



ROCK HILL PLANNING COMMISSION MEETING

Date: February 7, 2023
Time: 6:00 P.M.
Location: Rock Hill City Hall, City Council Chambers
155 Johnston Street
Rock Hill, SC 29730

A G E N D A

Pledge of Allegiance

1. Approval of minutes of January 3, 2023 meeting.

PUBLIC HEARING ITEMS*

2. Hold public hearing and consider a recommendation to City Council on petition M-2023-03 by Andrew Strother to rezone approximately 0.55 acres at 626 Oakland Avenue and adjacent right-of-way from Multi-Family 15 (MF-15) to Neighborhood Office (NO). Tax Parcel 629-06-01-004.
3. Hold public hearing and consider a recommendation to City Council on petition T-2023-01 by Rock Hill City Council to amend the Zoning Ordinance affecting Chapter 8: Development Standards, in relation to signage standards.

NEW BUSINESS ITEMS**

4. Consideration of a request by The Sherbert Group (Tara Sherbert) related to Architectural Accent Lighting on the Powerhouse Building at University Center. (Plan #20200443)
5. Other Business.
 - a. City Council Workshop Topics Discussion
6. Adjourn.

The public hearing portion of the meeting can be viewed online at <http://www.cityofrockhill.com/livestream>.

* The Planning Commission makes a recommendation to City Council on these items. Recommendations made at this meeting are tentatively scheduled for consideration by City Council on February 27, 2023. City Council agendas are posted online at www.cityofrockhill.com/councilagendas on the Friday prior to each meeting.

** The Planning Commission makes the final decision on these items.

Please contact Dennis Fields at 803-329-5687 or Dennis.Fields@cityofrockhill.com with any questions related to items on the agenda.

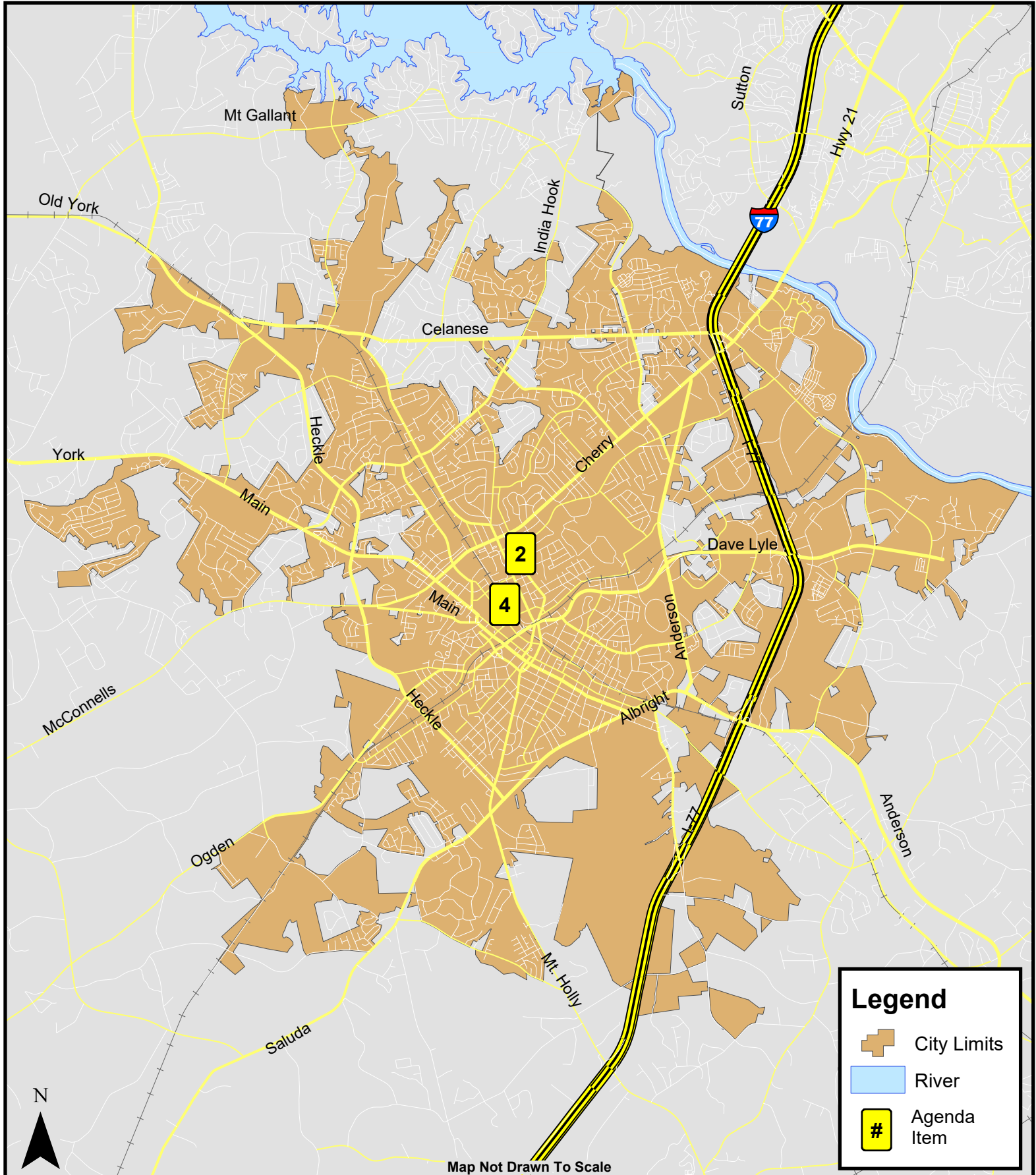
PLANNING & DEVELOPMENT

155 JOHNSTON STREET, ROCK HILL, SC 29730 (803) 329-7080

The City of Rock Hill is committed to assuring accessibility, with reasonable accommodations, of city services, facilities, employment and programs for all individuals, in compliance with Federal law.* Please contact Ann Morgan, ADA Coordinator at 803-329-7025 if you need assistance.

Planning Commission Agenda Items

City of Rock Hill, SC
February 7, 2023
Planning Commission



A public hearing of the Planning Commission was held on Tuesday, January 3, 2023, at 6 p.m. in City Council Chambers, 155 Johnston Street, Rock Hill SC.

MEMBERS PRESENT Randy Graham, Duane Christopher, Carl Dicks, Shelly Goodner, Jonathan Nazeer, Darrell Watts

MEMBERS ABSENT None (1 vacant seat)

STAFF PRESENT Dennis Fields, Eric Hawkins, Donna Welch, Leah Youngblood

1. Approval of minutes of the December 6, 2022, meeting.

Ms. Shelly Goodner made a motion to approve the minutes from the December 6, 2022, meeting. The motion was seconded by Mr. Jonathan Nazeer and was approved by a vote of 6-0.

PUBLIC HEARING ITEMS

2. Hold public hearing and consider a recommendation to City Council on petition M-2023-01 by Landover One LLC (Warren Norman) to rezone approximately 5.92 acres at an unaddressed parcel south of 2853 Harlinsdale Drive from General Commercial (GC) in York County to Single-Family 3 (SF-3). The subject property is proposed to be annexed into the City of Rock Hill. Tax Parcel 633-00-00-011.

Dennis Fields, Planner III, presented the staff report.

Chair Randy Graham opened the floor to the applicant who had no additional comments.

Chair Randy Graham opened the floor to the public for comments and there were none.

Ms. Shelly Goodner asked if staff had responded to Mr. Richard Blase's email with questions regarding the proposed lot layout. Mr. Dennis Fields stated yes.

Mr. Carl Dickson asked about a street extension within the existing right-of-way. Mr. Fields stated there would be no street extension, only a driveway connection.

Mr. Duane Christopher made a motion to recommend approval of the rezoning to Single-Family 3. The motion was seconded by Mr. Carl Dicks and was approved by a vote of 6-0 (1 vacant seat).

3. Hold a public hearing and consider a request from Alton Vaughn on petition M-2023-02 to rename a portion of North Spruce Street, between East Main Street and East White Street, to Bearcat Lane.

Dennis Fields, Planner III, presented the staff report.

Chair Randy Graham opened the floor to the applicant Mr. Alton Vaughn, 2512 Stradbrook Road, Charlotte, NC stated that he is a 1965 graduate of Rock Hill and reviewed the history of the school and its attendees. Mr. Vaughn asked the Planning Commission to preserve the memories of the location.

Chair Randy Graham opened the floor for public comment.

Mr. David Simpson, 1117 Evan Ave., Rock Hill, SC updated the Planning Commission of the petition responses.

Mr. Tom Hutto, 1820 Sharonwood Lane, Rock Hill, SC who has short-term rentals at 119 and 121 N. Spruce Street spoke in opposition of the portion of Spruce St. being renamed due to all the changes that will be necessary for the short-term rentals in this location and asked the alumni to join in with the cleanup of the area

Mr. Darrell Watts asked where the Bearcat Den was located. Mr. Hutto stated the front yard of 125 Spruce Street.

Mr. Carl Dicks asked why the changed was being requested now. Mr. Vaughn stated they would like to tie it in with football city and honor past alumni.

Ms. Shelly Goodner asked about the location of the name change. Mr. Fields stated that it would only be one block of North Spruce Street.

Mr. Carl Dicks asked about the location that would be included in the name change. Mr. Dennis Fields state that it would be only the area north of Main Street.

Ms. Shelly Goodner asked if there was a historic significance to the name Spruce Street. Mr. Dennis Fields stated he was not aware of any historic significance. Ms. Leah Youngblood stated there was not.

Chair Randy Graham stated that there are typical standards that the City follows and stated we would be setting a dangerous precedence by approving without following our normal standards.

Mr. Duane Christopher is not in favor of the change.

Ms. Shelly Goodner would love to honor school but that it would be hard to do when there are not property owners agreement.

Mr. Carl Dicks made a motion to recommend approval to rename a portion of North Spruce Street, between East Main Street and East White Street, to Bearcat Lane. The motion was seconded by Mr. Duane Christopher and the motion failed by a vote of 1-5 (Dicks in favor, 1 vacant seat).

Mr. Gary McFadden, address not stated, asked if there was a way to put an additional street sign with the name of Bearcat Lane as a memento. Mr. Dennis Fields stated that it could be investigated but felt it might be confusing with 911to have two different street names on a sign. Mr. Fields stated he will look into other options and get back to the group.

NEW BUSINESS

4. Consideration of a request by UC Apartments QOZB LLC related to signage on the Easley Apartments at University Center. (Plan #20201688).

Dennis Fields, Planner III presented the staff report.

Mr. Jonathan Nazeer asked if the vertical sign was to have internal lighting. Mr. Dennis Fields stated it was not intended to be internally lit.

Mr. Brian Lawton from Diversified Signs representing the Tuttle Company stated the signage is non-illuminated with no light elements which were designed by the architect and are consistent with what is currently in place at University Center.

Mr. Duane Christopher made a motion to approve related signage on the Easily

Apartment at University Center. The motion was seconded by Mr. Carl Dicks and was unanimously approved by a vote of 6-0 (1 vacant seat)

5. Other Business.

Mr. Dennis Fields informed the commissioners that Mr. Justin Smith has resigned from the Planning Commission and that they would be accepting new applications for commissioners.

Mr. Randy Graham reiterated the importance of meeting with City Council twice a year.

5. Adjourn.

There being no further business, the meeting was adjourned without objection at 6:57 p.m.

DRAFT



Staff Report to Planning Commission

M-2023-03



Meeting Date: February 7, 2023

Petition by Andrew Strother to rezone approximately 0.55 acres at 626 Oakland Avenue and adjacent right-of-way from Multi-Family 15 (MF-15) to Neighborhood Office (NO).



Reason for Request: Rezone property to allow for non-residential uses, such as a coffee/tea shop in the main building.

Staff Recommendation: Staff recommends approval of the rezoning request.

SEE ATTACHED REPORT FOR MORE INFORMATION



Location: 626 & 630 ½ Oakland Avenue and adjoining right-of-way

Tax Parcels: 629-06-01-004

Site Area: Approximately 5.5 acres (includes right-of-way)

City Council Ward: Ward 6 (Jim Reno)

Request: Rezone property from Multi Family-15 (MF-15) to Neighborhood Office (NO).

Proposed Development: The applicant is considering nonresidential uses for the principal building, including a walk-up coffee/tea shop use across from Winthrop University.

Applicant/Owner: Andrew Strother
626 Oakland Avenue
Rock Hill, SC 29730

Site Description

The subject property includes two existing buildings. The larger principal structure facing Oakland Avenue has three residential units, while the smaller building, accessed from the rear alley, is used as a short-term rental unit. The site has a single lane driveway access off Oakland Avenue and access from the rear alley. Parking for the existing buildings is located to the rear of the lot off the alley.

The site is also located in the City's Historic Overlay District.

Development Proposal

Although the applicant does not have any immediate plans, he has discussed the ability to have a walk-up coffee/tea shop use across from Winthrop University, which is considered a specialty eating establishment, in the larger building. Rezoning the property from Multi-Family 15 (MF-15) to Neighborhood Office (NO) allows for his existing residential uses to continue, but also gives the flexibility to have nonresidential uses on the property.

Since the property is within the Historic Overlay District, any changes to the buildings exterior, site improvements, or signage may need to be approved by the City's Board of Historic Review (BHR).

There are no changes proposed to the short-term rental unit at this time.

Existing Zoning District Summary

Multi Family-15 (MF-15): Although originally established to allow a wide range of medium to high-density housing types, it is the intent of this ordinance that the MF-15 district be phased out over time by not allowing new rezonings to the MF-15 district after

October 12, 2015. In order to avoid creating nonconforming uses, and to allow properties that have this zoning district to develop with specific uses, the district continues to allow single-family detached, single-family attached, multi-family, and a few other specified uses.

Proposed Zoning District Summary

Neighborhood Office (NO): The NO district is established to provide for a mix of small-scale professional office uses together with limited service uses and single-family detached dwellings in close proximity to one another, subject to design and compatibility standards. Non-residential uses must be located in buildings that are consistent with surrounding residential uses in physical design, scale, and character, and they must not exceed 10,000 square feet in area. All non-residential development in the NO district must limit its public operating hours to between 6 a.m. and 10 p.m.

Previous Rezoning Cases in the Area

M-2022-25: Oakland Avenue Prespaterian Church. Rezoned from NO & MF-15 to OI for a church use and multi-purpose building addition.

M-2021-03: 313 N. Wilson Street. Rezoned property from General Commercial (GC) to Neighborhood Office (NO) and added the Historic Overlay (HOD).

M-2020-11: 220 W. White Street (The Thread site). Rezoned property from Industry Business (IB) to Downtown (DTWN).

M-2020-08: 502 Cherry Road (The Perch site). Portion of the property rezoned from General Commercial (GC) to Limited Commercial (LC).

INFRASTRUCTURE CONSIDERATIONS

Transportation

The site fronts Oakland Avenue, an SCDOT-maintained road, and has access from a rear alley behind the homes. There are existing sidewalks exists along Oakland Avenue.

The property is located along the Downtown/Knowledge Park Loop My Ride transit route, with stops located along the perimeter of the Winthrop campus.

Historic traffic volumes in the area are shown below:

Street	Vehicles Per Day			
	2021	2019	2017	2015
Oakland Avenue	7,900	10,300	9,900	9,800

Public Utilities

All necessary utilities are available to the site.

RELATIONSHIP TO PUBLIC PLANS

Comprehensive Plan Update – Rock Hill 2030

This parcel is in the Old Town character area of the Future Land Use Map of the Comprehensive Plan Update, which represents the most compact, concentrated character area – with the highest developed densities and smallest parcel sizes.

The Comprehensive Plan states that this character area should include:

- Redevelopment at a scale, size and style compatible with existing structures and approved conceptual master plans for the area;
- Encouraging redevelopment that increases occupancy in commercial spaces, preserves historic buildings, and attracts knowledge based groups; and
- Usable open and public spaces.

The proposed rezoning is consistent with the surrounding land uses and is consistent with the Comprehensive Plan's Core Values, 'Grow Inside First' as follows:

- Consistency of land uses: rezoning the property would allow for potential redevelopment that would be compatible with Winthrop University and the surrounding office uses.
 - Consistency with 'Grow Inside First': this Core Value emphasizes the need to prioritize infill and to maximize use of existing infrastructure and investment. Redevelopment of this parcel would mean a higher utilization of the land and existing infrastructure.
-

PUBLIC INVOLVEMENT

Staff hereby certifies that the required public notification actions have been completed as follows:

- January 19: Rezoning notification signs posted on subject property.
- January 19: Rezoning notification postcards sent to 40 property owners and residents within 300 feet of the subject property.
- January 20: Planning Commission public hearing advertisement published in *The Herald*.

Public Feedback

Staff has not received any feedback to date.

RECOMMENDATIONS

Staff Assessment

The City commonly rezones properties along Oakland Avenue to NO to allow for greater flexibility of uses on the property. The proposed rezoning request is consistent with other properties along Oakland Avenue, including many former residential homes that have been converted to nonresidential uses over time, and also predominately zoned

NO. Additionally, the rezoning removes a portion of the MF-15 zoning, which the City is looking to phase out over time.

Staff Recommendation

Staff recommends approval of the proposed Neighborhood Office (NO) zoning.

Attachments

- Rezoning Map







To see the applications submitted for this case, go to: www.cityofrockhill.com/PlanInfo.

Staff Contact: Dennis Fields, Planner III
Dennis.Fields@cityofrockhill.com
803.329.5687



M-2023-03

Legend

-  Subject Property
-  Multi-Family 15 (MF-15)
-  Neighborhood Office (NO)
-  Master Planned College/University (MP-CU)
-  Single-Family 5 (SF-5)
-  Single-Family 8 (SF-8)

Zoning Data

Current: MF-15

Proposed: NO



Planning & Development
Department
City of Rock Hill

02-07-2023





Case No. T-2023-01
Proposed Amendments to Zoning Ordinance

Report to Planning Commission

Meeting Date: February 7, 2023

Topic:	Signage standards
Applicable Content:	Chapter 8: <i>Development Standards</i>
Application Date:	January 23, 2023
Sponsor:	City Council

Background

Signage regulations were not included in the City’s comprehensive updates to the Zoning Ordinance a few years ago. We are now proposing to update them in a similar fashion.

Our primary objective is to streamline the regulations and make them clearer through organizational changes, the addition of more photographic examples and diagrams, and the clarification of wording or the addition of context in sections that are frequently misunderstood. We also want to encourage more creativity in sign design by providing additional signage options for businesses to use.

Specific topics that are proposed to change include:

- Signs exempt from permitting—adding content related to business identification signs, murals, temporary signage related to major tourism events on City property, and transit advertising signs.
 - Wall signs—adding content related to multi-story buildings; allowing multi-family and group living facilities to have the same amount of wall signage as commercial and industrial use types
 - Projecting signs—modifying how size allotment is calculated so that it is by the scale of the building instead of road corridor classification and use type
 - Signs on Awning and Canopies—allowing more flexibility for signs on awning and canopies
 - Signs on Light Poles—limiting these types of signs to specific land uses
 - Freestanding Signs—determining size and height by general use type (non-residential or residential) instead of general zoning districts (non-residential or residential); modifying monument base standards; and allowing more variety in the types of freestanding signs that are allowed
 - Temporary Signs—simplifying the standards and permit review process; allowing for some additional flexibility in this area
-

PUBLIC INVOLVEMENT

We sent a draft of the proposed amendments to all sign contractors who have a current business license, as well as to a few local developers and design professionals who have asked to have input into future ordinance amendments. We will update the Planning Commission during the meeting regarding any input received from either group.

RECOMMENDATION

The proposed changes would make the City's sign regulations easier to understand and administer, and they would allow for increased creativity in sign design. Staff recommends approval.

Attachments

- Proposed changes to Zoning Ordinance— both a redlined version and a version that consists of how the sign regulations would read if the proposed changes are adopted. We are providing the “clean” version because with all of the organizational changes, the redlined version may be hard to follow.
-

Staff Contact: Leah Youngblood, Planning & Development Director
lyoungblood@cityofrockhill.com
803-329-556

8.10 SIGNAGE STANDARDS

This section establishes the standards for the design, location, and characteristics of signs that are permitted as principal or accessory uses.

8.10.1 PURPOSE

The purposes of these sign regulations are to:

- A. **Encourage Effective Communication:** Encourage the effective use of signs as a means of communication in the City;
- B. **Maintain a Pleasing Appearance:** Maintain and enhance the pleasing look of the City, which attracts major events of local, regional, and statewide interest;
- C. **Attract Business:** Preserve Rock Hill as a community that is attractive to business;
- D. **Improve Safety:** Improve pedestrian and traffic safety;
- E. **Minimize Adverse Effects:** Minimize the possible adverse effects of signs on nearby public and private property; and
- F. **Ensure Compatibility:** Ensure that signs in the community are compatible with the high-quality image that the City seeks and in which the City continuously invests.

