

## Sec. 17-5.10 Signs

### (a) Purpose

The purpose of these sign standards is to:

- (1) Encourage the effective use of signs as a means of communication;
- (2) Maintain and enhance the aesthetic environment;
- (3) Encourage economic development and growth;
- (4) Improve pedestrian and traffic safety;
- (5) Minimize the possible adverse effect of signs on nearby public and private property; and
- (6) Establish a fair and predictable basis for enforcement.

### (b) Applicability

#### (1) General

Unless exempted in accordance with (2) below, any erection of, installation of, display of, structural alteration of, or other change to a sign shall comply with the standards in this Section.

#### (2) Exemptions

The following are exempt from the standards in this Section:

- a. On-site (or on-premise) signs not exceeding one square foot in area.
- b. Signs bearing only the address of the premises.
- c. Flags, insignia of any government, and holiday/seasonal decorations, except when displayed in connection with commercial promotion.
- d. Legal notices, identification, information or directional signs erected or required by governmental bodies.
- e. Integral decorative or architectural features of buildings, except letters, trademarks, moving parts, or moving lights.
- f. Signs directing and guiding traffic only when such signs are located upon the same property as the location to which persons are directed or guided and do not contain a commercial message.
- g. Non-illuminated "No Trespassing," "No Parking," or similar signs not exceeding three square feet in area, provided not more than four such signs are allowed on any one parcel in the RSF-1, RSF-2, RSF-3, RD, RD-MV, RM-1, and RM-2 districts.
- h. Signage necessary or appurtenant to the placement or operation of a public bicycle-sharing station.

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#### (b) Applicability

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- i. Signage installed as part of a wayfinding program sponsored by the Columbia City Council.
- j. Regional Transit Authority signage mounted on a pole and/or attached to shelters, benches and other structure/amenities that indicate transit stop locations, hours of operation, routes, contact information, and off-premises marketing panels for the exclusive use of the authority. One off-premises marketing panel is permitted per transit stop location and shall not exceed 12 square feet in area for a bench or 25 square feet in area for a transit shelter.

#### **(3) Signs not Requiring a Sign Permit**

The following do not require Sign Permit in accordance with Sec. 17-2.5(o), Sign Permit, but shall comply with the standards in this Section:

- a. Temporary signs in Residential base zoning districts;
- b. Temporary signs located on real property that is actively marketed for sale or rent (see Sec. 17-5.10(c)(7)b.6, Signs Located on Actively Marketed Real Property ); and
- c. Temporary signs located on construction sites (see Sec. 17-5.10(c)(7)b.5, Signs Located on Construction Sites).

#### **(4) Prohibited Signs**

The following signs are prohibited:

- a. Signs that imitate an official traffic sign or signal, or contain words or symbols displayed in a manner which might mislead or confuse drivers of vehicles, or which display intermittent lights resembling the color, size, shape or order of lights customarily used in traffic signals or on emergency vehicles or on law enforcement vehicles, except as a part of a permitted private or public traffic control sign;
- b. Signs that utilize intense flashing (strobe type) lights, flashing or blinking lights, or any type of pulsating or moving light which may impair the vision of or confuse, distract, or unduly divert the attention of drivers of vehicles, provided, signs that contain changeable copy that comply with the standards in Sec. 17-5.10(c)(3), Changeable Copy, shall not be considered flashing or blinking for the purposes of this section;
- c. Signs that move or present the illusion of movement in any manner which may confuse, distract or unduly divert the attention of drivers of vehicles;
- d. Off-premise signs (see Sec.17-9.4, Definitions), except in accordance with Sec. 17-3.7(m), OV-OAS: Outdoor Advertising Sign Overlay District , or Sec. 17-5.10(c)(7)b.7, Sandwich Board Signs;
- e. Festoons and inflatable signs, except for temporary inflatable signs in accordance with Sec. 17-5.10(c)(7), Temporary Signs; and

- f. Permanent signs on a residential lot containing a single-family detached, two-family, or townhouse dwelling.

