

AGENDA
OF THE SIMPSONVILLE CITY
COMMITTEE OF THE WHOLE
January 24, 2023
6:30pm
Council Chambers – City Hall

1. **CALL TO ORDER**.....Mayor Shewmaker
2. **ROLL CALL**.....City Clerk, Ashley Clark
3. **PLEDGE OF ALLEGIANCE**
4. **APPROVAL OF MINUTES**
5. **CITIZEN COMMENTS**
6. **STAFF REPORTS** – Department Heads will be available to answer any questions concerning the departmental monthly reports for Police, Fire, Recreation and Public Works
 - a. Financial ReportFinance Director, Christine Furino
 - b. Economic Development Report.....Planning & Economic Development Director, Jason Knudsen
 - c. Community Relations Specialist Report..... Community Relations Specialist, Justin Campbell
 - d. Arts Center Report.....Arts Center Manager, Melissa Sturgis
 - e. City Administrator Report..... City Administrator, Dianna Gracely

7. **BUSINESS**

Items Anticipated to Come Before Council

- a. TX-2023-01 Misc. Refinements to the Zoning Ordinance.....Planner Jon Derby
- b. Reopen Hunter Street with increased police presence and speed bumps.....Councilman Aaron Rupe

8. **ADJOURN**

PLEASE NOTE: This Agenda is accurate as of the Friday immediately preceding the Council meeting but is subject to change until twenty-four (24) hours prior to the meeting. Please contact the City Clerk the day of the meeting for the latest agenda information.

CITY OF SIMPSONVILLE, SOUTH CAROLINA

TITLE: ORDINANCE NO. TX-2023-01. AN ORDINANCE CONTAINING VARIOUS REFINEMENTS TO THE SIMPSONVILLE ZONING ORDINANCE.

BASIS FOR THE ORDINANCE: TITLE 6, CHAPTER 29, SOUTH CAROLINA CODE OF LAWS

ENACTING CLAUSE: NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SIMPSONVILLE, SOUTH CAROLINA

CITATION OF ORDINANCE REPEALED: None

PROVISION OF ORDINANCE: See provision of ordinance below.

SECTION NUMBERS: See below.

EFFECTIVE DATE OF ORDINANCE: Upon final approval by Council after second reading and signing by the Mayor.

NAME OF PERSON REQUESTING INTRODUCTION OF ORDINANCE: Planner, Jon Derby.

NOW, THEREFORE BE IT ORDAINED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF SIMPSONVILLE, SOUTH CAROLINA, AS FOLLOWS:

*NOTE: Language in section 1 of this ordinance that is ~~struck through~~ is language proposed to be deleted, underlined language is language proposed to be added, language that is not ~~struck through~~ or underlined is not to be changed, and *** represents sections of the Zoning Ordinance that have been skipped and remain unchanged.*

SECTION 1. That the City of Simpsonville Zoning Ordinance is hereby amended as follows:

2.12 DO-TC, Design Overlay-Town Center District

2.12.2 Site Design

C. Pedestrian Design

The required minimum width of sidewalks in the public right-of-way shall be maintained free of obstruction for the required minimum width. Shelter, shade, and/or weather protection in the form of shade trees, awnings, arcades, balconies, overhangs, or other similar means acceptable by the Planning Director shall be provided along the public sidewalk.

~~Pedestrian lighting fixtures shall be required every 80 feet within the streetscape. Where there are physical restrictions, the spacing of lighting fixtures may be adjusted, provided the adjustment is the minimum needed to avoid the obstruction. The style of lighting fixtures shall be consistent with existing fixtures in this district, as determined by the Planning Director.~~

2.12.6 Signage

A. Window Signs

Signs on the interior or exterior of glass windows and glass doors shall comply with the following standards:

1. Maximum sign display area. The sign face or display area shall not exceed twenty percent of the glass area of the window frame section or glass door. The combination of window signs, projecting signs, hanging signs, awning signs and wall signs shall not exceed ten percent of the gross surface area of the façade on which the signage is installed.
2. Maximum number of window signs. There is no limit to the number of window signs allowed provided the gross sign display does not exceed the maximum limitations described herein.
3. Glass area. For the purposes of this section, the glass area of a window frame section shall mean the glazed area between the head, jamb and sill components of the window.

