

Kershaw County Planning and Zoning Department

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PROHIBITED SIGNS
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Animated Signs
Bench Signs
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Certain Signs on Parked Motor Vehicles or Trailers
Dilapidated, Unsafe Signs
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Signs that Obstruct Other Signs
Signs With Sound, Odor, or Matter
Spot Lights, Strobe Lights
Unlawful Signs

Prohibited Signs, Section 3:4.5, Unified Code of Zoning and Land Development Regulations

3:4.5-1 Prohibited Signs and Prohibited Sign Characteristics

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

- A. **Signs Located in the Public Right-of-Way** - Any sign, banner, or display placed on any curb, sidewalk (except where otherwise permitted in this Ordinance), post, pole, hydrant, bridge, tree, or other surface located on, over, or across any public street or right-of-way is prohibited except for governmental signs and where otherwise permitted in this Ordinance where unique circumstances or conditions exist to warrant the placement of a sign within the road right-of way. Such signs shall be approved by the Planning Official, be authorized by the SCDOT, and/or the Kershaw County Sheriff's Department, and shall not be located in a driveway or intersection sight triangle or in an area that would cause a traffic hazard. If utility and road maintenance is necessary, the cost of relocating all signs in the right-of-way shall be assumed by the property owner.
- B. **Signs Imitating Traffic, Governmental, or Emergency Signals** - Signs not erected by a public authority that are displayed in a manner that could mislead or confuse drivers, cyclists, or pedestrians are prohibited. This includes signs which imitate an official traffic sign or signal, emergency or law enforcement vehicle, public notice, or which display misleading words, rotating discs, symbols, intermittent lights resembling the color, size, shapes, or order of lights customarily used in traffic signals or on emergency or law enforcement

vehicles. Examples include signs using the words *stop*, *yield*, or *danger*, or any word, phrase, or symbol such as a picture of a traffic sign.

- C. **Signs or Devices Employing Distracting, Flashing, or Intense Illumination or Color** - Flashing signs, signs with flashing or reflective discs, signs with flashing lights or lights of changing degree or intensity or color are prohibited. "Day-glow" or highly reflecting coloring, paint, or other reflective materials which may impair the vision, cause glare, or otherwise interfere with any driver's operation of a motor vehicle or bicycle are not allowed.
- D. **Animated Signs** - Any sign, or any part of a sign, that changes copy or image more frequently than once every fifteen (15) seconds is considered to be animated and is not allowable. Included are signs that employ motion or the illusion of motion by any means (manual, electronic, mechanical, electrical, atmospheric, panels, slats, discs, or lights, etc.) to depict action or create a special effect or scene. Also included are signs that create the illusion by blinking, alternating, chasing, contracting or expanding, flashing, fading, repeating, oscillating, pulsating, rotating, rolling, running, scrolling, strobing, twinkling, simulating moving video images, etc. Exception: If a time and temperature sign alternates between a time message and a temperature message, it shall continuously show one message a minimum of six (6) seconds in time before switching to the other message.
- E. **Signs Obstructing Driver's Views** - Any sign which the Planning Official determines obstructs or interferes with a driver's view of merging, approaching, or intersecting traffic, or of a traffic signal, sign, or device, or which would otherwise interfere with a driver's operation of a motor vehicle or bicycle shall be prohibited.
- F. **Abandoned Signs** - Abandoned signs shall not be permitted. A sign shall be deemed abandoned and in cessation of use when any of the following have occurred for thirty (30) continuous days:
 - 1. The sign relays information that is no longer pertinent or up-to-date.
 - 2. The sign no longer advertises a bona fide business, lessor, owner, product, activity conducted, or product available.
 - 3. The structure does not contain a sign surface area.
 - 4. The sign contains no message. For such purposes, the terms "Sign for Rent," "Sign for Lease," etc. shall not be deemed to be a message.
 - 5. There is no longer any business activity on the site.
- G. **Bench Signs** - Signs on benches are not permitted.
- H. **Dilapidated and Unsafe Signs** - Any sign which is not properly maintained; is insecure, or otherwise structurally unsound; has defective parts in the supports, guys and/or anchors; or is unable to withstand wind pressure of 100 miles per hour as determined by the Building Official and applicable regulations as provided in the applicable building codes is prohibited.
- I. **Fluttering Signs** - Fluttering signs or devices, all or part of which are set in motion by movement of the atmosphere, mechanical, electrical, or any other means are prohibited. Such items include rotating or otherwise moving devices, whirligigs, pennants, posters, propellers, discs, ribbons, streamers, strings of light bulbs, spinners, and flags (other than flags, pennants, insignia, or symbols of any religious, governmental, non-profit or not-for-profit organization when not displayed in connection with a commercial promotion or as an advertising device) regardless of whether they contain written messages.
- J. **Inflatable Signs** - Inflatable signs, including balloons, are prohibited.
- K. **Off-Premise Advertising** - Any sign, with the exception of temporary special event, campaign, election, garage sale, yard sale, and off-premise directional sign, that identifies or communicates a message related to an activity conducted, a service rendered, or a commodity sold, which is not the primary activity, service or commodity provided on the site where the sign is located shall be prohibited. Off-premise advertising signs lawfully erected prior to the effective date of this Ordinance may require compensation for removal or relocation per South Carolina Code of Laws, Title 39, Chapter 14. This Ordinance does not regulate Specific Information Service Signs on Interstate 20 as outlined in South Carolina Code of Laws, 63-338.
- L. **Portable Signs** - The term *portable sign*, as used in this Ordinance refers to any sign placed in a frame or stand designed to be transported from place to place and not permanently installed. Such signs are

