



## PLANNING & ECONOMIC DEVELOPMENT COMMITTEE MEETING AGENDA

March 3, 2020  
4:30 P.M.

Oconee County Administrative Offices  
Council Chambers  
415 South Pine Street, Walhalla, SC

1. Call to Order
2. Approval of Minutes:
  - November 19, 2019
3. Discussion Items *[to include Vote and/or Action on matters brought up for discussion, if required]*
  - Update regarding Corridor Planning – Mr. Adam Chapman
  - Discussion regarding revisions to Sign/Billboard Ordinance
  - Economic Development Activity & Opportunity Zone Update – Ms. Annie Caggiano
4. Unfinished Business
5. New Business *[to include Vote and/or Action on matters brought up for discussion, if required]*
6. Adjourn

There will not be a scheduled opportunity for public to comment at this meeting.  
Council members will discuss recommendations from the Administrator at this meeting.  
If time permits at the end of the meeting *[and at the Committee Chair's discretion]* the Committee may take questions from the public.

[This agenda is not inclusive of all issues which the Committee may bring up for discussion at this meeting.]

Assisted Listening Devices [ALD] are available to accommodate the special needs  
of citizens attending meetings held in Council Chambers.  
ALD requests should be made to the Clerk to Council at least 30 minutes prior to the meeting start time.

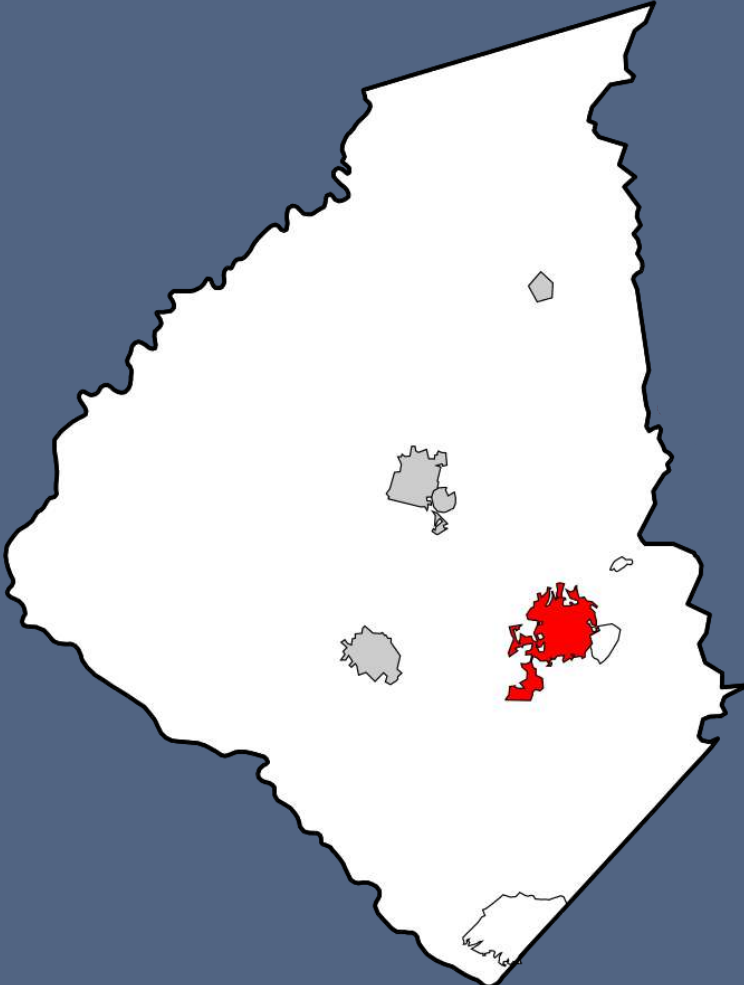
Oconee County Council & Committee meeting schedules and agendas are posted at the Oconee County Administration Building and are available  
on the County Council Website [www.oconeesc.com/council.html](http://www.oconeesc.com/council.html) [All upcoming meetings will be held in Council Chambers unless otherwise noted]



Corridor Planning

# Corridors

- 11
- 28
- 76
- 123
- 130



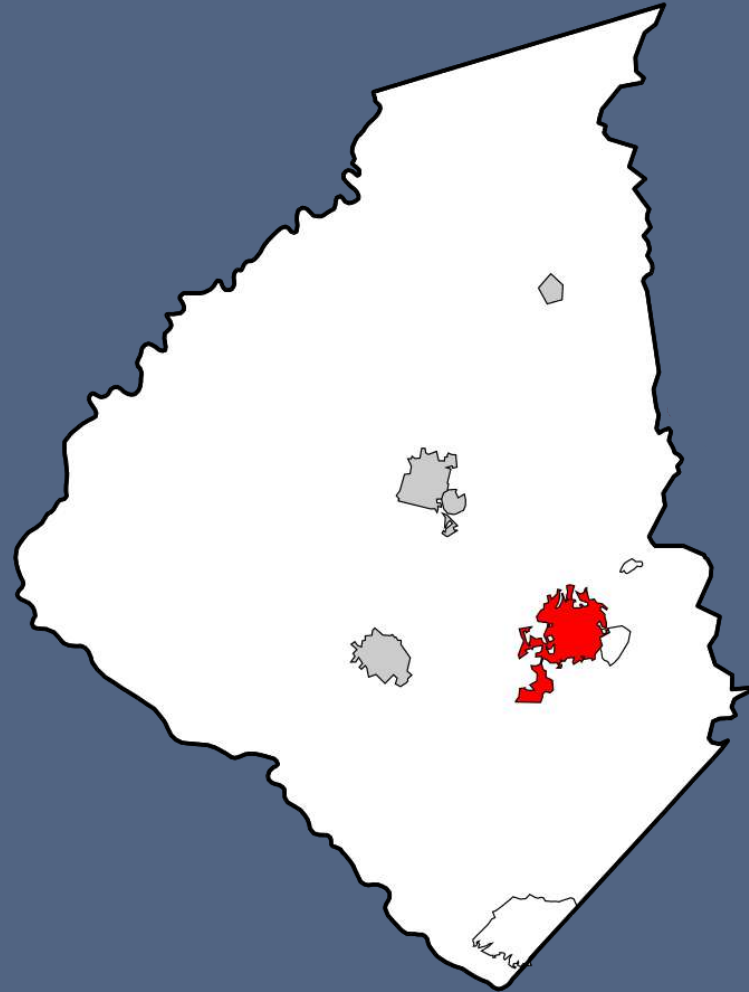
# Parameters

Traffic & Safety

On-site signage

Building design

Frontage landscaping



Applicable to all the following:

- All recommendations are “proposed”
- Within “Oconee County” means within the jurisdiction of Oconee County and not the municipalities or Federally owned lands which may have their own governance.



*destination*  
*oconee:*  
REALIZING THE  
FUTURE OF  
OCONEE COUNTY

In General  
Require  
Traffic & Safety  
Signage

Incentivize  
Building design  
Landscaping

Applicable to  
Non-residential  
Mixed-use  
Multi-family

11

28

76

123

130

Exempt  
Farms





*“The Department of Transportation is responsible for ensuring that off-premise outdoor advertising signs and junkyards are not permitted on state scenic byways. Any other legal protections against scenic impediments are the responsibility of local government.”*

SCDOT Scenic Highway Commission

[https://www.scdot.org/getting/scenic\\_byways/committee.aspx](https://www.scdot.org/getting/scenic_byways/committee.aspx)

Signage scope  
Entire Route in Oconee  
County

Requirements  
Destination Oconee Scenic  
Byway ordinance

Traffic & Safety scope  
Entire Route in Oconee  
County

Requirements

- Traffic-impact study
- Connected parking lots
- **New traffic lights be “mast & boom”.**
- Sidewalk connectivity

Design & Landscaping scope  
South – Terminal End to Rock  
Creek Road  
North- Terminal end to  
Jocasse Lake Road



Signage scope  
Entire Route in Oconee  
County

Requirements  
Destination Oconee Sign  
Ordinance

Traffic & Safety scope  
Entire Route in Oconee  
County

Requirements

- Traffic-impact study
- Connected parking lots
- **New traffic lights be “mast & boom”.**
- Sidewalk connectivity

Design & Landscaping scope  
Entire route in Oconee  
County



Signage scope  
State line to Damascus  
Church Road

Requirements  
Destination Oconee Sign  
Ordinance

Traffic & Safety scope  
State line to Damascus  
Church Road

- Requirements
- Traffic-impact study
  - Connected parking lots
  - **New traffic lights be “mast & boom”.**
  - Sidewalk connectivity

Design & Landscaping scope  
State line to Damascus  
Church Road



Signage scope  
Entire route in Oconee  
County

Requirements  
Destination Oconee Sign  
Ordinance

Traffic & Safety scope  
Entire route in Oconee  
County

Requirements

- Traffic-impact study
- Connected parking lots
- **New traffic lights be “mast & boom”.**
- Sidewalk connectivity

Design & Landscaping scope  
Entire route in Oconee  
County



## Signage scope

Highway 11 intersection to the 123 intersection

## Requirements

Destination Oconee Sign Ordinance

## Traffic & Safety scope

Highway 11 intersection to the 123 intersection

## Requirements

- Traffic-impact study
- Connected parking lots
- **New traffic lights be “mast & boom”.**
- Sidewalk connectivity

## Design & Landscaping scope

Highway 11 intersection to the 123 intersection



## A word on *Design*



Another word on *Design*  
“Franchise Architecture”







Questions?

1. Overlay Ordinance (p. 9, 109 & 115 & 141 & 143)

SAMPLE DOWNTOWN OVERLAY ORDINANCE

*(This sample overlay ordinance is written for use by the cities of Westminster, Seneca and Walhalla. It is understood that Westminster and Walhalla do not currently have city staff dedicated to planning. The county should be willing to assist the cities until such time as the cities are in a position to hire staff. Consequently, the language of this document will need to be amended for Westminster and Walhalla to reflect the county’s assistance.)*

*The language in this suggested ordinance should be reviewed by your county or municipal attorney and other appropriate professionals before enactment. The model should be modified to address special local conditions and to conform to local laws and codes. This model is provided for guidance and not as a substitute for legal counsel or for town planning. The South Carolina National Heritage Corridor has not consulted with an attorney in drafting this document and do not purport to be qualified to give legal advice.*

WHEREAS, the Council of the City of Westminster/Seneca/Walhalla finds the creation of the Downtown Overlay District shall serve the following goals:

- Preserve and reinforce the historic commercial architecture and rustic elegance character of the core downtown district while allowing innovative and creative infill development, site design and architecture that continuously evolves over time;
- Promote a vibrant downtown that supports commercial and cultural activities;
- Enhance the pedestrian safety and orientation of the downtown and encourage walkability;
- Enhance the City’s attractiveness to residents and visitors alike; and
- Promote downtown investment, stimulate business, and attract new business

BE IT HEREBY ORDAINED AND ENACTED by the Council of the City of Westminster/Seneca/Walhalla as follows:

Section 1. Downtown Overlay District

1.01. Boundaries (The boundaries should be identified by individual cities)

Section 2. Definitions

Awning: Secondary covering attached to the exterior wall of a building.

Canopy: An overhead roof or structure that provides shade or other shelter.

Color Palette: Listing of acceptable color uses, which is maintained by the Downtown Design Review Board.

Facade: The front exterior of a building, typically facing the primary street unless otherwise noted as a side or rear facade.

Fiber Optic Signs: Fibers used instead of metal wires. Light is kept in the “core” of the optical fiber.

Flood Light: Artificial light providing even illumination across a wide area.

Franchise Architecture: Building design that is trademarked or identified with a particular franchise chain or corporation, and is generic or standard in nature. Franchises or national chains must follow the standards of this Ordinance to create a building that enhances the rustic elegance character of Downtown Westminster/Seneca/Walhalla.

Historic Building: A building that is listed or eligible for listing on the National Register of Historic Places.

Infill Development: New construction on previously developed land, such as on a parking lot or a vacant lot where a former building has been demolished.

LED Lights (Light Emitting Diode): Usually a small area light source often with optics added to the chip to shape its radiation pattern and assist in reflection.

Marquee Sign: A structure placed over the entrance to a hotel or theatre. It has signage on the sides either stating the name of the location, or, in the case of theatres, the movie or artist appearing at that location.

Neon Sign: Luminous tube signs that contain neon or other inert gases at a low pressure.

Overlay District: A specific geographic area upon which additional land use requirements are applied, on top of the underlying zoning code, in order to promote a specified goal.

Projecting Sign: A sign attached to a wall, which projects at a 90 degree angle.

Property owner: The person owning such property within the Downtown Overlay area

Sandwich Sign: An “A” frame type sign that can be moved from place to place and which announces “specials.”

Street: The entire width of every public way or right-of-way when any part thereof is open to the use of the public.

Strobe Light: A device used to produce regular flashes of light.

Section 3. Development Standards

Except as otherwise noted, buildings and improvements within the Downtown Overlay District shall comply with the site development regulations and review procedures established in (list existing code from Westminster/Seneca/Walhalla)

#### Section 4. Establishment of a Downtown Overlay District Review Committee

4.1 There is hereby established an advisory committee to the City of Westminster/Seneca/Walhalla, to be known as the Downtown Overlay District Review Committee (Review Committee), which shall have the powers and duties as are hereinafter set forth in this Ordinance. The Review Committee shall consist of seven (7) members, who shall be appointed by the Mayor, subject to confirmation from City Council. Review Committee members shall be appointed with careful consideration given to citizens who are professionals with expertise in the fields of urban design, architecture, urban planning, landscape architecture, engineering, economic development, and other related disciplines.

4.2 The Review Committee shall consist of:

- Two (2) planning/design professional/landscape architect professionals;
- One (1) Downtown Overlay District property owner;
- Two (2) business owners within the Downtown Overlay District;
- One (1) representative from the Chamber of Commerce; and
- One (1) ad hoc member.

4.3 Members shall be residents of the City, or either owners or principals of businesses owning property within the boundaries of the Downtown Overlay District.

4.4 Members shall be appointed to serve three year terms. For the initial year, two members shall have one year terms, two members shall have two year terms, and three members shall have three year terms. Members shall serve until their successors have been named.

4.5 A majority of the membership of the Review Committee shall constitute a quorum, and any action or decision of the Review Committee shall have the support of such a majority of its appointed members.

4.6 The Review Committee membership is a non--paid position.

#### Section 5. Powers and Duties of the Downtown Overlay District Review Committee

5.1 The Review Committee shall meet as required to carry out the review of applications and other related work as requested by the Planning Commission. The Review Committee shall review all plans for new construction and the alteration, repair, or moving of existing structures located within the Downtown Overlay District and make recommendations to the Planning Commission.

5.2 A meeting shall be held at least once each month when there are applications to be considered and not less than once a year. Special meetings may be held at the call of the chairperson of the Review

5.3 The Review Committee shall annually select one of its members to serve as chairperson and one as vice chairperson. The City Administrator shall provide such staff assistance as is necessary and available.

5.4 The Review Committee may review formal Site Plan Applications submitted in the Downtown Overlay District in an advisory capacity to the Planning Commission.

5.5 The Review Committee shall advise the Mayor and its other boards and commissions on matters related to downtown development, and the Downtown Overlay District and regulations.

5.6 The Review Committee will conduct and/or encourage members to attend educational sessions, visit other downtowns with successful downtown revitalization programs, or seek in--depth consultation on matters of historic preservation and/or downtown development guidelines. Such training should pertain to the work and functions of the Review Board.

5.7 The Review Committee may recommend to the Planning Commission the establishment of additional policies, application requirements, rules, and regulations as it deems necessary to administer its duties.

#### Section 6: Application

6.1 Commencing the date of the adoption of this Ordinance, the Overlay District standards will apply to the following:

6.1.1 All new construction of buildings or structures.

6.1.2 All exterior building improvements requiring a building permit.

6.1.3 All sign changes for which a conditional use permit is not required but which requires a building permit (Overlay District standards are applicable only to the changed element or improvement).

6.1.4 Renovations for which a conditional use permit is required.

6.1.5 All new or reconstructed parking areas with five or more spaces.

#### 6.2 Grandfather

Any building, structure, parking area, or sign that lawfully exists at the time this Ordinance is enacted, which would not otherwise be permitted under this Ordinance, may be continued in the same manner as it existed before the effective date of the Ordinance. Any future construction, additions, reconstruction, renovation, or sign erection shall be subject to the requirements of this Ordinance.

#### 6.3 Compliance

At the time of application for any building permit, the applicant shall demonstrate the proposed building, structure, improvement, renovation, or sign complies with the requirements of this Ordinance. No building permit shall be issued until the requirements of this Ordinance have been met. It is the **applicant's** responsibility to provide the necessary information to the City staff to determine compliance with this section of the Ordinance.

Where the provisions of the Downtown Overlay District conflict with other requirements of the Zoning and/or Planning Ordinance, the requirements of this article shall be reviewed and acted upon by the Planning Commission.

#### Section 7. New Construction

7.1 New infill development shall be designed to be compatible with the historic architecture of the downtown in its massing and external treatment.

7.2 New infill development shall attempt to maintain the horizontal rhythm of primary street facades by using a similar alignment of windows, floor spacing, cornices, awnings, and other architectural elements.

#### Section 8. Rehabilitation of Historic Buildings

8.1 The following buildings within the Overlay District have been listed or considered eligible for listing on the National Register of Historic Places by the South Carolina State Historic Preservation Office (SHPO), and can be considered historic buildings:

\*\*List sites listed or eligible

8.2 Distinctive stylistic features or examples of skilled craftsmanship that characterize these historic buildings shall, whenever possible, be preserved. Removal or alteration of any historic material or distinctive architectural features shall be avoided. Deteriorated architectural features are recommended to be repaired or replaced in accordance with the Secretary of the **Interior's** Standards for the Treatment of Historic Properties and Rehabilitation Standards and Guidelines. In the event that replacement is necessary, the new material shall match the material being replaced in arrangement, design, color, texture, and other visual qualities.

8.3 The original finish of masonry facades must be maintained. No unpainted masonry shall be painted, unless the painting shall be approved by the Planning Commission, upon recommendation of the Downtown Overlay District Review Committee.

#### Section 9. Area and Bulk Requirements

##### 9.1 Setbacks

No minimum front or side yard setbacks are required within the Overlay District.

##### 9.2 Build---to Line

The primary facade of each building shall maintain the established build---to line of the block(s) on which it is located. Where there is no established build---to line, the primary facade of each building shall be set back not less than 12 feet from the face of the curb on a primary street, and 8 feet from the face of the

Height:

\*\*Each city should determine minimum and maximum height requirements based on existing structures in the Overlay District.

#### Section 10. Building Orientation and Entrances

10.01 All primary building entrances shall be accentuated through architectural treatments that enhance pedestrian orientation, such as recessed entrances, protruding entrances, canopies, porticos, overhangs, etc.

#### Section 11. Windows

11.1 It is recommended that at least 40 percent of the length of the ground floor front facade between an elevation of three feet and seven feet above grade shall consist of windows, glass doors, or other transparent building surfaces providing for a visual connection from the outside to the inside of the building.

11.2 It is recommended that upper story windows of front facades shall not be boarded or covered, and shall comprise a minimum of 30 percent of the facade above the ground floor.

11.3 Reflective, black glass and glass tinted more than 40% in windows and doors is prohibited on the ground floor facade.

#### Section 12. Facades

12.1 Blank facades shall not be permitted along any exterior wall within the Overlay District, where such wall abuts a public sidewalk.

12.2 Any portion of a building facade within the Overlay District that exceeds 25 feet in length shall incorporate windows or architectural design elements to break up the expanse of wall and add visual diversity for pedestrian interest at ground level. Example elements include, but are not limited to windows, doors, lighting, material changes, articulated or sculptured wall surfaces or shadow lines, vertical accents, texture changes or color changes, commissioned murals by professional artists, or other architectural features approved by the Planning Commission upon recommendation of the Downtown Overlay District Review Committee.

#### Section 13. Building Materials/Colors

13.01 The following materials are not allowed on the **building's** facade or sides adjacent to public right of ways:

- 13.1.1 Painted concrete block;
- 13.1.2 Aluminum, vinyl, or fiberglass siding; and
- 13.1.3 Asphalt shingles.

13.2 Exterior building colors are recommended to be compatible with the colors on adjacent buildings, subject to review by the Downtown Overlay District Review Committee and approval by the Planning Commission.

13.3 Recommended color palettes for signs, facades, and awnings maintained by the Downtown Overlay District Review Committee shall be reviewed by each applicant prior to beginning work.

13.4 Proposed colors shall be specified for any building exterior treatment prior to the painting of any structure, windows, awnings, or other facade feature.

#### Section 14. Franchise Architecture

14.1 To maintain and reinforce a unique urban character, buildings within the Overlay District will not be constructed or renovated using franchise architecture.

14.2 Franchise architecture is defined as building design that is trademarked or identified with a particular franchise chain or corporation and is generic or standard in nature. Franchises or national chains must follow the standards of this ordinance to create a building that enhances the urban character to the downtown.

#### Section 15. Off-street Surface Parking

15.1 There shall be no minimum off-street parking requirement in the Downtown Overlay District.

15.2 Service and loading areas must be located to the side or rear of the building.

15.3 Safe provisions for pedestrian access to and through a parking lot shall be provided, to include night lighting.

#### Section 16. Lighting

16.1 Lighting within the Overlay District should serve to illuminate facade entrances and signage to provide an adequate level of pedestrian safety while enhancing the aesthetic appeal of the buildings.

