

Article 13 Revisions – Public Release 04-2019

13.1 PURPOSE AND SCOPE

The purpose of sign regulations are to encourage the effective use of signs as a means of communication in the City of North Augusta; to maintain and enhance the aesthetic environment; to minimize the possible adverse effects of signs on nearby public and private property; and to enable the fair and consistent enforcement of these sign regulations.

These regulations:

- a. Establish a permit system that allows a variety of types of signs in commercial and industrial zones, and a limited variety of signs in residential zones;
- b. Allow certain signs that are small and incidental to the principal use of the properties on which they are located without a requirement for permits; and
- c. Provide for temporary signs in limited circumstances on private property and in the public right of way.

13.2 APPLICABILITY

1. Definition
 - a. This Article applies to any sign. A “sign” is any structure or device designed or intended to convey information to the public in written or pictorial form.
2. Prohibition
 - a. A sign may be erected, placed, established, painted, created or maintained in the City of North Augusta only in conformance with the standards, procedures and requirements of these regulations. All signs not expressly allowed or permitted by this Article are prohibited.
3. Permit Required
 - a. No sign shall be placed, installed, erected or constructed on any property within the City of North Augusta until all the applicable permits, approvals and certificates required for the particular sign have been issued and approved.
 - b. Construction Signs, Temporary Signs, Signs on Vacant Property, Identification Signs and Accessory Signs do not require a permit prior to installation.

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4. Repair and Replacement
 - a. All signs are to be kept in good repair.
 - b. Any dilapidated or neglected sign shall be repaired or removed. If the Building Official deems any sign structurally un-sound, it shall be repaired or removed.
5. Non-Conforming Signs
 - a. A legal, non-conforming sign may be; 1) repaired, 2) repainted, or 3) removed for repair and remounted with a valid Sign Permit.
 - b. Nothing in this section grants the right to technological upgrades such as the addition of digital readerboards to an existing sign. Technological upgrades are the same as erecting a new sign. Changing a light source, such as changing from fluorescent to LED, with no change in appearance of the sign, is not considered a technological upgrade.
 - c. Abandoned Non-conforming Signs shall be removed.
6. Enforcement may be carried out by the Director of Planning and Development or their designee as allowed in Article 5 and the Municipal Code.
7. Subdivision and New Street Signs
 - a. As new subdivisions and developments are completed, the city will install street name and traffic control signage based on a uniform sign design adopted by the city. The applicant shall remit payment for the signs at the time of final plat application. The cost for such signs shall be determined by the City of North Augusta.
8. No Content Restrictions
 - a. Notwithstanding any other provision of this Chapter, no sign shall be subject to any limitation based on the content of the message contained on such sign. Any sign authorized in this Article may contain non-commercial copy in lieu of any other copy.
9. Severability
 - a. If any word, sentence, section, chapter or any other provision or portion of this section is invalidated by any court of competent jurisdiction, the remaining words, sentences, sections, chapters, provisions or portions thereof will not be affected and will continue in full force and effect.

13.3. VARIANCES & APPEALS

1. The Director is authorized to vary the dimensional requirements for permitted signs by no more than 10% if:
 - a. The Director determines that the proposed waiver does not conflict with the goals and policies of the Comprehensive Plan or the purposes underlying the standard; and
 - b. The applicant demonstrates, through documentation and/or studies, based on generally accepted engineering principles, that adherence to the standard provided by this Chapter would pose a threat to health and safety or would undermine a policy set forth in the Comprehensive Plan or the purposes underlying the standard; and
 - c. The applicant consents to an alternative standard and the Director finds that such standard is consistent with the Comprehensive Plan, will protect the public health, safety and general welfare, and is consistent with the purposes underlying the standard; and
 - d. The economic burden imposed on the applicant to comply with the generally applicable standard outweighs the public purpose for such standard; and
 - e. Compliance with the generally applicable standard is impracticable due to unique topographical or other site conditions.
 - f. The Director may, at their discretion, refer requests to the Board of Zoning Appeals.
 - g. The Director may not issue variances for accessory, temporary, construction, vacant lot signs, or any other prohibited signs.
2. Variances to this chapter may be issued by the Board of Zoning Appeals as specified in Article 18 of this Code.
3. Administrative decisions or interpretations of the sign ordinance may be appealed as specified in Article 18 of this Code.

13.4 DEFINITIONS

Abandoned Non-Conforming Signs: signs that do not conform to the requirements of this code and that are currently displayed on the premises of abandoned businesses as defined in Article 19 of this code. This does not include non-conforming signage as a result of annexation or signs that were legally permitted under prior ordinances.

Accessory Sign: signs that provide information, direction, control or other functions incidental and necessary to a use. Accessory signs can include parking lot directional and regulatory signs (in, out, one-way, etc.) and pavement markings consistent with the Manual of Uniform Traffic Control Devices (MUTCD), most recent edition. Accessory signs may also include instructions, hours and days of operation information, “closed” and

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“open” signs, address numbers, identification signs for deliveries, loading and unloading, fire exit and others.

Awning: a sheet of canvas or other material stretched on a frame and used to keep the sun or rain off a storefront, window, doorway, or deck.

Balloon Sign: any lighter than air or gas filled inflatable object attached by a tether to a fixed place.

Banner: any sign of lightweight fabric, plastic or similar material mounted at one (1) or more edges to a pole or other structure. **National flags, state and municipal flags, and official flags of businesses, institutions or other organizations shall not be considered banners if displayed on a proper flag pole as required by this code.**

Canopy: a permanent roofed structure which may be freestanding or attached to a building, but which is not a completely enclosed structure or awning. **This includes coverings over gas pumps.**

Canopy Sign: any sign attached to or painted on a canopy.

Changeable Copy Sign: also known as a “readerboard,” is any sign designated so that letters or numbers attached to the sign can be periodically changed to a different message.

Construction Signage: signage of a temporary nature installed at the entrance or along the street frontage of a project under construction.

Dilapidated or neglected sign: a sign (including sign structure) that does not present a neat and orderly appearance, which may be manifested by the following: rust or holes on or in the sign or sign structure, or broken, missing, loose or bent parts, faded or flaking paint, non-operative or partially non-operative illuminating or mechanical devices or missing letters in sign copy.