### **(c) Standards**

#### **(1) Location**

A sign shall not be located:

- a. Within a sight area (see Sec. 17-9.4, Definitions);
- b. Within a front yard (see Sec. 17-9.4, Definitions), unless the Zoning Administrator finds, after visiting the site, that the sign will not materially impede visibility of vehicles, visibility from vehicles on or off the premises, or visibility of pedestrians on or off the premises;
- c. Within the public right-of-way, unless exempted by State statute or explicitly permitted in this Section; or
- d. If located within a base zoning district other than a Residential district, within ten feet from a Residential district boundary line unless the sign would meet the sign requirements within that Residential district.

#### **(2) Illumination**

The use of chaser lights utilizing individual lightbulbs rated at 15 watts or less, or the use of neon tubing having pulsating or flashing characteristics, is permitted on permanent signs, provided that the sign is not less than ten feet above the finished ground level and not less than 25 feet from any property line, measured at ground level nearest the sign.

#### **(3) Changeable Copy**

##### **a. Automatic Brightness Compensation**

Signs that contain changeable copy produced by light emitting diodes (LEDs), incandescent or low-voltage lamps or bulbs, or cathode ray tubes (CRTs) shall include automatic brightness compensation features to adjust brightness to compensate for sun angle and ambient light conditions and ensure that the sign is visible but not necessarily radiant. Sign luminance shall not exceed 1,500 candelas per square meter (nits) during daylight hours and 150 candelas per square meter (nits) at all other times. Automatic dimming is required to maintain the appropriate illumination levels at all times.

##### **b. Minimum Fixed Period**

Changeable copy shall remain fixed for a minimum period of six seconds between changes.

##### **c. Sign Copy Change Time**

- 1. Where the changeable copy consists of light emitting diodes (LEDs), incandescent or low-voltage lamps or bulbs, cathode ray tubes (CRTs),

or another light source, the actual change between sign copy shall be instantaneous.

2. Where copy changes by an automated process other than those processes listed above (e.g. rotating panels, slats, or discs), the actual change between sign copy shall be accomplished within two seconds or less.

**(4) Substitution**

The replacement of commercial content with noncommercial content on any permitted or exempt sign is expressly allowed.

**(5) Maintenance**

Failure to maintain a sign or sign support structure in accordance with the standards in this subsection is a violation of this Ordinance (see Article 8: Enforcement).

- a. All signs and/or sign support structures shall be maintained in sound structural condition.
- b. A sign and/or sign support structure shall not be allowed to deteriorate to a condition in which it is unsightly in appearance or to a condition in which it requires repairs or renovations in an amount which exceeds 75 percent of its current replacement cost. For the purpose of this subsection, the phrase "unsightly in appearance" shall include but not be limited to the following conditions:
  1. Sign copy or sign support structures that are cracked, bent, broken, tattered, torn, rotted, peeling, chipping, fading, rusting, or otherwise deteriorating, especially such that the sign copy is no longer legible;
  2. Vegetation that is growing upon or clinging to sign copy or sign support structures, except where such vegetation, especially upon sign support structures, is part of planned and maintained landscaping;
  3. Exposed lighting or other electrical systems often associated with internally illuminated signs.
- c. The following are prohibited and shall be removed:
  1. A display surface area that has not contained sign copy for any period of 12 consecutive months, and the associated sign support structure;
  2. A sign support structure that has not supported a display surface area for any period of 12 consecutive months; and
  3. Sign copy that originally but no longer relates in its subject matter to products, accommodations, services, or activities sold on site. However, sign copy located upon a building within a design protection district or upon a building that is a landmark structure may remain where staff to the DDRC issues a Certificate of Design Approval – Historic Districts and Landmarks, finding that the sign conforms to at least one of the

guidelines for retaining historic signs listed within "The Preservation of Historic Signs" Preservation Brief, issued by the National Park Service, U.S. Department of the Interior.

