the sign contractor, if any.
 3. A site plan, showing the specific location of any existing and proposed freestanding sign(s) at the applicable site, relative to the property line(s) and right(s)-of-way.
 4. A scaled photograph or drawing depicting the existing and proposed sign(s).
 5. The number of existing and proposed sign faces.
 6. The dimensions of the existing and proposed sign(s) including the height and square footage per sign face.
 7. A scaled photograph or drawing of the designated wall(s) on which the signage will be placed, as well as the dimensions and area of each affected wall.
 8. The total cost of the proposed sign(s) and the valuation of the work to be performed on the existing sign(s), including the installation cost.
 9. The administrative fee, as determined by City Council.
 10. Any other information, specifications, photographs, or the like deemed necessary by the Planning Director, or designee, in order to assure compliance with the requirements set forth herein.

- C. *Expiration.* A sign permit shall be valid for a period of 90 days from the date of its issuance as noted on the permit. One extension of not more than 90 days shall be granted at the request of the applicant. Failure to notify the Planning Director, or designee, that the sign and all items required by the permit have been completed within the 90-day period, or within the granted extension, shall result in the expiration of such permit.
- D. *Inspection.* Upon notification that the sign is complete, the Planning Director, or designee, shall conduct an inspection for the purpose of verifying that the sign is in compliance with the requirements of the permit and all other provisions of this Article. Prior to the inspection of a freestanding sign, the permittee or sign contractor shall locate and indentify on site all property lines adjacent to the sign for the purpose of verifying the sign location in relation to such property lines. If the sign fails the inspection, the applicant shall correct any items not in compliance within thirty (30) days or the permit shall be deemed invalid and the sign shall be impounded and removed pursuant to the provisions herein.

11:4.2. Registration Required.

No signs listed in Section 11:8.3 and 11:9.5 may be erected within the City of Simpsonville until that sign has been registered with the Planning Director, or designee, as certification that the requirements of the applicable ordinances will be satisfied.

- A. *Procedure.* An application for sign registration shall be filed with the Planning Director, or designee, and prepared in the form required. A copy of the completed registration form shall be given to the applicant.
- B. *Expiration.* Sign registration shall be valid for a period not to exceed one (1) year from the date of its filing as noted on the registration form. After expiration of said sign registration, the applicant shall immediately be eligible to renew the registration of any existing conforming signs or to register any new signs which conform to the appropriate provisions herein.
- C. *Inspection.* Upon registration of a sign, the Planning Director, or designee, may make or require any inspections to ascertain that the sign is erected or displayed in compliance with the provisions of this Article.

11:4.3. Exempt Signs.

The following signs and sign alterations are hereby exempt from the standard permit and registration procedures provided such signs comply with all other applicable sections of this Article. Signs exempt from permitting procedures shall not be considered in any determination of the allowable number or size of signs per premises.

- A. *Governmental signs.* Any legal notice or public traffic directional/safety sign issued and required to be posted by any federal, State, county or municipal government or an official sign so designated by resolution of City Council.
- B. *Official or organizational flags.* Any flag bearing the official design of a government, educational institution, church, fraternal, or corporate organization. The size of any national, State, or other flag shall not exceed forty (40) square feet. Whenever the National flag is displayed, the display of that flag shall follow the appropriate protocol for the display of such flag per the United States Code for the display of the U.S. flag.
- C. *Utility signs.* Any sign denoting the location of underground utilities or other public utility sign placed on utility equipment and where the sign face does not exceed one (1) square foot in size.
- D. *Addresses.* Any building or house numbers which do not exceed four (4) square feet.
- E. *Nameplates.* Any family name plate, coat-of-arms, or other non-commercial identification of premises and which do not exceed four (4) square feet.
- F. *Special event signs.* Any special event sign announcing a community event or garage sale where the sign is located on the private property where the event will be conducted. Such signs shall not exceed three (3) feet in height nor shall the sign face exceed six (6) square feet per sign face. Such signs shall be setback at least twelve (12) inches from any curb. Such signs shall identify the date of the event and shall not be erected more than eight (8) days prior to the event. Such signs shall be removed within forty-eight (48) hours of the event's completion.
- G. *Window signs.* Any sign on interior window glass which does not exceed a maximum of fifty (50) percent of the gross glass area of the window in which the sign is displayed or any sign located on the inside of windows that are constructed of such a nature that clearly indicates that they are temporary.
- H. *Private directional signs.* Any private street name sign or an on-site traffic, directional/safety sign where the sign face does not exceed three (3) square feet per sign face and has no more than fifty (50) percent of the sign face devoted to commercial copy or graphics.
- I. *Private warning signs.* Any "no trespassing", "no dumping", "no parking", "towing", or other similar sign where the sign face does not exceed three (3) square feet per sign face.
- J. *Seasonal decorations.* Seasonal decorations which do not cause glare hazardous to pedestrian or vehicle drivers or create a nuisance to adjacent properties.
- K. *Private security signs.* Any permanent or temporary sign that advertises a security company which provides services on the premises and where the sign face does not exceed one (1) square foot in size.

- L. *Memorial signs.* Historic markers, monuments, plaques, or signs as recognized by local, State or federal authorities.
- M. *Real estate signs.* Any real estate sign conforming with Section 11:8.3 or Section 11:9.5.
- N. *Political signs.* Any political sign announcing candidates seeking public office or relating to any election or public referendum provided that the sign is not located on City of Simpsonville property. Such signs shall not exceed three (3) feet in height nor shall the sign face exceed six (6) square feet per sign face. Such signs shall be setback at least twelve (12) inches from any curb. Such signs shall not be erected more than thirty (30) days prior to the event and shall be removed within forty-eight (48) hours of the completion of the election.
- O. *Accessory signs on vehicles and trailers.* Any sign affixed to a vehicle or a trailer where the sign is incidental and accessory to the primary use of that vehicle or trailer.
- P. *Special information signs.* Any sign attached to or integrated into a gasoline pump, automatic bank teller machine, vending machine, or drive-through component of a commercial establishment like a fast-food restaurant, which give operational instructions to users, the price of the product, the brand name of the product, or descriptive information about the product.
- Q. Any sign that, in the Planning Director's opinion, is not intended to be viewed from the public right-of-way.

11:4.4. Enforcement and Sign Removal.

The Planning Director, or duly authorized staff, shall have the authority to enter upon any premises for the purpose of enforcing the provisions of this Article.

In the event that the Planning Director determines that a premises violates the provisions of this article, the Planning Director or duly authorized staff, shall notify the person responsible for such violations in writing. If after not less than thirty (30) days of the written notification the Planning Director determines that it is necessary under the terms of this Article to remove a sign, the Planning Director shall use either City staff or a private contractor depending upon the availability of budgeted funds and/or manpower and equipment to undertake this work. The department of the City staff doing said removal work or the City's contractor shall keep accurate records of the costs incurred which shall be submitted to the Administrator for an inspection, verification, and approval of the quality and quantity of the work performed. The approved invoice shall then be submitted to the City Finance office for payment. The owner may pay the costs of the work directly to the City or the cost will become a lien against the real property upon which such cost was incurred and said costs shall be collected in the same manner as City taxes are collected. When private contractors are utilized, the lowest bidder shall be awarded the contract.

