

**STAFF REPORT  
TO THE  
FLORENCE COUNTY PLANNING COMMISSION  
October 27, 2009  
PC#2009-39**

**SUBJECT:** Request for text amendment to the Florence County Code, Chapter 30. Zoning Ordinance, Section 30-205. Temporary Signs on Private Property, Section 30-211 and Section 30-212 for portable signs.

**APPLICANT:** Florence County Public Services and Planning Committee

**STAFF ANALYSIS:**

1. Florence County wishes to regulate portable signs to allow businesses to advertise and to minimize any adverse impact the signs might have on the appearance of the County.
2. Florence County Council placed a moratorium on the enforcement of portable signs in April 2009 for one year in an effort to further study the existing development standards required by the Zoning Ordinance.
3. As a result, an Ordinance has been drafted to revise the development standards and rules for portable signs.

**Amendment Requests:**

1. The current text of Section 30-205 reads as follows:

**Sec. 30-205. Temporary signs on private property.**

Sign Type	Display Period	Display Intervals	Dimensions	Conditions
A-frame	daylight hours only	off-hours	12 sq. ft.	A
Banner	30 days	6 months	None	B
Posters	30 days	None	6 sq. ft.	C
Portable	30 days	11 Months	32 sq. ft.	D
Inflatable	30 days	1 year	None	E
Pennants	30 days	6 months	None	B
Identification	90 days, or project completion	None	200 sq. ft.	F
Political*	Unlimited	Not Applicable	32 sq. ft.	C/G

- A. Frame signs, where located on sidewalks, shall be located in such a manner as not to obstruct pedestrian movement.
- B. Banners and pennants shall be properly secured and maintained at all times, and shall not interfere with pedestrian or vehicular movement.
- C. Posters shall not be allowed on any telephone or power poles or any public right-of-way, and shall be placed no closer than five feet from a street or curb.
- D. Portable signs shall be limited to one per establishment, shall have no colored or flashing lights, shall not be wired so as to obstruct or hinder pedestrian or vehicular traffic or pose any potential for such hindrance (i.e. exposed drop cord), shall not exceed six feet in

height, shall be anchored in accord with the building code, and shall not be converted to a permanent sign.

- E. Inflatable signs shall be properly anchored and shall not interfere with airport traffic.
- F. Temporary subdivision and work under construction identification signs shall adhere to the development standards of section 30-207.
- G. Political signs shall be removed within seven days after the election.

2. Section 30-211 and Section 30-212 currently exist as reserved sections.

**Proposed Amendments:**

**Note: Information to be deleted shall be shown by strikethrough. Revisions to the text and new text shall be in bold lettering and underlined.**

1. The amendment to the text of Section 30-205 shall read as follows:

Sec. 30-205. Temporary signs on private property.

Sign Type	Display Period	Display Intervals	Dimensions	Conditions
A-frame	daylight hours only	off-hours	12 sq. ft.	A
Banner	30 days	6 months	None	B
Posters	30 days	None	6 sq. ft.	C
Portable	<del>30 days</del> <b><u>See Secs. 30-211 &amp; 30-212</u></b>	<del>11 Months</del> <b><u>See Secs. 30-211 &amp; 30-212</u></b>	<del>32 sq. ft.</del> <b><u>See Secs. 30-211 &amp; 30-212</u></b>	<del>D</del> <b><u>See Secs. 30-211 &amp; 30-212</u></b>
Inflatable	30 days	1 year	None	E
Pennants	30 days	6 months	None	B
Identification	90 days, or project completion	None	200 sq. ft.	F
Political*	Unlimited	Not Applicable	32 sq. ft.	C/G

- A. Frame signs, where located on sidewalks, shall be located in such a manner as not to obstruct pedestrian movement.
- B. Banners and pennants shall be properly secured and maintained at all times, and shall not interfere with pedestrian or vehicular movement.
- C. Posters shall not be allowed on any telephone or power poles or any public right-of-way, and shall be placed no closer than five feet from a street or curb.
- ~~D. Portable signs shall be limited to one per establishment, shall have no colored or flashing lights, shall not be wired so as to obstruct or hinder pedestrian or vehicular traffic or pose any potential for such hindrance (i.e. exposed drop cord), shall not exceed six feet in height, shall be anchored in accord with the building code, and shall not be converted to a permanent sign.~~
- ~~E. D.~~ Inflatable signs shall be properly anchored and shall not interfere with airport traffic.
- ~~F. E.~~ Temporary subdivision and work under construction identification signs shall adhere to the development standards of section 30-207.
- ~~G. F.~~ Political signs shall be removed within seven days after the election.

2. The amendment to the text of Section 30-211 shall read as follows:

**Sec. 30-211. Portable Signs**

**A. Purpose: This section better defines the location, design, maintenance, and use standards for portable, temporary signs on private property and recognizes the different demands for signs between rural and urban areas with special emphasis on principal corridors supporting primary industrial development. (See Section 30-204 of this Code for regulations regarding signs within the public right-of-way.)**

