

ARTICLE 9. SIGNS

9.1 SIGN REGULATIONS

9.1.1. PURPOSE

The purpose of this Article is to protect the dual interest of the public and the advertiser.

As such, this Article will:

- (A) Protect public safety and welfare and to ensure the maintenance of an attractive physical environment while satisfying the needs of sign users for adequate identification, communication, and advertising;
- (B) Preserve free speech under the First Amendment to the United States Constitution;
- (C) Remain content neutral only enforcing the physical characteristics of signs;
- (D) Maintain and enhance the aesthetic environment to ensure Cayce’s ability to attract sources of economic development and growth;
- (E) Continue pedestrian and traffic safety;
- (F) Ensure minimal impacts of signs on the public; and
- (G) Enforce these regulations with fairness.

9.2 APPLICABILITY, CONFORMANCE, INSTALLATION, AND MAINTENANCE

9.2.1. APPLICABILITY

This Article regulates the number, size, placement, and physical characteristics of signs; allows certain signs without permits; prohibits certain signs; and requires permits for certain signs.

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9.2.2. CONFORMANCE

From and after the adoption of this Ordinance, no sign may be erected, modified or enlarged within the jurisdiction of this Ordinance unless it conforms to the requirements of this Article.

9.2.3. INSTALLATION

All signs must be installed in accordance with applicable provisions of the adopted Building Code.

9.2.4. MAINTENANCE.

All signs shall be maintained in proper condition. Damaged signs shall be repaired, replaced, or removed. Under these requirements, the following shall apply:

- (A) Every sign permitted by this ordinance shall be kept in good condition and repair. When any sign becomes insecure, in danger of falling or is otherwise deemed unsafe by the Code Official, or if any sign shall be unlawfully installed, erected or maintained in violation of any of the provisions of this ordinance, the owner thereof or the person or firm shall, upon written notice by the Code Official, make such sign conform to the provisions of this ordinance, or shall remove it within not more than 10 days. If within 10 days the order is not complied with, the Code Official shall be permitted to remove or cause such sign to be removed at the expense of the owner and/or the user of the sign.
- (B) Wall signs must identify the name of the current business or organization. If no business or organization occupies the property for a period of 60 days, the wall sign shall be removed. Failure to remove the wall sign within 60 days may result in the City removing the sign at the property owner's expense.

9.3 LOCATION

9.3.1. SIGNS ON PRIVATE PROPERTY

Signs shall be allowed on private property in accord with Section 9.5 Sign Regulations by Zoning District and other applicable standards in this article. I

9.3.2. SIGNS ON PUBLIC PROPERTY OR RIGHT OF WAY


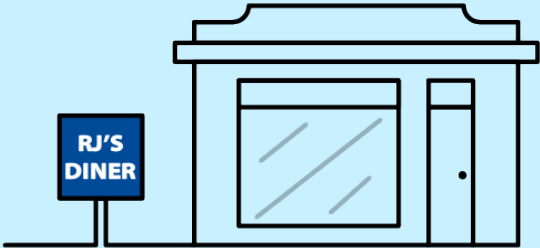
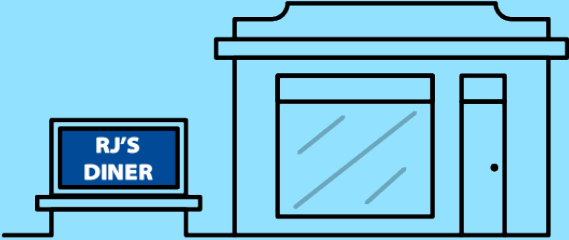
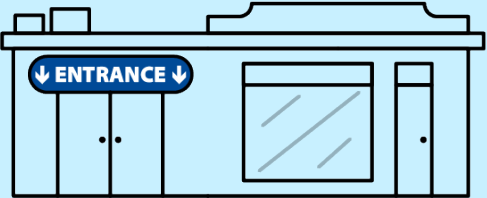
- (A) Except for traffic, directional, safety or informational signage posted by any federal, state, county, or municipal government, signs may not be located on a public right-of-way.
- (B) Any sign illegally placed on public property is forfeited to Cayce and subject to removal, including signs placed within the public right-of-way.


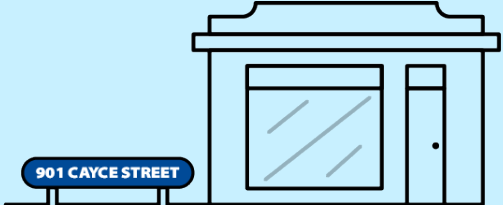
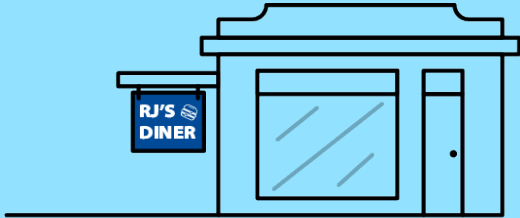
9.3.3. PROHIBITED LOCATIONS