16.2 Building and signage lighting must be indirect with the light sources hidden from direct pedestrian and motorist view.

16.3 The maximum height of lighting fixtures shall be a maximum of 30 feet for parking area

#### Section 17. Streetscape

17.1 The streetscape shall be uniform so that it acts to provide continuity throughout the downtown.

17.2 When a redevelopment project disturbs existing streetscape elements (street lighting, sidewalks, street trees, parking meters, electrical utilities, etc.), those items must be replaced in-kind with streetscape elements that match the character and design details of existing features.

#### Section 18. Screening

18.1 Any outdoor refuse area shall be located to the rear of the building, and be entirely screened from views along Broad Street by an opaque fence or enclosure.

18.2 All mechanical, electrical, communication, and service equipment, including satellite dishes, air conditioning units, large vents and vent pipes, heat pumps and mechanical equipment shall be concealed by or integrated within the roof form or screened from view at ground level of nearby streets by parapets, walls, fences, landscaping, or other approved means.

#### Section 19. Awnings

19.1 Awnings are encouraged to provide sun protection for display windows, shelter for pedestrians, visual interest, and an exterior sign panel for businesses.

19.2 All awnings shall support the development of the rustic elegance character within the Overlay District.

19.3 Awnings must be constructed of durable, protective, and water repellent materials, such as canvas or vinyl or architectural materials that are intended to complement the design of the building. Plastic or fiberglass awnings are not allowed.

19.4 Awnings must project a minimum of 36 inches from the building.

19.5 Recommended color palettes for awnings that are maintained by the Planning Commission upon recommendation of the Downtown Overlay District Review Committee should be reviewed prior to beginning work.

19.6 Awnings may display only the name of the business conducted or products or services sold therein, which may appear on the vertical face only.

19.7 Awnings existing at the time of passage of this Ordinance, which do not conform to the requirements of the Ordinance, shall be considered nonconforming awnings. Nonconforming awnings shall not be rebuilt, enlarged, changed, or altered in size, location, text or appearance. Nonconforming awnings may be replaced only with awnings that conform to provisions of this Ordinance.

#### Section 20. Signage

20.1 Signs shall be architecturally compatible with the style, materials, colors, and details of the building to which they are affixed and with other nearby signs and buildings while providing for adequate identification of the business.

20.2 Neon signs shall be permitted with the following exceptions:

20.2.1 No exterior neon lighting shall be permitted.

20.2.2 No neon lighting shall be permitted that outlines windows or architectural features, such as doors, roof, cornices, and the like.

20.2.3 Neon signs shall be permitted only in a window display.

20.2.4 No neon sign shall be permitted above the first floor.

20.2.5 All neon signs shall comply with all standards established by the National Electrical Safety Code.

20.3 No exterior signs shall block windows or door openings. Where windows and doors are trimmed in decorative moldings, the moldings shall not be covered.

20.4 Actual produce and merchandise displayed for sale in store windows are not considered to be signs.

20.5 Signs may be illuminated by direct lighting but shall have such lighting shielded so no direct light will shine on abutting properties or in the normal line of vision of the public using the streets or sidewalks. For exterior sign illumination, shaded gooseneck lamps are encouraged. No flood or spot lights shall be mounted higher than five feet above the sign that it is illuminating.

20.6 No sign shall be so located or arranged that it interferes with traffic through glare; through blocking of reasonable sight lines or streets, sidewalks, or drive-ways; through confusion with a traffic control device (by reason of color, location, shape, or other characteristic); or through any other means.

20.7 All signs, except temporary signs, shall be constructed of durable material and kept in good condition and repair. Electrical signs shall be subject to periodic inspection by the **City's** Code Inspection Officer.

20.8 Temporary poster advertisements shall be displayed on the inside of business storefronts rather than on the outside and shall be limited to three poster advertisements per business.

20.9 Signs existing at the time of passage of this Ordinance that do not conform to the requirements of the Ordinance shall be considered nonconforming signs. No nonconforming signs shall be rebuilt; enlarged; changed; or altered in size, location, text, or appearance. Nonconforming signs may be replaced only with signs that conform to provisions of this Ordinance.

20.10 Signs pertaining to businesses or occupants, which are no longer using the building or property to which the sign relates, shall be removed from the premises within 30 days after the business or

20.11 A temporary sign stating that a business has relocated will be permitted for no more than 30 days after the business or occupancy has been vacated. Such signs shall be no larger than 12 square feet.

20.13 Twirling flags, balloons or other air or gas-filled devices and special promotional devices shall only be permitted for a new business for a period of not more than 15 days before or 30 days after the opening of such a new business.

20.14 Signs shall be of professional quality and, at all times, be legible and in good repair.

20.15 A sandwich board is a temporary "A" frame sign, which may be readily moved from place to place. Sandwich board sign design and display requirements are as follows:

20.15.1 Number of signs

One sign per establishment shall be permitted.

20.15.2 Area and height

The maximum area shall be eight square feet per side of sign. The width of the sign shall not exceed two linear feet. The maximum height shall be four feet.

20.15.3 Location

Signs may be placed on a sidewalk directly in front of the **applicant's** business establishment and may only advertise as to the **applicant's** business. No off-premises advertising shall be permitted. The sign shall be placed on that part of the sidewalk closest to the associated use. The sign must be placed so as not to interfere with or obstruct pedestrian or vehicular traffic. Signs may not be anchored to the sidewalk or attached or chained to poles, newspaper vending boxes, or other structures or appurtenances.

20.15.4 Design

The sign frame shall be painted or stained wood or anodized aluminum or metal. Spray-painted signs are prohibited.

20.15.5 Maintenance

The owner of the property and the proprietor of the business premises shall be jointly and severally responsible for keeping the area surrounding ground signs neat, clean, and well maintained.

20.16 The following signs are prohibited, unless the Planning Commission agrees with the opinion of the Downtown Overlay District Review Committee that such signs complement the intended use and architectural character of the building upon which it will be displayed:

20.16.1 Permanent banners, streamers, inflatable objects, twirlers, and like objects.

such signs have historical value or where such signs successfully evoke the Downtown Business District era. A sign painted directly on a structure cannot be the primary sign for any business located within. The bottom of any sign painted directly on a structure must be located at least 10 feet above ground level.

20.16.3 Flashing, intermittent, or changing color light, including LED, fiber optic signs, strobe light, or highway flashers.

20.17 Temporary signs: Temporary signs for special events and sales shall be permitted (subject to approval by the Planning Commission) upon recommendation from the Downtown Overlay District Review Committee.

20.18. All permitted window lettering and window signs shall be of professional quality and applied to the interior of the window.

Signs may be erected only in accordance with the following requirements:

20.19.1 No commercial establishment shall be permitted a total of more than two signs.

20.19.2 Where there is a business or office floor above the first floor in a 2---**story** building that is not the same business as is located on the first floor, each such business shall be permitted one sign not more than 18 inches high or more than three 3 feet wide, such sign to be placed or painted on the window of the business or office or projected on suitable ornamental bracket from the building facade.

20.20 Projecting signs

Projecting signs shall be permitted provided that:

20.20.1 Projecting signs must be attached to the building by an ornamental bracket.

20.20.2 No projecting sign, including brackets, may project more than 42 inches from the building to which it is attached.

20.20.3 A projecting sign shall not be larger than 5% of the area of the facade to which it is attached. Ornamental brackets to which a projecting sign may be attached are not included in such five percent calculation.

20.20.4 No more than one projecting sign is permitted for each entrance door.

20.20.5 The bottom of any projecting sign must be at least 7.5 feet above ground level, and its top may not extend higher than whichever of the following is lowest: 25 feet above grade or the top of the sills of the first level of windows above the ground floor.

## SECTION 21: Window displays.

21.1 The storage of materials, stock, or inventory shall not be permitted in any window display area ordinarily exposed to public view.

21.2 Obstructing ground floor windows from the interior of a building with shelving, display cases, signs, or other objects is discouraged.

21.3 All commercial window treatments, including blinds, shades, or curtains, shall be maintained in a clean and attractive manner.

21.4 Window display areas of vacant store fronts shall be maintained in good condition and in accordance with the regulations in this Ordinance.

## Section 22: Certificate of Appropriateness Required

### 22.1 Alterations and new construction

No alteration or site improvement of any property located in the Downtown Overlay District, as defined in Section 1.01 of this Ordinance, shall be undertaken prior to obtaining a Certificate of Appropriateness from the Planning Commission, nor shall a Building Permit be issued by the City for the construction, reconstruction, relocation, alteration, or demolition of any area, place, site, building, structure, object, or work of art within the designated Downtown Overlay District unless the application for such permit is approved by the Planning Commission through the issuance of a Certificate of Appropriateness in the manner prescribed herein.

### 22.2 Repairs, informal approval

In order to expedite and encourage timely maintenance and repair work in the designated Downtown Overlay District, the **City's** Building Code Officer (BCO) shall review and approve repair and maintenance work that does not change the design, materials, or general appearance of a structure within the Overlay District. The BCO may solicit comments and recommendations from the Review Committee in order to make a determination if the proposed repair does not change the design, materials, or general appearance of the structure. Staff may forward the application to the Review Committee for recommendation of Certificate of Appropriateness approval to the Planning Commission when a determination regarding the proposed repair cannot be made. Examples of repair/maintenance work that does not change the design, materials, or general appearance of the structure are as follows:

22.2.1 Replacement of missing bricks, repointing with same color and type of mortar, and reconstruction with brick matching in color, size, and shape.

22.2.2 Replacement of conforming siding, moldings, fascia boards, gutters, railing units, shutters, awnings, canopies, shingles, and other exterior surfaces when there is no change in design, materials, or general appearance. Any replacement or alteration of non---conforming siding, moldings, fascia boards, awnings, canopies, signs, or other exterior surfaces is required to be reviewed by the Review Committee.

22.2.3 Replacement of windows when they are of like material, in size, shape, and appearance. A change from wooden to metal or vinyl storm windows (particularly on historic structures) is required to be reviewed by the Review Committee.

## Section 23. Certificate of Appropriateness Application Procedures

A Certificate of Appropriateness Application shall be submitted, in writing, and accompanied by the following data, where applicable:

### 23.1 Sketch plan information

#### 23.1.1 Sketch plan requirements

The sketch plan shall be drawn at a scale of not more than 20 feet to the inch and include representation of adjacent lots, existing buildings, and adjacent streets.

#### 23.1.2 Elevation

An architectural rendering or line drawing, to scale, of all building elevations showing all proposed improvements, to include the location of proposed signs and awnings. The elevation shall be drawn at the same scale of the sketch plan and include the following:

23.1.2.1 The natural color of materials to be applied, including the colors of any paint or manufactured product on the exterior buildings, walls, or addition.

23.1.2.2 The type and finish of all materials to be applied to the exterior surface of the building, walls or addition, sign placement, and awning placement.

23.1.2.3 Current photographs of the subject building and adjacent buildings.

23.1.2.4 Separate renderings of any and all proposed signs and/or awnings, including:

23.01.2.4.1 The location and dimensions of the sign and/or awning.

23.01.2.4.2 The size and style of all lettering.

23.01.2.4.3 Colors with paint chips and/or color charts attached.

23.01.2.4.4 Fabric with fabric sample attached.

23.1.2.4.5 Construction materials.

23.1.2.4.6 Height above grade and below roofline.

23.1.2.5 Exterior lighting details proposed to be used for walkways, drives, and parking lot, including signs and light cast from the **building's** interior, which is or will be visible from surrounding properties.

23.1.2.6 Existing or proposed streetscape amenities, such as art work, sculptures, lighting, benches, fountains, and other ornamental or decorative features.

## Section 24. Certificate of Appropriateness Review Procedures

### 24.1 Pre--application meeting

The developer is encouraged to meet with the Downtown Overlay District Review Committee members prior to submission of a Certificate of Appropriateness (COA) Application. The intent of this meeting is to discuss early and informally the purpose and effect of the Ordinance and the criteria and standards contained herein. It will also give the applicant the opportunity to become familiar with zoning regulations and procedures as well as the benefit of any comments on the specific proposal by City staff.

24.2 When the owner of a property within a Downtown Overlay District proposes new construction or alteration to any portion of a structure within the District, he/she shall first apply for and secure a COA from the Planning Commission. The application for a COA shall be forwarded to the Design Review Committee Chairman, together with such plans, specifications, renderings, fees, and other material as required for recommendation of action to the Planning Commission.

24.3 After a COA Application is received, the Design Review Committee Chairman shall determine whether the application is complete. If incomplete, the Design Review Board Chairman shall advise the applicant within 10 business days of any additional information that is necessary or required. The applicant shall have 5 business days to submit the missing information. Failure to submit the missing information will result in the application not being placed on the Review Committee's meeting agenda.

24.4 After determining that the COA application is complete, the Design Review Committee Chairman or an assigned agent shall forward the COA application to the Board three days before the next Committee meeting.

24.5 The applicant shall receive notification of the time and place set for review of the COA application by the Review Committee and shall appear at such stated time and place and shall bring with him/her such other information or witnesses as are requested by the Review Committee or which the applicant deems to be helpful to a speedy and thorough review. The applicant, his/her agents, or any witnesses called by him/her may be heard at such review.

24.6 The Review Committee shall review the application and evaluate whether or not the buildings and structures to be constructed, altered, repaired or relocated, comply with the requirements of the Downtown Overlay District Ordinance. The Review Committee will make a determination based on this review and forward the results to the Planning Commission for action on the COA. The recommendations by the Review Committee are as follows:

#### 24.6.1 Approval

If the proposed alteration or new construction is determined to have no adverse effect by the Review Board on the Overlay District and does not violate the spirit and purpose of the Ordinance, then the Review Board Secretary shall recommend to the Planning Commission that it issue the Certificate of Appropriateness.

#### 24.6.2 Approval subject to conditions

Upon determination that a COA is in compliance, except for minor modifications, the conditions for approval shall be identified and the applicant shall be given the opportunity to correct minor deficiencies. The applicant may resubmit the COA to the Review Committee for final review after conditions have been met. The Review Committee may waive its right to review the revised COA Application; and instead, authorize the Design Review Committee Chairman or assigned agent to review and recommend approval of the resubmitted application materials to the Planning Commission, if all required conditions have been addressed.



### 24.6.3 Denial

Upon determination that a COA Application does not comply with the standards and regulations set forth in this Ordinance, or that the proposed alteration will have an adverse effect on the Downtown Overlay District, or the COA Application requires extensive revision in order to comply with said standards and regulations, the Design Review Committee shall recommend that the Planning Commission deny the requested COA.

24.6.4 The determination made being an approval, approval subject to conditions, or disapproval of a COA, respectively, shall be endorsed on the plans, including the date of such action and all contingencies and findings of fact supporting the Review Committee's decision. A copy of the Review Committee's decision and findings of fact shall be forwarded to the applicant.

24.7 Upon denying a Certificate of Appropriateness, the Planning Commission may impose a waiting period of at least 30 days, but not to exceed three months from the date of disapproval, during which time the Planning Commission shall authorize the Review Committee to negotiate with the owner of the property in order to develop a compromise proposal acceptable to both. The first meeting between the Review Committee and applicant shall be held within 60 days from the date of disapproval. If a compromise proposal is accepted by both parties, the Review Committee may henceforth recommend to the Planning Commission to issue a Certificate of Appropriateness.

24.8 The Planning Commission shall grant or deny approval of the application within 45 days of the date of submission of such application by the Review Board or within such further time as may be consented to by the applicant. If the Planning Commission shall not have granted or denied said application within 45 days, the application shall be deemed to have been approved.

24.9 Approval of the Certificate of Appropriateness shall expire five years after the date of approval by the Planning Commission or the approval of the final site development plan by the Planning Commission, whichever is later, if the applicant fails to obtain a building permit, use and occupancy permit, or other applicable permit, unless the Planning Commission has agreed, in writing or on the record, to an extension of time.

### Section 25. Notification of Violation

If the City of **Westminster's/Seneca's/Walhalla's** Zoning Officer, staff member, or any member of the Design Review Committee shall find that any of the provisions of this Ordinance are being violated, the Chairman of the Design Review Committee shall notify the Zoning Officer, in writing, about such violation, indicating the nature of the violation and the action necessary to correct it. The Zoning Officer shall notify the person responsible for such violation.

on the Downtown Overlay District, or the COA Application requires extensive revision in order to comply with said standards and regulations, the Design Review Committee shall recommend that the Planning Commission deny the requested COA.

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*The language in this suggested ordinance should be reviewed by your county or municipal attorney and other appropriate professionals before enactment. The model should be modified to address special local conditions and to conform to local laws and codes. This model is provided for guidance and not as a substitute for legal counsel or for town planning. The South Carolina*

*National Heritage Corridor has not consulted with an attorney in drafting this document and do not purport to be qualified to give legal advice.*

## SIGN ORDINANCE

### 1.100 STATEMENT OF PURPOSE, INTENT AND JURISDICTION

Signs constitute a separate and distinct use of the premises upon which they are placed and also affect the use of adjacent roads, streets, walkways and other properties. The provisions of this sign Ordinance are made to establish reasonable and objective regulations for all signs in this municipality which are visible to the public, in order to protect the general public health, safety, welfare, convenience and aesthetics. The Ordinance is also intended to serve the **public's** need to be given helpful directions, and to be informed of available products, businesses, and services. All signs in Oconee County which are visible to the public shall be subject to this Ordinance.

### 1.200 DEFINITIONS

- 1.201 Facade - Any structure or part of a structure attached; or otherwise mounted parallel, to a wall or other vertical part of the structure.
- 1.202 Gross Surface Area - The entire area within a single continuous perimeter composed of a single face enclosing the extreme limits of characters, lettering, illustrations, ornamentation or other figures, together with any other material, design or color forming an integral part of the display including the frame.
- 1.203 Public - The members of the community as a whole or any particular part of the community.
- 1.204 Resort/Community Development - A building or group of buildings located on a lot containing ten (10) acres or more. A resort/community development combines non-permanent lodging with services, including food, retail sale of commodities, recreation, and other amenities. A resort/community development may temporarily house owners and other residents who do not have full ownership of residential units, full-fledged members and their guests.
- 1.205 Roof - The roof slab or deck with its supporting members, not

- 1.206 Roofline - The top edge of a roof or building parapet, whichever is higher, but excluding any mansards, cupolas, pylons, chimneys or any minor projections.
- 1.207 Roof Ridge - The upper and lower roof ridges are the horizontal lines formed by the juncture of two sloping planes formed by the surfaces of a roof.
- 1.208 Roof Eaves - The projecting overhang at the lower edge of a roof.
- 1.209 Roof Structure - An enclosed structure on or above the roof of any part of a building.
- 1.210 Sign - A name, identification, description, emblem, display or device which is affixed to, printed on, or represented directly or indirectly upon a building, structure, or parcel of land; which is illuminated or non- illuminated; visible or intended to be visible from any public place; and, which directs or calls attention to a person, place, product, institution, business, organization, activity or service. Signs shall also include any permanently installed or situated merchandise, including any banner, pennant, placard, statue, vehicle or temporary sign. Certain categories of signs are defined as follows. Other categories of signs are defined elsewhere in this ordinance
  - A. Abandoned Sign - A sign located on a property which is vacant and/or unoccupied for a period of ninety (90) days; a sign which is damaged, in disrepair, or vandalized and not repaired within ninety (90) days; a sign which contains an outdated message for a period exceeding thirty (30) days.
  - B. Amenity Identification Sign - A sign which directs attention to a resort/community commodity, service, recreational area, or other amenity.
  - C. Awning Sign - A sign with its copy on a shelter made of any non-rigid material, such as fabric or flexible plastic that is supported by or stretched over a frame and attached to an exterior wall of a building or other structure.
  - D. Banner Sign - A sign with its copy on non-rigid material such as cloth, plastic, fabric or paper with no supporting framework.
  - E. Bulletin Board - A particular type of changeable copy sign that displays copy in a casement made of glass, Plexiglas or other materials.

- F. Canopy Sign - A sign on a rigid multi-sided structure attached to a building or on any other freestanding structure that may have a roof with support but no walls.
- G. Changeable Sign - A sign that is designed so that its characters, letters, illustrations or other content can be changed, altered or rearranged without physically altering the permanent physical face or surface of the sign. This includes manual, electrical, electronic, or other variable message signs.
- H. Construction Sign - A temporary sign identifying individuals or companies involved in design, construction, wrecking, financing or development work when placed upon the premises where that work is underway, but only for the duration of the work.
- I. Directional/Informational Sign - An on-premises sign for the convenience of the public giving directions, instructions, facility information or other assistance around a site, such as location of exits, entrances, parking lots, amenities, and housing units, to encourage proper circulation. It may contain the logo of an enterprise but no other advertising copy.
- J. Directory Sign - A sign which displays the names and/or addresses of the establishments, housing units, amenities, or uses of a building or group of buildings.
- K. Flashing Sign - Any sign which has intermittent or changing lighting or illumination of a duration less than thirty (30) seconds shall be deemed a flashing sign.
- L. Free-standing Sign - The general term for any sign which is permanently affixed to the ground and on a foundation. It is supported on a foundation by one or more upright poles or braces, and is not attached to a building or any other structure.
- M. Housing and Community Unit Identification Sign – A sign within a commercial resort community or common interest community (condo, co-op or planned community) identifying individual units, as well as groupings of units within the community.
- N. Illegal Sign - A sign which does not meet the requirements of this ordinance or which is not a registered nonconforming sign. This

specifically includes a sign that remains standing when the time limits set by the permit are exceeded and any sign not removed after notification from the zoning officer to remove the sign.

