

STATE OF SOUTH CAROLINA
CITY OF DARLINGTON

ORDINANCE NO. 2018-01
DIGITAL SIGNAGE

BE IT ORDAINED BY THE MAYOR AND COUNCIL OF THE CITY OF DARLINGTON, SOUTH CAROLINA, assembled ____ day of _____, 20____, that Article V of the City of Darlington, South Carolina, City Code Zoning Ordinance is hereby amended to read as follows:

Section 5-14. Digital Signage

An annual sign permit and inspection is required for all digital signage. The annual fee for a digital sign permit and inspection is \$100 and is in addition to any building permits required during installation. Digital billboards are not allowed.

The following are rules for all digital signage, permanent or temporary.

- 1) Signs must be for the business on the property where it is placed.
- 2) Signs must be maintained. Signs must be repaired, removed, replaced, or turned off if more than 25% of the face is not functioning.
- 3) Signs must be located at least 300 feet from the nearest dwelling.
- 4) Signs are not allowed in a historic district.
- 5) Signs are allowed in the General Commercial (GC), Core Commercial (CC), and Industrial (LI and BI) zoning districts provided that they conform to all other portions of City Code.
- 6) Signs may be up to 50% of the allowable size for building or freestanding signs but may not exceed 50 square feet.
- 7) Framing on the sign must be a neutral color such as black, brown, or white.
- 8) Signs may not display inappropriate words or images.
- 9) Owners must be able to adjust the brightness of the signs. Brightness must be controlled, not just the color contrast of the sign.
- 10) Signs may not display video.
- 11) Motion is not allowed.
- 12) Signs must remain static for a minimum of 10 seconds.
- 13) Signs must conform to the City of Darlington lighting ordinance.
- 14) Scrolling text messages are not allowed.
- 15) Automatic photocell is required.
- 16) Brightness may not exceed 4,500 nits. At no point on the face of the sign shall the luminance exceed 4500 nits during daylight hours. Signs shall be dimmed automatically from sunset to 10 p.m. and shall not exceed 100 nits when the display is set to show maximum white (100% full white mode). Displays must be cut off or turned to 0% brightness between the hours of 10 p.m. and 6 a.m. If a business operates after 10 p.m., the displays must be cut off or turned to 0% brightness when the business closes.

Additionally, **Table 5** will be adjusted to reflect the above changes.

This ordinance shall become effective upon its final adoption.

DONE AND RATIFIED in City Council assembled this ____ day of _____, 20____.

<u>Thursday, February 15, 2018</u> First Reading	_____ Mayor
<u>Tuesday, April 3, 2018</u> Public Hearing	
<u>Tuesday, April 3, 2018</u> Second Reading	
ATTEST:	
_____ Clerk/Treasurer	
AS TO FORM:	
_____ City Attorney	