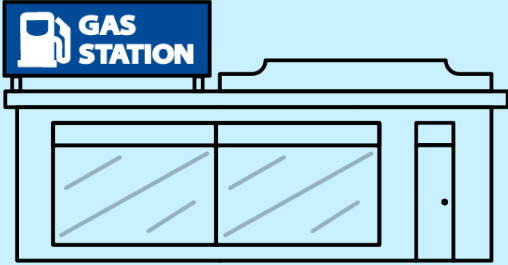
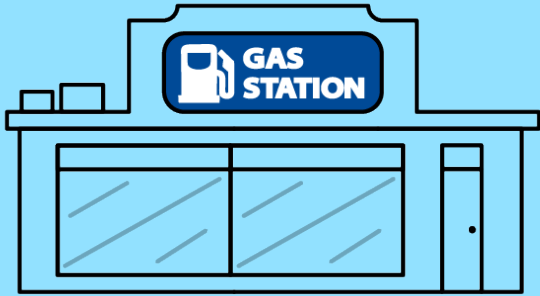
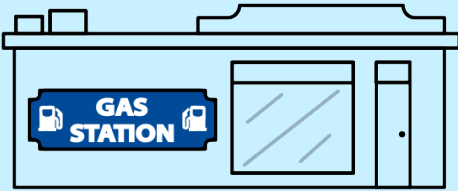
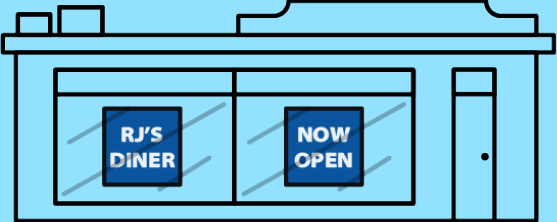
Under no circumstances shall a sign be placed in the following prohibited locations:

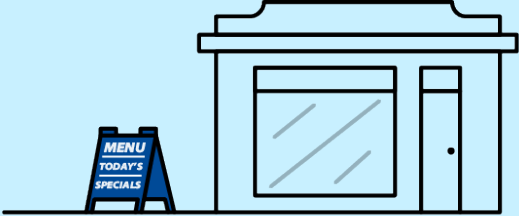
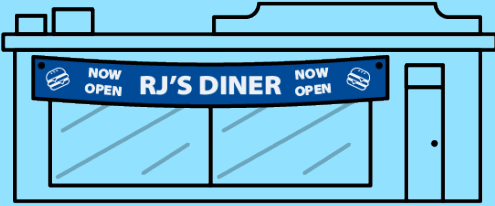

(A) Vehicles that are considered inoperable or vehicles permanently parked for the purpose of acting as a sign

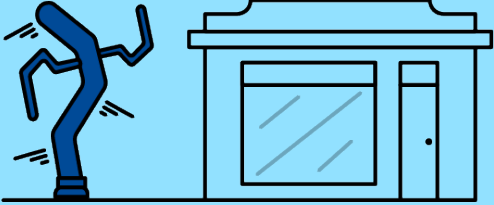
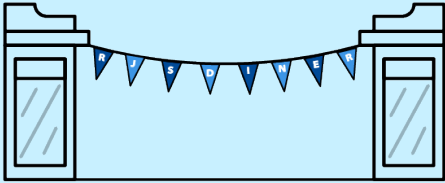
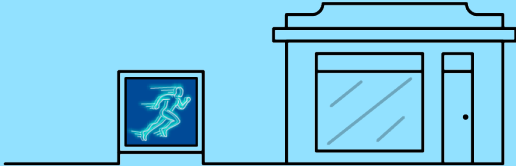
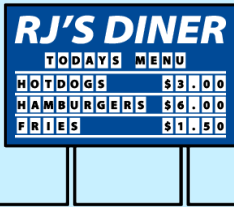
9.4 SIGN TYPES AND GRAPHICS

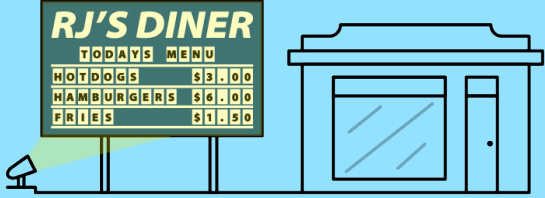
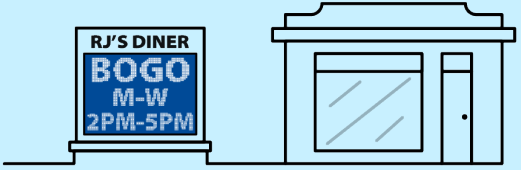
Sign Type	Description	Graphic
Freestanding Off-Premise (Billboards)	Any non-movable sign not affixed to a building. This is located on a separate property from the entity being referenced on the sign.	
Freestanding On-premise	Any non-movable sign not affixed to a building. This is located on the same property as the entity being referenced on the sign.	
Monument	A ground-mounted sign with a solid base that is at least as wide as the sign itself. It is permanently fixed to the ground and not supported by visible poles or posts	
Incidental	A sign, generally informational, that has a purpose secondary to the use of the zone lot on which it is located, such as "no parking", "entrance", "loading only", "telephone", and other similar directives. No sign	

