Article IX: Sign Regulations

**Section 9.1 Purpose and Scope**

The purpose of this Article is to provide fair and comprehensive regulations that will eliminate confusing, distracting, and unsafe signs, assure the efficient transfer of information, and foster a good visual environment for the Town of Holly Hill, enhancing it as a place in which to live, to visit, and to conduct business.

It is declared that the regulation of signs within the Town of Holly Hill is necessary and in the public interest:

1. To provide a pleasing overall environmental setting and good community appearance, which is deemed vital to the economic development and attractiveness of the town;
2. To create a more productive, enterprising, professional business atmosphere
3. To allow signs appropriate to the planned character and development of each zoning district;
4. To ensure that permitted signs do not become a hazard or nuisance;
5. To promote traffic safety;
6. To prevent business and advertising signs from conflicting with public safety signs;
7. To prevent the overcrowding of land;
8. To protect and enhance the value of properties; and
9. To promote the overall general public health, safety, morals, convenience, order, prosperity, and welfare of the Town of Holly Hill.

**Section 9.2 General Provisions**

The regulations set forth in this Article shall apply and govern in all districts. No sign shall be erected, altered or maintained unless it is in compliance with the regulations of this Article:

1. A permit shall be required for the erection, alteration or reconstruction of any sign unless otherwise noted and shall be issued by the Zoning Administrator.
2. All signs must be constructed of durable materials, maintained in good condition and shall not be permitted to become dilapidated or a hazard to the health, safety or general welfare of the community.
3. The Zoning Administrator or designated agent shall require the property owner or tenant to remove, replace or repair the sign as is deemed appropriate by the Zoning Administrator.
4. Any signs, display or device allowed under this Article may contain, in lieu of any other copy, an otherwise lawful noncommercial message that does direct attention to a business operated for profit, or to a commodity or service for sale, and that complies with size, lighting and spacing requirements of this Article.
5. All signs shall comply with exiting state and federal laws.

**Section 9.3 Definitions**

The following words, terms and phrases, when used in this Article, shall have the meaning ascribed to them in this section, except where the context clearly indicates a different meaning.

***Abandoned sign***: A sign which was erected on property in conjunction with a particular use which has been discontinued for a period of sixty (60) days or more, or a sign with the content pertaining to a time, event or purpose which no longer applies.

***Animated sign***: Any sign that uses movement or change of lighting to depict action or create a special effect or scene.

***Banner***: Any sign of light-weight fabric or similar material that is permanently mounted to a pole or a building by a permanent frame or one or more edge. National flags, state or municipal flags, or the official flag of any institution or business shall not be considered banners.

***Canopy sign***: Any sign that is a part of or attached to an awning, canopy, or other fabric, plastic or structural protective cover over a door, entrance, window or outdoor service area. A marquee is not a canopy.

***Commercial message***: Any sign wording, logo, other representation that, directly or indirectly, names, advertises, or calls attention to a business, product, service or other commercial activity.

***Flag***: Any fabric, banner or bunting containing distinctive colors, patterns or symbols, used as a symbol of government, political subdivision or other entity. Each lot is permitted to have one pole either attached or freestanding containing such flag.

***Freestanding sign***: Any sign supported by structures or supports that are placed on, or anchored in, the ground and that are independent from any building or other structure. Portable signs, pole signs and monument signs which fit these criteria are classified as a freestanding sign.

***Incidental sign***: A sign, generally informational, that has a purpose secondary to the use of the zone lot on which it is located, such as "no parking", "entrance", "loading only", "telephone" and other similar directives. No sign with a commercial message legible from a position off the zone lot on which the sign is located shall be considered incidental.

***Monument sign***: A low-profile, freestanding that may be externally illuminated, erected with its base on the ground, designed to incorporate design and building materials which complement the architectural theme of the buildings on the site.

***Nonconforming sign***: Any sign lawfully existing at the adoption or amendment of this ordinance may continue in use and be maintained in a proper manner but may not be changed or enlarged unless it is in conformity of all the requirements of this ordinance.

