

ARTICLE X: SIGN REGULATIONS

1000 Intent

The purpose or intent of these sign regulations [Article X] is to provide fair and comprehensive regulations that will eliminate confusing and unsafe signs, foster a good visual environment and yet assure the efficient transfer of information. These regulations are intended to enhance the City of Georgetown as a place to live, to conduct business, and to visit. It is declared that the regulation of signs within the City is necessary and in the public interest:

- (a) To protect the general public from damage or injury caused, or partially attributable to the distractions and obstructions which are caused by improperly designed or situated signs;
- (b) To promote the public safety and welfare by regulating the location, erection, maintenance, size, and number of signs;
- (c) To provide a pleasing overall environmental setting and good community appearance that is deemed vital to the continued economic attractiveness of the City;
- (d) To protect property values within the City;
- (e) Restrict signs and lights which overload the public's capacity to receive information or which increase the probability of traffic congestion and accidents by distracting attention or obstructing vision.
- (f) To improve the effectiveness of commercial and governmental signs;
- (g) To allow signs appropriate to the character of each zoning district.

1001 Interpretation

In their interpretation and application, the provisions of this Ordinance shall be held to be minimum requirements necessary for the promotion and protection of the public health, safety, comfort, morals, convenience and aesthetics.

1002 Affected Signs/Sign Owner Responsibility

This article shall apply to any sign located within the city limits of Georgetown. It shall be the responsibility of the sign owner to maintain the sign and ensure compliance with the provisions

1003 Regulations applying to all types of signs

A permit shall be required for the erection, alteration, panel replacement or reconstruction of any sign or sign panel and such permit shall be issued by the Zoning Administrator for the city of Georgetown.

1004 Sign Content

Any sign allowed under this ordinance may contain, in lieu of any other copy, any otherwise lawful, non-commercial message that does not direct attention to a business, activity conducted, or product sold or offered at a location not on the same premises where such business sign is located.

1005 Measurement of Face area

The dimensional requirements for sign faces shall be considered the allowable area of any one sign face, whether the sign is single-faced, back-to-back or sandwich board sign.

1006 Construction Specifications

a. All signs shall be designed to meet all applicable requirements of the International Building Codes in effect at the time of issuance.

b. All signs shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure except as provided for in Section 1010 "Temporary Signs".

c. All electrical signs shall be required to be approved by Underwriters Laboratory (UL) as specified in the Electric Code. An Underwriters Laboratory label is required on the outside ballast and on the cabinet which seals the sign structure.

d. Flood lights or similar lighting utilized as a part of a sign illumination system shall be hooded or shielded so that the light source is not visible from any public right-of-way or adjacent property.

e. All signs shall be made and installed by a licensed sign company/dealer having all applicable licenses to work within the City of Georgetown.

1007 Definitions

Except as specifically defined herein, all words used in these regulations have their customary dictionary definitions. The definitional sections may not be interpreted or applied to improperly regulate the content of the sign or impair the right of free speech. For purpose of the sign ordinance, certain words or terms used are herein defined as follows:

Abandoned Sign: Any sign which advertises or pertains to a business, product, service, event, activity or purpose which is no longer conducted or publicly available, or which has not been in use or publicly available for six months, or which is no longer imminent within a period of six months, or any sign structure that fails to display any sign copy for six months, or any sign which, for a period of six months, has vegetation growing upon it, clinging to it, touching it or obscuring the sign face or sign parts or structure or any sign, for a period of six months, which has not been maintained to be free of peeling, chipping, rusting, wearing and fading so as to be legible at all times or to be free from rusting, rotting, breaking or other deterioration of the sign parts shall be deemed to be an obsolete or abandoned sign. This passage of time alone under the above-delineated circumstances establishes abandonment or obsolescence. Abandonment does not require any element of personal or business intent to relinquish the rights on might have in sign placement as the term used or defined in this ordinance.

Permanent signs applicable to a business temporarily suspended because of a change in ownership or management shall not be deemed abandoned or obsolete unless the property remains vacant for a period of eight months or more.

Advertising Flag: Any fabric or bunting containing distinctive colors, patterns, symbols or advertising that is attached to a pole.

Awning Sign: A sign on a structure made of canvas, vinyl, metal, etc. that extends over a door, window or patio and is attached to and does not extend above a wall.

Banner: A sign or outside advertising display having the character, letters, illustrations, ornamentations, symbol, color, or visual representation applied to cloth, paper, vinyl, fabric, plastic, or like kind of malleable material with or without frame.

Billboard: A sign identifying/advertising and/or directing the public to a business or merchandise or service or institution or residential area or entertainment which is located, sold, rented, leased,

produced, manufactured and/or furnished at a place other than the real property on which said sign is located. Such signs are also known as off-premise or outdoor advertising display signs.

Blank Masking: The portion of the sign face without copy.

Building Identification Sign: A sign bearing only the name, number(s), letter(s), and/or symbol(s) which identifies a particular building or occupant.

Business Identification Sign: Any sign that contains the name(s) of the business enterprise(s) located on the same premises as the sign and the nature of the business conducted thereon.

Changeable Copy Sign: A sign on which message copy is changed manually in the field, through the utilization of attachable letters, numbers, symbols, and other similar characters of changeable pictorial panels.

Copy: All words, letters, numbers, figures, characters, artwork, symbols or insignia that are displayed on a sign face.

Decorative post for sign: A freestanding sign which is attached to a decorative post using a horizontal arm for support. Such post shall not exceed six feet in height.

Dilapidated Sign: A sign which the Zoning Administrator has determined is structurally unsound, has defective parts or is in need of painting and or maintenance

Dimensional requirements: Those measurements contained in this article that identify the area and height requirements for signs.

Directional Sign: A sign permanently erected or permitted in the public right-of-way or private property by the state of South Carolina, or other governmental agency to denote the name of any thoroughfare, the route to any city, town, village, educational institution, public building, historic place, shrine, or hospital, to direct and regulate traffic, to denote any railroad crossing, bridge, or other transportation or transmission company for the direction or safety of the public.

Directory Sign: A monument sign utilized in multiple tenant developments, and shopping centers. The sign lists the names and/or use, or location of businesses, activities or professional offices conducted within a building, group of buildings or commercial center. Such signs may contain a single insert for each tenant on the premises, and shall conform to all other requirements for monument signs.

Fixed Projection Sign: A sign which extends outward for more than six (6) inches from the façade of any building and is rigidly affixed thereto.

Freestanding Sign: A sign which is permanently affixed to the ground and which is not a part of a building or other structure having another functional purpose.

Governmental Flag: A pole mounted flag of the United States, the state or the city, or the flag of national origin of a business ownership that is not used in conjunction with or as a commercial promotion.

Illuminated Sign: Any sign which employs artificial illumination techniques to project the message.

Inflatable Sign: a sign which requires air, whether contained or blown, to keep and maintain its shape, including tethering balloons and blimps.

Marquee: A permanent roof like structure projecting beyond a building or extending along and projecting beyond the wall of the building.

Monument style: A type of sign with a framed sign face, and a solid, opaque base extending to a pedestal or directly to the ground. Such signs may not be erected on a pole, pylon, or any other type of post(s). To qualify as a monument style sign, the width of the supporting sign base may not be less than the width of the sign face. In addition, the maximum height, measured from grade, of any monument sign shall not exceed eight feet. Monument signs may have plastic sign faces and may be internally illuminated, but all other materials used in the framing, support and construction of the sign shall be made of brick, stone, stucco-covered block, wood or other natural material. Ornamental iron may be used to frame or accent the sign. If internal illumination is not desired, exterior light sources trained upon the sign face may be utilized. Such signs shall not be placed closer than ten feet to any property line.

Nonconforming Sign: Any sign lawfully existing with a valid permit on the effective date of any ordinance, or amendment thereto, that renders such sign nonconforming because it does not conform to all the standards and regulations of the adopted or amended ordinance.

Off-Premises Sign: A business sign (Including billboard signs) which directs the attention of the public to a business, activity conducted, or a product sold or offered at a location not on the same premises where such business sign is located. For purposes of this article, easements, and other appurtenances, shall be considered to be outside such platted parcel of land and any sign located or proposed to be located in an easement or other appurtenance shall be considered an off-premises sign.

On-site Sign: A sign relating in its subject matter to the premises on which it is located, or to products, accommodations, services or activities on the premises. On-site signs do not include signs erected by the outdoor advertising business.

Outdoor Drive-Through Menu Board: Signs associated with drive-through restaurants which list the type and price of food items offered for sale at the establishment.

