



Section IV SIGN REGULATIONS

The regulations herein shall apply and govern all signs located in the City of Easley. This section establishes the standards for the design, location, and characteristics of signs that are permitted as principal or accessory uses. No sign is permitted in the City except in conformity with this section.

§4.1 Purpose

The purposes of these sign regulations are to:

Encourage Effective Communication - Encourage the effective use of signs as a means of communication in the City;

1. **Maintain a Pleasing Appearance** - Maintain and enhance the pleasing look of the City, which attracts to the City major events of local, regional, and statewide interest;
2. **Attract Business** - Preserve Easley as a community that is attractive to business;
3. **Improve Safety** - Improve pedestrian and traffic safety;
4. **Minimize Adverse Effects** - Minimize the possible adverse effects of signs on nearby public and private property; and
5. **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.

§4.2 DEFINITIONS

For the purposes of this Code Section, certain terms and words are hereby defined. As used in this Code Section, unless the context otherwise indicates, the following words and terms shall have the meaning ascribed to them:

Abandoned sign: A permanent principal use sign on property containing a building or activity that has ceased operations. Permanent principal use signs on property shall be considered abandoned when there is clear evidence that a business or activity has vacated the building or grounds; provided, however, that this definition shall not apply to any case where a business or activity is temporarily suspended and there is evidence that the business or activity will resume operations within a six-month period.

Advertising device: Any structure or device erected or intended for the purpose of displaying advertising or for which is designed to or attracts attention to the premises, situated upon or attached to real property. For purposes of this Code Section, an advertising device is a “sign.”

Animated sign: A sign with action, motion, sound, or changing colors which accomplishes such action, motion, sound, or changing colors with or without electrical energy. This includes signs with lights or other illuminating devices that blink, flash, fluctuate, or have a changing light intensity, brightness, or color. This definition does not include a “swinging sign” or “multiple message sign” as defined by this Code Section.

Area of sign: The area within a continuous perimeter enclosing the limits of writing, representation, emblem, figure, or character together with any frame, other material, open space, or color forming an integral part of the display or used to differentiate such writing, representation, emblem, figure, or character from the background against which it is placed. For double-faced signs, only the largest display face shall be measured in computing the sign area, or only one face shall be measured in computing sign area if the display faces are the same size. The display of street address on a ground sign, wall, or window shall not be computed in determining the maximum allowable area of a ground, wall, or window sign.

Awning: An architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a covering of rigid or non-rigid materials and/or fabric on a supporting framework that may be either permanent or retractable.

Awning sign: An awning that contains letters, numbers, symbols, pictures, logos, or visual display, or other communication, attached, painted on, or made an integral part of an awning. For purposes of this Code Section, “awning signs” shall be considered “wall signs.”

Banner: A sign with or without characters, letters, illustrations, or ornamentation applied to cloth, paper, plastic, or natural or synthetic fabric of any kind with only such material for a backing. For purposes of this Code Section, a “banner” is a “sign.”

Building marker: Any sign cut into a masonry surface or made of bronze or other permanent material.

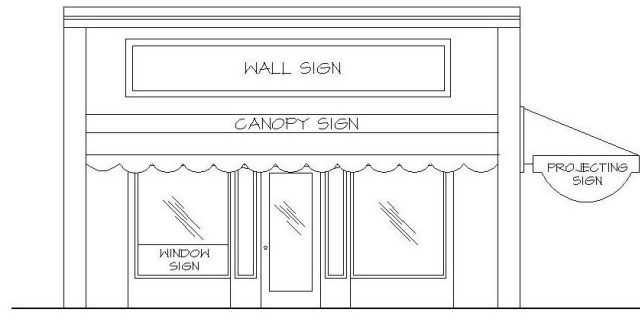
Canopy, attached: A multi-sided structure or architectural projection supported by attachment to a building on one or more sides and also supported by columns at additional points. Signs placed on attached canopies are considered “wall signs” for the purposes of this Code Section.

Canopy, freestanding: A multi-sided structure or architectural projection supported by columns. Signs placed on freestanding canopies are considered “wall signs” for the purposes of this Code Section.

Canopy sign: A sign on a canopy. For purposes of this Code Section, a sign on a canopy is a “wall sign” (see figure, “Types of Attached Signs”).

Derelict sign: A sign that is dilapidated or in such condition as to create a hazard or nuisance, or to be unsafe or fail to comply with the Building or Electrical Codes applicable in the jurisdiction.

Directory sign for multi-tenant development: A sign, distinguished from a project entrance sign, which is allowed on a premise with more than one tenant or occupants of a building. It may be freestanding or a building (wall) sign. Such signs are not usually visible from the public street right-of-way of a development which provides initial access to the property, but rather are located within the development, along a driveway, access way, or parking aisle.



TYPES OF ATTACHED SIGNS

Double-faced sign: A sign which has two (2) display areas against each other or where the interior angle formed by the display areas is sixty (60) degrees or less, where one face is designed to be seen from one direction and the other face from another direction. Only one face shall be used in computing allowable sign area.

Electronic Message Board (EMB's): A permanent sign consisting of text, symbolic imagery, or both, that uses an electronic display created through use of a pattern of lights in a dot matrix configuration allowing the sign face to intermittently change the image without having to physically or mechanically replace the sign face, including an LED (Light Emitting Diode) sign, as distinguished from a static image sign.

Erect: To construct, build, raise, assemble, place, affix, attach, create, paint, draw, or in any other way bring into being or establish, but it shall not include any of the foregoing activities when performed as an incident to the change of advertising message or the normal maintenance or repair of a sign structure.

Flag: A sign with or without characters, letters, illustrations, or ornamentation applied to cloth, paper, plastic, or natural or synthetic fabric of any kind with only such material for a backing. For purposes of this Code Section, except as otherwise provided herein, a “flag” is a “sign.”

Frontage, building: The width in linear feet of the front exterior wall of a particular building in which an establishment is located.

Frontage, road: The distance in linear feet of each lot where it abuts the right-of-way of any public street.

Ground sign: A permanently affixed sign which is wholly independent of a building for support (i.e., freestanding). A ground sign may consist of more than one sign panel, provided all such sign panels are attached to or integrated into one sign structure.

Height of sign: The distance in vertical feet from the ground to the highest point of the sign, whether that highest point is the frame of the sign face or panel or the support of the sign.

Holiday decorations: Displays erected on a seasonal basis in observance of religious, national, or state holidays, which are not intended to be permanent.

Inflatable sign: Any sign that is or can be filled with three (3) cubic feet or more of air or gas.

Internally illuminated sign: A sign illuminated by an internal light source which is viewed through a translucent panel.

