

Appendix ‘J’

Sign Standards and Design Guidelines

Purpose and Intent

The purpose of City’s Sign Ordinance is to promote the public health, safety, and welfare; and regulate the markets through a comprehensive system of reasonable, effective, consistent, content-neutral, and nondiscriminatory sign standards and design requirements. With these concepts in mind, the ordinance is adopted for the following purposes:

- (1) To protect property values, the local economy, and the quality of life by preserving and enhancing the appearance of the streetscape, which affects the image of the City of Greenville.
- (2) To promote the free flow of traffic and protect pedestrians, cyclists, and motorists from injury and property damage caused by, or which may be partially attributable to cluttered, distracting, and or illegible signage.
- (3) To promote the use of signs which are aesthetically pleasing, of appropriate scale, and integrated with the surrounding buildings and landscape, in order to meet the community’s expressed desire for quality development.
- (4) To promote and accomplish the goals, policies, and objectives of the Comprehensive Plan.
- (5) To balance public and private objectives by allowing adequate signage for business identification.
- (6) To provide design standards which are consistent with other applicable provisions of the City of Greenville Land Development Ordinance.
- (7) To prevent property damage and personal injury from signs which are improperly constructed or poorly maintained.

To achieve these purposes, it is the intent of the ordinance:

- (1) To provide reasonably uniform standards while allowing functional flexibility, encourage variety, and create an incentive to relate signage to basic principles of good design.
- (2) To assure that public benefits derived from expenditures of public funds for the improvement and beautification of streets, and other public structures and spaces, are protected by exercising reasonable control over the character and design of sign structures which are near the rights-of-way.
- (3) To provide an improved visual environment for the citizens of, and visitors to, the City of Greenville.

Design Review of Signs

Permanent signs which will be located in the Central Business District (properties zoned C-4) or in Preservation Overlay (PO) Districts, require a Certificate of Appropriateness from the Design Review Board (DRB). The DRB meets on the first Thursday of each month (except July), with a filing deadline about 30 days in advance of the meeting. Applications for Certificate of Appropriateness and the Board’s schedule are available on the City’s website. In addition to standards established in the Ordinance, signs must comply with design guidelines established for the C-4 and PO districts, available on the City’s website.

Awning signs, certain wall signs, and freestanding signs taller than 5’ located outside of the Central Business District and Preservation Overlay Districts require design review by the Staff Sign Review Committee (SSRC). The SSRC will advise the Administrator, who will make a decision on signs. The SSRC will meet at City Hall on a weekly basis. Applications may be submitted prior to the meeting.

The DRB may grant exceptions to the design standards established in the Ordinance, by granting a Certificate of Appropriateness. Standards for granting exceptions are listed in the Ordinance.

Appeals to the Design Review Board

An applicant may appeal a design-related decision of the Administrator on an application to the Design Review Board by filing a written appeal with the Administrator within ten business days of the mailing of a written decision. The appeal shall specify the grounds for the appeal. The procedures for appeal are the same as those referenced in [Section 19-2.3.16, Appeals from Interpretations and Decisions of the Administrator](#), except that the appeal shall be heard by the DRB rather than the Board of Zoning Appeals.

Window Signs:

Window signs are those signs which are attached to or located within 12 inches of a window. Window signs may be displayed in ground floor windows only.



Sign Guidelines:

- Only allowed on ground floor windows

1. Location and Number Allowed:

- 2 internally-illuminated or exposed neon window signs.
- 2 non-illuminated window signs.

2. Size Allowed:

- 20% of tenant window area for **all** permanent window signs.
- For internally-illuminated or exposed neon window signs, 4 square feet per sign, not to exceed a total of 20% of tenant window area.

3. Illumination Allowed:

- Internally illuminated or exposed neon.

4. Zoning: Allowed in all non-residential districts.

5. Note: An additional 20% of tenant window is allowed for temporary window signs. A temporary sign permit is required for each temporary sign.