- O. Illuminated Sign - A sign illuminated in any manner by an artificial light source, whether internally or externally lit, including but not limited to neon signs and any sign which has characters, letters, figures, designs or outlines illuminated by artificial lighting.
- P. Informational Sign - Public or private directional, street or traffic signs, address numbers, names of buildings, rooms, etc. and other signs of a similar nature.
- Q. Instructional Sign - A sign which provides direction or instruction to guide persons to facilities intended to serve the public (e.g., restrooms, public telephones, public walkways, parking areas, and commercial resort-community amenities, maps, housing units, or transportation schedules).
- R. Marquee Sign - Any sign attached to a covered structure projecting from and supported by a building with independent roof and drainage provisions and which is erected over a doorway or doorways as protection against the weather.
- S. Monument Sign - A freestanding sign with a base affixed to the ground, where the length of the base is at least two-thirds the horizontal length of the monument.
- T. Nonconforming Sign - A sign that met all legal requirements when constructed but is not in compliance with current sign regulations. A registered nonconforming sign is not an illegal sign.
- U. Off-Premises Sign - Sign, graphics or a display for commercial, industrial, institutional, service or entertainment purposes, promoting products, or services conducted, sold or offered somewhere other than upon the same premises where the sign is located, and whose purpose is to sell or identify a product, service or activity. In the context of this section the word premises shall be interpreted as being a separate tract or parcel of land that has been or may be conveyed by deed or has otherwise been specified as a separate lot on an approved land development plan.
- V. On-Premises Sign - Sign, graphics or a display for commercial, industrial, institutional, service or entertainment purposes, promoting products, uses or services conducted, sold or offered

upon the same premises where the sign is located, and whose purpose is to sell or identify a product, service or activity. In the context of this subsection the word premises shall be interpreted as being a separate tract or parcel of land that has been or may be conveyed by deed or has otherwise been specified as a separate lot on an approved land development plan.

- W. Personal Sign - A sign including name plates, home-occupation signs, and other signs of a similar nature.
- X. Plaza Sign - A one or two-sided structure displaying smaller signs, each of equal size.
- Y. Pole Sign - A freestanding sign with a base supported from the ground by a pole or a similar support structure of narrow width.
- Z. Political Sign - A temporary sign larger than four (4) square feet identifying, either singly or combined, a political candidate, slate of candidates, issue or party. These signs are used or intended to be used for the display of any announcement, advertisement or notice of any individual candidate or slate of candidates for any public office or similar political purposes.
- AA. Political Yard Sign - A temporary political sign four (4) square feet or smaller.
- BB. Portable Sign - Sign, graphic or display for commercial, industrial, institutional, service, entertainment or informational purposes which can be readily moved from place to place and which is not affixed to a building, to another permanent structure or to the ground.
- CC. Projecting Sign - A sign which is supported by an exterior wall of a building or other structure and which is constructed and displayed perpendicular to the face of the building or other structure so that both sides of the sign are visible.
- DD. Real Estate Sign - A temporary sign which is used to offer for sale, lease or rent the premises upon which the sign is placed.
- EE. Roof Sign - A sign which is erected, constructed, and maintained on or above the roof of a building.
- FF. Temporary Sign - A sign displayed for a fixed, terminable length of time. Temporary signs are intended to be removed after the

temporary purpose has been served. Included are for sale, lease or rent signs, political signs, service signs, special-event signs, construction signs, directional signs to special or temporary events and signs of a similar nature.

- GG. Wall Sign - A sign painted on, or attached to, a wall or window of a building or other structure and which is mounted parallel to the surface so that only one side is visible to the public.
- HH. Warning Sign - A sign containing no advertising material but which warns the public of the existence of danger.

1.300 ADMINISTRATION

The Administrator of this sign Ordinance shall be the Zoning Officer. The Zoning Officer shall have the responsibility and authority to administer and enforce all provisions of this Ordinance, other than those provisions with powers specifically reserved to the Board of Supervisors or the Zoning-Hearing Board.

1.400 PERMIT PROCEDURES

No sign, except as provided by Section 1.500 (Exempt Signs) and Section 1.500 (Nonconforming Signs) shall be erected, displayed, altered, relocated, or replaced until the municipality issues a sign permit.

- 1.401 Permit Application - Applications for sign permits shall be submitted on forms provided by the municipality, completed as required; at a minimum, they shall have attached the following information, in either written or graphic form.
  - A. Location of the sign on the premises in relation to lot lines, buildings, sidewalks, streets, public rights-of-way and street intersections within three hundred (300) feet of the proposed sign.
  - B. Type of sign (e.g., freestanding, pole, monument, wall) and general description of structural design and construction materials.
  - C. Drawing(s) of the proposed sign containing specifications indicating height, perimeter, area, dimensions, type of lettering proposed, means of support, method of illumination, and any other significant characteristics.
  - D. Any other information requested by the Zoning Officer in order to

carry out the purpose and intent of this Ordinance.

- E. The required sign permit fee as established by resolution of the Governing Body. Permit fees will cover the cost for administering this Ordinance for compliance with its purpose.
- F. The landscaping plan for any freestanding signs shall be created, as follows.
  - 1. A landscaped island containing shrubs or flowers with a minimum of thirty two (32) square feet in area and a minimum of one foot in height is required around all off-premises pole and monument signs.
  - 2. The island shall be formed from materials such as, but not limited to, stone, brick, or landscape timbers. The island shall be maintained to keep it free of weeds, debris and brush.
  - 3. A sketch of the sign and island shall be submitted with the sign permit application for review and approval by the Zoning Officer.

1.402 Permit Review and Action- The Zoning Officer shall review the sign permit application and issue or deny the permit, in conformance with the following standards.

- A. Official Date. The official date of submission shall be the day the Zoning Officer determines that the completed application, with all required or necessary data, has been properly prepared and submitted.
- B. Time to Decide. The Zoning Officer shall determine whether the proposed sign will or will not be in compliance with the requirements of this Ordinance, and shall, within thirty (30) days of the official date of submission, issue or deny the sign permit.
- C. Photograph. When the sign has been completed, the Applicant shall photograph the completed sign and forward the photograph to the Zoning Officer. The Zoning Officer shall then inspect the sign.
- D. Inspection for Compliance. The Zoning Officer, or a designee, shall perform a final inspection after installation of any approved sign. The Zoning Officer will then complete the County portion of the sign application and forward the completed application form to the Applicant. The final dimensions of the sign will be noted by the

Zoning Office, either on the back of the photograph of the sign or at any other appropriate place, which information shall be filed at the County offices along with the completed application.

- E. Discrepancies. Any discrepancies between any sign as approved and the sign as constructed shall be identified in writing by the Zoning Officer and may result in the halt of construction and correction of the discrepancy. If the discrepancy is not corrected within twenty (20) days after written notice, the sign may be ordered removed by the Zoning Officer.
- F. Complaints. The Zoning Officer shall investigate any complaints of violations of these regulations and may revoke any permit if there is any violation of these regulations or if there was any misrepresentation of any material fact, in either the sign permit application or the plans.
- G. Bi-Annual Inspection. The Zoning Officer, or a designee, shall complete a bi-annual inspection of all regulated signs on or about the anniversary date of the issuance of the permit for each sign, and shall determine if the sign is in conformance with the sign Ordinance. If any sign is not in conformance, the Zoning Officer will revoke the permit for the sign and may remove or order the removal of the sign, at the expense of the owner or lessor.
- H. Annual License Fee. An annual license fee shall be paid in accordance with any resolution of the Supervisors setting forth the annual license fee schedule.
- I. Penalty Fee. If the annual license fee is paid later than 40 days from the date of the invoice requesting payment, a penalty fee equal to fifty percent (50%) of the cost of the annual license fee shall be assessed. At the end of ninety (90) days, the unpaid annual license fee will bear interest at 18% APR. If the annual license fee has not been paid at the end of 120 days from date of invoice, the sign will be ordered removed by the Zoning Officer, with the cost of removal to be borne by the sign owner.
- J. Revocation of Permit. All rights and privileges acquired under the provisions of this Ordinance are mere licenses and, as such, are revocable for cause by the County/City. All permits issued pursuant to this Ordinance are hereby subject to this provision. *See Section 1.404.*

- K. Registration of Signs. All signs must be registered with the County/City. Signs that are certified as nonconforming and are registered under this Ordinance may continue to be displayed, replaced or altered to conform to this Ordinance. All signs erected after the effective date of this ordinance must comply with it. Appropriate notice will be provided to all existing sign owners upon the adoption of this Ordinance.
- L. Information to be affixed on signs. All signs erected after the effective date of this section shall have the following information permanently affixed in a conspicuous place.
1. Date of the Approval.
  2. The sign permit number.
  3. The voltage of any electrical apparatus used in connection with the sign.
- M. Violations. Any sign which has not been certified and registered as nonconforming or that has not received a permit from the Zoning Officer within one (1) year of the effective date of this Ordinance shall be deemed to be in violation of these regulations and shall be ordered removed by the Zoning Officer with the costs of removal to be at the expense of the sign owner or the land owner.

1.403 Expiration of Sign Permit

- A. If the sign authorized by any sign permit has not been erected or completed within one hundred twenty (120) days from the date of issuance of that permit, the sign permit shall be deemed expired.
- B. An expired sign permit may be renewed within thirty (30) days from the expiration date for good cause shown and upon payment of a permit extension fee, as established by resolution of the Supervisors.

1.404 Revocation of A Sign Permit

The Zoning Officer shall revoke any sign permit if the sign, whether new or pre-existing, is moved or otherwise altered, either intentionally or by natural forces, in a manner which causes the sign not to be in conformity with this Ordinance. Signs must be properly maintained, properly painted and be kept free from all hazards, including but not limited to, faulty

wiring, loose fastenings, being in an unsafe condition or detrimental to public health, safety or general welfare. In the event of a violation of any of the foregoing provisions, the Zoning Officer shall give written notice specifying the violation to the current owner of the sign and the current owner of the land upon which the sign is erected to conform or to remove the sign. The sign shall be made to conform to the permit requirements within thirty (30) days from the date of the notice, or, the Zoning Officer shall revoke the sign permit and the subject sign shall be removed by the owner of the sign or the owner of the premises.

1.405 Removal of the Violating Sign

After issuing an enforcement notice that complies with the Municipalities Planning Code the Zoning Officer shall have the power to, and may remove, cause to be removed, or order the removal of signs that are in violation of this Ordinance. The Zoning officer has the option of waiving the removal of a sign if the Business is for sale. The removal will be completed at the expense of the owner of the sign or the owner of the premises, or both. Removal shall take place in the following instances.

- A. When any sign constructed after the adoption of this Ordinance or any amendment to it is not in conformance with the provisions of this Ordinance.
- B. If the Zoning Officer finds a sign which presents immediate peril to persons or property, the sign shall be removed.
- C. When any sign, whether existing on, or erected on or after the effective date of this Ordinance, is declared obsolete for any of the following reasons:
  1. Any directional or off-premises sign which refers or pertains to a business or facility, the affairs of which are discontinued for a period of six (6) months or more.
  2. Any sign which pertains to a time, event or purpose which no longer exists or applies.
  3. On premises signs for any businesses or facilities which have been vacant, unoccupied or not actively being offered for sale for a period of six (6) months or more.
- D. Any sign for which the annual license fee has not been paid within 120 days of the license fee invoice date.

1.500 EXEMPT SIGNS

Sign permits shall not be required for the following.

Name and Address – Up to two signs indicating address, number and/or name of occupants of the premises, that do not exceed two (2) square feet in area per side, and do not include any commercial advertising or other identification.

Decals - Decals affixed to windows or door glass panels, such as those indicating membership in a business group or identifying credit cards accepted at the establishment.

Flags, Emblems and Insignia of Government Agencies, Religious, Charitable, Public or Non-Profit Organizations- These types of signs are exempt from permit requirements but are subject to the following requirements.

- A. No single flag that is flown shall exceed forty (40) square feet in area and no single parcel shall fly more than three (3) flags.
- B. If the total area of flags exceeds seventy two (72) square feet, the excess area shall be included in the on-premises, free-standing sign area calculations (See Section 1.1000) for the parcel.
- C. Flagpoles shall not exceed forty (40) feet in height.
- D. Wall-mounted flags, emblems, insignias or logos shall be limited to one per parcel and shall not exceed forty (40) square feet in area.

Handicapped Parking Space - Signs not exceeding two (2) square feet in areas reserving parking for handicapped individuals.

Private Drive Signs - On-premises private drive signs are limited to one per driveway entrance, not exceeding two (2) square feet in area, with language limited to the words **"private drive"** and the addresses of any residences using the private driveway.

Public Signs - Signs erected by government agencies or utilities, including traffic, utility, safety, railroad crossing and identification signs for public facilities and any signs erected by the County under direction of the Board of Supervisors.

Security and Warning Signs - On-premises signs regulating the use of the premises, such as **"no trespassing"**, **"no hunting"** and **"no**

**soliciting"** signs that do not exceed one (1) sign two (2) square feet in area in residential areas and one (1) sign five (5) square feet in area in commercial and industrial zones. These limitations shall not apply to the posting of conventional **"no trespassing"** signs in accordance with state law

Temporary Real Estate Signs - Display of these signs shall be limited to one (1) per property and six (6) square feet in area in residential zones and thirty two (32) square feet in all other zones. These signs shall be removed within thirty (30) days of settlement or lease of the property.

Garage or Yard Sale Signs - Signs advertising garage sales or yard sales are permitted, provided that no sign shall exceed four (4) square feet in area and is not erected more than 4 days prior to the event. One (1) yard sale sign shall be allowed on premises. All signs shall be removed one (1) day after the close of the garage or yard sale.

1.600 PROHIBITED SIGNS

The following signs are expressly prohibited, unless otherwise stated in these regulations.

Animated and Moving Signs - A sign or other display with either kinetic or illusionary motion powered by natural, manual, mechanical, electrical or other means, including but not limited to flags having commercial messages, and all pennants, banners, streamers, propellers, and discs, as well as flashing signs, signs with illuminated elements that are used to simulate the impression of motion, and searchlights.

Flashing and Message Signs - Any signs that include lights or messages which change flash, blink or turn on and off intermittently, but specifically excluding time and temperature signs which display no other text or images.

Glaring Signs - Signs with light sources or which reflect brightness in a manner which constitutes a hazard or nuisance. This includes signs with fluorescent text, graphics or background, as well as holographic signs.

Obstructive Signs - A sign or other advertising device erected or maintained at any road intersection in a manner as to obstruct free and clear vision of the intersection.

Inflatable Signs and Other Objects - Signs and other objects which are inflated, including, but not limited to, balloons. One bouquet of balloons shall be allowed on premises that sell balloons. Balloons shall also be permitted in temporary situations or on special occasions at a residence.

Posters and Handbills - Any signs affixed to any structures, trees or other natural vegetation, rocks or poles.

Roof Signs - Roof signs are on-premises signs and shall conform to Section 2.1000 and all other sections of the Zoning Ordinance.

- A. With the exception of gambrel, mansard, and hip-on-gable roof signs, roof sign height shall not exceed twenty-five percent (25%) of the vertical height from the roof eave to the highest roof ridge.
- B. The height of roof signs on gambrel, mansard, and hip-on-gable roofs shall not exceed twenty five percent (25%) of the vertical height from the roof eave to the *lower* roof ridge.
- C. Cross-hipped roofs may contain only one sign on the roof area that is parallel and facing the street.
- D. Roof signs are prohibited on flat roofs with eaves and on flat roofs with parapets.
- E. All roof signs shall be affixed to the roof of a structure. The supporting design should be structurally sound as determined by the zoning officer and the County engineer.

Simulated Traffic Signs and Obstructions - Any sign which may be confused with, or obstruct the view of, any authorized traffic sign or signal, obstruct the sight-distance triangle at any road intersection or extend into the public right-of-way.

Strings of Light - Any devices including lights that outline property lines, sales areas or any portion of a structure and are intended to advertise or draw attention to a business or commercial activity, except as follows.

- A. Lights used temporarily as holiday decorations.
- B. Lights or other devices used on a temporary basis on parcels on which carnivals, fairs or other similar temporary activities are held.

Vehicle Signs - Any sign displayed on a parked trailer or other vehicle where the primary purpose of the vehicle is to advertise a product, service business, or other activity. This regulation shall permit the use of business logos, identification or advertising on vehicles primarily and actively used



for business purposes.

A-frame/ Wheeled Signs – Any portable “A” frame or similar portable sign is prohibited except on a temporary basis not to exceed 72 consecutive hours not more than once per year.

Multiple Signs - Multiple signs, logos or insignia on a canopy or canopies attached to a building or other structure are prohibited.

Signs Adversely Affecting Safety. Signs which prevent free ingress or egress from any door, window, fire escape, or that prevent free access from one part of the roof to any other part. No sign of any kind shall be attached to a stand-pipe or fire escape. Open flames used to attract public attention to a place of business or to an advertising sign shall not be permitted.

Sign Emissions- No sign which emits smoke, visible vapors, particles, sound or odor shall be permitted.

Mirrors- No mirror device shall be used as part of a sign.

#### 1.700 GENERAL STANDARDS AND CRITERIA FOR SIGNS

The regulations in this section specify the area and heights of signs that are allowed within Oconee County and which require a permit.

1.701 Determination of Gross Sign Area - The area of a sign shall include all lettering, wording and accompanying designs and symbols together with the background, whether open or enclosed, on which they are displayed but not including any supporting framework and bracing which are incidental to the display.

A. Where the sign consists of individual letters or symbols attached to or painted on a surface, building wall or window, the area shall be considered to be that of the single smallest rectangle or other regular geometric shape which encompasses all of the letters and symbols, including the sign background and frame.

B. In computing square-foot area of a double-faced sign, only one side shall be considered, provided both faces are identical in size, otherwise the larger side shall be considered. If the interior angle formed by the faces of the multi-faced sign is greater than forty- five (45) degrees, then all sides of the sign shall be considered in calculating the sign area.

1.702 Determination of Sign Height - The height of all signs shall be determined

as follows.

- A. The height of a sign erected *within* thirty (30) feet of a road right- of-way line shall be measured from the grade level of the nearest edge of the travelway of the adjacent road to the top of the sign or sign structure.
- B. The height of all signs erected *beyond* thirty (30) feet from a road right-of-way line shall be measured from the natural grade level immediately adjacent to where the sign is erected to the top of the sign or sign structure.

#### 1.800 GENERAL REQUIREMENTS

All signs erected within each municipality and along Scenic Byways shall conform to the applicable building codes and to the following general requirements.

Sign Materials and Construction - All signs shall be constructed of durable materials, designed to withstand expected wind pressures and erected so as not to sustain damage and deterioration from the elements. No sign shall contain iridescent or “day-glo” paint.

Maintenance - Every sign, including those specifically exempt from permit and permit fees, shall be maintained in good repair and in a safe, clean and attractive condition.

Design - No sign or part of a sign shall contain or consist of banners, posters, pennants, ribbons, streamers, spinners or other similar moving, fluttering or revolving devices. None of these devices, nor any strings of lights, shall be used for the purpose of advertising or getting attention when not part of a sign, except as follows.

- A. In the case of a grand opening or similar event, banners, posters, pennants, ribbons, streamers, spinners or other similar moving, fluttering or revolving devices may be used for a period of seven (7) consecutive days upon application for a special sign permit.
- B. All temporary (7 consecutive days) signs shall be affixed at all four

corners or attached to a stable, flat, surface. Temporary signs affixed to buildings shall be considered temporary wall signs and shall conform to the requirements in Subsection 2.1200.

- C. Banners spanning municipal roadways are prohibited. Banners spanning state roadways require permission from the South Carolina Department of Transportation and issuance of a highway occupancy permit.

Sign Illumination - Illuminated signs or sign lighting devices shall employ only lights emitting a light of constant intensity (See also subsection 1.603) and no sign shall be illuminated by or contain flashing, intermittent rotating or moving light or lights. No sign or lighting device shall be placed or directed to permit the beams and illumination to be directed or beamed upon a public road, highway, sidewalk or adjacent premises so as to cause a traffic hazard or nuisance.

Street Rights-of-Way - No sign or advertising device, including projecting signs, shall be located in or project over any road right-of-way nor be located within the clear sight triangle of any intersection. Exceptions include public signs or signs erected by a governmental agency.

Limitation on Number of Signs - Any business shall be limited to two on-premises exterior signs advertising that business, to include free-standing and signs attached to a building (excluding window decals and on- premises directional signage).

#### 1.900 OFF-PREMISES SIGNS

Off-premises signs include signs, graphics and other displays for commercial, industrial, institutional, service or entertainment purposes, products, uses, or services conducted, sold or offered elsewhere than upon the same premises where the sign is located. These signs are allowed only in Commercial and Industrial zoning districts and are subject to the following.

Engineering Certification - An engineering certification shall accompany the application for an off-premises sign permit. The engineering certification shall indicate, under the seal of a professional engineer, that the existence of the proposed off-premises sign shall not present a safety hazard.

Special Exception - Off-premises signs are allowed only upon the granting of a special exception by the Zoning Hearing Board in compliance with the standards in this Ordinance.

Sign Separation Distance - The minimum distance required between all off- premises signs shall be 2640 feet (1/2 mile) as measured along the centerline of the abutting roadway. Signs located on the opposite sides of the road or in an adjacent Municipality are subject to this distance requirement. These signs shall be located according to the following standards.

- A. No off-premises sign shall be erected within two-hundred and fifty (250) feet of any existing freestanding on-premises sign.
- B. No off-premises sign shall be erected within one-thousand (1000) feet of any existing residential dwelling or residential zoning district.

