COUNTY OF HORRY

STATE OF SOUTH CAROLINA

ORDINANCE 13-2020

AN ORDINANCE TO AMEND APPENDIX B, ZONING ORDINANCE PERTAINING TO SIGNAGE REQUIREMENTS.

WHEREAS, Horry County has adopted a variety of sign ordinances over the last 30 years; and,

WHEREAS, Horry County wishes to unify the regulations in regards to signage and permitting; and,

WHEREAS, Horry County wishes to make the ordinance and permitting procedures more user friendly; and,

NOW THEREFORE, by the power and authority granted to the Horry County Council by the Constitution of the State of South Carolina and the powers granted to the County by the General Assembly of the State, it is ordained and enacted that:

1. Amendment of Appendix B, Zoning Ordinance, Article IV DEFINITIONS. Section 418 is amended and Section 423 is added and the Zoning Ordinance is hereby amended as follows:
   (All text in strikethrough shall be deleted and all text shown underlined and bolded shall be-added)

418. - Business sign (RESERVED)

423. Commercial Subdivision Development
   A Commercial Subdivision Development is defined as a division of three or more lots for the purpose of creating a development for commercial or business related purposes with a building(s) constructed on the land or lot which have a shared or common means of ingress and egress and have shared signage.

2. Amendment of Appendix B, Zoning Ordinance, Article V Landscape, Buffer and Tree Preservatino. Section 527.2 of the Zoning Ordinance is hereby amended as follows:
   (All text in strikethrough shall be deleted and all text shown underlined and bolded shall be-added)

527.2 Landscape Section
   F. Landscape Requirements for On-Site Signage. Permanent on-site signage shall contain landscape treatments as follows:
   1. Signage shall be located in a landscape border a least five (5) feet in depth with a minimum width equal to the greatest width of the actual sign face shall be required. The landscape border shall contain, at a minimum, one (1) evergreen shrub per four (4) linear feet of border perimeter with appropriate groundcover accents. No portion of the sign shall cantilever over or overhang any vehicle use areas.
3. **Amendment of Appendix B, Zoning Ordinance, Article VII Section 701 Limited Forest/Agriculture District (LFA).** Section 701.1 of the Zoning Ordinance is hereby amended as follows:
   (All text in strikethrough shall be deleted and all text shown **underlined and bolded** shall be-added)

   701.1 Permitted Uses.
   (K) Signs in accordance with Article X;

4. **Amendment of Appendix B, Zoning Ordinance, Article VII Section 701 Forest/Agriculture District (FA).** Section 702 of the Zoning Ordinance is hereby amended as follows:
   (All text in strikethrough shall be deleted and all text shown **underlined and bolded** shall be-added)

   **Other Requirements:**
   (a) All allowed uses shall be required to conform to the standards set forth in Article VIII.
   (b) Signs permitted in this district, including the conditions under which they may be located, are set forth in Article X.

5. **Amendment of Appendix B, Zoning Ordinance, Article VII Section 703 Commercial Forest/Agricultural District (CFA).** Section 703.1 of the Zoning Ordinance is hereby amended as follows:
   (All text in strikethrough shall be deleted and all text shown **underlined and bolded** shall be-added)

   703.1 Permitted Uses.
   (P) Signs in accordance with Article X.
   See sign definition, section 455.

6. **Amendment of Appendix B, Zoning Ordinance, Article VII Section 704 SF 40 Residential District (SF 40).** Section 704 of the Zoning Ordinance is hereby amended as follows:
   (All text in strikethrough shall be deleted and all text shown **underlined and bolded** shall be-added)

   **Other Requirements:**
   (a) All allowed uses shall be required to conform to the standards set forth in Article VIII.
   (b) Signs permitted in this district, including the conditions under which they may be located, are set forth in Article X.

7. **Amendment of Appendix B, Zoning Ordinance, Article VII Section 705 SF 20 Residential District (SF 20).** Section 705.2 of the Zoning Ordinance is hereby amended as follows:
   (All text in strikethrough shall be deleted and all text shown **underlined and bolded** shall be-added)

   **Conditional Uses:**
   (E) Other requirements:
   1. All allowed uses shall be required to conform to the standards for area, yard, and height set forth in Article VIII.
   2. Signs permitted in this district, including the conditions under which they may be located, are set forth in Article X.
8. **Amendment of Appendix B, Zoning Ordinance, Article VII Section 705B SF14.5 Residential District (SF 14.5).** Section 705B.4 of the Zoning Ordinance is hereby amended as follows:
   (All text in strikethrough shall be deleted and all text shown *underlined and bolded* shall be added)

   **705B.4. Other Requirements:**
   (A) All allowed uses shall be required to conform to the standards set forth in Article VIII.
   (B) Signs permitted in this district, including the conditions under which they may be located, are set forth in Article X.

9. **Amendment of Appendix B, Zoning Ordinance, Article VII Section 706 SF10 Residential District (SF 10).** Section 706.2 of the Zoning Ordinance is hereby amended as follows:
   (All text in strikethrough shall be deleted and all text shown *underlined and bolded* shall be added)

   **706.2 Conditional Uses**
   (E) Other requirements:
   1. All allowed uses shall be required to conform to the standards set forth in Article VIII.
   2. Signs permitted in SF 10 Residential Districts, including the conditions under which they may be located, are set forth in Article X.

10. **Amendment of Appendix B, Zoning Ordinance, Article VII Section 706B SF8.5 Residential District (SF 8.5).** Section 706B.4 of the Zoning Ordinance is hereby amended as follows:
   (All text in strikethrough shall be deleted and all text shown *underlined and bolded* shall be added)

   **706B.4. Other Requirements:**
   (A) All allowed uses shall be required to conform to the standards set forth in Article VIII.
   (B) Signs permitted in this district, including the conditions under which they may be located, are set forth in Article X.

11. **Amendment of Appendix B, Zoning Ordinance, Article VII Section 706D SF7 Residential District (SF 7).** Section 706D.4 of the Zoning Ordinance is hereby amended as follows:
   (All text in strikethrough shall be deleted and all text shown *underlined and bolded* shall be added)

   **706D.4. Other Requirements:**
   (A) All allowed uses shall be required to conform to the standards set forth in Article VIII.
   (B) Signs permitted in this district, including the conditions under which they may be located, are set forth in Article X.

12. **Amendment of Appendix B, Zoning Ordinance, Article VII Section 707 SF6 Residential District (SF 6).** Section 707.4 of the Zoning Ordinance is hereby amended as follows:
   (All text in strikethrough shall be deleted and all text shown *underlined and bolded* shall be added)

   **707.4 Other Requirements:**
   (A) All allowed uses shall be required to conform to the standards set forth in Article VIII.
   (B) Signs permitted in SF 10 Residential Districts, including the conditions under which they may be located, are set forth in Article X.
13. **Amendment of Appendix B, Zoning Ordinance, Article VII Section 710 Resort Residential District (RR).** Section 710.3 of the Zoning Ordinance is hereby amended as follows:
(All text in strikethrough shall be deleted and all text shown **underlined and bolded** shall be-added)

710.3 Other Requirements:
(A) Building height in this district is unlimited provided that the requirements of all other applicable ordinances can be met.
(B) All density and other provisions of section 709 shall apply.
(C) All allowed uses shall be required to conform to the standards set forth in Article VIII.
(D) Signs permitted in the Resort Residential District shall meet the requirements set forth in Article X.
(E) Reserved.

14. **Amendment of Appendix B, Zoning Ordinance, Article VII Section 711 Resort Commercial District (RC).** Section 711.4 of the Zoning Ordinance is hereby amended as follows:
(All text in strikethrough shall be deleted and all text shown **underlined and bolded** shall be-added)

711.4 Other Requirements. Unless otherwise specified elsewhere in this ordinance uses permitted in Resort Commercial Districts shall be required to conform to standards as set forth: (C) Signs permitted in Resort Commercial Districts, including the conditions under which they shall be located, are set forth in Article X.

15. **Amendment of Appendix B, Zoning Ordinance, Article VII Section 712 Amusement Commercial District (AC).** Sections 712.2 and 712.5 of the Zoning Ordinance is hereby amended as follows:
(All text in strikethrough shall be deleted and all text shown **underlined and bolded** shall be-added)

712.2 Other Requirements:
(A) All uses shall conform to the standards for area, yard, and height requirements set forth in Article VIII.
(B) Signs permitted in this district, including the conditions under which they may be located, are set forth in Article X.

712.5 Special Exceptions:
Other Requirements:
(a) All allowed uses shall be required to conform to the standards set forth in Article VIII.
(b) Signs permitted in this district, including the conditions under which they may be located, are set forth in Article X.