Parallel Sign: Sign erected on a building or as a monument extending the same direction as the street or building in which it is being erected.

Parapet: That portion of a building wall that rises above the roofline.

Pennant: Any lightweight plastic, fabric, or other material, whether or not containing copy, suspended from a rope, wire, or string, usually in a series and designed to move in the wind. Strings of lights shall be considered a pennant.

Perpendicular Sign: Sign erected on a building or as a monument sign at a right angle to the building or street.

Political Sign: A temporary off-site sign erected by a political candidate, group or agent thereof, for the purpose of advertising a candidate or stating a position regarding an issue upon which the voters of the City shall vote in an upcoming election or referendum. Outdoor advertising signs shall not be considered campaign signs.

Portable Sign: Any sign designed or intended to be readily relocated whether or not it is permanently attached to a building, structure or on the ground. The term includes on wheels or on portable structures, tent signs, A-frame signs, sidewalk signs, and similar devices or any sign not securely affixed to the ground or a permanent structure. Sandwich board signs are excluded from this definition.

Private Traffic Directional Sign: A sign which is on-premise consisting of type and/or an arrow and is designed, sized and erected solely for the purpose of vehicular or pedestrian traffic direction or safety.

Projected Image sign: A type of sign that is a form of electronic display that projects images onto a screen or other flat roof surface, including LCD and plasma displays.

Projecting Sign: A sign projecting from the outside wall or walls of any building which is supported by only one (1) rigid support, irrespective of the number of guy wires used in connection therewith.

Pylon Sign: Any sign which is freestanding and supported by, from or on top of a vertical pole(s) or beam(s) composed of metal or other substantial support.

Real Estate Sign: A temporary sign erected by the owner, or his agent, advertising the real property upon which the sign is located for rent, for lease, or for sale.

Repaint: To apply new paint without changing wording, composition, color, or making minor non structural repairs.

Roof Sign: A sign erected over or on, and wholly or partially dependent upon thereof any building for support, or attached to the roof in any way.

Sandwich Board Sign: A sign of A-frame construction (two sign faces joined at the top by a hinge or similar device which allows the sign to be folded flat, or spread apart so as to be freestanding) designed for placement on a sidewalk in front of the place of business being advertised. Sandwich-board type signs erected in accordance with Section 20-7.3 of the Streets, Sidewalks and Public Places Ordinance may be placed on the public sidewalk. All other such signs must be placed on the same site as the business, which it advertises. Sandwich-board type signs must not be placed in any sight triangle, or any other location that impedes traffic or causes a vision obstruction for motorists. A permit is required for sandwich-board type signs, which shall be good for a period of one year. Upon expiration, the owner may seek a permit renewal, which may be granted provided the sign has been maintained in good condition.

Sign: Any device designed to attract the attention of the public for commercial or advertising purposes which is attached, painted or otherwise affixed to, or a part of a building, structure, material, surface or object. Integral decorative or architectural features of buildings except letters or trademarks, fences, walls and works of art which are noncommercial in nature are not to be construed as being a sign. Sign shall include any artificial light source, time or temperature units, clocks and any device which animates or projects a visual representation which attracts the attention of the public for commercial purpose.

Sign Alteration: To change, modify or make any adjustments to a sign.

Sign Area (also referred to as the gross surface area): the square foot area enclosed by the perimeter of the sign face, including all copy and blank masking. The aggregate sign area is the summation of the area of all sign faces combined.

Sign Copy: The portion of a sign which contains the name, logo, advertising message, or business identification and consists of all such symbols, letters, figures, insignia, illustrations, messages or forms.

Sign Face: The area within a regular geometric shape enclosing all copy and blank masking. Structural supports not bearing information shall not be included in the computation of sign face.

Sign Height: The vertical distance measured from the lowest adjacent grade to the top of the sign face or sign structure, whichever is greater.

Sign Number: For the purpose of determining the number of signs, a sign shall be considered to be a display surface or device containing elements organized, related and composed to form a unit. Where matter is displayed in a random manner without an organized relationship of elements, each element shall be considered to be a sign. The components of back-to-back, double-faced, V-type or multiple-faced signs shall be considered as one sign.

Sign Owner: A person or persons owning the real property on which a sign is located, who owns the sign itself, or whose products, services or cause is promoted by the sign, or a combination of those persons.

Sign Structure: That portion of the sign designed to support the loads, forces and combinations thereof encountered without exceeding in any of its structural elements the stresses described in the International Building Code, currently adopted edition. Structural supports shall be designed to provide the minimum cross sectional area necessary to support the applied loads. The sign structure of a monument sign is what makes the sign a monument, and therefore, shall not be counted as a blank masking.

Snipe Sign: A sign which is tacked, nailed, posted, pasted, glued or otherwise attached to trees, poles, stakes, or fences, or to other objects, and the advertising matter appearing thereon is not applicable to the present use of the premises upon which such sign is located.

Special Event Sign: A sign which carries a message regarding a special event or function which is of general interest to the community.

Structure Sign: A supporting structure erected or intended for identifying/advertising purposes, with or without a sign thereon, situated upon or attached to real property, upon which any sign is, or intended to be, fastened, affixed, displayed, applied, or a part of, provided however, that said definition shall not include a building, fence, flagpole, utility pole or tree.

Surface Area: For the purpose of determining surface area of a sign, the area of a sign shall be computed as including the entire area within a parallelogram, triangle, circle, or semi-circle comprising all the displayed matter, exclusive of frames or supports. In the case of back-to-back, double-faced, or V-type signs, the largest of the two display surfaces shall be used to compute surface area.

Temporary Sign: any sign or information transmitting structure intended to be erected or displayed for a limited period.

Time and Temperature Sign: An electrical sign utilizing lights going on and off periodically to display the current time and temperature in the community.

Vehicle Sign: A permanent or temporary sign affixed, painted on, or placed in or upon any vehicle, trailer or other device capable of being towed, the primary purpose of which is to attract the attention of the public rather than to serve the business of the owner thereof in the manner which is customary for said vehicle, provided that this definition does not include any signs which are required by any unit of government and does not include a single sign placed on a single vehicle or trailer at a residence of an individual which sign identifies the vehicle or trailer as being for sale.

Wall Sign: Any sign that is permanently affixed to the face of a wall, roof, awning, marquee, or canopy of the building which houses the business or organization the sign advertises. The sign shall be affixed parallel to the wall or printed on the wall of any building in such a manner as to read parallel to the wall on which it is mounted; provided however, said wall sign shall not project above the tip of the wall or beyond the end of the building.

Window Band Sign: A sign consisting of a continuous band of wording located on window(s).

Window Sign: Any sign which is painted on, applied to, or projected upon or within the exterior or interior of a building glass area, including doors, or located within five (5) feet of the interior of a building glass area, including doors, whose identification, message, symbol, insignia, visual representation, logotype, or any form which communicates information, can be read from off premises, contiguous property or public right-of-way.

1008 Exempt Signs

The following signs as defined shall not be included in the application of the Sign Regulation:

- Signs repainted, provided no alteration or reconstruction of the framing or support structure occurs;
- Signs receiving new face insert panels, either plastic or metal, providing no alteration or reconstruction of the framing or support structure occurs;
- The changing of lettering or numbers on signs designed for changeable copy signs lettering or numbering provided the signs were legally erected and maintained for the business being advertised;
- Signs directing and guiding traffic and parking on private property, but shall not bear any advertising matter;
- Artwork that does not include any commercial messages or references(Ord. of 12-14-2000);
- Scoreboards and other signs at outdoor recreation facilities;
- Indoor signs placed a minimum of 5 feet from windows and doors and not intended to attract attention from the outside of the business;
- Window or door signs allowing for hours of operation and telephone number. (One (1) per business);
- Billboard paper displays if designed specifically for use on existing billboards; and
- The following signs as defined:

Accessory Signs on Vehicles and Trailers: Signs affixed to vehicles and trailers where the sign is incidental and accessory to the primary use of the vehicle or trailer provided all the following conditions are adhered to:

1. Primary purpose of such vehicle or equipment is not the display of signs. Vehicle and equipment are not used primarily as static displays advertising a product or services, not utilized as storage, shelter, or distribution points for commercial products or services for the general public.
2. Signs are painted upon or applied directly to an integral part of the vehicle or equipment.
3. Vehicle/equipment is in operating condition, currently registered and licensed to operate on public streets when applicable, and actively used in the daily function of the business to which such signs relate.
4. During period of inactivity exceeding five working days such vehicle/equipment is not so parked or placed that the signs thereon are displayed to the public. Vehicles and equipment engaged in active construction projects and the on-premises storage of equipment and vehicles offered to the general public for rent or lease (such as rental trucks and cars) are exempt from this prohibition.