**(6) Permanent Signs**

**a. General Standards for Permanent Signs**

**1. Maximum Total Display Surface Area**

Unless otherwise expressly stated in this Section, the total maximum display surface area of all permanent signs shall be as listed in Table 17-5.10(c)(6)a.1: Total Maximum Display Surface Area of Permanent Signs, for the zoning district in which the lot is located.

TABLE 17-5.10(C)(6)A.1: TOTAL MAXIMUM DISPLAY SURFACE AREA OF PERMANENT SIGNS		
ZONING DISTRICT AND LOT CONFIGURATION		MAXIMUM DISPLAY SURFACE AREA
Any Residential base district		On each street frontage: 20 square feet [1]
O-I, NAC, MU-1	Lot containing multiple establishments and multiple storefronts	For each storefront: one square foot for each linear foot of building frontage of the principal building occupied by the storefront
	Any other lot	On the lot: 150 square feet plus one square foot for each linear foot of building frontage of the principal building in excess of 150 feet that has a principal entrance
MU-2, GC, DAC, MC, CAC, RAC any Institutional and Campus district	Lot containing multiple establishments and multiple storefronts	For each storefront: two square foot for each linear foot of building frontage of the principal building occupied by the storefront
	Any other lot	On the lot: 300 square feet plus two square feet for each linear foot of building frontage of the principal building in excess of 150 feet that has a principal entrance
Any Industrial district	Lot containing multiple establishments and multiple storefronts	For each storefront: one square foot for each linear foot of building frontage of the principal building occupied by the storefront
	Any other lot	On the lot: 500 square feet plus 1.5 square feet for each linear foot of building frontage of the principal building in excess of 500 feet that has a principal entrance
NOTES:		
[1] For each street frontage, an additional 20 square feet of display surface area is allowed for a sign containing changeable copy.		

**2. Maximum Number of Signs**

The maximum number of permanent signs permitted for each street frontage for each business located on a lot shall be as listed in Table 17-5.10(c)(6)a.2: Maximum Number of Signs Per Street Frontage.

TABLE 17-5.10(C)(6)A.2: MAXIMUM NUMBER OF PERMANENT SIGNS PER STREET FRONTAGE		
ZONING DISTRICT	MAXIMUM TOTAL NUMBER OF SIGNS [3]	MAXIMUM NUMBER OF FREESTANDING SIGNS [3]
Any Residential base district	1 [4]	1 [4]
All other districts	3	1

NOTES:

[1] Only one side of a double-faced sign shall be counted when computing the number of signs.

[2] For each service bay of a service station, one sign not exceeding five square feet in area and located over the doorway that identifies the service provided shall not count toward the maximum total number of signs listed in this table.

[3] For purposes of this standard, a single supporting structure that supports multiple freestanding signs is considered a single freestanding sign.

[4] For each street frontage, one additional sign containing changeable copy is permitted.

**3. Wall Signs**

**(i) Maximum Display Surface Area for Wall Signs**

The maximum display surface of all signs on any wall shall be as listed in Table 17-5.10(c)(6)a.3: Maximum Display Surface Area for Wall Signs Per Wall, for the zoning district in which the building or structure is located.

TABLE 17-5.10(C)(6)A.3: MAXIMUM DISPLAY SURFACE AREA FOR WALL SIGNS PER WALL	
ZONING DISTRICT	MAXIMUM DISPLAY SURFACE AREA FOR WALL SIGNS [1]
MU-1, MU-2, O-I, MC, NAC, CAC, RAC, any Institutional and Campus district	15 percent
GC, DAC, any Institutional and Campus district, any Industrial district	20 percent

NOTES:

[1] The percentages listed are the total display surface area of all signs attached to any wall as a percentage of the area of the wall.