	<p>with a commercial message legible from a position off the zone lot on which the sign is located shall be considered incidental.</p>	
<p>Awning or Canopy</p>	<p>A sign that is mounted or painted on or attached to an awning or canopy</p>	
<p>Identification</p>	<p>A sign giving the nature, logo, trademark, or other identifying symbol; address; or any combination of the name, symbol, and address of a building, business, development, or establishment on the premises where it is located.</p>	
<p>Projecting</p>	<p>A sign that is wholly or partly dependent upon a building for support and which projects more than 12 inches from such building.</p>	

<p>Roof</p>	<p>A sign giving the nature, logo, trademark, or other identifying symbol; address; or any combination of the name, symbol, and address of a building, business, development, or establishment on the premises where it is located.</p>	
<p>Roof, Integral</p>	<p>A sign whose structure is integrated into the structure of the roof, and is an integral part thereof.</p>	
<p>Wall</p>	<p>A sign that is in any manner affixed to or painted on to any exterior wall of a building or structure and that projects not more than 12 inches from the building or structure wall.</p>	
<p>Window</p>	<p>A sign that is applied or attached to the exterior or interior of a window or located in such manner within a building that it can be seen from the exterior of the structure through a window.</p>	

<p>A-Frame</p>	<p>A freestanding movable sign, not secured or attached to the ground or any building or structure, composed of a sign panel and supporting structure or one or more panels which form both the structure and sign face. (Also known as a "Sandwich Board")</p>	
<p>Banner</p>	<p>Any sign applied to or constructed of paper, plastic or fabric of any kind with or without frame, and with or without design or lettering, used to decorate or attract attention to a location, object, institution, product service or business. Flags of nations, states or political subdivisions, shall not be considered banners.</p>	
<p>Portable</p>	<p>A sign that may be moved from one location to another, is not permanently affixed to the ground, and is differentiated from a movable sign in that it may be equipped for transportation by motor vehicle or other mechanical means. Trailer signs are considered to be portable signs.</p>	

<p>Inflatable</p>	<p>A sign that requires air, whether contained or blown, to keep and maintain its shape, or which causes an object to flutter.</p>	
<p>Pennant</p>	<p>Any light-weight plastic, fabric or other material, whether or not containing a message of any kind suspended from a rope, wire or string, usually in series, designed to move in the wind.</p>	
<p>Animated</p>	<p>Any sign that uses movement or change of lighting to depict action or creates a special effect or scene.</p>	
<p>Changeable Copy, Nondigital</p>	<p>A sign or portion thereof with characters, letters or illustrations that can be changed or rearranged without altering the face or the surface of the sign.</p>	

<p>Illumination, External</p>	<p>Signs illuminated by an external source of light.</p>	
<p>Digital Display</p>	<p>The portion of a sign message made up of internally illuminated components capable of changing the message periodically. Digital displays may include but are not limited to LCD, LED, or plasma displays. Allowable only as a percentage of total allowable signage for freestanding signs.</p>	

9.5 SIGN REGULATIONS BY ZONING DISTRICT

Table 9.1 Type and Characteristics by Zoning District

(A) Allowed without a permit, but must comply with all conditions on Table 9.2.

(P) Allowed but a permit is required

(-) Not allowed.

Sign Type	All Residential Zones	C-1	C-2	C-3	C-4	M-1	M-2	D-1	O-S	INS(4)
PERMANENT										
FREESTANDING										
OFF-PREMISE (1)	-	-	-	-	-	P	P	-	-	-
ON-PREMISE										
Monument	(2)	P	P	P	P	P	P	P	P	P
Other	(2)	P	P	P	P	P	P	P	P	P
Incidental	-	A	A	A	A	A	A	A	A	A
BUILDING										
Canopy	-	P	P	P	P	P	P	-	-	-
Identification	A	A	A	A	A	A	A	A	A	A
Marquee	-	-	P	P	P	P	P	-	-	-
Projecting	-	-	P	P	P	P	P	-	-	-
Roof	-	-	-	-	-	-	-	-	-	-
Roof, Integral	-	-	P	P	P	P	P	-	-	-
Wall	-	P	P	P	P	P	P	-	-	-
Window	-	A	A	A	A	A	A	A	A	A
TEMPORARY (3)										
A-Frame	-	-	A	A	A	A	A	-	-	-
Banner	-	P	P	P	P	P	P	-	P	P
Posters	-	P	P	P	P	P	P	P	P	P
Portable	-	-	(5)	(5)	(5)	(5)	(5)	-	-	-
Inflatable	-	-	-	-	P	-	-	-	-	-
Pennant	-	-	P	P	P	P	P	-	-	-
Identification	A	A	A	A	A	A	A	A	A	A
SIGN CHARACTERISTICS										
Animated	-	-	-	-	-	-	-	-	-	-
Changeable Copy	-	A	A	A	A	A	A	A	A	A
Illumination, External	(6)	(6)	(6)	(6)	(6)	(6)	(6)	(6)	(6)	(6)

Illumination, Internal	(6)	(6)	(6)	(6)	(6)	(6)	(6)	(6)	(6)	(6)
Illumination, Exposed bulbs or Neon	-	-	-	-	-	-	-	-	-	-

1 –Where permitted, Off-Premise signs may be established only on lots or parcels fronting or within 600 feet of Interstate ROW.

