



SIGNAGE APPLICATION

CITY OF CHARLESTON - Department of Planning, Preservation & Sustainability
2 George Street, Charleston, SC 29401 (843) 724-3765 www.charleston-sc.gov

PROPERTY INFORMATION

Address (at sign location):
Business (at sign location):

APPLICANT INFORMATION

Applicant/Sign Company:	
Address:	
Email:	Phone #

SIGNAGE INFORMATION

All signage must meet the requirements of the City of Charleston Zoning Ordinance, Article 4 - Sign Regulations ([click here](#)).

- Height of Sign** - the vertical distance measured from the adjacent average elevation of the natural grade to the top of the sign face or sign structure, whichever is higher.
- Calculation of Sign Area** - the entire area within a rectangle enclosing the extreme limits of the sign face, including any frame or border. The area of a sign composed of individual letters, numerals, or other devices shall equal the area of the smallest rectangle or square encompassing said letters or devices.
- Sign Face** - the part of the sign that is or can be used to identify, advertise, or communicate information, or for visual representation, which attracts the attention of the public for any purpose. The sign face includes any background material, panel, trim, color, and direct or self-illumination used to differentiate the sign from the building, structure, backdrop surface, or object upon which or against which it is placed. The sign structure shall not be included as a portion of the sign face, provided that no message, symbol, or any of the aforementioned sign face criteria are displayed on or designed as part of the sign structure.

* The BAR & DRB districts, Savannah Highway Overlay, DI-TC, GP, N, AG-8, & AG-S zoning districts, and certain PUDs, have regulations/policies that supersede the base signage requirements. Staff will verify if an address is within these areas.

Click [here](#) for BAR Signage Policies and [here](#) for DRB Signage Policies.

SUBMITTAL REQUIREMENTS FOR COMMON SIGNAGE TYPES:

Awning or Canopy Sign(s):

- Letters & graphics are limited to the valance/canopy face only and may not be greater in height than two-thirds (2/3) the height of the valance/canopy face.
- Scaled drawing(s) showing the awning/canopy's location, materials, and overall dimensions (in feet), along with the valance/canopy face's height & width (in feet), and the design/colors of any letters & graphics.

Facade Sign(s):

- Shall not occupy more than ten percent (10%) of the total square footage of the façade of the building.
- Scaled building elevation(s) showing the façade's height & width (in feet) and the sign's proposed location. A photo with the sign superimposed may be substituted.
- Scaled sign elevation(s) showing dimensions (in feet), materials, design, and colors of the sign.

Freestanding Sign(s):

- Documentation of all existing freestanding signs on the property and where they are located.
- Scaled sign elevation(s) showing the sign's dimensions/height (in feet), materials, design, and colors. All plastic sign faces must have an opaque background.

Right Angle or Blade Sign(s):

- Scaled building elevation(s) showing location and height (in feet) of both the bracket & sign (a photograph with the sign superimposed may be substituted).
- Scaled sign elevation(s) showing the dimensions (in feet), materials, design, and colors of the sign face.

Window Sign(s)/Graphic(s):

- Window signs shall not occupy more than twenty percent (20%) of the total square footage of any single window.
- Scaled window elevation(s) showing the height & width (in feet) of each window, along with the location, dimensions (in feet), design, and colors of all letters & graphics. A photograph with the sign superimposed may be substituted.

PLEASE COMPLETE THE REVERSE SIDE OF THIS PAGE

SIGN(S) #	Description:		
Sign Type:			Illuminated ? <input type="checkbox"/> Yes or <input type="checkbox"/> No
Sign Face Dimensions (ft):	Window/Facade Dimensions (ft):	Height (freest./r-angle/blade):	

SIGN(S) #	Description:		
Sign Type:			Illuminated ? <input type="checkbox"/> Yes or <input type="checkbox"/> No
Sign Face Dimensions (ft):	Window/Facade Dimensions (ft):	Height (freest./r-angle/blade):	

SIGN(S) #	Description:		
Sign Type:			Illuminated ? <input type="checkbox"/> Yes or <input type="checkbox"/> No
Sign Face Dimensions (ft):	Window/Facade Dimensions (ft):	Height (freest./r-angle/blade):	

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Sign Face Dimensions (ft):	Window/Facade Dimensions (ft):	Height (freest./r-angle/blade):	

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Sign Face Dimensions (ft):	Window/Facade Dimensions (ft):	Height (freest./r-angle/blade):	

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Sign Face Dimensions (ft):	Window/Facade Dimensions (ft):	Height (freest./r-angle/blade):	

SIGN(S) #	Description:		
Sign Type:			Illuminated ? <input type="checkbox"/> Yes or <input type="checkbox"/> No
Sign Face Dimensions (ft):	Window/Facade Dimensions (ft):	Height (freest./r-angle/blade):	

I hereby acknowledge by my signature below that this application and submittal are <i>complete and accurate</i> . My signature also confirms that I am authorized to represent the business or owner of the subject property. I understand that additional information or clarification may be requested during the review process prior to approval, and I authorize the subject property to be inspected. I also understand that incomplete submittals will <u>not</u> be accepted and that BAR/DRB approval does <u>not</u> constitute a building permit or an encroachment agreement, which require separate approvals.				Submittal Requirements - Application - Signage Plan
Applicant's Signature:			Date:	

OFFICE USE	Date Received:	Staff:		Permit #	
Zoning	Date Reviewed:	<input type="checkbox"/> Approved	<input type="checkbox"/> Approved w/ Conditions	<input type="checkbox"/> Denied	
BAR/DRB:	Date Reviewed:	<input type="checkbox"/> Approved	<input type="checkbox"/> Approved w/ Conditions	<input type="checkbox"/> Denied	
Conditions:					