

ORDINANCE 2012-30

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

AN ORDINANCE OF TWO PARTS AMENDING APPENDIX
A, ZONING, ARTICLE IX SUPPLEMENTAL PROVISIONS,
IN SECTION 902 SIGNS:

IN PART ONE AMENDING DEFINITIONS, TO REDEFINE
ANIMATION AND CHANGEABLE COPY;

IN PART TWO AMENDING 902.4.1 G TO ALLOW
ANIMATION WHERE CEVMS ANIMATION IS PERMITTED

IN PART THREE AMENDING SECTION 902.10.1 TO
PERMIT CEVMS IN ZONES HAVING CHANGEABLE COPY;
AND IN SECTION 902.10.4 TO REGULATE ELECTRONIC
DISPLAY

PART ONE:

IT IS HEREBY ORDAINED that Sections 902.3.1 and 902.3.31 are amended as shown with
the repealed language shown as stricken, and the enacted language shown as underlined,
with the unchanged language shown in context as follows:

Section 902.3.1 *Animation*. The movement, or the optical illusion of movement, of any part
of the sign structure, design or pictorial segment including the movement of any illumination
of the blinking, flashing, scintillating or varying of light intensity. ~~The automatic changing of~~
~~all or any part of the facing of a sign or any sign or part of a sign shall be considered to be~~
~~animation.~~ Also included in this definition are signs having "chasing action" which is the action
of a row of lights commonly used to create the appearance of motion. Animation also includes
CEVMS display that are running or depicting action, as in a video display, but does not include
the fading, scrolling or rolling of one static display to the next, which is defined as static
electronic display.

Section 902.3.31 *Sign, Changeable copy.*

A sign on which message copy is changed either manually in the field, through the utilization
of attachable letters, numbers, symbols, and other similar characters or changeable pictorial
panels, or automatically or electronically on site as a CEVMS sign with animation or static
display as permitted by zone.

1 **PART TWO**

2 **IT IS HEREBY ORDAINED** that Sections 902.4.1 (g) is amended as shown with the repealed
3 language shown as stricken, and the enacted language shown as underlined, with the
4 unchanged language shown in context as follows:

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7 902.4 *General provisions.* It shall be illegal for a sign to be placed or maintained in the City of
8 Myrtle Beach except as provided in this ordinance. Only signs specifically permitted in
9 sections 902.6 and 902.7 and subsection 902.5.2 of this ordinance are allowed in the City of
10 Myrtle Beach. All signs shall comply with the provisions of this section. Any sign authorized in
11 this ordinance is allowed to contain non-commercial copy in lieu of commercial or other copy.

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13 902.4.1 *Traffic hazards and sign illumination.*

14 a.

15 No flood lights shall be utilized as a part of a sign illumination system which are not hooded
16 or shielded so that the light source is not visible from any public right-of-way or adjacent
17 property nor shall any sign otherwise reflect or emit a glaring light so as to impair driver
18 vision.

19 b.

20 No sign illumination system shall contain or utilize any beacon, spot, search or stroboscopic
21 light or reflector, which is visible from any public right-of-way or adjacent property, nor shall
22 such lights be operated outside, under any circumstances, except by authorized public
23 agencies or as permitted in subsection 902.6.7(d).

24 c.

25 No sign shall display lights resembling by color and design or other technique characteristics
26 customarily associated with those used by police, fire, ambulance and other emergency
27 vehicles or for navigation. Automotive warning or flashing signs shall not be utilized as
28 commercial attention-seizing devices.

29 d.

30 No sign is permitted which, due to its position, shape, color, format, or illumination,
31 obstructs the view of, or may be confused with an official traffic sign, signal, or device or any
32 other official sign or which uses the words "stop," "warning," "danger," or similar words
33 implying the existence of danger or the need for stopping or maneuvering by the motoring
34 public.

35 e.

36 No sign shall rotate or otherwise move unless it is located in an AC-3 district.

37 f.

38 No sign shall obstruct the view of motor vehicle operators entering a public roadway from any
39 driveway, street or alley. There shall be no sign or obstruction to vision between the height of
40 two feet and nine feet within the sight distance triangles established in section 901 of the
41 zoning ordinance.

42 g.

43 ~~Except in the AC-3 district as permitted in 902.10~~ and signs permitted in subsection 902.6.9.j
44 no sign shall be animated or contain any animation. For the purposes of this section, any
45 person or persons wearing any costume, character dress, or other distinctive attire for the
46 purpose of attracting attention to any business or commercial activity shall be regulated as an
47 animated sign.

1 PART THREE:

2 IT IS HEREBY ORDAINED that Sections 902.10.1 amended as shown with the repealed
3 language shown as stricken, and the enacted language shown as underline, with the
4 unchanged language shown in context, and Section 901.10.4 is enacted as follows:

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6 902.10 CEVMS signs are permitted only as provided herein.

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8 902.10.1 CEVMS are permitted in Entertainment/Amusement Concentration Overlay District,
9 ~~and C-10 (Transportation District)~~ OZ-50 and Zones C-1, C-2, C-3, C-4, C-5, C-6, C-9, C-10,
10 TA-120, TA-80, TA-55, TA-40, AC-2 and AC-4 (Changeable Copy substitution permissive
11 Zones).

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13 902.10.2 CEVMS are permitted as billboard conversions of existing non-CEVMS billboards to
14 CEVMS, pursuant to 902.9.3. The structures to be removed must be within the city limits,
15 provided that the conversion shall conform to current building code regulations.

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17 902.10.3 CEVMS shall conform to following:

- 18 a. The sign may not have an intensity or brilliance not as to impair the vision of a motor
19 vehicle driver with average eyesight or to otherwise interfere with the driver's operation of a
20 motor vehicle, or to interfere with the effectiveness of an official traffic sign, device, or
21 signal;
22 b. The sign may not exceed the maximum brightness standards: Dawn to dusk: not more than
23 7,500 nits (candelas per square meter); Dusk to dawn: no greater than 750 nits, as measured
24 from the sign's face at maximum brightness;
25 c. The sign shall have an automatic dimmer control incorporating a photo cell mechanism to
26 produce a distinct illumination change from a higher illumination level to a lower level for the
27 time period between one half-hour before sunset and one half-hour after sunrise;
28 d. The sign shall have a default mechanism that will either stop the sign in one position, or
29 turn the sign off should a malfunction occur.

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31 902.10.4 Types of display, animated or static display

32 Notwithstanding any other provision of law, CEVMS animation displays which depict running
33 video or action are only allowed only in the Entertainment/Amusement Concentration
34 Overlay District, OZ-50 Zone and on certain governmental directional, informational or
35 promotional signs approved by City Council as civic signs.

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41 This ordinance shall become effective upon adoption.
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47 Signatures on page 4
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S/JOHN RHODES
JOHN RHODES, MAYOR

ATTEST:

S/JOAN GROVE
JOAN GROVE, CITY CLERK

1st Reading: 5-8-12

2nd Reading: 3-26-13