Sign Setbacks - Off-premises signs shall be located in accordance with the building setbacks for structures located in the commercial or industrial zoning district.

Sign Area - The maximum area for any off-premises sign shall be one hundred (100) square feet per side.

Sign Height - No portion of any off-premise sign shall be more than thirty (30) feet above the highest elevation of the surrounding natural grade.

Permit Sticker - Once an off-premises sign has obtained a permit, the permit sticker provided with the permit by the County shall be affixed to the sign face.

Landscaping - A landscaped island containing shrubs and or flowers with a minimum of thirty two (32) square feet in area and a minimum of one foot in height is required around all off-premises pole and monument signs. The island shall be formed from materials such as, but not limited to, stone, brick or landscape timbers. The area of the island shall be maintained to keep it free of weeds, debris and brush. A sketch of the sign and island shall be submitted with the zoning permit application for review and approval by the Zoning Officer.

Replacement Signs - A "Tri-Vision" or equivalent sign (which has rotating, triangular cross-section members that changes the sign's display in its entirety) may be constructed when used to replace up to three existing off- premises signs which do not meet separation distances required by this Ordinance.

Trees - Trees greater than four (4) inches in diameter removed for construction of the sign shall be replaced on-site at a ratio of one (1)

2.1000 ON-PREMISES SIGNS

On-premises signs include signs, graphics and displays for commercial, industrial, institutional, service or entertainment purposes, products, uses or services conducted, sold or offered on the same premises where the sign is located. These signs are allowed only in commercial and industrial zoning districts and are subject to the following.

- 2.1001 Number of Signs Allowed Per Lot - The number of freestanding signs or displays allowed per lot or parcel of commercial property shall be as follows.
- A. For lots having up to one hundred (100) linear feet of frontage on any public or private street, one (1) sign not exceeding one (1) square foot in area for every two (2) linear feet of lot frontage, up to a maximum of twenty five (25) square feet in area.
  - B. For lots having one hundred (100) to two hundred fifty (250) linear feet of frontage on any public or private street, one (1) sign not exceeding fifty (50) square feet in area.
  - C. For lots having two hundred fifty (250) to five hundred (500) linear feet of frontage on any public or private street:
    - 1. Two (2) signs not exceeding fifty (50) square feet in area each and having at least two hundred fifty (250) feet between signs; or
    - 2. One (1) sign not exceeding fifty (50) square feet in area.
  - D. Limitation on Number of Signs- Any business shall be limited to two on-premises exterior signs advertising that business to include free-standing signs and signs attached to a building (excluding window decals and on premises directional signage).

- 2.1002 Sign Location - All freestanding signs or displays shall be erected at least ten (10) feet from any property line or right-of-way, and shall be located outside all clear site triangles or a minimum of ten (10) feet from the edge of the travelway, whichever is the greater distance.

- 2.1003 Sign Separation - No freestanding on-premises sign shall be erected within two hundred fifty (250) feet of any other freestanding on-premises sign.
- 2.1004 Sign Location on Premises - No freestanding on-premises sign shall be erected within seventy five (75) feet of any residences.
- 2.1005 Sign Height - No portion of any freestanding on-premises sign or display shall be more than twenty (20) feet above the highest elevation of the natural grade immediately adjacent to the sign.
- 2.1006 Sight Hindrance - No freestanding sign or display shall be erected so as to block or obstruct the sight line of automobiles exiting from the premises.
- 2.1007 Special Exception - Any freestanding signs over fifty (50) square feet in area will be allowed only upon the granting of a special exception by the Zoning Hearing Board based on the criteria in this Ordinance.
- 2.1008 Landscaping. A landscaped island containing shrubs or flowers with a minimum of thirty two (32) square feet in area and a minimum of one foot in height is required around all on-premises pole and monument signs. The island shall be formed from materials such as, but not limited to, stone, brick or landscape timbers. The area of the island shall be maintained to keep it free of weeds, debris and brush. A sketch of the sign and island shall be submitted with the zoning permit application for review and approval by the Administrator.

2.1100 INDIVIDUAL SIGN REQUIREMENTS

The following signs are permitted in all districts. Signs erected within each municipality and along scenic byways shall conform to the following individual requirements, as well as the general requirements stated in this Ordinance.

- 2.1101 Pole Signs - Pole signs shall be allowed as Freestanding signs subject to the following.
- A. The permitted area of a pole sign shall be one (1) square foot per five (5) linear feet of lot frontage on which the sign or signs are to be erected, up to a maximum of five (5) square feet in area.
  - B. The top of a pole sign shall not exceed fifteen (15) feet in height and the base of the sign face shall be at least seven (7) feet above the ground.
- 2.1102 Monument Signs - Monument signs shall be allowed as freestanding

signs subject to the following.

A. The permitted area of a monument sign shall be one (1) square foot per five (5) linear feet of lot frontage on which the sign or signs are to be erected, up to a maximum of thirty two (32) square feet in area.

B. The height of a monument sign shall not exceed sixteen (16) feet.

2.1103 Portable Signs - Portable signs will be allowed as freestanding on-premises signs only under the following circumstances.

A. When a standard freestanding sign cannot be erected without creating a hazard to traffic.

B. Portable signs classified as freestanding signs shall in all cases be permitted only upon the granting of a special exception by the Zoning Hearing Board.

C. Portable signs must conform to the general standards and size requirements of this ordinance for on-premises signs.

2.1104 Wall/Window or Marquee Signs - Wall/window or marquee signs and displays attached to individual buildings or units shall be allowed in addition to the permitted freestanding signs and displays, and are subject to the following:

A. The permitted area of wall/window or marquee signs shall be one (1) square foot for each five (5) linear feet of building or unit front facade to which it is attached, not to exceed thirty two (32) square feet in area.

B. The top of all wall/window or marquee signs shall be below the roof line and at a height no greater than twenty (20) feet above the ground immediately adjacent to the sign.

C. All wall signs shall be installed flat against the wall of a building and shall not extend from the wall more than twelve (12) inches.

D. Theaters may erect one (1) of the permitted wall or marquee signs with changeable copy board to display the name(s) and time(s) of the current motion picture or theatrical production.

2.1105 Projecting Signs - Projecting signs and displays attached to individual buildings or units shall be allowed in addition to the permitted freestanding signs and displays, subject to the following.

- A. The permitted area of projecting signs shall be one (1) square foot for each five (5) linear feet of building or unit front facade to which it is attached, not to exceed thirty two (32) square feet.
- B. The base of all projecting signs shall be no less than eight (8) feet above the ground.
- C. Projecting signs shall not be located or erected on the roof area of any building, shall be located only on the building walls, and may not project above the building roof line or roof ridge.
- D. Projecting signs shall not project from the exterior wall of a building more than four (4) feet.
- E. Projecting signs shall not project into any public or private street right-of-way.

2.1106 Awning or Canopy Signs - Awning or canopy signs and displays attached to individual buildings or units shall be allowed in addition to the permitted freestanding signs and displays, subject to the following.

- A. The permitted area of awning or canopy signs shall be one (1) square foot for each two (2) linear feet of awning or canopy up to a maximum of sixteen (16) square feet.
- B. No awning or canopy sign shall extend above the top of the awning or canopy.
- C. Multiple Logos or insignias on an awning or Canopy are prohibited.

2.1107 Artwork - Works of art that do not include any commercial messages or references and conform to Sections 1.700 (General Standards and criteria for signs) and 1.800 (General Requirements) of these regulations are permitted.

2.1108 Directional Signs - Directional signs giving directional assistance for the convenience of the public, not exceeding four (4) square feet per side in area or located closer than five (5) feet to any property line, are permitted. Directional signs may be internally lit or illuminated by white light only.

- A. If erected along the right-of-way and directing traffic to a facility or activity not located on the property on which the sign is erected, the sign shall:
  - 1. Be limited in content to the name of the event, distance to the event in miles, and a directional arrow.

- 2. Under no circumstances reference any enterprise or activity which is more than eight (8) miles from the sign location.
- 3. If clustered, have maximum dimensions of thirty six (36) inches by forty-eight (48) inches.

B. If erected on the same private property on which the facility is located, the sign shall:

- 1. Be limited in content to the name of the business or enterprise, directional information and a directional arrow.
- 2. Not reference any additional enterprise which is not located on the same premises.
- 3. Not exceed eight (8) square feet in area.

2.1109 Home-Occupation Signs - On-premises identification signs for home occupations shall not exceed two signs, two (2) square feet in area per side. Home-occupation signs shall contain only the name of the business and/or business owner.

2.1110 Individual Sign Limitation - One marquee, wall/window, projecting, or awning or canopy sign is permitted on each individual building.

## 2.1200 TEMPORARY SIGNS

Temporary signs may be erected in all districts only after obtaining a temporary sign permit, which shall cite the length of time the sign may be displayed.

- A. The permit application shall be submitted along with a deposit fee as established by resolution of the Board of Supervisors.
- B. Temporary signs must be removed within the time period specified in subsections 1.1201-1.1205.
- C. Upon Applicant certification that the signs have been removed, the deposit shall be returned.

2.1201 Special-Event Signs - On-premises signs announcing special events including, but not limited to, auctions, grand openings, new management, going-out-of-business sales and events by religious, charitable or public service groups.

- A. Any business, individual or organization may display a special-event sign. A maximum of two (2) special-event signs may be displayed for up to seven (7) days prior to a special event.
- B. Signs shall not exceed sixteen (16) square feet in area each and shall be removed immediately following the event.
- C. A special-event sign shall not be used to continuously advertise the same event.

2.1202 Seasonal Farm-Products Signs - Seasonal on-premises signs announcing the availability of seasonal farm products.

- A. The number of signs shall not exceed two (2) and the total area of all signs shall not exceed thirty-two (32) square feet per side, nor shall any sign exceed six (6) feet in height.
- B. Seasonal farm-product signs shall not be erected more than fifteen (15) days in advance of the harvest of the produce in question, and shall be removed within thirty (30) days from the end of harvest.

2.1203 Construction Signs - Construction signs announcing new buildings or projects, erected after the commencement of construction. Each construction site shall be limited to three (3) construction signs not exceeding (20) square feet in area and (8) feet in height which shall be removed by the time the permanent, on-premises sign is erected or a certificate of occupancy for the building is issued.

2.1204 Political Signs - Political signs *four (4) square feet or larger* announcing political candidates seeking office, slates of candidates, political parties, and/or political and public issues appearing on a ballot shall be subject to the following requirements.

- A. No person shall post any sign of any kind whatsoever upon public or private property without permission of the property owner.
- B. Signs shall not be permitted on any utility poles lighting poles or other similar structures.
- C. Political signs shall not be posted more than thirty (30) days in advance of the election to which they pertain and shall be removed within five (5) calendar days following the election for which they were posted.

- D. In all zoning districts, political signs shall not exceed sixteen (16) square feet per side in area and shall not project higher than ten (10) feet from the base of the sign or grade of the nearest adjacent roadway, whichever is higher.
- E. Signs advertising an individual candidate shall be placed at least one hundred (100) feet apart.

2.1205 Political Yard Signs - Political signs *four (4) square feet or smaller* than and announcing political candidates seeking office, slates of candidates, political parties, and/or political and public issues appearing on a ballot shall be subject to the following requirements.

- A. No person shall post any sign of any kind whatsoever upon private property without permission of the property owner.
- B. Signs shall not be permitted on utility poles, light poles or similar structures.
- C. Political yard signs shall not be posted more than thirty (30) days in advance of the election to which they pertain and shall be removed within five (5) calendar days following the election for which they were posted.
- D. Political yard signs shall not exceed four (4) square feet per side in area and shall not project higher than five (5) feet from the base of the sign or grade of the nearest adjacent roadway, whichever is higher.

2.1206 Bus Shelter Signs - Bus shelters bearing advertising messages are permitted if the bus shelter is a currently designated bus stop, and the location of the shelter is approved and permitted by the appropriate authorities.

- A. Bus shelter signs shall conform to Section 2.1104, Wall Signs. Therefore the permitted area of a bus shelter sign shall be one (1) square foot for each five (5) linear feet of shelter front facade to which the sign is attached. The sign shall not extend beyond the shelter itself.
- B. Bus shelter sign permits shall be required to be renewed annually and be subject to an annual renewal fee.

2.1300 PERSONAL SIGNS

Personal signs such as personal name plates and signs of a similar nature are permitted in all zoning districts subject to the following.

- A. Signs shall not exceed two (2) square feet in area per side.
- B. Signs shall not exceed six (6) feet in height.
- C. Signs shall be limited to one (1) sign per property.

2.1400 MEMBERSHIP SIGNS

Signs denoting membership in agricultural associations, cooperatives or indicating specialization in particular breeds of cattle, horses, hogs, etc. or in a particular hybrid or strain of plant are allowed in all zoning districts subject to the following.

- A. Signs shall not exceed eight (8) square feet in area.
- B. Signs shall not exceed six (6) feet in height.
- C. Only one (1) sign is permitted on the premises and shall be located on any road frontage.

2.1500 GASOLINE STATION SIGNS

Automobile service and gasoline stations shall comply with all applicable regulations within this section, including the regulations for shopping centers (if applicable), and the following additional regulations.

2.1501 Changeable Fuel Price Signs - Freestanding signs identifying the name of the business may include changeable copy indicating the current price of fuel dispensed on the premises.

2.1502 Company Pole Signs - One pole sign may be erected on the lot of a gasoline service station for the purpose of advertising the brand of gasoline sold at such station.

- A. Sign shall have a maximum height of twenty (20) feet.
- B. Sign shall have a maximum area of twenty-four (24) square feet per side.

2.1600 CLUB OR CAMP ENTRANCE SIGNS

One freestanding sign listing the name of and indicating the entrance to a hunting or

fishing camp or club, a commercial camp or commercial transient campground shall be allowed at each entrance to such uses, and subject to the following additional requirements:

- A. Signs shall not exceed sixteen (16) square feet in area.
- B. Signs shall not exceed six (6) feet in height.
- C. Signs shall be at least five-hundred (500) feet apart.

2.1700 SIGN PLAZAS

Where large numbers of either temporary or permanent directional or commercial advertising signs are justified, a sign plaza may be established. In these cases, allowable sign area may be consolidated and confined within a single frame or as a combination of sign panels within a sign plaza. Sign plazas are subject to the following.

2.1701 Approval - Sign plazas shall be allowed only upon the approval of the Board of Supervisors as a conditional use and shall be submitted to the County Planning Commission for recommendations prior to submission to the Board of Supervisors for action.

- A. A site-plan shall accompany an application for a sign-plaza permit depicting adequate access, parking, drainage, size, shape, color, lighting, landscaping and manner of display.
- B. The plan should include the total allowable sign area for the property, and the substituted area to be consolidated within the proposed sign plaza.

2.1800 RESORT/COMMUNITY SIGNS

All signs in resort/community developments shall conform to the following general and individual requirements.

2.1801 General Sign Requirements, Standards, and Criteria:

- A. Sign permits shall not be required for those signs listed in Sections 1.501-1.509 of this Ordinance Exempt Signs.
- B. Sign permits shall not be required for instructional signs smaller than twenty (20) square feet in area.
- C. Prohibited signs within resort/community developments are

in 1.600 of this Ordinance.

- D. Signs within resort/community developments shall conform to the general standards, criteria, and requirements listed in Sections 1.700 and 1.800 of this Ordinance.

#### 2.1802 Individual Sign Requirements

The following signs require a permit if they exceed the requirements stated in this section.

- A. Resort/Community Development Entrance Signs -Resort/community development entrance signs shall be subject to the following requirements.
  - 1. One (1) sign identifying said resort/community development may be placed at any entrance up to a maximum of two (2) signs placed a minimum of five-hundred (500) feet apart.
  - 2. The maximum area of any entrance sign shall be seventy five (75) square feet per side.
- B. Directional Signs - One (1) directional sign may be placed at each resort/community development intersection in order to identify the location of amenities housing clusters and neighborhoods.
  - 1. Directional signs shall not exceed two (2) square feet per side in area.
  - 2. Directional signs may be internally lit or illuminated by white light only.
- C. Housing and Community Unit Identification Signs - One (1) free-standing or monument sign may be located at each housing or community unit cluster. The sign shall not exceed twenty (20) square feet in area and four (4) feet in height.
- D. Unit Identification Signs - One (1) sign not exceeding two square feet per side may be located on each individual unit.
- E. Directory Signs - One (1) directory sign may be located at each neighborhood housing or amenity cluster identifying the names and locations of the establishments located within individual buildings.

Directory signs shall not exceed sixteen (16) square feet in area and six (6) feet in height.

- F. Amenity Identification Signs - One (1) amenity identification sign may be placed on each individual resort/community development amenity. Amenity signs shall conform to the individual sign requirements stated in Sections 1.1101-1.11106 and 1.1110 of this Ordinance.
- G. Instructional Signs - Instructional signs shall not exceed sixteen (16) square feet in area per side.

#### 2.1900 RESIDENTIAL DISTRICT SIGNS

Within residential districts, signs authorized in Section 1.500 (Exempt Signs) do not require a permit, but permits are required for temporary signs, etc. The residential district signs must conform to the following criteria.

- 2.1901 Single-Family Residential Subdivision Identification Signs - Signs that identify the name of a single-family residential subdivision or development located at any street entrance to the subdivision shall be erected as follows.
  - A. Signs shall be limited to two (2) signed entrances and shall be a minimum of five hundred (500) feet apart per subdivision.
  - B. Sign(s) shall be a monument type or pole type sign.
  - C. Monument sign(s) shall be a maximum of twenty (20) square feet in area and five (5) feet in height, while pole signs shall be a maximum of sixteen (16) square feet in area and twelve (12) feet in height.
  - D. Sign(s) shall be setback ten (10) feet from any property line and outside all clear sight triangles.
- 2.1902 Management or Rental Office Signs - Signs that identify a management or rental office located in a multi-family or residential complex may be erected as follows.
  - A. One (1) sign per management or rental office.
  - B. Signs shall be wall type with a maximum size of sixteen (16)



2.2000 OFFICE AND/OR INDUSTRIAL CENTERS

Office and/or industrial centers at least two (2) acres in size and planned as an integrated development shall be authorized to erect signs based on the following criteria.

- 2.2001 Center Identification Signs - One (1) monument sign per public street frontage, not to exceed a total of two (2) monument signs a minimum of five hundred (500) feet apart, identifying the name of the center only. Each sign shall not exceed forty (40) square feet in area and sixteen(16) feet in height. Landscaping islands as defined in Section 1.401.F shall be provided.
- 2.2002 Individual Building Signs - Where an office and/or industrial center is comprised of two (2) or more buildings, each individual building may erect one (1) monument sign, not to exceed twenty (20) square feet in area and six (6) feet in height, identifying the principal establishment within the building. Landscaping island as defined in Section 1.401.F shall be provided.
- 2.2003 Individual Establishment Signs - Each individual establishment within an office and/or industrial building may erect one (1) wall sign of a size which does not exceed one (1) square foot of sign area per two (2) linear feet of establishment frontage on which the sign or signs are to be attached, up to a maximum of thirty-two (32) square feet in area. Allocation of individual tenant signage area will be based on percentage of occupancy of the building. The top of the sign shall be below the roof line and at a height not greater than fifteen (15) feet above the ground. Landscaped ground- mounted signs are recommended over wall signs, especially for office buildings.

2.2100 DIRECTORY SIGNS

Commercial and industrial properties may erect a directory sign not exceeding sixteen (16) square feet in area and six (6) feet in height identifying the names and/or addresses of the establishments within individual buildings. Directory signs shall preclude the use of any other freestanding signs for the said property on the same street frontage.

2.2200 OTHER USES

In cases where these regulations do not specifically address a sign requested in conjunction with a permitted use, the Zoning Hearing Board shall make a written interpretation of the regulations, and the Zoning Officer shall keep a permanent record of written interpretations.

2.2300 NONCONFORMING SIGNS

Any sign lawfully existing or under construction before the date of enactment of these sign regulations or upon any date on which these regulations are amended, and any sign which is accessory to a nonconforming use, shall be deemed a nonconforming sign.

- 2.2301 Modifications - Nonconforming signs shall not be enlarged, extended, structurally reconstructed or altered in any manner, except that the sign face (gross surface area portion of the sign) may be changed as long as the new sign face is equal to or reduced in height, sign area, and/or projection. A sign permit is not needed for a new sign face, or a change in the advertising content appearing on the sign face.
- 2.2302 Removal - Nonconforming signs may remain, provided they are maintained in good repair, except for the following.
- A. A nonconforming sign or the structure supporting the sign which is damaged or destroyed to the extent of fifty percent (50%) or more shall not be altered, replaced or reinstalled unless it is in conformance with these regulations. If the damage or destruction is less than fifty percent (50%), the sign must be under repair within sixty (60) days and all repairs must be completed within six (6) months. The sign shall not be enlarged in any manner.
  - B. A nonconforming sign or the structure supporting the sign shall be removed according to the provisions of subsection 1.405 (Removal) of these regulations. Removal is required if the sign and/or the structure supporting the sign is damaged or destroyed to the extent of fifty percent (50%) or more.
  - C. Any sign, display or device allowed in this Ordinance may contain (in lieu of any other copy) lawful noncommercial messages that do not direct attention to a business operated for profit or to a commodity or service for sale. The sign, display or device must comply with all other requirements of this Ordinance.

2.2400 INTERPRETATION

Unless otherwise specifically provided, references to "sign area" or "sign size" shall be

deemed to be per sign side.