***Pennant***: Any light-weight plastic, fabric or other material, whether or not containing a message of any kind suspended from a rope, wire or string, usually in series, designed to move in the wind.

***Person***: Any association, company, corporation, firm, organization or partnership, singular or plural, of any kind.

***Portable sign***: Any sign which usually rests on the ground on wheels or metal legs, and may be temporarily anchored by cables attached to stakes driven into the ground.

***Prohibited signs***: shall be defined by example as follows:

1. No sign displaying intermittent lights resembling the flashing lights customarily used in traffic signals or on police, fire or rescue vehicles is permitted, nor shall any sign use the words "stop", "danger" or any other word, phrase, symbol or character in a manner that might mislead or confuse an automobile or other vehicular driver.
2. Except as provided in this Article, no signs, whether temporary or permanent, except traffic signs, signals and information signs erected by a public agency, are permitted within any street or highway right-of-way.
3. Signs painted on or attached to trees, fences and telephone or other utility poles or signs painted on rocks or other natural features or painted on the roofs of buildings are prohibited.
4. Signs which display intermittent or flashing lights or moving parts.
5. Portable or mobile signs utilizing any type of illumination or electrical connections, except within the commercial and industrial districts.
6. Signs that create a safety hazard by obstructing clear view of pedestrian and vehicular traffic.
7. Signs that display a message or graphic representation that is lewd, indecent or otherwise offensive to public morals.
8. Abandoned signs.
9. Searchlights and beacons.
10. Signs placed on vehicles or trailers which are parked or located for the primary purpose of displaying such sign. (This does not apply to allowed portable signs, lettering on buses, taxis or vehicles operating during the normal course of business.)
11. Inflatable signs and tethered balloons.

***Projecting sign***: Any sign affixed to a building or wall in such a manner that its leading edge extends more than six inches beyond the surface of such building or wall.

***Roof sign***: Any sign erected and constructed wholly on and over the roof of a building, supported by the roof structure and extending vertically above the highest portion of the roof.

***Roof sign, integral***: Any sign erected or constructed as an integral or essentially integral part of a normal roof structure of any design, such that no part of the sign extends vertically above the highest portion of the roof and such that no part of the sign is separated from the rest of the roof by a space of more than six inches.

***Sandwich board and pedestal sign***: A freestanding movable sign, not secured or attached to the ground or any building or structure, composed of a sign panel and supporting structure or one or more panels which form both the structure and sign face, and which is intended to be placed in a sidewalk or pedestrian way. (Also known as "A" and "T" stands.)

***Sign***: Any material, structure or device used or located out-of-doors or on the exterior of any building including the exterior of windows for the purpose of displaying, illustrating or directing attention to an advertisement, announcement, notice or name or emblem for the identification of a person, place, object or product.

***Sign area***: The area of a sign shall be that area which is contained within a single continuous perimeter enclosing the extreme limits of such sign, and in no case passing through or between elements of such sign. It shall include any material or color forming an integral part of the display or used to differentiate such signs from its background, but shall not include supports. Where two sides of a double-faced sign are not more than 24 inches apart at the widest point, the sign area shall be computed by measuring one face only.

***Temporary sign***: Any sign that is used only temporarily and is not permanently mounted.

***Wall sign***: Any sign attached parallel to, but within 12 inches of, a wall, painted on the wall surface of, or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building, and which displays only one sign surface.

***Window sign***: any sign, picture, symbol or combination thereof, designed to communicate information about an activity, business, commodity, event, sale or service, that is placed inside a window or upon the window glass panes and is visible from the exterior of the window.

