

Sign Regulations

What you should know before you purchase signs for your business.



City of Charleston

Do's and Don'ts for Signs in the City of Charleston

Please Do

- Get approval for your sign through the Zoning Division and, when applicable, the Board of Architectural Review (BAR) and/or Commercial Corridor Design Review Board (CCDRB)
- Have sign contractor get a building permit for installation
- Visit the City's website, call or visit the Zoning office at 75 Calhoun Street for information
- Consider the impact if business owners were able to put up any sign they wanted

Please Do Not

- Install signs without obtaining a permit
- Place signs in the right of way
- Put up banners, pennants, or gas/ air filled balloons
- Place signs at locations other than the property the business is located on.
- Put up flags with commercial text or graphics
- Put a sandwich board in the public right of way (except on Daniel Island with a permit)

City of Charleston
Planning, Preservation and Sustainability
75 Calhoun Street, Third Floor
Charleston, SC 29401
Phone 843-724-3781
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Prohibited Signs

Banners

Banners for businesses. Please see Section 54-404 & 54-411 for exceptions such as grand opening or real estate banners.



Balloons

Balloons and ribbons with the exception of those as provided in Section 54-411.



Flags

Flags containing text or graphics advertising a business, service or product. Sect. 54-404



Vehicle Signs

Vehicle with signs parked at a fixed location and which the primary function is to attract attention.



Signs in Right of Way*

*Exception- Town Center Daniel Island

Business signs in the public right of way and signs or structures that obstruct free ingress/egress from a required exit way.



Temporary Signs

Temporary signs, fluttering signs, and pennants. See Sect. 54-411 for exceptions.



Off Premises signs

Signs not on the same property as the business they are advertising.



Excessive Window Signs

Window Signs may cover no more than 20% of the window.