Wall Signs: A sign painted on, or attached flat and parallel to, the exterior wall or surface of a building or other structure and which projects not more than 12 inches from that wall or surface.



Sign Guidelines:

- Extraneous information, such as services provided by the business, telephone numbers, hours of operation, etcetera, is not permitted.
- Building signs for businesses occupying space above the ground floor of a building are not allowed. Identification for these businesses is limited to an area on or adjacent to the ground floor door leading to the upper floor space.
- The use of cabinet or box signs is prohibited unless used in a multi-tenant development where the predominant sign type is cabinet or box.
- Building signs may only be displayed on facades that include a customer entrance or display windows.
- All new building signs are to be reviewed on a case-by-case basis. A building sign is to be proportional to the building façade.

1. Location and Number Allowed:

- 1 per tenant exterior wall (no more than 3 total)
- Do not locate above roof line or parapet
- Building signs for businesses occupying space above ground floor are generally not allowed. However, they may be allowed on the upper story, parapet, or penthouse of a building as a part of a comprehensive sign program for the building approved by the administrator.

2. Size Allowed:

- 10% of wall area, not to exceed 200 square feet. For buildings exceeding 10 stories, wall signs to be located at the top of a building façade shall not exceed 350 square feet in area.

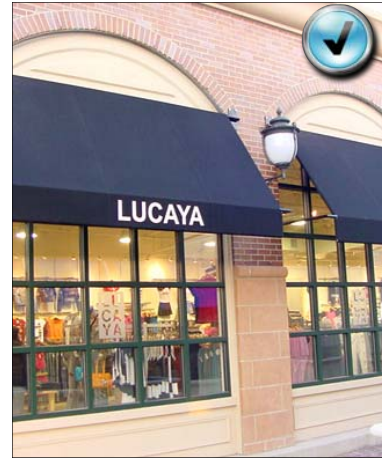
3. Illumination Allowed:

- Internal illumination of channel letters
- Back lighted routed letters (halo)
- A shielded spot light located at the top of the sign

4. Zoning:

- All non-residential districts and all non-residential uses permitted in residential districts.

Awning Signs: A sign which is printed, painted, or affixed to an awning or canopy.



Sign Guidelines:

- The use of awnings for the primary purpose of providing signage is generally not appropriate.
- The awnings are compatible and complementary to the architecture of the building.
- Individual awnings are established to identify each tenant space (a continuous awning crossing multiple tenant spaces is not appropriate).
- Text and graphics should be limited to 60% of the width of an awning.
- Text and graphics should be limited to 30% of the overall height of an awning.
- Extraneous information, such as services provided by the business, telephone numbers, hours of operation, etcetera, is not permitted.

1. Location and Number Allowed:

- 1 per tenant exterior wall (no more than 3 total).
- Do not locate above roof line or parapet.

2. Size Allowed:

- 10% of wall area, not to exceed 200 square feet.

3. Illumination Allowed:

- External light source only.
- Internal illumination of semi-opaque awnings is not permitted.

4. Zoning:

- All non-residential districts and all non-residential uses permitted in residential districts.

Projecting Signs: A sign that projects 12 inches or more from, and is supported by, a building wall.



Sign Guidelines:

- No projecting sign or awning sign shall project more than 42 inches over a public right-of-way, provided that no part of the sign shall encroach within a vertical plane measured two feet from the edge of the adjacent street pavement. The bottom edge of the sign must maintain a clearance of at least seven feet from the finish grade level below the sign. An air rights encroachment permit shall be required.
- Extraneous information, such as services provided by the business, telephone numbers, hours of operation, etcetera, is not permitted.

1. Location and Number Allowed:

- 1 per tenant.
- Do not locate above the roof line or parapet.

2. Size Allowed:

- 20 square feet.

3. Illumination Allowed:

- External illumination source.
- Internal illumination provided the background is opaque allowing only the letters and logo to light.

4. Zoning:

- All non-residential districts and all non-residential uses permitted in residential districts.