16. **Amendment of Appendix B, Zoning Ordinance, Article VII Section 713 Office/Professional/Institutional District (OPI).** Sections 713.5 of the Zoning Ordinance is hereby amended as follows:
(All text in strikethrough shall be deleted and all text shown **underlined and bolded** shall be-added)

713.5 Other Requirements:
(A) All allowed uses shall conform to the standards for area, yard, and height requirements are set forth in Article VIII.
(B) Signs permitted in this district, including the conditions under which they may be located, are set forth in Article X.
17. **Amendment of Appendix B, Zoning Ordinance, Article VII Section 714 Neighborhood Commercial District (NC)**, Sections 714.3 of the Zoning Ordinance is hereby amended as follows:
(All text in strikethrough shall be deleted and all text shown **underlined and bolded** shall be-added)

**714.3 Other Requirements.** Unless otherwise specified elsewhere in this ordinance, uses permitted in Neighborhood Commercial Districts shall be required to conform to the following standards:
(A) [Such uses] shall meet the area, yard, and height requirements of Article VIII.
(B) Signs permitted in Neighborhood Commercial Districts, including the conditions under which they may be located, are set forth in Article X.

18. **Amendment of Appendix B, Zoning Ordinance, Article VII Section 715 Community Commercial District (CC)**, Sections 715 of the Zoning Ordinance is hereby amended as follows:
(All text in strikethrough shall be deleted and all text shown **underlined and bolded** shall be-added)

**715.5 Signs:** Signs permitted in Community Commercial District, including the conditions under which they may be located, are set forth in Article X.

19. **Amendment of Appendix B, Zoning Ordinance, Article VII Section 716 Highway Commercial District (HC)**, Sections 716.4 of the Zoning Ordinance is hereby amended as follows:
(All text in strikethrough shall be deleted and all text shown **underlined and bolded** shall be-added)

**716.4 Other Requirements:**
(A) Area, yard and height requirements as set forth in Article VIII shall be met; and,
(B) Signs permitted in Highway Commercial Districts including the conditions under which they may be located are set forth in Article X.

20. **Amendment of Appendix B, Zoning Ordinance, Article VII Section 717 Limited Industrial (LI)**, Sections 717.3 of the Zoning Ordinance is hereby amended as follows:
(All text in strikethrough shall be deleted and all text shown **underlined and bolded** shall be-added)

**717.3 Other Requirements:**
(A) Uses shall meet the area, yard, and height requirements in Article VIII.
(B) Signs permitted in Limited Industrial Districts including the condition under which they may be located are set forth in Article X.

21. **Amendment of Appendix B, Zoning Ordinance, Article VII Section 718 Heavy Industrial (HI)**, Sections 718.3 of the Zoning Ordinance is hereby amended as follows:
(All text in strikethrough shall be deleted and all text shown **underlined and bolded** shall be-added)

**718.3 Other Requirements.** Unless otherwise specified elsewhere in this ordinance, uses permitted in Heavy Industrial Zoning Districts shall be required to conform to the following standards:
(A) [Such uses] shall meet the area, yard, and height requirements in Article VIII.
(B) Signs permitted in this district, including the conditions under which they may be located, are set forth in Article X.
22. Amendment of Appendix B, Zoning Ordinance, Article VII Section 719 Mobile Home Park District (MHP), Sections 719.3 of the Zoning Ordinance is hereby amended as follows:
(All text in strikethrough shall be deleted and all text shown underlined and bolded shall be added)

719.3 Park Plan.
(i) Signs permitted in Mobile Home Park Districts, including the conditions under which they may be located, are set forth in Article X.

23. Amendment of Appendix B, Zoning Ordinance, Article VII Section 720 Destination Park District (DP), Sections 720(H) of the Zoning Ordinance is hereby amended as follows:
(All text in strikethrough shall be deleted and all text shown underlined and bolded shall be added)

(H) The plat shall be drawn to scale by a registered civil engineer or land surveyor, and show exact dimensions of the parcels of land under consideration. The elements to be shown are as follows:

3. Signs: Signs shall meet the requirements as established and approved by the Planning Commission and County Council.

24. Amendment of Appendix B, Zoning Ordinance, Article VII Section 723.1 Forestbrook South Myrtle Beach Area Signage Overlay Zone, Sections 723.1 of the Zoning Ordinance is hereby deleted in its entirety.

25. Amendment of Appendix B, Zoning Ordinance, Article VII Section 723.3 Highway 501 Overlay Zone, Sections 723.3(E)(13)[8] Signage of the Zoning Ordinance is hereby deleted and replaced as follows:

(13) [8] Signage. The following standards shall apply to signage:

a. Temporary wall signage.
   One (1) Temporary wall banner on a property which has received a zoning compliance for a new business within the last 30 days
b. Temporary ground sign
   1. One (1) on-site temporary sign not exceeding eight (8) feet in height or sixteen (16) square feet in size; or
   2. One (1) temporary sign, no more than thirty-two (32) square feet in area, located on the property on which there is an active building permit or an active stormwater permit.

c. Prohibited signs. The following signs shall be prohibited in the corridor:
   1. Animated signs and full motion video signs are prohibited
   2. Temporary signs except as allowed above.
26. Amendment of Appendix B, Zoning Ordinance, Article VII Section 723.4 Highway 544 Overlay Zone. Sections 723.4(E)(9) Signage of the Zoning Ordinance is hereby deleted and replaced as follows:

(9) Signage.

a. On-site signage requirements

<table>
<thead>
<tr>
<th>Type of Property</th>
<th>Length of Frontage</th>
<th>Number (2)</th>
<th>Type</th>
<th>Height</th>
<th>Sign Area (1,3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freestanding parcel</td>
<td>Less than 200 feet</td>
<td>1</td>
<td>Ground Sign</td>
<td>8 feet</td>
<td>½ sq. ft. for each linear ft. of frontage</td>
</tr>
<tr>
<td>Freestanding parcel</td>
<td>200—399 feet</td>
<td>1</td>
<td>Freestanding</td>
<td>25 feet</td>
<td>½ sq. ft. for each linear ft. of frontage</td>
</tr>
<tr>
<td>Freestanding parcel</td>
<td>More than 400 feet or portion thereof up to 799 feet</td>
<td>1</td>
<td>Freestanding &quot;primary&quot;</td>
<td>35 feet</td>
<td>½ sq. ft. for each linear ft. of frontage up to 400 feet plus 1 sq. ft. for each linear ft. of frontage over 400 feet.</td>
</tr>
<tr>
<td>Freestanding parcel</td>
<td>Each additional 400 feet of frontage</td>
<td>1</td>
<td>Freestanding &quot;secondary&quot;</td>
<td>25 feet</td>
<td></td>
</tr>
<tr>
<td>Commercial Subdivision Development</td>
<td>&lt; 400 feet</td>
<td>1</td>
<td>Freestanding &quot;primary&quot;</td>
<td>35 feet</td>
<td>½ sq. ft. for each linear ft. of frontage up to 400 feet plus 1 sq. ft. for each linear ft. of frontage over 400 feet.</td>
</tr>
<tr>
<td>Commercial Subdivision Development</td>
<td>≥ 400 feet</td>
<td>1</td>
<td>Freestanding &quot;secondary&quot;</td>
<td>25 feet</td>
<td></td>
</tr>
<tr>
<td>Out-parcel of a commercial subdivision development</td>
<td>Less than 400 feet (4)</td>
<td>1</td>
<td>Ground Sign</td>
<td>8 feet</td>
<td>½ sq. ft. for each linear ft. of frontage</td>
</tr>
</tbody>
</table>

Notes:

1. A minimum of 50 square feet of sign area will be allowed for all parcels.
2. Maximum three (3) freestanding signs per parcel or per Commercial.
3. Maximum sign area for the East Highway 544 section located to the south of the Highway 544 right-of-way shall have a maximum of 200 square feet. Maximum sign area per site shall be no greater than 750 sf.
4. Outparcels with greater than 400 feet of frontage will be reviewed under the freestanding parcel.

b. Prohibited signs. The following signs shall be prohibited in the corridor:

   Animated signs and full motion video signs are prohibited
27. Amendment of Appendix B, Zoning Ordinance, Article VII Section 723.5 Highway 707 Overlay Zone. Sections 723.5(L) Sign Regulations of the Zoning Ordinance is hereby deleted and replaced as follows:

(L) Sign regulations.

(1) Off-premise signage.

No new or additional off-premise signs shall be permitted in the Overlay Zone.

(2) On-premise signs.

<table>
<thead>
<tr>
<th>Type of Property</th>
<th>Length of Frontage</th>
<th>Number (1,2)</th>
<th>Type</th>
<th>Height</th>
<th>Sign Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freestanding parcel</td>
<td>≥200ft</td>
<td>1</td>
<td>Ground Sign</td>
<td>12 feet</td>
<td>1 sq. ft. for every 1 linear foot of frontage—not to exceed 400 sq. ft.</td>
</tr>
<tr>
<td>Freestanding parcel</td>
<td>Less than 200ft</td>
<td>1</td>
<td></td>
<td>8 feet</td>
<td></td>
</tr>
<tr>
<td>Commercial Subdivision Development (3)</td>
<td>N/A</td>
<td>1</td>
<td></td>
<td>12 feet</td>
<td></td>
</tr>
</tbody>
</table>

Notes:
1. Maximum two (2) signs per parcel.
2. Signs shall have a minimum separation of fifty (50) feet.
3. Outparcels to a Commercial Subdivision Development will be reviewed as Freestanding Parcels.

