

Article IX: Signs

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- (j) Ground Mounted or Monument sign. A freestanding sign permanently affixed to an elevated base or planter.
- (k) Illuminated sign. A sign designed to give forth artificial light or to reflect artificial light from a source incorporated in or associated with such sign.
- (l) Imitation traffic devices or signal sign. A sign which is of such size, location, movement, content, coloring or of a manner of illumination which could be confused with or construed to be traffic control devices or which hide from view any traffic or street signal or which obstruct the view in any direction from a street intersection.
- (m) Imitation traffic sign. A sign which imitates official traffic signs or signals or which contain the words "stop", "go", "danger", "slow", "caution", "warning", or similar words in such a fashion as to imitate official traffic signs or signals.
- (n) Incidental sign. A sign that provides information or direction to on site locations such as, but not limited to, restrooms, loading areas, parking lot exits, and the like.
- (o) Nonconforming sign. Any sign which has a valid permit, was erected or displayed prior to the effective date of this Ordinance or any subsequent amendment hereto and does not conform with this Article or any subsequent amendments thereto, or the sign restrictions which preceded this Article.
- (p) Off-premise sign. A sign which directs attention to a business, commodity, service or event which is conducted, sold or offered at a location other than the premises on which the sign is located.
- (q) On-premise sign. A sign that directs attention to a business, commodity, service or event that is conducted, sold or offered on the premises on which the sign is located.
- (r) Portable sign. A sign that usually rests on the ground on wheels or metal legs, and may be temporarily anchored by weights and/or cables attached to stakes driven into the ground.
- (s) Projecting sign. A building mounted sign attached to and projecting from the wall or face of a building.
- (t) Real Estate (Project Identification) sign. A temporary sign advertising the real property upon which the sign is located for rent or lease or sale, or advertising the business or businesses to be located on the premises, the architect, contractor, developer, finance organization, subcontractor or material vendor upon which property such individual is furnishing labor, services or material.
- (u) Roof sign. A sign erected over or on, and wholly or partially dependent upon, the roof of any building for support, or attached to the roof in any way.
- (v) Sandwich or Tent sign. A portable, freestanding sign which folds out to form an inverted "V" on the pavement or surface on which it is placed.
- (w) Sign in Disrepair. Any sign that contains damaged or defective parts, or otherwise presents an unsightly appearance due to lack of maintenance.

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- (x) Sign, In Marshes. Signs erected or displayed in a marsh area or on land subject to periodic inundation by tidal action.
- (y) Snipe sign. A sign that is pasted or attached to a utility pole, tree, fence or other signs.
- (z) Temporary sign. Signs that are not permanently attached to a building, other structures or the ground, intended to be erected or displayed for a limited period of time as specified in Table G of this Article.
- (aa) Vehicle sign. A permanent or temporary sign affixed, painted on, or placed in or upon any parked vehicle, parked trailer or other parked device capable of being towed, which is displayed in public view under such circumstances as to the location on the premises, time of day, duration, availability of other parking spaces on the premises, and the proximity of the vehicle to the area on the premises where it is loaded, unloaded or otherwise carries out its principal function, which circumstances indicate that the primary purpose of said display is to attract the attention of the public rather than to serve the business of the owner thereof in the manner which is customary for said vehicle.
- (bb) Wall sign. A building mounted sign attached to, painted on, inscribed, or deriving its major support from a wall, and which projects less than twelve (12) inches from the wall. A façade sign.
- (cc) Window sign. A sign painted, stenciled, or affixed on or inside a window, which is visible from a public right of way or public access.



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Section 9.6 **Signs Permitted or Prohibited**

§9.6.1 Permitted Signs.

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Only those signs listed in the Tables A-E of this Article shall be permitted. Sign types not listed in a table for a specific zoning district shall not be permitted within that district. Temporary signs, for commercial and noncommercial operations, may be permitted provided they comply with the maximum size, number and height listed as requirements for each Zoning District and are removed within thirty (30) days of permit approval.

§9.6.2 Prohibited Signs.