B. Freestanding signage

Monument signs shall comply with the following standards:

1. Maximum display area. The sign face or display area shall not exceed 50 square feet
2. Maximum number of signs. Monument signs shall not exceed one sign per street front per lot. Not more than one freestanding sign at each property shall be oriented to the same street.
3. Maximum height. No monument sign shall exceed a height of 8 feet above the natural grade at the base of the sign.
4. Multi-tenant developments. Where it is necessary due to the number of tenants at a single property, the display area of a monument may exceed the maximum sign display area provided (a) the sign shall not contain more than one placard for each tenant; (b) each placard shall not exceed four square feet; and (c) the display area

of all other copy on the sign, including the name of the shopping center or development, shall not exceed 32 square feet.

5. Prohibited location. Window signs shall only be permitted on ground floors
6. Illumination. Unless otherwise indicated, no window sign shall be illuminated.

Unless exempt, no sign shall be erected, altered, moved or reconstructed within the DO-TC district except in accordance with the procedures set forth in Article 7, Procedures, of this Ordinance

2.13 DO-VC, Design Overlay-Village Commerce District

2.13.2 Site Design

C. Pedestrian Design

The required minimum width of sidewalks in the public right-of-way shall be maintained free of obstruction for the required minimum width. Shelter, shade, and/or weather protection in the form of shade trees, awnings, arcades, balconies, overhangs, or other similar means acceptable by the Planning Director shall be provided along the public sidewalk.

~~Pedestrian lighting fixtures shall be required every 80 feet within the streetscape. Where there are physical restrictions, the spacing of lighting fixtures may be adjusted, provided the adjustment is the minimum needed to avoid the obstruction. The style of lighting fixtures shall be consistent with existing fixtures in this district, as determined by the Planning Director.~~

2.13.4 Signage

A. Window Signs

Signs on the interior or exterior of glass windows and glass doors shall comply with the following standards:

1. Maximum sign display area. The sign face or display area shall not exceed twenty percent of the glass area of the window frame section or glass door. The combination of window signs, projecting signs, hanging signs, awning signs and wall signs shall not exceed ten percent of the gross surface area of the façade on which the signage is installed.

2. Maximum number of window signs. There is no limit to the number of window signs allowed provided the gross sign display does not exceed the maximum limitations described herein.
3. Glass area. For the purposes of this section, the glass area of a window frame section shall mean the glazed area between the head, jamb and sill components of the window.

C. Freestanding signage

Monument signs shall comply with the following standards:

1. Maximum display area. The sign face or display area shall not exceed 50 square feet
2. Maximum number of signs. Monument signs shall not exceed one sign per street front per lot. Not more than one freestanding sign at each property shall be oriented to the same street.
3. Maximum height. No monument sign shall exceed a height of 8 feet above the natural grade at the base of the sign.
4. Multi-tenant developments. Where it is necessary due to the number of tenants at a single property, the display area of a monument may exceed the maximum sign display area provided (a) the sign shall not contain more than one placard for each tenant; (b) each placard shall not exceed four square feet; and (c) the display area of all other copy on the sign, including the name of the shopping center or development, shall not exceed 32 square feet.
5. Prohibited location. Window signs shall only be permitted on ground floors
6. Illumination. Unless otherwise indicated, no window sign shall be illuminated.