Monument Signs: A freestanding sign which has a solid base upon which the sign face is installed.



Sign Guidelines:

- The address of the property shall be displayed on the freestanding sign oriented to the street on which the address is as-signed. The address shall be displayed using a font size of at least 6” tall.
- Extraneous information, such as services provided by the business, telephone numbers, hours of operation, etcetera, is not permitted.
- Electronic message boards may be included on monument and pylon signs, provided such element shall not exceed 30% of the sign face area; and shall maintain a static message for at least 6 seconds.
- Provide architectural elements on sides and top to frame sign panel
- Use columns, pilasters, cornices, etc. to provide design interest
- Incorporate materials and colors into sign support to match or be compatible with the development

Incentives: Additional height or size may be allowed by incorporating one or more of the following features

- Use of back-lighted (halo) lettering, or carved, routed, or sandblasted signs with a three-dimensional textured surface inte-gral to the design.
- Use of native or natural materials on at least 75% of the sign face and structure.
- Incorporation of unique architectural features, materials, and colors of the development site appropriately into the sign design.
- Landscaping designed to soften any blank base of the sign.
- Reduction in the total number of signs allowed on a site.
- Removal of nonconforming signs existing on the site.

1. Location and Number Allowed:

- 2 per street front for group development or 1 per street front for freestanding business or use.

2. Size Allowed:

- 5 feet in height and 16 square feet by right. Sign height may be increased up to 10 feet and size may be in-creased up to 36 square feet based on usage of design standards by staff review. Sign height may be in-creased up to 20 feet in height based on usage of design standards by the Design Review Board.
- Height and square footage may be increased with further design review.

3. Illumination Allowed:

- Internal illumination provided the background is opaque allowing only the letters and logo to light
- A shielded spot light located at the base of the sign.
- Back lighted (halo) lettering.

4. Zoning:

- All non-residential districts, all non-residential uses permitted in residential districts, multi-family residential developments, and single-family residential subdivisions.

5. Note: Refer to multi-tenant signs for additional standards.

Decorative Post Signs: A low profile freestanding sign mounted on two poles placed at the outermost sides of the sign face. A decorative post sign is similar to a monument sign except that the base is not solid.



Sign Guidelines:

- The address of the property shall be displayed on the freestanding sign oriented to the street on which the address is assigned. The address shall be displayed using a font size of at least 6” tall.
- Extraneous information, such as services provided by the business, telephone numbers, hours of operation, etcetera, is not permitted.

Incentives: Additional height or size may be allowed by incorporating one or more of the following features

- Use of back-lighted (halo) lettering, or carved, routed, or sandblasted signs with a three-dimensional textured surface integral to the design.
- Use of native or natural materials on at least 75% of the sign face or structure.
- Incorporation of unique architectural features, materials, and colors of the development site appropriately into the sign design.
- Landscaping designed to integrate the sign into the site.
- Reduction in the total number of signs allowed on a site.
- Removal of nonconforming signs existing on the site.

1. Location and Number:

- 2 per street front for group development or 1 per street front for freestanding business or use.

2. Size:

- 5 feet in height and 16 square feet by right.
- Sign height may be increased up to 10 feet and size may be increased up to 36 square feet based on usage of design standards by staff review.

3. Illumination:

- A shielded spot light located at the base of the sign.

4. Zoning:

- All non-residential districts, all non-residential uses permitted in residential districts, multi-family residential developments, and single-family residential subdivisions.

5. Note: Refer to multi-tenant signs for additional standards.

Freestanding Suspended Signs: A sign comprised of a vertical pole, a horizontal decorative sign support, and a suspended sign face.



Sign Guidelines:

- The address of the property shall be displayed on the freestanding sign oriented to the street on which the address is assigned. The address shall be displayed using a font size of at least 6” tall.
- Extraneous information, such as services provided by the business, telephone numbers, hours of operation, etcetera, is not permitted.