Marquee sign: A sign painted on, attached to, or hung from a marquee. For purposes of this Code Section, marquee signs shall be considered "wall signs."

Monument sign: A sign where the structural part of the sign below the sign face encompasses an area at least forty (40) percent of the area of the sign face but no more than 1.5 times the area of the sign face, and which is composed of brick, stone, or other material approved by the Zoning Official. A monument sign is a ground sign.

Multiple message sign: A sign, display, or device which changes the message or copy on the sign electronically by movement or rotation of panels or slats.

Nonconforming sign: Any sign which lawfully existed on the effective date of this Code Section but which does not conform to the provisions of this Code Section, or which does not comply with this Code Section due to amendments to this Article since the date of erection of the sign.

Pennant: A small, triangular or rectangular flag or multiples thereof, made of lightweight plastic, fabric, or other material, individually supported or attached to each other by means of a string, rope, or other material and meant to be stretched across or fastened to buildings, or between poles and/or structures, and which is designed to move in the wind. For purposes of this Code Section, pennants are "signs."

Portable sign: Any sign whether on its own trailer, wheels, or otherwise, which is designed to be transported from one place to another. It is characteristic of a portable sign that the space provided for advertising messages may be changed at will by the replacement of lettering or symbols (i.e., a changeable copy sign). Even if the wheels or supports of such sign are removed and the sign converted and attached, temporarily or permanently, to the ground or other structure, said sign shall remain a portable sign. In addition, the following shall be deemed a portable sign:

1. A sign mounted or painted upon a parked vehicle that is positioned for the primary purpose of acting as a sign exposed to the public and is not in use in the ordinary course of carrying out its transportation function.

Portico: A porch or walkway, open to the outside air, that is covered by a roof supported by columns or pillars, typically leading to the entrance of a building. Signs attached to porticos are considered "wall signs" for purposes of this Code Section.

Principal use sign: Any notice or advertisement, which is permitted in conjunction with (but not necessarily containing copy specifically related to) a single principal use or single principal building located on the property, and which may display a noncommercial, commercial, or other message, the content of which is not regulated by this Code Section.

Project entrance sign: A sign located at a discernible entrance into a property consisting of more than one subdivided lot or developed with more than one principal building (e.g., a particular residential subdivision, multi-family residential development, or office or industrial park).

Projecting sign: A sign projecting more than fourteen (14) inches from the outside wall or walls of any building, or canopy, portico, or awning, upon which it is located (see also figure, “Types of Attached Signs”).

Public Agency: Any governmental body (including city, county and state bodies or agencies, and special purpose districts such as fire, water, and sewer districts) that has jurisdiction over property or infrastructure within the City of Easley.

Replacement Cost: Cost of replacing a structure or building at current costs at the time of the loss, identical to the one that was destroyed or is being replaced, without application of depreciation.

Roof sign: A sign projecting higher than the front building wall or any sign supported by or attached to said roof.

Sidewalk sign: A movable sign not secured or attached to the ground or surface upon which it is located.

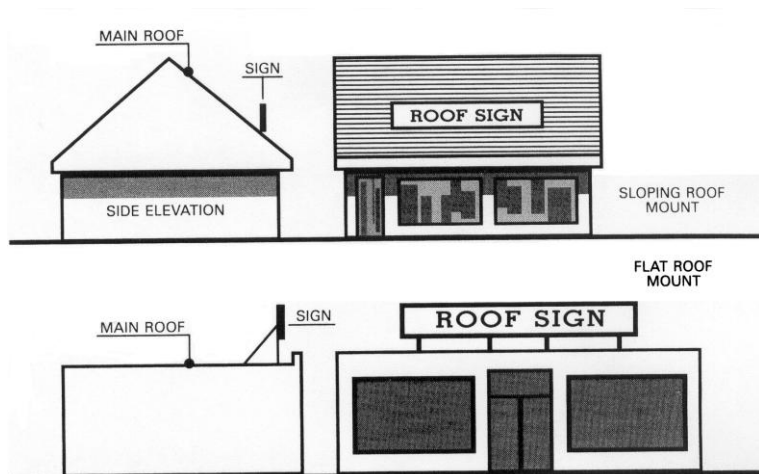
Sign: A lettered, numbered, symbolic, pictorial, illuminated, or colored visual display, device, or communication

designed or used for the purpose of identifying, announcing, directing, informing, or bring to the attention of others the subject thereon, that is visible from the public right-of-way, a driveway or parking lot with access to a public right-of-way, or from an adjacent property, except as specifically noted otherwise in this Code Section. For purposes of this Code Section, the term “sign” includes but is not limited to “banners,” “balloons,” “flags,” “pennants,” “streamers,” “windblown devices,” and “advertising devices.” Furthermore, the term “sign” includes the sign structure, supports, lighting system, and any attachments, ornaments, or other features used to draw the attention of the observers.

Signable area: In the case of a wall sign, signable area shall be the building face on which the sign is proposed, excluding windows and doors. In the case of marquees or canopies, signable area shall be the area of the marquee or canopy wall on which the sign is proposed. For window signs, signable area shall be measured and calculated on the basis of the proportion of area within each individual window frame, not the total window area of all building windows visible from a street.

Sign face: That part of a sign that is or can be used for advertising purposes.

Special Event: Means a non-routine activity within the City of Easley that brings together a number of people including, but not limited to, a performance, exhibition, festivals, concerts, carnivals, arts and craft shows, meeting, assembly, contest, exhibit, ceremony, parade, or



athletic competition for which specific space is requested to be reserved. Special Event shall not include casual park use by visitors or tourists.

Streamers: See “Pennants.”

Swinging sign: A sign other than an animated sign as defined by this Article, where the sign copy area is attached to a sign structure in a way that can be set in motion with pressure, and where the sign structure is attached to a building at a height above normal eye level. This term does not include any freestanding signs. A swinging sign may be considered in lieu of permitted wall signage.

Temporary sign: Temporary signs include but are not limited to banners, emblems, portable signs, inflatables, wind signs including balloons, pennants and streamers or any other sign that moves in the wind (excluding national or state flags), or any other temporary advertising media intended to identify or direct attention to a product, service, place, activity, or business.

Visible: Capable of being seen (whether or not legible) without visual aid by a person of normal visual acuity.

Wall sign: A single-sided sign with one visible face applied to or mounted to the wall or surface of a building or structure, the display surface of which if attached to a wall or portico and does not project more than fourteen (14) inches from the outside wall of such building or structure, or if on an awning or canopy, is flush with the material of said awning or canopy (see also figure, “Types of Attached Signs”).

Windblown or air-blown device: Any device not otherwise specifically defined in this Code Section, that is designed to inform or attract, whether or not such device carries a message, and which all or part of the device is set in motion by wind or mechanically compressed air. For purposes of this Code Section, windblown devices are “signs.”