Unless exempt, no sign shall be erected, altered, moved or reconstructed within the DO-VC district except in accordance with the procedures set forth in Article 7, Procedures, of this Ordinance

3.2.20 Sales and Service, Motor Vehicle and Parts

A. Standards

- ***
4. Service bay doors including car wash bays and tunnels, shall be orientated away from the public right of way.
- ***

4.8 Lighting

6.8.3 Standards

1. Parking lots shall be adequately lit unless the parking lot contains fewer than ten parking spaces and the property owner can sufficiently demonstrate that the parking area will not be used at night.
2. Only incandescent, fluorescent, metal halide, LED, mercury vapor or color corrected high-pressure sodium light shall be permitted.
3. Light sources shall be shielded or recessed within opaque housing. Any fixture under a canopy shall be flush-mount with a flat lens. Each light fixture in excess of 100 watts or equivalent shall meet ISENA definition of full cut-off fixtures or hoods to prevent glare or spillover onto adjacent lands and streets and into the sky.
4. Fixtures shall be positioned and mounted in such a manner that the light source or the cone of light is not directed at or beyond any property line or right-of-way. The placement and positioning of lighting shall be designed such that the vision of motorists is not impaired.
5. Poles or structures used to support exterior light fixtures shall be set back at least 5 feet from each property line and shall not exceed a height of 30 feet
6. Lighting shall not blink, flash, rotate, flutter, or otherwise change in light intensity, brightness, or color, except for public safety purposes.
7. For commercial uses that are abutting single family residential property, light levels shall be no greater than 0.5 foot candles (FC) when measured at the abutting residential property line.
8. For non-residential uses that abut a property line of a single-family detached use, exterior illumination levels shall be reduced to 25 percent or less of the normal permitted levels one hour after business closing to one hour before business opening
9. Color temperature. Outdoor lighting fixtures must not exceed 3000K at the light source
10. Canopy lighting. Areas under vehicle canopies shall have maximum point of horizontal illuminance of 20 maintained foot candles (FC). The sides or top of the canopy shall not be illuminated, except as permitted by permanent sign standards, section 4.10.5B. Lighting under canopies shall be designed so as to not create glare beyond the outside edge of the canopy; acceptable methods include the following:
 1. The use of recessed fixtures incorporating lens covers that are recessed or flush with the bottom surface (ceiling) of the canopy: or
 2. The use of light fixture shields or the canopy edge itself.
11. Light measurements shall be made with a metering device at ground level (finished grade) consistent with the manufacturing specifications
12. A lighting plan must be submitted with an application for development or redevelopment that includes a photometric plan showing the maximum and average light layout.

4.9.3 Plant Material Standards and Maintenance

- F. Trees may only be pruned in accordance with the standards of ANSI A300 Standards for Tree Care Operations. Trees aggressively or improperly pruned will be a violation of this ordinance and the property will be considered nonconforming. Any property in violation of improper or aggressive pruning will be required to replace the tree(s) with tree(s) meeting the minimum planting standards as specified in this ordinance.
- G. Required plants which have become dead or diseased shall be replaced with a new comparable planting within 90 days after notification by the Planning Director, or designee. The Planning Director may grant a one-time 90-day extension where warranted due to weather constraints.
- H. Where plant materials not native to the upstate area of South Carolina are used for more than 25 percent of the required plants materials, landscaped areas shall be irrigated with a system that is suitable for the type(s) of plantings installed. Irrigation systems shall comply with South Carolina laws and standards.
- I. Some types of trees, upon maturing, represent liabilities to the community due to structural weakness, disease or insect susceptibility, short life, destructive root systems, rank growing branches requiring extensive maintenance, and invasive qualities. The following trees, adapted from the South Carolina Exotic Pest Plant Council Invasive Species List, shall be discouraged in any landscaped area or buffer.
1. Tree of Heaven (*Ailanthus Altissima*)
 2. Mimosa (*Alibzia Julibrissin*)
 3. Paper Mulberry (*Broussonetia Papyrifera*)
 4. Russian Olive (*Elaeagnus Angustifolia*)
 5. Chinaberry (*Melia Azedarach*)
 6. White Mulberry (*Morus Alba*)
 7. Princesstree (*Paulownia Tomentosa*)
 8. White Poplar (*Populus Alba*)
 9. Bradford Pear (*Pyrus Calleryana*)
 10. Sawtooth Oak (*Quercus Acutissima*)
 11. Chinese Tallowtree (*Triadica Sebifera*)

Any party involved with the utilization of these trees may be held liable for damages caused thereby.