**B. Location:**

**1. Unzoned Areas:**

**a. On roads with less than four(4) lanes:**

**(1) Time Limit: None**

**(2) Permit Required: No**

**b. On roads of four (4) lanes or more:**

**(1) Time Limit:**

**(a) Maximum of six (6) months in any calendar year. (See also Exceptions below.)**

**(2) Permit Required: Yes.**

**(a) Permits shall be in one (1) month increments at \$20 per month up to a maximum of \$60 in any calendar year.**

**2. Zoned Areas:**

**a. Time Limit:**

**(1) Three (3) months during any calendar year. (See also Exceptions below.)**

**b. Permit Required: Yes.**

**(1) Permits shall be in one (1) month increments at \$20 per month up to a maximum of \$60 in any calendar year.**

**C. Size/Colors:**

**1. Size: Maximum sign area of sixty (60) sq. ft. Maximum height of eight (8) ft.**

**2. Colors: Letters on portable signs shall be limited to one (1) color.**

**D. Setbacks:**

**1. As published in Section 30-202. Table VIII for underlying zoning or Section 30-111 for unzoned areas.**

**E. Development Standards:**

**1. Not located in vision clearance area IAW, Section 30-245.**

**2. Images, logos, graphic, etc., painted in a professional and workmanlike manner.**

**3. Signs must be secured to prevent becoming a wind hazard.**

**4. Electrical connections must be IAW the appropriate electrical code and/or UL listed.**

**5. Sign illumination: Section 30-207(f).**

**6. Number of signs per parcel:**

**a. Multiple signs are allowed per parcel not to exceed the number of businesses/agencies on the parcel with the minimum spacing between signs of one hundred (100) ft. on each parcel.**

**F. Maintenance Standards: Any sign that has fallen into disrepair (dilapidated), not properly maintained, insecure or otherwise structurally unsound, or have defective parts in the sign, its supports, and/or anchors, shall be removed or repaired within seventy-two (72) hours.**

**G. Exception Permit:**

**1. Exception to the rules for displaying portable signs following catastrophic events: In the following instances, an Exception Permit may be issued in one (1) month increments at \$20**

per month for up to twelve (12) months, subject to the nature of the event and the circumstances.

a. Natural disaster areas (hurricane, tornado, flood, etc.) as declared by the federal or state government or by Florence County, which received extensive damage to area signs.

b. Individual events such as fire or localized micro-burst winds which caused substantial damage to a freestanding sign. Requests for this exception will come from the owner/operator, verified by Code Enforcement staff and approved by the County Administrator or his designee.

**2. Special Events:**

Public agencies, tax exempt organizations, and 501(c)(3) organizations may display a portable sign for up to ten (10) days per month with no permit and no fees provided they comply with the remainder of the rules established for portable signs.

3. The amendment to the text of Section 30-212 shall read as follows:

**Sec. 30-212. Portable Signs-Highway Corridor Overlay Districts**

**A. Purpose:** The Highway Corridor Overlay Districts will be used to control portable signs on the main entrances into the City of Florence and the major industrial and institutional sites around the City of Florence and supersedes the underlying zoning only for portable signs.

**B. Location:** The following roads are designated Highway Corridor Overlay Districts and are shown on the attached maps:

1. US 76: Timmonsville to Francis Marion University.

2. US 52: Darlington County to Alligator Road.

3. SC 327: I-95 to US 76.

4. SC 301: US 76 to US 52.

5. SC 51: South Irby St. to Greenwood park/Ball fields.

6. I-20 Business: I-95 to US 76.

**C. Time Limit:**

1. Three (3) months during any calendar year.

**D. Permit: Yes.**

1. Permits shall be in one (1) month increments at \$20 per month up to a maximum of \$60 in any calendar year.

**E. Size/Colors:**

1. Size: Maximum sign area of sixty (60) sq. ft. Maximum height of eight (8) ft.

2. Colors: Letters on portable signs shall be limited to one (1) color.

3. Setbacks: As published in Section 30-202. Table VIII for underlying zoning or Section 30-111 for unzoned areas.

**F. Development Standards:**

1. Not located in vision clearance area, IAW, Section 30-245.

2. Images, logos, graphics, etc., painted in a professional and workmanlike manner.

3. Signs must be secured to prevent becoming a wind hazard.

4. Electrical connections must be IAW, the appropriate electrical code and/or UL listed.

5. Sign Illumination: Section 30-207(f).

6. Number of signs per parcel:

a. Multiple signs are allowed per parcel not to exceed the number of businesses/agencies on the parcel with the minimum spacing between signs of 100 ft. on each parcel.

**G. Maintenance Standards: Any sign that has fallen into disrepair (dilapidated), not properly maintained, insecure or otherwise structurally unsound, or have defective parts in the sign, its supports, and/or anchors, shall be removed or repaired within 72 hours.**

**H. Exception Permit:**

1. **Exception to the rules for displaying portable signs following catastrophic events: In the following instances, an Exception Permit may be issued in one (1) month increments at \$20 per month for up to twelve (12) month, subject to the nature of the event and the circumstances.**
  - a. **Natural disaster areas (hurricane, tornado, flood, etc.) as declared by the federal or state government or by Florence County which received extensive damage to area signs.**
  - b. **Individual events such as a fire or localized micro-burst winds which caused substantial damage to a freestanding sign. Requests for this exception will come from the owner/operator, verified by Code Enforcement staff and approved by the County Administrator or his designee.**
2. **Special Events: Public agencies, tax exempt organizations and 501(c)(3) organizations may display a portable sign for ten (10) days per month with no permit and no fees provided they comply with the remainder of the rules established for portable signs.**

**Staff Recommendation:**

Staff recommends approval of the request for text amendments to Section 30-205, Section 30-211 and Section 30-212 of Chapter 30-Zoning Ordinance as presented.

**Florence County Planning Commission Action: October 27, 2009**

**Florence County Council Meeting:**

Currently scheduled for the meeting of November 19, 2009 @ 9:00 am in the County Council Chambers, Room 803 of the City-County Complex at 180 N. Irby Street, Florence, S.C. 29501.

**Attachments:**

**Copies of the following are attached:**

1. Ordinance