Window sign: A sign installed on or within two (2) feet of an exterior window or door and intended to be visible from the exterior of the building. Displays which show products or depict services sold on the premises and which are more than two (2) feet from an exterior window or door shall not be classified as window signs (see also figure, “Types of Attached Signs”).

§4.3 General Provisions

§4.3.01 General Standards

1. A permit shall be required for the erection, alteration, or reconstruction of any sign intended for view from the public right-of-way unless otherwise noted, and shall be issued by the Zoning Administrator in accordance with this Ordinance.
2. All signs shall be constructed and installed in accordance with the structural and safety requirements of the International Building Code. All signs shall be maintained in sound structural condition. No sign shall be allowed to deteriorate to a condition in which it requires repairs or renovations in an amount that exceeds 50 percent (50%) of its current replacement cost as determined by a licensed sign company. This includes signs which are defaced, missing some or all illumination or characters, and whose finishes or facings are chipping, peeling, cracking, or broken in any way shall be deemed to be in disrepair. Signs that deteriorate to such a condition that they are in violation of this Ordinance shall be

either removed or replaced within 60 days. If a sign is replaced, it shall comply with the standards in this section at the time of replacement.

3. No part of a freestanding sign, while permitted in required setbacks, shall be located closer than ten (10) feet to any property line.
4. No signs, except as otherwise provided, shall exceed the height limitations of the district in which they are located.
5. No sign or lighting device shall be placed or directed to permit the beams and illumination to be directed or beamed upon a public road, highway, sidewalk or adjacent premises or residence, or skyward so as to cause a traffic hazard or nuisance.
6. The placement of signs shall ensure visibility at intersections and ingress and egress.

§4.3.02 Applicability

1. General

Unless exempted in accordance with this ordinance, no sign allowed by this section shall be erected, repaired, altered, relocated, maintained or displayed without first being issued a Sign Permit and complying with the relevant standards of this section.

2. Responsibility for Compliance

Review for compliance with the standards of this section shall occur at the time of application for a Sign Permit, Site Plan, Minor Subdivision, Preliminary Plat for Subdivision, Planned Development or Zoning Permit, whichever is appropriate.

3. Termination

If a business discontinues the use of a site, sign faces/message used by the business that were previously erected on the site, or off-premise freestanding signs shall be considered as abandoned and shall be fully removed within one hundred twenty (120) days of vacating the site. General information such as "For Lease" or "For Sale" and contact information is permitted to assist in leasing or selling the site. It shall be the responsibility of the owner of the land to remove all abandoned signs. Owners may also cover the sign with a canvass bag, or similar type material, so as to not leave a skeleton structure. Abandoned signs may not be leased, rented, or sold for off-site advertising.

§4.4 Prohibited Signs

The following signs are prohibited in the City of Easley:

1. Signs Imitating Warning Signals

No sign shall display intermittent lights resembling the flashing lights customarily used in traffic signals or in police, fire, ambulance, or rescue vehicles, nor shall any sign use the words "stop", "danger", or any other phrase, symbol, or character in a manner that might mislead or confuse the driver of an automobile.

2. Flashing, Animated or Moving Signs

Flashing, animated, non-stationary or rotating signs or appurtenances to signs, or signs that are not effectively shielded to prevent beams or rays of light from being directed 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. This includes signs or other displays with either kinetic or illusionary motion powered by natural, manual, mechanical, electrical or other means, including but not limited to flags having commercial messages, and all pennants, banners, streamers, propellers, and discs, as well as flashing signs, signs with illuminated elements that are used to simulate the impression of motion, and searchlights or beacons.

3. Signs in the Public Rights-of-Way.

No signs, whether temporary or permanent, except traffic signs, signals, or information signs erected by a public agency approved by the Zoning Administrator are permitted within any street or highway right-of-way which includes bridges and overpasses.

4. 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 four hundred (400) feet.

5. Signs Inside Sight Triangles

On any corner lot no sign shall be erected or placed in a manner to impede or obstruct vision between a height of two and one-half (2 1/2) and eight (8) feet above the center line grades of the intersecting streets in the area bounded by the street lines of such corner lots and a line joining points along said street lines seventy-five (75) feet from the point of the intersection.

6. Certain Attached and Painted Signs.

Signs painted on or attached to trees, fence posts, and telephone or other utility poles, rocks or other natural features, the roofs of buildings, pavement of any street or sidewalk, or on other unapproved supporting structures outside of the public right-of-way.

7. Fluttering Ribbons and Banners.

Fluttering ribbons, banners, wind-blown or air-blown devices, or similar devices are prohibited within the OI, NC, GC, CC, IND and MED Districts, except the flags of governments and their agencies or as otherwise listed in this Ordinance for special events. Placement of banners on or between sign supports, buildings, utility poles, or otherwise outside of the allowed sign face is prohibited.

8. Vehicular Signs

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

9. Portable Signs

Portable signs will not be allowed as freestanding on-premises signs within the City Limits.

9. Billboards

New billboards are prohibited. Billboards, for the purposes of this ordinance, are signs used for off-site advertising for hire or general advertising; and the sign is a principal use of a parcel. Companies have the right to maintain any non-conforming billboard sign in existence at the time of adoption of this ordinance. However, this right shall be terminated and cease to exist when the billboard structure is destroyed or is damaged. A billboard structure is considered damaged when the structural support has failed either by fracture or exceeding its yield point. No nonconforming billboard shall be structurally altered, enlarged, moved or replaced.

10. Roof Signs

No signs are permitted on the roofs of any building.

§4.5 Signs for Which a Permit Is Not Required

A permit is not required for the following types of signs in any zoning district. However, such signs shall conform to the applicable requirements set forth in this Section.

1. Traffic, directional, warning, or information signs authorized by any public agency.
2. Traffic safety and traffic directional signs (including direction of travel, speed limits, etc.) along private streets and driveways, and in off-street parking lots that are installed per the requirements of the Zoning Administrator and which do not exceed four (4) square feet each.
3. Public notice signs and signs of a public interest, erected by or on the order of a public entity in the performance of their duty.
4. One non-illuminated "for sale," "for rent", "for lease", or "for auction" sign not exceeding six (6) square feet in area in residential districts and twenty (20) square feet in other than residential districts and located at least ten (10) feet back from the street right-of-way line, unless attached to the front wall of a building. In addition, realty directional signs not to exceed two (2) square feet are allowed from 6:00 a.m. Friday until 6:00 a.m. Monday of any calendar week at the intersections or subdivision entrance leading to the property being advertised. Real Estate signs must be removed within seven (7) days following the property closing.