4.10.3 Exempt Signs

- F. Temporary window Signs. A sign on the interior of window glass provided the size of the display does not exceed ~~50~~ 4 square feet of the glass area of the window. At no point shall window signs cover more than 20 percent of the glass area of the window frame or door section.

*Perforated window film and like material are defined as permanent signage.

4.10.5 Standards for All Signs

B. Sign Illumination

3. *Neon or like sign.* With the exception of a single window sign per business or establishment and provided that such sign is not larger than ~~four~~ two square feet, neon signs shall be prohibited

4.10.6 Permissible Signs in Business Districts

B. Permanent window Signs

Signs on the interior or exterior of glass windows and glass doors shall comply with the following standards:

1. *Maximum sign display area.* The sign face or display area shall not exceed twenty percent of the glass area of the window frame section or glass door. The combination of window signs, projecting signs, hanging signs, awning signs and wall signs shall not exceed ten percent of the gross surface area of the façade on which the signage is installed.
2. *Maximum number of window signs.* There is no limit to the number of window signs allowed provided the gross sign display does not exceed the maximum limitations described herein.
3. *Window graphics.* Drawings painted on windows or doors that contain no copy, symbols, or other references to commercial products or services shall not be considered signs and shall be exempt from the provisions of this Ordinance. However, drawings painted on windows that do contain copy, symbols, or other references to commercial products or services shall be considered window signs and shall be subject to the regulations herein.
4. *Glass area.* For the purposes of this section, the glass area of a window frame section shall mean the glazed area between the head, jamb, and sill components of the window

Unless otherwise indicated, properties with facades not in compliance with the fenestration requirement are prohibited from window signs.

C. Projecting Signs

Projecting signs perpendicular to and attached to the wall of a building shall comply with the following:

1. Maximum sign display area. The combination of wall signs, window signs, projecting signs, hanging signs, and awning and canopy signs shall not exceed ten percent of the gross surface area of the façade on which the signage is installed. Furthermore, no projecting sign shall exceed 20 square feet or one square foot per lineal foot of storefront, whichever is less.
2. Maximum projection. No projecting sign shall extend more than four feet from the wall on which it is installed
3. Maximum number of signs. Not more than one projecting sign shall be permitted per façade per tenant.
4. Multi-tenant buildings. On a multi-tenant building, each occupant may have a separate projecting sign on the portion of the building occupied by that tenant. The maximum sign display area shall be based on the tenant's portion of the façade.
5. Sign placement. No projecting sign shall extend above the fascia nor shall any sign extend above the cornice or eave line. Furthermore, no project sign shall be mounted to an awning or canopy.
6. Construction and installation. A projecting sign shall be constructed entirely of metal or similar noncombustible material and shall be securely attached to a building by appropriate metal supports such as bolts, anchors, supports, chains, guys or steel rods.

D. Hanging Signs

Signs which hang from a fixed marquee or porch overhang shall comply with the following standards:

1. Maximum sign display area. The combination of wall signs, window signs, projecting signs, hanging signs, and awning and canopy signs shall not exceed ten percent of the gross surface area of the façade on which the signage is installed. Furthermore, no projecting sign shall exceed 20 square feet or one square foot per lineal foot of storefront, whichever is less.
2. Maximum number of window signs. Not more than one hanging shall be permitted per façade per tenant.
3. Multi-tenant buildings. On a multi-tenant building, each occupant may have a separate hanging sign on the portion of the building occupied by that tenant. The maximum sign display area shall be based on the tenant's portion of the façade.
4. Sign placement. No hanging sign shall hang from an awning or canopy.
5. Installation. Hanging signs shall be securely attached to the building by appropriate metal supports such as bolts, anchors, supports, chains, guys or steel rods.