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The following signs shall not be permitted within the Town of McClellanville:

- (a) Flashing signs;
- (b) Banner sign, except for promotion of community events;
- (c) Signs imitating traffic devices (Signals);
- (d) Signs imitating traffic signs;
- (e) Signs in marshes;
- (f) Signs in Rights-of Way, except those permitted signs that have approved encroachment permits;
- (g) Snipe or other similar signs;
- (h) Signs on parked vehicles;
- (i) Off-Premises signs, except directional signs in compliance with the provisions of Table F and, with permission of a property owner or one temporary real estate sign directing prospective buyers to properties on dirt or dead end roads within the village. No such signs shall be permitted on any town property, whether owned or leased.
- (j) Portable signs (not permanently affixed to the ground or structure)
- (k) Electronic message boards and/or changeable copy signs unless integrated within a permanent sign structure that contains permanent lettering.
- (l) Signs attached to a single stake or picket that are posted in the ground without any foundation or means of permanent support, except temporary real estate or political signs.
- (m) Signs emitting a sound, odor, or visible matter such as smoke or vapor.
- (n) Roof signs.
- (o) Abandoned signs or signs in disrepair,
- (p) Any sign exhibiting statements, words or picture of obscene or pornographic subjects.

Section 9.7 **Amortization**

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- (g) No sign shall outline any building or part thereof with neon or other lights.

§9.8.3 Placement.

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- (a) Except as stated in §9.6.2(i), signs shall be placed on the property or structure to which it directs attention or to which it is appurtenant.
- (b) All signs shall be setback from the public right of way or interior lot line as specified in the tables referenced in §9.6(a) unless a valid encroachment permit has been obtained from the appropriate agency.
- (c) No sign or structure shall be erected so as to interfere with the vision of pedestrians or vehicles traveling along any highway, street, road or driveway, or any intersection of any street, highway or road. Upon notice, such signs shall be immediately removed.
- (d) Where minimum setback and height requirements listed elsewhere in this section conflict with the vision clearance standards, the more restrictive of the two shall apply.
- (e) No sign shall obstruct a fire escape, window, door or opening used as a means of ingress or egress for fire fighting purposes, or so as to prevent free passage from one part of a roof to any other part thereof. No sign shall be attached in any manner to a fire escape or be so placed as to interfere with any opening required for legal ventilation.

§9.8.4 Maintenance.

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- (a) Signs in disrepair shall be repaired, renovated, or removed from the premises within sixty (60) days following notice by the Zoning Administrator.
- (b) Signs advertising a business or use no longer in existence shall be removed within sixty (60) days of the business or use ceasing to exist.
- (c) The Town may remove all signs not removed within 30 days of receiving notice of noncompliance. The cost of such removal shall be assessed to the property owner.

Section 9.9 Variances

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Variances from the provisions of this section may be requested from the Board of Zoning Appeals in accord with the standards and procedures in Article XII of this Ordinance.

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TABLE A: GENERAL PROVISIONS				
For any combination of freestanding, ground mounted, projecting, wall/façade, or painted wall signs				
REQUIREMENTS	ZONING DISTRICT			
	RESIDENTIAL	VILLAGE COMMERCIAL	HIGHWAY COMMERCIAL	LIGHT INDUSTRIAL
Maximum number of sign types/business (including any combination of the signs listed in Tables B-E below)	1	3, but no more than 1 freestanding or monument sign/lot	4 total, (inclusive of any listing(s) on directory signs) and no more than 1 freestanding or monument per facade/lot frontage	2 total, (inclusive of any listing(s) on directory signs) and no more than 1 freestanding sign/lot frontage

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TABLE B: FREESTANDING SIGNS				
REQUIREMENTS	ZONING DISTRICT			
	RESIDENTIAL	VILLAGE COMMERCIAL	HIGHWAY COMMERCIAL	LIGHT INDUSTRIAL
Maximum Sign Area/Freestanding sign	Home Occupations: 4 sf Principal Uses: 12 sf	12 sf	100 sf	24 sf
Maximum Height (to top of sign)	5 ft	6 ft	16 ft	10 ft
Minimum Height from ground level (visibility clearance for drivers at site entrances)	3 ft	3 ft	4 ft	4 ft.
Minimum setback from public right of way or lot lines	None, provided there is no encroachment or overhang of the public right of way		1 ft for every 1 sf above 30 sf in sign area.	1 ft for every 1sf above 12 sf in sign area.
Other	Single pole supports only		Double supports acceptable	

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TABLE C: MONUMENT/GROUND MOUNTED SIGNS				
REQUIREMENTS	ZONING DISTRICT			
	RESIDENTIAL	VILLAGE COMMERCIAL	HIGHWAY COMMERCIAL	LIGHT INDUSTRIAL
Maximum Sign Area/Ground Mounted Sign	Home Occupations: 4 sf Conditional Uses: 10 sf	N/A	80 sf	16 sf
Maximum Height	4 ft	N/A	6 ft	
Minimum setback from public right of way or lot lines	None, provided there is no encroachment or overhang of the public right of way			
Other	Must be situated on a landscaped base perpendicular to the public right of way and surrounded by shrubs and/or other ornamental plantings a minimum of 36" in depth on each side with an opacity of no less than 60%.			