**(ii) Location**

Wall signs may be located anywhere on any wall of a building, provided, in any Residential base zoning district, wall signs shall not project above the roofline of the building.

**4. Freestanding Signs**

**(i) Maximum Height**

The maximum height of a freestanding sign and its supporting structure shall be as listed in Table 17-5.10(c)(6)a.4.i: Maximum Height for Freestanding Signs, for the zoning district in which the sign is located.

TABLE 17-5.10(C)(6)A.4.I: MAXIMUM HEIGHT FOR FREESTANDING SIGNS	
ZONING DISTRICT	MAXIMUM HEIGHT
Any Residential base district	4 feet if located within front yard 6 feet if located outside front yard
O-I, MC, NAC, CAC, MU-1, MU-2	15 feet
GC, DAC, RAC, any Institutional and Campus district	20 feet
Any Industrial district	35 feet

**(ii) Maximum Display Surface Area for Freestanding Signs**

The maximum display surface of a freestanding sign shall be as listed in Table 17-5.10(c)(6)a.4.ii: Maximum Display Surface Area for Freestanding Signs, for the zoning district in which the sign is located.

TABLE 17-5.10(C)(6)A.4.II: MAXIMUM DISPLAY SURFACE AREA FOR FREESTANDING SIGNS	
ZONING DISTRICT	MAXIMUM DISPLAY SURFACE AREA FOR ANY SIGN
O-I, NAC, MU-1, MU-2	75 square feet
GC, DAC, MC, CAC, RAC, any Institutional and Campus district	100 square feet
Any Industrial district	150 square feet

**(iii) Location**

**(a)** No part of any freestanding sign or its supporting structure shall extend beyond a property line of the lot on which it is located.

**5. Projecting Signs**

**(i) Prohibited in Residential Districts**

Projecting signs are prohibited in the Residential base zoning districts.

**(ii) Maximum Height**

A projecting sign shall not project more than 20 feet above the highest point of the roof of the structure to which it is attached.

**(iii) Projecting Over Right-of-Way**

Projecting signs may project over public rights-of-way only where front yards are less than five feet in depth, subject to the following standards:

**(a)** The sign shall not extend more than the lesser of two-thirds of the distance between the building and the curblin, or the nearest edge of the street surface; and

- (b) No portion of the sign shall be less than eight feet above the surface of the street right-of-way.

**6. Signs Attached to Awnings, Marquees, or Canopies**

**(i) Prohibited in Residential Districts**

Signs attached to awnings, marquees, or canopies are prohibited in the Residential base zoning districts, but are allowed in all other districts.

**(ii) Projecting Over Right-of-Way**

A sign attached to an awning, marquee, or canopy that projects over a public right-of-way is subject to the standards for projecting signs that project over public rights-of-way (see Sec. 17-5.10(c)(6)a.5, Projecting Signs), and the following additional standards:

- (a) The length of the projection of the sign shall not exceed the length of projection of the awning, marquee, or canopy to which it is attached; and
- (b) The sign shall not extend more than two feet below or more than four feet above the awning, marquee, or canopy to which it is attached.

**b. Standards for Other Specific Sign Types**

**1. Permanent Subdivision Entrance Signs**

A freestanding sign having a display surface area of 20 feet or less may be located at each entrance to a residential subdivision.

**2. Multiple Businesses in a Single, Cohesive Development**

Where multiple businesses are located within a single, cohesive development, the following freestanding sign standards apply:

- (i) Not more than one freestanding sign supporting structure per street frontage is allowed for the development, regardless of the number of lots in the development; and
- (ii) The display surface area shall not exceed the maximum established in accordance with Sec. 17-5.10(c)(6)a.1, Maximum Total Display Surface Area.