5. Signs erected in connection with elections or political campaigns. Such signs shall be removed within seven (7) days following the election or conclusion of the campaign. No such sign may exceed sixteen (16) square feet in surface area. In accordance with S.C. law, no such political signs shall be placed within two-hundred (200) feet of any building in which an election poll is being conducted. Signs are not permitted in the public right-of-way and must be confined to private property with the permission of the property owner
6. On site directional signs provided such sign bears no commercial message and does not exceed four (4) square feet in area. Also, signs not oriented or intended to be legible from a public right-of-way, private road or private driveway, including signs or stickers which are designed to be read only from close range (i.e., five feet), attached to a device or structure more than twenty-five (25) feet from the right-of-way of a road, not to exceed four (4) square feet each sign or sticker. Examples include but are not limited to the following: lettering, credit card stickers, and inspection certificates on gasoline pumps; "flammable" signs on enclosures for fuel canisters, and similar information.
7. Signs attached or integrated into a gasoline pump, automatic bank teller machine, or drive through component of a fast food restaurant, which give operational instructions to users, the price of the product, the brand name of the product, or descriptive information about the product. Display/Menu boards located next to drive-through lanes are allowed provided they do not exceed six (6) feet in height or thirty-six (36) square feet in area and shall be limited to one per ordering station.
8. Sandwich Board Signs are permitted in all commercial zoning districts and in the Central Business District. They will be limited to a maximum area of nine (9) square feet in area per side and cannot exceed 42 inches in height. They shall not be placed more than five (5) feet from the front primary entrance of the business and be displayed only during business hours of the business utilizing the sandwich board. Only one (1) sandwich board sign per business shall be permitted and they shall not be permitted within a roadway or public right of way, except in cases where the Zoning Administrator may approve a permit for it to be located within a public sidewalk directly adjacent to a business. In such cases it shall not be placed so as to cause the width of the sidewalk to be reduced below four and one-half feet (4'6") in width, nor shall it prevent free ingress or egress from any door, window, or fire escape.
9. Street address identifiers and building identification numbers on multi-tenant buildings located in the OI, NC, GC, CC, IND and MED Districts, which are essential to the location of such buildings as long as such sign does not exceed four (4) square feet of copy area and do not contain a commercial message.
10. Bulletin boards, which are defined as permanent signs which primarily display the name of a noncommercial place of public assembly and announces the upcoming events of that organization but is not intended to be read from the public right of way. To not require a permit, such a sign shall not exceed 15 (15) square feet of copy area or five (5) feet in height. Signs of this type shall be restricted to one (1) per parcel of land.

11. Signs to identify a new subdivision development or announcing new buildings or projects, erected after the commencement of construction. Signs will not exceed twenty-five (25) square feet in residential districts, or one hundred (100) square feet in non-residential zones. No more than one sign per road frontage is permitted and signs must be at least 300 feet apart and shall be set back at least ten (10) feet from any street right of way or boundary line of the subdivision land. The signs may not be illuminated and must be removed prior to the completion of 90% of the development or upon erection of the approved subdivision ground sign, whichever occurs first.
12. Signs identifying a project under construction which denote the name of the project, the architect, engineer, contractor, owner, etc., as long as such sign does not exceed twenty-five (25) square feet in residential districts, or one hundred (100) square feet in non-residential zones, is not illuminated, and is removed within seven days of completion of the project. Each construction site shall be limited to one construction sign per road frontage.
13. Signs on the interior side of window glass are permitted. Signs may be hung inside the window, painted, affixed, or etched on the glass, or included within stained glass. The signage shall cover no more than 25% of the total window area on the side of the building on which it is displayed. For commercial and institutional zoning districts and uses, such signs can advertise the business, merchandise, services, and/or events within the business/institute or within the community, Help Wanted, Coming Soon, Open/Closed, Going Out of Business, real estate, contractor/builder, auction, warning, directions, short-term personal information/event signs, and expressive/seasonal signs.
14. Decorative flags and banners which contain no commercial message when displayed on a residence or at the entrance to a subdivision or apartment complex.
15. Holiday lights and decorations.
16. Handicapped parking signs, when required per local, state or federal law.
17. Murals may be painted on the walls of buildings provided that said murals are non-advertising and do not display lewd or illegal portrayals. Murals depicting historical events from the City, the State or the Nation are encouraged. All murals shall first be presented to the Planning Commission, and/or the Architectural Review Board, if the mural will be in the Central Business District. Regardless of location, all murals, after being presented to the Planning Commission or Architectural Review Board shall be presented to Easley City Council for approval.
18. In any case where a sign of a certain size is exempted by this section and an applicant desires to erect a larger size sign than the area of sign exempted but said sign is not allowed, said sign shall only be permitted upon approval of a variance in accordance with the provisions of this Ordinance.

§4.6 Regulations Applying To Specific Types of Signs

A permit shall be obtained prior to the erection, installation, or display of any signs except those as described in Section 5-2-27.4. The following permanent signs and no

others shall be allowed, subject to the issuance of a sign permit and compliance with all applicable development standards of this article. The following regulations apply to the following specified types of signs:

§4.6.1 Wall Signs

Signs on the wall of a building (including signs attached flat against the wall, painted wall signs and projecting signs) shall meet the following requirements:

1. **Allowable Area.** If there is no ground sign on the site or developed lot, 1 ½ square feet of wall signage shall be permitted for each lineal foot of the building front of the principal building. If a ground sign is on the site or developed lot, then only 1 square foot of wall signage shall be permitted for each lineal foot of the building front of the principal building.
2. **Double Frontage Lots.** With regard to wall sign allowances, if a building, structure, or freestanding canopy faces more than one road frontage, each wall facing a road frontage shall be permitted to have the sign area specified for such building, structure, or freestanding canopy in this Code Section.
3. **Signs on the Front Surface of a Building.** The total area of signs on the exterior front surface of a building shall not exceed twenty (20%) percent of the front surface of the building, as long as the figure does not exceed the total amount of sign area permitted within the zoning district where the sign or signs are to be located.
4. **Signs on the Side and Rear Surface of a Building.** The total area of signs on a side or rear surface of a building shall not exceed twenty-five (25%) percent of the exterior side or rear surface of the building, respectively, as long as this figure does not exceed the total amount of sign area permitted within the Zoning District where the sign or signs are to be located.
5. **Projecting Signs and Awnings.** Wall signs attached flat against a wall may extend not more than twenty-four (24) inches from the wall. Awnings and/or signs projecting from a wall may be located no closer than eighteen (18) inches to a vertical plane at the street curb line. A projecting awning and or sign shall not extend above the top of the structure. In no case shall awnings and/or signs project beyond property lines except that awning and/or signs may project over public sidewalks in the Central Business District. Projection signs and awnings shall:
 - a) Minimum height above grade or sidewalk level of such awning and/or signs shall be at least seven (7) feet;
 - b) The proposed extension presents no physical threat of safety to pedestrians, motor vehicle drivers and passengers;
 - c) A detailed drawing, by a licensed sign company, that meets the current International Building Codes specifications for projecting signs and awnings; including the current adopted building code requirements for loading such as snow and wind;