Emblems and Insignia: Commemorative plaques of recognized historical plaques, emblems, symbols and insignia of political, professional, religious, educational, or corporate organizations providing that such emblems, and insignia shall not be displayed for commercial purposes nor in such a manner as to act as attention-seizing devices not exceeding four (4) square feet in gross surface area for each exposed face not exceeding eight (8) square feet in aggregate gross surface area.

Exterior Holiday Decorations: signs or other materials temporarily displayed for no more than thirty (30) days on traditionally accepted civic, patriotic, or religious holidays with the exception of Christmas decorations which shall be allowed to be displayed from November 15 – January 15 of each year.

Governmental Flags: Flags, emblems and/or insignias of any governmental agency, or religious, charitable, public or nonprofit organizations, provided:

1. No parcel of land shall display more than three governmental flags (official United States flags and South Carolina Flags shall be exempt from this number) (amended 3-19-09);
2. No single governmental flag shall exceed forty (40) square feet in area. If the total area of the flags displayed exceeds one hundred and twenty (120) square feet, the excess area shall be included in the sign area calculated for the parcel of land.
3. The height of flagpoles shall not exceed twenty five (25) feet.

Governmental Signs: Governmental signs for control of traffic and other regulatory purposes, street signs, warning signs, railroad crossing signs, and signs of public service companies indicating danger and aids to service or safety which are erected by, or at the order of a public officer or employee in the performance of the officer's or employee's duties. Such signs shall also include signs required by governmental bodies or specially authorized for a public purpose by any law, statute, or ordinance. Such public signs may be of any type, number, area, height, location, or illumination as required by law, statute, or ordinance. Signs may include, but are not limited to, traffic, directional, warning, or information signs authorized by any public agency; and official notices issued by any court, public agency, or officer.

Memorial Signs: Memorial plaques, or tablets, grave markers, names of buildings, statutory, or other

remembrances of persons or events that are non-commercial in nature.

Name and Address Plates: Signs, not exceeding one (1) square feet in gross surface area for each exposed face nor exceeding an aggregate gross surface area of two (2) square feet, indicating the name of the occupant, the address of the premises, and identification of any legal business or operation which may exist at the premises.

No Trespassing, No Dumping, No Parking, Towing, and Other Similar Sign: No trespassing, no dumping, no parking, towing, and other similar signs not exceeding two (2) square feet in gross surface area for each exposed face, not exceeding an aggregate gross surface area of four (4) square feet and not exceeding two (2) in number per zoning lot in residential areas, not exceeding four (4) square feet in gross surface area for each exposed face nor exceeding an aggregate gross surface area of eight (8) square feet and not exceeding four (4) in number per zoning lot in non-residential areas.

Public Services and Information Signs: Public service signs may be displayed that identify public services or conveniences, such as restrooms, telephones, credit cards accepted, hours of operation, SC Lottery (1) per business, vacancies, trading stamps given, trade association affiliations, octane ratings, self-service, and type of fuel provided that the total area of all such signs displayed shall not exceed four (4) square feet per occupancy, and further provided that such signs shall be designed and erected inside the perimeter of a permitted sign or mounted flush against a building or structure.

Sandwich Board Signs: Sandwich board signs shall be reviewed and approved by the Building and Planning Department with the following conditions:

1012.401 Sign Area: Sandwich Boards shall not exceed 3 feet 6 inches in height, twenty-four (24) inches in width. (Sandwich Board sign area shall not count against the total allowed square footage of signage per business).

1012.402 Location: Sandwich Boards shall be located so that they do not block sidewalks. Signs should be located in front of the advertised business entrance only. Sandwich boards located on public property or in the public right of way shall be required to obtain a city encroachment permit. Sandwich boards are prohibited from placement on the city boardwalk.

1012.403 Number: Only one (1) sandwich board shall be permitted per business.

1012.404 All such signs must be removed and stored inside a structure at the close of business each day, and may be placed in the permitted location at the opening of business the following day, for the period that the sign permit is valid.

1012.405 All such signs must be constructed of a durable, weather-resistant wood or wood product. Plastic, metal, and other non-natural materials may not be used

1012.406 Sandwich boards shall have a maximum of two panels.

(Ord. from old Section 1012.4, Core Commercial)

Vending Machine/gas pump signs: Permanent, non-flashing signs on vending machines, gasoline pumps, ice containers, or other similar machines indicating only the contents of such devices, the pricing, of the contents contained within, directional or instructional information as to use, and other similar information not exceeding four (4) square feet in gross surface area for each exposed face not exceeding an aggregate gross surface area of eight (8) square feet.

1009 Prohibited Signs

The following signs are hereby expressly prohibited from erection, construction, repair, alteration, or use within the City, except as otherwise permitted in this Ordinance:

1. Any sign which emits a sound, odor, or visible matter such as smoke or vapor.
2. Any temporary sign towed behind a vehicle, or watercraft excluding those associated with an approved special event.
3. Any sign which is portable or not securely attached to a building or to the ground except as provided for in Section 1010 "Temporary Signs".
4. No sign or advertising display shall be attached to or placed against the outside of a building in such a manner as to prevent ingress and egress through any door obstruct access from windows, nor shall any sign or advertising display obstruct or be attached to a fire escape.
5. No sign shall obstruct the view of motor vehicle operators entering a public roadway from any other public roadway, driveway, or alley. There shall be no sign, structure, or other obstruction to vision between the height of three feet and eight feet within the sign distance triangles established on Section 404 of this ordinance. In the event conditions at the time a permit is issued change due to street widening, driveway relocation or similar event, the sign owner shall relocate any sign, (at the owners expense) deemed an obstruction to vision.
6. Any sign erected in a street or highway right-of-way except for signs of a governmental body used to convey legal notices, identify public property, convey public information, and direct or regulate pedestrian and vehicular traffic. The Zoning Administrator shall be authorized to remove any unauthorized permanent, temporary, or portable signs erected or situated upon any right of way. Abandoned or dilapidated signs.
7. Roof signs and fixed projection signs where signs where any portion of the sign extends above the lowest point of the roof line of the building where the sign is located with the exception of facades.
8. Any sign which exhibits statements, words or pictures of obscene or pornographic subjects.
9. Signs of any material including, but not limited to paper, paint, cardboard, plastic, wood, and metal which are painted on or attached to trees, lamp posts, hydrants, traffic signs, stairways, benches, refuse containers, rocks or other natural features, fences (except for warning signs on fences) or telephone or utility poles.
10. Neon lights (interior or exterior) visible from the street(s) or right-of-way(s) shall be deemed signs and are prohibited with the exception of open/closed signs and ATM signs. Open/closed signs and or ATM signs shall not exceed one (2) sq. ft. and shall be allowed one (1) sign per business.
11. Circulars, handbills, banners, inflatable signs, any and all other type inflatable, balloons, flags, streamers, spinners, placards, pennants or any other attention seizing device except as provided for in Section 1010 "Temporary Signs".
12. No lighting shall be utilized as a part of a sign illumination system that are not hooded or shielded so that the light source is not visible from any right-of-way or adjacent property. Such illumination system or sign shall not emit or reflect a glaring light so as to impair the vision of a motor vehicle operator as determined by the Zoning Administrator. Such illumination, when utilized, shall be white or off-white with no color shades, filters, etc.
13. All off premises signs are prohibited and no permit shall be granted for construction of any off premises sign on or after the effective date of this ordinance.
14. No sign, sign structure or attention-seizing device shall be shaped in the form of a statue of a human or animal figure or in the form of a three-dimensional model (i.e. dinner bucket, paint cans, cows, etc.).
15. No sign which involves motion or rotation of any part of the sign structure or sign face using intermittent flashing lights, animation, or automatically changed copy or design, except Public Service Signs in allowed zoning districts as listed in this ordinance and shall be limited to only public service information such as time, date, temperature, weather, or other similar information. No advertising shall be permitted on such Public Service signs.