Electronic Readerboard: an “Electronic Readerboard” means a sign which displays messages in alternating light cycles using electronic messaging or LED lights. They are generally computerized programmable electronic visual communication devices, manufactured for the outside environment.

Flag: A “Flag” means any flag, including a flag of the United States, the state of South Carolina, and any other flag sanctioned by these regulations.

Flashing Sign: a sign that contains an intermittent or sequential flashing light source that flashes or changes light patterns more than once every thirty (30) seconds.

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Freestanding Sign (Ground Sign): any sign supported wholly supported by integral poles(s), post(s) or other structure or frame, the primary purpose of which is to connect it permanently to the ground. Examples include monument signs and pole signs. A freestanding sign does not include a portable or temporary sign.

Home Occupation sign: see Identification Sign.

Iconic Sign: an iconic sign is a sign that has a particularly distinctive or artistic value and may visually depict the nature of the business, goods or services that the business provides through unique shape and any combination of color, lighting, or historic reference.

Identification Sign: an “Identification Sign” means any wall sign which is limited to the name, address and street number of a building, institution or person and to the activity carried on in the building or institution. Identification signs include nameplates and building name signs.

Illuminated Sign: a sign illuminated by an internal or external source of light primarily designed to illuminate the sign. The illumination is “External” when the light source is separate from the sign surface or not contained within the sign, and is directed to shine upon the sign. The illumination is “Internal” when the light source is contained or created within the sign.

Marquee Sign: a “Marquee Sign” is a sign painted on, attached to or hung from a marquee.

Marquee: means a hood or awning of permanent construction without pillars or posts which is supported from a building wall and extends beyond the building or building line; marquees sometimes extend over a property line.

Maximum Total Sign Area: the maximum total sign area is the sum for all signs contained on a building or on the entire lot or project, regardless of the number of buildings, businesses or tenants, not including exempt or non-permitted signage except as required herein.

Master Signage Plan: a Master Signage Plan is a plan that is required when more than one use or business is located on a lot or within a development whether or not the development is on one lot or more than one lot. A Master Signage Plan should provide for consistency among signs on the premises with regard to location of a freestanding sign(s), location of each sign on the buildings, size, and lighting and coordinate total allowed square footages among the uses or businesses in the development. The master signage plan must be approved by the Planning Department prior to the issuance of any sign permits on the lot(s).

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Menu Board: a sign placed at a drive-thru service usually containing a food menu and used for taking orders.

Multi-Faced Sign: any sign that has two or more faces that are separated by more than 10 degrees or with any two (2) faces visible from any one (1) point.

Mural: a painting or other work of art executed directly on a wall. Signage painted on walls does not automatically qualify as a mural.

Percentage of Wall Area: the percentage of wall area is calculated for the wall of which the sign is a part or to which the sign or signs is most nearly parallel.

Pole Sign: see freestanding sign.

Portable Sign: a “Portable Sign” means any sign not permanently affixed to the ground or to a building, including any sign attached to or displayed on a vehicle that is used for the express purpose of advertising a business establishment, product, service or entertainment, when that vehicle is so parked as to attract the attention of the motoring or pedestrian public.

Projecting Sign: a “Projecting Sign” means any sign affixed to, projecting from, and supported by a building.

Roof Sign: a “Roof Sign” means any sign erected upon, against or directly above a roof or roof eaves, or on top or above the parapet, or on a functional architectural appendage above the roof. For the purposes of this Article, a roof shall be considered to be any building surface where the slope of the surface is less than one and one half to one (1.5:1) relative to horizontal (the rise is one and one half times the run). This does not include signs legally allowed on a marquee or canopy.

Setbacks: setbacks should be measured from a property line or the right-of-way line unless otherwise specified.

Sign Area: the area of the sign measured within the most logical geometric figure applying to lines drawn between the outermost points of a sign, but may exclude essential sign structure, foundations, or supports. The copy of signs composed of individual letters, numerals or other devices are the sum of the area of the smallest rectangle or other geometric figure encompassing each of said letters or devices.

Sign Height: the height of a sign is measured from the top of the curb or edge of the roadway where no curb exists, where the curb is closest to any portion of the sign to the top of the highest attached component of the sign.

Street Frontage: the measurement of the property frontage on the street where the sign will be located at the right-of-way or property line and to which the sign will be oriented.

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Subdivision/**Project** Identification sign: means a **freestanding** sign that identifies a subdivision, **multi-occupancy project**, or neighborhood developed under one common plan of development, and is located internal to and visible from the initial point of entry to a subdivision or **project** from surrounding streets.

Temporary Sign: signs for a “temporary cause or event” that occurs only on a scheduled date or time period and for a specific purpose, regardless of whether the event is for commercial or non-commercial purposes. Examples include grand openings of new businesses, church revivals, property for sale, special events, and political campaigns. **This includes sidewalk signs or A-frame signs that are moveable.**

Wall Area: the total area of the wall, or connected wall sections that are generally parallel to each other, on the side of a building, or lease space within a building, that faces a street, parking area or courtyard or other similar open space. Areas of more than one wall may not be combined to calculate a larger permissible sign area for one wall.

Wall Sign: a “Wall Sign” means any sign painted on the outside of a building, or attached to, and erected parallel to the face of a building and supported throughout its length by such building.

Window Sign: a “Window Sign” means any sign installed inside or outside a building within six (6) inches of a window or on the inside surface of a window that is visible from outside the building. This term does not include merchandise located in a window.

13.5 GENERAL PROVISIONS

- 1) **Sign Area: is the measured area of a sign as defined herein.-The area allowed for each zoning district or use may not exceed the amounts allowed in this chapter. This includes:**
 - a) Maximum Total Sign Area shall not exceed these regulations.
 - i) For TND, PD and mixed use developments, the percent refers to lots designated for non-residential use. Residential lots are subject to the restrictions for residential uses as set forth.
 - b) Maximum Individual Sign Area shall not exceed these regulations.
- 2) Wall Signs
 - a) The maximum total square footage of sign area for all wall signs is the sum of all wall signs on any elevation.
 - b) Lots fronting on two (2) or more streets are allowed the permitted wall sign area for each street frontage. However, the total sign area that is oriented to a particular street may not exceed the maximum sign area allowed on that particular street or the maximum total permitted sign area.

