Everyone operating a business within Horry County must obtain a Business License. Contact the Horry County Treasurer's Office at (843) 915-5620 for more information.

All new businesses or relocated businesses must obtain a zoning compliance from the Planning and Zoning department before a sign permit can be released.

(Revised 2-13-25)

PERMANENT & TEMPORARY SIGNS

PERMITTING PROCESS

FOR HORRY COUNTY

(Unincorporated Areas of Horry County Only)

Horry County Government & Justice Center
1301 Second Ave. Suite 1D09
Conway, S. C. 29526

Code Enforcement: (843) 915-5090 Fax: (843) 915-6090
Planning & Zoning: (843)-915-5340 Fax: (843) 915-6340

https://www.horrycountysc.gov/

DEFINITION OF A SIGN

A Name, identification, description, display or illustration, which is affixed to, painted or represented directly or indirectly upon a building, or other outdoor surface which directs attention to or is designed or intended to direct attention to the sign face or to an object, product, place, activity, person, institution, organization or business. Signs located completely within an enclosed building and not exposed to view from a street, must not be considered a sign. Each display surface of a sign or sign face must be considered to be a sign.

PERMANENT SIGNS THAT REQUIRE PERMITS

- All new and relocated signs.
- All wall signs 40 sq ft and above and all freestanding signs 32 sq. ft. or greater than 8 ft. in height will require a building permit and engineered drawings in accordance with the current International Building Code.
- **PENALTY** FOR BUILDING WITHOUT A PERMIT IS THE PERMIT FEES ARE **DOUBLED**.

EXEMPTIONS:

Article VI, Section 605 of the Horry County Zoning Ordinance defines which signs do not require a permit. Contact Horry County Planning & Zoning at 843- 915-5340 for any questions.

PERMITTING PROCESS FOR NEW SIGNS:

1. A completed building permit and sign permit application must be uploaded online to the plan submittal portal on the Planning and Zoning Department website https://www.horrycountysc.gov/departments/planning-and-zoning/plan-submittal/
2. A letter of agency will be required for all sign reviews.
3. Please allow up to **10 business days** for digital review.

FREESTANDING SIGNS:

a. One copy of architectural or engineer scaled (you may draw it as long as it is to scale) site plan showing the proposed location of the free-standing sign on the property including:
   - Front and side property lines where the sign is located and setbacks
   - The nearest off-site sign, when permitting off-site signs only

b. Scaled drawing of sign and foundation with dimensions.

c. Sign and foundation design prepared by a S.C. registered engineer, signed and sealed with code compliance statement and minimum wind load requirements.
   - Freestanding signs not exceeding 32 sq. ft. or no greater than 8 ft. in height **do not** require engineered drawings.

d. To determine if the sign is in a flood zone, call the Flood Plain Manager at (843) 915-5090. Additional information or actions may be required.

e. All freestanding signs requiring engineered drawings must be designed in accordance with the current.

All freestanding signs must have footing inspections before the footing is poured. If a sign footing fails to be inspected by a Horry County Building Inspector, the contractor must provide a letter certified by a Notary Public that he (the contractor) has installed the footing in accordance with drawings submitted and approved by Horry County Code Enforcement.

All lighted signs must meet the requirements of The National Electrical Code.

WALL SIGNS:

a. One copy of all drawings
b. Scaled drawing of wall in which sign is to be attached and dimensions
c. Scaled drawing of wall sign and dimensions
d. Wall attachment detail

All wall signs can be permitted on one (1) building permit application provided they are all going on one (1) structure and are for one (1) business. If more than one (1) business is located in a structure, each business will require a separate building permit application.

The plan review, building permit, and sign fees are as follows and must be paid at the time the building and/or sign permit is obtained:

ZONING PERMIT FEES:	
Zoning (except off-premise)	$50.00
Off-premise Sign Review	$100.00
Temporary Sign Permit	$50.00
PLAN REVIEW FEE:	$25.00

BUILDING PERMIT FEES:	
35 sq. ft. or less w/o meter	$50.00
35 sq. ft. or less with meter	$150.00
36-99 sq. ft. w/o meter	$100.00
36-99 sq. ft. with meter	$200.00
100 sq. ft. or more w/o meter	$150.00
100 sq. ft. or more with meter	$250.00

TEMPORARY SIGNS & BANNERS

Temporary ground signs of any type shall be setback from the road rights-of-way and all other property lines by no less than five (5) feet.