Notwithstanding, for signs within any public right-of-way or other public lands, the Planning Director, or duly authorized staff, shall be authorized to remove any sign, without notification, that is determined to be illegal, abandoned, not being maintained, or no longer being used for the purposes under which the original permit was issued.

11:4.5. Sign Variances.

Sign variances (adjustments) are intended to allow flexibility to the sign regulations while still fulfilling the purpose of the regulations. Applications for a variance to the sign regulations shall follow the procedures provided in Article 6. In addition to the variance criteria provided in Article 6, the Board of Zoning Appeals shall also find that the sign(s) will enhance the overall character of the area per the criteria below.

- 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 or the adjustment will allow a sign that is more consistent with the architecture and development of the site.

Section 11:5. Prohibited Signs.

It shall be unlawful for any person or business to erect, place or use within the City, when visible from a public right-of-way, any new sign which resembles any of the following:

- A. *Off-site signs.* Unless otherwise specified herein, no sign identifying or advertising a business, use or event shall be permitted other than on the premises of such building, use or event.
- B. *Signs imitating traffic or warning signals.* No sign shall display intermittent lights resembling the flashing lights customarily used in traffic signals or in police, fire, ambulance, or rescue vehicles, nor shall any sign use the words “stop”, “danger”, or any other word, phrase, symbol, or character in a manner that might mislead or confuse any vehicle driver, except for temporary construction signs and lights indicating a hazard.
- C. *Certain attached or painted signs.* No sign shall be painted on or attached to trees, fence posts, street furniture such as benches and waste receptacles, telephone or other utility poles, rocks or other natural features.
- D. *Roof signs.* No sign shall be painted on or erected on the roof of any building. No awning sign shall project above the top of the awning or canopy on which the sign is erected or mounted. Any sign attached to or mounted on a building shall not project above the parapet walls of a building with a flat roof or lower eave line of a building with a pitched roof, except if the roof is a mansard-type roof in which case the sign may be attached flat against, but not extend above, said roof.
- E. *Flashing or animated signs.* No sign shall contain an illuminating device causing it to blink, flash, pulsate, fluctuate, or animate, or which gives the appearance of animation or movement.
- F. *Moving or windblown signs.* Unless otherwise specified herein, no sign, or part thereof, shall flutter, rotate, or be set in motion by movement of the atmosphere or by mechanical, electrical or other means. This shall include, but not be limited to, pennants, posters, propellers, discs, ribbons, streamers, strings of light bulbs, spinners, moving, fluttering or revolving devices, or similar object or material used to attract attention, regardless of whether it contains a written message.
- G. *Mobile or portable signs.* Unless otherwise specified herein, no sign or sign structure shall be unattached to a permanent foundation.
- H. *Obscene signs.* No sign shall contain statements, words or pictures of obscene, pornographic or immoral character.
- I. *Emitting signs.* No sign shall emit audible sound, odor, or visible matter.
- J. *Obstructing signs.* No sign shall obstruct free ingress to or egress from a required door, window, fire escape or other required exitway.

- K. *Signs within the street right-of-way.* No sign, sign structure, or obstruction of any character shall be erected in the street right-of-way except:
1. One newspaper box per family.
 2. Standard highway signs and markers that the South Carolina Department of Transportation or the City may authorize.
 3. Historical, commemorative and other monuments and memorials approved by City Council.
 4. 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.
 5. Informational signs of a public agency or utility regarding its facilities.
 6. Temporary signs and banners for public events and projects provided the sign(s) are approved by City Council and placed so as not to interfere with traffic circulation and public safety.
 7. Residential subdivision entrance or identification signs which meet the provisions of Section 11:9.1 and are approved by the Planning Director.
 8. Off-site directional kiosk signs which meet the provisions of Section 11:8.4 and are approved by the Simpsonville City Council.
- L. *Billboards.* It shall be unlawful for any person or business to erect or construct a new billboard sign within the City. Existing billboards shall be subject to Section 11:7.7.
- M. *Other non-compliant signs.* It shall be unlawful for any person or business to erect or construct any new sign within the City which does not comply with the terms, conditions, and provisions contained in this Article. Existing nonconforming signs shall be subject to Section 11:7.7.

Section 11:6. Required Signs.

So as to provide efficient emergency vehicle operations as well as to aid in the location of homes, businesses, and other properties with addresses, all principal buildings within the City shall have their assigned address numbers displayed, whether or not mail is delivered to such locations. Numbers need not be displayed on accessory buildings. Physical numbering shall conform to the following minimum standards:

- A. Assigned numbers for principal buildings shall be displayed and clearly visible and legible, preferably reflective, from the street or private way on which the building fronts, with Arabic numerals not less than three inches in height and one-half inch in width.
- B. Numbers must be in a color contrasting to the building or other background.
- C. In the case of a principal building which has multiple entrances, the assigned number shall be displayed on each separate front entrance.
- D. Any different numbers which might be mistaken for or confused with the assigned number shall be removed.
- E. Assigned numbers for principal buildings which are not visible from the street or private way shall additionally be displayed at the intersection of the driveway and servicing street, and attached to a post, wall, mailbox, or sign at a level to ensure visibility.
- F. Assigned numbers which exceed four (4) square feet in gross display area shall count towards the other appropriate provisions herein and shall require the issuance of a permit approved by the Planning Director, or designee, in accordance with this Article.

Section 11:7. General Provisions.**11:7.1. Building Code Compliance.**

All signs, including electrical wiring and lighting equipment, shall be in compliance with the prevailing building codes and electrical codes adopted by the City of Simpsonville.

11:7.2. Sign Measurement.