**3. Parcels Abutting Interstate Highways in Specified Zoning Districts**

The following standards apply to any parcel in the GC, LI, or HI district that is contiguous to an interstate, and supersede any conflicting provisions in this Section:

- (i) One freestanding sign that is located along the lot line contiguous to the Interstate Highway shall be allowed:
  - (a) A maximum height of 50 feet, provided the sign is located a minimum of 200 feet from any residentially-zoned lot; and



(b) A maximum display surface area of 250 feet.

(ii) The total display surface area of all signs shall be increased by 25 percent.

#### 4. Outdoor Advertising (Billboard) Sign Standards

Outdoor advertising (billboard) signs shall comply with following standards.

##### (i) Freestanding Signs

The sign shall be freestanding only, and shall not be erected or attached to, suspended from, or supported on a building or structure.

##### (ii) Prohibited on Lot Containing Nonconforming Signage

The sign shall not be erected on any lot that contains nonconforming signage.

##### (iii) Required Buffers

(a) The sign shall not be located within 1,000 feet of any river, measured from the non-vegetated bank.

(b) The sign shall not be located within 750 feet of the boundary of any officially designated national or local historic district.

(c) The sign shall not be located within 750 feet of the property boundary of any officially designated national or local historic property.

(d) The sign shall not be located within the following distance of a residential base zoning district:

(a) 200 feet if the sign face is oriented toward a collector street (minor thoroughfare); and

(b) 300 feet in all other cases.

##### (iv) Setback

Placement of a sign shall be in accordance with the building setback requirements of the underlying base zoning district and all other applicable City and State regulations.

##### (v) Orientation

(a) Sign copy shall be oriented toward and legible from the street or road.

(b) A maximum of two sign faces shall be allowed on a single outdoor advertising sign structure, provided:

(a) The sign faces shall be parallel to each other or at not greater than a 45-degree angle to one another such that only one sign face points in any one direction; and

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(b) The signs faces shall not be positioned top-to-bottom (double-decker) or side-by-side.

**(vi) Area, Height, and Spacing**

The maximum display surface area and maximum height of such signs, and the minimum spacing between such signs, shall be in accordance with Table 17-5.10(c)(6)b.5: Outdoor Advertising Sign Area, Height, and Spacing Requirements.

<b>TABLE 17-5.10(C)(6)B.5: OUTDOOR ADVERTISING SIGN AREA, HEIGHT, AND SPACING REQUIREMENTS</b>			
<b>MAXIMUM OR MINIMUM</b>	<b>STREET OR ROAD TYPE [1]</b>		
	<b>COLLECTOR STREET (MINOR THOROUGHFARE)</b>	<b>ARTERIAL STREET (MAJOR THOROUGHFARE)</b>	<b>INTERSTATE SYSTEM AND FREEWAY CLASS HIGHWAYS</b>
Maximum display surface area [2]	248 sq ft	380 sq ft	672 sq ft
Maximum height	25 feet	35 feet	50 feet
Minimum distance between any two such signs on the same side of the same street or highway [3]	1,000 feet		
Minimum distance between any two such signs on opposite sides of the same street or highway [4]	500 feet		1,000 feet
Minimum distance between any two such signs [5]	400 feet	200 feet	None
Minimum distance from any separated grade highway intersection ramp [6]	N/A		500 feet
<b>NOTES: sq ft = square feet</b>			
[1] Refers to the street or road toward which the sign face is oriented.			
[2] No additional area is allowed for extensions.			
[3] Measured in a straight line parallel to the edge of the pavement of the street or road.			
[4] Measured in a straight line parallel to the edge of the pavement of the street or road from the spot directly opposite an existing outdoor advertising (billboard) sign structure.			
[5] Measured in a straight line directly from the closest point on the sign structures and/or sign faces			
[6] Measured parallel to the edge of the pavement of the highway from the point of intersection of the ramp with the highway (the point of intersection closest to the sign).			

**(vii) Building Code**

All outdoor advertising (billboard) signs shall comply with appropriate detailed provisions of the City's building code, including being constructed so as to withstand minimum wind pressures of 30 pounds per square foot.

