

# State of South Dakota

SEVENTY-SECOND SESSION  
LEGISLATIVE ASSEMBLY, 1997

400A0226

## HOUSE BILL NO. 1031

Introduced by: The Committee on Transportation at the request of the Department of  
Transportation

1 FOR AN ACT ENTITLED, An Act to allow off-premise changeable electronic message signs  
2 in areas adjacent to the interstate and primary highway systems.

3 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF SOUTH DAKOTA:

4 Section 1. That § 31-29-66 be amended to read as follows:

5 31-29-66. The standards and criteria for lighting of outdoor advertising authorized to be  
6 erected and maintained in zoned or unzoned commercial or industrial areas adjacent to the  
7 interstate and primary highway systems are:

8 (1) No revolving or rotating beam of light simulating an official emergency device ~~shall~~  
9 be is permitted. Signs with flashing lights of any color ~~shall~~ are not be permitted,  
10 except illuminating signs giving such public service information as time, date, or  
11 temperature;

12 (2) External lighting, such as floodlights, thin-line and gooseneck reflectors, ~~shall be is~~  
13 permitted, ~~provided that~~ if it is shielded so as to prevent the direction of rays of light  
14 to any part of the main-traveled way; ~~and~~

15 (3) No lighting ~~shall be allowed~~ is permitted which is of such brilliance or intensity so as

1 to establish glare or reflection which would interfere with the effectiveness of any  
2 official traffic control device or official sign or interfere with the motorist's view of  
3 traffic conditions; and

4 (4) A changeable message sign is permitted as an off-premise sign, regardless of the  
5 technology used, if the message is changed not more than once every six seconds and  
6 if the message is not continuously scrolled.