**Section 9.4 Signs Allowed by Right**

1. Any sign required by law or constructed by a governmental agency for traffic or directional purposes.
2. **Official Notices** - any notices by a court, public agency or office.
3. **Political Signs** – Political signs, erected in connection with elections or political campaigns are permissible in all zoning districts provided such signs are no larger than sixteen (16) square feet in area and are removed no later than two (2) weeks following the election.
4. **Real Estate Signs** – One non-illuminated “for sale”, “for rent”, “for lease” or similar sign not exceeding six (6) square feet in area in a residential district, or twenty (20) square feet in a non-residential districts. Real estate signs must be located at least ten (10) feet from a street right-of-way or on the front wall of a building.
5. **Identification Signs** - One (1) non-illuminated professional, business, or residence name plate not exceeding two (2) square feet in area mounted flat against the wall of a building is permitted in all zoning districts.
6. **Holiday Decorations** – Signs or other material temporarily displayed on traditionally accepted civic, patriotic or religious holidays.
7. **Directional Signs** – Signs designating parking area entrances and exits limited to one sign for each entrance and/or exit and not exceeding four (4) square feet in surface area for each exposed face, parking lot directional signs shall not project higher than three (3) feet in height, as measured from the established grade of the parking area.
8. **Temporary Subdivision Signs** – Temporary signs, not exceeding twenty (20) square feet in area announcing a land subdivision development, are permitted on the premises of the land subdivision not less than ten (10) feet from a street right-of-way or subdivision boundary line and spaced not less than three hundred (300) feet apart. Temporary subdivision signs shall be removed when seventy-five percent (75%) of the subdivision lots are conveyed.
9. **Construction Signs** – One non-illuminated sign, not exceeding fifty (50) square feet in area displaying the names of the building, contractors, architects, engineers, owners, and financial, selling and development agencies, is permitted on the premises for work involving construction, alteration, or removal. The sign shall be removed from the site within thirty (30) days after completion of the project.
10. **Special Event Signs** – Signs indicating that a special event such as a fair, carnival, circus, festival, special event, or similar happening is take place on the lot on which the sign is located. Such signs may be erected not sooner than thirty (30) days before the event and must be removed not later than three (3) days after the event.
11. **Noncommercial or Civic Event Signs** – Temporary signs or banners erected for not more than fourteen (14) days announcing a noncommercial and civic or philanthropic event in any district. Such signs shall be limited to one (1) per lot with the written permission of the property owner.
12. **Temporary banners and other temporary professional made signs** – Temporary professionally made signs or banners erected for not more than thirty (30) days announcing a commercial event. Such signs and banners are allowed in the Commercial and Light Industrial zoning districts only. Such signs or banners shall be limited to two (2) per lot and shall be setback a minimum of ten (10) feet from the public right-of-way. The maximum sign area of the sign or banner shall not exceed thirty (30) square feet. The sign and/or banner mat be attached to a building and/or poles on the lot.
13. **Sandwich Board (A-Frame) Signs** –One(1) such sign per business is allowed in the Commercial and Light Industrial zoning districts provided the signs do not exceed twenty-four (24) inches in width and thirty-six (36) inches in height.

**Section 9.5 Signs in the Public Right-of-Way**

No sign shall be allowed in the public right-of-way, including the railway right-of-way, except for the following:

1. Public signs erected by or on behalf of a government body to post legal notices, identify public property, convey public information, and direct or regulate pedestrian or vehicular traffic;
2. Informational signs of a public agency or utility regarding its facilities;
3. Emergency signs;
4. Directional signs;
5. Signs of a temporary nature not to exceed 24 hours duration for such events as yard sales, auctions, public gatherings, etc; and
6. Governmental signs

*9.5.1 Signs Forfeited*

Any sign installed or placed on public property, except in conformance with the requirements of this section, shall be forfeited to the public and subject to confiscation. In addition to other remedies hereunder, the town shall have the right to recover from the owner or person placing such sign the full costs of removal and disposal.

*9.5.2 Non-Profit Street Banners*

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 Town Council may be approved. Permits are required for all such banners on forms provided by the Zoning Administrator.

* + 1. *Private Signs on Public Property or Right of Way*

Private signs shall not be placed on any public property or right of way without an approved encroachment permit authorizing such sign. The Zoning Administrator may remove signs found to be in violation of this section without prior notification to the property owner.