prohibited except as temporary special event signs for institutional, non-profit, or public interest uses only. This provision excludes restaurant menu sandwich boards and easels.

- M. **Roof Signs** - Any sign, sign structure, painted sign, or sign extending above or higher than the cornice is prohibited.
- N. **Signs Attached to Awnings, Marquees, Canopies, Building Facades, and Projecting Signs** - Any sign affixed to any structure or sign frame that is not flush with, or integral to that structure or sign frame is prohibited.
- O. **Signs Obstructing Ingress, Egress, Light, or Air** - Any sign located outdoors which interferes with free passage from, or obstructs any fire escape, downspout, window, door, stairway, ladder, or opening intended as a means of ingress or egress or providing light or air is prohibited.
- P. **Signs Obstructing Other Signs** - Any sign which is located in such a way as to intentionally deny visual access to an adjoining property's existing sign is prohibited.
- Q. **Signs on Fences, Poles, or Trees** - Any sign or advertising device attached to or painted on a fence, utility or telephone pole, tree, stone, or any other natural object is prohibited except as specifically provided in this section. *Warning, No Trespassing, Posted, No Hunting*, and similar signs located in an undeveloped rural setting may be posted on poles, trees, and fences.
- R. **Signs on Parked Motor Vehicles or Trailers** - Signs placed or painted on a motor vehicle or trailer and parked or mounted for the primary purpose of providing signs not otherwise allowed by this code are prohibited.
- S. **Signs on Refuse Containers** - Signs on refuse containers are not permitted except for signs identifying the container provider.
- T. **Signs violating any provision of any law of the State or Federal Government relative to outdoor advertising** are prohibited.
- U. **Signs with Intense Lighting Adjacent to Residential Uses** - No sign shall be illuminated in such a way that it casts intense illumination onto any residential premises located in any zoning district in a manner which by intensity, duration, location, or other characteristic is incompatible with the residential character of the property on which such illumination is cast.
- V. **Signs with Sound, Odor, or Matter** - Signs which emit audible sound, odor, or visible matter are prohibited.
- W. **Signs Erected Without Property Owner's Permission** - Signs placed on a piece of property without written permission of its owner or agent are not allowed.
- X. **Spot and Strobe Lights** - Any spot light or light that shines into the sky or the clouds, moveable or non-moveable, for the purpose of attracting attention to a location is not permitted.
- Y. **Unlawful Signs** - Any sign that does not have a sign permit or has been installed, erected, or constructed in violation of any of the terms of this Ordinance is prohibited.