- A. *Sign display area.* Unless otherwise specified herein, the sign display area shall be computed as follows:
1. *Framed signs.* The sign display area of a sign within a frame, such as a cabinet, shall be measured as the area of the sign face enclosed by the by the frame or cabinet surrounding the sign face.
 2. *Unframed signs on a base material.* When a sign is on a base material, such as a wood board or Plexiglas panel, and attached or mounted without a frame, the dimensions of the base material shall be used for the sign display area.
 3. *Signs with individual elements.* When signs are incorporated onto buildings, monuments signs, awnings or other media without the use of a frame or base material, the sign display area shall be determined by calculating the area enclosed within a perimeter consisting of a series of straight lines at right angles enclosing all the parts of the sign copy.
 4. *Double-faced signs.* Where two sign faces are placed back-to-back (double-faced) on a single sign structure, and the faces are at no point more than four feet apart, only the larger of the back-to-back faces shall be used to determine the sign display area of the sign. Furthermore, such signs shall only count as one (1) sign for the purposes of this Article.
- B. *Height.* Unless otherwise specified herein, the height of a sign shall be measured from the natural grade at the base of the sign to the highest point of the sign face or sign structure, whichever is higher. Natural grade shall be construed to be the established grade, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign.
- C. *Sign clearance.* The clearance of a sign shall be measured from the ground directly below the sign to the lowest point of the sign face or horizontal element of the sign structure enclosing the sign face, whichever is lower.
- D. *Street frontage.* Street frontage shall entail that portion of a lot which adjoins a public road right-of-way and shall be measured in linear feet. For lots with multiple frontages, the principal street frontage shall be the same as that to which the building is oriented. Should a sign be directed solely to a frontage other than the principal frontage, the linear length of this frontage will be used to calculate the allowable area of the sign. Should a sign be directed to both frontages, the frontage having the highest vehicular traffic volume shall be used to calculate the allowable area.

11:7.3. Sign Placement.

- A. *Minimum setback.* Unless otherwise specified herein, all signs shall be setback a minimum distance of five feet from any property line and a minimum distance of ten feet from any street curb face or edge of pavement.
- B. *Vision clearance area.* Signs may not be located within a vision clearance area as defined below, nor may they be located within the highway line of sight. A support structure(s) for a sign may only be located in a vision clearance area if the combined total width of the portion of the support structure within the vision clearance area is twelve (12) inches or less. 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 twenty-five (25) feet along each road right-of-way line and ten (10) feet along the edge of each driveway or alley. The height of the vision clearance area is from two-and-a-half (2½) feet above roadway grade to ten (10) feet above roadway grade.
- C. *Vehicle area clearance.* When a sign or any type extends over a private vehicle travel-way or parking area, the bottom of the sign structure must be at least fourteen (14) feet above grade. Vehicle areas include driveways, alleys, parking lots, loading and maneuvering areas.
- D. *Pedestrian area clearance.* When a sign of any type extends over a pedestrian area such as a sidewalk, the bottom of the sign structure shall be at least eight (8) feet above grade.

11:7.4. Sign Illumination.

Illuminated signs shall be so placed and so shielded that glare from the sign does not adversely affect any residential district or use nor interfere with the operation of a vehicle on any public right-of-way. Furthermore, the illumination of signs shall meet the following provisions:

- A. *Internal illumination.* The background of internally-illuminated signs shall be completely opaque. This provision does not apply to internally-illuminated channel letters.
- B. *External illumination.* For spot-lit signs (externally illuminated signs), the sign base and/or proposed landscaping shall be designed to conceal the base of any light fixtures mounted on the ground to the extent feasible.
- C. *Neon signs.* Neon signs or the outlining of signs, buildings, canopies, windows, and doors with neon illumination is prohibited. This provision shall not apply to signs located on the inside of windows provided such signs shall not exceed four (4) square feet.
- D. *Flashing or moving illumination.* No sign lighting is allowed which switches on and off intermittently, changes intensity and/or color or otherwise creates an illusion of flashing or movement.

11:7.5. Sign Maintenance.

All signs and supports, braces, guys, and anchors thereof shall be kept in good repair, refurbished and repaired from time to time, as necessary, and perpetually maintained in safe condition, free from deterioration, defective or missing parts, or peeling or faded paint, and able to withstand the wind pressure for which such sign was originally designed. Any sign not in compliance with this provision may be declared a nuisance by the Planning Director, or designee, and shall be refurbished, repaired, or removed within thirty (30) days after notification by the Planning Director, or designee.

11:7.6. Abandoned Signs.

Any sign and/or its supporting sign structure which remains without a message or whose display surface remains blank for a period of ninety (90) days or more; or any sign which pertains to a time, event, or purpose which no longer applies or has elapsed; or any sign advertising a business which has discontinued occupancy at the premises of the sign for a period of ninety (90) days or more, shall be deemed to have been abandoned. An abandoned sign shall not be re-established, restored, or repaired unless it is made to comply with this Article. Furthermore, an abandoned sign is prohibited and shall be removed by the owner of the premises. Signs which have not been removed within 30 days after notification from the Planning Director, or designee, shall be removed in accordance with the sign removal provisions herein.

11:7.7. Nonconforming Signs.

Any sign existing as of the effective date of any provisions herein and which has been issued or which is exempt but which does not conform to the provisions of this Article is hereby deemed to be a nonconforming sign. A nonconforming sign may continue in operation subject to the following provisions:

- A. *Maintenance.* A nonconforming sign may be maintained by painting or refinishing the surface of the sign face or sign structure.
- B. *Alterations.* A nonconforming sign or sign structure may be altered to eliminate a nonconforming aspect of the sign. However, a nonconforming sign shall not otherwise be enlarged, expanded, or relocated. Additionally, a nonconforming sign shall not be modified in such a manner as to introduce or increase a nonconforming aspect of the sign.
- C. *Cabinet signs.* In cases where a “cabinet” nonconforming sign exists with a Plexiglas or similar face(s), the Plexiglas or similar face may be changed.
- D. *Damaged signs.* Should a nonconforming sign be damaged or destroyed by any means to an extent of more than fifty (50) percent of its replacement value at the time of such damage or destruction, such sign shall not be reconstructed except in compliance with the provisions of this Article. However, any damaged nonconforming sign may be maintained, repaired, or restored to a safe condition in accordance with the provisions of this Section.
- E. *Removed signs.* Should a nonconforming sign be removed for any reason, it shall thereafter conform to the regulations for the district in which it is located after it is removed.
- F. *Signs made nonconforming due to condemnation.* When a sign is located on property which is condemned for right-of-way acquisition, the following provisions shall apply:
 - 1. A sign which is not located in and does not overhang the new right-of-way may remain in place, subject to the other provisions of this Section.
 - 2. When a sign located on a state or federal aid highway must be relocated off the new right-of-way, such sign shall conform to the regulations for the district in which it is located.
 - 3. When a sign located on a city street must be relocated off the new right-of-way, such sign shall conform, as near as possible, with the appropriate setbacks established in this Article.

Section 11:8. Permitted Signs in Non-residential Districts.

The following signs may be erected, placed, altered, or reconstructed in any non-residential zoning district upon the issuance of a permit approved by the Planning Director, or designee, in accordance with this Article. For the purposes of this Article, non-residential districts shall include every zoning district in which a detached single-family dwelling or manufactured home is not a use permitted by right.

11:8.1. Attached Signs.