2.2500 SEVERABLE NATURE OF ORDINANCE

The various sections, subsections, paragraphs, and clauses of this Ordinance are severable and in the event that any section, subsection, paragraph, or clause is adjudged invalid, the remainder of the Ordinance shall remain in full force and effect.

2.2600 PROTECTION OF FIRST AMENDMENT RIGHTS

Any sign, display or device allowed under this Ordinance may contain, in lieu of any other copy, any otherwise lawful noncommercial message that does not direct attention to a business operated for profit or to a commodity or service for sale, and that complies with all other requirements of this Ordinance.

A. Sign permits shall not be required for those signs listed in Sections 1.501-1.509 of this Ordinance Exempt Signs.

B. Sign permits shall not be required for instructional signs smaller than twenty (20) square feet in area.

C. Prohibited signs within resort/community developments are stated in 1.600 of this Ordinance.

D. Signs within resort/community developments shall conform to the general standards, criteria, and requirements listed in Sections 1.700 and 1.800 of this Ordinance.

2.1802 Individual Sign Requirements

The following signs require a permit if they exceed the requirements stated in this section.

A. Resort/Community Development Entrance Signs -Resort/community development entrance signs shall be subject to the following requirements.

1. One (1) sign identifying said resort/community development may be placed at any entrance up to a maximum of two (2) signs placed a minimum of five-hundred (500) feet apart.

2. The maximum area of any entrance sign shall be seventy five (75) square feet per side.

B. Directional Signs - One (1) directional sign may be placed at each resort/community development intersection in order to identify the location of amenities housing clusters and neighborhoods.

1. Directional signs shall not exceed two (2) square feet per side in area.

2. Directional signs may be internally lit or illuminated by white light only.

C. Housing and Community Unit Identification Signs - One (1) free-standing or monument sign may be located at each housing or community unit cluster. The sign shall not exceed twenty (20) square feet in area and four (4) feet in height.

D. Unit Identification Signs - One (1) sign not exceeding two square feet per side may be located on each individual unit.

E. Directory Signs - One (1) directory sign may be located at each neighborhood housing or amenity cluster identifying the names and locations of the establishments located within individual buildings.

Directory signs shall not exceed sixteen (16) square feet in area and six (6) feet in height.

F. Amenity Identification Signs - One (1) amenity identification sign may be placed on each individual resort/community development amenity. Amenity signs shall conform to the individual sign requirements stated in Sections 1.1101-1.1106 and 1.1110 of this Ordinance.

G. Instructional Signs - Instructional signs shall not exceed sixteen (16) square feet in area per side.

## 2.1900 RESIDENTIAL DISTRICT SIGNS

Within residential districts, signs authorized in Section 1.500 (Exempt Signs) do not require a permit, but permits are required for temporary signs, etc. The residential district signs must conform to the following criteria.

2.1901 Single-Family Residential Subdivision Identification Signs - Signs that identify the name of a single-family residential subdivision or development located at any street entrance to the subdivision shall be erected as follows.

A. Signs shall be limited to two (2) signed entrances and shall be a minimum of five hundred (500) feet apart per subdivision.

B. Sign(s) shall be a monument type or pole type sign.

C. Monument sign(s) shall be a maximum of twenty (20) square feet in area and five (5) feet in height, while pole signs shall be a maximum of sixteen (16) square feet in area and twelve (12) feet in height.

D. Sign(s) shall be setback ten (10) feet from any property line and outside all clear sight triangles.

2.1902 Management or Rental Office Signs - Signs that identify a management or rental office located in a multi-family or residential complex may be erected as follows.

A. One (1) sign per management or rental office.

B. Signs shall be wall type with a maximum size of sixteen (16) square feet and with the top of the sign remaining below the roof line.

## 2.2000 OFFICE AND/OR INDUSTRIAL CENTERS

Office and/or industrial centers at least two (2) acres in size and planned as an integrated development shall be authorized to erect signs based on the following criteria.

2.2001 Center Identification Signs - One (1) monument sign per public street frontage, not to exceed a total of two (2) monument signs a minimum of five hundred (500) feet apart, identifying the name of the center only.

Each sign shall not exceed forty (40) square feet in area and sixteen(16) feet in height. Landscaping islands as defined in Section 1.401.F shall be provided.

2.2002 Individual Building Signs - Where an office and/or industrial center is comprised of two (2) or more buildings, each individual building may erect one (1) monument sign, not to exceed twenty (20) square feet in area and six (6) feet in height, identifying the principal establishment within the building. Landscaping island as defined in Section 1.401.F shall be provided.

2.2003 Individual Establishment Signs - Each individual establishment within an office and/or industrial building may erect one (1) wall sign of a size which does not exceed one (1) square foot of sign area per two (2) linear feet of establishment frontage on which the sign or signs are to be attached, up to a maximum of thirty-two (32) square feet in area. Allocation of individual tenant signage area will be based on percentage of occupancy of the building. The top of the sign shall be below the roof line and at a height not greater than fifteen (15) feet above the ground. Landscaped ground- mounted signs are recommended over wall signs, especially for office buildings.

## 2.2100 DIRECTORY SIGNS

Commercial and industrial properties may erect a directory sign not exceeding sixteen

(16) square feet in area and six (6) feet in height identifying the names and/or addresses of the establishments within individual buildings. Directory signs shall preclude the use of any other freestanding signs for the said property on the same street frontage.

## 2.2200 OTHER USES

In cases where these regulations do not specifically address a sign requested in conjunction with a permitted use, the Zoning Hearing Board shall make a written interpretation of the regulations, and the Zoning Officer shall keep a permanent record of written interpretations.

## 2.2300 NONCONFORMING SIGNS

Any sign lawfully existing or under construction before the date of enactment of these sign regulations or upon any date on which these regulations are amended, and any sign which is accessory to a nonconforming use, shall be deemed a nonconforming sign.

2.2301 Modifications - Nonconforming signs shall not be enlarged, extended, structurally reconstructed or altered in any manner, except that the sign face (gross surface area portion of the sign) may be changed as long as the new sign face is equal to or reduced in height, sign area, and/or projection. A sign permit is not needed for a new sign face, or a change in the advertising content appearing on the sign face.

2.2302 Removal - Nonconforming signs may remain, provided they are maintained in good repair, except for the following.

A. A nonconforming sign or the structure supporting the sign which is damaged or destroyed to the extent of fifty percent (50%) or more shall not be altered, replaced or reinstalled unless it is in conformance with these regulations. If the damage or destruction is less than fifty percent (50%), the sign must be under repair within sixty (60) days and all repairs must be completed within six (6) months. The sign shall not be enlarged in any manner.

B. A nonconforming sign or the structure supporting the sign shall be removed according to the provisions of subsection 1.405 (Removal) of these regulations. Removal is required if the sign and/or the structure supporting the sign is damaged or destroyed to the extent of fifty percent (50%) or more.

C. Any sign, display or device allowed in this Ordinance may contain (in lieu of any other copy) lawful noncommercial messages that do not direct attention to a business operated for profit or to a commodity or service for sale. The sign, display or device must comply with all other requirements of this Ordinance.

#### 2.2400 INTERPRETATION

Unless otherwise specifically provided, references to “sign area” or “sign size” shall be deemed to be per sign side.

#### 2.2500 SEVERABLE NATURE OF ORDINANCE

The various sections, subsections, paragraphs, and clauses of this Ordinance are severable and in the event that any section, subsection, paragraph, or clause is adjudged invalid, the remainder of

the Ordinance shall remain in full force and effect.

**a.**

i.

#### 2.2600 PROTECTION OF FIRST AMENDMENT RIGHTS

Any sign, display or device allowed under this Ordinance may contain, in lieu of any other copy, any otherwise lawful noncommercial message that does not direct attention to a business operated for profit or to a commodity or service for sale, and that complies with all other requirements of this Ordinance.



#### 4. Scenic Byway Ordinance (p. 8 & 143)

*The language in this suggested ordinance should be reviewed by your county or municipal attorney and other appropriate professionals before enactment. The model should be modified to address special local conditions and to conform to local laws and codes. This model is provided for guidance and not as a substitute for legal counsel or for town planning. The South Carolina National Heritage Corridor has not consulted with an attorney in drafting this document and do not purport to be qualified to give legal advice.*

##### ARTICLE V. --- SCENIC BYWAYS

Cross reference— Scenic byway overlay district, § 82---170 et seq.

##### DIVISION 1. --- EXTERIOR SIGNAGE

Sec. 90---177. --- Purpose of this division.

Many roadway corridors exist within the **county's** jurisdiction that have been and will continue to be very significant. Some of these corridors are important because they have shaped the sense of what individual neighborhoods mean to the county. Other corridors are significant either because they serve as gateways or because of surrounding natural and historic areas. The county council aims to preserve, enhance, and perpetuate the value of these roadway corridors and hereby authorizes the establishment of scenic byways.

The purposes of these scenic byways are as follows:

(1)

To enhance Oconee **County's** image as a progressive, scenic, and livable community;

(2)

To enhance the appearance and economic viability of corridors within the county;

(3)

To reduce visual chaos and limit distractions along public roadways; and to stabilize and strengthen property values within the designated corridors.

(4)

To preserve and enhance vehicular and pedestrian movement, and improve the overall appearance of all current and future designated National, State and County Scenic Byways.

(5)

To encourage and better articulate positive visual experiences along the county's major roadways.

To provide for a quality, sustainable living environment for the citizens of Oconee County, and to provide for the continued safe and efficient use of utilization of these roadways.

(7)

To exercise greater control over the aesthetic and functional characteristics of development along major thoroughfares that serve as major entrances to the community where higher development standards can effectively enhance the county's image as a desirable place to live, work, and shop.

The signage controls outlined under the scenic byway exterior signage regulations are intended to provide standards for all types of exterior signage and to thereby avoid a random and competing profusion of signs.

All signage shall be designed as part of a group with consistent shapes, sizes, and colors, that blend in with the existing decor of the structure. Signage shall be located in a consistent manner so that signs of the same generic type occur at similar relative positions throughout the designated project.

Sec. 90---178. --- Definitions.

Certain words and terms shall have specified meanings as used in this article, as follows:

"A" frame sign shall mean a freestanding sign, hinged together at the top with a chain holding the front to the back. These signs are usually used as a temporary sign.

Abandoned sign shall mean a sign that exist after a business has vacated a premise for more than 45 days.

Awning sign shall mean a sign made of a rigid framework covered with canvas, vinyl, or other flexible material. Lettering shall be painted, eradicated, or vinyl. This sign shall not be construed to be a projecting sign. The square footage shall be calculated by the extremities of the letters on the awning with a regular geometric shape.

Billboard shall mean any sign which directs attention to a business, commodity, service or entertainment conducted, sold or offered elsewhere than on the premises where such sign appears. If such business, commodity, service, or entertainment is merely incidental to the use of the property where such sign appears, the sign shall be deemed a billboard.

Business frontage shall mean the linear measurement of the side of the building that contains the primary entrance of the building.

Curb line shall mean an imaginary line drawn along the edge of the pavement or either side of a public street.

Directional sign shall mean an on---premise sign that directs passing motorists or pedestrians to the business.

Frontage shall mean that portion of any tract of land that abuts or is contiguous with a public street right---of---way.

Freestanding sign and ground sign shall mean any sign supported by one or more columns, poles, uprights, or braces anchored in or on the ground and not attached to any building and as defined by the county's adopted building code.

Gasoline station sign shall mean any sign integrated into a freestanding sign or, when attached to an allowed freestanding sign structure, provides information regarding type of service, price and/or promotions.

Grand opening shall mean the formal offering by a new business of its goods, wares, merchandise, service, entertainment, or activity.

Individual business establishment shall mean any freestanding business not located within a shopping center or integrated business development.

Monument sign shall mean any ground sign installed such that the top of the sign is at a maximum of six feet above the natural ground level to the top of the sign.

New business shall mean a project or undertaking that involves the use of any property, building or structure, permanent or temporary, for the primary purpose of conducting in the building or structure or on the property a legitimate commercial enterprise or other nonresidential use, in compliance with all ordinances and regulations of the city, and when the primary use of the property, building, or structure at such geographical location has not existed for a period exceeding 60 days. For the purpose of this provision increases the size of the area devoted to the primary use in the building floor square footage by not less than 50 percent.

On---premise sign shall mean any sign identifying or advertising the business, person, activity, goods, products, or services primarily sold or offered for sale on the premises where the sign is installed and maintained when such premises is used for business purposes.

Portable sign shall mean any sign designed or constructed to be easily moved from one location to another, including signs mounted upon or designed to be mounted upon a trailer, wheeled carrier, or other nonmotorized mobile structure. A portable sign which has its wheels removed shall still be considered a portable sign under this definition.

Projecting sign shall mean any sign which is affixed or attached to, and is supported solely by, a building, wall or like structure, which extends beyond the building, wall or like structure, or parts thereof, more than 18 inches, and whose angle of incidence to the building, wall or structure, or parts thereof, is greater than 30 degrees.



Reader panel or marquee shall mean a permanently constructed changeable copy bulletin board lighted or unlighted, with detachable precut letters and figures, and as defined by the county's adopted building code.

Roofline shall mean the height above finished grade of the upper beam, rafter, ridge, or purlin of any building.

Scenic byway shall mean a roadway designed to meet the minimum of the commercial ordinance with additional requirements to enhance vehicular, pedestrian circulation and the overall appearance. The scenic byway overlay addresses all lands with 500 feet or the depth of the lot abutting the corridor, whichever is less, on each side of the roadway.

Shopping center or integrated development shall mean a development consisting of two or more interrelated business establishments using common driveways and on-site parking facilities.

Sign shall mean any structure, part thereof, or device or inscription that is located upon, attached to, or painted or represented on any land, or on the outside of any building or structure, or an awning, canopy, marquee or similar appendage, or permanently affixed to the glass on the outside of the building or structure, and which displays or includes any numeral, letter, work, model, banner, emblem, insignia, symbol, device, monogram, heraldry, trademark, light, or other representation used as or in the nature of an announcement, advertisement, attention arrester, direction, warning, or designation of any person, firm, group, organization, corporation, association, place, commodity, product, service, business, profession, enterprise, industry, or activity, or any combination thereof. When the word "sign" is used without further modification, it shall be understood to embrace all signs and replicas regulated by this division.

Sign area shall mean the total square footage of all sign facing, including the portion of the supporting structure or trim which carries any wording, symbols, identifying color or pictures; provided, however, in the case of double-faced signs, only one face shall be computed to determine sign area.

Sign facing or surface shall mean the surface of any sign upon, against or through which the message is displayed or illustrated; provided, however, for signs in which the words, letters or symbols are independently mounted, the sign surface shall mean the outside dimension of the area containing all of the individual words, letters and symbols.

Sign structure shall mean the support, uprights, bracing, and framework of any outdoor advertising sign. Sign structure shall meet wind load requirements for the city and the county.

Snipe or bandit sign shall mean a sign which is tacked nailed, posted, pasted, glued, or otherwise attached to trees, stakes, fences, or other like objects, the advertising matter of which is not applicable to the present use of the premises on which the sign is located.

Spectacular sign shall mean any sign that rotates, oscillates, is animated, contains any moving parts or

Subdivision entry market shall mean a permanent identification sign at each entrance, not to exceed 50 square feet.

Street banner shall mean a piece of cloth, mesh, or other non-rigid material, upon which a message is painted, printed, or affixed, which is then stretched all the way across a street.

Temporary sign shall mean any sign constructed of cloth, canvas, light fabric, cardboard, wallboard or other light materials with short life expectancies. A portable sign shall not be considered a temporary sign.

Temporary special sales sign shall mean any sign constructed of cloth, canvas, plastic, light fabric, cardboard, wallboard, or other light materials with short life expectancies, intended to advertise on a short-term basis.

Under-canopy sign shall mean a sign installed in a shopping center which sign is located above the facade walkway designating each business, a minimum clearance of eight feet above the walkway.

Vehicular sign shall mean signs placed upon or affixed to any vehicle and/or trailer that is parked on the public right-of-way, public property, or private property so as to be visible from a public right-of-way when the apparent purpose is to advertise a product or a service, or to direct people to a business or activity located on the same or nearby property. This provision is not intended to prohibit temporary window markings used by car dealers.

Wall sign shall mean any flat sign, either of solid face construction or individual letters, symbols, or pictures, that is placed against the exterior wall of any building or structure, extending not more than 18 inches from the face of such building or structure, parallel to the building or structure, and having the advertisement on one face only.

Sec. 90-179. --- Scenic byway allowable signs.

Scenic right-of-way signs shall be limited to on-premises signs of the following types:

(1)

Business signs and pylon sign structures.

(2)

Monument signs.

(3)

Temporary special sales signs.

(4)

(5)

Reader panel or marquee signs.

(6)

Temporary construction signs.

(7)

Temporary grand opening signs, banners.

(8)

Gasoline station signs.

Sec. 90---180. --- Scenic by---way prohibited signs.

The following signs are prohibited along the designated scenic by---ways:

(1)

Portable or wheeled signs.

(2)

Roof signs.

(3)

Projecting signs.

(4)

Signs that advertise or otherwise direct attention to a product, service, activity, person, institution, or business that no longer occupies or is no longer conducted, sold, manufactured, produced, or offered upon the premises where the sign is displayed.

(5)

Animated, moving, flashing, or rotating signs.

(6)

Signs that utilize intermittent or flashing illumination devices which change light intensity, brightness or color, or which are constructed and operated so as to create an appearance or illusion of motion.

(7)

Billboard signs.

(8)

Snipe signs.

(9)

Spectacular signs.

(10)

Signs attached to or located upon exposed amenities such as benches, trash containers, fences, trees, stakes, shrubs, or the like. Information about the manufacturer or distributor of benches and trash containers may be placed on their products, but may not exceed ten percent of one surface of the bench or trash container.

(11)

Vehicular signs.

(12)

Flags, pennants, streamers, inflatable signs, character cutouts, or signs intended to direct attention to a business activity. Flags, pennants, streamers, inflatable signs, character cutouts, or signs intended to direct attention to a business activity that is in existence at the time of passage of this article shall be removed within 180 days of passage of this chapter.

Sec. 90---180.1. --- Exceptions and exemptions.

The provisions and regulations of this chapter shall not apply to the following classes of signs.

(1)

Real estate signs not exceeding six square feet in area per face pertaining to the sale or rental of the property on which they are displayed, but not more than one such sign per property.

(2)

Professional nameplates and occupational signs denoting only the name and occupation of an occupant in a commercial building or public institutional building, and not exceeding six square feet in area.

(3)

Identification nameplates or signs on apartment houses, boarding houses, or rooming houses or similar uses, not exceeding two square feet in area.

(4)

Memorial, historical, and informational signs, as designated by federal, state, or local governments.

(5)

Traffic or other municipal signs, legal notices or danger signs posted by federal, state, or local governments.

(6)

Nonadvertising warning signs or trespassing signs on private property, not exceeding six square feet in area. Such signs must be a minimum of 200 feet apart.

(7)

Nonadvertising signs of public utility companies as may be required in their operations in providing services for the health and welfare of the general public, or as required by any law or regulation of the state or any agency thereof.

(8)

Directional and street identification signs for public and private developments and businesses denoting the entrance, exit and/or direction of traffic flow; provided each such sign does not exceed four feet in height and 12 square feet in area, and does not inhibit traffic flow of pedestrians or of vehicles.

(9)

For public and private parks, one sign up to 32 square feet in area, to give information or regulations.

(10)

Street banners erected by authority of the city, advertising bona fide public events, such as legal holidays, nonpolitical election instructions and similar occasions.

(11)

Information signs. The county council may erect or approve and permit to be erected entrance signs at or near the city limits for the benefits of visitors, on which may be listed institutional names, churches and points of interest. Civic organizations and churches may be permitted to place their insignias thereon.

(12)

Civic, church, and school signs. For civic organizations, churches, and school event signs, signs shall not exceed 32 square feet in total area. Signs may be permitted not more than fourteen days prior to the event, and placed on private property only. Signs must be removed within seven days after event.

(13)

On-site nonadvertising signs. Signs located on a commercial site, which are primarily directional in

operation of the business on the site and which contain no advertising matter. These signs are not counted in the overall square footage limit.

(14)

Flags of the United States, the state, city or any flag or banner of a bona fide religious, fraternal or charitable organization, or flags of subdivisions or community associations or organizations. Flagpoles shall not exceed 20 feet in height from finished grade level to the top of the flagpole.

(15)

Other flags, not described in subsection (14) above. Flags that do not exceed six square feet in area and that do not carry an insignia, emblem or wording. No more than one flag per plat of land. A three-day exemption will be given for holidays.

(16)

Flags that do not exceed six square feet in area and that do not carry an insignia, emblem or wording. No more than one flag per plat of land. A three-day exemption will be given for holidays.

(17)

Signs whose only purpose is decorative. The signs may not advertise any goods or services of an active business, and must be physically secured to the premises. Such signs shall not exceed six square feet in dimension and three-eighths of an inch in thickness.

(18)

Signs on public school facilities that do not exceed 32 square feet in area and that do not exceed six feet in height from finished grade.

(19)

Temporary signs of non-profit organizations promoting the participation in or registration for youth amateur athletic leagues and events, provided such signs must be removed no later than 72 hours after the commencement of league play or the completion of any registration period, as applicable.

Sec. 90-181. --- Scenic by-way signs in commercial areas.

Each building site shall be limited to one wall and one monument permanent identification sign, which must conform to the following requirements and restrictions:

(1)

Monument signs (ground signs).

Only one monument sign per building site shall be permitted located on street frontage.

b.