**Section 9.6 Temporary Signs**

*9.6.1 Allowable Period*

Signs announcing or promoting a temporary cause or event may be erected no earlier than thirty (30) days prior to an event and shall be removed within two weeks following the completion of the event for which the sign was displayed.

*9.6.2 Frequency*

Temporary signs may be erected on a parcel in compliance with this Article for no more than thirty (30) days in any one hundred eighty (180) day period.

*9.6.3 Definition*

For purposes of this section, a “temporary cause or event” means an 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 elections, grand openings of new businesses, buildings or developments under construction, church revivals and similar types of events.

*9.6.4 Size*

The allowable maximum size of temporary signs is established in Table 9-2, Maximum Total Sign Area by Use or Number, Dimensions and Location of Individual Signs. The maximum square footage of temporary signs is in addition to the maximum square footage of all signs specified in Table 9-2. Up to two (2) temporary signs may be placed on a parcel provided the maximum square footage is not exceeded.

*9.6.5 Illumination*

Temporary signs may not have any illumination.

*9.6.6 Placement in Right of Way*

Temporary signs may not be placed within any public right of way unless placed in accordance with Section 9.5. Temporary signs may be placed on public property by the public jurisdiction that owns the property.

**Section 9.7 Removal of Signs**

1. The lawful use of any permanently mounted sign existing at the time of the adoption of this Ordinance may be continued as a non-conforming use.
2. Any sign which has been abandoned for a period of three (3) consecutive months shall be removed and any sign which is in violation of this Ordinance at the time of its passage and which is subsequently destroyed or substantially damaged shall be removed or brought into conformity. When there is a change in the name of the business or of the principal product sold by a business after the adoption of this Ordinance and there are non-conforming signs on the building or site, such signs shall be removed or brought into conformity. An order under this section shall be issued in writing by the Zoning Administrator to the owner of such sign, or of the building or premises on which such sign is located, to comply within a stated period of time not less than thirty (30) days. Upon failure to comply with such notice, the Zoning Administrator may authorize removal of the sign and any costs of removal may be collected by the Town in accordance with South Carolina law.
3. Temporary signs shall be removed within two (2) weeks following completion of the event or project for which they were displayed.
4. Any nonconforming sign which is not permanently mounted shall be removed or brought into conformity no later than the effective date of this ordinance.

**Section 9.8 Permitted Signs**

Table 9-1, Permitted Sign by Type, Use, and Zone

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **A** | **B** | **C** | **D** | **E** | **F** | **G** | **H** | **I** | **J** | **K** | **L** | **M** | **N** | **O** | **P** | **Q** |
| **Use or Zoning District** | **Free Standing** | **Canopy** | **Identification** | **Marquee** | **Wall** | **Projecting Sign** | **Roof Sign** | **Window** | **Banner** | **Flag** | **Portable** | **Electronic Readerboard** | **Flashing Sign** | **Changeable Copy** | **Balloon Sign** | **Temporary** |
| **1.** | **Single Family Dwelling Units (R-1, R-2)** | A | -- | A | -- | -- | -- | -- | -- | -- | A | -- | -- | -- | -- | -- | A |
| **2.** | **Townhouse (R-2)** | A | -- | A | -- | -- | -- | -- | -- | -- | A | -- | -- | -- | -- | -- | A |
| **3.** | **Multi-Family Dwelling Structure (R-2)** | A | -- | A | P | P | P | -- | -- | -- | A | -- | -- | -- | -- | -- | A |
| **4.** | **Manufactured or Mobile Home (R-3)** | A | -- | A | -- | -- | -- | -- | -- | -- | A | -- | -- | -- | -- | -- | A |
| **7.** | **General Commercial (C-2)** | P | P | P | P | P | -- | -- | A | A | A | P | P | -- | P | -- | A |
| **8.** | **Limited Commercial (C-3)** | P | P | P | P | P | P | -- | A | -- | A | P | P |  | P | -- | A |
| **9.** | **Central Commercial (C-1)** | P | P | P | P | P | -- | -- | A | -- | A | P | P | -- | P | -- | A |
| **14.** | **Limited Industrial (LI)** | P | P | P | P | P | -- | -- | A | -- | A | P | P | -- | -- | -- | A |
| **16.** | **Institutional(1)** | P | -- | P | P | P | -- | -- | -- | -- | A | P | -- | -- | P | -- | A |