- A. *Wall signs.* Signs on the walls of a building (including signs attached flat against a wall or painted wall signs) shall meet the following requirements:
1. *Maximum sign display area.* The gross sign display area of signage placed on the exterior surface of a building shall not exceed ten (10) percent of the gross surface area of the façade on which the sign is placed. Furthermore, in no case shall the gross sign display area exceed two hundred (200) square feet on each façade.
 2. *Maximum depth of wall signs.* Any signage placed on the exterior surface of a building shall not extend more than twelve (12) inches from the wall, except those projecting signs permitted in this section.
 3. *Maximum number of signs.* There is no limit to the number of signs allowed on the exterior surface of a building provided that the gross sign display area does not exceed the maximum limitations described herein.
 4. *Multi-tenant buildings.* On a multi-tenant building, each occupant may have a separate wall sign on the portion of the façade that coincides with the portion of the building occupied by that particular tenant. The maximum sign display area shall be based on the gross surface area of the portion of the façade that coincides with the tenant.
 5. *Building graphics.* Drawings painted on building that contain no copy, symbols or other references to products or services shall not be considered signs and shall be exempt from the provisions of the ordinance. Drawings painted on buildings that do contain copy, symbols, or other references to products or services shall be considered wall signs and shall be subject to the regulations of the district in which they are located.

- B. *Projecting signs.* Projecting signs perpendicular to and attached to the wall of a building shall meet the following requirements:
1. *Maximum sign display area.* The sign display area of the sign face of a projecting sign shall not exceed one (1) square foot for each lineal foot of storefront. Furthermore, in no case shall the sign display area exceed twenty (20) square feet per sign face. The sign display area of a projecting sign shall be counted towards the maximum sign display area of wall signage on the same façade.
 2. *Maximum projection.* The projection of any projecting sign shall not project any more than four (4) feet from the exterior surface of the building on which the sign is mounted. Projection shall be measured as the distance from the exterior surface where the sign is mounted to the sign element farthest from such surface.
 3. *Maximum number of signs.* No more than one (1) projecting sign shall be permitted per façade of a building.
 4. *Multi-tenant buildings.* On a multi-tenant building, each occupant may have a separate projecting sign on the portion of the façade that coincides with the portion of the building occupied by that particular tenant. The maximum sign display area shall be based on the gross surface area of the portion of the façade that coincides with the tenant.
 5. *Projecting sign placement.* A projecting sign shall not project into a pedestrian walkway unless the lowest point of the sign is a minimum of eight (8) feet above the grade of the pedestrian walkway. A projecting sign shall not project closer than eighteen (18) inches to the vertical plane at the street curb line. A projecting sign shall not extend above the fascia and/or cornice and shall not extend above the eave line. A projecting sign shall not be located higher than the second story of a building or twenty-four (24) feet above grade, whichever is less.
 6. *Projecting sign installation.* A projecting sign shall be mounted to the exterior surface of a building only; no projecting sign shall be mounted to an awning or canopy that is made of cloth, plastic, canvas, or similar material. A projecting sign shall be constructed entirely of metal or other noncombustible material and securely attached to a building or structure by metal supports such as bolts, anchors, supports, chains, guys or steel rods. Staples or nails shall not be used to secure a projecting sign to any building or structure.

C. *Suspended signs.* Suspended signs which hang from a fixed marquee or porch shall meet the following requirements:

1. *Maximum sign display area.* The sign display area of the sign face of a suspended sign shall not exceed one (1) square foot for each lineal foot of storefront. Furthermore, in no case shall the sign display area exceed twenty (20) square feet per sign face. The sign display area of a suspended sign shall be counted towards the maximum sign display area of wall signage on the same façade.
2. *Maximum number of signs.* No more than one (1) suspended sign shall be permitted per façade of a building.
3. *Multi-tenant buildings.* On a multi-tenant building, each occupant may have a separate suspended sign on the portion of the façade that coincides with the portion of the building occupied by that particular tenant. The maximum sign display area shall be based on the gross surface area of the portion of the façade that coincides with the tenant.
4. *Suspended sign placement.* A suspended sign shall not be suspended over a pedestrian walkway unless the lowest point of the sign is a minimum of eight (8) feet above the grade of the pedestrian walkway. A suspended sign shall hang from the fixed marquee or porch of a building only; no suspended sign shall hang from an awning or canopy that is made of cloth, plastic, canvas, or similar material.

D. *Awning or canopy signs.* Awning signs that are painted or attached to an awning or other window or door canopy shall meet the following requirements:

1. *Maximum sign display area.* Sign copy may be placed on the valance area of an awning or canopy provided that the sign display area of the sign copy shall not exceed eighty (80) percent of the gross surface area of the valance area of the awning or canopy on which the sign copy is placed. Furthermore, not more than two logos may be placed on the remaining area of the awning or canopy provided that each logo does not exceed four (4) square feet in size. The sign display area of an awning or canopy sign or logo shall be counted towards the maximum sign display area of wall signage on the façade to which the awning or canopy is attached.
2. *Maximum number of signs.* There is no limit to the number of signs allowed on an awning or canopy provided that the gross sign display area does not exceed the maximum limitations described herein.
3. *Awning sign placement.* No sign shall project from or suspend from an awning or canopy. Awning or canopy signs shall not be placed any higher than the bottom of the second floor sill or the cornice of the building, whichever is lower.

11:8.2. Freestanding Signs.

A. *Monument signs.* Monument signs shall meet the following requirements:

1. *Maximum sign display area.* The sign display area of a monument sign shall not exceed (1) square foot for each linear foot of street frontage to which the monument sign is oriented. Furthermore, in no case shall the sign display area exceed one hundred and sixty (160) square feet on each sign face of a monument sign that fronts and is oriented to a street with a minimum of four (4) through lanes or one hundred and twenty (120) square feet on each sign face of a monument sign that fronts and is oriented to a street with less than four (4) through lanes.
2. *Maximum number of signs.* No more than one (1) freestanding sign shall be permitted per street front per lot. No more than one (1) freestanding sign shall be oriented to each street front.
3. *Maximum height of signs.* No monument sign that fronts and is oriented to a street with a minimum of four (4) through lanes shall exceed a height of twenty (20) feet above the natural grade at the base of the sign. No monument sign that fronts and is oriented to a street with less than four (4) through lanes shall exceed a height of fifteen (15) feet above the natural grade at the base of the sign.
4. *Multi-tenant developments.* At any development with multiple tenants or occupants, the display area of a monument sign may exceed the maximum sign display area subject to the following provisions:
 - a. Each separate placard or sign identifying the name of the individual tenants or occupants within the development shall not exceed eight (8) square feet; and
 - b. The display area of all other copy on the monument sign, including the name of the shopping center or development shall not exceed thirty-two (32) square feet.
5. *Interpretation of "fronting a street with a minimum of four through lanes".* For the purposes of this section, "fronting a street with a minimum of four through lanes" means property which abuts the right-of-way of a roadway with at least four traffic lanes used for through traffic. At intersections, these may be indicated by arrows on the pavement pointing straight ahead. Through lanes shall not include deceleration lanes, turn lanes, fire lanes, merge lanes, emergency lanes, designated bicycle lanes, or bus lanes.