(3) Temporary Signs

One (1) Temporary wall banner on a property which has received a zoning compliance for a new business within the last 30 days

(4) Prohibited signs.

a. Temporary signs shall be prohibited except as allowed above.
b. Changeable manual signs are prohibited in the Overlay.
c. Animated signs and full motion video signs are prohibited.
Amendment of Appendix B, Zoning Ordinance, Article VII Section 723.6 Burgess Area Overlay Zone. Sections 723.6 (L) Sign Regulations of the Zoning Ordinance is hereby deleted and replaced as follows:

(L) Sign regulations.

(1) Off-premise signage.
   No new or additional off-premise signs shall be permitted in the overlay zone.

(2) On-premise signs.

<table>
<thead>
<tr>
<th>Type of Property</th>
<th>Length of Frontage</th>
<th>Number (1,2)</th>
<th>Type</th>
<th>Height</th>
<th>Sign Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freestanding parcel</td>
<td>Less than 200ft</td>
<td>1</td>
<td>Ground Sign</td>
<td>8 feet</td>
<td>1 sq. ft. for every 1 linear foot of frontage—not to exceed 400 sq. ft.</td>
</tr>
<tr>
<td>Freestanding parcel</td>
<td>≥200ft</td>
<td>1</td>
<td></td>
<td>12 feet</td>
<td></td>
</tr>
<tr>
<td>Commercial Subdivision Development(3)</td>
<td>N/A</td>
<td>1</td>
<td></td>
<td>12 feet</td>
<td></td>
</tr>
</tbody>
</table>

Notes:
1. Maximum two (2) signs per parcel.
2. Signs shall have a minimum separation of fifty (50) feet.
3. Outparcels to a Commercial Subdivision Development will be reviewed as Freestanding Parcels.

(3) Temporary Signs
   One (1) Temporary wall banner on a property which has received a zoning compliance for a new business within the last 30 days

(4) Prohibited signs.
   a. Temporary signs shall be prohibited except as allowed above
   b. Animated signs and full motion video signs are prohibited
   c. Changeable manual signs and portable signs shall be limited only to parcels which contain either a produce stands or a church.
29. Amendment of Appendix B, Zoning Ordinance, Article VII Section 723.7 Little River Area Overlay Zone. Sections 723.7 (G)(12) Sign Regulations of the Zoning Ordinance is hereby deleted and replaced as follows:

(12) Sign Regulations.

(1) Off-Premise Signage. Off premises advertising signage shall be prohibited except as follows:

a. Digital billboards may be permitted as a replacement of existing non-digital billboard signage and only as a two for one replacement. Two legally existing non-digital billboards within the overlay must be removed to allow for the installation new digital billboard.
b. Digital billboards must meet a separation of 2,400 feet from other digital billboards.
c. Digital billboards cannot be located within 500 feet of an existing residence. This distance shall be measured from the actual billboard location to the nearest property boundary of the nearest residentially used property.

(2). On-premise Signage:

a. Allowed Signage

<table>
<thead>
<tr>
<th>Type of Property</th>
<th>Length of Frontage</th>
<th>Number</th>
<th>Type</th>
<th>Height</th>
<th>Sign Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freestanding Parcel</td>
<td>&lt;300ft</td>
<td>1</td>
<td></td>
<td>12 feet</td>
<td>32sf</td>
</tr>
<tr>
<td></td>
<td>300-499 ft</td>
<td>1</td>
<td></td>
<td>25 feet</td>
<td>48sf</td>
</tr>
<tr>
<td></td>
<td>≥500</td>
<td>2</td>
<td>Ground</td>
<td>25 feet</td>
<td>64sf per individual sign or up to a total of 100sf between two signs.</td>
</tr>
<tr>
<td>Commercial Subdivision Development</td>
<td>N/A</td>
<td>1</td>
<td>Ground</td>
<td>25 feet</td>
<td>100 sf</td>
</tr>
</tbody>
</table>

Notes:
1. Outparcels to a Commercial Subdivision Development will be reviewed as Freestanding Parcels.

b. Design Standards for on premise signage
   1. Changeable Copy or Digital Signage. Signs may have up to 50% of the permitted copy area as changeable copy (manual or automatic) or digital. Replacing existing LED/electronic/ or manually changeable signage with digital signage shall be considered ordinary maintenance as long as the existing sign structure is capable of supporting the additional weight, the total signage size is not increased and the digital sign does not exceed more than fifty (50) of the total existing sign.
   2. The maximum size of the background structure of a sign shall not exceed one hundred ten (110) percent of the total square footage of copy area.
(c) Building Signs. Building signs shall be limited to the following:

**Building Signage Allowed Per Tenat Frontage**

<table>
<thead>
<tr>
<th>Type of Development</th>
<th>Number</th>
<th>Sign Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Tenant Development</td>
<td>1</td>
<td>- One (1) sf per one (1) lf of building frontage.</td>
</tr>
<tr>
<td>Multi Tenant Development</td>
<td>1</td>
<td>- Additional One Half (1/2) sf for every lf of building frontage for buildings located beyond one hundred (100) feet from the right-of-way.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- 2.0 square feet for every linear foot of store frontage.</td>
</tr>
</tbody>
</table>

**Design Standards for building signage**

1. The maximum size of sign letters and logos, including any sign backgrounds, shall be twenty-four (24) inches in height for single tenants.
2. The maximum height of letters and logos for anchor tenants in a retail center shall not exceed twenty (20) percent of the building height.
3. The length of the sign may occupy up to fifty (50) percent of the linear feet of the storefront the business occupies.
4. Maximum size is 150sf.

(3) Temporary signage.

a. Temporary wall signage.
   One (1) Temporary wall banner on a property which has received a zoning compliance for a new business within the last 30 days

b. Temporary ground sign
   1. One (1) on-site temporary sign not exceeding eight (8) feet in height or sixteen (16) square feet in size; or
   2. One (1) temporary sign, no more than thirty-two (32) square feet in area, located on the property on which there is an active building permit or an active stormwater permit.

(4) Prohibited Signs.

a. Temporary signs shall be prohibited except as allowed above.

b. Animated signs and full motion video signs are prohibited
(M) **Sign regulations.**

(1) On-premise signs.

<table>
<thead>
<tr>
<th>Type of Property</th>
<th>Length of Frontage</th>
<th>Number</th>
<th>Type</th>
<th>Height</th>
<th>Sign Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freestanding parcel</td>
<td>≤100 LF</td>
<td>1</td>
<td>Ground</td>
<td>8 feet</td>
<td>50 sf</td>
</tr>
<tr>
<td></td>
<td>100 to 199 LF</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>200 to 399 LF</td>
<td>1</td>
<td>Freestanding</td>
<td>30 feet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>≥400 LF</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial Subdivision Development</td>
<td>N/A</td>
<td>1</td>
<td>Freestanding</td>
<td>40 feet</td>
<td>One (1) sf per one (1) lf of frontage up to a maximum of 500 sf</td>
</tr>
<tr>
<td>Out-parcel of a commercial subdivision development (1)</td>
<td>&lt;400 feet</td>
<td>1</td>
<td>Ground</td>
<td>8 feet</td>
<td></td>
</tr>
</tbody>
</table>

Notes:
1. Outparcels with greater than 400 feet of frontage will be reviewed under the freestanding parcel.

(2) Temporary

a. Temporary wall signage
   
   One (1) Temporary wall banner on a property which has received a zoning compliance for a new business within the last 30 days

b. Temporary ground sign
   
   1. One (1) on-site temporary sign not exceeding eight (8) feet in height or sixteen (16) square feet in size; or
   2. One (1) temporary sign, no more than thirty-two (32) square feet in area, located on the property on which there is an active building permit or an active stormwater permit.

(3) Prohibited signs. The following signs shall be prohibited in the corridor:

a. Temporary signage except as allowed above
b. Animated signs and full motion video signs are prohibited
30. Amendment of Appendix B, Zoning Ordinance, Article VII Section 723.11 Veteran’s Highway Overlay Zone. Sections 723.11 of the Zoning Ordinance is hereby deleted and replaced as follows:

(A) Purpose. The purpose of the Veteran’s Highway Overlay Zone is to preserve the exceptional scenic value of the highway and maintain the serene farm field and natural vistas from the highway for all travelers to enjoy.

(B) Application. The Veteran's Highway Overlay Zone provides supplemental sign regulations. The overlay zone extends one thousand (1,000) feet of the right-of-way line on either side of Veteran's Highway.

(C) Applicable Sign Regulations.

(1) On-site signage
   a. Maximum height of signs shall be 35ft.
   b. No more than one (1) sign per parcel shall be directed towards Veterans Hwy.

(2) Wall signage
   a. One (1) wall sign no greater than 15 percent of the wall area shall be permitted per wall face.
   b. Only one (1) wall sign shall be visible from Veteran's Highway.

(3) Prohibited signs
   a. Animated signs and full motion video signs are prohibited
31. Amendment of Appendix B, Zoning Ordinance, Article VII Section 723.12 Restaurant Row Overlay Zone. Sections 723.12(M) of the Zoning Ordinance is hereby deleted and replaced as follows:

(M) Sign regulations.