16. No sign illumination system shall contain or utilize any beacon, spot, search or stroboscopic light, glaring light or reflector, which is visible from any public right-of-way or adjacent property, nor shall such lights be operated outside, under any circumstances, except by authorized public agencies.
17. Advertising flags.
18. Signs using the words "stop", "danger" or any other word, phrase, symbol, or character in a manner that misleads, confuses, or distracts a vehicle driver.
19. No sign shall display lights resembling by color and design or other characteristics customarily associated with danger or those used by police, fire, ambulance and other emergency vehicles or for navigation. Automotive warning or flashing signs shall not be utilized as commercial attention-seizing devices.
20. 'Spin' Advertising: persons standing on street corners or on private property with a sign to advertise a business, they toss, twirl and maneuver the cardboard and or any other type material used for signage like a baton to entertain and catch the eye of people who walk or drive by their performance.
21. Any vehicle sign where the sign projects beyond the manufacturer's profile of the vehicle and is displayed in public view under such circumstances as to indicate that the primary purpose of such display is to attract the attention of the public rather than to serve the business of the owner thereof in the manner which is customary for such vehicle. Floats in parades shall not be included in this prohibition.
22. No sign shall project or be located beyond property boundaries, except in the Core Commercial District. The exception regarding this zoning district applies only to projecting signs and sandwich board signs placed within the multipurpose Downtown Parking and Street Franchise District. Projecting signs and/or Sandwich Board signs located on public property or in the public right of way shall be required to obtain a city encroachment permit.
23. Pylon signs except in cases where site conditions would impair visibility of drivers to enter and exit safely due to the placement of a free-standing monument sign as determined by the Zoning Administrator. Such freestanding signs, when determined to be appropriate due to conditions, shall have a maximum height of 20'.
24. Signs placed on boardwalk except those signs placed by the City of Georgetown for governmental use or information.
25. Any type of sign not specifically listed under each zoning district, as allowable signage shall be prohibited.
26. Any sign erected, altered, displayed, or changed without approval from the Building and Planning Department, and fails to have a valid sign permit from the Building and Planning Department.
27. Any other type or kind of sign which does not comply with the terms, conditions, and provisions contained in this Ordinance.
28. Projected Image signs are prohibited in all zoning districts.

1010 Temporary Signs

Temporary signs may be erected and maintained in the City of Georgetown only in accordance with the following provisions:

1010.1 General Provisions:

1010.101 Permit Required: Temporary business signs, Real Estate special event signs, political signs, construction signs and temporary event signs shall require a temporary sign permit from the Zoning Administrator. Temporary real estate on-site signs and temporary on-site

subdivision signs shall be exempt from temporary sign permit procedures provided all applicable requirements set forth herein are met.

1010.102 Materials and Methods: The Zoning Administrator shall impose as a condition of approval such requirements as to the material, manner of construction, location of sign(s) and method of erection of a sign as are reasonably necessary to assure the health, safety, welfare, aesthetics, and convenience of the public.

1010.103 Location and Placements of signs shall be prescribed under each event in this article. No sign shall be located within the public right-of-way.

1010.2 Business Signs: Temporary signs identifying a special, unique, or limited activity, service, product, or sale of limited duration shall be subject to the following:

1010.201 Type of sign: Temporary business signs may include banners, and non-illuminated portable signs.

1010.202 Number: There shall not be more than five (5) permits for temporary business signs issued for the same business location within one (1) calendar year. One (1) sign per event.

1010.203 Sign area: Temporary Business signs shall not exceed twenty four (24) square feet in gross area for each exposed face nor exceed an aggregate gross surface area of forty-eight (48) square feet.

1010.204 Location: Temporary business signs shall be located only upon the zoning lot on which the special, unique, or limited activity, service product, or sale is to occur. Such signs may be located in any yard but shall not extend over any lot line. Such signs shall not be located in a required site triangle as set forth in Section 404 of this ordinance, "Vision Clearance".

1010.205 Special Conditions: Temporary business signs shall be erected and maintained for a period not to exceed fifteen (15) consecutive days. "Going out of Business" signs shall be permitted for a total of thirty (30) days. All special, unique, or limited activity, service, product, or sale of limited duration requires a temporary business sign permit issued by the Zoning Administrator.

1010.3 Construction Signs: Temporary Construction signs identifying the parties involved in the construction to occur or occurring on the premises on which the sign is placed shall be subject to the following:

1010.301 Number: One (1) temporary construction sign for each project or development shall be permitted.

1010.302 Size: Temporary construction signs shall not exceed twenty-four square feet in gross surface area for each exposed face nor exceed and aggregate gross surface area of forty-eight (48) square feet.

1010.303 Location: Temporary construction signs shall be located only upon the premises which construction either is about to occur or is occurring. Such signs shall not be located in any required site triangle as set forth in Section 404 of this ordinance "Vision Clearance".

1010.304 Special Conditions: Temporary construction signs shall be permitted only as accessory to an approved building permit for the project or development. Temporary construction signs may be erected and maintained for a period not to exceed thirty (30) days prior to the commencement of construction and shall be removed within ten (10) days of the termination of construction of the project or development.

1010.4 Political Signs: Temporary political signs announcing political candidates seeking public office, political parties, and/or political and public issues contained on a ballot shall be subject to the following requirements:

101.401 Size: Political signs shall not exceed six (6) square feet in gross area for each exposed face, nor exceed an aggregate of twelve (12) sq. ft.

1010.402 Location: Such signs shall not be located in a required site triangle as set forth in Section 402 of this ordinance, "Vision Clearance".

1010.403 Deposit: Each candidate shall post a \$250.00 deposit with the City in order to obtain a permit to erect campaign signs. Candidates will be refunded this deposit if all signs are removed by the seventh (7) day following an election. In case of a runoff election signs can remain until the seventh (7) day following the runoff election. Upon failure to remove the signs in required time, the deposit will be forfeited to the City to cover the cost of removal.

1010.404 Special Conditions: No campaign signs shall be erected until 30 days prior to a primary or general election.

1010.5 Real Estate Signs: Temporary signs advertising the sale, lease, or rent of the premises upon which such sign is located shall be subject to the following:

1010.501 Number: One (1) temporary real estate sign for each zoning lot shall be permitted.

1010.502 Size Area: Residential Districts: In residential districts, temporary real estate signs shall not exceed six (6) square feet in gross surface area for each exposed face nor exceed an aggregate gross surface area of twelve (12) square feet. **Commercial Districts:** In commercial districts, temporary real estate signs shall not exceed twenty four (24) sq. ft. in gross surface area for each face nor exceed an aggregate gross surface area of forty eight (48) sq. ft. Such signs shall not exceed a maximum height of eight (8) feet.

1010.503 Location: Temporary real estate signs shall be located only upon the property for lease, sale, or rent. Such signs shall be allowed in any yard but shall not extend over the property line. Such signs shall not be located in any site triangle as set forth in Section 404 of this ordinance, "Vision Clearance".

1010.504 Special Conditions: Temporary real estate signs shall be removed within seven (7) days of the sale or lease of the premises upon which the sign is located. -97

1010.6 Real Estate Special Event Signs: Temporary signs for the purpose of sales of property or homes and/or open houses to be held only for a limited time shall be subjected to the following:

1010.601 Type of sign: May include banners or non-illuminated portable signs.

1010.602 Location: Such signs shall not be located in a required site triangle as set forth in Section 404 of this ordinance, "Vision Clearance".

1010.603 Deposit: Each Real Estate Event Agent shall post a \$250.00 deposit with the City in order to obtain a permit to place the Temporary Real Estate signs. Agents will be refunded this deposit if all signs are removed within (2) days following the event. Failure to remove the signs in the required time will result in the deposit being forfeited to the City to cover the cost of removal.

1010.604 Special Conditions: Temporary Real Estate Signs shall be allowed only on the days of the event, with the maximum days allowed for display being five (5).

1010.7 Subdivision Signs: Temporary Subdivision Signs announcing a new subdivision development shall be subject to the following requirements:

1010.701 Number: One (1) temporary subdivision sign shall be permitted per principle entrance to the subdivision.

1010.702 Sign Area: The sign area shall not exceed thirty two (32) square feet in gross surface area for each exposed face nor exceed an aggregate gross surface area of sixty four (64) square feet.

1010.703 Location: Temporary subdivision signs shall be located on the premises of the land subdivision. Such signs shall not be located in a required site triangle as set forth in Section 404 of this ordinance, "Vision Clearance".

1010.704 Height: Temporary subdivision signs shall not exceed twelve (12) feet in height as measured from average grade of lot.

1010.705 Special Conditions: Temporary subdivision signs shall be removed from the premise once fifty (50%) percent of the lots are sold.

1010.8 Temporary Event Signs (other than Real Estate Special events): Temporary event signs announcing a drive, special activity, festival, or event of a civic, charitable, educational, or religious organization for non-commercial purposes shall be subject to the following:

1010.801 Type of sign: Temporary event signs may include banners or non-illuminated portable signs.

1010.802 Time Limits Temporary event signs may be erected and maintained for a period of thirty (30) days prior to the date of which the drive, special activity, festival, or event advertised is scheduled to occur and shall be removed within five (5) days of the termination of such drive, special activity, festival, or event.