B. *Decorative post signs.* A decorative post shall meet the following requirements:

1. *Maximum sign display area.* The sign display area of a decorative post sign shall not exceed thirty-two (32) square feet.
2. *Maximum number of signs.* No more than one (1) freestanding sign shall be permitted per street front per lot. No more than one (1) freestanding sign shall be oriented to each street front.
3. *Maximum height of signs.* No decorative post sign shall exceed a height of eight (8) feet above the natural grade at the base of the sign.
4. *Multi-tenant developments.* At any development with multiple tenants or occupants, multiple sign plates or panels may be supported between the same two decorative posts. However, each sign plate or panel shall have identical dimensions, be similarly spaced, and shall be made of the same material.

C. *Pole signs.* A pole or pylon sign may be permitted on any non-residential lot adjacent to a federal interstate highway and where the average grade of said lot is lower than the grade of the adjacent federal interstate highway and shall meet the following requirements:

1. *Maximum sign display area.* The sign display area of a pole sign shall not exceed (1) square foot for each linear foot of frontage adjacent to the federal interstate highway. Furthermore, in no case shall the sign display area exceed one hundred and sixty (160) square feet on each sign face.
2. *Maximum number of signs.* No more than one (1) freestanding sign shall be permitted per street front per lot. No more than one (1) freestanding sign shall be oriented to each street front. Furthermore, in no case shall more one (1) pole or pylon sign be permitted per lot.
3. *Maximum height of signs.* No pole sign shall exceed a height of twenty-seven (27) feet above the natural grade at the base of the sign.
4. *Interpretation of “adjacency to a federal interstate highway”.* For the purposes of this section, “adjacency to a federal interstate highway” means property which abuts the right-of-way of a designated highway in the Dwight D. Eisenhower National System of Interstate and Defense Highways (Interstate Highway System). Adjacency is not established by another right-of-way or easement which connects a property to the federal interstate highway; however, if the connecting right-of-way or easement intervenes between a property and the federal interstate highway, which but for the intervening right-of-way or easement would abut one another, the intervening right-of-way or easement does not destroy adjacency.

11:8.3. Temporary Signs.

The following temporary signs to advertise a unique event or business sale of short duration within a non-residential district shall be registered with the Planning Director, or designee, and shall meet the applicable provisions.

- A. *Commercial banners.* A temporary sign of cloth or similar material at any premises primarily used for the transaction of business or the rendering or receiving of professional services shall meet the following requirements:
1. *Prohibited locations.* Commercial banners shall be prohibited at any premises whereon an electronic message display is located.
 2. *Maximum sign display area.* The sign display area of a commercial banner shall not exceed thirty-two (32) square feet on each sign face.
 3. *Maximum number of banners.* No more than one (1) commercial banner shall be permitted per façade of a building.
 4. *Multi-tenant buildings.* On a multi-tenant building, each occupant may have a separate commercial banner on the portion of the façade that coincides with the portion of the building occupied by that particular tenant.
 5. *Banner placement.* A commercial banner shall be installed on a building only. No banner shall extend above the roof line of the structure to which it is attached. No banner shall be attached to a freestanding sign or freestanding sign supports.
 6. *Banner duration.* Commercial banners shall not be erected more than four (4) periods of display in a calendar year. As used in herein a period of display shall mean each period during which a banner is on continuous display from the time when it is erected to the time when it is removed. Whenever a commercial banner is removed and the same or a new commercial banner is erected again, this shall count as a new period of display. Furthermore, whenever any commercial banner has been displayed continuously for more than thirty (30) days, each interval of thirty (30) days, or portion thereof, shall count as a new period of display. Whenever a new occupancy permit for a business is issued during the course of a calendar year, the new business shall be permitted to erect commercial banners provided that such banners shall not be erected more than four (4) periods of display during the remainder of the calendar year.
 7. *Banner appearance.* A commercial banner shall be professionally lettered and shall not contain any handwritten, paper, or similar components thereon.
 8. *Banner illumination.* No commercial banner shall be illuminated by artificial lighting directed toward the banner.

- B. *Institutional banners.* A temporary sign of cloth or similar material used to advertise a public event affiliated with any governmental, civic, philanthropic, educational, or religious organization shall meet the following requirements:
1. *Maximum sign display area.* The sign display area of an institutional banner shall not exceed thirty-two (32) square feet on each sign face.
 2. *Maximum number of banners.* No more than one (1) institutional banner shall be permitted per street front at the entity's main location or at the location of the event promoted on the banner.
 3. *Maximum height of banners.* No institutional banner shall exceed a height of eight (8) feet above the natural grade at the base of the banner support system, except when installed on a building. When installed on a building, no institutional banner shall extend above the roof line of the structure to which it is attached.
 4. *Banner placement.* Institutional banners shall be placed at the entity's main location or at the location of the event promoted on the banner. However, City Council may approve the installation of banners at other locations including street rights-of-way. Such banners shall not interfere with traffic circulation and public safety and Council may impose its own limits on the duration of such banners. Council may also adopt a list of entities for which the Planning Director, or designee, may approve such signs.
 5. *Banner duration.* Institutional banners shall not be erected more than thirty (30) days prior to the event and shall be removed within three (3) days of the end of the event.
 6. *Banner appearance.* An institutional banner shall be professionally lettered.
 7. *Banner illumination.* No institutional banner shall be illuminated by artificial lighting directed toward the banner.
 8. *Light pole banners.* A light pole banner may be attached to a freestanding light pole on the private property of an institutional use—or on public property if erected by the City of Simpsonville—by a mounting structure, of the same color as the subject light pole, that supports, at a minimum, the top and bottom of the banner. The sign display area of light pole banners shall not exceed twelve (12) square feet per light pole. No more than two (2) light pole banners may be attached to a single light pole. Such banners shall be attached below the light arm or light fixture. The lowest point of a light pole banner shall be a minimum of eight (8) feet above the grade at the base of the light pole, unless the applicant can demonstrate to the Planning Director that the location of the light pole banner will not impede, interfere with, or be hazardous to the regular flow of vehicles or pedestrians. Such banners shall not count towards the maximum display area or number of banners otherwise permitted herein.

