

Chapter 3

Advertising Limitations within the Town

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Sec. 3.1 . Posting on Public Property; Permit Required.

It shall be unlawful for any person to place any sign or billboard in any street, alley, sidewalk, park or square except by special permit granted by the town council. Where such billboard encroaches upon the line of any street, alley, sidewalk, park or square and no permit therefore has been obtained pursuant to the preceding paragraph, it shall be the duty of the law enforcement department to notify the owner of such billboard or the person maintaining the same, to forthwith remove such billboard and the owner or person maintaining the same shall remove such billboard within ten (10) days after the receipt of such notice. Requirements of Chapter 23 of this Code shall override this ordinance if conflicts occur.

Sec. 3.2. Sign Poster Boards, Etc. Must Carry Name of Owner.

Every person owning or maintaining sign poster boards, painted bulletins, or other outdoor advertisements of any nature, shall have imprinted on the same the name of such person in sufficient size to be plainly visible and permanently affixed thereto.

Sec. 3.3. Posting on Private Property.

It shall be unlawful for any person to paste, paint, tack or place any handbill, circular, picture or other advertisement upon any bridge, lamppost, corner post, telephone pole or telephone post, or on any building, fence or other property except on licensed billboards or sign boards in the Town, without the consent of the owner thereof.

Sec. 3.4. Posting on or Placing in Automobiles.

It shall be unlawful for any person to paste, paint, or attach in any manner or place in any automobile or other vehicle, without the consent of the owner thereof, any poster, circular, card, sticker or other advertising matter.

Sec. 3.5. Scattering Advertising Material.

It shall be unlawful for any person to throw or scatter any sign poster, placard, pictorial or printed matter or other advertising matter whatsoever, in or upon any streets, alleys or sidewalks in the Town.

Sec. 3.6. House to House Advertising.

All distribution of advertising matter from house to house or building to building shall be delivered to someone in each residence or place of business or shall be securely placed under the front door of each residence or place of business or between the front door and the screen.

Sec. 3.7. Sound Making Device on Vehicle; Permit Required.

Permits for vehicles carrying sound-making devices may be issued in the discretion of the council. It shall be unlawful for any person to fail, neglect or refuse to obtain such permit before operating a vehicle carrying a sound-making device.

Sec. 3.8. Intentionally Untrue Statements.

Any person who knowingly with intent to sell or in otherwise dispose of merchandise, securities, service, or anything offered by such person, directly or indirectly, to the public for sale or distribution or with intent to increase the consumption thereof, to induce the public in any manner to enter into any obligation relating thereto or to acquire title thereto or an interest therein makes, publishes, disseminates, circulates or places before the public or causes, directly or indirectly, to be made, published, disseminated, circulated or placed before the public, in a newspaper or other publication or in the form of a book, notice, handbill, poster, bill, circular, pamphlet, letter or in any other way, an advertisement of any sort, regarding merchandise, securities, service or anything so offered to the public which advertisement contains any assertion, representation or statement of fact which is intentionally untrue shall be deemed guilty of a misdemeanor.

Sec. 3.9. Penalties.

Any violations of the provisions of this chapter shall be a misdemeanor and anyone convicted of violating any of the provisions thereof shall be punished at the direction of the court as limited by South Carolina Code 39-1-20.

Sec. 3.10 Conflicts

Where any conflict between this chapter and Chapter 23 occur, the more stringent requirement will prevail.