1011 Signs permitted in Low Density Residential (R-1), Medium Density Residential (R-2 and R-3), High Density Residential (R-4 & R-5) and Medical Residential (MR)

1011.1 For all non-residential uses, excluding home occupations, permitted in residential districts, one (1) single, non-illuminated business identification sign (wall or freestanding) not exceeding a gross surface area of ten (10) square feet per sign face and an aggregate gross surface area of twenty (20) square feet for freestanding. Such signs shall not exceed eight (8) feet in height. Such signs shall be located a minimum of ten (10) feet from any adjoining property boundary and cannot interfere with the Vision Clearance as described in Section 404 of this ordinance – "Vision Clearance". Internally illuminated signs shall be prohibited within all residential zoning districts. Such signs shall be allowed to use decorative post signs as defined herein. All signs proposed for location within the boundaries of the Historical district shall conform in size, number and location to –99 the regulations of the underlying zoning district, and to the requirements contained in the Board of Architectural Review Guidelines.

1011.2 Home occupation signs shall be allowed as one (1) non-illuminated sign not to exceed two (2) square feet in gross surface area. Home occupation shall not qualify for temporary signage as described in Section 1010 (F) of this ordinance. Internally illuminated signs shall be prohibited within all residential zoning districts. All signs proposed for location within the boundaries of the Historical district shall conform in size, number and location to the regulations of the underlying zoning district, and to the requirements contained in the Board of Architectural Review Guidelines.

1011.3 Residential Subdivisions shall be permitted two (2) monument signs per principal entrance. Such signs shall not exceed a gross surface area of forty (40) square feet per sign face and an aggregate gross surface area of eighty (80) square feet. Such signs shall not exceed eight (8) feet in height and shall not be internally illuminated. Such signs shall be located a minimum of ten (10) feet from any adjoining property boundary and cannot interfere with the Vision Clearance as described in Section 404 of this Ordinance – "Vision Clearance". Internally illuminated signs shall be prohibited within all residential zoning districts.

1011.4 Single Family attached developments and multi-family developments shall be permitted two (2) monument signs for the purpose of identifying the premises. Such signs shall not exceed a gross surface area of twenty-four (24) square feet per sign face and an aggregate gross surface area of forty-eight (48) square feet. Such signs shall not exceed eight (8) feet in height and shall not be internally illuminated. Such signs shall be located a minimum of ten (10) feet from any adjoining property boundary and shall not interfere with the Vision Clearance as described in Section 404 of this Ordinance – Vision Clearance”. Internally illuminated signs shall be prohibited within all residential zoning districts.

1011.5 The following types of signs shall be permitted in addition to the signs permitted in the proceeding sections of the ordinance. The square footage of additional signage shall not count against the permitted square footage within each district.

1011.501 Directory Signs: Medical Residential (MR) All signage proposed in the Historic District must be approved by the prior to receiving a sign permit with the exception of temporary signs as described in Section 10** of this article. All signage proposed in the Design Overlay district for the Main Corridors must also meet the requirement set forth in Article XVI as they pertain to signage as well as the underlying zoning requirements.

1. Number: Commercial centers and office parks containing three (3) or more businesses shall be permitted one (1) on-premise directory sign.
2. Sign Area: The gross surface area per sign face shall not exceed three (3) square feet for each occupant located in the building or complex.
3. Type of Sign: Directory signs shall be either wall signs or freestanding monument signs under Medical Residential (MR) shall be allowed only wall signs for directory uses.
4. Height: Directory signs shall not exceed eight (8) feet in height.
5. Content: Directory signs shall contain only the name and address of the businesses on the premises. No advertising messages shall be permitted.

1012 Core Commercial (CC)

The following signs are permitted in the Core Commercial Zoning District. Total number of signs allowed per premises/building is three. Any sign not listed as allowable signage shall not be permitted. Internally illuminated signs shall be prohibited within the Core Commercial zoning district.

1012.1 Wall Signs: Any sign affixed in such a way that its exposed face and sign area is parallel to the plane of the building.

1012.101 Wall signs must fit within the architectural details of the building.

1012.102 Area: Area of the wall sign shall not exceed one times the linear frontage of the building or unit (where a building has been sub-divided into individual stores with separate entrances). (i.e. if a principal building/unit is 20 feet in width, then a 20 square foot sign shall be permitted and the maximum square footage for any wall sign shall not exceed sixty (60) square feet). In cases where a business in the Core Commercial District has frontage on the public –100 boardwalk along the Sampit River, the owner may utilize a single additional sign on the river side of the building. The sign area may not exceed twenty (20) sq. ft. on the rear sign.

1012.103 Number: One (1) wall sign shall be permitted per principal building except where a building has been sub-divided into individual stores with separate entrances. In this instance, each business shall be permitted one (1) wall sign. The gross surface area for each sign shall be calculated based on the width of each store front.

1012.2 Window Signs: Signs attached to, or suspended behind any window or door that serves as identification of business.

1012.201 The ratio of the sign to glass shall not exceed 25% of the window area on which the signage is placed. (Unbroken pane)

1012.202 Number: No more than two (2) window signs shall be permitted per business. Window bands signs shall be permitted and counted as one (1) sign.

1012.203 Temporary signage shall be allowed only after the requirements set forth in Section 1010 of this ordinance have been met.

1012.3 Awning Signs: Signs which are applied (not painted) to awning valances.

1012.301 Only the front of the valance area of the awning may be used as a message area and shall not count towards the allowed signage allotment nor shall it count against the total allowed square footage of signage per business.

1012.302 Lettering for awning signs should not exceed six (6) inches in height.

1012.303 Lettering should be centered on the valance equal distance from the ends. This also applies to addresses and accents to signage or addresses.

1012.304 Content: Awning signs should consist of only the name of the business, address, logo and or motto may be placed on the valance area.

1012.4 Sandwich Board Signs *Removed (Amended Ord. of 12-15-11)*

1012.5 Projecting Signs: Signs that protrude perpendicular to the face of the building and hang from decorative brackets.

1012.501 Size: Size of individual signs should be limited to the extent necessary to prevent them from obscuring or competing with other elements of the building. The scale and proportions of the sign should take into account the scale and proportions of the building on which it is located.

1012.502 Sign Area: The gross surface area per sign face shall not exceed a square footage greater than four (4) square feet and an aggregate gross surface area of twelve (12) square feet.

1012.503 Placement: Projecting signs may not extend more than four (4) feet from the surface of the building. Signs shall be located no closer than 18 inches to a vertical plane at the street curb line. Brackets for signs shall not be located any higher than second story window sills. Projecting signs shall be mounted so the lowest point of the sign is level with the storefront opening or not less than eight (8) feet above the sidewalk.

1012.504 Number: No more than one (1) projecting sign is permitted per building.

1012.505 Lighting: Lighting for projecting signs shall be directed at the sign only and shall not be permitted to interfere with traffic or create a driving hazard. If utilizing lighting for projecting signs, low wattage shall be used.

1012.506 Materials: Projecting signs shall be made of wood, painted metal, brass, or bronze. Sign materials should compliment but not necessarily match the building materials. Sign brackets should be flat iron or wrought iron.

1012.6 The following types of signs shall be permitted in addition to the signs permitted in the proceeding sections of the ordinance. The square footage of additional signage shall not count against the permitted square footage within each district.

1012.601 Directory Signs: Core Commercial (CC) All signage proposed in the Historic District must be approved by the prior to receiving a sign permit with the exception of temporary signs as described in Section 10** of this article. All signage proposed in the Design Overlay district for

the Main Corridors must also meet the requirement set forth in Article XVI as they pertain to signage as well as the underlying zoning requirements.

1. Number: Commercial centers and office parks containing three (3) or more businesses shall be permitted one (1) on-premise directory sign.
2. Sign Area: The gross surface area per sign face shall not exceed three (3) square feet for each occupant located in the building or complex.
3. Type of Sign: Directory signs shall be either wall signs or freestanding monument signs under Core Commercial (CC) shall be allowed only wall signs for directory uses.
4. Height: Directory signs shall not exceed eight (8) feet in height.
5. Content: Directory signs shall contain only the name and address of the businesses on the premises. No advertising messages shall be permitted.

1012.602 Neon Signs: Core Commercial (CC) Neon signs may be deemed appropriate for open/closed and ATM signage. Such signage shall not exceed one (2) sq. ft. and shall allow for only one (1) sign per business.