8.10.2 GENERAL

- A. **Compliance Required:** All signs must comply with the relevant standards of this section. No sign shall be erected, repaired, altered, relocated, maintained, or displayed without first being issued a sign permit, unless exempted from permitting as specified below.
- B. **Conflict with Other Regulations:** Where other regulations affect the size, placement, amount, and type of signage, the more restrictive regulation will apply.
- C. **Sign Owner Responsibility:** All signs erected, used, or maintained must be the responsibility of the sign owner, who must hold the City harmless from all such damage arising and resulting from the construction, use, and maintenance of such signs.
- D. **Damage to Street Signs:** When existing street signs are damaged during construction or on-site activities, the owner/developer is required to replace or repair the street signs.
- E. **Nonconforming Signs:** Nonconforming signs are regulated under *Chapter 10: Nonconformities*.

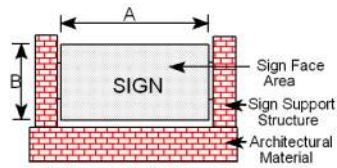
~~8.10.3 STANDARDS FOR ALL SIGNS~~

~~All signs must comply with the following standards:~~

~~A. Sign Measurement—Area~~

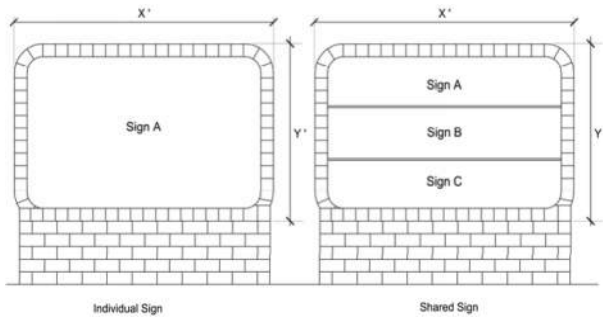
- ~~1.—General: The sign face area is the advertising display surface of the sign. In the case of freestanding signs, the sign face area consists of the entire surface area of the sign on which copy could be placed. The supporting structure or bracing of a sign is not counted as part of the sign face area unless such structure or bracing is made a part of the sign's message.~~
- ~~2.—Two-sided Signs: Where a sign has two display faces back to back, the area of only one face will be considered the sign face area. Where a sign has more than one display face, all areas that can be viewed simultaneously will be considered the sign face area, as depicted in the following figure.~~

Commented [YL1]: Propose to relocate content to relevant sections based on the type of sign referenced.

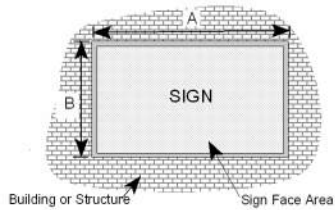


Sign Area = (A) x (B)

- 3.— **Collocation:** Individual uses on adjoining lands may place their individual freestanding signage on a single sign support structure provided the combined sign face area does not exceed the amount of sign face area permitted for a sign with one user. Sign support structures must comply with the height limits in section 8.10.5.3, *Freestanding Signs*, regardless of the number of collocated signage.

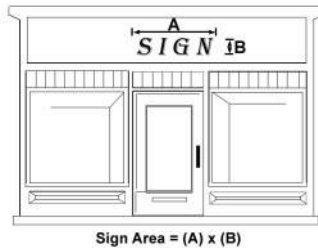


- 4.— **Signs With a Background:** In the case of a sign whose message is fabricated together with the background which borders or frames that message, the sign face area will be the total area of the entire background as depicted in the following figure.

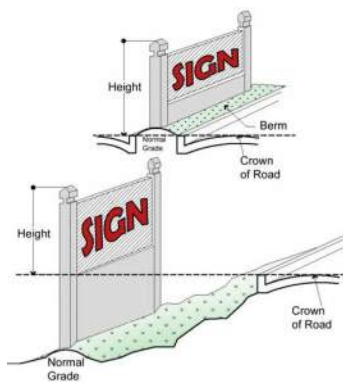


Sign Area = (A) x (B)

- 5.— **Signs with No Border or Frame:** In the case of a sign whose message is applied to a background which provides no border or frame, such as a building wall, retaining wall, or decorative wall, sign face area will be the area of the smallest rectangle that can encompass all words, letters, figures, emblems, and other elements of the sign message as depicted in the following figure.



B.—Sign Measurement—Height: Sign height is measured from the base of the sign at normal grade to the highest point of the sign support structure, or sign face, whichever is higher. For the purposes of this subsection, “normal grade” means the newly established grade after construction, not including any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases where the normal grade is below the grade of the street to which the sign is oriented, sign height will be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the crown of the adjacent street as depicted in the following figure.



C.—Placement of Signs:

- 1.—All signs must conform to both the sight distance and the sight triangle standards (see the *Sight Obstruction* section of *Chapter 6: Community Design Standards*). No sign will be allowed to be erected so it obstructs vision or sight distances at driveway entrances and exits.
- 2.—Signs must not be placed where they pose a hazard to pedestrians or vehicular traffic.
- 3.—Freestanding temporary signs must be set back at least five feet from the right-of-way and property lines.
- 4.—Freestanding permanent signs must be located outside of utility easements, unless the utility provider grants an encroachment permit. In many cases, this will require a 10-foot setback. If a larger utility easement does not exist in the proposed sign location, freestanding permanent signs must be located at least 5 feet back from the right-of-way lines and property lines, except those along the interstate must be placed at least 10 feet back from the interstate right-of-way line.

D.—Sign Lighting: Sign illumination must be in accordance with the following:

- 1.—**Signs in Residential Districts:** Freestanding signs may be lit through spotlights or the general illumination of the site through permitted parking lot, building, and site lighting. Spotlights must be aimed and shielded so as to prevent the light source from being visible off of the site (including to passing vehicles), and focus the light on the sign itself minimizing glare or light overspill. All other signs in residential districts must only be lit by the general lighting of the site.
- 2.—**Signs in Business Districts:** Signs in business districts may be lit using spotlights, internal lights, back lights, electronic lighting, or general lighting, meeting the standards of this section.
- 3.—**Glare and Distracting Lights Prohibited:** Sign lighting and fixtures must be effectively aimed, located, shielded, and maintained to prevent beams or rays of light from being directed off-site and especially at the main traveled way of the street and that are of such intensity or brilliance as to cause glare or to impair the vision of any driver of any motor vehicle, or which may otherwise interfere with any driver's operation of a motor vehicle or pose a hazard to traffic safety.

8.10.43 SIGNS EXEMPT FROM PERMITTING REQUIREMENTS

The following types of signs are not required to obtain a sign permit prior to installation. However, if they are illuminated, unless they are illuminated, in which case an electrical permit is required. However, they must meet the general standards for signs described above. A few additional types of signs that are exempt from permitting are described in other sections.

- A. Traffic Signs, Public Directional Signs, Public Banners, Historical Markers, Signs Required by Government:** Official traffic signs, publicly-erected directional signs, publicly-erected banners on light poles, electronic traffic message boards, historical markers, provisional warning signs or other sign structures when erected or specifically required or approved by the City or South Carolina Department of Transportation (SCDOT) within the highway right-of-way, and temporary signs indicating danger.
- B. Political, Ideological, Religious, Social, or Governmental Message Signs:** Signs conveying political, ideological, religious, social, or governmental messages unrelated to the businesses or the goods or services connected with them, provided the signs do not exceed 32 square feet. Election signs must be removed within 30 days after the election or are subject to removal by the City.
- C. On-Site Directional Signage:** Signs indicating the location of a driveway, drive-through lane, or building entrances or exits, if they do not exceed 4 square feet. On-site directional signs may include business names and logos.
- C. Signs on Awnings and on Window or Door Canopies:** Business signs on awnings and on canopies located above windows or doors provided they meet the following standards:
 - 1.—**Message Area:** Up to 80% of a maximum one-foot-tall valance area of an awning or canopy over a view glass door or window may be used as a message area and does not count towards the allowed sign allotment. The remaining area of the awning or canopy sign must not be used as a sign message area, however, up to a four square foot logo may be placed on each primary awning surface.

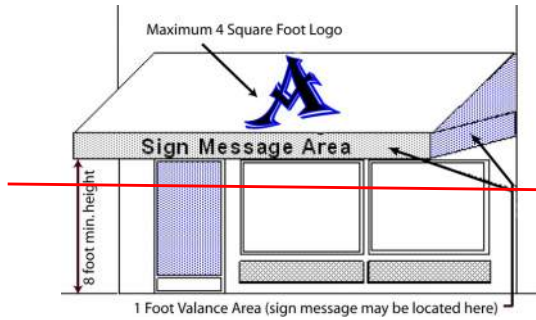
Commented [YL2]: Propose to relocate much of the content in this section so that similar topics are grouped together.

Commented [YL3]: Propose to relocate

Commented [YL4]: Propose to add

Commented [YL5]: Propose to relocate

Commented [YL6]: Propose to relocate



An awning or canopy sign having a message area in excess of the amount outlined above will be considered part of the wall sign allotment, and the sign is required to comply with the standards for a wall sign and will require a sign permit in accordance with this section.

2. **Lighting:** The type of lighting allowed for awning or canopy signs must comply with the signage section of the ordinance. However, internal lighting of awning or canopy signs will be limited to the immediate message area of the sign. Fully illuminated internally lit awnings are prohibited.

D. Site-oriented Menu Boards and Directory Signs: Menu boards or directory signs designed to be read by on-site pedestrians or motorists in parking lots or drive-through lanes, of a maximum size of 48 square feet and 8 feet in height.

Commented [YL7]: Propose to relocate

E. Window Signs: Window signs in commercial zoning districts or commercial areas of mixed-use or planned zoning districts that are painted on or affixed to the inside or outside of the glass so as to be fully visible from off of the property. The total area of exempt window signs must not exceed the area allowed for permitted wall signs for the same façade or 50% of the window area, whichever is less.

Commented [YL8]: Propose to relocate

This exemption is not intended to allow prohibited sign types, such as flashing signs or lights, to be placed inside a window in order to draw attention to the business.

The name of a business and other identifying information placed on a window counts toward the business's wall sign allocation.

Window signs are not allowed to be placed on spandrel glass.

F. Special Notice Placards: Special notice placards attached to a building or to a freestanding sign indicating credit cards which are accepted on the premises; group affiliations of which the business is a member; or clubs or groups which utilize, recommend, inspect, or approve the business for use by its members, if they do not exceed two square feet.

Commented [YL9]: Propose to relocate

G. "Now Hiring" Signs: One sign not exceeding 4 square feet on the property where an employer has a job vacancy.

Commented [YL10]: Propose to relocate

H. Public Health Signs: Signs not exceeding 4 square feet (or 6 square feet in multi-building developments) including restrooms or similar amenities, potable water supply, sewage station for recreational vehicles, or other notices related to public health or safety (the sign must be adjacent to the facility).

Commented [YL11]: Propose to relocate

I. Signs on Vehicles Used in Normal Course of Business: Signs painted on or affixed to the body of a truck, bus, or other vehicle while in use in the normal course of business. Use in a normal course of business means driving the vehicle on any street, parking the vehicle at the place of business or overnight at the residence of the owner or an employee of the business except as prohibited by Chapter 18 of the Code of Ordinances of the City of Rock Hill, Motor

Commented [YL12]: Propose to relocate

Vehicles and Traffic, and not utilized as a sign as prohibited in the section called *Signs on Vehicles not Used in the Normal Course of Business*.

J. Sidewalk Signs: During its business hours, each business with a separate external entrance may utilize one movable freestanding sign of up to 6 square feet per side and up to 4 feet in height, provided that the following standards are met:

Commented [YL13]: Propose to relocate

1. The sign must be located along a sidewalk, no more than 30 feet from the primary entrance to the business. The sign must be oriented towards pedestrians, not to vehicular traffic. The sign must be placed in a location that does not obstruct exits or pose a hazard to pedestrian or vehicle traffic.
2. The sign must be professionally designed, constructed and lettered. Up to 75% of the sign may feature a chalk board, tack board, or other changeable copy area.
3. The sign may be placed on public sidewalks based on a City-approved management plan. If this is the case, the sign must meet any additional City licensing requirement.

K. Temporary Banners for Certain Institutional Uses: In recognition of the diverse community services provided by many institutional uses, the following temporary signs are made available to community services facilities, hospitals, and religious, educational, and governmental institutions. Institutions with significant needs for conveying temporary messages are strongly encouraged to consider the installation of a permanent sign with changeable copy capability.

Commented [YL14]: Propose to relocate

1. **Special Events:** Each facility may utilize a up to two temporary banners or signs for up to 14 days prior to and during a non-recurring event of 7 days or less. There is no limit on the number of banners or signs that can be used for such events, within the restriction of no more than two event banners or signs being displayed at one time.
2. **Non-Special Events:** In addition to the special events banners or signs described above, each facility may utilize one temporary banner or sign for a cumulative total of up to 60 days per calendar year in support of on-going activities on the site.
3. **Total Allowance:** No more than three temporary banners or signs may be displayed at the same time.
4. **Size and Height:** The above-described banners or signs are limited to a size of up to 32 square feet each, and a maximum height of 6 feet.

L. Banners on Private Light Posts: For properties of over one acre, up to four fixed vertical banners mounted to light posts may be installed for every acre of land. Banners must be no more than 16 square feet and a minimum ratio of two-to-one (2:1) height to width, installed at a minimum height of 9 feet above grade, and no higher than 25 feet above grade. Banners may be grouped in pairs flanking a light pole, but no banner or pair of banners will be allowed to be installed within 75 feet from any other banner or pair of banners on the property.

Commented [YL15]: Propose to relocate

M. B. Flags: Every property may have up to three flagpoles to display up to six total flags (two per pole) with non-commercial messages, such as flags or emblems of any nation, organization of nations, state, or city; or the flags or emblems of any fraternal, religious, or civic organization, provided that the following standards are met:

1. Flagpoles must be located outside of utility easements, unless the utility provider grants an encroachment permit. In many cases, this will require a 10-foot setback. If a larger utility easement does not exist in the

proposed flagpole location, flagpoles must be located at least 5 feet back from the right-of-way lines and property lines.

2. Flagpoles must not exceed these heights:

- In residential zoning districts, flagpoles must not exceed 35 feet in height.
- In non-residential zoning districts, flagpoles also must not exceed 35 feet in height, unless the primary building is taller, in which case the flagpoles must not exceed the height of the primary building or 60 feet, whichever is less.

3. A flag's hoist side dimension must not exceed 20% of the height of the flagpole.

There is no limit on the number of national or state flags that can be flown on national or State holidays, respectively. Flags with commercial logos, messages, or statements are considered signs requiring permits and are not to be flown from flagpoles.

Q. C. ~~Trespassing/Warning Signs:~~ Non-illuminated signs warning trespassers or announcing land as posted that meet the requirements below:

Commented [YL16]: Propose to relocate

SIZE OF SUBJECT PARCEL	ALLOWED NUMBER OF SIGNS	MAXIMUM ALLOWED SIZE OF EACH SIGN	LOCATION RESTRICTIONS
More than one acre	Any number as long as size and location requirements are met	4 square feet	Each warning sign must be 100 linear feet away from another warning sign
One acre or less	4	1 square foot	No more than one sign is allowed to be placed along each property line, and each sign must be placed at the approximate center of each property line.

~~Signs notifying the public that the property is under police jurisdiction are exempt under section H. below.~~

Commented [YL17]: Propose to add

H. D. ~~Public Health and Safety Signs:~~ Signs not exceeding 4 square feet (or 6 square feet in multi-building developments)-that indicate restrooms or similar amenities, potable water supply, or other notices related to public health or safety.

Commented [YL18]: Propose to relocate

N. ~~Temporary Non-illuminated Real Estate Sign:~~ One temporary non-illuminated sign for each street frontage, advertising real estate for sale or lease, or showing the owner or manager of the property, located on the premises, meeting the following criteria:

Commented [YL19]: Propose to clarify below

1. ~~For attached or detached single-family homes, a maximum of 6 square feet and 4 feet in height;~~
2. ~~For other residential sites, or non-residential sites of one acre or less, a maximum of 24 square feet and 6 feet in height;~~
3. ~~For non-residential sites over one acre, a maximum of 32 square feet and 8 feet in height.~~

E. Signs on Property Offered for Sale or Lease: Temporary signage on property offered for sale or lease may be posted until the property is transferred. One sign is allowed per road frontage provided that it is no larger than the following:

1. For individual single-family residential lots, 6 square feet and 4 feet in height;
2. For multi-family complexes and entire residential subdivisions, 24 square feet and 6 feet in height;

3. For non-residential sites of one acre or less, 24 square feet and 6 feet in height; and
4. For non-residential sites over one acre, 32 square feet and 8 feet in height.



O. Temporary Real Estate Accessory Signs: Up to four temporary real estate accessory signs, such as to advertise open houses, displayed during business hours, not more than 6 square feet each. Such signs must be located on the site of the property for sale, or in the case of new development, may be located at the project entrance or elsewhere on the overall project site. Non-illuminated warning signs warning trespassers or announcing land as posted are not considered temporary real estate accessory signs.

Commented [YL20]: Propose to combine into other above and below sections

P. Temporary Non-Illuminated Construction Signs: One temporary non-illuminated sign for each street frontage, erected in connection with new construction work and displayed on the premises during such time as the actual construction work is in progress, meeting the following criteria:

Commented [YL21]: Propose to clarify below

1. For attached or detached single family homes, a maximum of 6 square feet and 4 feet in height;
2. For other residential sites, or non-residential sites of one acre or less, a maximum of 24 square feet and 6 feet in height;
3. For non-residential sites over one acre, a maximum of 32 square feet and 8 feet in height.

F. Signs on Property Under Construction: Temporary signage on property under construction may be posted until the project is complete. One sign is allowed for every major project contributor (for example, the contractor, the architect, and the lender) provided that it is no larger than the following:

1. For individual single-family residential lots, 6 square feet and 4 feet in height;
2. For multi-family complexes and entire residential subdivisions, 24 square feet and 6 feet in height;
3. For non-residential sites of one acre or less, 24 square feet and 6 feet in height; and
4. For non-residential sites over one acre, 32 square feet and 8 feet in height.



Q. –Non-illuminated Warning Signs: Non-illuminated signs warning trespassers or announcing land as posted that meet the requirements below:

SIZE OF SUBJECT PARCEL	ALLOWED NUMBER OF SIGNS	MAXIMUM ALLOWED SIZE OF EACH SIGN	LOCATION RESTRICTIONS
More than one acre	Any number as long as size and location requirements are met	4 square feet	Each warning sign must be 100 linear feet away from another warning sign
One acre or less	4	1 square foot	No more than one sign is allowed to be placed along each property line, and each sign must be placed at the approximate center of each property line.

R. G. Home Occupation Signs: A one-square-foot wall sign may be affixed adjacent to the entrance identifying a home occupation within.

S. H. Mailboxes and Signs Identifying Private Residential Dwelling: Mailboxes and similarly located signs identifying a private residential dwelling.

I. Business Identification Signs: Signs with building or suite numbers and occupant names, provided they are less than 10 square feet and 3 feet tall if freestanding and are less than 6 square feet if placed on a wall.

Commented [YL22]: Propose to add

Propose to add images



T. Political, Ideological, Religious, Social, or Governmental Message Signs: Signs conveying political, ideological, religious, social, or governmental messages unrelated to the businesses or the goods or services connected with them, provided the signs do not exceed 32 square feet.

Commented [YL23]: Propose to relocate

J. Window signs: See section 8.10.4.5.

K. On-Site Directional Signage: See section 8.10.4.7.(E).

L. Menu Boards: See section 8.10.4.7.(E).

M. Sandwich Boards: See section: 8.10.5.

N. Murals: Murals are exempt provided that they do not include sign messages.

Commented [YL24]: Propose to add

O. Temporary Signage Related to Major Tourism Events: Temporary signage related to major tourism events and

Commented [YL25]: Propose to add

sponsors when authorized by City Council for placement on City-owned buildings and property.

P. Transit Advertising Signs:

Commented [YL26]: Propose to add

1. Advertising signs on public transit vehicles such as but not limited to those operated by My Ride Rock Hill and York County Access.
2. Advertising signs on public transit shelters to extent allowed by State law and authorized by City Council.



8.10.54 PERMANENT SIGNS

8.10.5.1 8.10.4.1 GENERAL

- A. Permits Required:** ~~The following types of~~ All permanent signs are required to obtain a sign permits prior to installation, including for the replacement of sign faces, ~~unless specifically exempted from permitting requirements through this ordinance.~~ Additionally, all permanent signs that use electricity are required to obtain an electrical permit prior to installation.
- B. Certificate of Appropriateness Required for Signs Within The Historic Overlay District:** All permanent signs located on property within the City's Historic Overlay District (HOD) must meet the standards of the City's Historic Design Review Manual in addition to those within this section of the Zoning Ordinance, and they must receive a Certificate of Appropriateness prior to installation.