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- 3) Freestanding or Ground Signs
 - a) One (1) freestanding sign per site, lot or parcel may be permitted.
 - b) Where more than one (1) business or use occupies a parcel, individual signs for individual businesses or uses may be consolidated on one (1) freestanding sign that meets the maximum total sign area limitations for a freestanding sign as provided herein.
 - c) A developed through lot which fronts on two arterials, offers site access from both arterials and is not less than three hundred (300) feet deep (the distance between the two arterials) may have two (2) freestanding signs, one located on each of the two arterials. In such cases the second freestanding sign is limited in size to not more than two-thirds (2/3) the area permitted for the first freestanding sign.
 - d) When two (2) identical sign faces are placed back to back, the sign area shall be computed by the measurement of one (1) of the faces where:
 - 4) Both faces cannot be viewed from any point at the same time, and;
 - 5) Such sign faces are part of the same structure; and
 - 6) The sign faces are not more than twenty-four (24) inches apart.
- 7) Pedestrian and Vehicular Clearance
 - a) All signs constructed over a public or private pedestrian walkway or area where pedestrians may walk or congregate shall be constructed to provide a clearance of not less than seven (7) feet from the grade level below the sign to the lowest element of the sign structure.
 - b) Signs and sign structures projecting over vehicular access and parking areas shall be constructed to provide a clearance of not less than eight (8) feet from the grade level below the sign to the lowest element of the sign structure.
- 8) Sight Distance Requirements
 - a) No sign should be placed within the sight distance triangle as required in Article 14 of this code.
- 9) Master Signage Plan Required
 - a) A “Master Signage Plan” is required as listed below.
 - b) This plan shall, at a minimum:
 - i) Show or outline each suite, building, and its associated façade square footages and allowed square footages
 - ii) The total square footages and placement allowed for each suite and/or individual building within the development for freestanding signage
 - iii) The total square footages and placement allowed for each suite and/or individual building within the development for wall signage
 - iv) Materials
 - v) Illumination
 - vi) Must meet the requirements of this ordinance.
 - c) A Master Signage Plan may be submitted and approved with any site plan or plat, or individually, and must be approved prior to the issuance of any sign permit.

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- d) A Master Signage Plan may be revised at any time, however, any revised plan must meet the requirements of the code in force at the time of the revision.

10) Illumination

- a) Any sign that is internally illuminated with a translucent face or sign panel may utilize “daylight” bulbs as the light source provided that no more than thirty percent (30%) of the sign face is white or light in color. Sign faces where the amount of white or light colored space exceeds thirty percent (30%) shall utilize “cool white” bulbs (or equivalent) as the light source.
- b) Blank sign faces and panels shall be a dark color regardless of the type of bulb utilized.
- c) Pursuant to the provisions of §5.9.2, the Director may authorize minor waivers in the amount of white space or the light source utilized, or both, to provide flexibility to the applicant or to accommodate an established, registered or trademarked logo or graphic. In approving waivers the Director shall also consider the objectives of this Section related to traffic safety, reduction of glare and ambient light, and improved readability.

13.6 EXEMPT SIGNAGE

- 1) Public Notice Signs
- 2) Any public notice or warning issued by the city, county, state or federal government is exempt from these regulations.
- 3) Signs Interior to a Project or on the Interior of Buildings and Not Visible from a Right-of-Way
 - a) Signs not visible from a right-of-way or visible from the exterior of the building are exempt from these regulations. Any sign inside a building and visible from the exterior of the building that is not a window sign shall be considered a wall sign.
- 4) Government Signs
 - a) Permanent or temporary signs erected by or on behalf of the city, county, state or federal government identifying streets or public property, conveying public information, and directing or regulating pedestrian or vehicular traffic are exempt from these regulations.
- 5) Public Utility Information Signs
 - a) Informational signs of a public utility regarding its poles, lines, pipes or facilities are exempt from these regulations.
- 6) Address Signs
 - a) The city finds and determines that address lettering that is unreadable creates unsafe traffic situations and inhibits the provision of public services.

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- b) Address numbering is required on all structures in accordance with this section to be readable from the street. Street numbers shall have the following minimum heights:
 - i) Three (3) inches on the front door or front wall surface of a residential dwelling unit;
 - ii) Eight (8) inches on the front door or wall surface of a commercial structure;
 - iii) One and three-fourths (1.75) inches on any mailbox located adjacent to the sidewalk, curb or edge of pavement.

13.7 SIGNS ON PUBLIC PROPERTY AND PUBLIC RIGHTS OF WAY

- 1) Non-Profit Street Banners
 - a) Banners advertising events of public interest sponsored by non-profit, non-commercial agencies and which are placed at street locations specifically authorized for display by the City Council may be approved.
- 2) Private Signs on Public Property or Right of Way
 - a) Private signs shall not be placed on any public property or right of way without an approved encroachment permit authorizing such sign **or express allowance in this code**. The Director may remove signs found to be in violation of this section without prior notification to the property owner. **This includes signs held by humans or other devices within the right-of-way.**

13.8 SIGNAGE ALLOWED

- 1) **Applicability:** Signage shall not exceed the limits as defined herein. If a sign type is not listed in that district/use, that type of signage is not allowed in that district/use. Zoning district applies to the district as established in Article 3, Zoning Districts. Use is more precise than the zoning district. If there is a conflict between district and use, use shall prevail.
- 2) **Residential Uses**
 - a) **Subdivision/Project Identification Signs**
 - i) The size, location and design of subdivision entrance signs shall be included on the approved preliminary plat. If a subdivision sign is requested after the plat has been approved it may be approved in accordance with this section.
 - ii) **If a Subdivision/Project Identification Sign is preferred within an existing subdivision or as part of a phased development, a “Master Signage Plan” shall be required.**
 - iii) Subdivision Identification Signs must meet the following:
 - (1) Not more than one (1) subdivision entrance sign shall be located at the entry to any subdivision **as identified on the preliminary plat.**