1012.603 Rear Entrance Signs: (all commercial zoning districts) provided:

1. Signage shall not exceed one times the linear footage of the rear of the building or unit. (i.e. if a principal building/unit rear linear footage is 30 feet in width, then a 30 square foot sign shall be permitted). The maximum gross surface area permitted shall be sixty (60) square feet.
2. Signage shall fit into the architectural details of the building.
3. Sign shall be a wall-mounted sign.

1013 Intermediate Commercial (IC) and Waterfront Commercial (WC) Districts

Each business shall be permitted one (1) sign that is perpendicular to the principal frontage and one (1) sign that is parallel to the principal frontage unless otherwise stated herein. All signs proposed for location within the boundaries of the Historical district shall conform in size, number and location to the regulations of the underlying zoning district, and to the requirements contained in the Board of Architectural Review Guidelines. All signage proposed in the Design Overlay district for the Main Corridors must also meet the requirement set forth in Article XIII as they pertain to signage as well as the underlying zoning requirements. Internally illuminated signs shall be prohibited within the Waterfront Commercial zoning district.

1013.1 Perpendicular signs: Each parcel shall be permitted one (1) of the following types of signs provided all applicable requirements are met.

1013.101 Monument Freestanding Sign: Each parcel shall be permitted one (1) freestanding monument sign provided that:

1. Number: One (1) monument freestanding sign shall be permitted per lot. A lot with two or more businesses located on it shall be permitted one (1) monument freestanding sign for the entire premises and shall be subject to all requirements stated herein.
2. Sign Area: The gross surface area per sign face shall not exceed a square footage greater than forty percent (40%) (thirty percent (30% in Waterfront Commercial) of the principal street frontage of the premise upon which the sign is to be located; and the aggregate gross surface area shall not exceed a total square footage greater than twice the permitted square footage of one (1) sign face. The maximum gross surface area permitted for a freestanding sign shall be sixty (60) square feet per sign face and an

aggregate gross surface area of one hundred twenty (120) square feet. If the principal street frontage is less than thirty (30) feet no freestanding sign shall be permitted.

3. Location: The nearest point of a freestanding sign shall be located a minimum of ten (10) feet from any right-of-way line or adjacent property boundary. No freestanding sign shall extend over any structure or adjoining property line. No freestanding sign shall be located within thirty (30) linear feet of another freestanding sign.
4. Width and Height: The width of the supporting sign base may not be less than the width of the sign face. Freestanding signs shall not exceed eight (8) feet in height except as provided for in Section 1006

1013.102 Wall Signs: Each principal building shall be permitted two (2) wall signs perpendicular to the principal frontage provided that:

1. Number: Two (2) wall signs shall be permitted per principal building but shall not coexist on the same facade.
2. Sign Area: The gross surface area per sign face shall not exceed a square footage greater than twenty percent (20%) of the building width. The maximum gross surface area permitted per sign face shall be twenty (20) square feet.
3. Location: Each one of the two permitted wall signs shall be located on side facades opposite one another. No such sign shall project beyond the wall surface of a building.

1013.2 Parallel Signs: In the case of parallel signs, each business shall be permitted one (1) of the following types of signs provided all applicable requirements are met.

1013.201 Monument Freestanding Signs: One (1) monument freestanding sign shall be permitted subject to the requirements set forth in Section 1014 A.1. Such sign shall not coexist on the same premises as a sign permitted in Section 1014 A.1***.

1013.202 Wall Signs: Each principal building shall be permitted one (1) wall sign provided that:

1. Sign Area: The gross surface area shall not exceed a square footage equal to the building width (i.e. If a principal building is 30 feet in width, then a 30 square foot sign shall be permitted). The maximum gross surface area permitted shall be sixty (60) square feet.
2. Number: One (1) wall sign shall be permitted per principal building except where a building has been sub-divided into individual stores with separate entrances (i.e. strip mall). In this instance, each business shall be permitted one (1) wall sign. The gross surface area for each sign shall be calculated based on the width of each storefront. In the instance that a principal building has parallel road frontages, a wall sign shall be permitted for each frontage.
3. Corner lots: Principal buildings located on corner lots shall be permitted one (1) additional wall sign oriented toward the secondary frontage. The gross surface area shall not exceed a square footage equal to the depth of the building (sidewall of building parallel to secondary frontage). The maximum gross surface area permitted shall be thirty (30) square feet. Such sign shall not coexist on the same facade as a sign permitted in Section 1014.A.2.

1013.3 The following types of signs shall be permitted in addition to the signs permitted in the preceding sections of the ordinance. The square footage of additional signage shall not count against the permitted square footage within each district.

1013.301 Window Signs: Intermediate Commercial (IC) and Waterfront Commercial (WC)

One (1) permanent window sign attached to a window or glass door provided the gross surface area of the sign displayed should not exceed twenty five percent (25%) of the total area of the window. Window bans signs shall be considered one sign.

1013.302 Neon Signs: (Intermediate Commercial (IC) and Waterfront Commercial (WC), Neon signs may be deemed appropriate for open/closed and ATM signage. Such signage shall not exceed one (1) sq. ft. and shall allow for only one (1) sign per business.

1013.303 Outdoor Drive-Through menu boards (all zoning districts allowing Restaurants, excluding the Core Commercial District) provided:

1. Menu Boards shall be no more than 32 square feet per side in size and shall be designed, located, and landscaped so that to the degree feasible, they are not visible from any street or right-of-way. The Base of the menu board shall be landscaped and/or incorporated into the landscape plan.
2. Outdoor Drive-Through menu boards shall not count toward the total maximum signage permitted in this section.

1013.304 Rear Entrance Signs: (all commercial zoning districts) provided:

1. Signage shall not exceed one times the linear footage of the rear of the building or unit. (i.e. if a principal building/unit rear linear footage is 30 feet in width, then a 30 square foot sign shall be permitted). The maximum gross surface area permitted shall be sixty (60) square feet.
2. Signage shall fit into the architectural details of the building.
3. Sign shall be a wall-mounted sign.

1013.305 Directory Signs: Intermediate Commercial (IC) and Waterfront Commercial (WC) All signage proposed in the Historic District must be approved by the prior to receiving a sign permit with the exception of temporary signs as described in Section 10** of this article. All signage proposed in the Design Overlay district for the Main Corridors must also meet the requirement set forth in Article XVI as they pertain to signage as well as the underlying zoning requirements.

1. Number: Commercial centers and office parks containing three (3) or more businesses shall be permitted one (1) on-premise directory sign.
2. Sign Area: The gross surface area per sign face shall not exceed three (3) square feet for each occupant located in the building or complex.
3. Type of Sign: Directory signs shall be either wall signs or freestanding monument signs under Intermediate Commercial (IC) and Waterfront Commercial (WC) Districts shall be allowed only wall signs for directory uses.
4. Height: Directory signs shall not exceed eight (8) feet in height.
5. Content: Directory signs shall contain only the name and address of the businesses on the premises. No advertising messages shall be permitted.
- 6.

1014 General Commercial (GC), Neighborhood Commercial (NC), Light Industry (LI), and Heavy Industrial (HI) Districts

Each business shall be permitted one (1) sign that is perpendicular to the principal frontage and one (1) sign that is parallel to the principal frontage unless otherwise stated herein. All signs proposed for

location within the boundaries of the Historical district shall conform in size, number and location to the regulations of the underlying zoning district, and to the requirements contained in the Board of Architectural Review Guidelines. All signage proposed in the Design Overlay district for the Main Corridors must also meet the requirement set forth in Article XVI as they pertain to signage as well as the underlying zoning requirements.

1014.1 Perpendicular Signs: Each parcel shall be permitted one (1) of the following types of signs provided all applicable requirements are met.