Commented [YL27]: Propose to relocate content

Additionally, the Board of Historic Review may approve the continuation of nonconforming signs within the Historic Overlay District that otherwise would be required to be removed under the provisions of *Chapter 10: Nonconformities*, if the Board determines that the sign in question has historic value to the community.

See *Chapter 2: Administration* for more information about the Certificate of Appropriateness process.

- C. Creativity of Design:** Creative sign designs are encouraged. Many creative signs can fit within the intent of the Zoning Ordinance, so please feel free to make a creative suggestion for us to review. Here are a few examples:

These images would be added.



B. D. Construction Standards for Permanent Signs:

1. All signs must comply with the provisions of the adopted Building Code and other applicable construction codes.
2. All permanent signs must be constructed of permanent materials and must be attached using permanent fasteners following customary professional sign practices. The use of banners, sign covers, and other temporary materials for permanent signage is prohibited, except as permitted herein.
3. All signs must be maintained in sound structural condition. This includes the replacement of broken faces or parts, replacement of bulbs to assure complete illumination as designed, securing of sign panels in their designed positions on a surface or in a cabinet or other structure, maintenance of a sign in its intended upright position, and painting of surfaces that have deteriorated beyond the state of customary minor wear or fading.
4. If a permanent sign that is conforming to the standards of this Ordinance is not used for 60 days or more, blank panels must be installed to conceal the internal components of the sign.
5. See *Chapter 10: Nonconformities*, for the circumstances that require a nonconforming sign to be replaced.

E. Sign Lighting:

1. **General:** Permanent signs may be lit using spotlights, internal lights, back lights, electronic lighting, or general lighting, meeting the standards of this section.

Commented [YL28]: Propose to relocate content and removed prohibition on internally lit signs in residential districts because it has never been applied and many schools and religious institutions (which are the most common non-residential uses in residential zoning districts) have internally lit signs.

2. **Glare:** Sign lighting and fixtures must be effectively aimed, located, shielded, and maintained to prevent beams or rays of light from being directed off-site and especially at the main-traveled way of the street and that are of such intensity or brilliance as to cause glare or to impair the vision of any driver of any motor vehicle, or which may otherwise interfere with any driver's operation of a motor vehicle or pose a hazard to traffic safety.

3. **Neon lighting, LED light strips, and similar lighting technology:** Neon lighting, LED light strips, and similar lighting technology is allowed in the following circumstances:

- As part of a sign or sign face, provided that the light source is fully enclosed or diffused, and is at least six inches in height/width.
- Within the Downtown Historic Overlay District, the Board of Historic Review may allow exposed neon lighting and other light technology that is designed to look like neon as part of a sign or a sign face if it determines that the use is in keeping with the historic context of the property in question.
- City Council may also approve exposed neon lighting and other light technology that is designed to look like neon on signs in other parts of the Downtown zoning district. The intent is to allow these types of signs only in rare circumstances when an older building is being repurposed for a new use.

~~C. **Sign Categories for Road Corridors:** Some aspects of signs described below are controlled by the type of road on which the sign is located. The document entitled "Sign Categories for Road Corridors" and its subsequent amendments are hereby adopted by reference. The Planning Commission may amend this document from time to time in order to assign sign categories to new roads, or roads that were inadvertently left off the list.~~

Commented [YL29]: Propose to relocate content to another section.

~~D. **Signs in Historic Overlay District:** All permanent signs located on property within the City's Historic Overlay District (HOD) must meet the standards of the City's Historic Design Review Manual in addition to those within this section of the Zoning Ordinance, and they must receive a Certificate of Appropriateness prior to installation. Note that this means that designs of a type not otherwise allowed by this Ordinance may be approved; specifically, the following two alternative designs may be allowed:~~

Commented [YL30]: Propose to relocate content to another section..

~~1. A center pole style sign consisting of a decorative pole supporting a small decorative sign. The overall height of the sign must not exceed 8 feet, and the sign must be a maximum of 10 square feet.~~

~~2. A lantern style sign consisting of a decorative pole or vertical support with a decorative sign hanging from a horizontal arm. The vertical support arm must not exceed 10 feet in height, the horizontal arm must not be at a level greater than 8 feet in height, and the sign must not exceed 10 square feet.~~

~~Additionally, the Board of Historic Review may approve the continuation of nonconforming signs within the Historic Overlay District that otherwise would be required to be removed under the provisions of *Chapter 10: Nonconformities*, if the Board determines that the sign in question has historic value to the community.~~

~~See *Chapter 2: Administration* for more information about the Certificate of Appropriateness process.~~

~~D. **F. Variances:** Applicants for permanent signs located in non-residential zoning districts may apply to the Zoning Board of Appeals for a variance in sign face area size, height, or setbacks.~~

8.10.54.2 WALL SIGNS AND PROJECTING SIGNS

Commented [YL31]: Propose to separate out this content

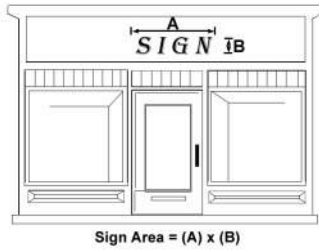
Wall signs and projecting signs that meet the following provisions will be allowed.

A. **General Standards:**

Commented [YL32]: Propose to relocate from another section.

1. **Measurement of Signs Using Channel Letters:** When channel letters are used and in other cases where the sign has no border or frame, the sign face area will be the area of the smallest square or rectangle that can encompass logical sections of words or images such as logos.

Propose to remove drawing



Propose to add images



One rectangle would be drawn around "Salons and Studios" in this image.

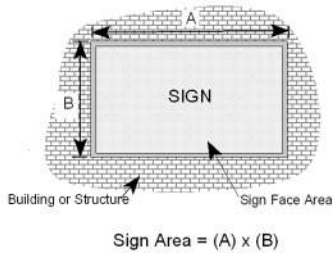


One rectangle would be drawn around "Murphy" and a second around "Veterinary Hospital."



One rectangle would be drawn around "Dunkin' Donuts," and another around the cup logo.

2. **Measurement of Signs With a Background:** Measurement of Signs With a Background: When the sign message has a background that borders or frames that message, the sign face area will be the total area of the entire background.



B.—In Non-Residential Zoning Districts:

1. Wall Signs on Primary Façade:

B. Wall Signs for All Use Types Except Public and Institutional:

1. **On the Primary Façade:** On the primary façade, the maximum wall sign face area is one square foot per building front linear foot, or 5% of the façade area (calculated by multiplying the width of the façade area by the height from floor to roof surface), whichever is greater, up to the maximums listed below:

USE TYPE	MAXIMUM AREA OF ANY SINGLE WALL SIGN ON FAÇADE	MAXIMUM AREA OF ALL WALL SIGNAGE ON FAÇADE
All except for large retail establishments	300 square feet	400 square feet
Large retail establishments ¹	400 square feet	500 square feet

¹ For the purposes of this section, a large retail establishment is defined as a single business establishment engaged in retail sales activities that is located in a stand-alone, single-tenant building larger than 20,000 square feet in size.

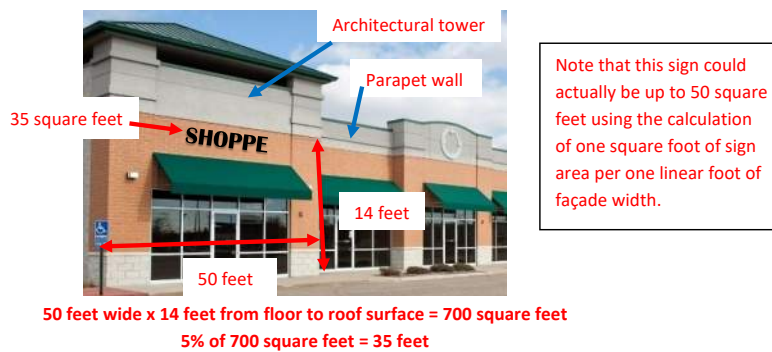
Example of measurement using 1 square foot of sign area per 1 linear foot of façade area:

Propose to add image:



Example of measurement using 5% of façade area—note that the roof surface is typically not the tallest point on the building due to the presence of parapet walls and architectural towers:

Propose to add image:



For shopping centers and similar multi-tenant buildings with individual entrances, wall sign area will be calculated independently for each distinct tenant space.

For multi-story buildings with tenants on upper floors that do not have individual entrances, an overall sign plan must be submitted for review prior to any sign permits being issued. The total amount of allowed wall signage will be calculated as described above for each story, but the property owner can determine how to divide this total sign area between the different tenants. Building design is encouraged to incorporate planned sign areas for each tenant.

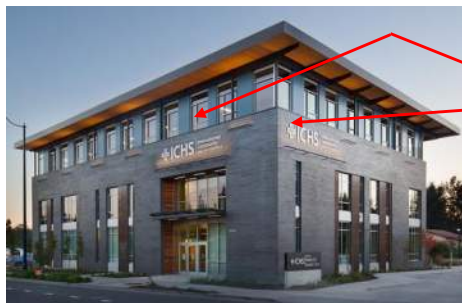
Propose to add this image:



Example of multi-story building with wall signage areas planned in advance for tenants

- Wall Signs on Secondary Façades:** For parcels with Each secondary façades that are architecturally finished with similar materials and details as the primary façade, the wall sign area and maximum size of any single wall sign will be the same as the primary façade. On the primary façade, the maximum may also have wall signage up to one square foot per building front linear foot, or 5% of the façade area, whichever is greater, up to the maximums listed for wall signs on the primary façade.

Propose to add this image:



A wall sign is allowed on the secondary façade because it is architecturally finished with similar materials and details as the primary façade

Secondary façade example

For multi-tenant buildings, only a business that is located on an endcap with a secondary façade that meets the standard described above may have a sign as described on the secondary façade.

Propose to add this image:

Only endcap tenant (“restaurant”) is allowed sign on this secondary façade.

Other tenants (“yogurt” and “nail”) are not.



Endcap example

3. ~~Wall Sign Vertical Dimension: Wall sign vertical dimension will be a maximum of 50% of the height of the first floor façade, or 10 feet, whichever is less. An additional two feet may be allowed for a logo figure, capital letter, or letter ascender or descender of a registered trademark.~~

Commented [YL33]: Propose to remove. The size is established by the 1 sf of sign area per linear foot of façade area already, and we have not administered it.

4.3. ~~Signs on Architectural Towers or Other Architectural Features: Wall signs are permitted on towers or other architectural features that are an integral part of the building’s aesthetic design and are not installed to obtain signage that is higher on the façade than otherwise would be allowed. For the amount and number of signs located on towers or other architectural features, see the Wall Signs’ section.~~

C. ~~Wall Signs for Multi-family and Group Living Facilities:~~

Commented [YL34]: Propose to remove so that we treat these uses the same as commercial and industrial ones.

SIZE OF FACILITY	MAXIMUM AREA
Up to 24 units or 48 beds	20 square feet
More than 24 units or 48 beds	32 square feet

D-C. ~~Public and Institutional Uses (schools, religious institutions, and similar): These use types are allowed walls signs of one-half square foot per building front foot for each street frontage, up to the maximums listed below:~~

Commented [YL35]: Propose to relocate content

PROPERTY SIZE	MAXIMUM AREA
< 1 acre	32 square feet
1 to 4.9 acres	48 square feet
≥ 5 acres	64 square feet

Propose to add this image:



Building frontage is 400 feet; campus is 5 acres

8.10.5.2 8.10.4.3 PROJECTING SIGNS

4. Projecting Signs:

One projecting sign is allowed per road frontage in lieu of wall signage.

- A. **Use Encouraged in Specified Areas:** The use of projecting signs is encouraged for wayfinding purposes in areas with a lot of pedestrian traffic, such as Downtown and in mixed-use developments.

Propose to add examples:



- B. **Height-Clearance:** Projecting signs may be installed over sidewalks, parking lots, driveways, and road areas; however, ~~All projecting signs must be installed with a~~ they must have a minimum clearance of 8 feet above the finished grade over pedestrian areas and 14 feet above grade over vehicular travel areas.
- C. **Location on Building:** Projecting signs must be installed below the roofline of the building, including the sign support structures.
- D. **Measurement:** The measurement of projecting signs includes the sign message area and backgrounds.

E. **Size:**

1. Where one land use encompasses an entire multi-story building, each projecting sign may have a sign message area up to one square foot of sign area is allowed per one foot of building height. Building height includes all stories (whether or not the business is only on the first floor) but stops at the roof surface area; it does not include parapets or architectural towers.

Commented [YL36]: Propose to set allowed sizes based on the scale of the building instead of road classifications because that seems to make more sense.



Each sign here is about 85 square feet. If installed today, each one would need to be about 18 square feet smaller.

2. For uses that encompass only the ground floor of a multi-story building, each projecting sign may be up to 16 square feet.



Projecting signs may be used in conjunction with wall signs. Projecting signs are permitted based on the functional classification of the adjacent road shown in this chart:

TYPE OF ROAD CORRIDOR	MAXIMUM AREA	MAXIMUM HEIGHT
Interstate Frontage	50 square feet	25 feet or building height, whichever is less

Type A Corridor	40 square feet	25 feet or building height, whichever is less
Types B and C Corridor	30 square feet	20 feet or building height, whichever is less
Type D Corridor	20 square feet	15 feet or building height, whichever is less

A vertical projecting sign (or projecting signs with a vertical element) that projects no more than three feet from the building face must have a maximum height of no greater than 40 feet, or the building height, whichever is less.

4. **In Residential Zoning Districts:**

A. Non-Residential Uses: Non-residential uses are permitted one wall sign of one-half square foot per building front foot up to a maximum of 64 square feet for each street frontage.

B. Multi-family and Group Living Facilities:

SIZE OF FACILITY	MAXIMUM AREA
Up to 24 units or 48 beds	20 square feet
More than 24 units or 48 beds	0 square feet

C. Public and Institutional Uses (schools, religious institutions, and similar): These use types are allowed walls signs of one-half square foot per building front foot for each street frontage, up to the maximums listed below:

PROPERTY SIZE	MAXIMUM AREA
< 1 acre	32 square feet
1 to 5 acres	48 square feet
≥ 5 acres	64 square feet

D. Live/Work Units: Each live/work unit in a building that is predominantly residential in character will be permitted one non-illuminated sign of no more than 6 square feet. Live/work units with storefronts and separate commercial entrances may have one square foot of wall sign per unit front foot, up to a maximum of 32 square feet on the commercial frontage.

8.10.4.4. **SIGNS ON AWNINGS AND CANOPIES**

A. Over Primary Entrance to Building: When a canopy or awning is located over the primary entrance into a building, the entire structure area may be used for a sign message and/or logo in lieu of a wall sign.



Commented [YL37]: Propose to remove the rest of this projecting signs section so that we are not distinguishing the size allowed based on the use of the building but rather the scale of the building.

Commented [YL38]: Propose to issue permits for these so we can review for compliance with standards.

If a wall sign is used in addition to the sign on the canopy or awning, the awning may only have a logo of up to four square feet.



B. Not Over Primary Entrance to Building: When an awning or canopy is located over a view glass window but not over a primary entrance to a building, up to 25% of the structure area may be used for a logo.

Propose to add these images.



When not located over a primary entrance to the building, a sign logo may be located on up to 25% of the structure area

C. Lighting: Propose to add images

1. Internal lighting of awnings is limited to the immediate message area of the sign.



2. Gooseneck lighting may be used to light awnings.



- 3. Canopies may have channel letters that are internally lit. The underside of the canopy structure also may be internally lit.



- D. **Structural Canopies:** Wall signs are permitted on gas station, car wash, and similar types of structural canopies. One sign is allowed per road frontage. The maximum size of each sign is one-half square foot per linear foot of canopy length. These canopy signs are in addition to any wall or freestanding signs for the associated business.

8.10.4.5. WINDOW SIGNS

- A. **Window signs:** Window signs that are painted on or affixed to the inside or outside of the glass are exempt from the requirement to obtain a sign permit. However, they must meet the following standards in order to be allowed.

- 1. **Size:** Each façade of the building may have window signs that total 25% of the window area on that façade.

Propose to add these images:



Commented [YL39]: Propose to relocate from exempt signage section so more topically organized. Substantive proposed changes include simplifying the section so that it is easier to measure in the field.

2. **Prohibited Sign Types:** This exemption is not intended to allow prohibited sign types, such as flashing signs or lights, to be placed inside a window in order to draw attention to the business.
3. **Spandrel Glass:** Window signs are not allowed to be placed on spandrel glass.
4. **Special Notice Placards:** Special notice placards of less than two square feet that indicate credit cards that are accepted on the premises or business affiliations such as Chamber of Commerce membership do not count towards the window sign allotment.

8.10.4.6. SIGNS ON LIGHT POLES

Downtown streets and mixed-use developments with a distinct town center may have a banner or pair of banners on light poles every 75 feet. Banners must be no more than 16 square feet and a minimum ratio of two-to-one (2:1) height to width, installed at a minimum height of 9 feet above grade, and no higher than 25 feet above grade. These are allowed on private light poles, and they also may be allowed on City-owned light poles with the approval of the Electric Department Director.

Propose to add image



Commented [YL40]: Propose to relocate content, limit this signage to certain types of land uses, and require review as permits are not currently required for this type of signage, and it is allowed on private light poles on any site over an acre.

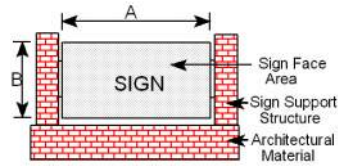
8.10.5.3 8.10.4.7 FREESTANDING SIGNS

A. General Standards

1. **Placement:**
 - All signs must conform to both the sight distance and the sight triangle standards (see the *Sight Obstruction* section of *Chapter 6: Community Design Standards*). No sign will be allowed to be located in such a way that it obstructs vision or sight distances at driveway entrances and exits or that poses a hazard to pedestrians.
 - Freestanding permanent signs must be located outside of utility easements, unless the utility provider grants an encroachment permit. In many cases, this will require a 10-foot setback. If a larger utility easement does not exist in the proposed sign location, freestanding permanent signs must be located at least 5 feet back from the right-of-way lines and property lines, except those along the interstate must be placed at least 10 feet back from the interstate right-of-way line.
2. **Sign Area Measurement:** The sign face area consists of the entire surface area of the sign on which copy could be placed. The supporting structure or bracing of a sign is not counted as part of the sign face area unless such structure or bracing is made a part of the sign's message.

Commented [YL41]: Propose to relocate content

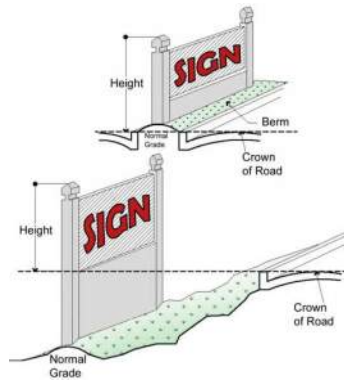
Commented [YL42]: Propose to relocate content and to simplify it



Sign Area = (A) x (B)

- Sign Height Measurement:** Sign height is measured from the base of the sign at normal grade to the highest point of the sign support structure, or sign face, whichever is higher. For the purposes of this subsection, "normal grade" means the newly established grade after construction, not including any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases where the normal grade is below the grade of the street to which the sign is oriented, sign height will be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the crown of the adjacent street as depicted in the following figure.

Commented [YL43]: Propose to relocate



- Properties with More than One Road Frontage:** If a use is located on more than one road, it can have one freestanding sign per road frontage provided that only one sign is located within 100 feet of the road intersection.

Commented [YL44]: Propose to relocate content and allow two signs only if at least one is 100 feet or more away from the intersection.

Propose to add image



One of these monument signs would be required to be located farther away from the intersection.

- Sign Categories for Road Corridors:** Some aspects of signs described below are controlled by the type of road on which the sign is located. The document entitled "Sign Categories for Road Corridors" and its

Commented [YL45]: Content propose to relocate

subsequent amendments are hereby adopted by reference. The Planning Commission may amend this document from time to time in order to assign sign categories to new roads, or roads that were inadvertently left off the list.

B. Sign Bases

Several types of freestanding sign bases are allowed.

1. Monument bases:

- If a monument base design is chosen, the sign must have a decorative base that is visually able to be distinguished from the sign copy area.