**5. Variance from Standards**

**(i) Collector or Arterial Streets**

No variance from any standard in this section shall be granted with respect to any outdoor advertising (billboard) sign oriented toward a collector street (minor thoroughfare) or an arterial street (major thoroughfare).

**(ii) Interstate System and Freeway Class Highways**

A variance may be granted from the maximum height established in this section in accordance with Sec. 17-2.5(s), Variance – Zoning, for any outdoor advertising (billboard) sign oriented toward an interstate system or freeway class highway; otherwise no variance from any standard in this section shall be granted for any such sign.

**6. Replacement of Nonconforming Outdoor Advertising Signs**

The replacement of nonconforming outdoor advertising signs shall be in accordance with Sec. 17-7.5, Nonconforming Signs.

**(7) Temporary Signs**

Temporary signs shall comply with the standards in this Subsection. Temporary signs other than those for which standards are established in Sec. 17-5.10(c)(7)b, Standards for Specific Types of Temporary Signs, are prohibited.

**a. General Standards**

A temporary sign shall:

1. Not be an off-premise sign;
2. Be non-illuminated and constructed from materials that do not degrade over the life of the sign;
3. Be safely and securely fastened, mounted, and/or affixed to prevent damage to the sign, surrounding structures, and people, especially considering potentially adverse weather conditions;
4. Not be located within, or otherwise restrict access to, any parking spaces necessary to fulfill the requirements of Sec. 17-5.2, Off-Street Parking, Bicycle Parking, and Loading; and
5. Not be an inflatable sign, provided, up to two sign permits for inflatable signs may be issued within any calendar year, if the signs are:
  - (i) Located outside a Residential base district and the OV-HP overlay district;
  - (ii) Stationary and do not produce movement;
  - (iii) installed according to manufacturer's specifications, or, absent such specifications, in accordance with the requirements the building official deems necessary to safely secure the sign.

**b. Standards for Specific Types of Temporary Signs****1. Yard Signs**

- (i) Up to six yard signs having a combined display surface area not exceeding 18 square feet are allowed per lot in all Residential zoning districts, the MU-1 District, and the MU-2 District.
- (ii) A yard sign shall not be located in the right-of-way.

- (iii) A yard sign shall not exceed six feet in height.
- (iv) A yard sign shall not be displayed for more than 120 consecutive days or for a cumulative amount of time exceeding 180 days in any 12-month period.

**2. Temporary Signs for Nonresidential Uses and in Nonresidential Districts**

For any use other than a use in the Residential use classification (see Sec. 17-4.2(b), Principal Use Table) and in any district other than a Residential base zoning district (see Sec. 17-3.2, Residential Base Zoning Districts), up to two temporary signs having a combined display surface area not exceeding 48 square feet are allowed per street frontage, in addition to any other temporary signage allowed in accordance with this Sec. 17-5.10(c)(7), other than sandwich board signs, provided the temporary sign shall:

- (i) Be located on the lot and not in the right-of-way;
- (ii) Not exceed six feet in height if placed on the ground; and
- (iii) Not be displayed for more than six consecutive months.

**3. Mobile Signs**

One mobile sign shall be permitted for each street frontage that does not have a freestanding sign or other temporary signage, subject to the standards in Sec. 17-5.10(c)(6)a.4, Freestanding Signs. Any mobile sign used on the same lot for more than 45 days per year will be considered a permanent freestanding sign.

**4. Signs Located on Proposed Subdivision Sites**

Temporary signs may be erected on the premises of land for which an application for a subdivision has been determined complete in accordance with Sec. 17-2.5(j), Subdivision, provided the signs shall:

- (i) Not exceed 50 square feet in total display surface area;
- (ii) Be set back at least 20 feet from any property line;
- (iii) Be spaced at least 500 feet apart; and
- (iv) Be removed not more than 30 days from such time as 75 percent of the lots are conveyed.