- C. *Construction signs.* A temporary construction sign identifying the parties involved in the construction to occur or occurring on the premises on which the sign is placed shall meet the following requirements:
1. *Permitted sign types.* Only freestanding decorative post signs shall be used for construction signs.
 2. *Maximum sign display area.* The sign display area of a construction sign shall not exceed thirty-two (32) square feet on each sign face.
 3. *Maximum number of signs.* No more than one (1) construction sign shall be permitted per street front per project or development site.
 4. *Maximum height of signs.* No construction sign shall exceed a height of eight (8) feet above the natural grade at the base of the sign.
 5. *Construction sign duration.* Construction signs shall not be erected more than thirty (30) days prior to the commencement of construction and shall be removed within seven (7) days of the termination of construction of the project or development. Temporary construction signs shall be permitted only as accessory to an approved building permit for a project or development.
 6. *Sign illumination.* No construction sign shall be illuminated by artificial lighting directed toward the sign or by internal methods.
- D. *Real estate signs.* A real estate sign advertising a property or space for sale or lease shall meet the following requirements:
1. *Permitted sign types.* Only freestanding decorative post signs shall be used for real estate signs.
 2. *Maximum sign display area.* The sign display area of a freestanding real estate sign shall not exceed thirty-two (32) square feet on each sign face. The sign display area of a real estate sign attached to a building shall not exceed twenty (20) square feet on each façade on which the sign is placed.
 3. *Maximum number of signs.* No more than one (1) freestanding real estate sign shall be permitted per street front per lot. No more than one (1) façade real estate sign shall be permitted per façade per principal structure.
 4. *Maximum height of signs.* No freestanding real estate sign shall exceed a height of eight (8) feet above the natural grade at the base of the sign. No façade real estate sign shall extend above the roof line of the structure to which it is installed.
 5. *Real estate sign duration.* Real estate signs shall be removed within seven (7) days of the sale or lease of the premises upon which the sign is located.
 6. *Sign illumination.* No real estate sign shall be illuminated by artificial lighting directed toward the sign or by internal methods.

- E. *Sandwich board and easel signs.* A sandwich board or easel sign not permanently attached to the ground or other permanent structure shall meet the following requirements:
1. *Prohibited locations.* Sandwich board or easel signs shall be prohibited at any premises whereon an electronic message display is located.
 2. *Maximum sign display area.* The sign display area of a sandwich board or easel sign shall not exceed six (6) square feet on each sign face.
 3. *Maximum number of signs.* No more than one (1) sandwich board or easel sign shall be permitted per business.
 4. *Maximum height of signs.* No sandwich board or easel sign shall exceed a height of four (4) feet above the ground on which the sign is placed.
 5. *Maximum width of signs.* No sandwich board or easel sign shall exceed a width of two (2) feet measured at its widest point.
 6. *Sandwich board and easel sign placement.* Sandwich board and easel signs shall not obstruct pedestrian mobility along a sidewalk; nor shall sandwich board and easel signs block any building ingress or egress.
 7. *Sandwich board and easel sign duration.* This section shall not restrict the time during which a sandwich board or easel sign may be displayed as long as it is only displayed during the hours the establishment is open for business. Sandwich board and easel signs shall be moved inside of the business when the business is closed.
- F. *Inflatable signs.* A sign which requires air or gases, whether contained or blown, to keep and maintain its shape shall meet the following requirements:
1. *Maximum number of inflatable signs.* No more than one (1) inflatable sign shall be permitted per street front at the entity's main location or at the location of the event associated with the display of the inflatable sign.
 2. *Maximum height of signs.* No inflatable sign shall exceed a height of twenty (20) feet above the ground on which the sign is placed.
 3. *Inflatable sign duration.* Inflatable signs shall not be erected or displayed more than a period of three (3) consecutive days. Furthermore, inflatable signs shall not be displayed more than two periods in a calendar year.

11:8.4. Special Signs.

- A. *Movie theater signs.* At the premises of any movie theater, the display area of a freestanding sign for that movie theater may exceed the maximum sign display area provided that the display area of the sign does not exceed 20 square feet per screen in the subject movie theater.
- B. *Electronic message displays.* Signs that incorporate an electronic message display shall meet the following requirements:
1. *Prohibited locations.* In addition to being prohibited in any residential district, electronic message displays shall be prohibited in the Town Center Design Overlay District as provided in Article 7. Furthermore, electronic message displays shall be prohibited at any premises adjacent to the section of Main Street (both N/S Main Street and NE/SE Main Street) beginning at the intersection of Main Street and Hillcrest Avenue southward to the intersection of Main Street and Loma Street.
 2. *Maximum electronic message display area.* The electronic message display area on a sign shall comprise no more than fifty (50) percent of the total sign display area of that sign. Furthermore, in no case shall the electronic message display area exceed twenty-four (24) square feet per sign face, except for service stations and event venues such as theaters, auditoriums, and banquet halls, which shall not exceed thirty-two (32) square feet per sign face.
 3. *Maximum number of signs.* No more than one (1) electronic message display shall be permitted per lot of record.
 4. *Electronic message display placement.* Electronic message displays shall only be integrated into a permitted monument sign and shall not be constructed upon or mounted to any other type of sign, building, or structure. Furthermore, the addition of any electronic message display to any nonconforming sign is strictly prohibited.
 5. *Electronic message appearance.* The electronic message display shall not have any distracting appearance of motion, flashing, blinking, or shimmering. When the display changes, it shall change as rapidly as practicable with no flashing, change in illumination intensity, blending, twirling, or other manner which imitates movement or animation, except for scrolling.
 6. *Electronic message illumination.* Illumination shall not simulate traffic control devices or emergency vehicles. The illumination from an electronic message display shall not encroach onto or create a visual nuisance to residential properties. Furthermore, the electronic message display shall be equipped with an automatic dimming control to adjust the sign's brightness level such that the sign shall not increase area illumination by more than 0.3 foot-candles above ambient levels as measured by a foot-candle (Lux) meter at an approximate distance of one hundred (100) feet between the sign and the measurement device. Ambient light shall be determined using a foot-candle meter at the distance indicated above while the electronic message display is turned off or displaying all-black copy.

- C. *Off-site directional sign program.* The following shall regulate and establish a standardized program of off-site directional kiosk signs for the City of Simpsonville. For the purposes of this subsection, residential projects with an approved model home or sales center may participate in the approved kiosk directional program. Off-site directional kiosk signs shall meet the following requirements:
1. *Kiosk sign approval.* The kiosk location plan, sign structure and panel design shall be approved by the Simpsonville City Council for any off-site directional kiosk sign. The placement of panels on the kiosk sign shall be reviewed and approved by the Planning Director, or designee.
 2. *Kiosk sign spacing.* A kiosk sign structure shall be located not less than three hundred (300) feet from any other kiosk sign for any single direction of traffic.
 3. *Kiosk sign placement.* A kiosk sign may be permitted within any public right-of-way or on private property. However, a kiosk sign on private property shall have written consent of the property owner. Furthermore, such signage shall count towards the allowable signage on that private property. No kiosk sign structure shall encroach within the vision clearance area as defined in Section 11:7.3.
 4. *Kiosk sign panels.* No more than one (1) panel per business or premises per side of a kiosk sign shall be permitted. Kiosk sign panels shall only contain the name of the business or development and a directional arrow except for panels associated with special events.
 5. *Kiosk sign design.* Any kiosk sign and sign structure shall be designed in a manner that promotes the traditional character of the City of Simpsonville. Such signs shall be consistent with the design and appearance of other kiosk signs in the same vicinity.

