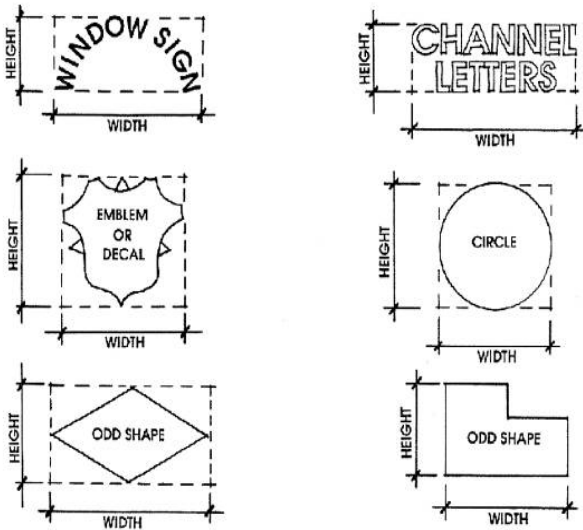


CALCULATING SIGNAGE AREA

Sign area is determined by multiplying the sign's height and width. For abstract signage, draw a line box around the tallest and widest points similar to below.



SIGN AREA= WIDTH X HEIGHT

PROHIBITED SIGNS

- ◆ Signs consisting of pennants, ribbons, streamers, spinners, strings, light bulbs, strobes, or other devices.
- ◆ Signs projecting above roof line.
- ◆ Signs that contain statements, words, or pictures of an obscene, or indecent character.
- ◆ Signs affixed to trees, other natural vegetation or rocks.
- ◆ Signs which imitate official traffic markers.
- ◆ Billboards.
- ◆ Portable temporary signs.
- ◆ Signs that impede sight distance or view of an intersection.
- ◆ Signs that cast or reflect a glare.

FREQUENTLY ASKED QUESTIONS

How do I know if I need a sign permit?

Business signage requires a sign permit. Contact the Planning Department to make sure.

Is there a permit fee?

Yes, the fee is \$20.

When do I remove signage?

If the business is closed, all signage must be removed within 90 days of the business closure.

What is the penalty for violating the Sign Ordinance?

A sign violation is a misdemeanor offense and carries a fine up to \$200 per day.

What are the requirements for banners?

Banners are not allowed in the Downtown (B-1 District) except for Grand Opening. Outside of Downtown, businesses are allowed one (1) banner for no more than 30 days and not larger than 48 square feet. The banner must be flush against the building. Churches and nonprofit organizations can have freestanding banners on-site. The banners can be displayed a week prior to an event and must be removed within 24 hours upon completion of the event.

Can my sign be internally lit?

Internally lit signs are allowed in the B-1, B-3, M-1, and M-2 Districts. Freestanding signs in those districts must have an opaque background. External lighting is allowed in the P-1 and B-2 Districts.

Do window signs have to be permitted?

Yes. Window signs displaying the business name, logo, image, or information visible through the glass to attract customer attention have to be permitted. Signs advertising sales or promotions can be exempt. The advertisement cannot use the business name as a way to circumvent the sign ordinance.



All-America City

HARTSVILLE

South Carolina



A user's guide to signs in Hartsville

Planning & Development Department

101 South Fourth Street

Hartsville, SC 29550

843.383.3009 (Office)

843.339.2879 (Fax)

The City's Sign Ordinance is a tool to protect property values, and create a more attractive economic and business climate in Hartsville. This brochure is intended to provide a brief explanation of the major components of the sign ordinance. Due to limited space, selected portions of the ordinance are provided. Please refer to the sign ordinance to get up-to-date information of our sign regulations. Our sign ordinance can be accessed through www.municode.com or our website, www.hartsvillesc.com. Utilizing the City's web site, click City of Hartsville on-line codes. Navigate to Appendix A Zoning. Click on Article VII Signs and Advertisements. Contact the Planning & Development Department for assistance and questions at 843.383.3009.

Sign requirements are reflected in the City's Zoning Districts. Each zone dictates the size, height, and other specificities for signage.

SIGNS WITHOUT A PERMIT

- ◆ Changeable copy signs, including bulletin boards, theater signs, etc.
- ◆ Temporary yard sale signs on private property not on public right-of-way, street signs, or poles.
- ◆ Seasonal or temporary displays of patriotic, religious, civic character on private property not used to advertise a product or service.

BANNERS

- ◆ Temporary freestanding signs and banners are not allowed in the public right-of-way.
- ◆ Businesses, except those in B-1 District, can have one (1) banner no larger than 48 square feet. It must be flush against the building and not posted on the property (*see Article VII; Sec. 3*).

PERMITTED PERMANENT SIGNS

Freestanding Signs

- ◆ P-1: One (1) sign not to exceed eight (8) square feet in area; contain business information; and sign cannot be internally lighted.
- ◆ B-1: One (1) sign not to exceed eight (8) square feet in area with maximum height of eight (8) feet. **Multiple tenants.** One (1) sign not to exceed 12 square foot in area with maximum height of eight (8) feet.
- ◆ B-2: One (1) sign not to exceed 12 square foot in area with maximum height of eight (8) feet. **Multiple tenants/Shopping Centers.** One (1) sign not to exceed 16 square feet in area with maximum height of eight (8) feet.
- ◆ B-3, M-1, M-2: One (1) sign not to exceed 30 square foot in area with a maximum height of eight (8) feet. Signs must be ground mounted (monument style sign). Maximum total sign including base is 40 square feet. **Multiple tenants/Shopping Centers.** One (1) sign; cannot exceed 100 square feet and 15 feet in height.



Wall Sign

- ◆ B-1: Sign area: one and half (1 1/2) times the linear feet of the building frontage, not to exceed 20% of the building area.
- ◆ B-2, B-3, M-1, M-2: Sign area: two (2) square feet times the linear foot of the building frontage and not exceed six (6) inches beyond wall surface or project above the roofline of the building(s). **Service/delivery entrances.** half (1/2) square foot times the linear foot of building frontage up to 25 square feet. One (1) service or delivery entrance sign per business.



Projecting Signs

- ◆ B-1: One sign per business not to exceed ten (10) square feet. Sign cannot extend more than six (6) feet from the building façade or closer than two feet from any curb-line; minimum clearance of eight (8) feet from ground level and a maximum height of 12 feet above ground.
- ◆ B-2: Maximum of eight (8) square feet with a minimum clearance of eight (8) feet. Sign cannot extend more than five (5) feet from building front or closer than two (2) feet from the curb-line.
- ◆ B-3, M-1, M-2: Maximum of ten (10) square feet with a minimum clearance of ten (10) feet. Sign cannot extend more than six (6) feet from building front or closer than two (2) feet from the curb-line.



Awning/Canopy Sign

- ◆ B-1: Awning. The bottom of sign must be at least eight (8) feet above sidewalk or grade, and extend no closer than three (3) feet from the curb. Canopy. The bottom of sign must be at least ten (10) feet above sidewalk or grade, and extend no closer than three (3) feet from the curb.



Note: Total signage for the B-2, B-3, M-1, and M-2 Districts cannot exceed 100 square feet, except