1014.101 Monument Freestanding Sign: Each parcel shall be permitted one (1) freestanding sign provided that:

1. Number: One (1) monument freestanding sign shall be permitted per lot except where a lot has parallel road frontages; then one (1) monument freestanding sign for each frontage shall be permitted provided the signs are located a minimum of one hundred (100) linear feet from each other. A lot with two or more businesses located on it shall be permitted one (1) monument sign for the entire premises and shall be subject to all requirements stated herein.
2. Sign Area: The gross surface area per sign face shall not exceed a square footage greater than forty percent (40%) [Thirty percent 30% in Neighborhood Commercial] of the principal street frontage of the premise upon which the sign is to be located; and the aggregate gross surface area shall not exceed a total square footage greater than twice the permitted square footage of one (1) sign face. The maximum gross surface area permitted for a monument sign shall be one hundred fifty (150) square feet [sixty (60) square feet in Neighborhood Commercial] per sign face and an aggregate gross surface area of three hundred (300) square feet [one hundred twenty (120) square feet in Neighborhood Commercial]. If the principal street frontage is less than thirty (30) feet no monument sign shall be permitted.
3. Location: The nearest point of a monument sign shall be located a minimum of ten (10) feet from any right-of-way line or adjacent property boundary. No monument sign shall extend over any structure or adjoining property line. No monument sign shall be located within thirty (30) linear feet of another monument sign.
4. Width and Height: The width of the supporting sign base may not be less than the width of the sign face. Monument Freestanding signs shall not exceed eight (8) feet in height.

1014.102 Wall Signs: Each principal building shall be permitted two (2) wall signs perpendicular to the principal frontage provided that:

1. Sign Area: The gross surface area per sign face shall not exceed a square footage greater than forty percent (40%) of the building width. The maximum gross surface area permitted per sign face shall be sixty (60) square feet.
2. Number: Two (2) wall signs shall be permitted per principal building but shall not coexist on the same facade.
3. Location: Each one of the two permitted wall signs shall be located on side facades opposite one another. No such sign shall project beyond the wall surface of a building.

1014.2 Parallel Signs: In the case of parallel signs, each business shall be permitted one (1) of the following types of signs provided all applicable requirements are met.

1014.201 Monument Freestanding Signs: One (1) monument freestanding sign shall be permitted subject to the requirements set forth in Section 1015 A.1. Such sign shall not coexist on the same premises as a sign permitted in Section 1015 A.1 –105

1014.202 Wall Signs: Each principal building shall be permitted one (1) wall sign provided that:

1. Sign Area: The gross surface area shall not exceed a square footage equal to the building width (i.e. If a principal building is 30 feet in width, then a 30 square foot sign shall be permitted). The maximum gross surface area permitted shall be one hundred (100) square feet.
2. Number: One (1) wall sign shall be permitted per principal building except where a building has been sub-divided into individual stores with separate entrances (i.e. strip mall). In this instance, each business shall be permitted one (1) wall sign. The gross surface area for each sign shall be calculated based on the width of each store front.
3. Corner lots: Principal buildings located on corner lots shall be permitted one (1) additional wall sign oriented toward the secondary frontage. The gross surface area shall not exceed a square footage equal to the depth of the building (sidewall of building parallel to secondary frontage). The maximum gross surface area permitted shall be eighty (80) square feet. Such sign shall not coexist on the same facade as a sign permitted in Section 10***.

1014.203 Roof Signs or Fixed Projecting Signs: Each principle building shall be permitted one (1) roof sign or fixed projecting sign provided that:

1. Sign area: The gross surface area shall not exceed a square footage equal to the building width. The maximum gross surface area permitted shall be one hundred (100) square feet.
2. Number: One (1) roof sign or fixed projecting sign shall be permitted per principal building except where a building has been subdivided into individual stores with separate entrances. In this instance, each business shall be permitted one (1) roof sign or fixed projecting sign. The gross surface area for each sign shall be calculated based in the width of each storefront.
3. Location: No portion of a roof sign or fixed projecting sign shall extend into a public right-of-way.
4. Roof signs or fixed projecting signs shall not extend above the lowest point of the roofline or parapet, whichever is lower. Roof signs or fixed projecting signs shall not extend more than five (5) feet from the face of the wall that it is attached to. Roof signs or fixed projecting signs shall not project into a pedestrian walkway unless the lowest point of the sign is a minimum of ten (10) feet above grade.
5. Roof signs or fixed projecting signs shall be parallel to the front wall of the building.

1014.3 The following types of signs shall be permitted in addition to the signs permitted in the proceeding sections of the ordinance. The square footage of additional signage shall not count against the permitted square footage within each district.

1014.301 Public Service Signs: General Commercial (GC)

1. Number: Financial institutions and professional offices shall be permitted one (1) time, temperature, date and or public service sign unit incorporated into the permitted freestanding monument sign.
2. Sign Area: The gross surface area of the time and temperature unit shall not exceed thirty (30) square feet per sign face and an aggregate gross surface area of sixty (60)

square feet. Such sign area shall be in addition to that permitted under the General Commercial (GC) zoning district. The additional gross surface area allowance for such sign units shall contain no advertising messages.

1014.302 Gasoline Pricing Signs: (All zoning districts allowing the sale of gasoline) Businesses engaged in the retail sale of gasoline shall be permitted an additional fifteen (15) square feet of gross surface area per sign face incorporated into a permitted freestanding monument sign for the purpose of advertising gasoline prices.

1014.303 Neon Signs: General Commercial (GC), and Neighborhood Commercial (NC) Neon signs may be deemed appropriate for open/closed and ATM signage. Such signage shall not exceed one (1) sq. ft. and shall allow for only one (1) sign per business.

1014.304 Outdoor Drive-Through menu boards (all zoning districts allowing Restaurants, excluding the Core Commercial District) provided:

1. Menu Boards shall be no more than 32 square feet per side in size and shall be designed, located, and landscaped so that to the degree feasible, they are not visible from any street or right-of-way. The Base of the menu board shall be landscaped and/or incorporated into the landscape plan.
2. Outdoor Drive-Through menu boards shall not count toward the total maximum signage permitted in this section.

1014.305 Rear Entrance Signs: (all commercial zoning districts) provided:

1. Signage shall not exceed one times the linear footage of the rear of the building or unit. (i.e. if a principal building/unit rear linear footage is 30 feet in width, then a 30 square foot sign shall be permitted). The maximum gross surface area permitted shall be sixty (60) square feet.
2. Signage shall fit into the architectural details of the building.
3. Sign shall be a wall-mounted sign.

1014.306 Window Signs: General Commercial (GC), Neighborhood Commercial (NC), Light Industry (LI), and Heavy Industrial (HI) One (1) permanent window sign attached to a window or glass door provided the gross surface area of the sign displayed should not exceed twenty five percent (25%) of the total area of the window. Window bans signs shall be considered one sign.

1014.307 Directory Signs: General Commercial (GC), Neighborhood Commercial (NC), Light Industry (LI), and Heavy Industrial (HI) Districts: All signage proposed in the Historic District must be approved by the prior to receiving a sign permit with the exception of temporary signs as described in Section 10** of this article. All signage proposed in the Design Overlay district for the Main Corridors must also meet the requirement set forth in Article XVI as they pertain to signage as well as the underlying zoning requirements.

1. Number: Commercial centers and office parks containing three (3) or more businesses shall be permitted one (1) on-premise directory sign.
2. Sign Area: The gross surface area per sign face shall not exceed three (3) square feet for each occupant located in the building or complex.
3. Type of Sign: Directory signs shall be either wall signs or freestanding monument signs under General Commercial (GC), Neighborhood Commercial (NC), Light Industry (LI), and Heavy Industrial (HI) Districts shall be allowed only wall signs for directory uses.

4. Height: Directory signs shall not exceed eight (8) feet in height.
5. Content: Directory signs shall contain only the name and address of the businesses on the premises. No advertising messages shall be permitted.

1015 Conservation Preservation Districts: Only signs identifying the area as wetlands shall be permitted within this zoning district as approved by the Zoning Administrator.

1016 Planned Development Districts: Signs within a Planned Development District shall be set forth in the approved PD applications. Although applications for signs within PD districts shall be reviewed on their merit, a major factor shall be compatibility with the sign regulations specified for the zoning district that would most closely accommodate the proposed development.

1017 Special Overlay Signs Districts: In order to allow for greater flexibility yet carefully review signage of large comprehensively designed projects, City Council may establish by ordinance, special overlay sign districts for major development proposals encompassing one or more contiguous tracts of land at least ten (10) acres in size. Such ordinance shall specify the sign restrictions pertaining to that special overlay sign district and shall supersede the restrictions of certain sections of this ordinance. Applications for special sign districts shall be prepared by an approved design professional and shall be evaluated by the Planning Commission and City Council in terms of appropriateness of the proposed graphic design system to the district's architecture, site plan, function, land use, traffic patterns, and information requirements, and compatibility with the surrounding development(s).

1018 Permit Procedures

1018.1 A permit shall be required for the erection, alteration, panel replacement or reconstruction of any sign and such permit shall be issued by the Zoning Administrator for the City of Georgetown.