§4.6.2 Ground Signs

1. One ground sign is allowed for each developed site, lot or parcel. Where a site or parcel fronts on more than one street, one additional ground sign is permitted for each additional street upon which is fronts.
2. With regard to ground sign allowances, if a property faces more than one road frontage, each road frontage shall be permitted to have the number of signs and sign area specified for such property in this Ordinance.
3. Where 2 or more detached buildings occupy the same lot or parcel, only 1 ground sign for the aggregate business shall be permitted per street frontage.
4. Where 2 or more attached buildings occupy the same site, lot or parcel, only 1 ground sign for the aggregate business shall be permitted per street frontage.
5. The sign area allotted to one road frontage or building frontage shall not be transferred to another road frontage or building frontage.
6. Landscaped islands shall be required to be placed around all new signs within 30 days of sign erection. Shrubbery and/or plantings must not exceed a height that would interfere with foot or vehicle traffic or visibility of the sign. At any time an existing sign is altered or improved, not including regular maintenance, the landscaped island must be installed in accordance with the requirements for a new sign within 90 days of notification from the Zoning Official.
7. Free-standing signs shall meet International Building Code structural provisions and UL (Underwriter's Laboratories) electrical requirements.

§4.6.3 SIGNS ON CORNER AND DOUBLE-FRONTAGE LOTS

1. **Wall signs.** With regard to wall sign allowances, if a building, structure, or freestanding canopy faces more than one road frontage, each wall facing a road frontage shall be permitted to have the sign area specified for such building, structure, or freestanding canopy in this Code Section.
2. **Ground signs.** With regard to ground sign allowances, if a property faces more than one road frontage, each road frontage shall be permitted to have the number of signs and sign area specified for such property in this Ordinance.
3. **Transfer of allowances between road frontages.** The sign area allotted to one road frontage or building frontage shall not be transferred to another road frontage or building frontage.

§4.7 Signs Permitted In Residential Districts

Within residential districts as delineated by the Easley Zoning Ordinance, permanent signs are permitted subject to the provisions as set forth herein.

1. Signs for which permits are not required.

2. Signs may be permitted at the main entrances to subdivisions or to planned unit or multi-family developments that consist of thirty-six (36) or more dwelling units subject to the approval of the Easley Zoning Official. One (1) sign may be permitted, on each side of any entrance, if such sign is on private property. No such sign may be located in a median unless approved by the Easley Zoning Official.

All large residential signs shall be integrally designed as a part of a permanently constructed and maintained wall, fence, or similar feature or shall be a ground sign. All such areas shall be landscaped. A large residential sign shall not exceed seventy-five (75) square feet in size. The maximum height of such sign shall be four (4) feet when constructed as a ground sign. A ground sign which is integrated into a brick, stone, or wood architectural feature or an earth berm, all of which shall be permanently landscaped, may exceed four (4) feet in height to a maximum of seven (7) feet.

Any large residential sign and the attendant landscaped area shall be owned and maintained either by the owner/developer or by a legally established homeowner's association. Any lighting on such signs shall be integrated into the entrance feature and shall be subdued and shall light only such sign. No light shall shine or reflect on or into any nearby residential structure.

3. For multiple family dwellings, group dwellings, mobile home parks, attached dwellings/duplexes and for buildings other than dwellings, one (1) non-illuminated business identification sign or bulletin board per entrance, not exceeding twenty-four (24) square feet in area. Such sign or bulletin board shall be set back at least ten (10) feet from any street right-of-way line.
4. A community facility activity as defined by the Easley Zoning Ordinance may have one (1) civic sign constructed as a ground sign and one as a wall sign. A ground sign shall not exceed four (4) feet in height and forty-eight (48) square feet in size. Ground signs which are integrated into a brick, stone, or wood architectural feature or an earth berm, all of which shall be permanently landscaped, may exceed four (4) feet in height to a maximum of seven (7) feet. Ground signs may not be located in the right-of-way. Civic signs shall be set back from the street right-of-way a minimum of ten (10) feet.

A wall sign shall not exceed thirty-two (32) square feet in size. Civic signs may be illuminated by indirect means or with luminous background. Indirect lighting shall not exceed fifty (50) foot candles, and a luminous background shall not exceed ninety (90) foot lamberts in brightness. In no event shall the light from any sign exceed one (1) foot candle at the lot line.

§4.8 Signs Allowed In Non-Residential Zoning Districts

§4.8.1 Allowed Signs and Conditions

The following types of signs are allowed in the commercial and industrial districts:

1. All signs allowed in residential districts are allowed in commercial and industrial districts.

2. **Allowable Area.** Freestanding signs are allowed in commercial districts with an allowable space of one square foot of sign space per lineal foot of street frontage for the first 100 feet; and one-half (1/2) square foot of sign space for each lineal foot of street frontage in excess of 100 feet, but not to exceed the square footage limits set forth by the following table.

Zoning District	# or Street Frontages	
	1 Street	2 or more Streets
OI, Office Institutional	40	60
NC, Neighborhood Commercial	50	75
GC, General Commercial	125	150
CC, Core Commercial	65	90
IND, Industrial	125	150
MED, Medical	40	60

3. Electronic Message Boards

Electronic message boards (EMB) are signs that convey a changing message intended to be viewed off-site or attract the attention of motorists; EMBs intended for on-site viewing located outside of all building setbacks; time and/or temperature signs located outside all building setbacks, and EMBs similar to that of a manually changeable sign face on traditional commercial signage. EMBs are only allowed within the General Commercial and Central Business Districts with the following conditions:

- a) Only one such sign shall be permitted per developed lot whether installed as a wall sign or part of a free standing sign on the site.
- b) EMBs shall only display an image that shall remain fixed for at least six (6) seconds. When a message is changed, it shall be accomplished within an interval of two seconds or less.
- c) The maximum square footage allowed is 32 square feet.
- d) EMBs in the Central Business District shall be constructed with material that is consistent with the façade of the building and use colors that are compatible with those of the building front.