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- (2) If two (2) identical monument signs are used, they may not exceed sixteen (16) square feet in size or four (4) feet in height and must be placed symmetrically on each side of an entry road.
 - (3) Subdivision entrance signs may be located in the right of way within a required median but must be outside of the paved section of the roadway
- b) Constructions Signs for all residential uses:
- i) General Requirements
 - (1) Signs must be located on private property.
 - (2) Signs must be removed prior to the issuance of the final Certificate of Occupancy, Maintenance, or Performance Guarantee as applicable.
 - (3) Shall not be illuminated
 - ii) Allowed Square Footage
 - (1) Projects containing 10 or more units:
 - (a) May display one 32 square foot sign at the main external entry point to the project abutting a public road frontage.
 - (2) Projects containing 9 units or less:
 - (a) May display one 16 square foot sign at the main external entry point to the project abutting a public road frontage.
 - iii) If additional Construction Signage is needed within an existing, established subdivision or project, or as part of a phased development where multiple construction signs may be desired:
 - (1) A “Master Signage Plan” shall be required.
 - (2) Each secondary sign may not exceed the square footage allowed.
 - (3) Signs may be placed only at the main entry points to the phase or sub-phase.
- c) Temporary Signage in all Residential Districts
- i) Shall not exceed six (6) square feet on any signs.
 - ii) Shall not be illuminated.
- d) Signage on Vacant Lots
- i) Vacant residentially zoned parcels may have the following temporary signage:
 - (1) Parcels 5 acres or more: 32 sq ft.
 - (2) Parcels with less than 5 acres, but over 1 acre: 16 sq ft.
 - (3) Parcels 1 acre or less: 6 sq ft.
 - (4) Shall not be illuminated.
- e) Identification Sign
- i) Must be attached to the building
 - ii) Shall be mounted flush to or not project more than 4 inches from the building
 - iii) Area not exceed 2 square feet
 - iv) Shall not be illuminated except as part of the illumination of the building frontage in general.

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- f) Single-family Dwelling Units, Townhouses, or Rowhouses
 - i) Applicability: restrictions in this category apply to single lots in any zoning district that are currently used for single-family, townhomes on individual lots, or duplex uses. This does not include “condo” developments where units do not have individual lots extending away from the footprint of the unit.
 - ii) Illumination:
 - (1) Temporary, Accessory, and Construction Signage in this section shall not be illuminated.
 - (2) Other allowed signage allowed in this section shall not be internally illuminated.
 - iii) Wall Signs Maximum Square footage: 4 sq ft.
 - iv) Freestanding or Ground Signs
 - (1) Maximum Square Footage: 4 sq ft.
 - (2) Maximum Height: 4’
 - (3) Minimum Setbacks: 5’ from all property lines.
 - v) Accessory Signs
 - (1) Maximum Square Footage: 4 sq ft.
 - (2) Maximum Height: 2’
 - (3) Minimum Setbacks: 0’ from all property lines, except as needed to avoid the sight triangle.
 - vi) Total Maximum Signage for all signs on a property: 8 sq ft.
- g) Multi-family Districts and Uses
 - i) Applicability: restrictions in this category apply to multi-family developments in any zoning district with more than three residential units on a single lot and that do not fall under single-family or duplex uses.
 - ii) Illumination:
 - (1) Temporary, Accessory, and Construction Signage in this section shall not be illuminated.
 - (2) Other allowed signage allowed in this section shall not be internally illuminated.
 - iii) Wall Signs Maximum Square footage:
 - (1) Maximum Area: 100 sq ft. or 5% of Wall Area, whichever is greater
 - iv) Freestanding or Ground Signs
 - (1) Maximum Square Footage: 50 sq ft.
 - (2) Maximum Height: 5’
 - (3) Minimum Setbacks: 5’ front, 10’ side
 - v) Accessory Signs
 - (1) Maximum Square Footage: 4 sq ft.
 - (2) Maximum Height: 2’
 - (3) Minimum Setbacks: 0’ from all property lines, except as needed to avoid the sight triangle.

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TABLE 13-1 RESIDENTIAL USES SIGN AREA CHART ⁽¹⁾
(REV. 12-1-08; ORD. 2008-18) (REV. 2-21-11; ORD. 2011-01, REV. XX-XX-2019)

A	All Signs			Wall Signs		Freestanding Signs				K
	Maximum Area (SF) of all signs may not exceed B, or C, or D, whichever is less			Maximum Area (SF) may not exceed E or F, whichever is less		Maximum Area (SF) may not exceed G or H, whichever is less				
	B	C	D	E	F	G	H	I	J	
Use or Zoning District	Maximum Area (SF)	% of Ground Floor Area	Total sign area Per Linear Foot of Frontage	Maximum Area (SF)	% of Wall Area	Maximum Area (SF)	Freestanding Sign Area per foot of Linear Frontage (SF)	Maximum Height (ft)	Front/Side Setbacks (ft)	Maximum Area (SF) if not specified otherwise
1. Single Family Dwelling Units (includes townhomes)	8	--	--	4	--	4	--	4	5/5	6
2. Multi-Family Dwelling Structure	150	--	--	100	5	50	--	5	5/10	6
3. Manufactured or Mobile Home (R-MH)	8	--	--	4	--	4	--	4	5/5	6
4. Traditional Neighborhood Development (TND)	50	5	2	50	5	25	0.25	6	0/0	6
5. Construction Signage, 10+ units	32	--	--	--	--	--	--	--	--	32
6. Construction Signage, less than 10 lots.	16	--	--	--	--	--	--	--	--	16
7. Signage on Vacant Lots over 5 acres	32	--	--	--	--	--	--	--	--	32
8. Signage on Vacant Lots less than 5 acres	16	--	--	--	--	--	--	--	--	16
9. Signage on Vacant Lots 1 acre or less	--	--	--	--	--	--	--	--	--	6
10. Subdivision/Project Identification Signs	64	--	--	--	--	32	--	5	--	--
11. Accessory Signs	--	--	--	--	--	--	--	2'	--	4
12. Temporary Signs	--	--	--	--	--	--	--	4'	--	6
13. Identification Sign	--	--	--	--	--	--	--	--	--	2

Notes to Table 13-2

- "--" means that the restriction does not apply.
- Please see the definitions to clarify how to measure these requirements.
- "SF" means square feet.
- ⁽¹⁾ See Section x.x for additional restrictions.