**Notes to Table 9-1**

1. “A” means that the sign is allowed without a sign permit.
2. “P” means that the sign is allowed if a sign permit is issued, and is not allowed without a sign permit.
3. “--” means that the sign is not allowed.
4. (1) The term “Institutional” means uses where general public access is allowed and the uses are located in residential districts. Institutional uses include schools, churches, parks, etc.

**Descriptions of Sign Types**

***Column A – Use or Zoning District***

Zoning district applies to the district as established in Article 4, Base Zoning Districts. Use is more precise than the zoning district. If there is a conflict between district and use, use shall prevail.

***Column B – Freestanding Signs***

A “Freestanding Sign” means any sign supported by one (1) or more upright poles, columns or braces placed in or on the ground and not attached to any building or structure. For the purposes of Tables 9-1 and 9-2, a freestanding sign includes ground and monument signs and does not refer to an off-premise sign or billboard.

Freestanding signs are subject to the following additional restrictions:

1. Not more than one (1) freestanding sign is permitted for any developed site, lot or parcel; and
2. Freestanding signs are not permitted on undeveloped lots or parcels, except as permitted in Section 9.6.

Within nonresidential districts, a freestanding sign shall contain only noncommercial messages, the address and name of the occupant, or a commercial message drawing attention to an activity legally offered on the premises. Within residential districts, freestanding signs are limited to address signs and temporary signs advertising "property for sale", “yard sale”, “garage sale” or signs displaying a noncommercial message

***Column C – Canopy Signs***

A “Canopy Sign” means any sign attached to or constructed in or on a canopy.

***Column D – Identification Signs***

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. A “nameplate” means a sign affixed to a building in such a manner as to become an integral part thereof, and which provides the name or address, or both, of the owner or occupant of a building or premises.

***Column E – Marquee Signs***

A “Marquee Sign” is a sign painted on, attached to or hung from a marquee. A “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, building line or property line.

***Column F – Wall Signs***

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. A wall sign may be internally illuminated.

***Column G – Projecting Signs***

A “Projecting Sign” means any sign affixed to, projecting from, and supported by a building. Such sign shall be extended no more than six (6) feet from the building to which it is affixed. 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.

***Column H – Roof Signs***

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.

***Column I – Window Signs***

A “Window Sign” means any sign installed inside 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. Window signs are limited in size to ten percent (10%) of the window area through which it is visible.

***Column J – Banners***

A “Banner” means 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. Banners are prohibited. However, signs constructed as banners of flexible material may be securely affixed on all four sides to a rigid and stable surface or sign frame and utilized as a temporary sign.

***Column K – Flags***

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, provided that such a flag shall not exceed twenty-four (24) square feet in area and shall not be flown from a pole more than the maximum height permitted in the district or forty-five (45) feet, whichever is less). 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. Any flag not meeting these conditions shall be considered a banner sign and shall be subject to regulations as such. 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. All flagpoles shall comply with the setback requirements for freestanding signs.

***Column L – Portable Signs***

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. Portable signs may not be lighted and may be used as temporary signs only.

***Column M – Electronic Readerboards***

An “Electronic Readerboard” means a sign which displays messages in alternating light cycles. Electronic readerboards shall consist of a black or dark background with white, red or yellow letters or numbers. Changes to the light pattern shall occur no more than once in any ten (10) second period and shall not include fading, flashing, scrolling or sliding transitions or moving animation. The changeable message portion of the sign may occupy up to fifty percent (50%) of the area of the sign of which it is a part.

***Column N – Flashing Signs***

A “Flashing Sign” means a sign that contains an intermittent or sequential flashing light source.