2 – Signs identifying or announcing land subdivisions and residential projects.

3 – See Section 9.5.

4 – This column does not represent a zoning district. It applies to institutional and other non-residential uses permitted in residential districts per the Table of Permitted Uses.

5- Prohibited on property fronting on Knox Abbott Drive, State Street, Axtell Drive, 12th Street and 12th Street Extension.

6-See Section 9.10.6

Table 9.2 Number, Dimension, and Location of Signs Requiring a Permit by Zoning District

- - = Not Allowed or Not Applicable
- s.f. = Square Feet

	All Residential Zones	C-1	C-2	C-3	C-4	M-1	M-2	D-1	O-S	INS (B)
FREESTANDING SIGNS										
Number Permitted (E)										
Per Lot										
Off-Premise (Billboards)	-	-	-	-	-	-	-	-	-	-
On-Premise	1(A)	1	1	1	1	1	1	1(A)	1	1
Per feet of street frontage										
Off-Premise	-	-	-	-	-	(C)	(C)	-	-	-
On-Premise	-	-	-	-	-	(D)	(D)	-	-	-
Maximum Sign Area (s.f.)										
Off-Premise	-	-	-	-	-	672	672	-	-	-
On-Premise	20	75(H)	75(H)	75(H)	75(H)	75(H)	75(H)	20	20	20
Sign, Digital Reader s.f. max. allow. area	-	-	-	60% (L)	60% (L)	60% (L)	-	-	-	-

Minimum Setback from property line										
Billboards	-	-	-	-	-	10'	10'	-	-	-
Other	5'	5'	5'	5'	5'	5'	5'	5'	5'	5'
Maximum Height	12'	20'	20'	7'(I)	20'(J)	40'(F)	40'(F)	20'	12'	12'
BUILDING SIGNS										
Number Permitted	1	6	6	6	6	6	6	1	1	1
Maximum Sign Area (s.f.)	2	200	200	200	200	200	200	12	12	12
Maximum Wall Area (Primary Wall) (%) (G)	-	15	15	15	15	15	15	-	-	-
Maximum Wall Area (Secondary Wall) (%) (K)	-	5	5	5	5	5	5	-	-	-
WINDOW SIGNS										
Maximum Window Area (%)	-	15	15	15	15	15	15	-	-	-
TEMPORARY SIGNS SEE SECTION 9.7										

- (A) One use identification sign not exceeding twenty (20) square feet is permitted for each entrance of a subdivision or residential project.
- (B) This column does not represent a zoning district. It applies to institutional and other non-residential uses permitted under the Table of Permitted Uses in Article 4.
- (C) Minimum distance between billboards shall be 2,000 feet measured on the same side of the street along the centerline of the street from which the billboard is viewed. When meeting this requirement, a billboard may be located on the same lot or parcel with another billboard or off-premise sign.
- (D) One per lot or one for each 500 linear feet of street frontage, whichever is less.

- (E) Lots fronting on two or more streets are allowed one additional sign for each street frontage, but signage cannot be accumulated and used on one street in excess of that allowed for lots with only one street frontage.
- (F) Maximum height of billboards may extend to seventy-five (75) feet, provided the sign structure is setback from the nearest property line one additional foot for each additional three feet in height over 40 feet.
- (G) Wall area is calculated by multiplying the linear feet of the wall, in which the sign is to be placed, by a standard twelve (12) feet in height, as established by this ordinance.
- (H) Sign area may be increased in accord with common signage plan requirements, where applicable, Section 9.7.
- (I) Sign height may be increased in accord with common signage plan requirements, where applicable, Section 9.7.
- (J) The maximum sign height may be increased in C-4 one foot for each linear foot of street frontage over 200 feet, not to exceed 35 feet in height.
- (K) Corner lots fronting on two or more streets may be allowed more than one primary frontage and be allowed 15% maximum sign area for all walls having primary frontage.
- (L) The messages on digital display signs shall have a minimum duration of eight (8) seconds. No scrolling is permitted and message transition shall be under one second. Digital display signs shall have a solid black background, which makes up at least 50% of the area of the digital display sign

9.6 WALL SIGNS

9.6.1. WALL SIGN DESIGN STANDARDS

- (A) No wall sign may extend above or below any roof lines, mansards, parapet walls or façade of any building and must be at least twelve (12) inches from the top and side edges of any parapet, façade, mansard, or wall.
- (B) For signs affixed to architectural projections on a building, the copy area must remain on a parallel plane to the face of the building façade or the face or faces of the architectural projection to which it is affixed.
- (C) All wall signs shall be constructed in accordance with applicable provisions of the International Building Codes and National Electrical Code. Signs shall be made of metal, rigid plastic, vinyl, or wood treated to be long lasting and other durable

materials approved by the Planning Director or duly authorized representative. Canvas and non-treated wood shall not be used for permanent wall signage.

