

STATE OF SOUTH CAROLINA)

COUNTY OF MARLBORO)

ORDINANCE # 570

**AN ORDINANCE TO ESTABLISH OUTDOOR ADVERTISING
SIGNAGE REGULATIONS FOR MARLBORO COUNTY**

I. TITLE

This Ordinance shall be referred to as the Marlboro County Outdoor Advertising Ordinance.

II. DEFINITIONS

Outdoor advertising shall be defined as signage, of any type, placed with the express intent of directing traffic, of any sort, to a specific business, event or location, either public or private. Outdoor advertising shall be considered separate from on-premise signage.

III. ALLOWED AREAS FOR OUTDOOR-ADVERTISING USE

A. Outdoor advertising in unincorporated zoned areas must be within 600 feet of a business, provided that said business meets the following criteria:

1. The business must have been in operation for a minimum of 12 months prior to the application for an outdoor advertising permit in order to qualify.
2. The business must have at least one employee attendant on-site and available to the public for at least 36 hours per week on at least four days per week for at least 46 weeks per year in order to qualify.
3. The business must have electricity, telephone, running water, indoor restroom, permanent flooring and adequate heating in order to qualify.

IV. OUTDOOR ADVERTISING STRUCTURE DESIGN

A. No stacked (double-decked) sign faces or side-by-side faces shall be allowed. Individual advertisers shall not be stacked vertically on a sign face.

B. Structures with a 32 square foot or more sign face permitted after adoption of

this Ordinance shall be designed and constructed with a single steel pole structural support, and be designed to meet the southeastern building code, including a 90-mile per hour wind load.

V. SPACING REQUIREMENTS

- A. Outdoor advertising signage shall not be located within 1,200 feet, on both sides of the road, from any other outdoor advertising.
- B. Small signs, such as public signs, historic markers, church directionals, and Service club signs, shall not be considered with regard to the spacing requirements of outdoor advertising.
- C. No outdoor advertising shall be permitted within 1,200 feet of churches, residences or schools.

VI. SQUARE FOOTAGE ALLOWED FOR OUTDOOR ADVERTISING SIGN FACES

- A. Maximum square footage of outdoor advertising shall not exceed 378 square Feet, with the following exception:
 - 1. The maximum square footage permitted for outdoor advertising along interstate highways shall not exceed 672 square feet, and all such signs shall be located within 600 feet of the interstate right-of-way.

VII. SETBACK REQUIREMENTS

- A. Front property line: 25 feet
- B. Side property line: 25 feet

VIII. HEIGHT REQUIREMENTS

Maximum height of outdoor advertising shall not exceed 40 feet above the average roadway grade level, with the following exception:

- 1. The maximum height shall not exceed 100 feet above the average roadway grade level if within 600 feet of an Interstate highway.

IX. OUTDOOR ADVERTISING STRUCTURAL RELOCATION DUE TO GOVERNMENTAL LAND ACQUISITION

Outdoor advertising structures located on property acquired by a governmental agency for public use may be relocated on the original parcel

that was not acquired, provided an adequate amount of such property remains available. The structure must be rebuilt in accordance with the single-steel pole structural design, and the square footage of the sign face must remain the same.

X. EXISTING OUTDOOR ADVERTISING STRUCTURES

- A. Existing, lawfully erected, outdoor advertising structures that do not meet the regulations set forth by this ordinance shall be classified as non-conforming, yet legal, and shall be “grandfathered”.

XI. REBUILDING OF GRANDFATHERED STRUCTURES

- A. Existing outdoor advertising structure owners may apply for a permit to rebuild legal, non-conforming structures that were originally constructed by means other than the single-steel pole structural design required by this ordinance. However, any permit issued will allow the sign to be rebuilt on the same location only, and all other aspects of the new sign’s construction must conform to the requirements of this ordinance.

XII. ADMINISTRATION/ENFORCEMENT

- A. Administration and enforcement of the Marlboro County Outdoor Advertising Ordinance will be the responsibility of the Marlboro County Planning & Zoning Department, which will develop and maintain all applicable written outdoor advertising-related records.

XIII. APPLICATION PROCESS

- A. Individuals or businesses wishing to erect outdoor advertising within Marlboro County shall provide the following materials prior to initiating any construction activities related to the proposed project:
1. Blueprints or architectural drawing of the proposed outdoor advertising structure.
 2. A map depicting the proposed location of the outdoor advertising structure.
 3. A map showing exact distances between the qualifying business and the outdoor advertising structure.
- B. Upon evaluation of submitted materials, an Assessment of Compliance letter will be issued by the Planning & Zoning Department either

accepting or denying the proposed outdoor advertising project, with the cause for any rejection clearly stated.

C. A building permit must be issued prior to any construction activities related to erection of outdoor advertising structures.

Passed and adopted this 8th day of May, 2003


G. O'NEAL HAMILTON, CHAIRMAN
MARLBORO COUNTY COUNCIL

(SEAL)

(ATTEST)


SUSAN E. RIVERS, CLERK
MARLBORO COUNTY COUNCIL

FIRST READING: MARCH 13, 2003
SECOND READING: APRIL 10, 2003
THIRD READING: MAY 8, 2003