

- B. Must have a least one employee at the site and available to the public for at least thirty-six (36) hours a week, four (4) days per week, and forty-six (46) weeks per year.
 - C. Must have electricity, telephone service, running water, an indoor restroom, permanent flooring, and adequate heating.
4. *Reader signs* means a sign that has illuminated words that change or move across the area of the sign.
 5. *On-premises signs* means signage/signs located on the same parcel as the business or activity for which it is advertising. On-premises signs are not regulated by this ordinance.

Be amended to read as follows:

Sec. 15.1. - Definitions.

1. *Monopole* means a single steel pole support structure.
2. *Outdoor advertising signs* ~~means~~ signage, of any type, placed with the express intent of directing traffic, of any sort, to a specific business, event or location, either public or private, or to provide a public message. Outdoor advertising signs shall be considered separately from on-premise signs.
3. *Qualified business* means a permanent or physical building from which the qualifying business operation shall be conducted. A qualified business must:
 - A. Must have been in operation for at least twelve (12) months prior to submitting an application for an outdoor advertising sign permit.
 - B. Must have a least one employee at the site and available to the public for at least thirty-six (36) hours a week, four (4) days per week, and forty-six (46) weeks per year.
 - C. Must have electricity, telephone service, running water, an indoor restroom, permanent flooring, and adequate heating.
4. *Reader signs* ~~means~~ a sign that has illuminated words that change or move across the area of the sign.
5. *On-premises signs* ~~means~~ signage/signs located on the same parcel as the business or activity for which it is advertising. On-premises signs are not regulated by this ordinance.

6. *Digital Sign means an off-site sign or billboard that utilizes digital or light-emitting diodes (LEDs) or similar electronic methods to create a changeable image display area.*
7. *Electronically Changing Message Sign means a sign or portion thereof designed to accommodate frequent message changes composed of characters or letters, and that can be changed or rearranged electronically without altering the face or surface of such sign.*
8. *Sign Illumination means illuminated signs shall not directly shine on abutting properties. No illumination simulating traffic control devices or emergency vehicles shall be used, nor shall lights which are intermittently switched on and off, changed in intensity or color, or otherwise displayed to create the illusion of flashing or movement be permitted.*

Section 2.

Darlington County Code of Ordinances, Appendix A. (Darlington County Development Standards Ordinance), Article 15 (Outdoor Advertising Signage) be amended by **adding a new section to be numbered Section 15-7. (Digital And Electronic Changing Message Signs) and the remaining sections renumbered accordingly. The new section 15-7 shall read as follows:**

Sec. 15.7. – Digital and Electronic Changing Message Signs.

1. *Digital and Electronic Changing Message Signs are permitted as off-site signs, including preexisting nonconforming off-premise billboards may be digital signs or electronic changeable message sign subject to the following provisions:*
 - A. *All messages, images, or displays on a digital sign or electronically changing message sign shall remain unchanged for a minimum of six seconds.*
 - B. *The time interval used to change from one complete message, image, or display to the next complete message, image, or display shall be a maximum of (1) one second.*
 - C. *There shall be no appearance of visual dissolve or fading, in which any part of one message, image, or display appears simultaneously with a part of a second message, image, or display.*
 - D. *There shall be no appearance of flashing or sudden bursts of light, and no appearance of video motion, animation, movement, or flow of the message, image, or display within the sign.*
 - E. *The intensity and contrast of light levels shall remain constant and throughout the sign face.*

- F. Each digital sign or electronically changeable message sign shall be equipped with automatic day/night dimming software, to reduce the illumination intensity of the sign from one hour after sunset to one hour prior to sunrise.*
- G. The conversion of a preexisting nonconforming off-site sign to a digital sign or electronically changeable message sign, including structural improvements related thereto, is permitted and shall not be considered as a removal, replacement, change, expansion, or restoration of a nonconformity. Any necessary modifications to a preexisting nonconforming off-site sign to a digital sign or electronically changing message sign, including structural alterations, shall be allowed as long as all dimensions of the sign display shall stay the same as the current dimension of the sign display. These conditions are based upon existing permit holders permit.*
- H. Each digital display or electronically changing message sign shall include a light-sensing device that will adjust the brightness as ambient light conditions change.*
- I. No scrolling text messages.*

Section 3.

Darlington County Code of Ordinances, Appendix A. (Darlington County Development Standards Ordinance), Article 15 (Outdoor Advertising Signage), **current Section 15.7 which is being renumbered Section 15-8 (Lighting Restrictions)** which currently reads:

Sec. 15.7. - Lighting restrictions.

1. No outdoor advertising sign shall have attached to it or be illuminated by flashing or pulsing lights or lights that change colors.
 - A. This prohibition shall not apply to on-premises signs as defined in section 15.1.5.
2. Outdoor advertising signs that are lighted must be constructed and maintained in order to effectively shield or prevent beams or rays of light from being directed at any portion the street or road on which the sign is directing the message.
3. No outdoor advertising sign shall be permitted with lighting of such brilliance or intensity as to cause glare or impair the vision of the drivers of any motor vehicle, or which otherwise interferes with any driver's operation of a motor vehicle.
4. No ground mounted lighting fixtures shall be permitted to illuminate any outdoor advertising sign.

Darlington Planning Commission recommends sign contractors to refer to the International Dark-Sky Association and the Illuminating Engineering Society of North America for light fixture types, styles and models that would satisfy the requirements as specified above.

Be amended to read as follows

Sec. 15.78. - Lighting restrictions.

~~1. No outdoor advertising sign shall have attached to it or be illuminated by flashing or pulsing lights or lights that change colors.~~

~~A. This prohibition shall not apply to on-premises signs as defined in section 15.1.5.~~

21. Outdoor advertising signs that are lighted must be constructed and maintained in order to effectively shield or prevent beams or rays of light from being directed at any portion the street or road on which the sign is directing the message.

22. No outdoor advertising sign shall be permitted with lighting of such brilliance or intensity as to cause glare or impair the vision of the drivers of any motor vehicle, or which otherwise interferes with any driver's operation of a motor vehicle.

43. No ground mounted lighting fixtures shall be permitted to illuminate any outdoor advertising sign.

Darlington Planning Commission recommends sign contractors to refer to the International Dark-Sky Association and the Illuminating Engineering Society of North America for light fixture types, styles and models that would satisfy the requirements as specified above.

4. *Lighting for outdoor advertising signs shall be indirect, and non-flashing.*

5. *Lightening levels will not increase by more than 0.3 foot candles (over ambient levels) as measured using a foot candle meter at a pre-set distance.*

Section 4.

The provision of this ordinance shall be included and incorporated in the Code of Ordinances for Darlington County, as an amendment thereto.

Section 3.

This ordinance shall become effective upon third reading.

DARLINGTON COUNTY COUNCIL



Bobby Hudson, Chairman

ATTEST:



Janet Bishop
Clerk to Council

FIRST READING: June 4, 2018
SECOND READING: July 2, 2018
THIRD READING: August 13, 2018
PUBLIC HEARING: July 2, 2018