(1) On-premise freestanding signs.

<table>
<thead>
<tr>
<th>Type of Property</th>
<th>Length of Frontage</th>
<th>Number</th>
<th>Type</th>
<th>Height</th>
<th>Sign Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freestanding parcel</td>
<td>≤50 LF</td>
<td>One (1)</td>
<td>Ground</td>
<td>8 feet</td>
<td>50 sf</td>
</tr>
<tr>
<td></td>
<td>51 to 99 LF</td>
<td>One (1)</td>
<td>Freestanding</td>
<td>8 feet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>100 to 199 LF</td>
<td>One (1)</td>
<td>Freestanding</td>
<td>20 feet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>200-399 LF</td>
<td>One (1)</td>
<td>Freestanding</td>
<td>30 feet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>≥400 LF</td>
<td>Two (2)</td>
<td>Freestanding</td>
<td>40 feet</td>
<td></td>
</tr>
<tr>
<td>Commercial Subdivision Development</td>
<td>N/A</td>
<td>1</td>
<td>Freestanding</td>
<td>40 feet</td>
<td></td>
</tr>
<tr>
<td>Out-parcel of a commercial subdivision development (1)</td>
<td>&lt;400 feet</td>
<td>1</td>
<td>Ground</td>
<td>8 feet</td>
<td></td>
</tr>
</tbody>
</table>

Notes:

1. Outparcels with greater than 400 feet of frontage will be reviewed under the freestanding parcel.

(3) Prohibited signs

Animated signs and full motion video signs are prohibited
32.  Amendment of Appendix B, Zoning Ordinance, Article VII Section 723.14 South Kings Highway Overlay Zone. Sections 723.14(L) of the Zoning Ordinance is hereby deleted and replaced as follows:

(L) Sign regulations.

(1) Off-premise signage. No new or additional off-premise signs shall be allowed or permitted in the defined area of this corridor Overlay Zone unless it meets the following:
   a. Off-premise signs must be one thousand two hundred (1,200) feet apart except for digital billboards which must meet a separation of two thousand four hundred (2,400) feet from other digital billboards.
   b. Digital billboards cannot be located within five hundred (500) feet of a residential zone or used property.

(2) On-premise signs.
   a. Allowed Signage

<table>
<thead>
<tr>
<th>Type of Property</th>
<th>Length of Frontage</th>
<th>Number</th>
<th>Type</th>
<th>Height</th>
<th>Sign Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freestanding Parcel</td>
<td>&lt;150 LF</td>
<td>1</td>
<td>Ground</td>
<td>8 feet</td>
<td>50 sf</td>
</tr>
<tr>
<td></td>
<td>150 to 499 LF</td>
<td>1</td>
<td>Freestanding</td>
<td>25 feet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>≥500 LF</td>
<td>2</td>
<td>Freestanding</td>
<td>25 feet</td>
<td></td>
</tr>
<tr>
<td>Commercial Subdivision Development</td>
<td>&lt;1000 LF</td>
<td>1</td>
<td>Freestanding “primary”</td>
<td>25 feet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>≥1000 LF</td>
<td>1</td>
<td>Freestanding “secondary”</td>
<td>25 feet</td>
<td></td>
</tr>
<tr>
<td>Out-parcel of a commercial subdivision development</td>
<td>N/A</td>
<td>1</td>
<td>Ground</td>
<td>8 feet</td>
<td>One-half (.5 sf per one (1) linear foot of frontage up to a maximum of 200 sf</td>
</tr>
</tbody>
</table>

b. Signage Design standards

1. Maximum number of tenant sign panels incorporated into the freestanding sign:
2. Parcel(s) less three (3) acres may have up to six (6) tenant panels.
3. Parcel(s) greater than or equal to three (3) acres may have up to eight (8) tenant panels.
4. The maximum size of the background structure of a sign shall not exceed one hundred ten (110) percent of the total square footage of copy area. Branded architectural elements shall not count as background structure.
5. The portion of the sign on which tenant names are displayed does not exceed eighty-five (85) percent of the total sign area; and
6. Branded architectural elements shall not count towards the maximum allowable copy area. Branded elements shall not exceed thirty (30) percent of the allowed copy area. Area shall be measured as the smallest box capable of containing all design elements.
(3) Building signs:

<table>
<thead>
<tr>
<th>Type of Development</th>
<th>Number of Signs</th>
<th>Sign Area Computation (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Tenant</td>
<td>One (1) building signs per tenant frontage</td>
<td>• One (1) sf per one (1) lf of building frontage.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Additional One Half (1/2) sf for every lf of building frontage for buildings located beyond one hundred (100) feet from the right-of-way.</td>
</tr>
<tr>
<td>Multi Tenant</td>
<td>One (1) building signs are permitted per tenant frontage.</td>
<td>• Two (2) square feet for every lf tenant frontage.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• The length of the sign may occupy up to seventy-five (75) percent of the linear feet of the storefront the business occupies.</td>
</tr>
</tbody>
</table>

Notes:
1. The size of an individual sign shall not exceed one hundred fifty (150) square feet.

(4) Temporary and other.

a. Temporary wall signage.
   One (1) Temporary wall banner on a property which has received a zoning compliance for a new business within the last 30 days

b. Temporary ground sign
   1. One (1) on-site temporary sign not exceeding eight (8) feet in height or sixteen (16) square feet in size; or
   2. One (1) temporary sign, no more than thirty-two (32) square feet in area, located on the property on which there is an active building permit or an active stormwater permit.

(5) Prohibited signs. The following signs shall be prohibited in the overlay:

a. Animated and full motion video signs are prohibited.
b. Temporary signs except for what is allowed above.
33. Amendment of Appendix B, Zoning Ordinance, Article VII Section 723.15 Hwy 17
Business South Overlay Zone. Sections 723.15(M) of the Zoning Ordinance is hereby deleted and replaced as follows:
(M) Sign regulations.
(1) On-premise freestanding signs.

<table>
<thead>
<tr>
<th>Type of Property</th>
<th>(Linear feet of road frontage) LF</th>
<th>Number (1)</th>
<th>Type</th>
<th>Height</th>
<th>Sign Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freestanding Parcel</td>
<td>&lt;50LF</td>
<td>1</td>
<td>Ground</td>
<td>12 feet</td>
<td>50 sf</td>
</tr>
<tr>
<td></td>
<td>51 to 99 LF</td>
<td>1</td>
<td>Ground</td>
<td>20 feet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>100 to 399 LF</td>
<td>1</td>
<td>Freestanding</td>
<td>30 feet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>≥400 LF</td>
<td>2</td>
<td>Freestanding</td>
<td>40 feet</td>
<td></td>
</tr>
<tr>
<td>Commercial Subdivision Development</td>
<td>N/A</td>
<td>1</td>
<td>Freestanding</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Out-parcel of a commercial subdivision</td>
<td>&lt;400 feet</td>
<td>1</td>
<td>Ground</td>
<td></td>
<td></td>
</tr>
<tr>
<td>development (2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Notes:
1. The minimum separation for all signs on a parcel shall be at least two hundred (200) linear feet.
2. Outparcels with greater than 400 feet of frontage will be reviewed under the freestanding parcel.

(2) Temporary and other.

a. Flags are allowed as follows:
1. Only two (2) flags shall be permitted.
2. The flags shall not be flown higher than a 35-foot pole, measured from grade.
3. Only one flag per pole up to six (6) feet by ten (10) feet, or two (2) flags per pole up to four (4) feet by six (6) feet, may be flown.
4. The flag pole shall not be located within ten (10) feet of any adjacent right-of-way.

b. Temporary wall signage.
   One (1) Temporary wall banner on a property which has received a zoning compliance for a new business within the last 30 days

c. Temporary ground sign
   1. One (1) on-site temporary sign not exceeding eight (8) feet in height or sixteen (16) square feet in size; or
   2. One (1) temporary sign, no more than thirty-two (32) square feet in area, located on the property on which there is an active building permit or an active stormwater permit.

(3) Prohibited signs. The following signs shall be prohibited in the corridor:
a. Temporary signs except for what is allowed above
34. **Amendment of Appendix B, Zoning Ordinance, Article X Sign Regulations.** Article X Sign Regulations is hereby deleted and replaced as follows:

**ARTICLE X. - SIGN REGULATIONS**

1000. - Purpose.

The purpose of this section of the Horry County Zoning Ordinance is to provide fair and comprehensive regulations that will:

(a) Provide a pleasing overall environmental setting and good community appearance which is deemed vital to tourism and to the continued economic attractiveness of the county;
(b) Allow signs appropriate to the planned character of each zoning district;
(c) Promote highway safety, the welfare and comfort of travelers, the convenience of the public, and the enjoyment of public travel;
(d) Restrict private signs which overload the public’s capacity to receive information and increase the probability of accidents by distracting attention or obstructing vision;
(e) Protect property values within the county; and
(f) Reduce conflict among private signs and between private and public information systems.

1001. - Scope of this article.