**5. Signs Located on Construction Sites**

Temporary signs may be placed on a parcel upon which construction activities of any type are being performed, in addition to any other temporary signage allowed in accordance with this Sec. 17-5.10(c)(7), in accordance with the following standards:

- (i) If the construction activities do not include the construction of a new building, the total display surface area of the signs shall not exceed 12 square feet;

- (ii) If the construction activities include the construction of a new building, a maximum of one such sign having a maximum display surface area of 60 square feet is allowed; and
- (iii) The signs shall be removed within seven days after the completion of the construction activities.

#### **6. Signs Located on Actively Marketed Real Property**

Temporary signs may be placed on real property that is actively marketed for sale or rent in addition to any other temporary signage allowed in accordance with this Sec. 17-5.10(c)(7), in accordance with the following standards:

- (i) A maximum of one such sign is allowed per street frontage;
- (ii) If a single-family detached or two-family dwelling is located on the property, the display surface area of each sign shall not exceed ten square feet; otherwise, the display surface area of each sign shall not exceed 48 square feet; and
- (iii) No such sign shall be displayed for more than 12 consecutive months.

#### **7. Sandwich Board Signs**

One sandwich board sign is allowed within the right-of-way for any establishment having its primary entrance within a building façade that is less than three feet from the right-of-way, subject to the following provisions:

- (i) The sign permit shall be valid for one year;
- (ii) The sign shall be placed outdoors only when the establishment is open;
- (iii) The sign shall not be taller than three feet or wider than two feet;
- (iv) The sign shall have a maximum of two sign faces;
- (v) The sign shall not reduce passable space on sidewalks to less than 36 inches or otherwise reduce or impede pedestrian movement or create a conflict with any provision of the Americans with Disabilities Act;
- (vi) The sign shall not be affixed to any object, structure, or the ground, but shall be constructed of a material and weight to ensure general stability;
- (vii) The sign shall not be located more than 15 feet from the primary entrance to the commercial establishment;
- (viii) Prior to the issuance of the permit, the owner/operator shall place on file with the City Clerk a certificate of insurance which evidences general liability insurance with at least the minimum amount of

\$600,000.00 for personal injury and property damage and names the City; and

- (ix) The City reserves the right to remove any sign which causes interference with vehicular traffic or pedestrian traffic, or in the event of any emergency situation, or that interferes with any work that is to be performed upon the public sidewalk and/or right-of-way by or on behalf of the City.

**8. Off-Premise Weekend Directional Signs**

- (i) Off-premises weekend directional signs are permitted in all zoning districts, subject to the following restrictions:
  - (a) The sign area shall not exceed 24 inches by 24 inches.
  - (b) Sign height shall not exceed three feet above adjacent grade.
  - (c) Signs may be placed along City roads in the right-of-way or on private property; provided, however, signs shall not obstruct visibility at any intersection location, nor shall more than two signs giving directions to the same location be allowed at any intersection.
  - (d) Prior to placing a sign on private property, written consent must be obtained from the property owner(s).
  - (e) No sign shall be erected on or abutting a road owned and maintained by the state of South Carolina unless specifically allowed by the South Carolina Department of Transportation.
  - (f) Signs shall be placed at least three feet from the edge of the road pavement.
  - (g) Signs shall be placed no closer than 1,000 feet to another sign giving directions to the same location, except at an intersection, where two such signs are allowed.
  - (h) A sign permitted by this subsection shall not be erected more than one mile from the site for which directions are being provided.
  - (i) Signs shall not be erected before 5:00 p.m. on Friday evening and shall be completely removed by 11:59 p.m. on the following Sunday.
- (ii) Signs found in violation of the provisions in this subsection shall be subject to immediate removal and disposal.

**(d) Severability**

Each provision in this Section is intended to be individually severable, such that, if any portion of this section is determined by a court of competent jurisdiction to be invalid, such determination shall not affect the validity of the remaining portions of this section.