Commented [YL46]: Propose to add



- ~~Freestanding signs must be mounted on the ground or a monument structure. Monument bases must be equal to or greater than two-thirds the width of the sign copy area itself.~~

Commented [YL47]: Propose to require base to be same width of sign or larger

Propose to add images



- ~~Monument structures must be constructed of brick, stone, or stucco, materials that have the appearance of brick, stone, or stucco, or other durable architectural materials consistent with the design of the primary building on the site. (For example, if the building uses architectural metal, a base of architectural metal would be allowed.)~~ Monument bases must be constructed of one of the following materials:

- Brick, stone or stucco, or materials that have the appearance of brick, stone, or stucco;
- Architectural metal; or
- Split-face block if the base is 18 inches or less in height.

Concrete and smooth-face block are not allowed.



Brick veneer



Stone veneer



Stucco



Architectural metal



Split-face block with base less than 18 inches tall



Concrete



Smooth-face block

Two exceptions to this exist.

- Historic signs: Properties within the City's Historic Overlay District may be approved for alternative styles

as specified in the City's Historic Design Review Guidelines.

2. **Small post and panel signs:** Properties in any zoning district may choose to use a wood or painted metal sign of 20 square feet or less on posts of the same materials with an open area between them with no greater than 30 inches between the ground and bottom edge of the sign.

The sign posts must have architectural treatment, such as caps on top and inlays, and the sign panels must contain architectural detailing, such as through the choice of shape, etched lettering, or multiple segments.



3. **Large post and panel signs:** Properties in any zoning district may also choose to use a larger post and panel sign than described above, up to the maximum size and height allowed for their individual freestanding sign allotment, provided that masonry posts or columns are used.



4. **Small hanging signs:** Properties in any zoning district along a C or D Road Corridor also may choose to use a hanging freestanding sign that has metal or wooden posts. The sign may be up to half the allowed size and 100% of the allowed height for freestanding signs with monument bases. The sign posts and panels must be finished with architectural detailing through metalwork or wood such as shown in the below images.



5. **Large hanging signs:** Properties in any zoning district along an A or a B Road Corridor that are eligible for a project sign (see requirements below) or a subdivision sign may use a hanging sign design, provided that the posts or column are masonry. These signs may be up to half the allowed size for freestanding signs with monument bases. The sign message area may be up to 100% of the allowed height for freestanding signs with monument bases; the column may extend an additional 2 feet above the sign message area.



6. **Historic signs:** Properties within the City's Historic Overlay District may be approved for alternative styles as specified in the City's Historic Design Review Guidelines.

C. Landscaping of Freestanding Signs:

1. **Signs with monument sign bases:** Landscaping around freestanding signs with monument bases is encouraged. Choose low-growing plants for the area around your monument sign so that they do not obscure your message. The City's landscape architect can help you choose selections that complement your sign without hiding it.



These low-growing plants complement this traditional sign design.



These flowers, while beautiful, are starting to obscure the sign message area and should be trimmed back.

2. **All other types of freestanding signs:** Landscaping treatment is required around or underneath all other types of freestanding sign designs. The intent is to help bridge the visual space between the signs and the ground. Mature height and size should be taken into account so that the landscaping complements instead of obscures the sign. In-ground plantings or containers may be used.



In-ground planting



Combination of in-ground plantings and containers

C-2- Electronic Message Boards: Freestanding signs in the non-residential zoning districts are allowed to have an electronic message board (EMB), provided that the following standards are met:

4. The percentage of sign area that can be used for an EMB will be limited to 50% of freestanding, project, or directory signs; and 75% of signs for event venues such as theatres, auditoriums, stadiums, convention centers, and banquet halls.
2. Event venues (theaters, auditoriums, stadiums, etc.) may have an EMB on up to 75% of the sign area.

Propose to add this image:

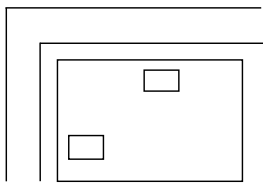


- 3. All other uses (retail, schools, religious institutions, etc.) may have an EMB on up to 50% of the sign area.

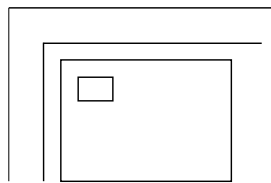


- 4. The message must ~~change~~ ~~no-not~~ ~~change~~ more frequently than every five minutes, and both the message itself and the transition to a new message must ~~include~~ ~~no-not~~ ~~include~~ scrolling, animation, nor other movement.
 - 5. All EMBs must have ambient light monitors to automatically adjust the sign's brightness level so as not to exceed 5,000 nits during daylight hours and 500 nits from dusk to dawn.
- D. Properties with More than One Road Frontage:** If a use is located on more than one road, it can have one freestanding sign per road frontage ~~provided that only one sign is located within 100 feet of the road intersection.~~

Propose to remove drawings



OK



OK



Not OK



One of these monument signs would be required to be located farther away from the intersection.

7. Freestanding Signs Allowed for Non-Residential Uses: In Non-Residential Zoning Districts:

- For Individual Uses Signs:** Each individual business site will be permitted one freestanding sign per street frontage, as shown in this chart:

TYPE OF ROAD CORRIDOR	MAXIMUM SIZE	MAXIMUM HEIGHT
Interstate Frontage ¹	164 square feet	24 feet
Type A Corridor	48 square feet	10 feet
Type B Corridor	40 square feet	10 feet
Type C Corridor	32 square feet	8 feet
Type D Corridor	24 square feet	6 feet

¹ Other requirements for interstate frontage signs:

- The property must have at least 200 feet of interstate frontage.
- Each interstate sign must be located at least 200 feet away from any other interstate frontage sign.
- Interstate frontage signs must be located at least 10 feet from the interstate right-of-way line.

Additionally, each property that does not qualify for an interstate frontage sign but that is located within 1,500 feet of the centerline of Interstate 77 with frontage on S.C. Highway 161, U.S. Highway 21 (N & S), S.C. Highway 122, Porter Road, or S.C. Highway 901 may double the size of its permitted individual freestanding sign and increase its height by 50%.

- ~~**For Multi-Tenant Sites:** Projects with four or more tenants or distinct uses that are part of a single building or site, or part of a unified development project are allowed the following types of signs:~~

Commented [YL48]: Propose to simplify (below)

- ~~• **Project Signs:** Project signs identify a multi-tenant or multi-building project such as a subdivision, office park, business park, or shopping center. Project signs identify the name of the overall development, versus the individual tenants or businesses. A project sign may be utilized at every public road or shared access drive entrance into a project, except those entrances where a directory sign is utilized. In lieu of a standard two-sided sign, two one-sided project signs may be approved on either side of a project entrance as part of an overall landscaped entry feature design. Project sign size and height are dictated by both project size and road classification as specified in the below table.~~
- ~~• **Directory Signs:** Directory signs are project signs that identify both the overall development and some or all of the individual entities within the development. Directory signs will be permitted as specified in the below table, with the following additional specifications:~~
- ~~• **Project Identification:** A minimum of 25% of the sign area must be used to identify the name and/or address of the overall development.~~

- Location and Number of Directory Signs: Directory Signs may be located at project entrances in lieu of a project sign; however, directory signs on the same road frontage for the same project must be a minimum of 300 feet apart.

3. Project and Directory Signs: Non-residential developments with four or more tenants or distinct uses are allowed to have one project or directory sign at every public road or shared access entrance, provided that they are spaced at least 300 feet apart from each other.

- Project signs identify the name of the overall development and not the individual tenants or businesses.

Propose to add these images:



- Directory signs identify both the overall development and some or all of the individual entities within the development. At least 20% of the sign area must be used to identify the name and/or address of the overall development.

Propose to add this image:



At least 20% of the sign area must identify the name and/or address of the overall development.

- Allowed Size and Height of Project and Directory Signs: The following height and size is allowed for project and directory signs.

SIGN TYPE	INTERSTATE		TYPE A		TYPE B		TYPE C		TYPE D	
	SIZE (square feet)	HEIGHT (feet)	SIZE (square feet)	HEIGHT (feet)	SIZE (square feet)	HEIGHT (feet)	SIZE (square feet)	HEIGHT (feet)	SIZE (square feet)	HEIGHT (feet)
<ul style="list-style-type: none"> Office/Business Park under 5 Acres Retail Center under 20K SF 	164	24	96	12	72	12	48	10	32	6
<ul style="list-style-type: none"> Office/Business Park 5.1-15 Acres Retail Center 20,001K - 100K SF 	196	30	112	16	88	12	64	10	40	8
<ul style="list-style-type: none"> Office/Business Park 15.1-50 Acres Retail Center 100,001K - 250K SF 	228	30	144	16	112	16	80	12	48	8

• Office/Business Park over 50 Acres	260	36	160	20	128	16	96	12	64	10
• Retail Center over 250K SF										

NOTE: For mixed-use project entrances, the size-applicable category will be determined by based on a general acreage and square footage assessment, aggregating the percentages of the minimum project size in each land use category. The total of the percentages must exceed 100%. For example, on a given project size, if the project has 75% of the required dwelling units and 40% of the required retail space, $75\% + 40\% = 115\% > 100\%$, which means it qualifies for that size.

Commented [YL49]: Propose to make easier to administer.

A. Freestanding Signs in Residential Zoning Districts: Each site is allowed to have one freestanding sign per street frontage as follows:

Commented [YL50]: Propose to remove the rest of this section and allow the road corridor categories to distinguish between sizes and heights instead of use types.

1. Project and Directory Signs: For project and directory signs, follow the specifications in the above chart.

2. Commercial and Industrial Uses:

PROPERTY SIZE	TYPE OF ROAD CORRIDOR	MAXIMUM SIGN AREA	MAXIMUM HEIGHT
< 1-acre	Type A, B, or C	24 square feet	8 feet
	Type D	16 square feet	6 feet
≥ 1-acre	Type A, B, or C	32 square feet	8 feet
	Type D	24 square feet	5 feet

3. Multi-family and Group Living Facilities:

SIZE OF FACILITY	TYPE OF ROAD CORRIDOR	MAXIMUM SIGN AREA	MAXIMUM HEIGHT
Up to 24 units or 48 beds	Interstate frontage ²	144 square feet	16 feet
	Type A, B, or C	16 square feet	8 feet
	Type D	16 square feet	6 feet
More than 24 units or 48 beds	Interstate frontage ²	144 square feet	16 feet
	Type A, B, or C	32 square feet	8 feet
	Type D	32 square feet	6 feet

² Other requirements for interstate frontage signs:

- The property must have at least 200 feet of interstate frontage.
- Each interstate sign must be located at least 200 feet away from any other interstate frontage sign.
- Interstate frontage signs must be located at least 10 feet from the interstate right-of-way line.

4. Public and Institutional Uses (schools, religious institutions, and similar uses):

SIZE OF FACILITY	TYPE OF ROAD CORRIDOR	MAXIMUM SIGN AREA	MAXIMUM HEIGHT
< 5 acres	Interstate frontage ²	144 square feet	16 feet
	Type A, B, or C	32 square feet	8 feet
	Type D	32 square feet	6 feet
≥ 5 acres	Interstate frontage ²	144 square feet	16 feet
	Type A, B, or C	48 square feet	8 feet
	Type D	48 square feet	6 feet

² Other requirements for interstate frontage signs:

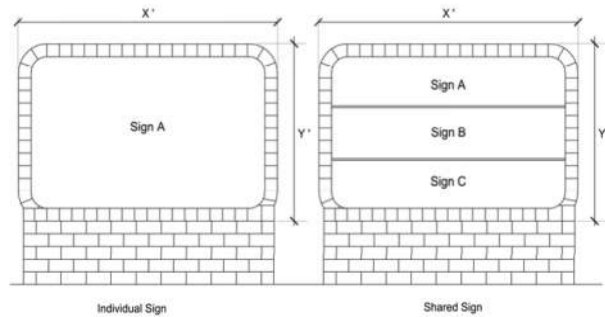
- The property must have at least 200 feet of interstate frontage.
- Each interstate sign must be located at least 200 feet away from any other interstate frontage sign.
- Interstate frontage signs must be located at least 10 feet from the interstate right-of-way line.

Note that uses in this category may utilize an Electronic Message Board, as permitted under the section called *Electronic Message Boards*, for up to 50% of the permitted sign area.

4. **Collocated Signs:**

Commented [YL51]: Propose to relocate content and clarified

- Non-residential uses with three or fewer tenants or distinct uses that are part of a single building or site, or are part of a unified development project, may each have individual freestanding signage according to section 8.10.4.7 (B)(1), provided that the signs are located no closer than 100 feet apart.
- In cases where the size of the site does not allow for that amount of distance between individual signs, the uses must instead share one freestanding sign per road frontage. This collocated sign cannot exceed the size and height maximums for one individual freestanding sign for the subject location.



4. **On-Site Directional Signage:** Signs indicating the location of a driveway, drive-through lane, or building entrances or exits are allowed and are exempt from permitting. They may not exceed 4 square feet. They may include business names and logos.

Commented [YL52]: Relocated content

5. **Menu Boards:** Menu boards that are designed to be read by those on the property, such as in a drive-through lane, are allowed and are exempt from permitting. They may not exceed 48 square feet and 8 feet in height. They may include business names and logos.

F. **Freestanding Signs for Residential Uses:**

1. **Subdivision name signs:** One subdivision name sign is allowed at each neighborhood entrance according to the below chart.

Propose to add images



SIGN TYPE	INTERSTATE		TYPE A		TYPE B		TYPE C		TYPE D	
	SIZE (square feet)	HEIGHT (feet)	SIZE (square feet)	HEIGHT (feet)	SIZE (square feet)	HEIGHT (feet)	SIZE (square feet)	HEIGHT (feet)	SIZE (square feet)	HEIGHT (feet)
• Residential 0-100 Units	164	24	96	12	72	12	48	10	32	6
• Residential 101-499 Units	196	30	112	16	88	12	64	10	40	8
• Residential 500-999 Units	228	30	144	16	112	16	80	12	48	8
• Residential 1,000 or More Units	260	36	160	20	128	16	96	12	64	10

a. **Multi-family signs:** One sign identifying the name of a multi-family development is allowed at each entrance.

Propose to add image



SIZE OF FACILITY	TYPE OF ROAD CORRIDOR	MAXIMUM SIGN AREA	MAXIMUM HEIGHT
Up to 24 units or 48 beds	Interstate frontage ¹	144 square feet	16 feet
	Type A, B, or C	16 square feet	8 feet
	Type D	16 square feet	6 feet
More than 24 units or 48 beds	Interstate frontage ¹	144 square feet	16 feet
	Type A, B, or C	32 square feet	8 feet
	Type D	32 square feet	6 feet

¹ Other requirements for interstate frontage signs:

- The property must have at least 200 feet of interstate frontage.
- Each interstate sign must be located at least 200 feet away from any other interstate frontage sign.
- Interstate frontage signs must be located at least 10 feet from the interstate right-of-way line.

4. SPECIAL TYPES OF PERMANENT SIGNS

Commented [YL53]: Propose to relocate content

~~**A. Signs on Architectural Towers or Other Architectural Features:** Wall signs are permitted on towers or other architectural features that are an integral part of the building's aesthetic design and are not installed to obtain signage that is higher on the façade than otherwise would be allowed. For the amount and number of signs located on towers or other architectural features, see the *Wall Signs* section.~~

~~**B. Structural Canopies:** Wall signs are permitted on gas station, car wash, and similar types of structural canopies. One sign is allowed per road frontage. The maximum size of each sign is one-half square foot per linear foot of canopy length. These canopy signs are in addition to any wall or freestanding signs for the associated business.~~

~~**C. Signs on ATMs (Automated Teller Machines):** Signage is allowed on ATMs in an amount that does not exceed one square foot per linear foot of the ATM.~~

Commented [YL54]: Propose to remove

~~**D. Kiosks:** Signage is allowed on kiosks in an amount that does not exceed one square foot per linear foot of the kiosk.~~

Commented [YL55]: Propose to remove

E. Neon Lighting, LED Light Strips, and Similar Technology on Signs:

- ~~1. Neon lighting, LED light strips, and similar lighting technology is allowed as part of a sign or sign face, provided that the light source is fully enclosed or diffused, and is at least six inches in height/width.~~
- ~~2. Additionally, within the Downtown Historic Overlay District, the Board of Historic Review may allow exposed neon lighting and other light technology that is designed to look like neon as part of a sign or a sign face if it determines that the use is in keeping with the historic context of the property in question.~~
- ~~3. City Council may also approve exposed neon lighting and other light technology that is designed to look like neon on signs in other parts of the Downtown zoning district. The intent is to allow these types of signs only in rare circumstances when an older building is being repurposed for a new use.~~

8.10.5 TEMPORARY SIGNS

A. Permit Requirements: ~~See the *Exempt Signs* section above for information about temporary signs that do not require a permit. The temporary signs listed in this section are allowed but do require a temporary sign permit unless specifically exempted below.~~

B. Appearance Standards:

1. Temporary signs must be repaired or replaced when ripped, shredded, or otherwise damaged or deteriorated beyond minor fading or customary minor wear.
2. Banners must be installed in a fashion so as to present a professional appearance held taut across the wall surface or between sturdy standards so as to maintain readability and avoid sagging and flapping in the wind.

C. Placement: ~~All temporary signs must be located such that they do not pose a hazard to pedestrians or motorists. They must be placed on the property where the land use is located. They cannot be placed on the roof of a building or other structure.~~

Commented [YL56]: Propose to relocate content

D. Sign Allowances: All land uses other than individual single-family residential lots may utilize the following temporary signs.

1. Grand Opening:

Types Allowed	Number Allowed	Size/Height Allowed	Time Allowed	Permit Required?
<ul style="list-style-type: none"> Banner Steamers or pennants Feather flags Inflatable sign Balloons 	<p>Five displays</p> <p>What counts as one display:</p> <ul style="list-style-type: none"> One banner 20 feet of streamers or pennants One feather flag One inflatable sign Each balloon or group of balloons 	<ul style="list-style-type: none"> Banner and feather flag: 32 square feet and 8 feet tall Inflatable sign: 60 square feet and 20 feet tall Balloons: 64 cubic feet per balloon display (4x4x 4) 	45 days surrounding grand opening	Yes; no cost

Examples:



Streamers



Pennants



Feather flags



Balloons



Inflatable sign

For businesses that are located in multi-tenant buildings or commercial centers, all displays except for the banner must be displayed immediately adjacent to the business's space or in the adjacent portion of the parking lot of the parcel.

For the purposes of this section, a change of ownership, of type of ownership, or of management does not constitute a new business.

2. **Any Circumstance** (such as to support daily operations or to promote special sales):

Types Allowed	Number Allowed	Size/Height Allowed	Time Allowed	Permit Required?
<ul style="list-style-type: none"> Banner Yard sign 	One total per road frontage	32 square feet and 8 feet tall	Six periods per calendar year of	Yes, prior to each period.

• Feather flag			up to two weeks each. Periods may run concurrently.	Cost is \$20 per permit.
• Sandwich board sign	One	6 square feet 4 feet tall	Daily during business hours	No

Examples:



Banner



Yard signs



Feather flag



Sandwich board signs



For multi-tenant properties, only one such sign is allowed to be oriented towards motorists per 300 linear feet of road frontage at one time.

Sandwich board signs must be placed within 30 feet of an entrance to the business in a location that does not obstruct exits or pose a hazard to pedestrians or obstruct the view of motorists.

3. **Permanent Signage Covers** (such as in the event of a business name or logo change):

Types Allowed	Number Allowed	Size/Height Allowed	Time Allowed	Permit Required?
Banner or similar sign covering	May be placed on every existing permanent sign	The covering must be the same size as the permanent sign	For up to 60 days after the City has issued zoning compliance approval for the business.	Yes; \$20

Example:



D. Regular Temporary Signs: Non-residential uses are allowed to have temporary signs outside of a grand opening event or a special event period according to the following:

4. **Size:** For each individual tenant in its own building, or for individual tenants with outside entrances in a multi-tenant building, one temporary banner or sign is permitted with a maximum size of 32 square feet.
5. **Height:** Freestanding banners or signs will have a maximum height of 6 feet.
6. **Number of Days:** Each individual business may be issued a permit for a temporary banner or sign for up to 90 days per calendar year. These days may run consecutively or be broken into no more than 10 separate display periods; however, a maximum of 30 days may be used at one time, with a waiting period of one week when the banner or sign is posted for 30 consecutive days. For the purposes of administering this yearly allotment, any documented use of a banner or sign without a permit will be considered to have been in effect for a minimum of seven days.
7. **Number Allowed:** Only one freestanding banner oriented towards motorists will be allowed per 300 linear feet of road frontage. If a business is located in a multi-tenant building or retail center and wishes to place a freestanding banner oriented towards motorists, but another business on the property already has one in place, the second business will only be allowed to place its banner along the wall of its tenant frontage.

E. Grand Opening Events: In addition to the above, a new business may utilize the following for a period not to exceed 45 total days. The business may choose to utilize the 45 total days within the time frame of up to 30 days prior to opening and up to 90 days after opening.