1018.2 Application for a sign permit shall be made to the Zoning Administrator to erect, alter, and replace panel (s) or to relocate a sign within the City of Georgetown. A form provided by the Zoning Administrator and shall include but not be limited to the following information:

1. Name, address, telephone number, and signature of the owner of premises (and occupant if different) granting permission for the construction, maintenance, or display of the proposed signage.
2. Name, address, telephone number, and signature of sign contractor.
3. The approximate value of the sign to be installed, including the installation cost.
4. Two copies of a sketch or blue print site plan of the proposed signage drawn to scale, showing elevations of the sign as proposed on the building facade, awning, or canopy. In the case of a monument sign, a sketch plan of the property drawn to scale illustrating the proposed location of the sign. Proposed signage superimposed on a scaled drawing.
5. Specifications and scaled drawings showing the materials, design, dimensions, structural supports, and electrical components of the proposed sign.
6. Size, number and location of existing signs.
7. Any other information, specifications, photographs, or the like deemed necessary by the Zoning Administrator in order to assure compliance with requirements set forth herein.

1018.3 If the proposed sign(s) is located in the Design Overlay District for Main Corridors, (Article XVI of the Zoning Ordinance) then such sign(s) shall be subject to meet all standards set forth in Article XVI as they pertain to signage as well as the underlying zoning requirements.

1018.4 Upon compliance with the requirements set forth herein, the Zoning Administrator shall have fifteen (15) days to approve or deny the application for a sign permit.

1018.5 The sign owner must complete construction of the permitted sign within six (6) months after receiving the sign permit. After installation of the approved sign the sign owner shall notify the Zoning Administrator of completion and an inspection shall be made to ensure compliance. –92

1018.6 The Building and Planning Department may make or require any inspections of any construction work to ascertain compliance with the provisions of this Ordinance and other laws which are in force and to ascertain that the sign is erected or displayed as indicated on the approved sign permit application.

1018.7 Double permit fees shall be required of any person(s) or firm who actually begins any work for which a permit is required by this ordinance before obtaining such permit. Signs installed without a sign permit shall be removed at the owner's expense until an approved permit is obtained. Such person(s) or firm shall, in addition, be subject to all other penalty provisions of this ordinance.

1019 Nonconforming Signs

Any sign that does not meet the regulations herein in terms of size, height, construction, quantity, or type; as of the date of passage of this Ordinance shall hereby be declared nonconforming. To avoid undue hardship, any nonconforming signs associated with single tenant uses, and wall signs in multiple-tenant developments may remain in use until such time as they are voluntarily removed by the owner; damaged in excess of fifty percent (50%) of their current replacement cost by fire, storm, or other act of God; or if the business being advertised by the sign ceases operation. Any of the above conditions shall cause the sign to lose its grandfathered status, and the sign owner shall be required to remove the sign within thirty (30) days. Failure to do so shall constitute authorization for the City to remove it and assess the full cost to the sign owner; in addition to any other penalties prescribed for violation of this Ordinance. Such signs shall not be expanded, even if the tenant does not change. For multiple-tenant developments, existing, nonconforming directory signs (regardless of construction) may remain in use until such time as fifty percent (50%) of the original tenants at the time of passage of this Ordinance change. At such time, the nonconforming directory signs shall be removed by the landowner, and may be replaced with a conforming monument style directory sign. Failure to do so shall constitute authorization for the City to remove it and assess the full cost to the sign owner; in addition to any other penalties prescribed for violation of this Ordinance. Such signs shall not be expanded, even if the tenant(s) does (do) not change.

1020 Obsolete and Abandoned Signs

1020.1 Abandoned Sign: A sign structure that does not have a permanent sign face; or a sign advertising a business activity or firm which is no longer in operation at the location identified by the sign. An abandoned sign includes the sign face, sign copy and all elements of the sign structure.

1020.2 When any sign is relocated, made inoperative, or removed for any reason, except for maintenance, all structural components including the sign face and sign structure, shall be removed or relocated with the sign. All structural components of freestanding or freestanding monument signs shall be removed to ground level. The structural components of all other signs, including painted wall signs, shall be removed back to the original building configuration.

1021 Signs Maintenance required or signs in Disrepair and Unsafe Signs

All signs shall meet the following provisions for maintenance, disrepair and unsafe signs. Signs that do not meet these provisions shall be repaired or removed within thirty (30) days after receipt of notification from the Zoning Administrator.

1021.1 The area around a sign shall be property maintained clear of brush, trees, and other obstacles so as to make the sign readily visible.

1021.2 Any burned-out bulb or damaged sign face shall be replaced or repainted.

1021.3 All sign copy shall be maintained securely on the sign face and all missing copy must be replaced.

1021.4 All sign structures, framework and poles shall be structurally sound.

1021.5 Any sign face advertising a business that no longer operates on the premises where the sign is located shall be replaced with either an approved, permitted sign face or in instances where there is a conforming directory sign, a blank sign face.

1021.6 All signs and supports, braces, guys, and anchors thereof shall be kept in good repair, refurbished and repaired from time to time, as necessary, and perpetually maintained in safe condition, free from deterioration, defective or missing parts, or peeling or faded paint, and able to withstand the wind pressure for which such sign was originally designed and able to meet the structural standards described in the building code.

1021.7 Any sign not in compliance with this provision is hereby declared to be a nuisance and a prohibited sign. If the sign is declared to be a nuisance, the Zoning Administrator shall notify the appropriate person(s) by certified mail that the condition must be corrected within a specific time period. If no action is taken within the time period by the person(s) charged with maintaining such sign, the Zoning Administrator shall be authorized to remove or have removed the sign deemed a nuisance, at the person(s) expense, in addition to being subject to all penalty provisions of this ordinance.

1022 Repair and Reconstruction of Off-Premise Signs

Should any sign be damaged by acts of God, weather, unintentional harm or negligence or should any off-premise sign deteriorate due to failure to properly maintain said sign to the point that the cost of repair is greater than fifty (50) percent of the total replacement cost of the physical sign structure, the City shall not grant any permits for the repair or reconstruction of the sign.

1023 Removal of Signs Erected on Public Property or Rights-of-Way

It shall be unlawful to erect, use or maintain a sign or sign structure on public property or public right-of-way without the approval of the City of Georgetown. The Zoning Administrator shall be authorized to remove or have said signs removed. The Zoning Administrator shall attempt to contact the owner(s) of signs and store said signs, (size permitting) for a total of ten (10) days. If signs have not been claimed and picked up within the ten (10) days, signs shall be disposed of.

1024 Indemnification

All persons involved in the maintenance, installation, alteration, or relocation of signs near or upon any public right-of-way or property shall agree to hold harmless and indemnify the City, its officers, agents, and employees against any and all claims of negligence resulting from such work.

1025 Revoking Permits

The Zoning Administrator may revoke and require the return of any permit by giving written notice using certified mail to the permit holder, stating the reason for the revocation. Permits shall be revoked for any substantial departure from the approved application or plans and specifications, for refusal or failure to comply with the requirements of any applicable State or local laws or local ordinances or regulations, or for false statements or misrepresentations made in securing the permit. A permit mistakenly issued in violation of an applicable State or local law or local ordinance or regulation also may be revoked.

1026 Severability and Conflict

This ordinance and its various parts are hereby declared to be servable. If any section, clause, provisions or portion of this ordinance is declared invalid or unconstitutional by a court of competent jurisdiction, such decision shall not affect the validity of either this ordinance as a whole or any parts not declared invalid or unconstitutional.

If any part of this ordinance is found to be in conflict with any other ordinance of the City of Georgetown, the most restrictive or highest standard shall prevail.

1027 Enforcement

Signs, which are found to be in violation of the provision of this article, shall be subject to the following provisions. Where notice is required, such notice shall be by certified mail and may be reasonable under the circumstances surrounding the violation. Notices shall be addressed to the last known address of the sign owner.

- (1) Notice of violation. The Zoning Administrator shall send notice, by certified mail to the sign owner, stating the nature of the violation and granting an appropriate period of time to correct the violation.
- (2) In the event the certified mail is not accepted, notification of the violation shall be posted on the sign with a description of the violation and timeline to remedy the violation.
- (3) Continued violation. In the case where the Zoning Administrator has sent notice to the sign owner, or posted the sign when notice is not accepted and granted an appropriate period of time to correct the violation and the violation has not been remedied a citation may be issued to the sign owner. Each day such violation continues shall constitute a separate offense.
- (4) Nothing herein contained shall prevent the city from taking such other lawful action as is necessary to prevent or remedy any violation.

Editor's note (deleted Article X in it's entirely and replaced with revised Article X ord. of 4-21-11)