The provisions set forth in this article shall apply and govern in all districts, and shall regulate the construction, erection, alteration, use, location, size and height of all signs, regardless of their cost of construction. The zoning provisions of this article shall not apply to:

(a) Signs not visible beyond the boundaries of the lot or parcel upon which they are situated or from any public thoroughfare, right-of-way, or beach.
(b) Traffic signs, and all other signs, erected or maintained by a governmental body or agency, including danger signs and signs of businesses on governmental property. Signs of a commercial nature shall not be exempt.

1002. - Definitions.

Except as specifically defined herein, all words used in Article X have their customary dictionary definitions. For the purpose of the sign ordinance, certain words or terms used are herein defined as follows:

**Abandoned Sign:** A sign located on a property where no building is located or where the use of the property has been removed and where there is no permitted use for a period of ninety (90) days; a sign which is damaged, in disrepair, or vandalized and not repaired within ninety (90) days.

**Administrative Officer:** The local official (i.e., Zoning Administrator) or designated agent responsible for granting permits and enforcement of the provisions of this article.

**Animation:** The movement, or optical illusion of movement of any part of the sign or any part of the sign structure, design or pictorial segment, including the movement of any illumination or the flashing or varying of light intensity.

**Architectural feature:** means any construction attending to, but not an integral part of the sign, such as, by way of example not limitation, landscape, building, or structural forms that enhance the site in general; it also includes, graphic stripes and other architectural painting techniques applied to a structure that
serves a functional purpose, or when the stripes or other painting techniques are applied to a building provided such treatment does not include lettering, logos or pictures.

**Awning:** A cloth, plastic or other nonstructural covering that projects from a wall for the purpose of shielding a doorway or window. An awning is either permanently attached to a building or can be raised or retracted to a position against the building when not in use.

**Awning sign:** Any sign painted on, or applied to an awning.

**Background structure:** means the parts of a sign, exclusive of the copy area, such as beams, buttresses, poles, cables, and stringers, which support the sign face.

**Balloon Sign:** A lighter-than-air, gas filled balloon, tethered in a fixed location, which contains an advertisement message on its surface or attached to the balloon in any manner.

**Banner:** Any cloth, bunting, plastic, paper, or similar non-rigid material attached to any structure, staff, pole, rope, wire, or framing which is anchored on two or more edges or at all four corners. Banners are temporary in nature and do not include flags.

**Beacon Lighting:** Any source of electric light, whether portable or fixed, the primary purpose of which is to cast a concentrated beam of light generally skyward as a means of attracting attention to its location rather than to illuminate any particular sign, structure, or other object.

**Building frontage:** The maximum linear width of a building measured in a single straight line parallel, or essentially parallel, with the abutting street, commercial access easement or parking lot. Where a building is arranged to include establishments with exterior public entrances but no wall space facing a street, the horizontal dimension of one wall of each such establishment, which faces a mall, or other private way may be considered to be building frontage.

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

**Building mounted sign.** This shall include any signage that is attached to the building including but not limited to awning signs, banners, blade signs canopy signs, wall signage

**Canopy.** A structure other than an awning made of fabric, metal, or other material that is supported by columns or posts affixed to the ground and may also be connected to a building.

**Canopy Sign:** Any sign that is part of, or attached to a canopy.

**Changeable copy sign:** A sign or portion thereof on which the copy or symbols change either automatically through electrical or electronic means, or manually through placement of letters or symbols on a panel mounted in or on a track system. The two types of changeable-copy signs are manual changeable copy signs and electronic changeable copy signs, which include: message center signs, digital displays, and Tri-Vision Boards.

**Channel Letter Sign:** A sign consisting of fabricated or formed three-dimensional letters, individually applied to a wall or raceway, which may accommodate a light source.

**Clearance:** The distance above the walkway, or other surface if specified, to the bottom edge of a sign. This term can also refer to a horizontal distance between two objects.
Collocated Signage: Signage where adjacent parcels and/or business can locate signage on the same sign.

Commercial Parking Lot Light Pole Banners. A banner specifically designed to be installed on light poles within commercial parking area.

Digital Display: The portion of a sign message made up of internally illuminated components capable of changing the message. Digital displays may include but are not limited to LCD, LED, or plasma displays.

Dimming: changing the brightness of a display, or the capability of increasing or decreasing the overall display intensity. The brightness level should be highest during the day to compete with daylight, and lower at night.

Directional Sign: Signs designed to provide direction to pedestrian and vehicular traffic into and out of, or within a site.

Dissolve: means a transition between static message displays that is achieved with varying light intensity and where the first message gradually appears to dissipate and lose legibility simultaneous to the gradual appearance and legibility of the subsequent message.

Double-faced sign: A sign with two (2) faces which are usually parallel, but may be v-shaped if the angle of v is no greater than forty-five (45) degrees.

Fade: means a transition between static message displays that is achieved with varying light intensity and where the first message gradually loses light intensity to the point of not being legible and the subsequent message gradually increases intensity to the point of legibility.

Feather flag (aka harpoon flag): A sign that contains a harpoon style pole or staff driven into the ground for support.

Flag: Any sign printed or painted on cloth, plastic, canvas, or other like material with distinctive colors, patterns, or symbols attached to a pole or staff and anchored along only one edge or supported or anchored at only two corners.

Flashing Sign: A sign whose artificial illumination is not kept constant in intensity at all times when in use and which exhibits changes in light, color, direction, or animation. This definition does not include electronic message centers signs or digital displays that meet the requirements set forth herein.

Freestanding sign: A sign supported by a sign structure placed in the ground and which is wholly independent of any building, fence, vehicle or object (other than the sign structure) for support. This sign type includes pole signs, monument and ground mounted signs.

Frontage: The length of the property line of any one (1) premises serving as a public street right-of-way line.

Government or Regulatory Sign: A government sign is a sign that is constructed, placed or maintained by the federal, state or local government or a sign that is required to be constructed, placed or maintained by the federal, state or local government either directly or to enforce property owner’s rights.

Ground Sign: A sign supported by uprights or braces which is placed on, near or at ground level. All supports, upright, bracing or framework utilized or proposed to support the sign, shall be enclosed within
the sign base area. The enclosed base must possess a minimum width of two-thirds (2/3) the width of the
sign face, and which is not attached to any building. The definitions of ground sign and pole sign are
mutually exclusive.

**Height of sign:** The vertical distance measured from the ground to the top of the sign face or background
sign structure measured from the centerline of the adjacent right of way (ROW) or if the sign is more than
50ft from the (ROW) it will be measured from the adjacent grade.

**Illuminated Sign:** A sign with electrical equipment installed for illumination, either internally
illuminated through its sign face by a light source contained inside the sign or externally illuminated by a
light source aimed at its surface.

**Incidental Sign:** A sign that displays general site information, instructions, directives, or restrictions that
are primarily oriented to pedestrians and motor vehicle operators who have entered a property from a
public street. These signs shall not contain any commercial advertising.

**Incidental Window Sign:** Signs displayed in the window displaying information such as the business’
hours of operation, credit institutions accepted, commercial and civic affiliations, and similar information.
These signs shall be informational only and shall not contain a commercial message.

**Inflatable Sign:** A sign that is an air-inflated object, which may be of various shapes, made of flexible
fabric, resting on the ground or structure and equipped with a portable blower motor that provides a
constant flow of air into the device.

**Interactive Sign:** An electronic or animated sign that reacts to the behavior or electronic signals of motor
vehicle drivers.

**Interior project directional sign:** A sign located no closer than 100 feet from the exterior public street
entrance of a nonresidential project, at a street intersection or along a private driveway within the project.
The purpose of this sign is to provide more definitive directional whereabouts of the tenants within the
nonresidential project.

**Manual Changeable Copy Sign:** A sign or portion thereof on which the copy or symbols are changed
manually through placement or drawing of letters or symbols on a sign face.

**Marquee:** A permanent structure, other than a roof or canopy, attached to, supported by, and projecting
from a building and providing protection from the elements.

**Marquee Sign:** Any sign attached to a marquee for the purpose of identifying a use or product. If
attached to a theater, performing arts center, cinema, or other similar use, it may also advertise films or
productions.

**Mechanical Movement Sign:** A sign having parts that physically move rather than merely appear to
move as might be found in a digital display. The physical movement may be activated electronically or by
another means, but shall not include wind-activated movement such as used for banners or flags.
Mechanical movement signs do not include digital signs that have changeable, programmable displays.

**Menu Sign:** A permanent sign for displaying the bill of fare available at a restaurant, or other use serving
food, or beverages.

**Message Sequencing:** The spreading of one message across more than one sign structure.
**Multi-Tenant Sign:** A freestanding sign used to advertise businesses that occupy a shopping center or complex with multiple tenants.

**Mural:** A large picture/image (including but not limited to painted art) which is painted, constructed, or affixed directly onto a vertical building wall, which may or may not contain text, logos, and/or symbols.

**Neon Sign:** A sign illuminated by a neon tube, or other visible light-emanating gas tube, that is bent to form letters, symbols, or other graphics.

**Nonconforming Sign:** A sign that was legally erected and maintained at the effective date of this Ordinance, or amendment thereto, that does not currently comply with sign regulations of the district in which it is located.