1. One temporary banner that may be ground-mounted or placed on a wall with a maximum size of 32 square feet, and if ground-mounted, a maximum height of 6 feet.
2. Streamers, pennants, flags, balloons, and similar exhibits that do not exceed five total displays. Each 20 feet of streamers and pennants counts as one display. Each inflatable of a non-balloon variety counts as one display. Each balloon or bouquet of balloons counts as one display, with a maximum of 64 cubic feet per balloon display (for example, one 64-cubic-foot balloon or 4x4x4 bouquet).

For businesses that are located in multi-tenant buildings or commercial centers, all displays except for the banner must be displayed immediately adjacent to the business's space or in the adjacent portion of the parking lot of the parcel.

This temporary sign allotment is independent from other permitted temporary sign allowances. The business may elect to begin utilizing temporary signage allowed under the section called *Temporary Banners or Signs for Individual Businesses*, immediately after terminating use of the banner that is allowed under this section.

For the purposes of this section, a change of ownership, of type of ownership, or of management does not constitute a new business.

No permit fee will be charged for the grand opening signage allowed under this section.

F. ~~Special Event Signage: For special events permitted under the Special Events section of this ordinance, one temporary banner may be permitted per street frontage of a special event site during the special event permit period, with a maximum size of 32 square feet for each sign.~~

Commented [YL57]: Propose to allow through #1 above

G. **Temporary Use of Banners in lieu of Permanent Signage:** In addition to the temporary signs described above, a banner may be used for up to 60 days while awaiting installation of permanent signage, to temporarily cover existing signage in the event of a business name or logo change, or similar circumstance, as follows:

1. The banner meets the sign area requirements of the sign it is designed to temporarily obscure or replace.
2. The banner is securely fastened to the wall or permanent sign structure to draw the banner material taut and prevent flapping.
3. ~~A permit for such use may be issued for up to 60 days after the City has issued zoning compliance approval for the business. As part of the permit application, the applicant must describe the details and intended date of installation of the permanent signage.~~

8.10.7 PROHIBITED SIGNS

The following signs are prohibited:

- A. **Flashing, Animated, or Moving Signs:** Flashing, animated, non-stationary, or rotating signs, or appurtenances to signs, including signs of this nature that are placed inside a building so as to be visible from the outside, or signs that are lighted in violation of the standards of the *Sign Lighting* section below.
- B. **Electronic Message Boards:** Electronic message boards (EMB) except as specifically permitted or exempted herein.
- C. **Simulation of Warning Lights:** Displays of intermittent lights resembling or seeming to resemble the flashing lights customarily associated with danger, such as are customarily used by police, school, fire or ambulance vehicles, or for navigation purposes.
- D. **Signs Obscuring Official Signage/Signals:** Signs located or illuminated to interfere with the effectiveness of or obscure an official traffic sign, device, or signal, such as by providing a background of colored lights blending with traffic signal lights or that might otherwise reasonably confuse a motorist when viewed from a normal approach position of a vehicle at a distance of up to 400 feet.
- E. **Signs Inside Sight Triangles:** Signs located in places that would conflict with required sight distance triangles or other standards of applicable traffic ordinances, including signs placed within public street rights-of-way and required sight triangles at street intersections.
- F. **Signs in the Public Right-of-Way:** Signs placed in public rights-of-way unless otherwise allowed and specifically permitted.
- G. **Roof Signs:** Signs that are not an integral part of the building design but fastened to and supported by (or on) the roof of a building, or projecting over or above the roof line or parapet wall of a building. This includes business signs and merchandise such as but not limited to boats and automobiles that are used as attention-attracting devices by placement on a roof by a business.

However, City Council may approve roof signs in the Downtown zoning district. The intent is to allow these types of signs only in rare circumstances when an older building is being repurposed for a new use.

- H. **Signs Attached to Trees or Utility Poles:** Signs, posters, placards, or other advertising material attached to trees, utility poles, or on other unapproved supporting structures outside of the public right-of-way.
- I. **Banners Inconsistent with Standards:** Banners, unless attached in accordance with the standards of this section to the façade of the business using them, to the face of an existing sign structure, or to temporary supports allowed for Temporary Signs. Placement of banners on or between buildings, utility poles, or otherwise outside of the allowed sign face is prohibited.
- J. **Obscene Materials:** Obscene pictures or other such advertising matter posted or exhibited on any structure or in any show window or other public place within the City.
- K. **Pole or Pylon-mounted Freestanding Signs:** Pylon or pole-mounted on-premise or off-premise freestanding signs.
- L. **Billboards:** New billboards in all areas.
- M. **Off-premise Advertising Signs:** All off-premise advertising signs not specifically permitted herein, including off-premise real estate signs.
- N. **Pennants, Streamers, Inflatable Devices, and Other Attention-Attracting Devices:** Individual or strings of pennants, streamers, flags, balloons and other inflatable devices, searchlights, or other attention-attracting devices, except as specifically permitted herein.
- O. **Use of Neon or Similar Materials as an Attention-Attracting Device:** The use of neon tubing, LED light strips, or other lighting technology that gives the appearance of neon to outline buildings, windows or parts of buildings, freestanding signs or other structures is a prohibited attention attracting device. ~~The use of certain neon and LED lighting elements are allowed under the *Special Types of Permanent Signs* section below.~~
- ~~P. **Internally Illuminated Awnings:** The overall internal illumination of awnings is prohibited; however, permitted sign messages on awnings may be internally illuminated as long as such illumination is limited to the immediate sign message area.~~
- Q. **P. Signs on Vehicles not Used in the Normal Course of Business:** Except as provided for in *Section 8.10.4(G)*, vehicles with signs in excess of 10 square feet per side parked so as to specifically function as a freestanding sign, specifically including vehicles with signs parked within 50 feet of a right-of-way line during business hours. Also specifically prohibited is the parking of vehicles with signs constructed and attached to the roof, truck bed, or other parts of the vehicle which are added to the customary body of the vehicle. This will not preclude the otherwise permitted overnight or weekend parking of regularly used marked company vehicles in parking lots.

LIGHTING SECTION

8.9.10 SHIELDING

- A. **Exterior:** Light fixtures in excess of 1,000 lumens must use full cut-off lenses or hoods to prevent glare or spillover from the project site onto adjacent lands and streets.
- B. **Canopies:** ~~No light source or lens in a canopy structure may extend downward farther than the lowest edge of the canopy ceiling, unless the fixture is of a full cut-off design. See section 8.10.4.4.~~
- C. **Awnings:** ~~Internally illuminated awnings or canopies used for building accents over doors, windows, etc., are prohibited (i.e., from underneath or behind the awning), except for awning or canopy signs. Internal lighting of awning or canopy signs must be limited to the immediate message area of the sign. See section 8.10.4.4.~~

8.10 SIGNAGE STANDARDS

This section establishes the standards for the design, location, and characteristics of signs that are permitted as principal or accessory uses.

8.10.1 PURPOSE

The purposes of these sign regulations are to:

- A. **Encourage Effective Communication:** Encourage the effective use of signs as a means of communication in the City;
- B. **Maintain a Pleasing Appearance:** Maintain and enhance the pleasing look of the City, which attracts major events of local, regional, and statewide interest;
- C. **Attract Business:** Preserve Rock Hill as a community that is attractive to business;
- D. **Improve Safety:** Improve pedestrian and traffic safety;
- E. **Minimize Adverse Effects:** Minimize the possible adverse effects of signs on nearby public and private property; and
- F. **Ensure Compatibility:** Ensure that signs in the community are compatible with the high-quality image that the City seeks and in which the City continuously invests.

8.10.2 GENERAL

- A. **Compliance Required:** All signs must comply with the relevant standards of this section. No sign shall be erected, repaired, altered, relocated, maintained, or displayed without first being issued a sign permit, unless exempted from permitting as specified below.
- B. **Conflict with Other Regulations:** Where other regulations affect the size, placement, amount, and type of signage, the more restrictive regulation will apply.
- C. **Sign Owner Responsibility:** All signs erected, used, or maintained must be the responsibility of the sign owner, who must hold the City harmless from all such damage arising and resulting from the construction, use, and maintenance of such signs.
- D. **Damage to Street Signs:** When existing street signs are damaged during construction or on-site activities, the owner/developer is required to replace or repair the street signs.
- E. **Nonconforming Signs:** Nonconforming signs are regulated under *Chapter 10: Nonconformities*.

8.10.3 SIGNS EXEMPT FROM PERMITTING REQUIREMENTS

The following types of signs are not required to obtain a sign permit prior to installation. However, if they are illuminated, an electrical permit is required. A few additional types of signs that are exempt from permitting are described in other sections.

- A. **Traffic Signs, Public Directional Signs, Public Banners, Historical Markers, Signs Required by Government:** Official traffic signs, publicly-erected directional signs, publicly-erected banners on light poles, electronic traffic message boards, historical markers, provisional warning signs or other sign structures when erected or specifically required or approved by the City or South Carolina Department of Transportation (SCDOT) within the highway right-of-way, and temporary signs indicating danger.
- B. **Political, Ideological, Religious, Social, or Governmental Message Signs:** Signs conveying political, ideological, religious, social, or governmental messages unrelated to the businesses or the goods or services connected with them, provided the signs do not exceed 32 square feet. Election signs must be removed within 30 days after the election or are subject to removal by the City.

- C. Flags:** Every property may have up to three flagpoles to display up to six total flags (two per pole) with non-commercial messages, such as flags or emblems of any nation, organization of nations, state, or city; or the flags or emblems of any fraternal, religious, or civic organization, provided that the following standards are met:
1. Flagpoles must be located outside of utility easements, unless the utility provider grants an encroachment permit. In many cases, this will require a 10-foot setback. If a larger utility easement does not exist in the proposed flagpole location, flagpoles must be located at least 5 feet back from the right-of-way lines and property lines.
 2. Flagpoles must not exceed these heights:
 - In residential zoning districts, flagpoles must not exceed 35 feet in height.
 - In non-residential zoning districts, flagpoles also must not exceed 35 feet in height, unless the primary building is taller, in which case the flagpoles must not exceed the height of the primary building or 60 feet, whichever is less.
 3. A flag's hoist side dimension must not exceed 20% of the height of the flagpole.

There is no limit on the number of national or state flags that can be flown on national or State holidays, respectively. Flags with commercial logos, messages, or statements are considered signs requiring permits and are not to be flown from flagpoles.

- C. Trespassing/Warning Signs:** Non-illuminated signs warning trespassers or announcing land as posted that meet the requirements below:

SIZE OF SUBJECT PARCEL	ALLOWED NUMBER OF SIGNS	MAXIMUM ALLOWED SIZE OF EACH SIGN	LOCATION RESTRICTIONS
More than one acre	Any number as long as size and location requirements are met	4 square feet	Each warning sign must be 100 linear feet away from another warning sign
One acre or less	4	1 square foot	No more than one sign is allowed to be placed along each property line, and each sign must be placed at the approximate center of each property line.

Signs notifying the public that the property is under police jurisdiction are exempt under section H. below.

- D. Public Health and Safety Signs:** Signs not exceeding 4 square feet (or 6 square feet in multi-building developments) that indicate restrooms or similar amenities, potable water supply, or other notices related to public health or safety.
- E. Signs on Property Offered for Sale or Lease:** Temporary signage on property offered for sale or lease may be posted until the property is transferred. One sign is allowed per road frontage provided that it is no larger than the following:
1. For individual single-family residential lots, 6 square feet and 4 feet in height;
 2. For multi-family complexes and entire residential subdivisions, 24 square feet and 6 feet in height;
 3. For non-residential sites of one acre or less, 24 square feet and 6 feet in height; and
 4. For non-residential sites over one acre, 32 square feet and 8 feet in height.



F. Signs on Property Under Construction: Temporary signage on property under construction may be posted until the project is complete. One sign is allowed for every major project contributor (for example, the contractor, the architect, and the lender) provided that it is no larger than the following:

1. For individual single-family residential lots, 6 square feet and 4 feet in height;
2. For multi-family complexes and entire residential subdivisions, 24 square feet and 6 feet in height;
3. For non-residential sites of one acre or less, 24 square feet and 6 feet in height; and
4. For non-residential sites over one acre, 32 square feet and 8 feet in height.



G. Mailboxes and Signs Identifying Private Residential Dwelling: Mailboxes and similarly located signs identifying a private residential dwelling.

H. Home Occupation Signs: A one-square-foot wall sign may be affixed adjacent to the entrance identifying a home occupation within.

I. Business Identification Signs: Signs with building or suite numbers and occupant names, provided they are less than 10 square feet and 3 feet tall if freestanding and are less than 6 square feet if placed on a wall.



- J. **Window signs:** See section 8.10.4.5.
- K. **On-Site Directional Signage:** See section 8.10.4.7.(E).
- L. **Menu Boards:** See section 8.10.4.7.(E).
- M. **Sandwich Boards:** See section: 8.10.5.
- N. **Murals:** Murals, provided that they do not include sign messages such as but not limited to business names, logos, or images of products or services provided on the property.
- O. **Temporary Signage Related to Major Tourism Events:** Temporary signage related to major tourism events and sponsors when authorized by City Council for placement on City-owned buildings and property.
- P. **Transit Advertising Signs:** Advertising signs on public transit vehicles and shelters to extent allowed by State law and authorized by City Council.
 - 5. Advertising signs on public transit vehicles such as but not limited to those operated by My Ride Rock Hill and York County Access.
 - 6. Advertising signs on public transit shelters to extent allowed by State law and authorized by City Council.



8.10.4 PERMANENT SIGNS

8.10.4.1 GENERAL

- A. **Permits Required:** All permanent signs are required to obtain a sign permit prior to installation, including for the replacement of sign faces, unless specifically exempted from permitting requirements through this ordinance. Additionally, all permanent signs that use electricity are required to obtain an electrical permit prior to installation.
- B. **Certificate of Appropriateness Required for Signs Within The Historic Overlay District:** All permanent signs located on property within the City's Historic Overlay District (HOD) must meet the standards of the City's Historic Design Review Manual in addition to those within this section of the Zoning Ordinance, and they must receive a Certificate of Appropriateness prior to installation.

Additionally, the Board of Historic Review may approve the continuation of nonconforming signs within the Historic Overlay District that otherwise would be required to be removed under the provisions of *Chapter 10: Nonconformities*, if the Board determines that the sign in question has historic value to the community.

See *Chapter 2: Administration* for more information about the Certificate of Appropriateness process.

- C. Creativity of Design:** Creative sign designs are encouraged. Many creative signs can fit within the intent of the Zoning Ordinance, so please feel free to make a creative suggestion for us to review. Here are a few examples:



D. Construction Standards for Permanent Signs:

1. All signs must comply with the provisions of the adopted Building Code and other applicable construction codes.
2. All permanent signs must be constructed of permanent materials and must be attached using permanent fasteners following customary professional sign practices. The use of banners, sign covers, and other temporary materials for permanent signage is prohibited, except as permitted herein.
3. All signs must be maintained in sound structural condition. This includes the replacement of broken faces or parts, replacement of bulbs to assure complete illumination as designed, securing of sign panels in their designed positions on a surface or in a cabinet or other structure, maintenance of a sign in its intended upright position, and painting of surfaces that have deteriorated beyond the state of customary minor wear or fading.
4. If a permanent sign that is conforming to the standards of this Ordinance is not used for 60 days or more, blank panels must be installed to conceal the internal components of the sign.
5. See *Chapter 10: Nonconformities*, for the circumstances that require a nonconforming sign to be

replaced.

E. Sign Lighting:

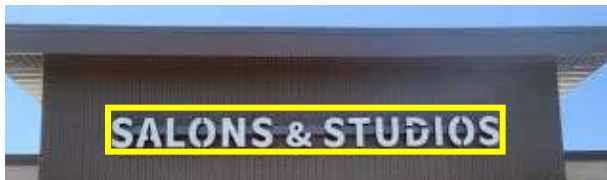
1. **General:** Permanent signs may be lit using spotlights, internal lights, back lights, electronic lighting, or general lighting, meeting the standards of this section.
2. **Glare:** Sign lighting and fixtures must be effectively aimed, located, shielded, and maintained to prevent beams or rays of light from being directed off-site and especially at the main-traveled way of the street and that are of such intensity or brilliance as to cause glare or to impair the vision of any driver of any motor vehicle, or which may otherwise interfere with any driver's operation of a motor vehicle or pose a hazard to traffic safety.
3. **Neon lighting, LED light strips, and similar lighting technology:** Neon lighting, LED light strips, and similar lighting technology is allowed in the following circumstances:
 - As part of a sign or sign face, provided that the light source is fully enclosed or diffused, and is at least six inches in height/width.
 - Within the Downtown Historic Overlay District, the Board of Historic Review may allow exposed neon lighting and other light technology that is designed to look like neon as part of a sign or a sign face if it determines that the use is in keeping with the historic context of the property in question.
 - City Council may also approve exposed neon lighting and other light technology that is designed to look like neon on signs in other parts of the Downtown zoning district. The intent is to allow these types of signs only in rare circumstances when an older building is being repurposed for a new use.

F. Variances: Applicants for permanent signs may apply to the Zoning Board of Appeals for a variance in sign face area size, height, or setbacks.

8.10.4.2 WALL SIGNS

A. General Standards:

1. **Measurement of Signs Using Channel Letters:** When channel letters are used and in other designs where the sign has no border or frame, the sign face area will be the area of the smallest square or rectangle that can encompass logical sections of words or images such as logos.



One rectangle would be drawn around "Salons and Studios" in this image.

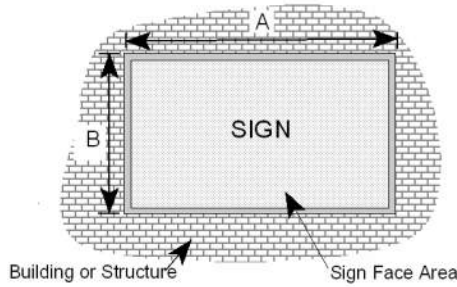


One rectangle would be drawn around "Murphy" and a second around "Veterinary Hospital."



One rectangle would be drawn around “Dunkin’ Donuts,” and another around the cup logo.

- Measurement of Signs With a Background:** When the sign message has a background that borders or frames that message, the sign face area will be the total area of the entire background.



$$\text{Sign Area} = (A) \times (B)$$

B. Wall Signs for All Use Types Except Public and Institutional:

- On the Primary Façade:** On the primary façade, the maximum wall sign face area is one square foot per building front linear foot, or 5% of the façade area (calculated by multiplying the width of the façade area by the height from floor to roof surface), whichever is greater, up to the maximums listed below:

USE TYPE	MAXIMUM AREA OF ANY SINGLE WALL SIGN ON FAÇADE	MAXIMUM AREA OF ALL WALL SIGNAGE ON FAÇADE
All except for large retail establishments	300 square feet	400 square feet
Large retail establishments ¹	400 square feet	500 square feet

¹ For the purposes of this section, a large retail establishment is defined as a single business establishment engaged in retail sales activities that is located in a stand-alone, single-tenant building larger than 20,000 square feet in size.

Example of measurement using 1 square foot of sign area per 1 linear foot of façade area:



50 feet wide = 50 square feet of sign area

Example of measurement using 5% of façade area—note that the roof surface is typically not the tallest point on the building due to the presence of parapet walls and architectural towers:

Propose to add image:



Note that this sign could actually be up to 50 square feet using the calculation of one square foot of sign area per one linear foot of façade width.

50 feet wide x 14 feet from floor to roof surface = 700 square feet
5% of 700 square feet = 35 square feet

For shopping centers and similar multi-tenant buildings with individual entrances, wall sign area will be calculated independently for each distinct tenant space.

For multi-story buildings with tenants on upper floors that do not have individual entrances, an overall sign plan must be submitted for review prior to any sign permits being issued. The total amount of allowed wall signage will be calculated as described above for each story, but the property owner can determine how to divide this total sign area between the different tenants. Building design is encouraged to incorporate planned sign areas for each tenant.



Example of multi-story building with wall signage areas planned in advance for tenants

2. **On Secondary Façades:** Each secondary façade that is architecturally finished with similar materials and details as the primary façade may also have wall signage up to one square foot per building front linear foot, or 5% of the façade area, whichever is greater, up to the maximums listed for wall signs on the primary façade.



A wall sign is allowed on the secondary façade because it is architecturally finished with similar materials and details as the primary façade

Secondary façade example

For multi-tenant buildings, only a business that is located on an endcap with a secondary façade that meets the standard described above may have a sign as described on the secondary façade.

Only endcap tenant (“restaurant”) is allowed sign on this secondary façade.

Other tenants (“yogurt” and “nail”) are not.



Endcap example

3. **Signs on Architectural Towers or Other Architectural Features:** Wall signs are permitted on towers or other architectural features that are an integral part of the building’s aesthetic design and are not installed to obtain signage that is higher on the façade than otherwise would be allowed.