Such signs may only contain the following information: The name of the building, the address of the building and/or the name or logo of the primary tenant of the building.

c.

Such signs may not exceed 50 square feet in total area. In addition, such signs may not exceed six feet in height and 20 feet in length.

d.

Signs shall be installed perpendicular to the property line and shall be located no less than ten feet from the property line.

e.

Projecting signs are not allowed.

f.

Roof signs are not allowed.

g.

Billboards are not allowed.

h.

Maximum height of any letters on the sign is 24 inches.

i.

Signs and their supporting structures must be constructed of durable materials and must meet the structural requirements as delineated in the county's adopted building code.

j.

If such signs are illuminated, such illumination shall be provided by a concealed light source moving downward. Moving, flashing, or intermittently illuminated elements are not allowed.

k.

All wiring and electrical equipment must be concealed and must conform with all applicable electrical and safety codes.

Wall signs.

a.

Only one wall sign per building site shall be permitted located on street frontage.

b.

Such signs may only contain the following information: The name of the building, the address of the building and/or the name or logo of the primary tenant of the building.

c.

Such signs may be surface mounted on only a single wall surface of the building to which they pertain. Maximum height of any letters on the sign is 24 inches and maximum length shall not exceed 70 percent of the linear frontage of the building.

d.

Signs shall be located on the front of the wall of the building. Sign shall be a minimum of ten feet above adjacent finished grade.

e.

Projecting signs are not allowed.

f.

Roof signs are not allowed.

g.

Billboards are not allowed.

h.

Such a sign may only be installed to one side of a building, which must be a side on the building that either fronts upon a street or faces a customer parking area.

i.

Wall signs are not allowed on a rear wall of a building.

j.

Signs and their supporting structures must be constructed of durable materials and must meet the structural requirements as delineated in the county's adopted building code.

If such signs are illuminated, all illumination must be provided by a concealed light source. Moving, flashing, or intermittently illuminated elements are not allowed.

l.

All wiring and electrical equipment must be concealed and in conformance with all applicable electrical and safety codes.

m.

Wall or building-mounted signage must be organized with a consistent sign band that integrates with the design of the building facade.

(3)

Integrated business development.

a.

Wall signs. Regulations for wall signs shall be the same as provided in subsection (2) of this section.

b.

Ground signs. Only one freestanding sign is allowed for integrated developments of two or more separate businesses.

c.

Freestanding ground signs shall not exceed six feet in height above finished grade and 20 feet in length. Signs must be installed perpendicular to the property line and must be located in a zone that is no less than ten feet from the property line.

d.

Building-mounted signs may be allowed in lieu of freestanding signs in an integrated business development that does not allow wall signs.

e.

Projecting signs are not allowed.

f.

Roof signs are not allowed.

g.

h.

Signs and their supporting structures shall be constructed of durable materials, and must meet the structural requirements as delineated in the city's adopted building code.

i.

Maximum height of any letters on the sign is 24 inches.

j.

If such signs are illuminated, all illumination must be provided by a concealed light source. Moving, flashing, or intermittently illuminated elements are not allowed.

k.

All wiring and electrical equipment must be concealed and must be in conformance with all applicable electrical and safety codes.

(4)

Businesses on street corner or at corner of shopping center. A business that is at the corner of two city streets may have one ground sign facing each street. All non-conflicting portions of the regulation of ground signs in subsections (1), (2), and (3) of this section shall apply to signs at the corner of two city streets. A business may not put up two ground signs under the authority of this subsection if one of the street frontages is contiguous to a residential area. If a business corners two city streets and one of the street frontages is contiguous to a residential area, the business must put up its one ground sign on the street frontage which is not contiguous to a residential area.

Sec. 90-182. Scenic by-way tenant identification signs (service/technical facility).

For the purposes of this section, a service/technical facility is defined as a facility that produces, manufactures, and distributes products and/or services that are characterized as specialized in nature.

Multi-tenant buildings may have individual tenant signage in addition to building identification signage, subject to the following requirements and restrictions:

(1)

There may be only one tenant identification wall sign per lease space and only one tenant identification ground sign per lease space. The only information that may be included on such a sign is the name of the tenant, the tenant's logo (if applicable), and the tenant's suite number.

(2)

The maximum total size of such a sign is 16 square feet.

Such signs shall only be allowed on the front wall of the building. Sign shall be a minimum of ten feet above adjacent finished grade.

(4)

Projecting signs are not allowed.

(5)

Roof signs are not allowed.

(6)

Billboards are not allowed.

(7)

All illumination must be provided by a concealed light source. Moving, flashing, or intermittently flashing elements are not allowed.

(8)

All wiring and electrical equipment must be concealed and must comply with all applicable electrical and safety building codes.

(9)

Signs and their supporting structures must be constructed of durable materials, and must meet the structural requirements as delineated in the city's adopted building code.

Sec. 90---183. --- Scenic by---way information signs.

This section applies to all informational and directional signage that occurs within a building site. To the extent reasonably possible, these signs must be standardized, with a consistent structure and form and a common background color and letter.

(1)

The maximum size for each such sign is three square feet.

(2)

Such signs must be either single--- or double---post mounted. Maximum allowable height is eight feet above adjacent finished grade.

(3)

Such signs must be either single---or double---faced, and may be internally illuminated. External

(4)

Signs and their supporting structures must be constructed of durable materials, and must meet the structural requirements as delineated in the city's adopted building code.

Sec. 90---184. --- Scenic by---way retail signs.

(a)

Building---mounted retail signage must be organized within a consistent sign band, integrated with the design of the building facade.

(b)

Signs may be either internally illuminated or externally illuminated, with such illumination provided by a concealed light source.

(c)

The maximum height of any letters on such a sign is 24 inches.

(d)

Freestanding monument signs are allowed, provided they do not exceed 50 square feet in total area, six feet in height above finished grade, and 20 feet in length. Such signs must be located to prevent obstruction of sight lines at driveway in---turns and roadway intersections.

(e)

Moving, flashing, or intermittently flashing elements are not allowed.

(f)

Inflatable signs are not allowed.

Sec. 90---185. --- Scenic by---way temporary special sales signs.

Temporary special sales signs shall comply with the following requirements and restrictions:

(1)

Such signs may be used for a single 60---consecutive---day period (or portion thereof) per year.

(2)

Such signs shall not exceed 32 square feet in total area.

Such signs must be attached to a building and shall not project above the roofline of the building.

(4)

Limited to one side of the building, which may only be the front facade of the building, defined for this purpose as that face of the building that either faces the street or that faces a customer parking area.

(5)

Snipe signs are not allowed.

(6)

Businesses are limited to one sign, whether or not the business is located on a corner.

Sec. 90---186. --- Scenic by---way construction signs.

Temporary construction signs must comply with the following requirements and restrictions:

(1)

Temporary construction signs are allowed, in addition to permanent signs, during construction.

(2)

Temporary construction signs must be removed when construction is substantially completed or at the expiration of 12 months from when erected, whichever occurs first.

(3)

Developments of less than ten acres are limited to one sign, which may not exceed 32 square feet in total area and six feet in height above finished grade.

(4)

Tracts of ten acres or more are limited to two signs per street frontage, each not exceeding 32 square feet in display area and six feet in height above finished grade.

(5)

Such signs may be located anywhere on property, provided they are set back a minimum of ten feet from any other freestanding sign and a minimum of ten feet from the property line.

Sec. 90---187. --- Scenic by---way temporary real estate signs.

One temporary monument sign not exceeding 32 square feet is allowed per premises to provide information concerning property or space on such premises for lease, rent, or sale, but only at a time

Temporary real estate signs must comply with the following requirements and restrictions:

(1)

Signs may be located anywhere on the property for sale, provided they are set back a minimum of ten feet from any other freestanding sign and a minimum of ten feet from the property line.

(2)

Tracts of less than ten acres are limited to one sign, which may not exceed 32 square feet in total area and six feet in height above finished grade.

(3)

Tracts of ten acres or more are limited to two signs per street frontage, each not exceeding 32 square feet in total area and six feet in height above finished grade.

Sec. 90---188. --- Scenic by---way temporary grand opening signs.

A temporary wall sign to advertise a grand opening for an individual business is allowed for a single period not to exceed 14---consecutive---days, subject to the following requirements and restrictions:

(1)

The maximum size does not exceed 32 square feet in sign area. The sign may be in the form of a temporary banner affixed to a wall surface.

(2)

The sign shall not project above the roofline.

(3)

Such a sign may be installed only on one side of a building, which must either front upon a street or face a customer parking area.

(4)

Such signs are not allowed on a rear wall of a building.

Sec. 90---189. --- Scenic by---way gasoline station signs.

In addition to signs allowed under section 90---181, the following regulations shall also apply.

(1)

Signs on pump islands are allowed, but the only information that may be included on such a sign is the

(2)

Such signs are not allowed if they are located on or above the canopy that extends over the pump island.

(3)

Pricing signs shall not exceed 12 square feet in total area, whether they are integrated into an allowed freestanding sign or attached to an allowed freestanding sign structure.

(4)

Portable gasoline price signs are prohibited.

Sec. 90---190. --- Scenic by---way nonconforming signs.

(a)

Legal nonconforming uses. Subject to the provisions of this section, signs for a legal nonconforming use, are allowed. Such signs shall be allowed only so long as the nonconforming use is allowed. Any such sign legally existing on the effective date of this article but which does not comply with the regulations of this article, shall be deemed to be a nonconforming sign under the provisions of this article, and shall be subject to alteration or removal in accordance with the provisions of this article.

(b)

Moving, relocating, or altering of signs. No nonconforming sign shall be moved, altered, removed and reinstalled, or replaced unless it is brought into compliance with the requirements of this article.

(c)

Change in use of structure. Any nonconforming sign may continue to be utilized as long as the occupancy of the use within the structure remains the same. When a use changes from one occupancy category to another, all signs shall be brought into conformance with the provisions of the section.

Sec. 90---191. --- Temporary political signs.

Temporary political signs are permitted in the city, subject to the following conditions and restrictions:

(1)

No person, organization or other entity, whether employed by or volunteering on behalf of any person seeking election to a political office, shall, within the city, post, place, staple, tack, tie or affix in any other manner any sign, placard, card, sticker or other material upon or about any public utility pole, standard, fixture or tree or other object located and situated within any public right---of---way in the county.

The county building official shall deliver a copy of this chapter to any candidate filing for public office or any other person wishing to place any temporary political sign within the county upon their application.

(3)

All political signs of each candidate, shall be removed within ten days following the date of any election to which such signs relate. All political signs of each candidate exceeding 12 square feet shall be spaced at least 200 feet apart.

(4)

No temporary political sign shall exceed 32 square feet in total sign area and six feet in height.

(5)

Subject to the other provisions of this chapter, temporary political signs solely for and relating to a public election shall only be permitted to be displayed for a period commencing 45 days prior to the election date providing that such non---permitted signs shall be located on private property only.

(6)

A person may place political signs of the candidates not exceeding 12 square feet per sign at each approved city facility polling place on a uniform election date or runoff election date. Each sign cannot be permanently attached to any city---owned fixture, box, pole, sign, container, or other permanent or temporary fixture. Political signs are permissible only on a uniform election date or runoff election date and must be removed immediately after the polling places are closed. Any signs left on the city facility premise for more than two hours after the polling places have closed will be considered abandoned; the city may immediately remove the abandoned signs and may charge the candidate a reasonable fee, not to exceed \$200.00. Each political sign shall not block the visibility of any vehicle entering or exiting the facility and shall not impede the flow of traffic. All signs shall not be closer to the county facility polling place as required by state law regulating electioneering near polling places nor further than 200 feet from an outside door through which a voter may enter the building in which the polling place is located. At any time, the designated county or city representative may request signs to be removed because of public safety concerns. Upon request for removal of a sign or signs the candidate must remove the sign immediately and without delay.

Sec. 90---192. --- Maintenance of signs.

(a)

Maintenance. Each sign shall be maintained in a safe, presentable, and good condition, including the replacement of defective parts and other acts required for the maintenance of such sign, without altering the basic copy, design or structure of the sign. The building official shall require compliance or



(b)

Dilapidated or deteriorated signs. No person shall maintain or permit to be maintained on any premises owned or controlled by him or her any sign which is in a dilapidated or deteriorated condition as defined herein. Upon notice of violation, any such sign shall be promptly removed or repaired by the owner of the sign or the owner of the premises upon which the sign is located in accordance with the enforcement provisions set forth below.

Sec. 90---193. --- Enforcement.

(a)

Authority. The building official, or his or her respective designee(s), is hereby authorized to order the repair or removal of any dilapidated, deteriorated, abandoned, illegal or prohibited signs from property within the county limits, in accordance with the enforcement mechanisms set forth in this section.

(b)

Notice of violation. When the building official, or his or her respective designee, determines that a sign located within the county limits is dilapidated, deteriorated, illegal, prohibited or abandoned, they shall issue a notice of violation to the owner of the sign or the owner, occupant, or person in control of the property on which the sign is located.

(1)

Contents of notice of violation. The notice of violation shall contain:

a.

Name of the owner, occupant, manager or other person in control of the property.

b.

Street address sufficient to identify the property on which the alleged violation occurred.

c.

Statement of the action required to correct the violation and a deadline of completing the corrective action.

d.

Statement that failure to take the corrective action with time specified may result in (1) a criminal penalty not exceeding limit set by state law per day for each violation, (2) the county filing a civil action against owner seeking injunctive relief and/or civil penalties not to exceed limit set by state law per day

Statement informing recipient of their right to appeal the decision of the building official to the zoning board of adjustment in accordance with section 90---192

(2)

Service of notice of violation. The building official, or his designee, shall serve a written notice of violation on the owner of the sign, or the owner, occupant, or person in control of the property on which the sign is located. The notice of violation should be served by either hand---delivery or by certified mail, return receipt requested. Service by certified mail shall be effective three days after the date of mailing.

(c)

Enforcement remedies.

(1)

Criminal penalties. Any person, firm or corporation violating any of the provisions or term of this article V (exterior signage) shall be deemed guilty of a misdemeanor, and upon conviction thereof, be subject to a fine not to exceed limit set by state law for each offense, and each and every day or portion thereof that such violation shall continue shall constitute a separate offense.

(2)

Civil remedies. The county may file a civil action in State District Court or Oconee County Court at Law to enforce the requirements of this chapter, seeking injunctive relief and/or civil penalties up to a fine not to exceed limit set by state law per day for each offense.

(3)

Emergency removal of sign. The county may remove a sign, which the building official finds to be an immediate and imminent threat to the public safety because of its dilapidated, deteriorated or structural condition.

(4)

Remedies cumulative. All remedies authorized under this article V (exterior signage) are cumulative of all others unless otherwise expressly provided. Accordingly, the filing of a criminal action shall not preclude the pursuit of a civil or administrative action for violation of this article V (exterior signage) nor shall the filing of a civil action preclude the pursuit of any other action or remedy, administrative or criminal.

Sec. 90---196. --- Special event signs.

Temporary signs that direct the public to an event of civic interest, such as parades, organized holiday festivities, special events on the behalf of charitable organizations and like, are allowed provided that:

(1)

Such signs do not exceed 16 square feet in area, with the exception that a maximum of four signs measuring greater than 16 square feet, but not exceeding 32 square feet may be permitted.

(2)

Signs are erected on private property, with property owner permission, for a time period not to exceed 30 days before and seven days after the event.

(1)

Such signs do not exceed 16 square feet in area, with the exception that a maximum of four signs measuring greater than 16 square feet, but not exceeding 32 square feet may be permitted.

(2)

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Signs are erected on private property, with property owner permission, for a time period not to exceed 30 days before and seven days after the event.

The owner of a facility shall establish a \$10,000 cash security fund or provide the City with an irrevocable letter of credit in the same amount to secure the cost of removing an antenna, antenna array, or tower that has been abandoned. In the event of a transfer of ownership, the seller shall be responsible for notifying the buyer of this requirement and for notifying the City of the transfer.

*Source: [www.scenic.org](http://www.scenic.org)*

*Sample local wireless policy and ordinance for Abermale County, Virginia:*

*<http://www.albemarle.org/planning/WirelessPolicy.htm>*

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*The language in this suggested ordinance should be reviewed by your county or municipal attorney and other appropriate professionals before enactment. The model should be modified to address special local conditions and to conform to local laws and codes. This model is provided for guidance and not as a substitute for legal counsel or for town planning. The South Carolina National Heritage Corridor has not consulted with an attorney in drafting this document and do not purport to be qualified to give legal advice.*

• **Sec. xx-xxx. - Design Review Board created; composition, appointment and terms of members.**

A Design Review Board is hereby established. Such board shall consist of seven (7) board members who do not hold any other public office or position in within Oconee County and are appointed by County Council. Board members shall be citizens of Oconee County, with the exception of the professions required by this ordinance who may be non-citizen owners or principals of a business within Oconee County. These members shall have a demonstrated interest in, and a competence and knowledge of architecture, landscape architecture and urban design, and shall include four (4) design professionals including at least one (1) registered architect, one registered landscape architect, one (1) professional engineer, and one (1) realtor/development professional. The board shall elect one of its members chairman, who shall serve for one year or until he is re-elected or his successor is elected and qualified. The board shall appoint a secretary who may be an officer of the governing authority. The board shall adopt rules of procedure.

The initial terms of three (3) of seven (7) members first appointed shall expire on the date of the first regular County Council meeting in January next following their appointment, and the initial terms of the other four (4) of the seven (7) members first appointed shall expire on the date of the first regular County Council meeting in January two years thereafter. Following the initial term, the terms of all members shall be four years. No member shall serve more than two successive four-year terms. An appointment to fill a vacancy shall be only for the unexpired portion of the term.

• **Sec. xx-xxx. - Board meetings.**

Meetings of the Design Review Board shall be held at the call of the chairman and at such other times as the board may determine. The chairman or, in his or her absence, the acting chairman, may administer oaths and compel the attendance of witnesses by subpoena. The board shall keep minutes of its proceedings, showing the vote of each member upon each question, or if absent or failing to vote, indicating that fact, and shall keep records of its examinations and other official actions, all of which immediately must be filed in the office of the board and must be a public record.

• **Sec. xx-xxx. - Appeals.**

a.

Appeal to the Design Review Board.

1.

Any person aggrieved, may appeal from any decision of the administrative officer to the Board. The appeal must be taken within a reasonable time, as provided by the rules of the board by filing notice of appeal specifying the grounds of it. The administrative officer from whom the appeal is taken immediately shall transmit to the board all the papers constituting the record upon which the action appealed from was taken.

2.

An appeal stays all legal proceedings in furtherance of the action appealed from, unless the administrative officer from whom the appeal is taken certifies to the board, after the notice of appeal has been filed with him, that by reason of facts stated in the certificate a stay would, in his opinion, cause imminent peril to life and property. In that case, proceedings may not be stayed otherwise than by a restraining order which may be granted by the board or by a court of record on application, on notice to the administrative officer from whom the appeal is taken, and on due cause shown.

3.

The board shall fix a reasonable time for the hearing of the appeal or other matter referred to it, and give public notice of it, as well as due notice to the parties in interest, and decide the same within a reasonable time. At the hearing any party may appear in person or by agent or by attorney.

b.

Appeal from board to circuit court. A person who may have a substantial interest in any decision of the Design Review Board may appeal from any decision of the board to the circuit court in and for the county by filing with the clerk of court a petition in writing setting forth plainly, fully, and distinctly why the decision is contrary to law. The appeal must be filed within thirty days after the affected party receives actual notice of the decision of the Design Review Board.

• **Sec. 54-272. – Design review standards.**

a.

The following standards shall be utilized by the board and the administrative officer in reviewing the plans, drawings, sketches and other documents required under [Section 54-273](#). These standards are intended to provide a frame of reference for the applicant in the development of site and building plans as well as a method of review for the board and the administrative officer. These standards shall not be regarded as inflexible requirements. They are not intended to discourage creativity, invention, or innovation. The specification of one or more particular architectural styles is not included in these standards. These standards are not intended to affect the use of property or any by right entitlement of applicable zoning regulations, with the exception of the siting of development.

1. Building features and appearance. The shape, configuration, design, color, and types of material of proposed buildings, and/or alterations and additions to existing buildings, must establish an identifiable character for the development and not detract from neighboring properties. To this end, all elevations of a building must be in harmony one with another in terms of scale, proportion, detail, material, color, and design quality, and all buildings and accessory structures within a proposed development, including gasoline canopies, must be designed to create a harmonious whole. The use of loud, garish colors must be avoided except when the use of colors so characterized is essential for creating a successful design which complies with all other standards. Structures shall not dominate, in an incompatible way, any general development or adjacent building which is substantially in compliance with this article. This may be accomplished by the use of proper site design, architectural features, and/or landscaping to reduce the appearance of excessive and inappropriate height or mass of proposed structures. Long, monotonous facade designs including, but not limited to those characterized by unrelieved repetition of shape or form or by unbroken extension of line shall be avoided. Excessive ornamentation shall be avoided to prevent visual clutter.
2. Site design. The relationship of structures to their environment, and the location and design of driveways, parking, and circulation areas shall be given special consideration. Proposed structures shall be sited to relate harmoniously to the terrain and to existing structures in the vicinity that have a visual relationship to the proposed structures. The achievement of such relationship may include the enclosure of space in conjunction with other existing buildings or other proposed buildings, and the creation of focal points with respect to avenues of approach, terrain features, or other buildings. With respect to vehicular and pedestrian circulation, including walkways, interior drives, and parking, special attention shall be given to location and number of access points, general interior circulation, separation of pedestrian and vehicular traffic, and arrangement of parking areas that are safe and convenient and, in so far as practicable, do not detract from the design of proposed buildings and structures and the neighboring properties.
3. Utility service. Whenever feasible, on-site electric, telephone, and other utility lines shall be underground. Any utility installations remaining above ground shall be located so as to have a harmonious relation to neighboring properties and the site.
4. Special features and accessory structures. Exposed storage areas, exposed machinery installations, service areas, truck loading areas, utility buildings, and structures and similar accessory areas and structures shall be subject to such design standards, setbacks, screen plantings, or other screening methods as shall reasonably be required to prevent their being incongruous with the existing or contemplated environment and the surrounding properties.

