

**ORDINANCE NO.: 2004-057**

*Amending 1998 Code of Ordinances of the City of Columbia,  
South Carolina, Chapter 17, Planning, Land Development and Zoning,  
Article III, Zoning, Division 9, Supplementary District Regulations,  
Sec. 17-315, -FS freeway sign overlay district*

BE IT ORDAINED by the Mayor and Council this 21st day of July, 2004, that the 1998 Code of Ordinances of the City of Columbia, South Carolina, Chapter 17, Planning, Land Development and Zoning, Article III, Zoning, Division 12, Signs, Sec. 17-401, Definitions; Sec. 17-404, Prohibited signs, Sec. 17-405, Temporary signs permitted in any district; and, Sec. 17-407, Signs permitted in commercial and industrial districts, are amended to read as follows:

**Sec. 17-315. -FS freeway sign overlay district.**

(a) *Applicability/establishment.* The FS overlay district shall be established as a district which overlays the general use zoning districts. The FS overlay district shall not be applied over a residential use district. The extent and boundaries of the FS districts are indicated on the official zoning maps for the City of Columbia.

(b) *Permitted uses.* The FS overlay district may contain several different underlying general use zoning classifications. All uses permitted in the underlying zoning districts shall be permitted in the FS overlay district. Additionally, outdoor advertising (billboard) signs shall be permitted subject to the development standards set forth in (c) below and subject to the provisions set forth in sections 17-401, 17-402, 17-403, 17-404(a), 17-404(b), 17-404(c) and 17-404(d) of this chapter. This signage is permitted in addition to signage otherwise allowed in the underlying zoning district as set forth in Division 12.

(c) *Development standards.*

(1) *Freestanding.* All outdoor advertising (billboard) signs allowed in the FS overlay district shall be freestanding, and in compliance with the building setback requirements of the general use zoning district. No such sign shall be erected or attached to, suspend from or be supported on a building or structure.

(2) *Building code.* All outdoor advertising (billboard) signs must be in compliance 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.

(3) *Display surface area.* The total allowable display area per face of any outdoor advertising (billboard) sign in the FS overlay district shall be 672 square feet with an additional 100 feet permitted for extensions.

(4) *Orientation of signs.* Two faces shall be allowed per outdoor advertising sign structure. These faces shall be parallel to each other or at not greater than a 45-degree angle to

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one another such that only one sign face points in any one direction. There shall be no double-decker or side-by-side outdoor advertising signs. Copy on any sign shall be oriented toward and legible from the interstate system or freeway class highway over which the FS overlay district is applied.

- (5) *Maximum height.* The maximum height of any outdoor advertising (billboard) sign in the FS overlay district shall be 50 feet.
- (6) *Spacing.*
  - a. Spacing from other outdoor advertising (billboard) signs. No outdoor advertising (billboard) signs shall be erected within the following distances of another outdoor advertising (billboard) sign:
    1. 1,000 linear feet on the same side of the highway, measured parallel to the edge of the pavement of the highway.
    2. 1,000 linear feet on the opposite side of the highway measured (parallel to the edge of the pavement of the highway) from the spot directly opposite an existing outdoor advertising (billboard) sign structure.
  - b. Spacing from residential zoning districts. No outdoor advertising (billboard) sign shall be located within 300 feet of a residential zone.
  - c. Spacing from rivers. No outdoor advertising (billboard) sign shall be located within 1,000 feet of any river in Columbia, measured from the non-vegetated bank.
  - d. Spacing from separated grade highway intersection ramps. No outdoor advertising sign (billboard) shall be constructed within five hundred (500) feet of a highway intersection ramp. The measurement shall be taken from the point of intersection of the ramp with the highway (the point of intersection closest to the sign) and shall be measured parallel to the edge of the pavement of the highway.
  - e. Spacing from historic districts or structures. No outdoor advertising (billboard) sign shall be located within seven hundred fifty (750) feet of neither the boundary of any officially designated national or local historic district, nor the property boundary of any officially designated national or local historic property.
- (7) *Location.* No outdoor advertising (billboard) signs shall be erected on any lot that contains existing nonconforming signage, unless the nonconforming signage is brought into conformity with this article.
- (8) *Deviation from development standards.* The Board of Zoning Appeals may not vary the provisions, other than height only, of this section. However, the City Council may reduce the spacing requirement from other outdoor advertising (billboard) signs (see sub-section (c)(6)(a) above) and from separated grade highway intersection ramps (see sub-section (c)(6)(d) above) only in conjunction with an application for rezoning that would include the FS overlay district and only where:
  - a. the proposed outdoor advertising (billboard) sign would replace an existing outdoor advertising (billboard) sign;
  - b. the proposed outdoor advertising (billboard) sign would be no greater in area, number of faces, or height than the existing outdoor (billboard) advertising sign despite allowances within this sub-section (c) that may be to the contrary;

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- c. the Planning Commission and City Council finds that the proposed outdoor advertising (billboard) sign would not impede the visibility of drivers or otherwise create an unsafe situation; and
- d. the existing outdoor advertising (billboard) sign removed would not be used to satisfy the credit required of §17-404 (e) to construct a new outdoor advertising (billboard) sign.

This Ordinance shall become effective July 21, 2004.

Requested by:

Marc Mylott, Zoning Administrator

  
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MAYOR

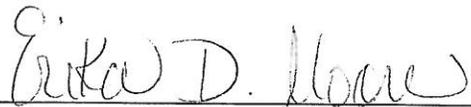
Approved by:

  
\_\_\_\_\_  
City Manager

Approved as to form:

  
\_\_\_\_\_  
City Attorney

ATTEST:

  
\_\_\_\_\_  
City Clerk

Introduced: 7/14/2004

Final Reading: 7/21/2004