Section 11:9. Permitted Signs in Residential Districts.

The following signs may be erected, placed, altered, or reconstructed in any residential zoning district upon the issuance of a permit approved by the Planning Director, or designee, in accordance with this Article. For the purposes of this Article, residential districts shall include every zoning district in which a detached single-family dwelling or manufactured home is a use permitted by right.

11:9.1. Subdivision or Multi-family Development Signs.

- A. *Subdivision signs.* Signs that identify the name of a subdivision shall meet the following requirements:
1. *Permitted sign types.* Only freestanding monument signs shall be used to identify the name of a subdivision.
 2. *Maximum sign display area.* The sign display area of a subdivision sign shall not exceed thirty-two (32) square feet on each sign face.
 3. *Maximum number of signs.* No more than two (2) subdivision signs shall be permitted per vehicular entrance into the subdivision.
 4. *Maximum height of signs.* No subdivision sign shall exceed a height of twelve (12) feet above the natural grade at the base of the sign.
 5. *Sign illumination.* No subdivision sign shall be internally illuminated.
- B. *Multi-family development signs.* Signs that identify the name and/or address of a multi-family development or manufactured home park shall meet the following requirements:
1. *Permitted sign types.* Only freestanding monument signs shall be used to identify the name of a multi-family development or manufactured home park.
 2. *Maximum sign display area.* The sign display area of a multi-family development sign shall not exceed thirty-two (32) square feet on each sign face.
 3. *Maximum number of signs.* No more than two (2) development identification signs shall be permitted per vehicular entrance into the multi-family development or manufactured home park.
 4. *Maximum height of signs.* No multi-family development sign shall exceed a height of twelve (12) feet above the natural grade at the base of the sign.
 5. *Sign illumination.* No multi-family development sign shall be internally illuminated.

11:9.2. Home Occupation Signs.

- A. *Home occupation signs.* Signs that identify or are used for the purposes of a home occupation shall meet the following requirements:
1. *Permitted sign types.* Only attached wall signs or suspended signs shall be used in association with a home occupation.
 2. *Maximum sign display area.* The sign display area of a home occupation sign shall not exceed four (4) square feet on each sign face.
 3. *Maximum number of signs.* No more than one (1) home occupation sign shall be permitted per lot.
 4. *Home occupation sign placement.* A home occupation sign shall not extend above the fascia and/or cornice and shall not extend above the eave line. Any home occupation sign that is in the form of a suspended sign shall hang from the porch of a building only.
 5. *Sign illumination.* No home occupation sign shall be internally illuminated.

11:9.3. Special Exception Signs.

Signs that identify or are used for the purpose of a special exception use within a residential zoning district shall meet the following provisions. However, signs that identify or are used for the purpose of a child care home shall be subject to the requirements for a home occupation sign. Furthermore, these provisions shall not apply to signs that identify or are used for the purpose of an institutional use within a residential zoning district. Such signs shall be subject to the provisions in Section 11:9.4.

- A. *Wall signs.* Signs attached to a wall of a building of a special exception use shall meet the following requirements:
1. *Maximum sign display area.* The sign display area of signage placed on the exterior surface of a building shall not exceed twenty four (24) square feet on each sign face.
 2. *Maximum depth of wall signs.* Any signage placed on the exterior surface of a building shall not extend more than twelve (12) inches from the wall.
 3. *Maximum number of signs.* No more than one (1) wall sign or suspended sign shall be permitted to be attached to each façade of a building.
 4. *Sign placement.* No attached sign shall extend above the fascia, eave line, and/or cornice.
 5. *Sign illumination.* No wall sign shall be internally illuminated.

- B. *Suspended signs.* Suspended signs which hang from a fixed porch of a building of a special exception use shall meet the following requirements:
1. *Maximum sign display area.* The sign display area of signage placed on the exterior surface of a building shall not exceed twenty (20) square feet on each sign face.
 2. *Maximum number of signs.* No more than one (1) wall sign or suspended sign shall be permitted to be attached to each façade of a building.
 3. *Sign placement.* A suspended sign shall hang from the porch of a building only.
 4. *Sign illumination.* No suspended sign shall be internally illuminated.
- C. *Monument signs.* Freestanding monument signs at the premises of a special exception use shall meet the following requirements:
1. *Maximum sign display area.* The sign display area of a monument sign shall not exceed twenty-four (24) square feet on each sign face.
 2. *Maximum number of signs.* No more than one (1) freestanding sign shall be permitted per street front per lot. No more than one (1) freestanding monument sign shall be oriented to each street front.
 3. *Maximum height of signs.* No monument sign shall exceed a height of eight (8) feet above the natural grade at the base of the sign.
 4. *Sign illumination.* No monument sign shall be internally illuminated.
- D. *Decorative post signs.* Freestanding decorative post signs at the premises of a special exception use shall meet the following requirements:
1. *Maximum sign display area.* The sign display area of a freestanding sign shall not exceed twenty-four (24) square feet on each sign face.
 2. *Maximum number of signs.* No more than one (1) freestanding sign shall be permitted per street front per lot. No more than one (1) freestanding sign shall be oriented to each street front.
 3. *Maximum height of signs.* No decorative post sign shall exceed a height of eight (8) feet above the natural grade at the base of the sign.
 4. *Sign illumination.* No decorative post sign shall be internally illuminated.

11:9.4. Institutional Signs.

Signs that identify or are used for the purpose of an institutional use within a residential zoning district shall meet the following provisions.

- A. *Wall signs.* Signs attached to a wall of a building of an institutional use within a residential zoning district shall meet the following requirements:
 1. *Maximum sign display area.* The gross sign display area of signage placed on the exterior surface of a building shall not exceed ten (10) percent of the gross surface area of the façade on which the sign is placed. Furthermore, in no case shall the gross sign display area exceed one hundred and twenty (120) square feet on each façade.
 2. *Maximum depth of wall signs.* Any signage placed on the exterior surface of a building shall not extend more than twelve (12) inches from the wall.
 3. *Maximum number of signs.* There is no limit to the number of signs allowed on the exterior surface of a building provided that the gross sign display area does not exceed the maximum limitations described herein.
 4. *Sign placement.* No wall sign shall extend above the fascia, eave line, and/or cornice.
 5. *Sign illumination.* No wall sign shall be internally illuminated.
- B. *Suspended signs.* Suspended signs which hang from a fixed marquee or porch shall meet the following requirements:
 1. *Maximum sign display area.* The sign display area of the sign face of a suspended sign shall not exceed twenty (20) square feet per sign face. The display area of a suspended sign shall count towards the maximum sign display area of wall signage on the same façade.
 2. *Maximum number of signs.* No more than one (1) suspended sign shall be permitted per façade of a building.
 3. *Suspended sign placement.* A suspended sign shall not be suspended over a pedestrian walkway unless the lowest point of the sign is a minimum of eight (8) feet above the grade of the pedestrian walkway. A suspended sign shall hang from the fixed marquee or porch of a building only. No suspended sign shall extend above the fascia, eave line, and/or cornice.
 4. *Sign illumination.* No suspended sign shall be internally illuminated.