5. Signs. The shape, configuration, location, design, color, texture, lighting and materials of all exterior signs and outdoor advertising structures or features should not detract from the design of proposed or existing buildings and structures and the surrounding properties.
  6. Application of design standards. The standards of review outlined in 54-272 a.1. through 5., shall also apply to all accessory buildings, structures, exterior signs and other site features, however related to the major buildings or structures.
  7. In reviewing a proposed structure, specific consideration shall be given to its compatibility with adjacent structures where such structures are substantially in compliance with 54-272 a.1. through 5.
  8. Application of Board policy statements. All design policy statements formally adopted by the Board shall be applied in reviewing the plans, drawings, sketches and other documents required under Section xxx.
- b. Neither the Board nor the administrative officer shall have the authority to waive or modify the site development requirements of this ordinance, or the requirements of any other applicable county ordinance.
- c. Review authority granted by this ordinance shall only apply to exterior elements of developments.
- **Sec. xx-xxx. - Approval procedures.**
- The procedures outlined below are to be followed for all projects seeking approval by the Board or administrative officer. Submittals shall be received by the planning staff at least eight (8) days prior to the date of the next scheduled Board meeting.
- a. A pre-design conference with the administrative officer is required prior to an applicant making application for conceptual approval by the Board or administrative officer.
  - b. At any time during the administrative review process, review of the project may be transferred to the Board at the discretion of the administrative officer.
  - c. Conceptual plan review. Materials listed below shall be submitted to the planning staff for all projects:

1. Completed application form and fee;
2. Five (5) copies of a streetscape elevation depicting the proposed structure(s) in context with existing building(s) adjacent to the property lines;
3. Five (5) copies of a conceptual site plan including the following:
  - a) Proposed footprint of the building(s);
  - b) Existing building(s) adjacent to the property lines;
  - c) Location of parking area(s);
  - d) Schematic landscape plan including all landscape buffers, parking lot tree islands, and tree survey as required by the zoning ordinance;
  - e) Building setbacks as required by the zoning ordinance;
  - f) Parcel boundaries (all property lines shown);
4. Five (5) copies of building elevations for all sides of the building(s);
5. Photographs of site and adjoining properties.
6. Contextual model showing new building(s) in existing environment if required by the Board or the administrative officer.

d.

Preliminary plan review. Materials listed below shall be submitted to the planning staff for all projects:

1. All information as described below in paragraph e., items 1 thru 8.

e.

Final plan review. Materials listed below shall be submitted to the planning staff for all projects:

1. Completed application form;

2. Five (5) copies of a dimensioned site plan including the following:
  - a) Proposed footprint of the building(s);
  - b) Existing building(s) adjacent to the property lines;
  - c) Location of all parking areas, parking lot islands, driveways, sidewalks, loading areas, walls/fences, utilities, site lighting, drainage, site signage, at grade mechanical units, dumpsters, and all other site improvements;
  - d) Building setbacks as required by the zoning ordinance
  - e) Parcel boundaries (all property lines shall be shown).
3. Five (5) copies of a landscape plan including planting details, plant schedule, street trees, foundation plantings, all landscape buffers, parking lot trees, and existing trees to remain;
4. Five (5) copies of dimensioned floor plans depicting the arrangement of the interior spaces, location of windows and doors, mechanical equipment, electrical meter and utility location(s). First floor plans shall show the relationship between the first floor and the site;
5. Five (5) copies of dimensioned building elevations for all sides of the building(s) showing design of all elevations, existing grade, proposed grade, finish floor elevations, roof slopes, mechanical vents and equipment, location and type of outdoor light fixtures, design and location of all wall sign(s), and notations regarding exterior colors and materials;
6. Five (5) copies of typical wall section(s) with information as described above in item 5;
7. Materials specification outline with samples, brochures and/or photographs of all exterior building and site materials, finishes and fixtures;
8. Contextual model showing new building(s) in existing environment if required by the Board or the administrative officer.
9. Five (5) copies of all final construction details for building(s), walls/fences, signs and any other improvements.

f.

Sign submission requirements. Applications for sign permits shall receive final approval by the administrative officer. The materials listed below shall be submitted to the planning staff for permits:

1. Completed Sign Application form and fee;
2. Two site plans drawn to scale, indicating sign location and all existing improvements on property. For freestanding signs and billboards a landscape plan showing exact location and plant types shall be included on the site plan.
3. Two drawings of the proposed sign, lettering and graphics, drawn to scale of at least one-quarter inch to the foot including any support structure. Colors of the proposed sign shall be indicated on the drawing, and actual color samples shall also be furnished. Any proposed illumination techniques shall be indicated on the drawing.
4. Color photographs of the existing site, including the area of the sign location, other signage, and the building elevations.

# Oconee County Council

Oconee County  
Administrative Offices  
415 South Pine Street  
Walhalla, SC 29691

Phone: 864-718-1023  
Fax: 864 718-1024

E-mail:  
[ksmith@oconeesc.com](mailto:ksmith@oconeesc.com)

John Elliott  
Chair Pro Tem  
District I

Wayne McCall  
District II

Paul A. Cain  
Vice Chair  
District III

Julian Davis, III  
Chairman  
District IV

J. Glenn Hart  
District V



The Oconee County Council will meet in 2020 on the first and third Tuesday of each month with the following exceptions:

- April, July, August, & November meetings, which will be **only** on the third Tuesday of each of the four months.

All Council meetings, unless otherwise noted, are held in Council Chambers, Oconee County Administrative Offices, 415 South Pine Street, Walhalla, South Carolina.

Oconee County Council will also hold a Planning Retreat from 9:00 a.m. to 12:00 p.m. on Tuesday, February 11, 2020 in Council Chambers to establish short and long term goals.

Oconee County Council will also meet on Tuesday, January 5, 2021 in Council Chambers at which point they will establish their 2021 Council and Committee meeting schedules.

Oconee County Council will also hold a Budget workshop on Tuesday, March 10, 2020 in Council Chambers.

Additional Council meetings, workshops, and/or committee meetings may be added throughout the year as needed.

Oconee County Council Committees will meet in 2020 prior to County Council meetings on the following dates/times in Council Chambers located at 415 South Pine Street, Walhalla, South Carolina unless otherwise advertised.

The Law Enforcement, Public Safety, Health, & Welfare Committee at 4 p.m. on the following dates: February 4, March 17, July 21, & October 6, 2020.

The Transportation Committee at 4:30 p.m. on the following dates: February 18, May 19, August 18, & October 20, 2020.

The Real Estate, Facilities, & Land Management Committee at 4 p.m. on March 17 and 4:30 p.m. on the following dates: June 16, September 15, & November 17, 2020.

The Budget, Finance, & Administration Committee at 4:30 p.m. on the following dates: March 10 [Budget Workshop], April 21, May 5, May 19, & June 2, 2020.

The Planning & Economic Development Committee at 4:30 p.m. on the following dates: March 3, June 2, September 1, & November 17, 2020.



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#### ■ LEGAL NOTICES

#### LEGALS

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**PUBLISHER'S AFFIDAVIT**

**STATE OF SOUTH CAROLINA  
COUNTY OF OCONEE**

**OCONEE COUNTY COUNCIL**

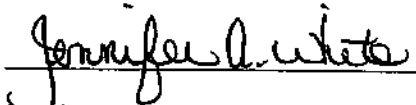
**IN RE: NOTICE OF MEETING SCHEDULE AND EXCEPTIONS FOR 2020**

**BEFORE ME** the undersigned, a Notary Public for the State and County above named, This day personally came before me, Hal Welch, who being first duly sworn according to law, says that he is the General Manager of **THE JOURNAL**, a newspaper published Tuesday through Saturday in Seneca, SC and distributed in **Oconee County, Pickens County** and the Pendleton area of **Anderson County** and the notice (of which the annexed is a true copy) was inserted in said papers on 01/10/2020 and the rate charged therefore is not in excess of the regular rates charged private individuals for similar insertions.

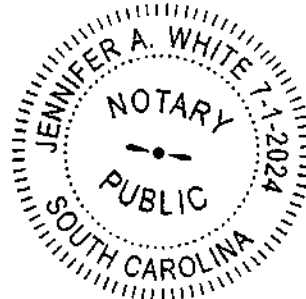


Hal Welch  
General Manager

Subscribed and sworn to before me this  
01/10/2020



Jennifer A. White  
Notary Public  
State of South Carolina  
My Commission Expires July 1, 2024



## Sample Oconee County Sign Sizes

<u>Content</u>	<u>Length (ft)</u>	<u>Width (ft.)</u>	<u>Area (sq, ft.)</u>	<u>Content</u>	<u>Length (ft)</u>	<u>Width (ft.)</u>	<u>Area (sq, ft.)</u>
<u>Traffic Control (for reference)</u>				<u>Miscellaneous</u>			
Yellow Diamond - small	2.5	2.5	6	Keowee Boat Storage	4	3	12
- large	4	4	16	White Dove, et. al.	4	8	32
Speed Limit - small	2	2.5	5	Health Insurance	1.5	2	3
- large	2.5	3	8	Keowee Falls RV Park	6	4	24
Stop	4	4	16	Blue Ridge Shrine Club	4	5	20
Do Not Enter	3	3	9	Falcon's Lair Golf	5	8	40
<u>County Directional (Brown)</u>				Towe Towing	4	8	32
South Cove Park	4	8	32	Blue Ridge Orthopedics	2	4	8
Jocassee/Keowee/Hartwell	4	7	28	Rodeo - Large	4	4	16
High Falls	4	8	32	- Small	2	4	8
High Falls/Keowee	7	4	28	Enviro Mulch	4	4	16
<u>State Directional (Green)</u>				Pet Meds	4	8	32
World of Energy	2	3	6	Carolina Dock	6	10	60
Oconee Community Theater	5	3	15	<u>Large "Billboards" for reference</u>			
S. C. Vocational School	6	3	18	United Capital	22	10	220
Clemson University	11	4	44	Hawk Law	22	11	242
<u>Church Directional</u>				Cleveland Gospel Supply	13	7.5	112
St. John's Lutheran	7	3	21	Rocky Knoll Baptist	8	16	128
Biggerstaff Church	4	6	24	Notes:			
High Falls Church of God	1.5	2.5	4	1. Data is from SC 28 between Seneca and Walhalla, US 123 between Seneca and Clemson, with some from SC 188 and SC 183.			
Wesylean Church	1.5	2	3	2. These are "non premises" signs that might be considered as billboards under the proposed ordinance. No signs on the premises of a given parcel or business are included.			
North Walhalla Church of God	4	6	24	3. Every attempt was made to include all signs in the 30 to 100 sq. ft. range, but there are many more in the under 30 sq. ft. range.			
Ebenezer Baptist	2	3	6	4. The 4 highlighted signs are those greater than 32 sq. ft. but less than 100 sq. ft. There are 30 signs under 100 sq. ft. listed.			
Eternal Shepherd - Large	6	9	54				
- Small	1.5	2.5	4				
Corinth Baptist	2	2.5	5				

## Alternate Commercial Building Design Standards

These standards describe a commercial (not residential or agricultural) design theme intended to evoke the rural Appalachian heritage of Oconee County. As such, it emphasizes the use of timber framing, stone foundations and structural elements, and rough wooden siding. Materials can be natural or man-made, and combined with textures and colors that evoke the rural Appalachian theme.

Front facades must incorporate the following design elements:

- Timber framing or structural elements 15% minimum
- Stone foundation, structure, or veneer 20% minimum
- Rough wooden siding 0-65%
- Stucco 0-65%
- Glass – glazing and framing elements 0-65%
- Any other materials 10% maximum

Side facades, i.e. visible but not facing the street, may incorporate any of the front façade materials listed above in any proportion, subject to the 10% maximum on “any other materials.”

The front façade must be broken up using columns, an entrance portico, roof overhangs, or the like to avoid the appearance of a monolithic slab.

Visible roofing materials may include shingles, wooden shakes (natural or man-made), or standing seam metal.

Sign supports, walls, and other auxiliary structures visible from the front should use materials consistent with the front façade.

These written standards should be administered by the Planning Director. Appeal should be to the BZA, consistent with the way variances are handled.

These standards should be supplemented with pictures and/or renderings that show acceptable adherence to the standards.

Sec. 32-515. Title.

This article shall be known as the "Sign Control Ordinance of Oconee County, South Carolina."

Sec. 32-516. Purpose.

It is the purpose of this article to establish regulations for the safe and orderly placement of all signage to which this article applies in the unincorporated areas of the county; also, this article shall establish penalties necessary to discourage violations of these standards and to establish appropriate fees to offset costs associated with implementation.

Sec. 32-517. Authority.

This article is adopted pursuant to the provisions of S.C. Code § 4-9-25 and § 4-9-30. Personnel employed by the county as planning and zoning officials, code enforcement officers, building code officials, and personnel employed by the sheriff of the county are vested with the authority to enforce and administer signage control within the county.

Sec. 32-518. Jurisdiction.

The regulations set forth in this article shall be applicable within the unincorporated areas of the county. All billboards and signs proposed to be constructed in the unincorporated areas of the county shall be permitted under, and/or governed by, these regulations. Billboards and signs existing at the time of the adoption of these standards shall be considered exempt, with the exception of any structure considered abandoned, disassembled, or otherwise removed from a site.

Sec. 32-519. Terms and definitions.

Except where specifically defined herein, all words used in this article shall carry their customary meanings. Where applicable, words used in the present tense include the future tense, and the singular includes the plural.

*Abandoned billboard or sign* means a billboard or sign which is not being maintained as required by this article, which has an obsolete advertising message or no advertising message, or one for which a permit has not been obtained or is not current. Public service signage shall not be considered abandoned under this definition.

*Billboard* means any advertising structure that directs persons to a different location from where the billboard is located or which is otherwise "off-premises" but makes no reference to a location.

*Building mounted sign* or billboard means any sign or billboard attached to, or artistically rendered upon (such as a painting), a building or canopy/awning attached to a building or structure.

*Excepted billboard* means a billboard falling within one of the following categories that are excepted from the county's general billboard prohibition: (1) a billboard which is visible from Interstate 85 and which is erected with the purpose of its message being read from the traveled way of Interstate 85, as determined by the Planning Director; (2) *Size / height?*; (3) \_\_\_\_\_; (4) \_\_\_\_\_; an Existing billboard.

*Existing billboard* means a billboard lawfully erected within the boundaries of the county prior to the adoption of this article, as amended by Oconee County Ordinance 2020-\_\_\_\_\_.

*Group development* means any aggregate non-residential, mixed-use, and/or multi-family development project, commonly referred to as (by way of example and not limitation) a strip mall,

mall, town-center development, apartment or condominium complex, or town-home community, which is constructed on one or multiple lots of land.

*Sign* means any sign structure or combination of sign structure and message in the form of an outdoor sign, display, device, figure, painting, drawing, message, plaque, poster, advertising structure, advertisement, logo, symbol or other form which is designated, intended, or used to advertise or inform in relation to the premises on which it is located, any part of the message or informative contents of which is visible from the main traveled way. The term does not include official traffic control signs, official markers, or specific information panels erected, caused to be erected, or approved by the state department of transportation.

*Sign area* means the entire face of a sign or billboard, including the advertising surface and any framing, trim, or molding, but not including the supporting structure.

*Sign permit* means any permit, other than a building permit, obtained by an applicant from the county for the purpose of the construction or maintenance of a sign or billboard, or a permit obtained for any sign or billboard to be placed on public property, including a county-owned or operated right-of-way.

*Stacked sign or billboard* means any structure so configured to present two or more sign areas at different elevations and/or presenting two or more sign areas facing in the same direction.

Sec. 32-520. Billboards.

1. Only Excepted billboards are authorized within the unincorporated area of the county.
2. No billboard shall be erected within one thousand and three hundred (1,300) feet of another billboard located on the same road. This distance shall be measured as the shortest route of ordinary pedestrian or vehicular travel along the public thoroughfare from the location of an existing billboard to the proposed site.
3. Maximum sign area for any billboard is six hundred and seventy-two (672) square feet.
4. No billboard shall be located along any federal, state, or county designated scenic highway or roadway.
5. Stacked billboards are not permitted.
6. Billboards less than \_\_\_\_\_ ( ) square in size feet are exempt from permitting unless illuminated or exceeding \_\_\_\_\_ ( ) feet in height and/or until the aggregate size of billboards less than \_\_\_\_\_ ( ) square feet in size exceeds \_\_\_\_\_ ( ) square feet on a given lot. This exemption applies to internal directional or wayfinding signage.
7. Billboards exempt from permitting remain governed by this article, where appropriate.

Sec. 32-521. General provisions applicable to signs – (monument, pole, and similar signs):

1. The following provisions apply to all signs unless a special provision contained in this article clearly indicates otherwise:
2. Number. One sign is authorized for each one hundred (100) linear feet of road frontage.
3. Size. The maximum allowable sign area per sign is seventy-five (75) square feet.
4. Height. The maximum allowable height of a sign is twenty (20) feet.
5. Setbacks. All signs shall be setback five (5) feet from the front property line and (10) ten feet from the side and rear property lines. No portion of a sign may extend into a right-of-way, over a property line, or over a drive or road. Setbacks are measured from the right-of-way if the right-of-way projects over the property line.

6. Building mounted signs. Building mounted signs are not subject to the numerical limits above; however, the maximum size any one building mounted sign is one hundred and fifty (150) square feet, and the total sign area per building may not exceed two hundred (200) square feet. Additionally, roof mounted signs must be approved as a special exception by the Oconee County Board of Zoning Appeals.
7. Illumination.
  - a. Signs shall be top-lighted, with the light source facing downward, or internally illuminated.
  - b. No sign shall be erected, or any existing sign operated, where illumination is of such intensity or brilliance as to cause glare or impair the vision of any driver of any motor vehicle or which otherwise interferes with any driver's operation of a motor vehicle.
  - c. No sign shall be erected, or any existing sign operated, where illumination is not shielded to prevent light from being directed at any portion of a traveled right-of-way.
  - d. No sign shall be erected, or any existing sign operated, where illumination is not shielded to prevent light from being directed at a residential property.
  - e. No sign's light source shall be located so that it may be seen from residential property.
8. Automatic changeable message devices. Not permitted.
9. Moving / rotating signage. Not permitted.
10. Window signs. Window signs shall be static and shall not flash, blink, or scroll. There is no limit on the number or type of windows signs. Window signs do not count towards the total number of square footage of building mounted signage. Window signs shall be legible only from the premises on which they are located.
11. Signs and billboards on public property. Any sign or billboard installed or placed on public property, including county-owned or operated rights-of-way, except in conformance with the requirements of this article and expressly permitted by the appropriate governing authority, shall be deemed illegal and shall be subject to removal. In addition to other remedies hereunder, the county shall have the right to recover the cost of removal and disposal of such sign or billboard from the owner or the person who placed it.
12. Sculptural and nonplanar signs. The surface area of a spherical, free form, sculptural, or other nonplanar sign may be equal to the applicable amount of square footage permitted.
13. Corner lots and double frontage properties. Each frontage is allowed the specified amount of ground signage indicated in section 32-521.
14. Signs exempt from permitting:
  - a. Signs less than ten (10) square feet in size are exempt from permitting unless illuminated or exceeding seven (7) feet in height and/or until the aggregate size of signage under ten (10) square feet on a lot totals the permitted size of a single sign, as established herein. This exemption applies to internal directional or wayfinding signage.
  - b. Replacing any sign face for content change, repair, or other replacement, provided the square footage of the sign face does not change.
  - c. Signs exempt from permitting remain governed by this article, where appropriate.

**Sec. 32-522. Special provisions applicable to residential subdivision entrance signage.**

1. Each residential subdivision entrance is allowed two (2) subdivision entrance signs. Such signs shall be located outside of rights-of-way and shall not encroach into any corner sight visibility triangle.
2. Subdivision entrance signs may be internally or externally illuminated.
3. Subdivision entrance signs shall not exceed seventy-five (75) square feet; shall be designed as a monument or ground sign; and shall not exceed twenty (20) feet in height. Such signs may, however, be incorporated into a wall, fence, or other structure that also shall not exceed twenty (20) feet in height. Such structures shall be located at least fifteen (15) feet from rights-of-way and shall be subject to all applicable building codes and permitting.

**Sec. 32-523. Special provisions applicable group development signage.**

1. Groups development signage shall not be considered a billboard if located within the project area as determined by the Planning Director.
2. Individual businesses and developments within Group developments will not be permitted to construct their own ground signage along public right-of-ways.
3. Group development ground signs (monument, pole, and similar Signs):

Maximum number of ground signs in relation to road frontage	Maximum number of individual signs per ground sign	Total sign area, combined, per ground sign	Maximum height
Up to two hundred (200) linear feet of road frontage - two (2) ground Signs permitted	Five (5)	One hundred (100) square feet	Twenty (20) feet
More than two hundred (200) linear feet – three (3) ground Signs permitted	Ten (10)	Two hundred (200) square feet	Twenty (20) feet

4. Setbacks. All signs shall be setback five (5) feet from the front property line and ten (10) feet from the side and rear property lines. No portion of the sign may extend into the right-of-way, over a property line, or over a drive or road. Setbacks are measured from the right-of-way if the right-of-way projects over the property line.
5. Group development building mounted signs: canopy, marquee, wall, and similar signs.
  - a. Number of signs limited to two (2) per business.
  - b. Maximum square footage is limited to one hundred and fifty (150) square feet per sign.
  - c. Lighting, if any, shall be internal or downward facing.