- (D) All permanent signs shall be securely attached to a building or structure by fixed metal supports, such as bolts, anchors, guy wires, or steel rods. Staples, nails, tethers or chains should not be used to secure any permanent sign to any building, structure or ground.
- (E) All wall signs shall be constructed to withstand the wind pressure as designated by the adopted Building Code.
- (F) Wall signs must identify a validly licensed business to the premises which it is located.

9.6.2. NUMBER OF SIGNS ALLOWED

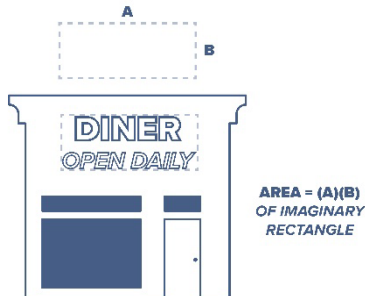
- (A) Each business shall be allowed up to six (6) wall signs per building, as long as the allowable sign area is not exceeded.
- (B) The total number of signs allowed on a single wall is three (3), as long as the allowable sign area is not exceeded.

9.6.3. WALL AREA CALCULATION

- (A) Only that portion of a wall onto which a sign face or letters are placed shall be calculated in the sign area.
- (B) Wall area is calculated by multiplying the linear feet of the wall in which the sign is to be placed by a standard 12 feet height, as established by this ordinance.
- (C) A building's primary frontage shall be allowed up to 15% maximum sign area, while secondary walls are allowed up to 5% maximum sign area. A building's primary frontage is the side of the building which faces a street, roadway or primary drive aisle. The Zoning Administrator has final determination of primary wall.
- (D) When a mansard extends beyond the width of the primary building wall, the additional mansard width may be included in the calculation up to ten (10) additional feet.

9.6.4. SIGN FACE CALCULATION

- (A) The area of a sign enclosed in frames or cabinets is determined by measuring the outer dimensions of the frame or cabinet surrounding the sign face.
- (B) The sign area of a wall sign which consists of individual letters that are erected directly onto a wall exclusive of any sign surface is measured by finding the area of the minimum imaginary rectangle or square of vertical and horizontal lines, which fully enclose all sign words, copy or message ().



- (C) When a wall sign utilizes any logo, capital letter, letter ascender or descender of a registered trademark, which creates an unusual sign area calculation, the sign area may be calculated based on the actual measurement of each character, as determined by the Zoning Administrator. This shall apply when the sign is not in a cabinet, but as individual channel letters.

9.6.5. CORNER LOTS

- (A) Lots fronting on two or more streets may be allowed more than one primary frontage and be allowed 15% maximum sign area for all walls having primary frontage.
- (B) Wall signage cannot be accumulated and used on one street in excess of that allowed for lots with only one street frontage.

9.6.6. MULTIPLE TENANT BUILDINGS

Any commercial complex, consisting of more than one retail, commercial, or office establishment grouped together, usually developed under one ownership or management, and generally sharing parking areas and vehicular entrances and exits shall adhere to the following regulations related to wall signage:

- (A) Wall area shall be calculated separately for each occupant using a standard twelve (12) feet height multiplied by the linear feet of each individual tenant space.
- (B) Each individual tenant space shall not exceed 15% maximum wall area on the primary frontage wall and 5% on all secondary walls.

- (C) Each tenant shall be allowed up to six (6) wall signs, so long as the maximum wall area is not exceeded.
- (D) The total number of wall signs allowed per tenant on any single wall is four (4), so long as the maximum wall area is not exceeded.
- (E) In no such case shall a single tenant's wall sign exceed 200 square feet in size or the total amount of all signs calculated together exceed 300 square feet.

9.6.7. HIGH RISE BUILDINGS

- (A) Buildings which exceed four (4) stories in height shall be permitted to erect one (1) wall sign per wall at the top story of the building. Such signs shall only identify the name of the building or the major tenant. The display area of such signs shall not exceed 2% of the area on the wall to which it is attached. Such signs shall be permitted in addition to the requirements of this Article.

9.6.8. NONCONFORMING SIGNS

- (A) Any sign legally existing at the time of the passage of this ordinance that does not conform in use, location, height or size with the regulations of the district in which such sign is located, shall be considered a legal nonconforming use or structure and shall be permitted to continue in such status until such time as it is either abandoned or removed by its owner, subject to the following limitations:
 - (1) Structural alterations and maintenance are permissible only where such alterations will not increase the degree of nonconformity of the sign(s).
 - (2) Any legal nonconforming sign shall be removed or rebuilt without increasing the existing size or area if it is damaged, or removed if allowed to deteriorate to the extent that the cost, repair or restoration exceeds 50% of the replacement cost of the sign as determined by the Code Official.

c.

