

## SECTION 7

### SIGNS

#### Sec. 7-1 General Provisions.

All signs within Chatham County shall be erected, constructed, or maintained in accordance with the provisions of this Section.

#### Sec. 7-1.1 Traffic Safety.

No sign shall be erected in Chatham County that:

- a. Obstructs the sight distance at an intersection or along a public right-of-way;
- b. Would tend by its location, color, or nature to be confused with or obstruct the view of traffic signs or traffic signals by motorists or pedestrians;
- c. Uses admonitions such as “stop,” “go,” “slow,” “danger,” etc., which might be confused with traffic directional signs.

#### Sec. 7-1.2 Shielding of Separate Use Signs.

Any separate use sign within 100 feet of any residential zoning district which is illuminated shall be shielded in such a manner as to prevent direct rays of light from being cast into any residential premise.

#### Sec. 7-1.3 Illumination.

Illumination devices such as, but not limited to, flood or spot lights shall be so placed and so shielded as to prevent the rays or illumination therefrom from being cast into neighboring dwellings and approaching vehicles.

#### Sec. 7-1.4 Minimum Design Loads.

Signs or other structures shall be capable of withstanding horizontal loads as required by the Chatham County Building Code.

#### Sec. 7-1.5 Exposed Sign Area.

The exposed area of a sign shall, by definition, include the total area of all parts of the sign including the structural framing. In assuming or determining the

pressure on any sign, the wind shall be assumed to be blowing from the direction which will produce the maximum stress.

Sec. 7-1.6 Historical Site, Structure, or Monument.

Freestanding or projecting signs, not associated with a historical site, structure or monument will not be permitted within 100 feet of any historical site, structure, or monument.

Sec. 7-1.7 Sign Permits - When Not Required.

- A. The following signs do not require a sign permit provided, however, said signs are subject to the provisions of Sec. 7-1 - General Provisions:
- (1) One sign, not to exceed an area of two square feet, for (a) each residential use indicating a resident's name and street address of the premises, and (b) for a permitted professional activity.
  - (2) One non-illuminated principal use sign, not exceeding three square feet in area, located on a nonresidential principal use, and if freestanding located entirely on private property.
  - (3) Historic markers and legal notices not exceeding 16 square feet in area.
  - (4) Display signs not exceeding 32 square feet in sign area and used in connection with political campaigns or a locally sponsored civic, cultural, health, safety, or welfare campaign, provided that all such signs shall be removed within 14 days of the conclusion of an event or campaign. Such signs shall be located on private property.
  - (5) Names of buildings, date of erection and commemorative tablets, when cut into any masonry surface and made a permanent and integral part of the building.
  - (6) Memorial signs and tablets or historic plaques not to exceed two square feet in size.
  - (7) Bulletin boards for public, charitable, educational, or religious institutions not to exceed 15 square feet; provided such sign is located on the premises of said institution. Such sign shall be placed flat against the principal use structure or not less than five feet from any property line.

- (8) Signs identifying the architect, engineer, developer or contractor when placed on a site under construction, alteration or removal, not to exceed 16 square feet when located within any zoning district with the word "Residential" in the district nomenclature; or not to exceed 32 square feet when located within zoning districts which are not designated as residential districts, unless specifically regulated to be larger based on State or Federal legislative or administrative requirements. All such signs shall be removed from the site within seven days after completion of the project.
- (9) One temporary non-illuminated estate sign advertising only the sale, lease or rental of the premises or property upon which said sign is located, or one non-illuminated sign indicating that a building is open for public inspection. For the "Residential" zoning districts, such signs shall not exceed six square feet in sign area; except, where multi-use establishments are involved, then such sign may be increased in size to 16 square feet. Such signs shall be placed no closer than five feet from the street right-of-way line or shall be attached to the principal use structure. For the nonresidential zoning district(s), such signs shall not exceed 32 square feet in sign area, and shall be placed no closer than ten feet from the street right-of-way line or shall be attached to the principal use structure. All such signs shall be removed within seven days after the property has been sold, leased, or rented.
- (10) One non-illuminated sign for every 100 feet of frontage when advertising the sale of farm products grown or produced on the premises in any zoning district wherein an agricultural use is permitted; provided, that such sign shall not exceed 12 square feet in area and shall be at least 100 feet from the nearest corner of a street, road or highway intersection and at least five feet from the nearest property line.
- (11) Window signs on or within windows relating to the business conducted within; or to nonprofit civic or charitable organizations provided that in either case, no greater than ten percent of any window area is utilized for such signs.
- (12) Signs in conformance with public traffic sign standards directing traffic movement onto a premise or within a premise, and orientational signs not exceeding two square feet in sign area for

each sign when displayed on private property for the purpose of direction or convenience, including signs identifying restrooms, freight entrances and the like. Directional signs on the surface of flat paved areas are exempt from these standards.

B. The following signs do not require a sign permit, and are not subject to the provisions of Sec. 7-1 - General Provisions:

- (1) Signs regulated by the Manual on Uniform Traffic Control Devices (MUTCD) and located within a street or road right-of-way.

Sec. 7-1.8 Reserved.

Sec. 7-1.9 Temporary Signs.

Except for temporary real estate signs, a temporary sign shall not remain in place for a period exceeding 60 days in a calendar year.

Sec. 7-1.10 Projection of Signs.

No sign, including marquees, shall extend beyond a line projected vertically from a point two feet from the edge of the paving or driving surface of a vehicular way or from a point two feet back from a public right-of-way, whichever is the most restrictive.

Sec. 7-1.11 Signs Within Public Rights-of-Way.

No sign except those installed and maintained by a governmental unit or agency shall be permitted within a public street or road right-of-way.

Sec. 7-1.12 Area of Principal Use and Separate Use Signs.

The sign area of principal use and separate use signs shall not exceed 1,200 square feet. In the case of double-faced or V-type signs, the sign area of each shall not exceed 1,200 square feet.

Sec. 7.1.13 Clearance.

Signs projecting from a wall shall be not less than 10 feet above the finished grade of the sidewalk.