**Off-premises sign:** A sign that identifies or communicates a message related to an activity conducted, a service rendered, or commodity sold, which is not the primary activity, service or commodity on the premises where the sign is located. An outdoor sign whose message directs attention to a specific business, product, service, event or activity, or other commercial or noncommercial activity, or contains a non-commercial message about something that is not sold, produced, manufactured, furnished, or conducted on the premises upon which the sign is located. (Also known as a third-party sign, billboard, or outdoor advertising)

**On-premises sign:** A sign that identifies or communicates a message related to the activity conducted, the service rendered, or the commodity sold, on the premises upon which the sign is located. A sign whose message and design relate to an individual business, profession, product, service, event, point of view, or other commercial or non-commercial activity sold, offered, or conducted on the same property where the sign is located.

**Pennant:** a triangular or irregular piece of fabric or other material, commonly attached in strings or strands, or supported on small poles intended to flap in the wind.

**Permanent Sign:** A sign attached or affixed to a building, window, or structure, or to the ground in a manner that enables the sign to resist environmental loads, such as wind, and that precludes ready removal or movement of the sign and whose intended use appears to be indefinite.

**Personal Expression Sign:** An on-premises non-illuminated sign that expresses a non commercial message.

**Reflective Sign:** A sign containing any material or device which has the effect of intensifying reflected light.

**Projecting Sign.** A sign mounted on a building wall or fascia in such a manner that one or more copy areas are not parallel to the building wall.

**Roof Sign.** Any sign that extends above the parapet wall or above the peak of the principal roofline on a building with a sloping roof.

**Sandwich Board Sign:** A type of temporary sign consisting of two faces connected and hinged at the top and whose message is targeted to pedestrians (Also known as A-frame sign)
**Scoreboard:** A sign contained within an athletic venue and intended solely to provide information to the attendees of an athletic event. The sign may contain commercial messaging.

**Security Sign:** An on-premises sign regulating the use of the premises, such as a “no trespassing,” “no hunting,” or “no soliciting” sign. (Also known as **warning sign**)

**Shielded:** The description of a luminaire from which no direct glare is visible at normal viewing angles, by virtue of its being properly aimed, oriented, and located and properly fitted with such devices as shields, barn doors, baffles, louvers, skirts, or visors.

**Sign:** A Name, identification, description, display or illustration, which is affixed to, painted or represented directly or indirectly upon a building, or other outdoor surface which directs attention to or is designed or intended to direct attention to the sign face or to an object, product, place, activity, person, institution, organization or business. Signs located completely within an enclosed building and not exposed to view from a street, must not be considered a sign. Each display surface of a sign or sign face must be considered to be a sign.

**Sign Face:** The part of the sign that is or can be used for the sign area. The sign area could be smaller than the sign face.

**Snipe Sign:** A sign tacked, nailed, posted, pasted, glued, or otherwise attached to trees, poles, stakes, fences, public benches, streetlights, or other objects, or placed on any public property or in the public right-of-way or on any private property without the permission of the property owner. (Also known as **bandit sign**)

**Storefront:** The exterior facade of a building housing a commercial use visible from a street, sidewalk, or other pedestrian way accessible to the public and containing the primary entrance to the commercial establishment.

**Streamers:** A display made of lightweight, flexible materials, consisting of long, narrow, wavy strips hung individually or in a series, with or without a logo or advertising message printed or painted on them and typically designed to move in the wind.

**Street Frontage:** The side or sides of a lot abutting on a public street or right-of-way.

**Street Pole Banner:** A banner suspended above a public sidewalk and attached to a single street pole. These signs shall not contain any commercial advertising.

**Temporary Sign.** A banner, pennant, poster or advertising display constructed of paper, cloth, canvas, plastic sheet, cardboard, wallboard, plywood or other like materials and is intended to be displayed for a limited period of time. Any sign designed or intended to be readily relocated. The term includes signs on wheels or on portable structures, tent signs, A-frame signs and similar devices and any sign not secured or securely affixed to the ground or a permanent structure.

**Tri-Vision Boards:** An outdoor unit with a slatted face that allows three different copy messages to revolve at intermittent intervals.

**Vehicular Sign:** A sign affixed to a vehicle in such a manner that the sign is used primarily as a stationary advertisement for the business on which the vehicle sits or is otherwise not incidental to the vehicle’s primary purpose. The vehicle will be considered a sign if it does not have a valid registration or
if the vehicle projects beyond the manufacturers profile. Professional wraps or vehicles used as a common part of the business will not be considered vehicular signs.

**Vending Machine Sign:** A sign displayed on a vending machine indicating the name of the product being sold and/or the price of such product.

**Wall Sign:** A building-mounted sign which is either attached to, displayed on, or painted on an exterior wall in a manner parallel with the wall surface. A sign installed on a false or mansard roof is also considered a wall sign. (Also known as: fascia sign, parallel wall sign, or band sign)

**Window Sign:** Any sign that is applied, painted, or affixed to a window, or placed inside a window, within three (3) feet of the glass, facing the outside of the building, and easily seen from the outside. Customary displays of merchandise or objects and material without lettering behind a store window are not considered signs.

1003. - General provisions.
It shall be illegal for a sign to be placed in Horry County except as provided in this article.

(a) Traffic hazards and sign illumination:

1. No flood lights shall be utilized as a part of a sign illumination system which are not hooded or shielded so that the light source is not visible from any public right-of-way or adjacent property nor shall any sign otherwise reflect or emit a glaring light so as to impair driver vision.
2. No sign illumination system shall contain or utilize any beacon, spot, search or stroboscopic 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. No more than one (1) foot-candle of light shall be detectable at the boundary of any abutting property.
3. Illuminated signs or sign lighting devices shall employ only lights emitting a light of constant intensity and no sign shall be illuminated by or contain flashing, intermittent or moving light or lights unless permitted under the allowance for full animation signs as permitted by this overlay
4. No sign shall be animated unless otherwise provided for in this ordinance.

(b) Design standards:

1. All signs shall be constructed of durable materials and designed to meet all applicable requirements of the adopted Building Code.
2. A freestanding sign may contain a sign or signs on one (1) side only or it may be a v-shaped structure or one containing signs back-to-back. A free standing sign shall not have more than 2 sides.
3. No freestanding sign may be located in a required parking space, however it may cantilever over a required parking space if the sign portion over the space is greater than 15ft above grade of the space.
4. Except as otherwise provided, all signs shall be constructed to withstand the wind pressure as designated in the adopted Building Code.
5. Except as otherwise provided, all signs shall be permanently anchored or affixed and constructed as required in the adopted Building Code.
6. Sign Location
   a. All freestanding signs shall be erected at least ten (10) feet from any side or rear property line. The sign shall be located outside all clear site triangles and a minimum of ten (10) feet from the edge of the travel way. No sign shall be placed in such a position as to endanger pedestrians, bicyclists, or traffic on a street by obscuring the view or by interfering with official street signs or signals by virtue of position or color.
b. Minimum separation for all onsite freestanding signs shall be at least two hundred (200) linear feet.

7. Signs in disrepair and unsafe signs:

   a. All signs, together with all their supports, braces, guys and anchors shall be kept in good repair and perpetually maintained in safe condition, free from deterioration, defective or missing parts or peeling or faded paint and able to withstand the required wind pressure. Any sign not in compliance with this provision is hereby declared to be a nuisance.
   b. If a sign is deemed unsafe by the Zoning Administrator or the Building Official, notification shall be made to the sign owner and/or property owner in writing that the unsafe conditions must be corrected within thirty (30) days or action shall be initiated to have the sign removed at the property owner’s expense.
   c. In the event that a sign is damaged in excess of fifty (50) percent of its construction value or original structural configuration, the sign may only be repaired or replaced in conformity with this article. This excludes sign faces that are not an integral part of the structure.
   d. Except as otherwise provided, no existing sign which fails to meet the standards of this article shall be enlarged or replaced

(c) Digital Sign Standards

1. Brightness: Digital displays are subject to the following brightness limits:

   a. 1,000 nits at night. If sign is within 200ft of residential (zone or use) the sign must be directed away from the residential zone or it may be reduced to 250 nits brightness at night.
   b. Each sign must have a light sensing device that will automatically adjust the brightness of the display as the natural ambient light conditions change. (Permit application must include details from the manufacturer of sign indicating that the sign will automatically dim at night)

2. Animation and/or duration:

   a. No sign on a parcel with less 300lf of frontage shall be animated.
   b. No digital shall be animated except for ten (10) percent of total allowable area in the Highway Commercial (HC) District and twenty (20) percent on signs in the Amusement Commercial (AC) District
   c. Each message or copy must remain static or fixed for at least eight (8) seconds. The transition between messages and/or copy shall changing instantly. (e.g., no fade-out or fade-in) The sign shall contain a default design which shall freeze the sign message in one position if a malfunction should occur.

3. Area:

   a. When used as an on-premises sign, digital signs shall not exceed 50% of the allowable sign area,
   b. When used as an off-premises sign, message center signs may be used for the full permitted sign area.
4. Maximum Number:
Where permitted, one (1) digital sign is permitted per street frontage, up to a maximum of two (2) digital freestanding signs per property.