- e) EMBs in the Central Business District shall get prior approval of the Architectural Review Board prior to construction.
 - f) Off-premise advertising is prohibited. This section does not pertain to community announcements and non-profit fundraising information (ex. advertising Easley High School events; United Way annual giving campaign).
4. Signs in commercial districts may be illuminated subject to the following standards:
- a) Exposed bulbs are prohibited with the exception of neon lights meeting the following illumination requirements.
 - b) No sign shall change color or intensity.
 - c) The brightness and surface illumination shall not exceed:
 - a. Luminous background - 150 foot lamberts
 - b. Indirect Illumination - 50 foot candles
 - d) In no event shall the light from any illuminated sign exceed one (1) foot-candle at the property line of any lot that is zoned residential.
 - e) The light from any illuminated sign shall be shaded, shielded, or directed downward onto the sign so that the light intensity or brightness shall not adversely affect the surrounding or facing premises nor adversely affect safe vision of operators of vehicles moving on public or private streets or parking areas. Light shall not shine or reflect on or into any residential structure.
 - f) This section shall apply only to those uses engaged in the retail petroleum and petroleum products business. The following additional (supplemental) provisions shall apply:
 - a. One (1) permanent price sign per street frontage. Such sign shall be affixed to or made part of the permitted pole sign and shall not exceed twenty (20) square feet in size. Such sign shall be setback from the right-of-way a minimum of ten (10) feet.
 - b. Two (2) non-illuminated self-service or full-service signs per pump island. Such signs shall not exceed one hundred sixty (160) square inches per sign and shall be located at the ends of the pump island perpendicular to the street. Also, a "pump topper" sign no larger than eighty (80) square inches per sign shall be allowed on each pump.

§4.9 Signs in the Central Business District

The following regulations shall apply to all signs located within the Central Business District:

§4.9.1 Design Guidelines for Signs

1. All signs in the Central Business District shall get approval from the City's Architectural Review Board.
2. Signs should be coordinated with the composition of the overall façade and in proportion to the building such that it does not dominate the appearance.
3. Locate signs on a building such that it will emphasize design elements of the façade itself and fit within existing architectural features.
4. When feasible, place a wall sign such that it aligns with others on the block. If decorative moldings exist that could define a sign panel, locate a flush-mounted sign to fit within the panel formed by the moldings or transom panels.
5. Window signs may be painted on the glass or hung inside the window and should cover no more than 20% of the total window area.
6. Projecting signs may be considered. Small projecting signs should be located near the business entrance, just above the door or to the side of it. Large projecting signs should be mounted higher and centered on the façade or positioned at the corner
 - a) Meets with the approval of the Architectural Review Board.
 - b) Minimum height above grade or sidewalk level of such awning and/or signs shall be at least ten (10) feet.
 - c) The proposed extension presents no physical threat of safety to pedestrians, motor vehicle drivers and passengers, or others in lawful use of the right-of-way or public space, or to their property.
 - d) A detailed drawing, by a licensed sign company, that meets the current International Building Codes specifications for projecting signs and awnings; including the current adopted building code requirements for loading such as snow and wind;
 - e) The proposed extension is compatible in use and design with the right-of-way or public space;
 - f) Owners and occupants of property located within 100 feet of the proposed encroachment have been sent written notice by mail, facsimile transmission, or e-mail of the proposed encroachment and have been provided an opportunity to respond within ten days of the date notice is sent.
7. Signs not attached to buildings should be ground mounted signs that are no more than 20 square feet in area and 5 feet in height All ground mounted signs shall be located a minimum of five (5) feet behind the street right-of way. No ground-mounted sign greater than five (5) square feet in area shall be located closer than ten (10) feet to any adjacent lot line. A fifteen (15) foot side-yard setback shall be required if the side lot line abuts a residential district. An arm sign may be substituted for a ground mounted sign but shall meet all height and area requirements as provided. The height of a sign shall be measured from the highest point of a sign to the point of ground surface beneath it. Ornamentation such as caps and spires are not included in this measurement. The use of berms

or raised landscape areas is only permitted to raise the base of the sign to the mean elevation of the fronting street.

8. Sign materials should be compatible with that of the building façade and should use colors that are compatible with those of the building front.
9. All lighted signs shall have their lighting directed in such a manner as to illuminate only the face of the sign. No commercial sign within 100 linear feet of a pre-existing residential structure may be illuminated between the hours of 12:00 midnight and 6:00 a.m. A residence shall be deemed "pre-existing" for purposes of this Section if it has a valid building permit in effect for construction of said structure or if construction of said structure was complete on or prior to the effective date of this provision.
10. Internally illuminated signs, signs with lights inside the sign itself, will be prohibited in the overlay districts.
11. Flashing signs, signs with flashing or reflective disks, signs with flashing lights or lights of changing degree of intensity or color or signs with electrically scrolled messages (except government signs and signs which give time and temperature information) are prohibited. If a time and temperature sign alternates between a time message and a temperature message it shall continuously show one message a minimum of three (3) seconds in time before switching to the other message. Approved EMB's are excluded from this clause.

§4.10 Temporary Sign Provisions

Temporary signs shall be permitted for any lawful activity on a lot or parcel subject to the provisions set forth herein.

§4.10.1 General Requirements

1. A permit shall be required for all temporary signs except as permitted in Section §4.5.
2. Banners may be used as temporary signs.
3. One banner shall be permitted per lot, which shall not exceed thirty-two (32) square feet in area or ten (10) feet in height. Such banner may be temporarily placed or attached to a building wall, window, or it may be freestanding between two poles or stakes;
4. All such signs shall be securely installed or fastened and positioned in place so as not to constitute a hazard of any kind.
5. No temporary sign shall be displayed on a roof.
6. No temporary sign shall be permitted to project into or over any public street right-of-way, except a banner, ground sign or festoon announcing a fair, festival, parade, special events, activity sign-ups (e.g., basketball registration, football registration, etc...), and Christmas festivities, or similar activity that will be open to the general public unless authorized pursuant to §4.5.3.

7. Temporary signs shall be limited to thirty (30) calendar days.
8. Display of all temporary signs on a lot or parcel except for those in Section §4.10.1 above shall be limited to a maximum of thirty calendar (30) days per calendar year.

§4.10.2 Display Surface Area, Height, and Illumination

1. Maximum display surface area shall be thirty-two (32) square feet total on any lot except for street banners which shall not be limited.
2. Maximum height shall be twelve (12) feet, except that banners displayed over a public street shall have a minimum clearance of fifteen (15) feet.
3. Temporary signs shall not be illuminated except in commercial or industrial districts.

§4.10.3 Location of Temporary Signs

No temporary sign shall be located closer than ten (10) feet from any public right of way except in zoning districts as established by the Easley Zoning Ordinance which have a front building setback established at less than ten (10) feet. In these districts, the front setback for the temporary sign shall be equal to the front setback as established for the zoning district.