9.7 TEMPORARY SIGNS

Temporary sign requirements apply to all temporary signs, regardless of content. This includes political signs. No temporary sign may be illuminated. In addition, dilapidated temporary signs shall be removed and replaced with a permanent sign, if permitted and desired, or replaced in accordance with the time intervals below.

Sign Type	*Display Period (12 month period)	**Display Intervals	Maximum Size	Permit Req'd.	Conditions
A-Frame	Continuous during open hours of operation	Off-hours	12 sq. ft.	N	1
Banner	60 days	6 months	32 sq. ft.	Y	2
Portable	30 days	30 Days	32 sq. ft.	Y	3
Pennants	30 days	30 Days	None	Y	4
Post or Temporary Signs resembling permanent signs	Within 3 months of Certificate of Occupancy issued for final unit or building.	None	32 sq. ft.	N	5
Yard	Varies	None	Varies	N	6

*** Display Period** refers to the maximum number of days in a calendar year that a type of sign may be displayed.

**** Display Interval** refers to the number of days that must pass before a similar type of sign may be permitted.

(A) Conditions:

- (1) Each business with a separate external entrance may utilize an A-Frame sign on the sidewalk adjacent to the business during business hours of up to six (6) square feet per side and up to four (4) feet in height. Such signs shall be

located no more than fifteen (15) feet from the primary business entrance and in a location that does not obstruct exits or pose a hazard to pedestrian or vehicle traffic. Such signs shall be professionally designed, constructed and lettered, but up to seventy-five percent (75%) of the sign may feature a chalk board, tack board or other changeable copy area. Signs placed on public sidewalks may be located based on a City approved management plan, and must meet any additional City licensing requirements. These signs shall be removed at the end of each business day.

- (2) No banner may be displayed for longer than 60 days for each permitted occurrence. Banners on commercial property must be secured to a wall or roof by all four corners and shall be installed in a fashion so as to present a professional appearance held taut across the wall surface so as to maintain readability and avoid sagging and flapping in the wind.
- (3) Portable signs shall be limited to one per establishment, shall not exceed six (6) feet in height, shall be anchored in accord with the adopted Building Code, and shall not be converted to a permanent sign, except in compliance with regulations for permanent signs. No portable sign shall be displayed for longer than 30 days per permitted occurrence. Portable signs are prohibited on property fronting on Knox Abbott Drive, State Street, Axtell Drive, 12th Street, and 12th Street Extension.
- (4) Pennants shall be properly secured and maintained at all times, and shall not interfere with pedestrian or vehicular movement.
- (5) Post signs, or any temporary sign that resembles a permanent sign typically for, but not limited to, project announcements must be installed and maintained in a manner to present a professional appearance. These signs may be placed at entrances or off-premise if granted permission by a property owner.
- (6) For properties with a non-residential use, the maximum size is 32 square feet. For properties with a residential use, the maximum size is 6 square feet. For properties that are being marketed for sale, the yard sign may remain until the property is sold. For all other properties, the display period is 30 days. Two yard signs are permitted per property.

9.8 PROHIBITED SIGNS

All signs not expressly permitted under this ordinance are prohibited. Such signs include, but are not limited to:

- (A) Signs painted on or attached to trees, fence posts, telephone or other utility poles, non-operating vehicles, or natural features.
- (B) Signs displaying intermittent lights resembling the flashing lights customarily used in traffic signals or in police, fire, ambulance, rescue vehicles or other warning signals, and signs using the words “stop”, “danger”, or any other word, phrase, symbol, or character in a manner that might mislead or confuse motorists.
- (C) Signs which have been abandoned, or no longer correctly directs or exhorts any person, advertises a bona fide business, lessor, owner, product, or activity conducted or product available on site.
- (D) Signs which have fallen into disrepair (dilapidated), are not properly maintained, are insecure or otherwise structurally unsound, have defective parts in the support, guys and/or anchors, or which are unable to meet minimum safety requirements of the Applicable Building Code.
- (E) Bench signs.
- (F) Inflatable signs.

9.9 COMMON SIGNAGE PLAN

9.9.1. WHEN REQUIRED.

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

- (A) More than one principal use or building. A single lot or parcel with more than one principal use or building (not including accessory uses or buildings) or qualifying on the basis of street frontage for more than one free-standing sign;
- (B) More than one use in a building. A building, consisting of more than one retail, commercial, or office establishment grouped together, usually developed under one ownership or management, and generally sharing parking areas and vehicular entrances and exits shall adhere to regulations related to wall signage; and,

- (C) PDD (Planned Development District). A Planned Development District project shall submit a common signage plan and shall contain all information required for sign permits and shall specify standards for consistency among all signs on the lot affected with regard to:
- (1) Lettering or graphic style;
 - (2) Lighting;
 - (3) Location of each sign on the buildings;
 - (4) Material; and
 - (5) Sign proportions.