- C. **Public and Institutional Uses** (schools, religious institutions, and similar): These use types are allowed walls signs of one-half square foot per building front foot for each street frontage, up to the maximums listed below:

PROPERTY SIZE	MAXIMUM AREA
< 1 acre	32 square feet
1 to 4.9 acres	48 square feet
≥ 5 acres	64 square feet



Building frontage is 400 feet; campus is 5 acres

8.10.4.3 PROJECTING SIGNS

One projecting sign is allowed per road frontage in lieu of wall signage.

- A. **Use Encouraged in Specified Areas:** The use of projecting signs is encouraged for wayfinding purposes in areas with a lot of pedestrian traffic, such as Downtown and in mixed-use developments.

Propose to add examples:



- B. **Clearance:** Projecting signs may be installed over sidewalks, parking lots, driveways, and road areas; however, they must have a minimum clearance of 8 feet above the finished grade over pedestrian areas and 14 feet above grade over vehicular travel areas.
- C. **Location on Building:** Projecting signs must be installed below the roofline of the building, including the sign support structures.
- D. **Measurement:** The measurement of projecting signs includes the sign message area and backgrounds.
- E. **Size:**
 1. Where one land use encompasses an entire multi-story building, each projecting sign may have a sign message area up to one square foot of sign area is allowed per one foot of building height. Building height includes all stories (whether or not the business is only on the first floor) but stops at the roof surface area; it does not include parapets or architectural towers.



Each sign here is about 85 square feet. If installed today, each one would need to be about 18 square feet smaller.

2. For uses that encompass only the ground floor of a multi-story building, each projecting sign may be up to 16 square feet.



8.10.4.4. SIGNS ON AWNINGS AND CANOPIES

- A. **Over Primary Entrance to Building:** When a canopy or awning is located over the primary entrance into a building, the entire structure area may be used for a sign message and/or logo in lieu of a wall sign.



If a wall sign is used in addition to the sign on the canopy or awning, the awning may only have a logo of up to four square feet.



B. Not Over Primary Entrance to Building: When an awning or canopy is located over a view glass window but not over a primary entrance to a building, up to 25% of the structure area may be used for a logo.



When not located over a primary entrance to the building, a sign logo may be located on up to 25% of the structure area

C. Lighting:

1. Internal lighting of awnings is limited to the immediate message area of the sign.



2. Gooseneck lighting may be used to light awnings.



3. Canopies may have channel letters that are internally lit. The underside of the canopy structure also may be internally lit.



- D. Structural Canopies:** Wall signs are permitted on gas station, car wash, and similar types of structural canopies. One sign is allowed per road frontage. The maximum size of each sign is one-half square foot per linear foot of canopy length. These canopy signs are in addition to any wall or freestanding signs for the associated business.

8.10.4.5. WINDOW SIGNS

- A. Window signs:** Window signs that are painted on or affixed to the inside or outside of the glass are exempt from the requirement to obtain a sign permit. However, they must meet the following standards in order to be allowed.
1. **Size:** Each façade of the building may have window signs that total 25% of the window area on that façade.



2. **Prohibited Sign Types:** This exemption is not intended to allow prohibited sign types, such as flashing signs or lights, to be placed inside a window in order to draw attention to the business.
3. **Spandrel Glass:** Window signs are not allowed to be placed on spandrel glass.
4. **Special Notice Placards:** Special notice placards of less than two square feet that indicate credit cards that are accepted on the premises or business affiliations such as Chamber of Commerce membership do not count towards the window sign allotment.

8.10.4.6. SIGNS ON LIGHT POLES

Downtown streets and mixed-use developments with a distinct town center may have a banner or pair of banners on light poles every 75 feet. Banners must be no more than 16 square feet and a minimum ratio of two-to-one (2:1) height to width, installed at a minimum height of 9 feet above grade, and no higher than 25 feet above grade. These are allowed on private light poles, and they also may be allowed on City-owned light poles with the approval of the Electric Department Director.



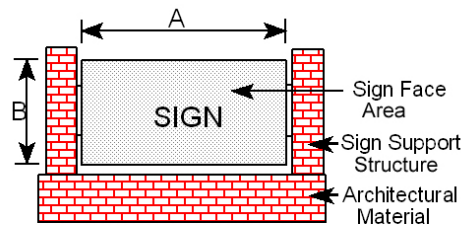
8.10.4.7. FREESTANDING SIGNS

A. General Standards

1. Placement:

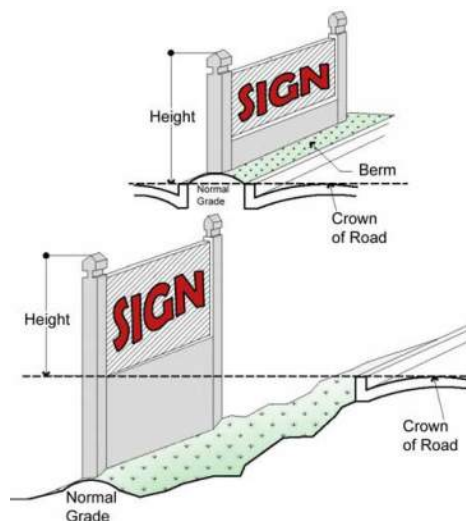
- All signs must conform to both the sight distance and the sight triangle standards (see the *Sight Obstruction* section of *Chapter 6: Community Design Standards*). No sign will be allowed to be located in such a way that it obstructs vision or sight distances at driveway entrances and exits or that poses a hazard to pedestrians.
- Freestanding permanent signs must be located outside of utility easements, unless the utility provider grants an encroachment permit. In many cases, this will require a 10-foot setback. If a larger utility easement does not exist in the proposed sign location, freestanding permanent signs must be located at least 5 feet back from the right-of-way lines and property lines, except those along the interstate must be placed at least 10 feet back from the interstate right-of-way line.

2. **Sign Area Measurement:** The sign face area consists of the entire surface area of the sign on which copy could be placed. The supporting structure or bracing of a sign is not counted as part of the sign face area unless such structure or bracing is made a part of the sign's message.



$$\text{Sign Area} = (A) \times (B)$$

3. **Sign Height Measurement:** Sign height is measured from the base of the sign at normal grade to the highest point of the sign support structure, or sign face, whichever is higher. For the purposes of this subsection, "normal grade" means the newly established grade after construction, not including any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases where the normal grade is below the grade of the street to which the sign is oriented, sign height will be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the crown of the adjacent street as depicted in the following figure.



4. **Properties with More than One Road Frontage:** If a use is located on more than one road, it can have one freestanding sign per road frontage provided that only one sign is located within 100 feet of the road intersection.



One of these monument signs would be required to be located farther away from the intersection.

5. **Sign Categories for Road Corridors:** Some aspects of signs described below are controlled by the type of road on which the sign is located. The document entitled "Sign Categories for Road Corridors" and its subsequent amendments are hereby adopted by reference. The Planning Commission may amend this document from time to time in order to assign sign categories to new roads, or roads that were inadvertently left off the list.

B. Sign Bases

Several types of freestanding sign bases are allowed.

1. **Monument bases:**

- If a monument base design is chosen, the sign must have a decorative base that is visually able to be distinguished from the sign copy area.





- Monument bases must be equal to or greater than the width of the sign copy area.



- Monument bases must be constructed of one of the following materials:
 - Brick, stone or stucco, or materials that have the appearance of brick, stone, or stucco;
 - Architectural metal; or
 - Split-face block if the base is 18 inches or less in height.

Concrete and smooth-face block are not allowed.



Brick veneer



Stone veneer



Stucco



Architectural metal



Split-face block with base less than 18 inches tall



Concrete



Smooth-face block

2. **Small post and panel signs:** Properties in any zoning district may choose to use a wood or painted metal sign of 20 square feet or less on posts of the same materials with an open area between them with no greater than 30 inches between the ground and bottom edge of the sign.

The sign posts must have architectural treatment, such as caps on top and inlays, and the sign panels must contain architectural detailing, such as through the choice of shape, etched lettering, or multiple

segments.



- 3. Large post and panel signs:** Properties in any zoning district may also choose to use a larger post and panel sign than described above, up to the maximum size and height allowed for their individual freestanding sign allotment, provided that masonry posts or columns are used.



- 4. Small hanging signs:** Properties in any zoning district along a C or D Road Corridor also may choose to use a hanging freestanding sign that has metal or wooden posts. The sign may be up to half the allowed size and 100% of the allowed height for freestanding signs with monument bases. The sign posts and panels must be finished with architectural detailing through metalwork or wood such as shown in the below images.

Wood detailing



Metal ornamentation



5. **Large hanging signs:** Properties in any zoning district along an A or a B Road Corridor that are eligible for a project sign (see requirements below) or a subdivision sign may use a hanging sign design, provided that the posts or column are masonry. These signs may be up to half the allowed size for freestanding signs with monument bases. The sign message area may be up to 100% of the allowed height for freestanding signs with monument bases; the column may extend an additional 2 feet above the sign message area.



Masonry columns

6. **Historic signs:** Properties within the City's Historic Overlay District may be approved for alternative styles as specified in the City's Historic Design Review Guidelines.

C. Landscaping of Freestanding Signs:

1. **Signs with monument sign bases:** Landscaping around freestanding signs with monument bases is encouraged. Choose low-growing plants for the area around your monument sign so that they do not obscure your message. The City's landscape architect can help you choose selections that complement your sign without hiding it.

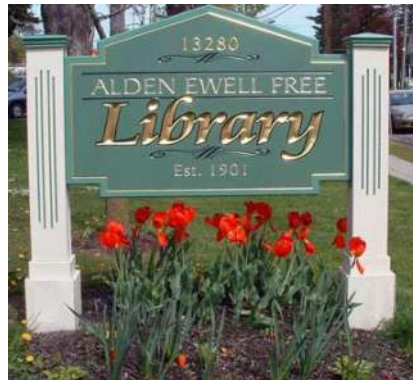


These low-growing plants complement this traditional sign design.



These flowers, while beautiful, are starting to obscure the sign message area and should be trimmed back.

2. **All other types of freestanding signs:** Landscaping treatment is required around or underneath all other types of freestanding sign designs. The intent is to help bridge the visual space between the signs and the ground. Mature height and size should be taken into account so that the landscaping complements instead of obscures the sign. In-ground plantings or containers may be used.



In-ground planting



Combination of in-ground plantings and containers

D. Electronic Message Boards: Freestanding signs in the non-residential zoning districts are allowed to have an electronic message board (EMB), provided that the following standards are met:

1. Event venues (theaters, auditoriums, stadiums, etc.) may have an EMB on up to 75% of the sign area.



2. All other uses (retail, schools, religious institutions, etc.) may have an EMB on up to 50% of the sign area.



3. The message must not change more frequently than every five minutes, and both the message itself and the transition to a new message must not include scrolling, animation, nor other movement.
4. All EMBs must have ambient light monitors to automatically adjust the sign's brightness level so as not to exceed 5,000 nits during daylight hours and 500 nits from dusk to dawn.

E. Freestanding Signs Allowed for Non-Residential Uses:

1. **Individual Signs:** Each individual business site will be permitted one freestanding sign per street frontage, as shown in this chart:

TYPE OF ROAD CORRIDOR	MAXIMUM SIZE	MAXIMUM HEIGHT
Interstate Frontage ¹	164 square feet	24 feet
Type A Corridor	48 square feet	10 feet
Type B Corridor	40 square feet	10 feet
Type C Corridor	32 square feet	8 feet
Type D Corridor	24 square feet	6 feet

¹ Other requirements for interstate frontage signs:

- The property must have at least 200 feet of interstate frontage.
- Each interstate sign must be located at least 200 feet away from any other interstate frontage sign.
- Interstate frontage signs must be located at least 10 feet from the interstate right-of-way line.

Additionally, each property that does not qualify for an interstate frontage sign but that is located within 1,500 feet of the centerline of Interstate 77 with frontage on S.C. Highway 161, U.S. Highway 21 (N & S), S.C. Highway 122, Porter Road, or S.C. Highway 901 may double the size of its permitted individual freestanding sign and increase its height by 50%.

2. **Project and Directory Signs:** Non-residential developments with four or more tenants or distinct uses are allowed to have one project or directory sign at every public road or shared access entrance, provided that they are spaced at least 300 feet apart from each other.
 - **Project signs** identify the name of the overall development and not the individual tenants or businesses.



- **Directory signs** identify both the overall development and some or all of the individual entities within the development. At least 20% of the sign area must be used to identify the name and/or address of the overall development.



At least 20% of the sign area must identify the name and/or address of the overall development.

- The following height and size is allowed for project and directory signs.

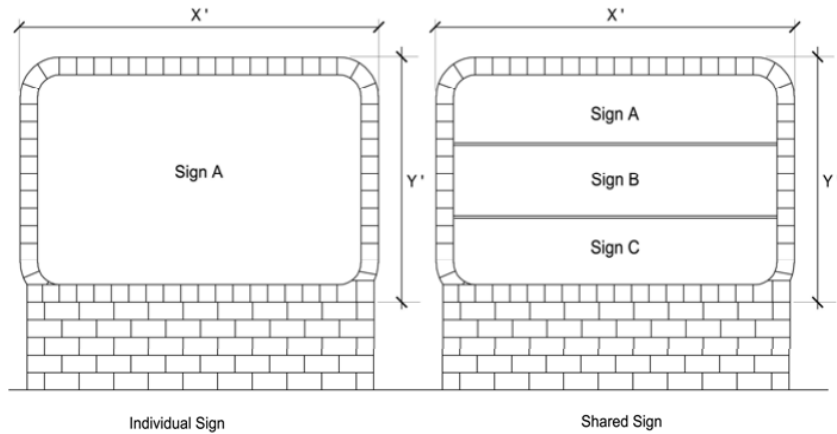
SIGN TYPE	INTERSTATE		TYPE A		TYPE B		TYPE C		TYPE D	
	SIZE (square feet)	HEIGHT (feet)	SIZE (square feet)	HEIGHT (feet)	SIZE (square feet)	HEIGHT (feet)	SIZE (square feet)	HEIGHT (feet)	SIZE (square feet)	HEIGHT (feet)
<ul style="list-style-type: none"> • Office/Business Park under 5 Acres • Retail Center under 20K SF 	164	24	96	12	72	12	48	10	32	6
<ul style="list-style-type: none"> • Office/Business Park 5.1-15 Acres • Retail Center 20,001 – 100K SF 	196	30	112	16	88	12	64	10	40	8
<ul style="list-style-type: none"> • Office/Business Park 15.1-50 Acres • Retail Center 101,001 – 250K SF 	228	30	144	16	112	16	80	12	48	8
<ul style="list-style-type: none"> • Office/Business Park over 50 Acres • Retail Center over 250K SF 	260	36	160	20	128	16	96	12	64	10

NOTE: For mixed-use project entrances, the applicable category will be determined based on a general acreage and square footage assessment.

3. Collocated Signs:

- Non-residential uses with three or fewer tenants or distinct uses that are part of a single building or site, or are part of a unified development project, may each have individual freestanding signage according to section 8.10.4.7 (B)(1), provided that the signs are located no closer than 100 feet apart.
- In cases where the size of the site does not allow for that amount of distance between individual signs, the uses must instead share one freestanding sign per road frontage. This collocated sign cannot exceed the size and height maximums for one individual freestanding sign for the subject

location.



4. **On-Site Directional Signage:** Signs indicating the location of a driveway, drive-through lane, or building entrances or exits are allowed and are exempt from permitting. They may not exceed 4 square feet. They may include business names and logos.
5. **Menu Boards:** Menu boards that are designed to be read by those on the property, such as in a drive-through lane, are allowed and are exempt from permitting. They may not exceed 48 square feet and 8 feet in height. They may include business names and logos.

F. Freestanding Signs Allowed for Residential Uses:

1. **Subdivision name signs:** One subdivision name sign is allowed at each neighborhood entrance according to the below chart.



SIGN TYPE	INTERSTATE		TYPE A		TYPE B		TYPE C		TYPE D	
	SIZE (square feet)	HEIGHT (feet)	SIZE (square feet)	HEIGHT (feet)	SIZE (square feet)	HEIGHT (feet)	SIZE (square feet)	HEIGHT (feet)	SIZE (square feet)	HEIGHT (feet)
• Residential 0-100 Units	164	24	96	12	72	12	48	10	32	6
• Residential 101-499 Units	196	30	112	16	88	12	64	10	40	8
• Residential 500-999 Units	228	30	144	16	112	16	80	12	48	8
• Residential 1,000 or More Units	260	36	160	20	128	16	96	12	64	10

2. **Multi-family signs:** One sign identifying the name of a multi-family development is allowed at each entrance.



SIZE OF FACILITY	TYPE OF ROAD CORRIDOR	MAXIMUM SIGN AREA	MAXIMUM HEIGHT
Up to 24 units or 48 beds	Interstate frontage ¹	144 square feet	16 feet
	Type A, B, or C	16 square feet	8 feet
	Type D	16 square feet	6 feet
More than 24 units or 48 beds	Interstate frontage ¹	144 square feet	16 feet
	Type A, B, or C	32 square feet	8 feet
	Type D	32 square feet	6 feet
¹ Other requirements for interstate frontage signs: <ul style="list-style-type: none"> • The property must have at least 200 feet of interstate frontage. • Each interstate sign must be located at least 200 feet away from any other interstate frontage sign. • Interstate frontage signs must be located at least 10 feet from the interstate right-of-way line. 			

8.10.5 TEMPORARY SIGNS

- A. Permit Requirements:** The temporary signs listed in this section are allowed but require a temporary sign permit unless specifically exempted below.
- B. Appearance Standards:**
- Temporary signs must be repaired or replaced when ripped, shredded, or otherwise damaged or deteriorated beyond minor fading or customary minor wear.
 - Banners must be installed in a fashion so as to present a professional appearance held taut across the wall surface or between sturdy standards so as to maintain readability and avoid sagging and flapping in the wind.
- C. Placement:** All temporary signs must be located such that they do not pose a hazard to pedestrians or motorists. They must be placed on the property where the land use is located. They cannot be placed on the roof of a building or other structure.
- D. Sign Allowances:** All land uses other than individual single-family residential lots may utilize the following temporary signs.
- Grand Opening:**

Types Allowed	Number Allowed	Size/Height Allowed	Time Allowed	Permit Required?
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<ul style="list-style-type: none"> • Banner • Steamers or pennants • Feather flags • Inflatable sign • Balloons 	<p>Five displays</p> <p>What counts as one display:</p> <ul style="list-style-type: none"> • One banner • 20 feet of streamers or pennants • One feather flag • One inflatable sign • Each balloon or group of balloons 	<ul style="list-style-type: none"> • Banner and feather flag: 32 square feet and 8 feet tall • Inflatable sign: 60 square feet and 20 feet tall • Balloons: 64 cubic feet per balloon display (4x4x 4) 	45 days surrounding grand opening	Yes; no cost
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Examples:



Streamers



Pennants



Feather flags



Balloons



Inflatable sign

For businesses that are located in multi-tenant buildings or commercial centers, all displays except for the banner must be displayed immediately adjacent to the business's space or in the adjacent portion of the parking lot of the parcel.

For the purposes of this section, a change of ownership, of type of ownership, or of management does not constitute a new business.

2. Any Circumstance (such as to support daily operations or to promote special sales):

Types Allowed	Number Allowed	Size/Height Allowed	Time Allowed	Permit Required?
<ul style="list-style-type: none"> • Banner • Yard sign • Feather flag 	One total per road frontage	32 square feet and 8 feet tall	Six periods per calendar year of up to two weeks each.	Yes, prior to each period. Cost is \$20 per permit.

			Periods may run concurrently.	
• Sandwich board sign	One	6 square feet 4 feet tall	Daily during business hours	No

Examples:



Banner



Yard signs



Feather flag



Sandwich board signs

For multi-tenant properties, only one such sign is allowed to be oriented towards motorists per 300 linear feet of road frontage at one time.

Sandwich board signs must be placed within 30 feet of an entrance to the business in a location that does not obstruct exits or pose a hazard to pedestrians or obstruct the view of motorists.