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3) Non-Residential Uses

- a) Applicability: restrictions in this category apply to developments in any zoning district that are currently used for non-residential purposes.
- b) Subdivision/Project Identification Sign
 - i) Applicability: a “Subdivision/Project entrance sign” means a sign that identifies a subdivision, neighborhood, project, industrial park, office park, and is located internal to and visible from the initial point of entry to a subdivision or from surrounding streets. This is not the same as a “Shopping Center” Sign.
 - ii) These signs shall be included in a Master Signage Plan for the development.
 - iii) The size, location and design of subdivision entrance signs shall be included on the approved site plan. If a sign is requested after the plat or plan has been approved it may be approved in accordance with this section.
 - iv) If a Subdivision/Project Identification Sign is preferred within an existing subdivision or as part of a phased development, a “Master Signage Plan” shall be required.
 - v) Subdivision/Project Identifications Signs must meet the following:
 - (1) Not more than one (1) subdivision entrance sign shall be located each entrance to any project.
 - (2) If two (2) identical monument signs are used, they may not exceed sixteen (16) square feet in size or four (4) feet in height and must be placed symmetrically on each side of an entry road.
 - (3) Subdivision/Project entrance signs may be located in the right of way within a required median but must be outside of the paved section of the roadway.
- c) Window Signs
 - i) No window sign shall obscure more than fifty (50) percent of the total window area on any single facade.
 - ii) Window signs should not completely obscure the view into the business or office except as allowed herein.
 - iii) Window signs count towards the total allowed square footage of signage allowed on any parcel or building.
 - iv) Window tinting or frosting with no design, words, or any other graphic that could be considered a sign would not qualify as a window sign.
 - v) Window signs are not allowed in the Neighborhood Preservation Overlay District.
- d) Accessory Signs
 - i) Maximum Square Footage: 4 sq ft.
 - ii) Maximum Height: 2’
 - iii) Minimum Setbacks: 0’ from all property lines, except as needed to avoid the sight triangle.
 - iv) Shall not be illuminated.

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- v) Accessory Signs are not allowed in the Neighborhood Preservation Overlay District.
- e) Constructions Signs:
 - i) General Requirements
 - (1) Signs must be located on private property.
 - (2) Signs must be removed prior to the issuance of the final Certificate of Occupancy, Maintenance, or Performance Guarantee as applicable.
 - (3) Shall not be illuminated
 - ii) Allowed Square Footage:
 - (1) Projects containing more than 40000 square feet or processed as a major site plan may display one 32 square foot sign abutting a public road frontage.
 - (2) Projects developed under a minor site plan may display one 16 square foot sign abutting a public road frontage.
 - iii) If additional Construction Signage is needed within an existing, established subdivision or project, or as part of a phased development where multiple construction signs may be desired:
 - (1) A “Master Signage Plan” shall be required.
 - (2) Each secondary sign may not exceed the square footage allowed.
 - (3) Signs may be placed only at the main entry points to the phase or sub-phase.
- f) Temporary Signs in all Non-Residential Projects
 - i) Maximum Square Footage: sixteen (16) square feet
 - ii) Shall not be illuminated.
- g) Signage on Vacant Lots
 - i) Vacant non-residential zoned parcels may have the following temporary signage:
 - (1) Parcels 5 acres or more: 32 sq ft.
 - (2) Parcels with less than 5 acres, but over 1 acre: 16 sq ft..
 - (3) Shall not be illuminated.
- h) Wall Signs
 - i) NC Zoning:
 - (1) Maximum Square Footage: 160 sq ft., or 10% of wall area, whichever is less.
 - ii) OC, GC and TC Zoning:
 - (1) Maximum Square Footage: 300 sq ft., or 10% of wall area, whichever is less.
 - iii) Institutional
 - (1) Maximum Square Footage: 250 sq ft.
 - iv) Shopping Centers:

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- (1) A Master Signage Plan is required for new shopping centers permitted after January 1, 2020. A Master Signage Plan is recommended for existing Shopping Centers.
- (2) Maximum Square Footage: 1000 sq ft. or 10% of wall area, whichever is less.
- v) Neighborhood Protection Overlay District
 - (1) Signs shall not be internally illuminated.
 - (2) Externally illuminated signs and signs in which the letters or graphics are constructed of neon tubing are permitted.
- i) Freestanding or Ground Signs
 - i) NC Zoning:
 - (1) Maximum Square Footage: 60 sq ft. or 0.25 sq ft per linear foot of street frontage, whichever is less.
 - (2) Maximum Height: 10'
 - (3) Minimum Setbacks: 5' front, 10' side
 - ii) OC Zoning:
 - (1) Maximum Square Footage: 100 sq ft. or 0.5 sq ft per linear foot of street frontage, whichever is less.
 - (2) Maximum Height: 12'
 - (3) Minimum Setbacks: 5' front, 10' side
 - iii) GC Zoning:
 - (1) Maximum Square Footage: 100 sq ft. or 0.5 sq ft per linear foot of street frontage, whichever is less.
 - (2) Maximum Height: 20'
 - (3) Minimum Setbacks: 5' front, 10' side
 - iv) TC Zoning:
 - (1) Maximum Square Footage: 100 sq ft. or 1 sq ft per linear foot of street frontage, whichever is less.
 - (2) Maximum Height: 25'
 - (3) Minimum Setbacks: 5' front, 10' side
 - v) Neighborhood Protection Overlay District
 - (1) Signs shall not be internally illuminated.
 - (2) Externally illuminated signs and signs in which the letters or graphics are constructed of neon tubing are permitted.
- j) Menu Boards
 - i) Shall be no larger than 32 sf.
 - ii) Must be located to the side or the rear of the building.
 - iii) May be internally illuminated, however, no light from the menu board should be easily visible from any surrounding residential use.
 - iv) Lighting must be turned off when the business is closed.
 - v) May be exempt if not visible from any public right-of-way, whether internal or external to the project.