5. Conversion of an existing or any portion of an existing non digital sign to a digital shall require the issuance of a permit.

**1004. - Prohibited signs.**

(a) Roof signs.

(b) Signs painted or attached to trees, fences, or fence posts, telephone or utility poles or signs attached to rocks or other natural features.

(c) Any commercial identification or advertising signs on benches and refuse containers intended to be viewed from a public way.

(d) Any sign located or designed so as to intentionally or effectively deny an adjoining property owner reasonable visual access to an existing sign.

(e) Vehicular sign.

(f) Any sign which exhibits statements, words or pictures of an obscene or pornographic nature.

(g) Animated signs unless specifically allowed by this ordinance.

(h) Signs attached to or painted on piers, seawalls or bulkheads for the purpose of advertising as opposed to reasonable identification. Signs on buildings located on piers shall not be prohibited, but shall conform to the other provisions of this article.

(i) Abandoned Sign

(j) Flashing signs

(k) Snipe signs

(l) Mechanical movement signs, including revolving signs

(m) Pennant strings and streamers

(n) Inflatable devices or balloon signs, with the exception of balloon used in temporary, noncommercial situations.

(o) Any signs that imitate, resemble, interfere with, or obstruct official traffic lights, signs, or signals or may be confused with an official traffic sign, signal, or device or any other official sign or which uses the words, "stop," "warning," "danger," "caution" or similar words implying the existence of danger or need for stopping or maneuvering.
1005. - Signs for which a permit is not required.

(a) On-site signs no higher than four (4) feet high in height nor greater than six (6) square feet in size. A maximum of one (1) such sign shall be allowed at each point of ingress or egress and located outside required site triangles.

(b) Government, Official traffic signs or regulatory signs

(c) Flat mounted building signs smaller than four (4) square feet per building. Such signs may be mounted on the building, canopy or awning.

(d) Personal expression signs of any type, including flags, provided that they do not exceed three (3) sq. ft. in area per side. There is no restriction on the number of personal expression signs permitted per property.

(e) Window signs.
   1. No more than eight (8) total signs or pieces of information
   2. Limited to 25% of the total glass area of the window(3) Incidental window signs displaying pertinent business information such as the business’ hours of operation and credit cards accepted, shall be excluded from area calculations for window signs.

(f) Flags
   1. Limited to three (3) total flags per location; unless associated with outdoor amusement uses.
   2. Flags and pennants associated with legally existing or permitted outdoor amusement uses are not limited in number provided individual flags or pennants do not exceed fifteen (15) square feet in size.
   3. Flags must be on permanent poles.
   4. Flags must meet a 10ft setback from all property line.
   5. Feather flags count towards the temporary signage and not regulated under this provision.

(g) Commercial Parking lot Pole Banners
   1. Must be attached to permanent light standards and set back no less than ten (10) feet from the traveled portion of the road and do not encroach into a right-of-way.
   2. The number of such flags/banners shall be limited to no more than one (1) per sixty (60) linear feet of road frontage.
   3. Must spaced a minimum of forty-five (45) feet apart.
   4. No greater than thirty two (32) square feet in size.
   5. Flags/banners shall be properly maintained. They shall not be tattered or torn, nor faded to the extent the pattern or colors become indiscernible.

(h) Vending machine sign

(i) Art and murals, provided such signs do not contain any commercial messaging.

(j) Temporary signs in accordance with these regulations.
1007. - Application for permit.

All applications for sign permits shall be made within the Horry County Planning & Zoning Department for review. The following information shall be submitted for a sign permit:

(a) A completed sign permit application, building permit application and sign permit checklist.

(b) A master site plan drawn to scale showing the proposed location of the new sign with respect to property lines and any buildings, parking areas and other improvements to the property. Also included must be the location and size of all existing signs on site. For off-site sign applications, all required separations also need to be documented on the plans.

(c) A rendering of the proposed sign showing the size, shape, design, height, proposed illumination (if applicable) and type of sign to be erected.

(d) Building signs should indicate the height, length and width of the proposed building façade on which the sign will be placed.

(e) Information required by Code Enforcement to determine compliance with applicable building codes and wind load requirements.

(f) Any other information, specifications, photographs, or the like deemed necessary by the building inspector or zoning administrator in order to assure compliance with county codes.

1008. - Sign dimensional computation.

(a) Sign Area

1. The area of a sign is measured by finding the area of the minimum imaginary box of vertical and horizontal lines which fully enclose all extremities of the sign including design features, words, copy, logos or message, excluding support bases, poles and covers.

2. Only one (1) side of a double-faced or V-shaped sign shall be counted in determining area when the interior angle formed by the faces is no greater than forty-five (45) degrees.

(b) Sign Height.

1. Height shall be measured as the distance from the highest portion of the sign to the mean finished grade of the street closest to the sign. In the case of a sign located greater than 100 feet from a public street, height shall be measured to the mean grade at the base of the sign.

2. Clearance for freestanding and projecting signs shall be measured as the smallest vertical distance between finished grade and the lowest point of the sign, including any framework or other structural elements.

(c) Sign Spacing:

The spacing between sign structures shall be measured as a straight-line distance along the property line between the closest edges of each sign.
1009. - Signs allowed in specified zoning districts.

(a) Signs allowed in residential districts:

1. Developments are allowed two (2) entrance signs per entrance if signs are placed on the face of an entrance wall to said development. Such signs shall not exceed fifty (50) square feet per sign face and an aggregate area of one hundred (100) square feet per entrance, nor shall they exceed a height of ten (10) feet. If a double-faced sign is used without the entrance walls, only one (1) such sign is allowed per entrance. Developments that choose to use a boulevard entrance with a sign placed within a landscaped median shall only be permitted if such sign is protected by an six (6) inch raised curb and approval and/or encroachment permit is granted by engineering prior to submittal for a sign permit.

2. One (1) freestanding identification sign for lawful commercial uses provided it shall not exceed forty (40) square feet in area nor ten (10) feet in height. This does not include parcels that are primarily used for residential purposes.

(b) Signs allowed in commercial districts
1. On Site Signage Allowed

**Signage Allowed by Road Frontage**

<table>
<thead>
<tr>
<th>Type of Property</th>
<th>Length of Corridor Frontage</th>
<th>Number (1)</th>
<th>Type</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freestanding parcel</td>
<td>Less than 100 feet</td>
<td>1</td>
<td>Ground</td>
<td>8 feet</td>
</tr>
<tr>
<td>Freestanding parcel</td>
<td>100- than 199 feet</td>
<td>1</td>
<td>Ground</td>
<td>20 feet</td>
</tr>
<tr>
<td>Freestanding parcel</td>
<td>200--399 feet</td>
<td>1</td>
<td>Freestanding</td>
<td>35 feet</td>
</tr>
<tr>
<td>Freestanding parcel</td>
<td>More than 400 feet or portion thereof up to 799 feet</td>
<td>2</td>
<td>1 - Freestanding &quot;primary&quot;, 1 - Freestanding &quot;secondary&quot;</td>
<td>50 feet</td>
</tr>
<tr>
<td></td>
<td>Over 800 feet</td>
<td>1 additional</td>
<td>Freestanding &quot;secondary&quot;</td>
<td>25 feet</td>
</tr>
<tr>
<td>Commercial Subdivision Development(3)</td>
<td>More than 400 feet or portion thereof up to 799 feet</td>
<td>2</td>
<td>1 - Freestanding &quot;primary&quot;, 1 - Freestanding &quot;secondary&quot;</td>
<td>50 feet</td>
</tr>
<tr>
<td></td>
<td>Over 800 feet</td>
<td>1 additional</td>
<td>Freestanding &quot;secondary&quot;</td>
<td>25 feet</td>
</tr>
<tr>
<td>Out-parcel that is part of a commercial subdivision development (4)</td>
<td>Less than 400 feet</td>
<td>1 per frontage</td>
<td>Monument</td>
<td>8 feet</td>
</tr>
</tbody>
</table>

1 sq. ft. for each linear ft. of frontage

1. In no instance shall a site have more than three (3) freestanding signs.
2. Maximum sign area per site shall be no greater than 750 sf.
3. Signage for commercial subdivision developments, shall be calculated based on the total roadway frontage, along the roadways that the sign will face, that such development has inclusive of all out-parcels.
4. Signage located on Out-parcels of a commercial subdivision development shall not be counted towards the maximum sign area for the development.
5. Collocated Signage Adjacent parcels and/or business can collocate signage on the same sign as long as the allowable height is not exceeded and the total square footage of signage for the combined developments is not exceeded.
2. Building Mounted Requirements

A. Wall Signs.

Shall not exceed fifteen (15) percent of the surface area of the wall storefront.

B. Canopy, Awning or Marquee Signs.

(1) A canopy or awning without lettering or other advertising shall not be regulated as a sign.
(2) Canopy or awning signs must be centered within or over architectural elements such as windows or doors.
(3) No awning or canopy sign shall be wider than the building wall or tenant space it identifies.
(4) Canopy and/or awning signs must meet the required building setbacks.
(5) The lowest edge of the canopy or awning sign shall be at least eight (8) feet above the finished grade.