§4.11 Nonconforming and Non-complying Sign Provisions

§4.11.1 General

Any sign lawfully existing at the time of the enactment of this ordinance or any amendment thereto but which is not permitted either by type of sign, location, or district or which fails to meet the standards or regulations shall be classified as either nonconforming or non-complying as per definitions. Nonconforming signs shall be classified as "grand-fathered" signs, and shall be removed only when the Enforcing Officer utilizing certain appropriate sections of the adopted building code, the Easley Municipal Code, and/or various provisions of this ordinance deem such signs as being dilapidated and constituting a definite health hazard to the public.

§4.11.2 Alterations to Nonconforming and Non-complying Signs

A nonconforming or non-complying sign may be altered subject to the following conditions:

1. That the degree of nonconformance or noncompliance is not increased as applied to on-premises signs. Such alterations are limited to the changing of a copy of a permitted changeable copy sign, or the painting or refinishing of the surface of a sign face or sign structure so as to maintain an adequate appearance. The alterations of advertising signs which are nonconforming or non-complying must adhere to all the requirements cited in the Ordinance. In all cases, the business owner shall obtain a sign permit in accordance with the terms of this Ordinance.

2. If any nonconforming sign is removed as per the requirements of this ordinance or for any other reason, with the exception of billboards, shall be required to conform with this ordinance upon replacement of the sign.
3. If any non-complying sign is removed with the exception of billboards it can only be reconstructed if it is brought into compliance with all applicable yard, setback, size, and height requirements as stipulated within this Section.
4. All non-conforming signs shall be removed upon a business ceasing operations for no more than ninety (90) days; if the location re-establishes a business within ninety (90) days, sign must be brought into compliance.
5. All non-conforming signs shall be removed when the current business undergoes a renovation in which the value is greater than 50% of the property tax value.

§4.12 Calculation of Display Area for Signage

1. General

The sign face area shall be the advertising display surface of the sign.

2. Size of Sign Face Area

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.

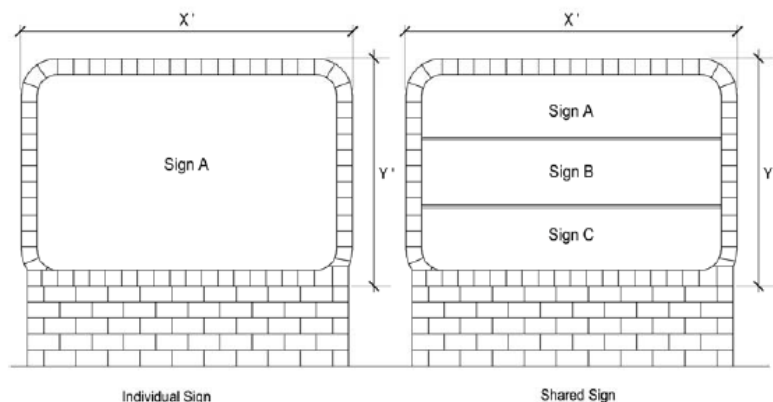
3. Supporting Structure Not Counted

The supporting structure or bracing of a sign shall not be counted as part of sign face area unless such structure or bracing is made a part of the sign's message.

4. Co-location

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 if the freestanding signs would have been constructed separately. Sign support structures shall comply with the height limits regardless of the number of collocated signage.

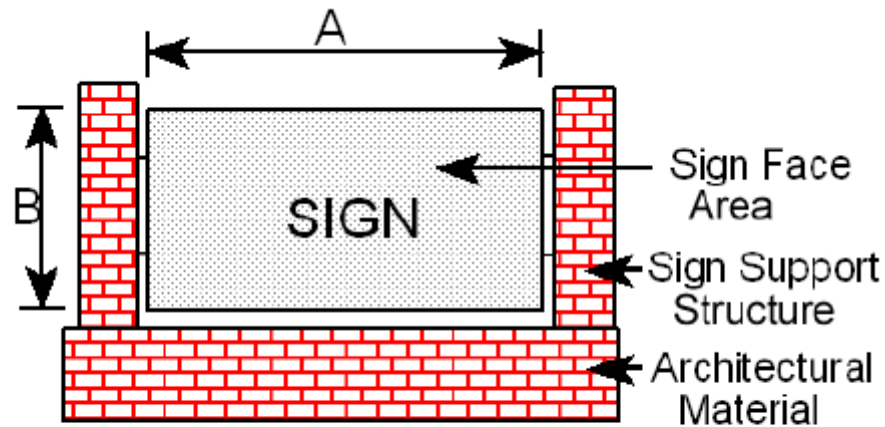
Figure 1: Co-Location Sign



5. Two-Sided Signs

Where a sign has two (2) display faces back to back, the area of only one (1) face shall be considered the sign face area. Where a sign has more than one (1) display face, all areas that can be viewed simultaneously shall be considered the sign face area as depicted in Figure 2, Two-Sided Sign:

Figure 2: Two-Sided Signs

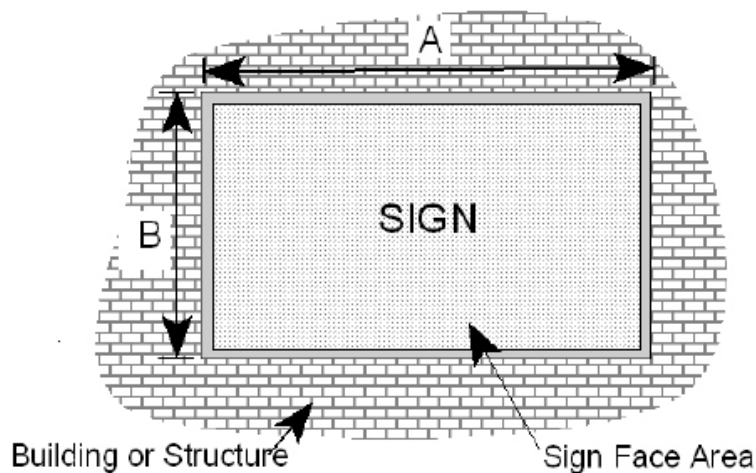


$$\text{Sign Area} = (A) \times (B)$$

6. 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 shall be the total area of the entire background as depicted in Figure 3, Signs with a Background:

Figure 3: Signs with a Background



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

7. 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, sign face area shall 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 Figure 4

Figure 4: Signs with No Border or Frame:

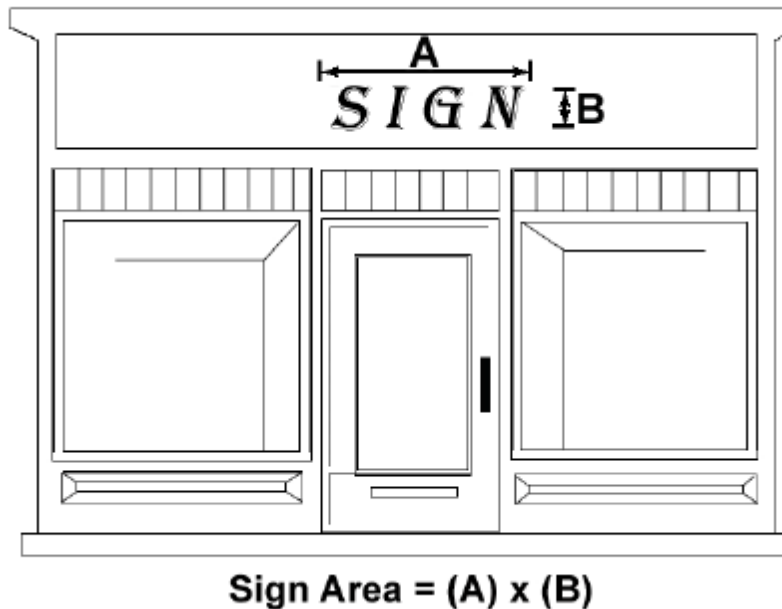


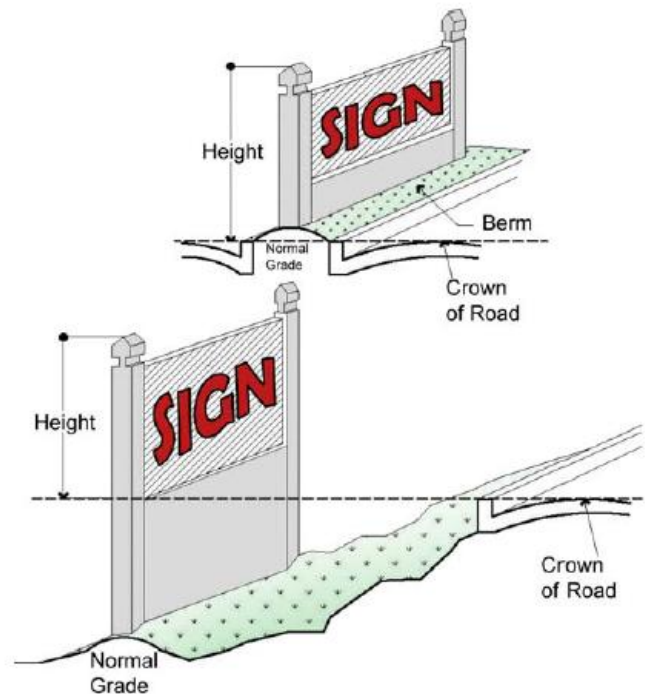
Figure 5: Sign Height

8. Sign Height

No freestanding sign shall exceed 10' in height as measured from the base of the sign in the OI, NC, CC and MED Districts, or 15' in height as measured from the base of the sign in the GC or IND Districts.

City Council shall re-visit the height requirements within five (5) years of adopting this ordinance and make a determination on the height requirement in relation to § 4.11.2.5.

Sign height shall be 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” shall mean 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 shall 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 Figure 5.

§4.13 Sign Application Process

§4.13.1 General

Applications for sign permits shall include a scaled drawing of the sign, which depicts and describes:

1. size
2. shape
3. colors
4. materials to be utilized
5. copy/wording and designs
6. illumination type and electrical detail
7. location on building, if wall sign

§4.13.2 Ground Signs

In addition, permit applications for detached signs shall be accompanied by a plot plan or sketch of the site, to show:

1. font
2. the location of the sign on the lot
3. scale
4. dimensions of parcel lines
5. height of the sign
6. any support structure to be utilized
7. electrical sources
8. base landscaping

§4.13.3 Application Determination

A denial or approval of sign applications will be issued no later than thirty days after receipt of the application in the Planning & Development Office unless the application is for a property within the specified Central Business District. This application upon receipt will be scheduled with the next assigned Architectural Board meeting which is scheduled for the fourth Thursday of each month at 5:00 p.m. in the conference room of the Planning & Development Department. Any sign applicant who does not purchase

his sign permit within 30 days of application approval allows application to become null and void and a new application process must begin.

§4.13.4 Enforcement

Signs which are found to be in violation of the provisions of this article shall be subject to the following provisions. Where notice is required, such notice shall be by certified mail or by facsimile or by phone call, or all, as may be reasonable under the circumstances surrounding the violation. Notices sent by certified mail shall be addressed to the last known address of the business for which the sign represents.

1. The Zoning Official and/or his assignees shall have the authority to enter upon the premises of any nonconforming and/or violating property to address the sign issue or to remove the non-compliant sign from the premises.
2. The Zoning Official may send notice to the sign owner and/or the business for which the sign represents, stating the nature of the violation and granting an appropriate period of time to correct the violation. Continued violation may be subject to the following:
 - a. Impoundment.

The Zoning Official or other authorized city staff may impound the sign. The zoning official shall have the authority to dispose of such sign without compensation to the sign owner/business for which the sign represents.

- b. Payment of Costs of Sign Removal

If the Zoning Official or other authorized city staff determines that it is necessary under the terms of this article to remove a sign, he shall use either city staff or a private contractor, depending on the availability of budgeted funds and /or manpower and equipment to undertake this work. The sign owner/business for which the sign represents shall pay all costs incurred directly to the city or the cost will become a lien against the real property upon which such cost was incurred, and such costs shall be collected in the same manner as city taxes are collected, or by such other method as applicable law may permit. When private contractors are utilized, the lowest responsible bidder shall be awarded the contract.

§4.13.5 Penalty

Whenever in this chapter the doing of an act is required or failure to any act is declared to be unlawful or an offense, where no specific penalty is provided therefore, the violation of any such provision of this chapter shall be punished by a fine of not more than \$500 or imprisonment for a period not exceeding 30 days, plus any additional state and local assessments; provided, that such penalty shall not exceed the penalty provided by state law for similar offenses. Except where otherwise provided, each day any violation of any provision of this chapter shall continue shall constitute a separate offense. Violator has the right to appeal to the Planning & Development Office. If not satisfied with the results of this appeal, violator has the right to appeal to the City Council.

§4.13.7 Variance

Recognizing that the strict application of the requirements of this Article may cause an undue hardship on certain applicants, variances from strict application of the provisions of this Chapter may be granted as set out in the Variance Procedures for the Zoning Ordinance by the Board of Zoning Appeals. Each application shall be made a part of the public records of the duly assigned committee's minutes. The Board of Zoning Appeals meets on the fourth Thursday of each month at 5:00 pm. Application to appear before this committee must be received no later than thirty (30) days prior to the committee meeting.