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- k) Maximum Total Square Footage of Signage
 - i) NC Zoning:
 - (1) Maximum Square Footage: 200 sq ft. or 4% of ground floor area, or 3 sq ft per linear foot of street frontage, whichever is less.
 - ii) OC Zoning:
 - (1) Maximum Square Footage: 300 sq ft. or 6% of ground floor area, or 3 sq ft per linear foot of street frontage, whichever is less.
 - iii) GC & TC Zoning:
 - (1) Maximum Square Footage: 300 sq ft. or 10% of ground floor area, or 3 sq ft per linear foot of street frontage, whichever is less.
 - (2) Signs in the OC, GC and TC Zones may include:
 - (a) Digital Readerboards
 - (i) Not to exceed 50% of the sign area of which it is a part.
 - (ii) Signs must have a dark or black background. Animation, scrolling, flashing, or the appearance of animation or other prohibited sequence of lighting.
 - (3) Changeable Copy: not to exceed 30% of the sign area of which it is a part.

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TABLE 13-2 NON-RESIDENTIAL SIGN AREA BY USE OR ZONE ⁽¹⁾
 (Rev. 12-1-08; Ord. 2008-18) (Rev. 2-21-11; Ord. 2011-01)

A	All Signs			Wall Signs		Freestanding Signs				K Maximum SF, if not otherwise specified
	Maximum TOTAL SF of all signs is the lesser of B, or C, or D			Maximum SF is the lesser of E or F		Maximum SF is the lesser of G or H				
	B	C	D	E	F	G	H	I	J	
Use or Zoning District	Maximum Area (SF)	% of Ground Floor Area	Total sign area Per Linear Foot of Frontage	Maximum Area (SF)	% of Wall Area	Maximum Area (SF)	Freestanding Sign Area per foot of Linear Frontage (SF)	Maximum Height (ft)	Front/Side Setbacks (ft)	Maximum Area (SF)
1. Neighborhood Commercial (NC)	200	4	3	160	10	60	0.25	10	5/10	6
2. Office Commercial (OC)	300	6	3	300	10	100	0.50	12	5/10	16
3. General Commercial (GC)	300	10	3	300	10	100	0.50	20	5/10	16
4. Thoroughfare Commercial (TC)	300	10	3	300	10	100	1	25	5/10	16
5. Georgia Avenue Overlay (G)	100	10	6	100	7	20	0.25	8	0/0	6
6. Highway Corridor Overlay (HC)	300	10	6	300	10	100	0.50	25	5/10	16
7. Neighborhood Preservation Overlay (NP) ⁽³⁾	200	6	3	160	--	60	0.50	10	5/5	6
8. Traditional Neighborhood Development (TND)	50	5	2	50	5	25	0.25	6	0/0	6
9. Industrial (IND)	300	2	3	--	--	150	0.50	20	5/10	16
10. Critical Areas (CR)	6	--	--	--	--	6	0.25	5	5/5	6
11. Institutional	300	--	--	250	--	75	0.50	8	5/10	16
12. Shopping Centers	1,000	5	1	1,000	10	150	0.50	25	5/10	16
13. Canopy Signs	--	--	--	--	--	--	--	--	--	50% of canopy
14. Electronic Readerboards (OC, GC and TC Only)	--	--	--	--	--	--	--	--	--	50% of sign area
15. Changeable Message Signs (OC, GC and TC Only)	--	--	--	--	--	--	--	--	--	30% of sign area
16. Construction Signage, Major Site Plan	32	--	--	--	--	--	--	--	--	32
17. Construction Signage, Minor Site Plan	16	--	--	--	--	--	--	--	--	16
18. Signage on Vacant Lots over 5 acres	32	--	--	--	--	--	--	--	--	32
19. Signage on Vacant Lots less than 5 acres	16	--	--	--	--	--	--	--	--	16
20. Subdivision/Project Identification Signs	64	--	--	--	--	32	--	5	--	--
21. Accessory Signs	--	--	--	--	--	--	--	2'	--	4
22. Temporary Signs	--	--	--	--	--	--	--	4'	--	16
23. Temporary Signs (NC)	--	--	--	--	--	--	--	--	--	6
24. Window Signs	--	--	--	--	--	--	--	--	--	50%
25. Identification	--	--	--	--	--	--	--	--	--	2
26. Menu Boards	--	--	--	--	--	--	--	--	--	32

Notes to Table 13-2 (Rev. 2-21-11; Ord. 2011-01)
 a. "--" means that the restriction does not apply.
 b. "SF" means square feet.
 c. Further restrictions as noted in text.

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4) Downtown

- a) Applicability: any property zoned “D, Downtown,” regardless of the use of the property.
- b) Illumination:
 - i) Signs shall not be internally illuminated.
 - ii) Externally illuminated signs and signs in which the letters or graphics are constructed of neon tubing are permitted.
 - iii) Illuminated signs shall not be oriented such that the direction and intensity of lighting creates glare or a hazardous condition for drivers or pedestrians.
 - iv) Plastic box signs and signs constructed primarily of plastic are not permitted. Plastic and vinyl lettering are permitted.
- c) Temporary Signs
 - i) Maximum Square Footage: six (6) square feet
 - ii) Temporary signs within the public right-of-way or advertising special sales or activities during business hours must be removed at closing.
 - iii) Shall not be illuminated.
 - iv) Temporary signs may be placed in the public right-of-way if:
 - (1) Shall be placed on the sidewalk.
 - (2) Shall not be more than 20’ from the public entrance of a business
 - (3) Shall not restrict free movement of the public road or sidewalk and maintain a free a walkway of not less than five (5) feet at all times.
 - (4) Shall be removed from the sidewalk when the business is closed.
- d) Window Signs
 - i) No window sign shall obscure more than fifty (50) percent of the total window area on any single facade.
 - ii) Window signs should not completely obscure the view into the business or office except as allowed herein.
 - iii) Window signs count towards the total allowed square footage of signage allowed on any parcel or building.
 - iv) Window tinting or frosting with no design, words, or any other graphic that could be considered a sign would not qualify as a window sign.
 - v) Window signs are not allowed in the Neighborhood Preservation Overlay District.
- e) Accessory Signs
 - i) Maximum Square Footage: 4 sq ft.
 - ii) Maximum Height: 2’
 - iii) Minimum Setbacks: 0’ from all property lines, except as needed to avoid the sight triangle.
 - iv) Shall not be illuminated.

