

Kershaw County Planning and Zoning Department

515 Walnut Street, Room 160, Camden, SC 29020 803-425-7233



CHANGEABLE COPY SIGN REGULATIONS

3:4.2-7 Changeable Copy Signs

Changeable copy signs are signs or portions thereof with characters, letters, or illustrations that can be changed or rearranged by any means (manual, electronic, atmospheric, mechanical, remote, etc.) without altering the face or surface of the sign. For the purposes of the ZLDR, a sign on which the message or image changes more often than once every fifteen (15) seconds shall be considered an animated sign and is not allowable. Changeable copy signs are permitted as follows:

- A. Changeable copy is permitted only on permanent principal freestanding signs and marquees, and shall comply with all of the regulations of freestanding and marquee signs as applicable, and as outlined in the Signs Requiring a Permit provisions in this section.
- B. Sign copy or image shall maintain a static message or image for at least fifteen (15) seconds.
- C. The actual change between sign message and/or image shall be instantaneous.
- D. Changeable copy signs shall not employ motion or the illusion of motion by any means to depict action or create a special effect or scene.
- E. Such signs are not permitted to create the illusion of blinking, alternating, chasing, contracting or expanding, flashing, fading, repeating, oscillating, pulsating, rotating, rolling, running, scrolling, strobing, twinkling, or simulate moving video images, etc.
- F. Signs shall not employ flashing lights or lights of changing degree or intensity of color.
- G. Signs containing changeable copy produced by light emitting diodes (LEDs), incandescent or low voltage lamps or bulbs, or cathode ray tubes (CRTs) shall include automatic brightness compensation features to adjust brightness to compensate for sun angle and ambient light conditions, and ensure that the sign is visible, but not necessarily radiant.
- H. Changeable copy signs shall be illuminated as specified in the illumination provisions of these regulations.

5:4.5-1D Animated Signs

Any sign, or any part of a sign, that changes copy or image more frequently than once every fifteen (15) seconds is considered to be animated and is not allowable. Included are signs that employ motion or the illusion of motion by any means (manual, electronic, mechanical, electrical, atmospheric, panels, slats, discs, or lights, etc.) to depict action or create a special effect or scene. Also included are signs that create the illusion by blinking, alternating, chasing, contracting or expanding, flashing, fading, repeating, oscillating, pulsating, rotating, rolling, running, scrolling, strobing, twinkling, simulating moving video images, etc. Exception: If a time and temperature sign alternates between a time message and a temperature message, it shall continuously show one message a minimum of six (6) seconds in time before switching to the other message.

5:4.5-1U Signs with Intense Lighting Adjacent to Residential Uses

No sign shall be illuminated in such a way that it casts intense illumination onto any residential premises located in any zoning district in a manner which by intensity, duration, location, or other characteristic is incompatible with the residential character of the property on which such illumination is cast.