3. Permanent Signage Covers (such as in the event of a business name or logo change):

Types Allowed	Number Allowed	Size/Height Allowed	Time Allowed	Permit Required?
Banner or similar sign covering	May be placed on every existing permanent sign	The covering must be the same size as the permanent sign	For up to 60 days after the City has issued zoning compliance approval for the business.	Yes; \$20

Example:



8.10.7 PROHIBITED SIGNS

The following signs are prohibited:

- A. **Flashing, Animated, or Moving Signs:** Flashing, animated, non-stationary, or rotating signs, or appurtenances to signs, including signs of this nature that are placed inside a building so as to be visible from the outside, or signs that are lighted in violation of the standards of the *Sign Lighting* section.
- B. **Electronic Message Boards:** Electronic message boards (EMB) except as specifically permitted or exempted herein.
- C. **Simulation of Warning Lights:** Displays of intermittent lights resembling or seeming to resemble the flashing lights customarily associated with danger, such as are customarily used by police, school, fire or ambulance vehicles, or for navigation purposes.
- D. **Signs Obscuring Official Signage/Signals:** Signs located or illuminated to interfere with the effectiveness of or obscure an official traffic sign, device, or signal, such as by providing a background of colored lights blending with traffic signal lights or that might otherwise reasonably confuse a motorist when viewed from a normal approach position of a vehicle at a distance of up to 400 feet.
- E. **Signs Inside Sight Triangles:** Signs located in places that would conflict with required sight distance triangles or other standards of applicable traffic ordinances, including signs placed within public street rights-of-way and required sight triangles at street intersections.
- F. **Signs in the Public Right-of-Way:** Signs placed in public rights-of-way unless otherwise allowed and specifically permitted.
- G. **Roof Signs:** Signs that are not an integral part of the building design but fastened to and supported by (or on) the roof of a building, or projecting over or above the roof line or parapet wall of a building. This includes business signs and merchandise such as but not limited to boats and automobiles that are used as attention-attracting devices by placement on a roof by a business.

However, City Council may approve roof signs in the Downtown zoning district. The intent is to allow these types of signs only in rare circumstances when an older building is being repurposed for a new use.
- H. **Signs Attached to Trees or Utility Poles:** Signs, posters, placards, or other advertising material attached to trees, utility poles, or on other unapproved supporting structures outside of the public right-of-way.
- I. **Banners Inconsistent with Standards:** Banners, unless attached in accordance with the standards of this section to the façade of the business using them, to the face of an existing sign structure, or to temporary supports allowed for Temporary Signs. Placement of banners on or between buildings, utility poles, or otherwise outside of the allowed sign face is prohibited.
- J. **Obscene Materials:** Obscene pictures or other such advertising matter posted or exhibited on any structure or in any show window or other public place within the City.

- K. Pole or Pylon-mounted Freestanding Signs:** Pylon or pole-mounted on-premise or off-premise freestanding signs.
- L. Billboards:** New billboards in all areas.
- M. Off-premise Advertising Signs:** All off-premise advertising signs not specifically permitted herein, including off-premise real estate signs.
- N. Pennants, Streamers, Inflatable Devices, and Other Attention-Attracting Devices:** Individual or strings of pennants, streamers, flags, balloons and other inflatable devices, searchlights, or other attention-attracting devices, except as specifically permitted herein.
- O. Use of Neon or Similar Materials as an Attention-Attracting Device:** The use of neon tubing, LED light strips, or other lighting technology that gives the appearance of neon to outline buildings, windows or parts of buildings, freestanding signs or other structures is a prohibited attention attracting device.
- P. Signs on Vehicles not Used in the Normal Course of Business:** Except as provided for *in Section 8.10.4(G)*, vehicles with signs in excess of 10 square feet per side parked so as to specifically function as a freestanding sign, specifically including vehicles with signs parked within 50 feet of a right-of-way line during business hours. Also specifically prohibited is the parking of vehicles with signs constructed and attached to the roof, truck bed, or other parts of the vehicle which are added to the customary body of the vehicle. This will not preclude the otherwise permitted overnight or weekend parking of regularly used marked company vehicles in parking lots.

LIGHTING SECTION

8.9.10 SHIELDING

- A. Exterior:** Light fixtures in excess of 1,000 lumens must use full cut-off lenses or hoods to prevent glare or spillover from the project site onto adjacent lands and streets.
- B. Canopies:** See section 8.10.4.4.
- C. Awnings:** See section 8.10.4.4.

Project Name: The Power House at University Center

Applicant: The Sherbert Group (Tara Sherbert)

Request: The applicant is requesting flexibility for architectural accent lighting, extending beyond the roofline of the building, to light the existing smokestacks. The lights would also be able to change color for events such as ChristmasVille or Independence Day.

The City's zoning ordinance allows accent lighting on architectural features of a building; however, it prohibits upward-directed lighting that is visible above the roofline. This ordinance gives the Planning Commission the ability to consider alternative lighting design elements that are otherwise prohibited.

Zoning Ordinance Chapter 8, Section 8.9.10.D reads:

Architectural Accent Lighting: *Lighting used to accent architectural features, style of buildings, materials, colors, landscaping, flag poles, or art must be located, aimed and shielded so that light is directed only on those features, with the light source not visible. LED or neon strip lighting that is intended to outline a building, canopy, or parapet does not meet this standard and is prohibited. Furthermore, upward-directed architectural lighting must not be visible above the building roof line, and illumination values must not exceed 10 foot candles as measured at grade.*

Exception: *The Planning Commission may approve alternative lighting design elements that are otherwise prohibited in this section, such as illuminated awnings and LED/neon strip lighting, provided that they are part of an overall architectural design that would enhance the appearance of the building, and not intended only as an attention-seeking feature.*

Recommendation: The existing smokestacks are very unique architectural features that are not commonly found in most Cities. Furthermore, University Center is an urban development and major destination location for visitors to the City's sports and event center. Highlighting unique building features creates a "sense of place" and thus becomes an iconic symbol for University Center. Staff recommends approval of the proposed alternative lighting design as requested.

Attachments: Proposed lighting Plans

Staff Contact: Dennis Fields, Planner III
Dennis.Fields@CityofRockHill.com
803.329.5687

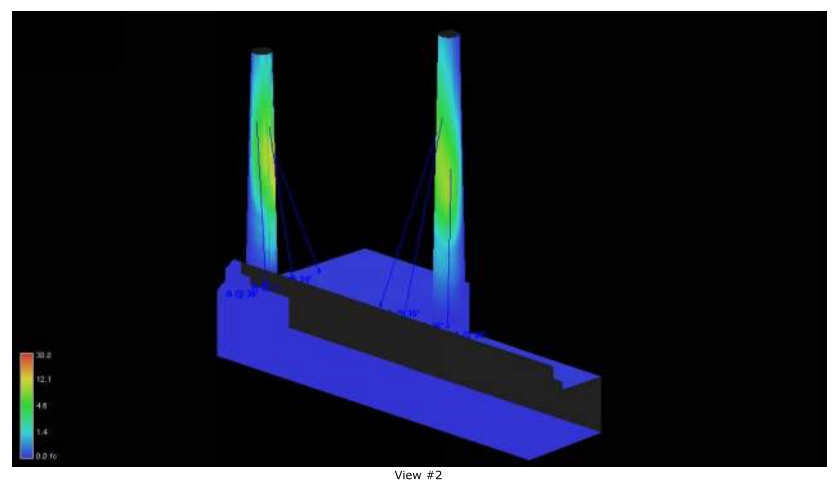
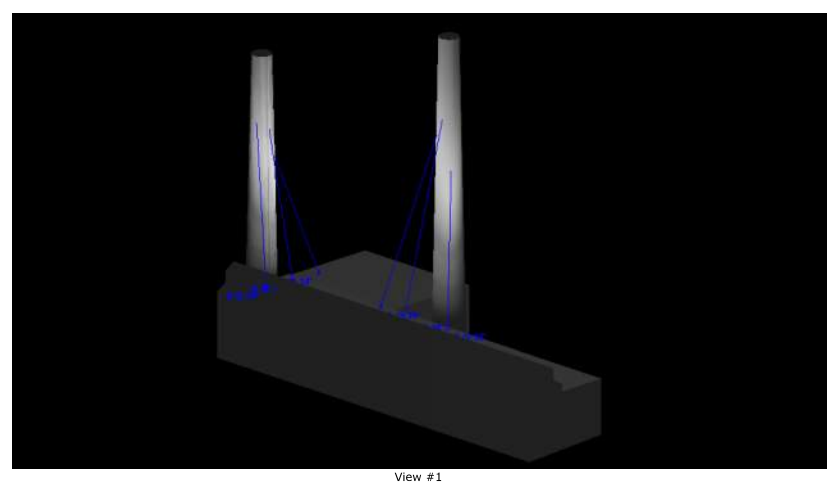
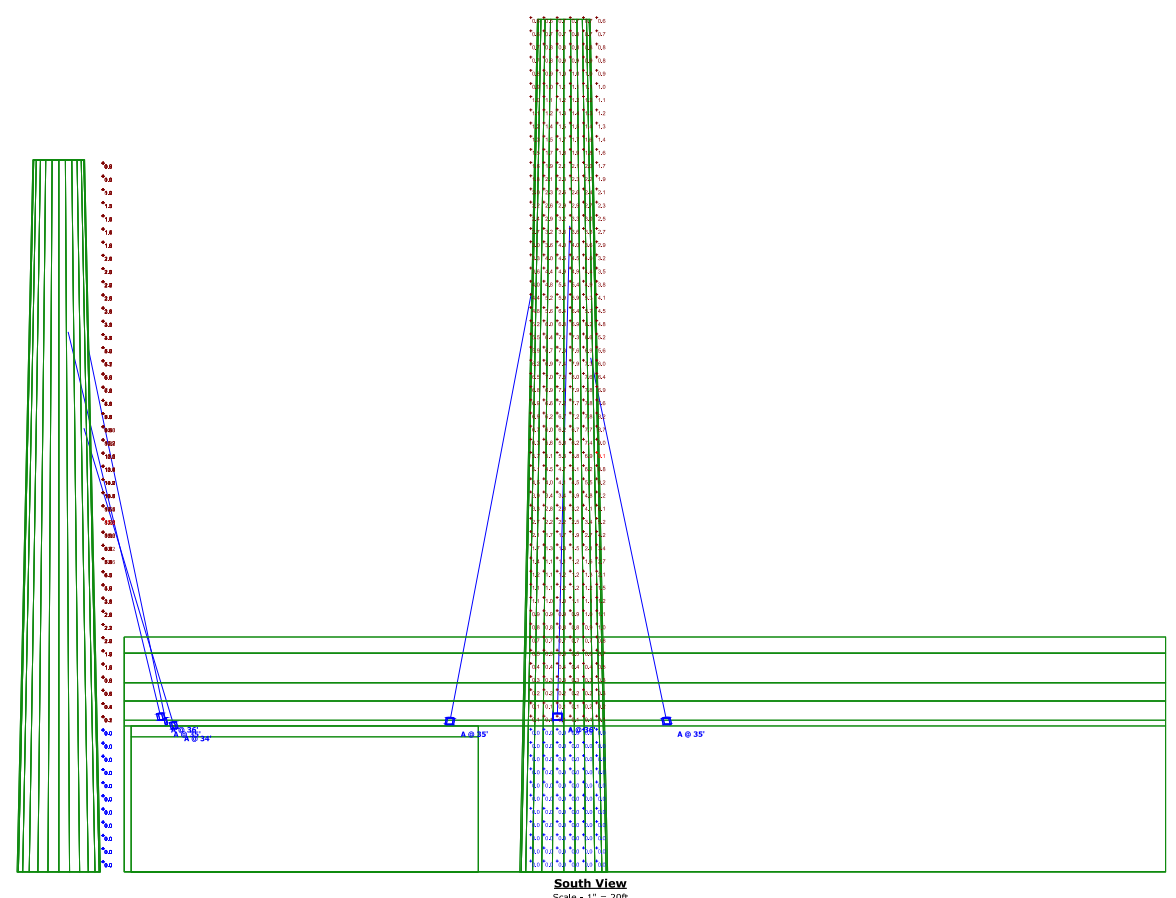
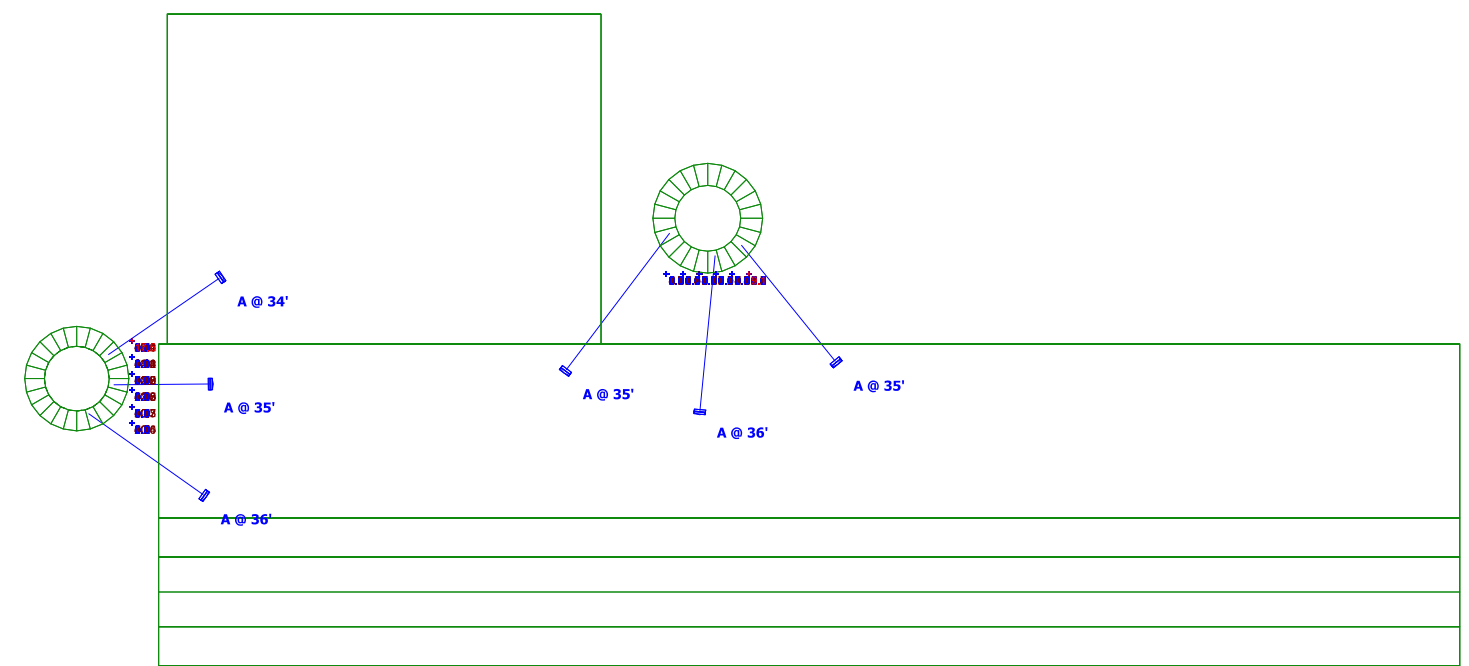
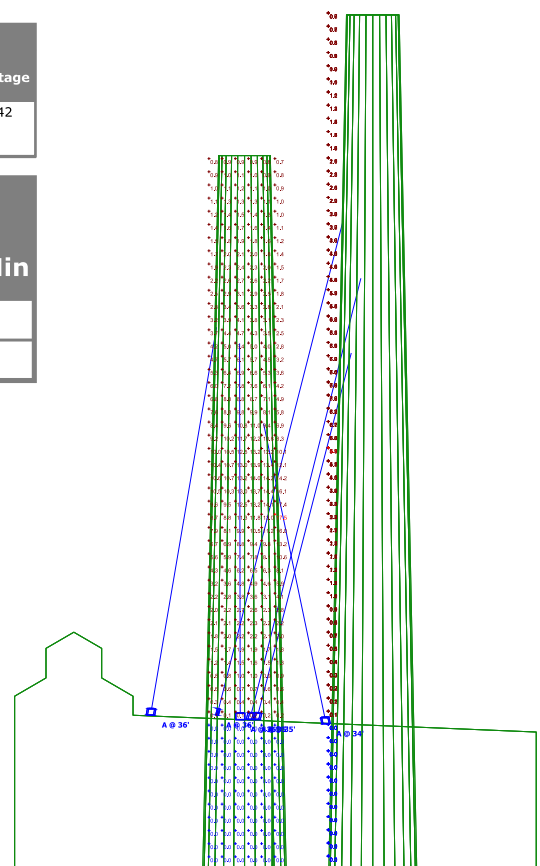
Symbol	Label	QTY	Manufacturer	Description	Filename	Lumens per Lamp	LLF	Wattage
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Statistics

Description	Symbol	Avg	Max	Min	Max/Min	Avg/Min
SMOKESTACK 1	+	3.9 fc	17.5 fc	0.0 fc	N/A	N/A
SMOKESTACK 2	+	2.5 fc	9.1 fc	0.0 fc	N/A	N/A

SPECIFICATION SHEET

ArcPad Xtreme™



DESIGNER'S NOTE:
THE ENGINEER AND/OR ARCHITECT MUST DETERMINE APPLICABILITY OF THE LAYOUT TO EXISTING / FUTURE FIELD CONDITIONS. THIS LIGHTING LAYOUT REPRESENTS ILLUMINATION LEVELS CALCULATED FROM LABORATORY DATA TAKEN UNDER CONTROLLED CONDITIONS IN ACCORDANCE WITH ILLUMINATING ENGINEERING SOCIETY (IESNA) APPROVED METHODS. ADDITIONALLY, THE PREPARER USED INFORMATION PROVIDED BY THE CUSTOMER. IF/WHEN SUFFICIENT INFORMATION WAS NOT PROVIDED, PREPARER USED EDUCATED ASSUMPTIONS. ACTUAL PERFORMANCE OF ANY MANUFACTURER'S LUMINAIRE(S) MAY VARY DUE TO VARIATION IN ELECTRICAL VOLTAGE, TOLERANCE IN LAMPS, AND OTHER FIELD CONDITIONS NOT ACCOUNTED FOR IN THIS PHOTOMETRIC ANALYSIS.

THESE LIGHTING CALCULATIONS ARE NOT A SUBSTITUTE FOR INDEPENDENT ENGINEERING ANALYSIS OF LIGHTING SYSTEM SUITABILITY AND SAFETY. THE ENGINEER AND/OR ARCHITECT IS RESPONSIBLE TO REVIEW FOR ENERGY CODE AND RELEVANT LIGHTING QUALITY COMPLIANCE.