***Column O – Changeable Copy Signs***

A “Changeable Copy Sign,” also known as a “readerboard,” means any sign designated so that letters or numbers attached to the sign can be periodically changed to a different message. Changeable copy signs must be a part of a larger wall or freestanding sign and are allowed to occupy up to thirty percent (30%) of the area of the sign of which it is a part.

***Column P – Balloon Signs***

A “Balloon Sign” means any lighter than air or gas filled inflatable object attached by a tether to a fixed place.

***Column Q – Temporary Signs***

Permissible temporary signs are specified in Section 9.6. Temporary signs include signs advertising property for sale, special events, grand openings and political campaigns.

**Section 9.9 Permitted Sign Characteristics**

Table 9-2, Sign Characteristics

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Zoning District** | **R-1** | **R-2** | **R-3** | **C-1** | **C-2** | **C-3** | **LI** |
| Electronic Animated |  |  | P (a) | P (a) | P (a) | P (a) | P (a) |
| Non-electronic changeable copy | P | P | P | P | P | P | P |
| Electronic changeable copy |  |  | P (b) | P (b) | P (b) | P (b) | P (b) |
| Indirect illumination | P | P | P | P | P | P | P |
| Internal Illumination | P | P | P | P | P | P | P |
| Exposed  bulb illumination |  |  |  |  |  |  |  |
| Signs with physically moving parts |  |  |  |  |  |  |  |

***P=Permit Required***

**Notes to Table 9-2**

1. Signs with electronic animation characteristics are permitted on free standing signs only as allowed in applicable zoning districts provided sign graphics and/or text remain static for no less than ten (10) seconds.
2. Signs with electronic changeable copy characteristics are permitted on free standing signs only in applicable zoning districts provided text remains static for no less than ten (10) seconds.

**Section 9.10 Number, Dimension and Location of Permitted Signs**

Table 9-3, Number, Dimension and Location of Permitted Sign

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Zoning District** | **R-1** | **R-2** | **R-3** | **C-1** | **C-2** | **C-3** | **LI** |
| **Sign Type** | | | | | | | |
| Free Standing Signs (not including Sandwich Board signs) | | | | | | | |
| Number permitted per lot | (a) | (a) | (a) | 1 | 1 | 1 | 1 per street entrance |
| Maximum sign area  (Sq. Ft.) | 12 ft. | 12 ft. | 12 ft. | 50 ft.  (b) | 75 ft.  (b) | 75 ft.  (b) | 75 ft.  (c) |
| Minimum setback from property line | 5 ft. | 5 ft. | 5 ft. | 5 ft. | 5 ft. | 5 ft. | 5 ft. |
| Maximum Height | 8 ft. | 8 ft. | 8 ft. | 35 ft. | 35 ft. | 35 ft. | 35 ft. |
| **Off Premise Signs** | | | | | | | |
| Number permitted  per lot |  |  |  | (d) (e) (f) | (d) (e) (f) | (d) (e) (f) | (d) (e) (f) |
| Maximum  sign area  (Sq. Ft.) |  |  |  | 250 ft. | 300 ft. | 300 ft. | 250 ft. |
| Minimum setback  from property line |  |  |  | 10 ft. | 10 ft. | 10 ft. | 10 ft. |
| Maximum Height |  |  |  | 25 ft. | 35 ft. | 35 ft. | 35 ft. |
| The maximum allowable sign area for signs with electronic animation and electronic changeable copy characteristics is 25% of the maximum allowable sign for the zoning district of which the sign will be located. | | | | | | | |
| **Building Signs** | | | | | | | |
| Number permitted  (per business) | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Maximum sign area  (Sq. Ft.) | 5 ft. | 5 ft. | 5 ft. |  |  |  |  |
| Maximum sign area  (% of wall area) |  |  |  | 15 (g) (i) | 10 (h) (i) | 10 (h) (i) | 15 (g) (i) |
| Maximum  Height (Roof Signs) |  |  |  | 20 ft. from the base of the roof | 10 ft. from the base of the roof | 10 ft. from the base of the roof | 20 ft. from the base of the roof |

**Notes to Table 9-3**

One (1) subdivision, manufactured home park, and multi-family development monument sign per street entrance into such development is allowed in applicable zoning districts provided the sign meets all applicable requirements of the Holly Hill Zoning Ordinance and a sign permit is approved by the Zoning Administrator.