- C. *Monument signs.* Freestanding monument signs at the premises of an institutional use within a residential zoning district shall meet the following requirements:
1. *Maximum sign display area.* The sign display area of a monument sign shall not exceed fifty (50) square feet on each sign face.
 2. *Maximum number of signs.* No more than one (1) freestanding sign shall be permitted per street front per lot. No more than one (1) freestanding sign shall be oriented to each street front.
 3. *Maximum height of signs.* No monument sign shall exceed a height of twelve (12) feet above the natural grade at the base of the sign.
 4. *Sign illumination.* No monument sign shall be internally illuminated.
- D. *Decorative post signs.* Freestanding decorative post signs at the premises of an institutional use within a residential zoning district shall meet the following requirements:
1. *Maximum sign display area.* The sign display area of a decorative post sign shall not exceed thirty-two (32) square feet on each sign face.
 2. *Maximum number of signs.* No more than one (1) freestanding sign shall be permitted per street front per lot. No more than one (1) freestanding sign shall be oriented to each street front.
 3. *Maximum height of signs.* No decorative post sign shall exceed a height of eight (8) feet above the natural grade at the base of the sign.
 4. *Sign illumination.* No decorative post sign shall be internally illuminated.

11:9.5. Temporary Signs.

The following temporary signs to advertise a unique event within a residential district shall be registered with the Planning Director, or designee, and shall meet the applicable provisions. However, signs which are exempt per Section 11:4.3 shall not need to be registered.

- A. *Temporary subdivision signs.* A temporary subdivision sign announcing a new subdivision development shall meet the following requirements:
1. *Permitted sign types.* Only freestanding decorative post signs shall be used to temporarily identify the name of a subdivision.
 2. *Maximum sign display area.* The sign display area of a temporary subdivision sign shall not exceed thirty-two (32) square feet on each sign face.
 3. *Maximum number of signs.* No more than one (1) temporary subdivision sign shall be permitted per street front per project or development site.
 4. *Maximum height of signs.* No temporary subdivision sign shall exceed a height of eight (8) feet above the natural grade at the base of the sign.
 5. *Sign duration.* After seventy-five (75) percent of the residential lots in a subdivision have been issued a certificate of occupancy, all temporary subdivision signs for that subdivision shall be removed.
 6. *Sign illumination.* No temporary subdivision sign shall be illuminated by artificial lighting directed toward the sign or by internal methods.
- B. *Construction and remodeling signs.* A temporary sign identifying the parties involved in new residential construction, remodeling, re-roofing, landscaping or other similar construction services on a single lot shall meet the following requirements:
1. *Maximum sign display area.* The sign display area of a construction or remodeling sign shall not exceed six (6) square feet on each sign face.
 2. *Maximum number of signs.* No more than one (1) construction or remodeling sign shall be permitted per single lot.
 3. *Maximum height of signs.* No construction or remodeling sign shall exceed a height of three (3) feet above the natural grade at the base of the sign.
 4. *Sign duration.* Construction or remodeling signs shall not be erected more than thirty (30) days prior to the commencement of construction and shall be removed within seven (7) days of the termination of construction of the project or development.
 5. *Sign illumination.* No construction or remodeling sign shall be illuminated by artificial lighting directed toward the sign or by internal methods.

- C. *Real estate signs.* A real estate sign advertising a residential property or space for sale or rent shall meet the following requirements:
1. *Maximum sign display area.* The sign display area of a real estate sign within a residential district shall not exceed six (6) square feet on each sign face.
 2. *Maximum number of signs.* No more than one (1) real estate sign shall be permitted per street front per lot. A second sign announcing an open house that is no larger than the primary sign or a small sign attached to the primary sign may be erected for a period not to exceed forty-eight (48) hours on the subject property.
 3. *Maximum height of signs.* No real estate sign within a residential district shall exceed a height of four (4) feet above the natural grade at the base of the sign.
 4. *Sign placement.* The nearest point of a real estate sign within a residential district shall be located a minimum of five (5) feet from any street curb face or edge of pavement.
 5. *Sign duration.* Real estate signs within a residential district shall be removed within seven (7) days of the sale or rent of the premises upon which the sign is located.
 6. *Sign illumination.* No real estate sign within a residential district shall be illuminated by artificial lighting directed toward the sign or by internal methods.

- D. *Institutional banners.* A temporary sign of cloth or similar material used to advertise a public event affiliated with any governmental, civic, philanthropic, educational, or religious organization within a residential district shall meet the following requirements:
1. *Maximum sign display area.* The sign display area of an institutional banner within a residential district shall not exceed thirty-two (32) square feet on each sign face.
 2. *Maximum number of banners.* No more than one (1) institutional banner within a residential district shall be permitted per street front at the entity's main location or at the location of the event promoted on the banner.
 3. *Maximum height of banners.* No institutional banner shall exceed a height of eight (8) feet above the natural grade at the base of the banner support system, except when installed on a building. When installed on a building, no institutional banner shall extend above the fascia, eave line, and/or cornice of the structure to which it is attached.
 4. *Banner placement.* Institutional banners shall be placed at the entity's main location or at the location of the event promoted on the banner. However, City Council may approve the installation of banners at other locations including street rights-of-way. Such banners shall not interfere with traffic circulation and public safety and Council may impose its own limits on the duration of such banners. Council may also adopt a list of entities for which the Planning Director, or designee, may approve such signs.
 5. *Banner duration.* Institutional banners shall not be erected more than thirty (30) days prior to the event and shall be removed within three (3) days of the end of the event.
 6. *Banner appearance.* An institutional banner shall be professionally lettered.
 7. *Banner illumination.* No institutional within a residential district shall be illuminated by artificial lighting directed toward the banner.
 8. *Light pole banners.* A light pole banner may be attached to a freestanding light pole on the private property of an institutional use—or on public property if erected by the City of Simpsonville—by a mounting structure, of the same color as the subject light pole, that supports, at a minimum, the top and bottom of the banner. The sign display area of light pole banners shall not exceed twelve (12) square feet per light pole. No more than two (2) light pole banners may be attached to a single light pole. Such banners shall be attached below the light arm or light fixture. The lowest point of a light pole banner shall be a minimum of eight (8) feet above the grade at the base of the light pole, unless the applicant can demonstrate to the Planning Director that the location of the light pole banner will not impede, interfere with, or be hazardous to the regular flow of vehicles or pedestrians. Such banners shall not count towards the maximum display area or number of banners otherwise permitted herein.