Symbol	Label	QTY	Manufacturer	Description	Filename	Lumens per Lamp	LLF	Wattage
	A	6	Anolis	ArcPad Xtreme RGBW 10dg	ArcPad_Xtreme_RGBW_10dg.lxs	109	0.9	242

Description	Symbol	Avg	Max	Min	Max/Min	Avg/Min
SMOKESTACK 1	+	0.8 fc	5.9 fc	0.0 fc	N/A	N/A
SMOKESTACK 1-BACK	+	1.6 fc	6.3 fc	0.0 fc	N/A	N/A
SMOKESTACK 2	+	0.6 fc	4.0 fc	0.0 fc	N/A	N/A
SMOKESTACK 2 - BACK	+	1.2 fc	5.1 fc	0.0 fc	N/A	N/A

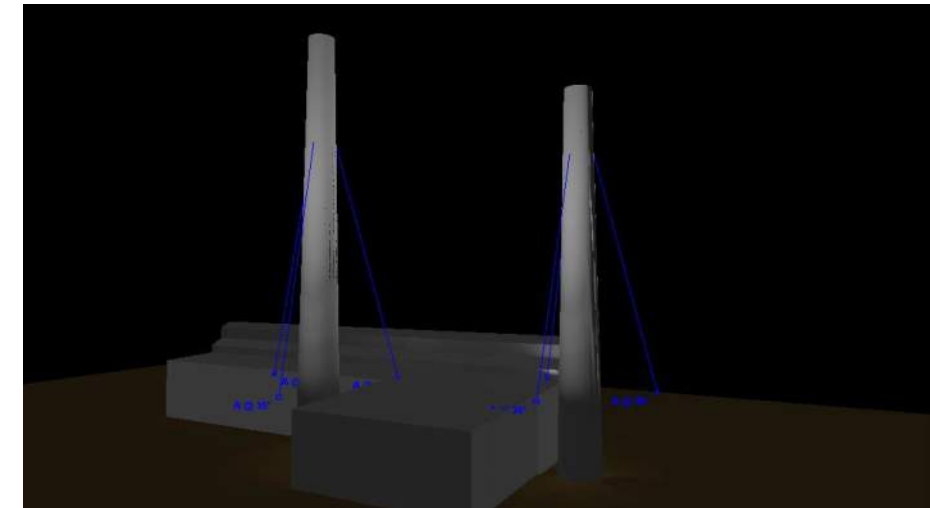
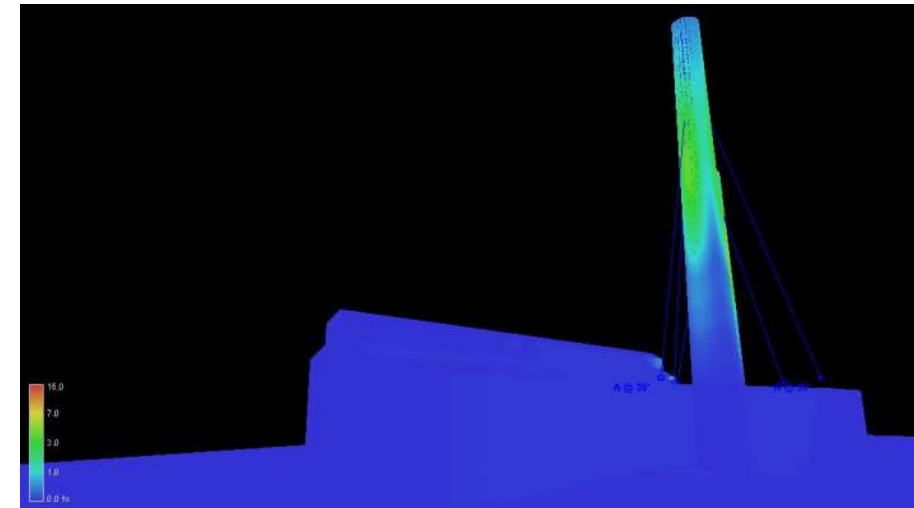
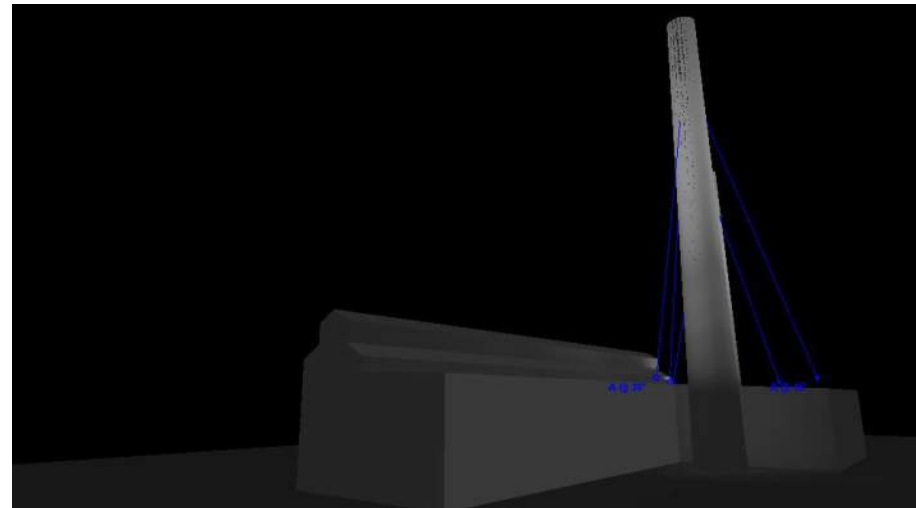
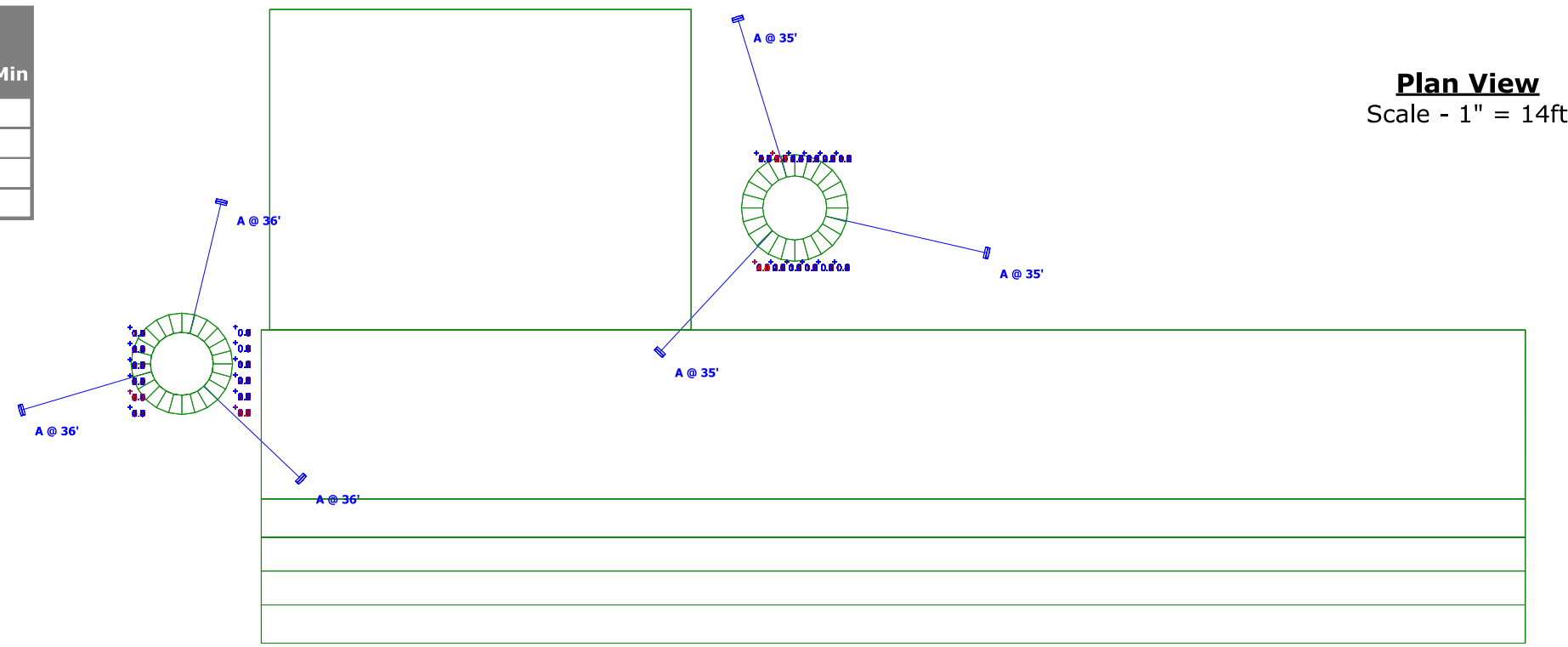
SPECIFICATION SHEET

ArcPad Xtreme™

Client: _____
 Project: _____
 Specifier: _____
 Type: _____

FEATURES:

- Max Output: 100,000 Lumens (277W)
- Beam Spread: 100°
- Light Source: LED Chip Power (277W)
- Enhanced Lens: 2000hrs @ 40°
- Protected LED Chip: 17,000 hrs
- Custom 3000K Color
- Heating Cool Down: 10min cool
- IP Rating: IP67 (IP68 available)
- Operating Ambient Temp: 20°C(-4°F) - 40°C(104°F)
- Controller: DALI / 0-10V / 0-10V Dim
- 5 Year Warranty



DESIGNER'S NOTE:
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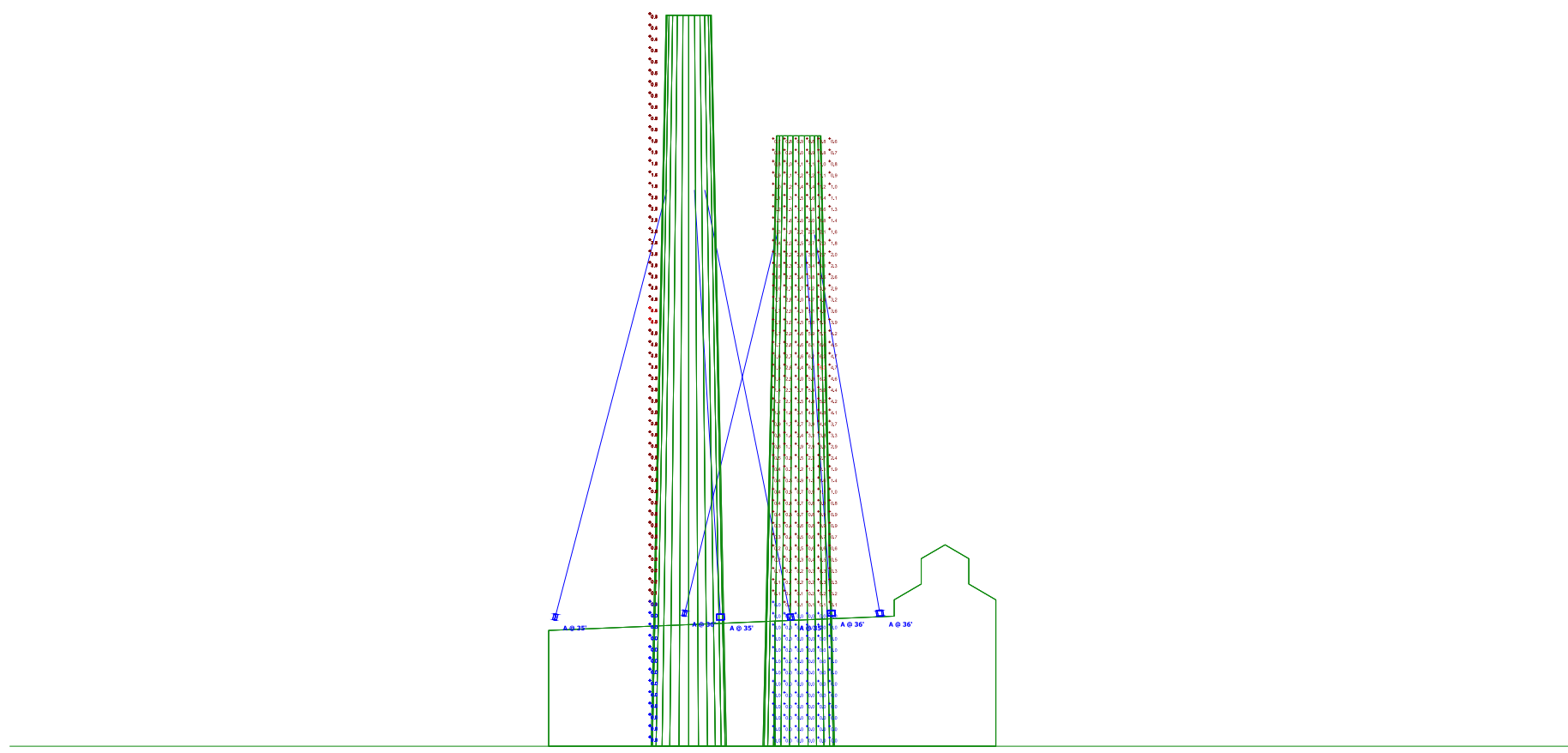
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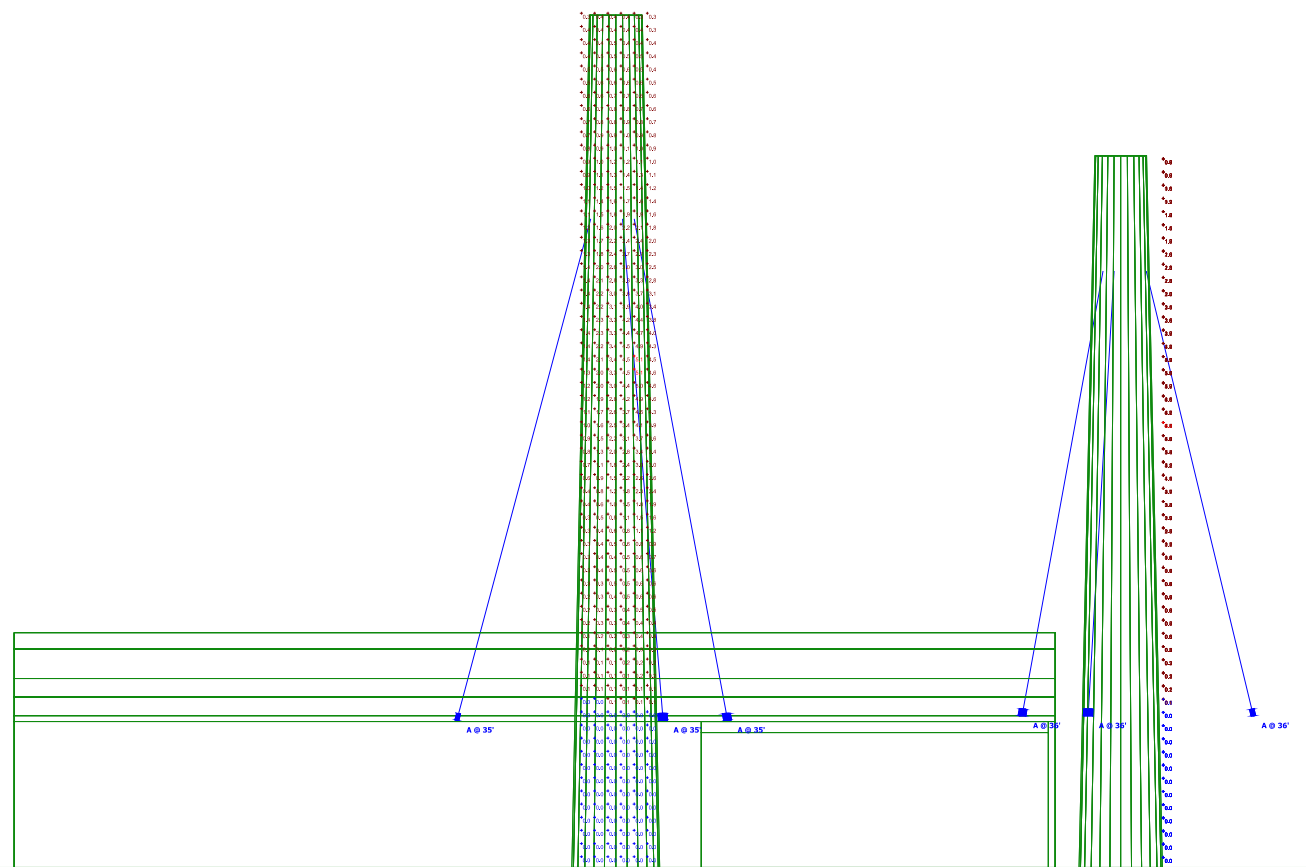
ROCKHILL POWERHOUSE SMOKESTACK

Designer: James G. Murphy
 Date: 4/5/2021
 Scale: Not to scale
 Drawing No.: REV-2
 Summary

BACK



West View
Scale - 1" = 20ft



North View
Scale - 1" = 20ft

Symbol	Label	QTY	Manufacturer	Description	Filename	Lumens per Lamp	LLF	Wattage
	A	6	Anolis	ArcPad Xtreme RGBW 10dg	ArcPad_Xtreme_RGBW_10dg.lxs	109	0.9	242

Description	Symbol	Avg	Max	Min	Max/Min	Avg/Min
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SMOKESTACK 1-BACK	+	1.6 fc	6.3 fc	0.0 fc	N/A	N/A
SMOKESTACK 2	+	0.6 fc	4.0 fc	0.0 fc	N/A	N/A
SMOKESTACK 2 - BACK	+	1.2 fc	5.1 fc	0.0 fc	N/A	N/A

SPECIFICATION SHEET

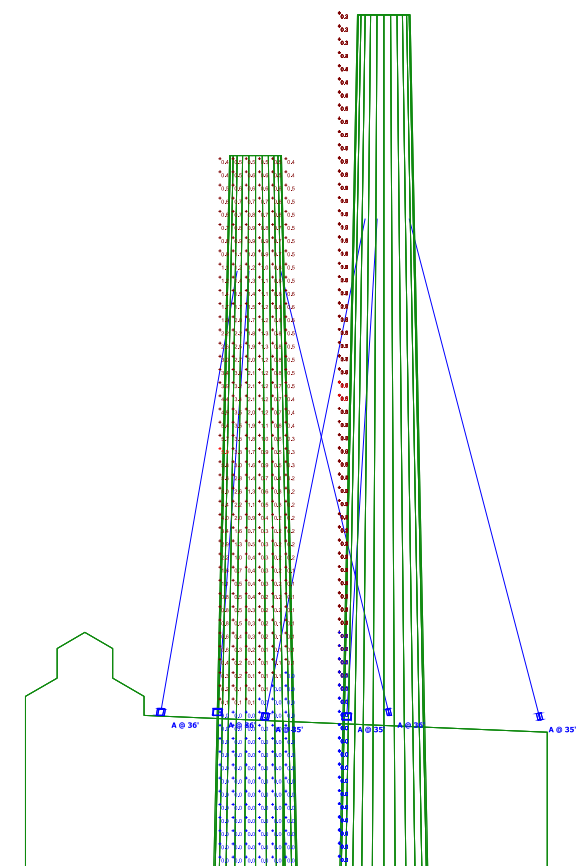
ArcPad Xtreme™

Client: _____
 Project: _____
 Specifier: _____
 Type: _____ Qty: _____

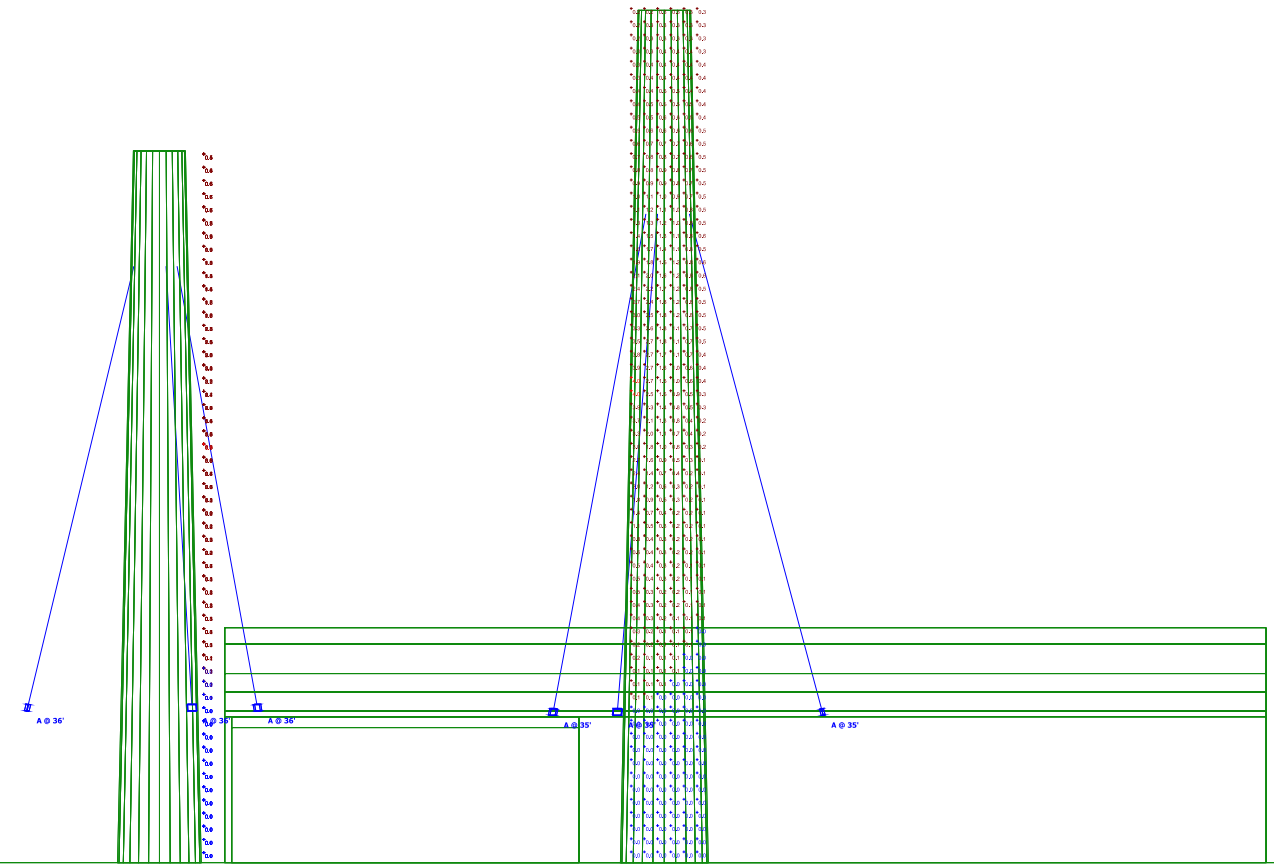
FEATURES:

- Input Voltage: 100-240VAC 50/60Hz (Equivalent 277V)
- Power consumption: 500W
- Light Source: 100 x High Power LED's
- Optimized Lenses: ZENITH™ CP 44°
- Proprietary LED Life: 75,000 hrs
- Control: DMX Controller
- Mounting: Cast Aluminum - Black/White
- Hanging Method: Spring
- IP Rating: IP67 (IP64 version also)
- Operating Ambient Temp: -20°C(-4°F) to 40°C(104°F)
- Construction: ETL / ETL, UL, RAIN
- 5 Year Warranty

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East View
Scale - 1" = 20ft



South View
Scale - 1" = 20ft

DESIGNER'S NOTE:
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