E. Awning or Canopy Signs

Signs on awnings or canopies shall comply with the following standards:

1. Maximum sign display area. The combination of wall signs, window signs, projecting signs, hanging signs, and awning and canopy signs shall not exceed ten percent of the gross surface area of the façade on which the signage is installed. Furthermore, awning or canopy signs shall be restricted to the valance area of the awning or canopy and shall not exceed 80 percent of the valance area.
2. Maximum number of signs. There is no limit to the number of awning or canopy signs allowed provided the gross sign display does not exceed the maximum limitations described herein.
3. Sign placement. No sign shall project from or hang from an awning or canopy.

F. Monument Sign

Monument signs shall comply with the following standards:

1. Maximum sign display area. The sign face or display area shall not exceed one square foot per linear foot of the property's street frontage to which the sign is oriented. Furthermore, no monument sign shall exceed 120 square feet when it fronts and is orientated to a street with less than four through-travel lanes, nor shall the sign exceed 160 square feet when it fronts and is orientated to a street with at least four through-travel lanes.
2. Maximum number of signs. The combination of monument signs, decorative post signs, pole signs, and similar freestanding signs shall not exceed one sign per street front per lot. Not more than one freestanding sign at each property shall be oriented to the same street.
3. Maximum height. No monument sign which fronts and is oriented to a street with less than four through-travel lanes shall exceed a height of 15 feet above the natural grade at the base of the sign. No monument sign which fronts and is oriented to a street with at least four through-travel lanes shall exceed a height of 20 feet above the natural grade at the base of the sign.
4. Multi-tenant developments. Where it is necessary due to the number of tenants at a single property, the display area of a monument may exceed the maximum sign display area provided (a) the sign shall not contain more than one placard for each tenant; (b) each placard shall not exceed eight square feet; and (c) the display area of all other copy on the sign, including the name of the shopping center or development, shall not exceed 32 square feet.
5. Interpretation of "fronting a street with at least four through-travel lanes." For the purpose of this section, "fronting a street with at least four through-travel lanes" shall mean property which abuts the right-of-way of a street with at least four travel lanes used for through traffic of motorized vehicles. Through-travel lanes shall not include deceleration lanes, turn lanes, fire lanes, merge lanes, emergency lanes, designated bicycle lanes, or bus lanes.

G. Decorative Post Signs

Decorative post signs shall comply with the following standards:

1. Maximum sign display area. The sign face or display area shall not exceed 32 square feet.
2. Maximum number of signs. The combination of monument signs, decorative post signs, pole signs, and similar freestanding signs shall not exceed one sign per street front per lot. Not more than one freestanding sign at each property shall be oriented to the same street.
3. Maximum height. No decorative post sign shall exceed a height of eight feet above the natural grade at the base of the sign.
4. Multi-tenant developments. At a development with multiple tenants, multiple sign panels may be supported between the same decorative post, provided each sign panel shall be made of the same material

H. Pole Sign

Pole or pylon signs may be permitted on lots adjacent to a federal interstate highway where the average grade of the lot is lower than the grade of the adjacent interstate highway provided the sign shall comply with the following standards:

1. Maximum sign display area. No pole or pylon sign shall exceed 160 square feet or one square foot per linear foot of the property's frontage along the interstate highway, whichever is less.
2. Maximum number of signs. The combination of monument signs, decorative post signs, pole signs, and similar freestanding signs shall not exceed one sign per street front per lot. Not more than one freestanding sign at each property shall be oriented to the same street. Furthermore, not more than one pole or pylon sign shall be permitted per lot.
3. Maximum height. No pole or pylon sign shall exceed a height of 27 feet above the natural grade at the base of the sign.
4. Interpretation of "adjacency to a federal interstate highway." For the purpose of this section, "adjacency to a federal interstate highway" shall mean property which abuts the right-of-way of a designated highway in the Dwight D. Eisenhower National System of Interstate and Defense Highways (Interstate Highway System)
Adjacency is not established by another right-of-way or easement which connects a property to the interstate highway. However, if the connecting right-of-way or easement intervenes between a property and the interstate highway, which but for the intervening right-of-way or easement would abut one another, the intervening right-of-way or easement does not destroy adjacency.