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TABLE D: WALL/FAÇADE/PAINTED OR MURAL SIGNS				
REQUIREMENTS	ZONING DISTRICT			
	RESIDENTIAL	VILLAGE COMMERCIAL	HIGHWAY COMMERCIAL	LIGHT INDUSTRIAL
Maximum Sign Area/Wall or Façade Sign	Home Occupations: 4 sf Principal Uses: 12 sf	8% of wall area	15% of wall area, including incidental signs	8% of wall area
Maximum Height/placement	Wall or façade signs shall be placed no higher than eave of principal structure nor shall they project more than 12 inches from the wall on which they are placed			

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TABLE E: PROJECTING SIGNS				
REQUIREMENTS	ZONING DISTRICT			
	RESIDENTIAL	VILLAGE COMMERCIAL	HIGHWAY COMMERCIAL	LIGHT INDUSTRIAL
Maximum number of signs/business	N/A	1/street frontage	2/street frontage	1/street frontage
Maximum Sign Area/Projecting Sign	N/A	6 sf	6sf	6sf
Minimum separation from other projecting signs	N/A	25 ft		
Maximum Height	N/A	12 ft	25 feet above grade or the building eave, whichever is lower	12 ft
Minimum Height from ground level	N/A	8 ft	8 ft	8 ft
Maximum Projection from building	N/A	2.5 ft	4 ft	4 ft

In addition to the signs permitted under Tables A-E, the following signs may be permitted

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TABLE F: SPECIAL SIGNS						
SIGN TYPE	MAXIMUM DURATION	MAXIMUM TOTAL AREA ALL SIGNS	MAXIMUM HEIGHT ABOVE GROUND LEVEL	MAXIMUM NUMBER	MINIMUM SETBACK	ILLUMINATION PERMITTED
Incidental or On-site Directional	N/A	3 sf	10 ft	1 per use or purpose/site or building entrance	6 ft.	See §9.8.2
Off-site Directional Signs to established businesses	N/A	4 sf	8 ft	1/business	5 ft	None
Residential Subdivision Identification	N/A	16 sf	6 ft	1/entrance	6 ft.	See §9.8.2
Directory	N/A	Same as other signs of same sign type, i.e. freestanding directory signs can have maximum sign area for freestanding signs	10 ft	1/entrance, no more than 2 total	6 ft.	See §9.8.2
Window signs	May be temporary or permanent	15% of glass area of window; included within total sign area for business if displayed more than 60 days	8 ft		Same as principal building	None, except for signs constructed of neon piping
Sandwich signs	During business hours	6 sf, no more than 2 feet in width	3 ft	1/business	3.5 ft	None
				Minimum separation of 20 feet from other such signs required		

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TABLE G: TEMPORARY SIGNS						
SIGN TYPE	MAXIMUM DURATION	MAXIMUM TOTAL AREA ALL SIGNS	MAXIMUM HEIGHT ABOVE GROUND LEVEL	MAXIMUM NUMBER	MINIMUM SETBACK	ILLUMINATION PERMITTED
Temporary Real Estate (On-site)	Remove within 30 days of sale transaction or when 75% of lots within a subdivision are conveyed	Residential: 6 sf	None	1 per dwelling unit	6 ft.	None
		Subdivisions and Non-residential: 24 sf	10 ft	1 per entrance	6 ft.	
Temporary Construction	Completion of project, issuance of occupancy permit	32 sf (total for all subcontractors, etc.)	10 ft	1/entrance	6 ft.	None
Temporary Event (including political signs)	No more than 30 days in advance and 15 days after event or election	Events: 12 sf Political: 6 sf	N/A	Events: 4 throughout the town Political: No maximum	6 ft.	None

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