Sec. 32-524. Abandoned billboards and signs.

An abandoned billboard or sign, as defined by this article, shall be removed by the owner thereof or the owner of the property upon which the billboard or sign is located within forty-five (45) days of notification by the county that the billboard or sign is deemed abandoned. The billboard or sign owner and/or the property owner may appeal the county's designation of the billboard or sign as abandoned to the magistrate's court of the county during the forty-five (45) day period to remove the billboard or sign. If the property owner files a timely appeal, the time period for removing the billboard or sign shall be tolled until the magistrate's court renders a decision. In the event that an abandoned billboard or sign is removed, the billboard or sign owner and/or the property owner shall have the right to replace it in the same location with a new billboard or sign of the same size and height for a period of six (6) months from the date of removal.

Sec. 32-525. Billboard and sign submittal process.

1. Signs and billboards permitted under these regulations shall impose no obvious hazards to any drivers, pedestrians, bicyclists, or other users of any public road in the unincorporated areas of the county. As such, the following materials shall be submitted to the planning director or his/her designee at the time of application:
  - a. A completed application form;
  - b. A detailed site plan prepared and stamped by a surveyor licensed by the state, noting the proposed location of the structure, and verification that the new sign or billboard meets with all location requirements set forth in this article;
  - c. A set of construction plans, to include all proposed lighting features. All plans submitted shall be stamped by appropriate professionals licensed by the state; and
  - d. Payment of required fees.

Sec. 32-526. Maintenance requirements.

All signage subject to this article must be structurally safe and maintained in a good state of repair which includes, but is not limited to, the following:

1. The sign area must be maintained free of peeling, chipping, rusting, wearing and fading so as to be fully legible at all times.
2. All parts of the sign, including the cutouts, extensions, border, trim, and sign structure must be maintained in a safe manner, free from rusting, rotting, breaking and other deterioration.
3. The sign face must not have any vegetation growing upon it or touching or clinging to it.

Sec. 32-527. Fees.

Fees shall be established for the cost of a sign permit by county council from time to time.

Sec. 32-528. Permits.

Upon satisfactory completion of all requirements set forth in this article, the owner/agent shall be issued a land use permit by the planning director or his/her designee for construction of the billboard or sign. The land use permit shall be valid for six (6) months from the date of issue; the owner/agent may be granted a one-time six (6) month extension, provided a written request is submitted to the planning director no later than seven (7) working days prior to the original expiration date. Request for extension shall include documentation of efforts to obtain other necessary permits and permissions needed to begin

construction, specifically noting the reason for the extension request. Extensions shall be granted only to those projects that were delayed through no fault of the owner/agent of the billboard or sign. The land use permit issued by the planning director shall in no way be construed to be a building permit needed to begin construction of a sign. No building permit, or other county-issued permits, certification or approval, shall be issued for a billboard or sign prior to the issuance of the land use permit. Replacing any billboard or sign face with no change in sign area, structure, or use of electricity does not require a permit.

Sec. 32-529. Penalties.

Any person or entity violating the regulations set forth in this article is guilty of a misdemeanor and may be fined up to five hundred and 00/100 dollars (\$500.00) or imprisoned for thirty (30) days or both.

Secs. 32-530 - 32-600. Reserved.



**OEA ACTIVITY  
UPDATE: 3.3.20**

## Activity Jan 1, 2020 to Date: Strong

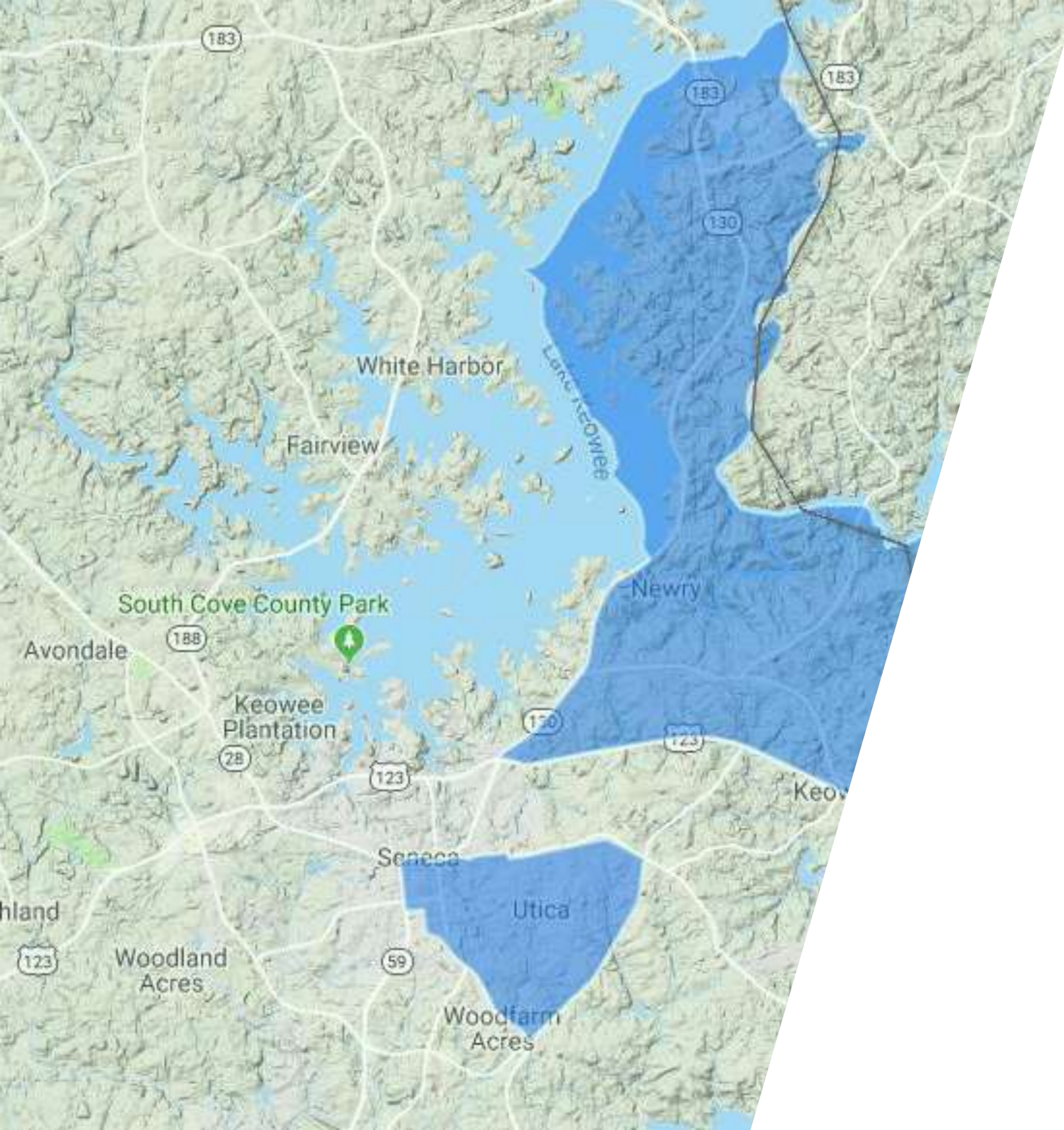
### **Prospect Activity:**

- Real Estate inquiries:1
- RFIs: 4
- New Projects Initiated:4
- New Landing Pad Inquiries: 1
- Project Visits: 1
- Existing Industry Visits: 3

### **Marketing & Recruitment Activity:**

- Powerteam community tour
- Site Selectors Guild FDI Forum
- SCEDA Membership meeting: GBD Luncheon
- SC Automotive Summit

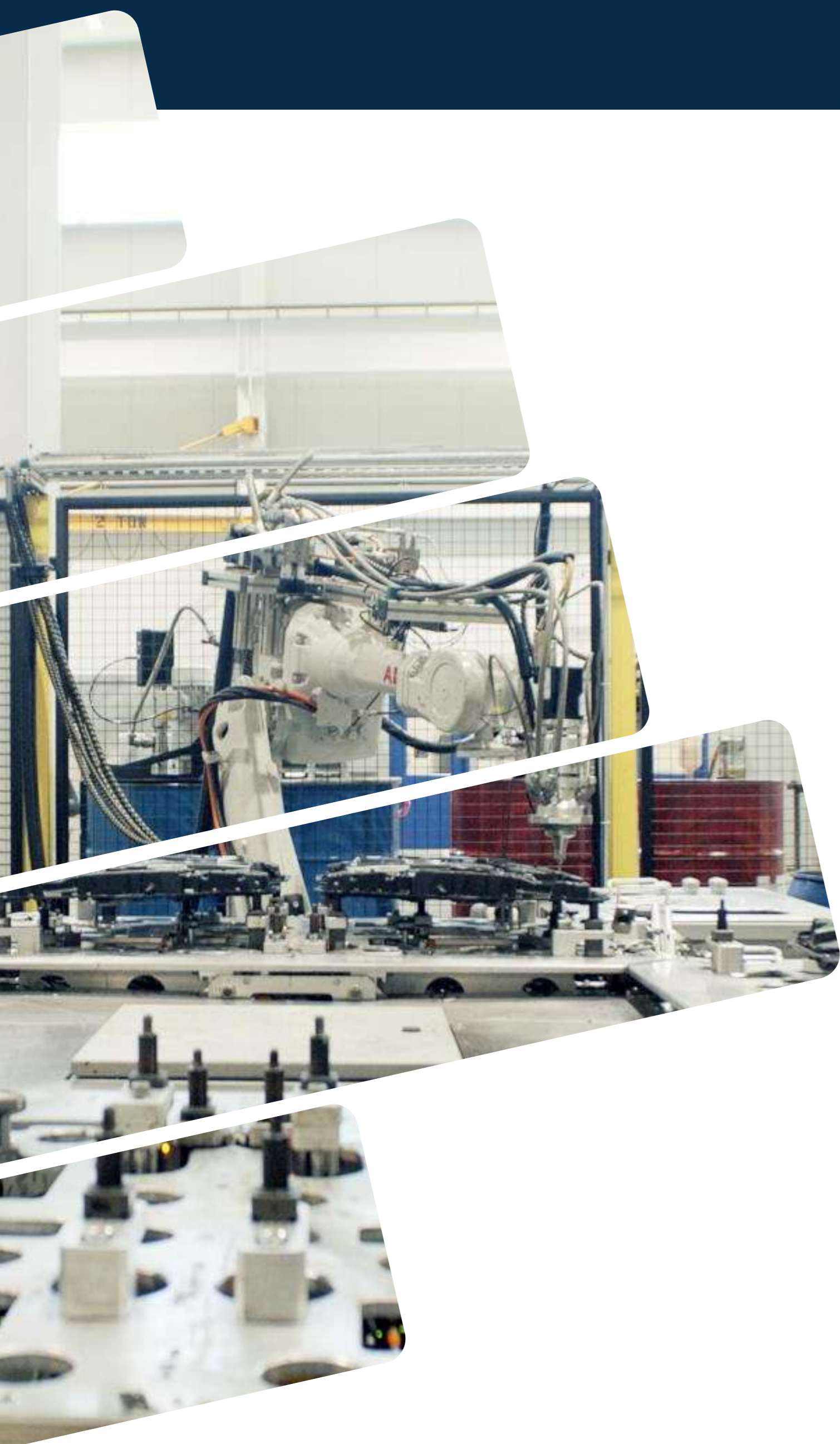




# Opportunity Zones: Oconee County



# Opportunity Zones vs Funds



- Opportunity Zones are designated low-income census tracts where tax incentives are available to groups or individuals who invest in an Opportunity Fund.
- Created under the Tax Cuts and Jobs Act of 2017



- Opportunity Fund is a new investment vehicle created as part of the Tax Cuts and Jobs Act of 2017 to incentivize investment in targeted communities called Opportunity Zones.
- Opportunity Funds are investment vehicles that invest at least 90% of their capital in Qualified Opportunity Zones.
  - To capture the potential tax benefits offered by an Opportunity Fund, an investor must invest the gains from a sale of a prior investment (e.g., stock, bonds, real estate, a company) into an Opportunity Fund within 180 days of the sale of that investment.
  - The investor only has to roll in the gain or profits from the sale of the investment, not the original principal of the investment.



# OF by the Numbers



**208 Funds:**  
\$46.2 Billion



**63%:**  
Funds are  
targeting  
affordable  
housing



**11 Funds:**  
SC in  
geographic  
target

**\$50MM**

**1 Fund:**  
Solely focused  
on Statewide  
projects in SC



# OZ by the Numbers



**Over 8,700 OZ**



**23%:**  
Are in 'rural'  
areas



**135:**  
OZ in SC



**2:**  
In Oconee  
County





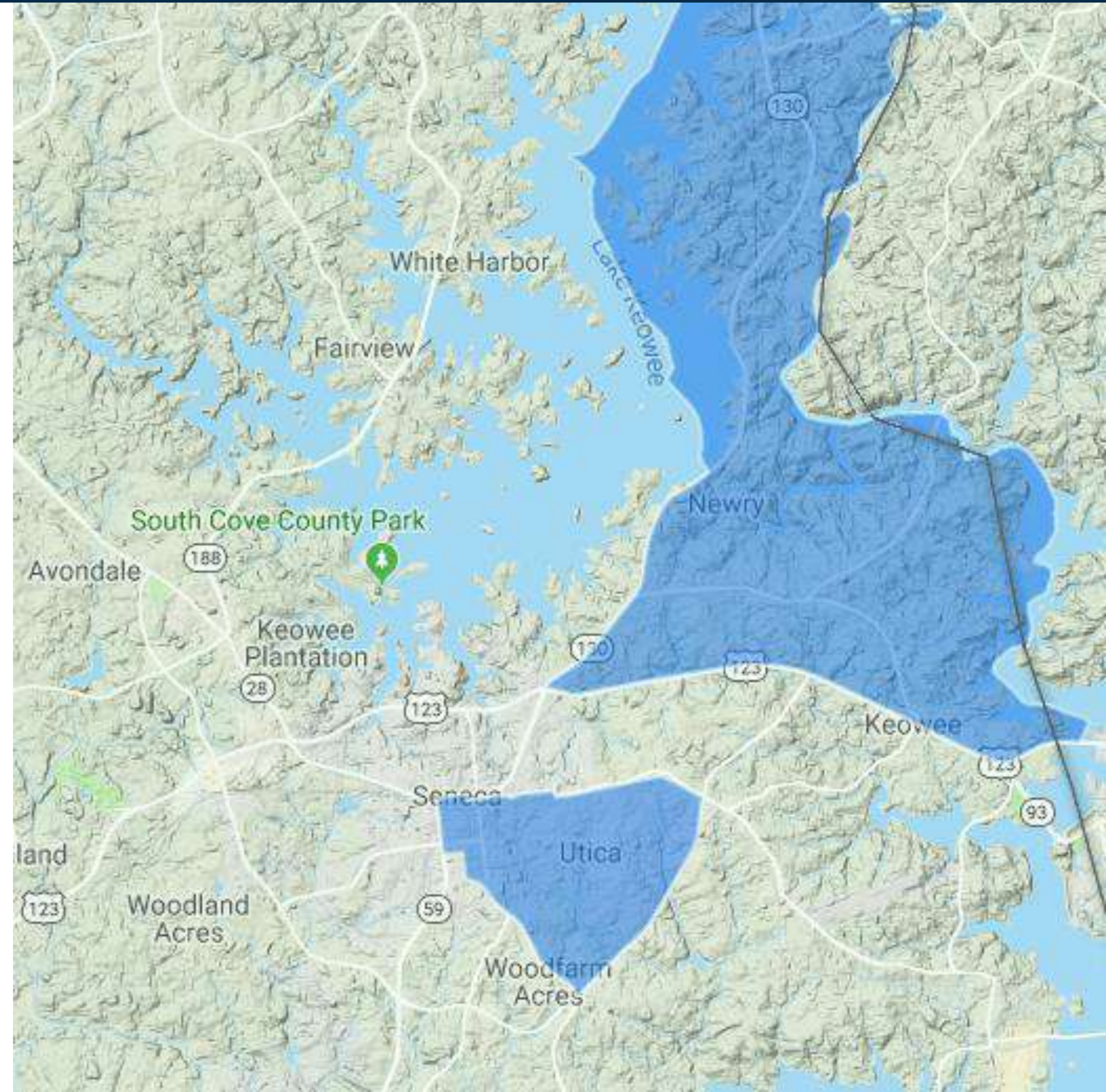
# Oconee County Zones: An inventory

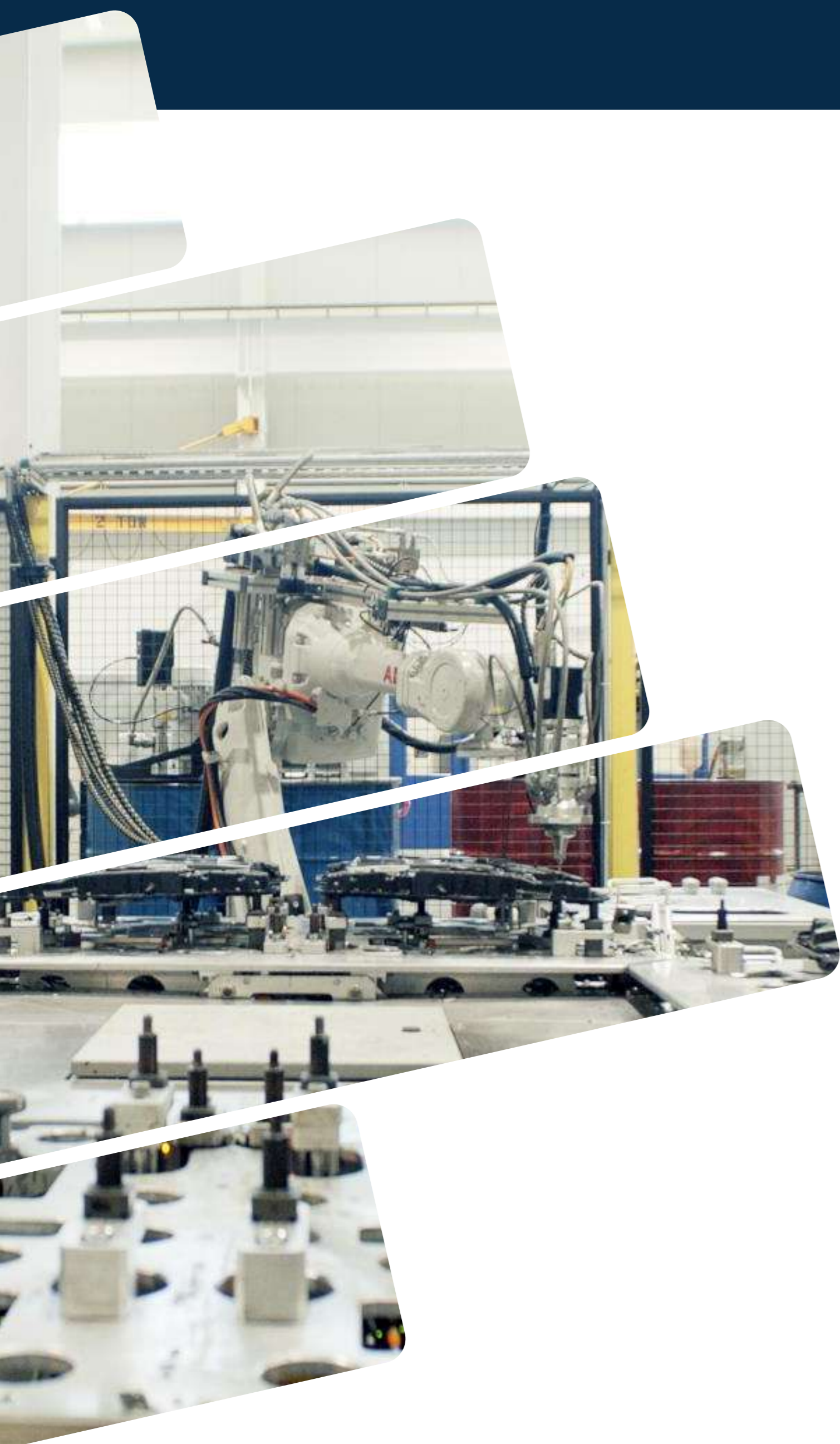
## Newry :

- 89 residential properties for sale
- 1 commercial lot for sale
- 2 properties not commercially listed, available

## Utica:

- 22 residential properties for sale
- 1 industrial park for sale
- 1 property not commercially listed, available





- Continue due diligence and study of:
  - Current inventory for sale
  - Infrastructure
  - Potential commercial and residential inventory for sale
  - Peer OZ's success and pitfalls
- Identify community partners to establish a working group
  - CDFIs and CDCs
  - Developers
  - OJRSA
  - City of Seneca
  - Clemson University & CURF
- Identify potential additional incentives or stackable credits
- Identify funding sources
  - County - \$25,000
  - SCDOC – 25% of marketing materials
  - EDA/ARC
- Issue RFP for OZ Prospectus





**Oconee Economic Alliance**  

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**SOUTH CAROLINA**