I. Electronic Message Display Signs

Signs that incorporate an electronic message display shall comply with the following standards:

1. Prohibited locations. Electronic message display signs shall be prohibited in the DO-TC district and at premises adjacent to the section of Main Street (both N/S Main Street and NE/SE Main Street) beginning at Hillcrest Avenue and ending at Loma Street.
2. Sign type. An electronic message display sign may only be installed or incorporated into a monument sign and shall not be constructed upon or mounted onto any other type of sign, building, or structure. Furthermore, the addition of an electronic message display sign to a nonconforming sign shall be strictly prohibited.
3. Maximum electronic message display area. No electronic message display sign shall exceed 24 square feet or 50 percent of the total sign display area of the sign in which it is installed, whichever is less.
4. Maximum number of signs. Not more than one electronic message display sign shall be permitted per lot.
5. Electronic message appearance. The electronic message display sign shall not simulate traffic control devices or emergency vehicles. The electronic message display sign shall not have any distracting appearance of motion, flashing, blinking, or shimmering. When the display changes, it shall change as rapidly as practicable with no flashing, change in illumination intensity, blending, twirling, or other manner which imitates movement or animation, except for scrolling.
6. Electronic message illumination. The electronic message display sign shall be equipped with an automatic dimming control to adjust the sign's brightness level such that the sign will not increase area illumination by more than 0.3 foot-candles above the ambient levels as measured by a light meter at an approximate distance of 100 feet between the sign and the measurement device. Ambient light shall be determined using a light meter at the distance indicated above while the electronic message display is turned off or displaying all-black copy.

Furthermore, the illumination from an electronic message display sign shall not encroach onto or create a visual nuisance to residential properties.

4.10.7 Permissible Signs in Residential Districts

B. Window Signs

Signs on the interior or exterior of glass windows and glass doors shall comply with the following standards:

1. Maximum sign display area. The sign face or display area shall not exceed twenty percent of the glass area of the window frame section or glass door. The combination of window signs, projecting signs, hanging signs, awning signs and wall signs shall not exceed ten percent of the gross surface area of the façade on which the signage is installed.
2. Maximum number of window signs. There is no limit to the number of window signs allowed provided the gross sign display does not exceed the maximum limitations described herein.

C. Hanging Signs

Hanging signs may be installed to identify institutions and similar principal uses permitted by special exception provided that the sign shall comply with the following standards:

1. Maximum sign display area. The combination of wall signs, window signs, and hanging signs, shall not exceed ten percent of the gross surface area of the façade on which the signage is installed. Furthermore, no hanging sign shall exceed 20 square feet.
2. Maximum number of window signs. Not more than one hanging shall be permitted per façade.
3. Sign placement. No hanging sign shall hang from an awning or canopy.
4. Installation. Hanging signs shall be securely attached to the building by appropriate metal supports such as bolts, anchors, supports, chains, guys or steel rods.
5. Sign Illumination. No hanging sign shall be internally illuminated.

D. Monument Sign

Monument signs may be installed to identify residential subdivisions, multi-family developments, manufactured housing parks, institutions, and similar principal uses permitted by special exception provided that the sign shall comply with the following standards:

1. Maximum sign display area. No monument sign shall exceed 50 square feet.
2. Maximum number of signs. The combination of monument signs, decorative post signs, and similar freestanding signs shall not exceed one sign per street front per lot, with the exception of mirroring identification signs used at driveways which shall not exceed two signs per driveway provided each sign does not exceed 32 square feet. Except for mirroring identification signs, not more than one freestanding sign at each property shall be oriented to the same street.
3. Maximum height. No monument sign shall exceed a height of 12 feet above the natural grade at the base of the sign.
4. Sign Illumination. No monument sign shall be internally illuminated.