9.9.2. PLAN REQUIREMENTS.

A Common Signage Plan shall include the following, with elements required for the appropriate district or building layout:

- (A) Limitation on the number of free-standing signs to a total of one for each street on which there is frontage;
- (B) Wall areas calculated separately for each occupant using a standard 12 feet height multiplied by the linear feet of each individual tenant space.
- (C) Each individual tenant space shall not exceed 15% maximum wall area on the primary frontage wall and 5% on all secondary walls.
- (D) Each tenant shall be allowed up to one wall sign per frontage, so long as the maximum wall area is not exceeded.
- (E) Buildings which exceed four (4) stories in height shall be permitted to erect one (1) wall sign per wall at the top story of the building. The display area of such signs shall not exceed 2% of the area on the wall to which it is attached. Such signs shall be permitted in addition to the requirements of this Article.
- (F) When located in a zoning district other than PDD, the Plan shall provide for shared signs; however the maximum sign area shall be limited to the maximum sign size for the district within which it is to be located, except it may be increased by one square foot for each linear foot of street frontage over 100 feet, not to exceed 200 square feet of sign area, and the maximum sign height may be increased in the C-3 District (only) one foot for each linear foot of street frontage over 100 feet, not to exceed 12 feet in height.

9.9.3. Recordation and Required Conformance.

Once approved by the Planning Director, the Common Signage Plan shall be recorded and become binding on all businesses and uses occupying the affected lots, but may

be amended by filing a new or revised Plan in conformance with the requirements of this Ordinance.

9.9.4. Existing Signs in a Common Signage Plan regulated area.

If any new or amended Common Signage Plan is filed for a property on which existing signs are located, it shall include a schedule for bringing into conformance, within one year, all signs not conforming to the proposed amended Plan or to the requirements of this Ordinance in effect on the date of submission. All signage must be in compliance at the time of recordation of the approved revised Common Signage Plan.

9.10 DEVELOPMENT STANDARDS

9.10.1. VISUAL AREA CLEARANCE

No sign or sign structure shall be placed within the sight triangle, as defined by the latest edition of the SCDOT Access and Roadside Management Standards Manual.”

9.10.2. VEHICLE AREA CLEARANCE

Clearances are measured from the grade directly below the sign to the bottom of the sign structure enclosing the sign face.

(A) When a sign extends over an area where vehicles travel or park, the bottom of the sign structure shall be at least 14 feet above the ground. Vehicle areas include driveways, alleys, parking lots, and loading and maneuvering areas.



9.10.3. PEDESTRIAN AREA CLEARANCE

Clearances are measured from the grade directly below the sign to the bottom of the sign structure enclosing the sign face.

(A) When a sign extends over a sidewalk, walkway, or other space accessible to pedestrians, the bottom of the sign structure shall be at least 8 feet above the ground.).



9.10.4. SIGN MATERIALS; CODE COMPLIANCE

- (1) All signs shall be constructed in accord with applicable provisions of the adopted Building Code and National Electrical Code, and consist of durable all-weather materials, approved by the Planning Director, or duly authorized representative. All lighting, whether direct or indirect, shall be UL approved.
- (2) Images, logos, graphics, etc. painted on permanent signs or buildings must be performed in a professional manner.

9.10.5. DOUBLE-DECKED SIGN FACES

- (1) Stacked or double-decked sign faces shall not be permitted on billboards.

9.10.6. SIGN ILLUMINATION

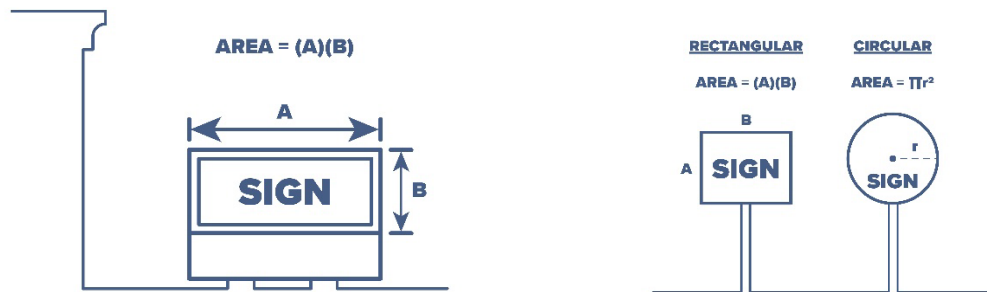
- (1) All illuminated signs shall have their lighting directed in such a manner as to only illuminate the face of the sign and shall have such lighting shielded so as not to directly shine on abutting properties or in the line of vision of the public using the streets or sidewalks.
- (2) External light sources shall not be visible from the right-of-way nor shall any component cause glare hazards to pedestrians, motorists, or adjacent properties.
- (3) Signs shall not exceed a maximum illumination of 5,000 nits (candelas per square meter) during the daylight hours and a maximum illumination of 500 nits between dusk and dawn, as measured from the sign's face at maximum brightness. The applicant or sign manufacturer shall provide either written certification from the manufacturer that the light intensity has been factory programmed not to exceed above listed light levels or provide other documentation that the sign meets these requirements.