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- f) Construction Signs:
 - i) General Requirements
 - (1) Signs must be located on private property.
 - (2) Signs must be removed prior to the issuance of the final Certificate of Occupancy, Maintenance, or Performance Guarantee as applicable.
 - (3) Shall not be illuminated
 - ii) Allowed Square Footage:
 - (1) Projects containing more than 40000 square feet or processed as a major site plan may display one 32 square foot sign abutting a public road frontage.
 - (2) Projects developed under a minor site plan may display one 16 square foot sign abutting a public road frontage.
 - iii) If additional Construction Signage is needed within an existing, established subdivision or project, or as part of a phased development where multiple construction signs may be desired:
 - (1) A “Master Signage Plan” shall be required.
 - (2) Each secondary sign may not exceed the square footage allowed.
 - (3) Signs may be placed only at the main entry points to the phase or sub-phase.
- g) Signage on Vacant Lots
 - i) Vacant non-residential zoned parcels may have the following temporary signage:
 - (1) Parcels 5 acres or more: 32 sq ft.
 - (2) Parcels with less than 5 acres: 16 sq ft..
 - (3) Shall not be illuminated.
- h) Wall Signs
 - (a) Wall signs shall be placed in existing architectural sign panels integral to the building facade when such a sign panel exists.
 - (b) Maximum Square Footage: 100 sq ft., or 10% of wall area, whichever is less.
- i) Projecting Signs
 - (1) Projecting signs shall be extended no more than six (6) feet from the building to which it is affixed.
 - (2) Only one (1) projecting sign is permitted per building frontage, provided, however, that multi-tenant buildings in non-residential districts may include one (1) projecting sign per tenant in addition to wall signs, and provided that such signs are spaced not closer than twenty (20) feet horizontally from another projecting sign.
 - (3) A projecting sign should not exceed 12 square feet
 - (4) Signs that project into the right-of-way must have an encroachment permit as required by the City of North Augusta or SCDOT, as applicable.
- j) Canopy or Awning Signs

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- i) A canopy or awning may be used as a sign surface only if:
 - (1) No wall sign is included on the same facade.
 - (2) The message does not extend in any direction above, below or beyond the canopy edge.
 - (3) The message is an integral part of the canopy or awning covering.
 - (4) Signage on the canopy or awning sign does not exceed one-half ($\frac{1}{2}$) of the area bounded by the edges of the canopy or awning visible from the public right of way. (If the only signage for the building is on the fringe drip-flap portion of the canopy, the entire portion of said area may be utilized for signage.)

- k) **Marquee Signs**
 - i) A building is permitted one marquee sign in addition to a wall sign.
 - ii) A marquee sign shall not be permitted if the building employs a freestanding, monument, canopy or awning sign.
 - iii) The maximum sign surface shall not exceed five percent (5%) of the building facade or wall area to which the sign is attached, up to a maximum of twenty (20) square feet. The maximum area shall be measured as a percentage of the wall or façade to which the sign is attached, whichever results in a smaller area.
 - iv) **Alternate designs for marquee signage may be considered as Iconic Signs and may follow the process for approval of iconic signs.**

- l) **Freestanding or Ground Signs**
 - i) One (1) sign per building may be located in lieu of a canopy sign if a wall or canopy sign does not provide adequate visibility.
 - ii) The sign may be located on the sidewalk in the right of way if an encroachment permit or agreement required by the city and SCDOT has been approved and issued.
 - (1) The sign shall not exceed eight (8) feet in height.
 - (2) The pole and base of such signs shall be constructed of decorative black, or other approved dark color, metal. No portion of the shaft shall have a diameter exceeding ten (10) inches.
 - (3) The sign panel or message area shall not exceed twenty (20) square feet in area.
 - (4) The sign shall not obstruct or interfere with pedestrian traffic, parking or lines of sight required for traffic safety (sight triangle).
 - iii) Monument Signs – Ground mounted or monument signs are permitted under the following conditions:
 - (1) Such signs shall not exceed five (5) feet in height and twenty (20) square feet in area.
 - (2) Such signs shall not be located within the public right of way.
 - (3) Such signs shall be set back from the right of way no less than one (1) foot. (Rev. 5-21-12; Ord. 2012-08)

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(4) Such signs shall not obstruct or interfere with pedestrian traffic, parking or lines of sight required for traffic safety (sight triangle).

m) Window Signs

- i) Window signs shall not exceed 50% of any window area in which it is visible.
- ii) Window signage shall count towards the total square footage of signage allowed for any permit.
- iii) Window signs may be painted on the inside of the window. Rigid plastic sheets with paint or vinyl lettering are permitted as window signs.
- iv) Window signs shall not be internally illuminated.
- v) Window signs in which the letters or graphics are constructed of neon tubing are permitted.

n) Maximum Total Square Footage of Signage

- i) Maximum Square Footage: 200 sq ft. or 4% of ground floor area, or 3 sq ft per linear foot of street frontage, whichever is less.

o) Constructions Signs:

- i) Projects may display one 16 square foot sign abutting a public road frontage.
- ii) Signs must be located on private property.
- iii) Signs must be removed prior to the issuance of the final Certificate of Occupancy.
- iv) Shall not be illuminated.

p) Iconic Signs

- i) Iconic Signage may be installed in lieu of any allowed signage on any building in the Downtown District after review and approval by the North Augusta City Council until such time as a Design or Architectural Review Board are in place. After approval, all signs must be properly permitted through Planning and Development and the Building Standards Department, as applicable.
- ii) Iconic Signage may encroach on public right-of-way if an encroachment agreement is issued by the City Engineer.
- iii) These signs may be illuminated externally, internally, or with neon. Signs utilizing illumination that radiates a glare or light greater than one half foot-candle at the property line on which the sign is located are prohibited.

q) Public Art

- i) Public Art may be installed in the Downtown District after review and approval by the North Augusta City Council until such time as a Design or Architectural Review Board are in place. After approval, all art must be properly permitted through Planning and Development and the Building Standards Department, as applicable.
- ii) Public Art may encroach on public right-of-way if an encroachment agreement is issued by the City Engineer.