1. One (1) monument sign for a church, institutional, public facility or permitted commercial use (not including home occupational uses) are allowed in the applicable zoning districts provided the sign meets all applicable requirements of this Ordinance and a sign permit is approved by the Zoning Administrator.
2. The maximum sign area for multi-tenant signs in Commercial zoning districts displaying the names of two (2) or more businesses may be increased by fifteen (15) square feet.
3. The maximum sign area for multi-tenant signs in and LI zoning districts displaying the names of two (2) or more businesses may be increased by twenty (20) square feet.
4. Off Premise signs are only allowed along US 176 frontages.
5. No Off Premise signs shall be located less than one thousand (1,000) feet from another such off-premise sign on the same side of the highway.
6. No Off Premise signs shall be located less than two hundred (200) feet from any residential zoning districts.
7. A maximum sign area of 15 % of the total wall area (not including the roof) of the building side facing the primary street frontage is permitted to be displayed on the wall or roof facing the primary street frontage.
8. A maximum sign area of 10 % of the total wall area for per wall for each remaining side is permitted to be displayed one each of the remaining building walls or roofs.
9. A projecting sign may extend outward from the wall of a building not more than six and one-half (6 ½) feet, but shall not be closer than eighteen (18) inches to the vertical plane at the street curb line.

**Section 9.11 Signs in PD Zoning District**

Signs located in PD districts will be approved in the overall site plan approval process for such a development.

**Section 9.12 Sign Permit Procedures**

Permits for all allowed signs are required. Unless otherwise provided for in this ordinance, no sign or sign structure, regardless of its cost of construction, shall be erected, replaced, relocated, constructed, changed or altered until after a permit for the same has been issued by the Zoning Administrator.

All applications for sign permits shall be made with the Town of Holly Hill Zoning Administrator. The following information shall be submitted with an application for a sign permit:

1. Identification of ownership of property on which sign is to be erected.
2. Name and address of the owner of the sign.
3. Site plan sketch showing the location of the sign with respect to the property and right-of way lines and any buildings, parking areas, and other improvements to the property.
4. Exact size, shape, configuration, design, area, height, number, and type of sign to be erected.
5. The value of the sign or sign structure.
6. Any other information, specifications, photographs or the like deemed necessary by the Zoning Administrator in order to assure compliance with the Town Ordinance.

Permit applications shall be acted upon by the Zoning Administrator within thirty (30) days of receipt, excluding holidays and weekends. Before issuing a permit, the Zoning Administrator shall collect the fees as established by Town Council.

**Section 9.13 Signage Plan Required**

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

1. Two (2) or more contiguous lots or parcels under the same ownership,
2. A single lot or parcel with more than one (1) principal use or building (not including accessory uses or buildings) or qualifying on the basis of street frontage for more than one (1) free-standing sign, and
3. The identification or announcement of a land subdivision or development project.

The plan shall contain all information required for sign permits as outlined in Section 9.10 and shall specify standards for consistency among all signs on the lot or parcel affected by the plan with regard to:

1. Lettering or graphic style;
2. Lighting;
3. Location of each sign on the buildings;
4. Material; and
5. Sign proportions.

The Signage Plan for all zone lots with multiple uses or multiple users, shall limit the number of free-standing signs to a total of one (1) for each street on which the zone lots included in the plan have frontage and shall provide for shared or common usage of such signs; however the maximum sign area may be increased by 25%.

Once approved by the Zoning Administrator, the Signage Plan shall become binding on all business and uses occupying the affected zone lots, but may be amended by filing a new or revised plan that conforms with all requirements of this Ordinance.

If any new or amended Signage Plan is filed for a property on which existing signs are located, it shall include a schedule for bringing into conformance, within three (3) years, all signs not conforming to the proposed amended plan or to the requirements of this Ordinance in effect on the date of submission.