C. Projecting Signs.

The lowest edge of a projecting sign shall be at least eight (8) feet above the finished grade.

3. Interior project directional sign

Signs are authorized in all developments or planned subdivisions of land within any nonresidential zoning district subject to the following:

A. May not be located within 100 feet of an entrance to a project.
B. Maximum sign area not to exceed 32sf
C. Maximum sign height shall not exceed 8ft
D. No setback from the right of way.
E. Can be located within an easement on nonresidential property within the project.
F. Can be located within a private right of way/easement. Cannot be located within a public right of way.
G. Must not be located in such a manner as to block visibility of adjacent signage or any required sight triangles.
H. Only 1 sign located at each internal intersection within the project.

1010. - Off-premises signs.

(a) Zoning district, off-premise signs are allowed only within the following zoning district(s):
1. Forest/Agriculture (FA) and Commercial Forest Agriculture (CFA).
2. Highway Commercial (HC).
3. Amusement Commercial (AC).
4. Limited Industrial (LI).
5. Heavy Industrial (HI).
6. Reserved.
8. Office/Professional/Institutional (OPI).
9. PUD's containing the zoning districts listed above.
12. Retailing and Commercial Services (RSC).
13. Transportation Related Services (TRS).

(b) Spacing. Spacing between off-premise signs shall be measured linearly on the same side of the road. Off-premise signs shall meet the following spaces requirements:
1. One thousand two hundred (1,200) feet apart in Highway Commercial (HC), Amusement Commercial (AC), Limited Industrial (LI), Heavy Industrial (HI), Office/Professional (OPI), PUD's, Resort Commercial (RC), Commercial Recreation (CR), Retailing and Commercial Services (RSC), and Transportation Related Services (TRS) containing these zoning districts, unless otherwise restricted within this article.

2. One thousand eight hundred (1,800) feet apart in Forest/Agriculture (FA) and Commercial Forest Agriculture (CFA) zoning districts, unless otherwise restricted within this article.

3. No portion of any off-premise sign shall be located within one thousand (1,000) feet from the centerlines of the Carolina Bays Parkway, Veterans Hwy 22 Grissom Parkway, Robert Edge Parkway, or International Drive. No portion of any off-premise sign shall be located within five hundred (500) feet from the nearest point of the beginning or ending of pavement widening at the exit from or entrance to Carlina Bays Parkway or Veteran Hwy 22.

4. No off-premise sign shall be located nearer than three hundred (300) feet from the property line of a church or place of worship, a cemetery, a public or private school, or a public park.

5. No off-premise sign shall be located nearer than one hundred (100) feet to a signalized intersection of two (2) or more streets. The distance is measured from the closest signal head or span wire.

6. No off-premise sign shall be located nearer than six hundred (600) feet, measured linearly following the road, to an elevated bridge abutment.

7. Where state and federal standards are more stringent, those standards shall govern.

8. In zoning districts that allow off-premise signs, there must be a legally permitted commercial structure within six hundred (600) feet measured in a radius from the center point of the proposed sign location or as regulated by current SCDOT or federal governmental requirements.

(c) Size, height, and construction standards.

1. The size of an off-premise sign shall not exceed four hundred (400) square feet of sign surface. Cutouts may be added but may not increase the size of the sign by more than forty (40) square feet.

2. Off-premise signs shall not exceed fifty (50) in height, measured from the highest part of the sign, including its supporting structure and the crown of the adjacent roadway.

3. Stacking or triangulating sign faces shall not be permitted. Off-premise signs may only be back to back or "V" shaped no more than forty-five (45) degrees.

4. The minimum height of any off-premise sign face over two hundred (200) square feet in area shall not be less than twenty-five (25) feet measured from the lowest part of any sign face and the crown of the adjacent roadway.

5. Off-premise signs shall be set back ten (10) feet from all property lines as measured from the leading edge of the sign.

6. A permitted off-premise sign may not use any sign face for on-premise advertising.
1011. - Temporary signage restrictions.
(a) Temporary wall banners shall be allowed as follows:
1. A maximum of two (2) temporary wall banners shall be allowed upon a site that has a single tenant or one (1) temporary wall banner per tenant in a commercial center.
2. The temporary wall banners are attached to permitted commercial building. Banners attached to utility poles or hung between post set into the ground for the purposes of displaying signage shall be considered temporary ground signs and have to meet the standards below.
3. The temporary wall banner's advertising area when combined with other signage on the site does not result in more that fifteen (15) percent of the wall area being covered.

(b) Temporary ground signs shall be allowed subject to the following:
1. Limited to one (1) temporary ground sign.
2. Signs shall not exceed eight (8) feet in height or thirty two (32) square feet in size on parcels with a legally existing nonresidential use or on any property which has received construction plan approval for development or up to six (6) square feet on existing single family lots of record.
3. The temporary ground sign cannot be used if it would result in the total amount of signage exceeding what is allowable for that district.
4. Temporary ground signs of any type shall be outside of the road rights-of-way and setback from side and rear property lines by no less than five (5) feet and located outside of required site triangles.
5. All allowed temporary ground signs shall be removed, relocated or disassembled when it is determined by the zoning administrator or designee that a dangerous condition exists.

1013. - Enforcement, penalties and remedies.
The zoning administrator or designated agent shall have the right to remove signs placed within any street or highway right-of-way without notice to the owners.

1014. - Nonconforming signs.
Signs that were legally in existence and lawfully conforming with the Ordinance prior to the effective date of the ordinance from which this section was derived and which, after adoption of this section, do not conform are considered legal nonconforming subject to the following:

(a) Termination by neglect. Any sign exhibiting conditions of neglect and left in a state of disrepair for a continuous period exceeding six (6) months shall be removed. Replacement of said sign is not required, however if replaced the new sign shall conform to the requirements established herein.

(b) Maintenance.
Ordinary maintenance of the exempted sign shall be continued in order to ensure such signs are maintained in a structurally sound condition, with a neat appearance and in a generally good state of repair. Ordinary maintenance may include replacements of supports with different materials or design than the previous supports provided the replaced supports are not enlarged. Nothing in this division shall prevent the strengthening or restoring to a safe condition of any portion of an exempted sign declared unsafe by a code enforcement officer or building inspector provided that any such improvement does not exceed fifty percent (50%) of its construction value or original structural configuration. For purposes of this subsection, the replacement of individual tenant name panels on a multi-tenant center sign shall not constitute an alteration or modification.
(c) Alteration
1. No legal nonconforming sign shall be expanded, moved, modified or altered in any manner that would increase the degree of its nonconformity.
2. A lawfully existing non-conforming on-site sign may be altered with the removal of another lawfully existing nonconforming on-site sign located on the property where the alteration is occurring.
3. A lawfully existing non-conforming off-premises sign may be altered with the removal of another lawfully existing nonconforming off-premises sign provided:
   A. The signs that are to be removed or altered have to be under the same ownership.
   B. The sign or signs to be removed are of the same or greater square footage as the sign or signs to be altered.
4. Replacing existing digital or manually changeable copy signage with digital signage shall be considered ordinary maintenance as long as the existing sign structure is capable of supporting the additional weight, the total signage size is not increased and the digital sign does meet all of the requirements of Section 1003 (C). This will be required to be permitted.
   Notwithstanding other provisions of this ordinance, nonconforming temporary signs, flags, banners and pennants, after the adoption of this ordinance shall be removed, altered, or otherwise made to conform with this ordinance within six (6) months. Notice shall be given by the Zoning Administrator or designated agent to the aforementioned nonconforming sign owners stating wherein they do not conform to said ordinance and stating the date that the nonconforming sign must either comply or cease to exist. The date that the nonconforming sign must either comply or cease to exist shall be measured from the date of adoption of this ordinance and shall be observed regardless of whether notice of nonconformity is given by the Zoning Department or received by the affected owner.

Severability: If a Section, Sub-section, or part of this Ordinance shall be deemed or found to conflict with a provision of South Carolina law, or other pre-emptive legal principle, then that Section, Sub-section or part of this Ordinance shall be deemed ineffective, but the remaining parts of this Ordinance shall remain in full force and effect.

Conflict with Preceding Ordinances: If a Section, Sub-section or provision of this Ordinance shall conflict with the provisions of a Section, Sub-section or part of a preceding Ordinance of Horry County, then the preceding Section, Sub-section or part shall be deemed repealed and no longer in effect.

Effective Date: This Ordinance shall become effective on Third Reading.
AND IT IS SO ORDAINED, ENACTED AND ORDERED this 10th day of March, 2020.

HORRY COUNTY COUNCIL

Johnny Gardner, Chairman

Harold G. Worley, District 1    Bill Howard, District 2
Dennis DiSabato, District 3    Gary Loftus, District 4
Tyler Servant, District 5    Cam Crawford, District 6
Orton Bellamy, District 7    Johnny Vaught, District 8
W. Paul Prince, District 9    Danny Hardee, District 10
Al Allen, District 11

Attest:

Patricia S. Hartley, Clerk to Council

First Reading: February 4, 2020
Second Reading: February 18, 2020
Third Reading: March 10, 2020