E. Decorative Post Signs

Decorative post signs may be installed to identify institutions and similar principal uses permitted by special exception provided that the sign shall comply with the following standards:

1. Maximum sign display area. No decorative post sign shall not exceed 32 square feet.
2. Maximum number of signs. The combination of monument signs, decorative post signs, and similar freestanding signs shall not exceed one sign per street front per

lot. Not more than one freestanding sign at each property shall be oriented to the same street.

3. Maximum height. No decorative post sign shall exceed a height of eight feet above the natural grade at the base of the sign.
Sign Illumination. No monument sign shall be internally illuminated

F. Home Occupation Signs

Signs that identify or are used for the purpose of a home occupation shall comply with the following standards:

1. Sign type. Only walls signs or hanging signs shall be used at the premises of a home occupation.
2. Maximum sign display area. No home occupation sign shall exceed four square feet.
3. Maximum number of signs. Not more than one home occupation sign shall be permitted per lot.
4. Sign placement. No home occupation sign shall hang from an awning or canopy
5. Installation. Home occupation sign shall be securely attached to the building by appropriate metal supports such as bolts, anchors, supports, chains, guys, or steel rods.

G. Electronic Message Display Signs

Signs that incorporate an electronic message display shall comply with the following standards:

1. Prohibited locations. Electronic message display signs shall be prohibited in the R-E, R-Lo, R-Mid, R-Hi, DO-TC districts and at premises adjacent to the section of Main Street (both N/S Main Street and NE/SE Main Street) beginning at Hillcrest Avenue and ending at Loma Street.
2. Sign type. An electronic message display sign may only be installed or incorporated into a monument sign and shall not be constructed upon or mounted onto any other type of sign, building, or structure. Furthermore, the addition of an electronic message display sign to a nonconforming sign shall be strictly prohibited.
3. Maximum electronic message display area. No electronic message display sign shall exceed 24 square feet or 50 percent of the total sign display area of the sign in which it is installed, whichever is less.
4. Maximum number of signs. Not more than one electronic message display sign shall be permitted per lot.
5. Electronic message color. The electronic message display sign may be illuminated with amber or red color only.
6. Electronic message appearance. The electronic message display sign shall not simulate traffic control devices or emergency vehicles. The electronic message display sign shall not have any distracting appearance of motion, flashing, blinking, or shimmering. When the display changes, it shall change as rapidly as

practicable with no flashing, change in illumination intensity, blending, twirling, or other manner which imitates movement or animation, except for scrolling.

7. Electronic message illumination. The electronic message display sign shall be equipped with an automatic dimming control to adjust the sign's brightness level such that the sign will not increase area illumination by more than 0.3 foot-candles above the ambient levels as measured by a light meter at an approximate distance of 100 feet between the sign and the measurement device. Ambient light shall be determined using a light meter at the distance indicated above while the electronic message display is turned off or displaying all-black copy.
8. Hours of operation. Electronic message displays shall be turned off between the hours of 7:00 pm and 6:00 am (EST).
9. Sign orientation. An electronic message display must be perpendicular to the adjacent road front.

Furthermore, an electronic message display facing a residential lot must be setback a minimum distance of 100 feet as measured from every property line of that residential lot.

8.3.8 Sign Measurements

- G. *Window frame section:* The sign display area for a window sign shall consist of the glass surface between the head jamb, side jamb and sill components of the window



Sign Measurements-The areas outlined in red indicates a single window frame section

8.5 Defined Terms

Foot candle (FC):

A quantitative unit measuring the amount of light cast onto a given point, measured as one lumen per square foot.

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Full cut-off fixture:

An outdoor light fixture shielded or constructed in such a manner that it emits no light above the horizontal plane of the fixture

SIGNATURE OF MAYOR:

Paul Shewmaker

ATTEST:

APPROVED AS TO FORM:

Ashley Clark
City Clerk

Daniel Hughes
City Attorney

FIRST READING: February 10, 2023
SECOND READING: March 14, 2023