1. Location and Number:

- 2 per street front for group development or 1 per street front for freestanding business or use.

2. Size:

- 8 feet high and 16 square feet.

3. Illumination:

- A shielded spot light located at the base of the sign.

4. Zoning:

- All non-residential districts, all non-residential uses permitted in residential districts, multi-family residential developments, and single-family residential subdivisions.

5. Note: Refer to multi-tenant signs for additional standards.

Pylon Signs: A freestanding sign typically supported by one or two steel columns, and is dissimilar from a monument sign because its base is not solid to the ground.



Sign Guidelines:

- The address of the property shall be displayed on the freestanding sign oriented to the street on which the address is assigned. The address shall be displayed using a font size of at least 6” tall.
- Extraneous information, such as services provided by the business, telephone numbers, hours of operation, etcetera, is not permitted.
- Electronic message boards may be included on monument and pylon signs, provided such element shall not exceed 30% of the sign face area; and shall maintain a static message for at least 6 seconds.

Incentives:

- Use of back-lighted (halo) lettering, or carved, routed, or sandblasted signs with a three-dimensional textured surface integral to the design is encouraged.
- Use of native or natural materials on at least 75% of the sign face and structure.
- Incorporation of unique architectural features, materials, and colors of the development site appropriately into the sign design.
- Reduction in the total number of signs allowed on a site.
- Removal of nonconforming signs existing on the site.
- Landscaping at the base of the sign.

1. Location and Number:

- Two per street front for group development or one per street front for freestanding business or use.

2. Size:

- 5 feet in height and 16 square feet by right. Sign height may be increased up to 10 feet and size may be increased up to 36 square feet base on usage of design standards by staff review. Sign height may be increased up to 20 feet in height based on usage of design standards by the Design Review Board.

3. Illumination:

- Internal illumination, provided the background is opaque allowing only the letters and logo to light.
- A shielded spot light located at the base of the sign.
- Back-lighted (halo) letters.

4. Zoning: Special Sign Overlay District

5. Note: Refer to multi-tenant signs for additional standards.

Multi-Tenant Signs:



Sign Guidelines:

- All new building signs are to be reviewed on a case-by-case basis. A building sign is to be proportional to the building façade.
- In order to provide a consistent and unified look within multi-tenant developments, such as shopping centers and office parks, all tenant signs are to be similar in type, color, font size, and method of illumination.
- When reviewing signs within existing multi-tenant developments, the type, and method of illumination of existing signs within the development are to be taken into consideration.
- A sign area and or height increase may be allowed for multi-tenant signs which limit the number of tenant panels to five.
- The number of tenant panels is limited to 5, plus the name of the development; provided however, that each tenant that occupies at least 10,000 square feet of space in the development is allowed one panel on each street frontage.
- Background of each panel in a multi-tenant sign must have a consistent color.

Incentives: Additional height or size may be allowed by incorporating one or more of the following features

- Use of back-lighted (halo) lettering, or carved, routed, or sandblasted signs with a three-dimensional textured surface integral to the design.
- Use of native or natural materials on at least 75% of the sign face and structure.
- Incorporation of unique architectural features, materials, and colors of the development site appropriately into the sign design.
- Reduction in the total number of signs allowed on a site.
- Removal of nonconforming signs existing on the site.
- Landscaping designed to soften any blank base of the sign.

1. Location and Number:

- Two per street front of the development

2. Size:

- 5 feet in height and 16 square feet by right.
- Sign height may be increased up to 10 feet and size may be increased up to 36 square feet based on usage of design standards by staff review.
- Sign height may be increased up to 20 feet in height based on exemptions to sign standards (Sec. 19-6.6.4(C)(5) by the Design Review Board.

3. Illumination:

- Internal illumination, provided the background is opaque allowing only the letters and logo to light.
- A shielded spot light located at the base of the sign.
- Back-lighted (halo) letters.

4. Zoning: All non-residential districts, all non-residential uses permitted in residential districts, and multi-family residential developments.