- (4) Signs which produce flashing light, intermittent lights, changing degree in intensity or color are prohibited.
- (5) When electrical service is provided to a sign, all such electrical service shall be placed underground or otherwise concealed.

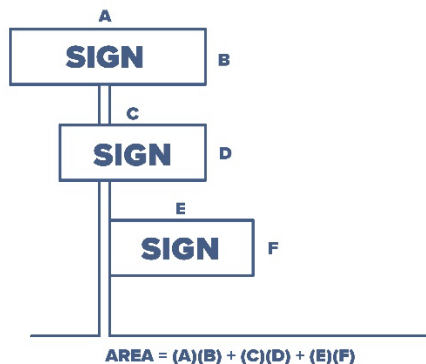
9.11 SIGN MEASUREMENT

9.11.1. SIGN FACE AREA

- (A) The area of a sign enclosed in frames or cabinets is determined by measuring the outer dimensions of the frame or cabinet surrounding the sign face. Sign area does not include foundations or supports. Only one side of a double-faced or V-shaped, freestanding sign is counted.



- (B) For signs on a base material and attached without a frame, such as a wood board or Plexiglas panel, the dimensions of the base material are to be used in the measurement unless it is clear that part of the base contains no sign related display or decoration.
- (C) For sign structures containing multiple modules oriented in the same direction, the modules together are counted as one sign face).



- (D) The maximum surface area visible at one time of a round or three-dimensional sign is counted to determine sign area.
- (E) For signs incorporated into awnings, the entire panel containing the sign is counted as the sign face unless it is clear that part of the panel contains no sign related display or decoration.

(F)

9.12 MURALS

(A)

9.12.2. GENERALLY.

- (A) Murals within the City of Cayce require Planning Director approval. The maintenance of the mural will be the responsibility of the property owner or other designated entity. A mural that is allowed to deteriorate into a condition of disrepair shall be a zoning violation.
- (B) In no instance shall an art installation visible from a street or off-site area depict specified anatomical areas or specified sexual activities as defined by this Ordinance.

9.12.3. PURPOSE.

- (A) This section furthers the following:
 - (1) Encourages artistic expression;
 - (2) Fosters a sense of pride in the City of Cayce;
 - (3) Preserves existing murals that are a valued part of the history of the City of Cayce.

9.12.4. OBJECTIVES.

- (A) The mural regulations also promote public safety and welfare by regulating such displays in keeping with the following objectives:
- (B) That the design, construction, installation, repair and maintenance of such displays will not interfere with traffic safety or otherwise endanger public safety.
- (C) That the regulations will provide reasonable protection to the visual environment by controlling the size, height, spacing and location of such displays.
- (D) Encourage the installation of murals and at the same time, prevent the proliferation of off-site commercial signs.

9.12.5. EXCLUSION OF COMMERCIAL MESSAGING.

- (A) A mural permitted under this ordinance shall be a one-of-a-kind, hand-painted, hand-tiled, or digitally printed image on the exterior wall of a building that does not contain any commercial message. For definition purposes, a commercial message is any message that advertises a business conducted, services rendered, or goods produced or sold.

9.12.6. NONCONFORMING MURALS.

- (A) Any original art mural installed prior to the effective date of this section shall have legal nonconforming status and, notwithstanding any provision of this ordinance, will not require a permit.

9.12.7. NEW MURAL REQUIREMENTS.

- (A) Artist Requirements.
 - (1) Surface preparation may include chemical treatments to remove chipping paint, mold and dirt.
 - (2) The artist will be required to apply a protective coating once the mural is complete.
 - (3) The medium used must be durable and able to withstand minor wear and tear and harsh outdoor elements for at least ten years.
 - (4) If the mural is to contain an artist signature or brand, it must be approved during approval of mural.
 - (5) The mural will serve as a visual landmark and should be distinctive through use of design, color, etc. Only original art will be considered.
- (B) Alterations to a permitted mural.
 - (1) Alterations include any change to a permitted mural, including, but not limited to, any change to the image(s), materials, colors or size of the permitted mural and shall require a new review and permit.
 - (2) Alteration does not include naturally occurring changes to the mural caused by exposure to the elements or the passage of time.
 - (3) Minor changes to the permitted mural that result from the maintenance or repair of the mural shall not constitute an alteration. Such minor changes may include slight and unintended deviations from the original image, colors, or materials that occur when the permitted mural is repaired due to the passage of time or as a result of vandalism.
- (C) Removal. A mural may be removed at any time:
 - (1) If an easement agreement exists, removal process will be outlined in said agreement.

(D) If an easement agreement is not in place, murals may be removed at the property owner's discretion.