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- r) Murals
 - i) Murals may be painted on any wall in the Downtown District may be installed after review and approval by the North Augusta City Council until such time as a Design or Architectural Review Board are in place. After approval, all art must be properly permitted through Planning and Development and the Building Standards Department, as applicable.

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TABLE 13-3 DOWNTOWN SIGN AREA BY TYPE ⁽¹⁾ (Rev. 12-1-08; Ord. 2008-18)
(Rev. 2-21-11; Ord. 2011-01)

A	All Signs			Wall Signs		Freestanding Signs				K Maximum SF
	Maximum TOTAL SF of all signs is the lesser of B, or C, or D			Maximum SF is the lesser of E or F		Maximum SF is the lesser of G or H				
	B Maximum Area (SF)	C % of Ground Floor Area	D Total sign area Per Linear Foot of Frontage	E Maximum Area (SF)	F % of Wall Area	G Maximum Area (SF)	H Freestanding Sign Area per foot of Linear Frontage (SF)	I Maximum Height (ft)	J Front/Side Setbacks (ft)	
1. Wall	--	--	--	100	10	--	--	--	--	--
2. Free Standing/Ground	100	10	6	100	7	20	.5	8	0/0	--
3. Canopy or Awning	--	--	--	--	--	--	--	--	--	50% of canopy
5. Marquee	--	--	--	20	5	--	--	--	--	--
8. Window	--	--	--	--	--	--	--	--	--	10% of window
10. Projecting	--	--	--	--	--	--	--	--	--	12 sf
11. Electronic Readerboard	--	--	--	--	--	--	--	--	--	50% of sign
12. Changeable Copy	--	--	--	--	--	--	--	--	--	30% of sign
13. Temporary	--	--	--	--	--	--	--	--	--	6
14. Iconic	--	--	--	--	--	--	--	--	--	*
15. Identification	--	--	--	--	--	--	--	--	--	2
16. Accessory	--	--	--	--	--	--	--	--	--	4
17. Vacant Lots 5 acres or more	32	--	--	--	--	--	--	--	--	32
18. Vacant lots under 5 acres	16	--	--	--	--	--	--	--	--	16
19. Menu Boards	--	--	--	--	--	--	--	--	--	32
20. Construction Signage, 40,000 sf or Major Site Plan	32	--	--	--	--	--	--	--	--	32
21. Construction Signage, Minor Site Plan	16	--	--	--	--	--	--	--	--	16

Notes to Table 13-2 (Rev. 2-21-11; Ord. 2011-01)

- a. "--" means that the restriction does not apply.
- b. "SF" means square feet.
- c. ⁽¹⁾ Additional regulations in the text above
- d. * See allowances in 13.x.x

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5) Special Zoned Districts

- a) Planned Development (PD): signage is allowed as defined in the ordinance or the use associated on the property or parcel or as defined within a Master Signage Plan.
- b) Traditional Neighborhood: same as all other residential or commercial uses or as defined within a Master Signage Plan.
- c) Conservation Subdivisions: same as all other residential uses.
- d) Public: shall be as approved by the City Council.
- e) Critical Resource Areas: based on the use the development of the property and the most closely related zoning district as determined by the Director of Planning and Development.

13.9 SIGNS ALLOWED WITHOUT A PERMIT

1) Flags and Flagpoles

- a) Applicability: a “Flag” means any flag, including a flag of the United States, the state of South Carolina, and any other flag sanctioned by these regulations. Any flag not meeting these conditions shall be considered a banner sign and shall be subject to regulations as such. **National flags, state and municipal flags, and official flags of businesses, institutions or other organizations shall not be considered banners if displayed on a flag pole.**
- b) One (1) flag and flagpole is allowed on a parcel without consideration of total signage allowed. Flags and flagpoles in excess of one (1) shall be included in the maximum square footage of allowable signage.
- c) All flagpoles shall comply with the setback requirements for freestanding signs.
- d) Any flag shall not exceed twenty-four (24) square feet in area.
- e) Flagpoles may not be flown from a pole more than the maximum height permitted in the district or forty-five (45) feet, whichever is less (see §3.5.10.3 and Table 3-4).
- f) Flags must be flown in accordance with the protocol established by the Congress of the United States for the Stars and Stripes or the state of South Carolina for the state flag.

2) Temporary Signs

- a) The allowable maximum size of temporary signs is as established in the text of this chapter.
- b) Temporary signs may not be placed within any public right of way.
- c) Temporary signs do not count towards the total maximum sign square footage allowed on any property.

3) Accessory Signs

- a) May not exceed 4 square feet **or as allowed herein.**
- b) Accessory signs may not be illuminated.

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- c) Accessory Signs do not count towards the total maximum square footage allowed on any property.

13.10 PROHIBITED SIGNS

- 1) Flashing Signs: Any sign which displays intermittent or flashing illumination which changes more than once in any thirty (30) second period is prohibited.
- 2) Portable Signs: Any portable sign, except when used as a temporary sign as permitted in these regulations, is prohibited.
- 3) Signs Attached to Fences, Poles, Trees: Any sign or advertising device attached to or painted on a fence, power or telephone pole, tree, stone or any other natural object is prohibited.
- 4) Roof Signs: Any roof sign is prohibited.
- 5) Fluttering Signs: Any fluttering ribbon and any banner or similar device is prohibited.
- 6) Illuminated Tubing: Any illuminated tubing outlining property lines, open sales areas or parking areas is prohibited. Illuminated tubing that is attached and integral to an original architectural detail of a building is permitted.
- 7) Inflatable Signs or Decoration: Any inflatable sign or sign affixed to a tethered balloon, where such sign is visible from the property line, is prohibited, except as exempted from this ordinance.
- 8) Reflective Paint and Lighting: Any sign with “day-glow” or highly reflecting coloring, paint or lighting or any sign that conflicts or may conflict with traffic flow or the visibility of vehicle drivers or pedestrians is prohibited.
- 9) Spot and Strobe Lights: Any spot light or light that shines into the sky or the clouds, moveable or non-moveable, for the purpose of attracting attention to a location is not permitted.
- 10) Billboards: Billboards are prohibited.
- 11) Multi-faced Sign: Multi-faced signs are prohibited.