



TEXT AMENDMENT REQUEST FORM (External)

Development Services
420 McKinney Pkwy.

P.O. Box 65, Lillington, NC 27546

Phone: (910) 893-7525 Fax: (910) 893-2793

Case: PLAN2608-0002

Staff: Sarah Arbour, Long Range Planner sarbour@harnett.org (910) 814-6414

Planning Board: October 5, 2026 County Commissioners: October 19, 2026

Applicant Information

Applicant:

Name: Millenium Digital Marketing LLC
Address: 35 Cypress Point
City/State/Zip: Sanford, NC 27332
Phone: 330-327-4623

Type of Change

☐ New Addition ☒ Revision

Ordinance: Unified Development Ordinance

Article: VII. **Section:** 10.10.7.B.1

Reason for Requested Change:

Currently, the Unified Development Ordinance requires 20 minutes between image changes on an electronic outdoor advertising sign (billboard). The applicant is proposing a change to reduce the required interval between image changes to 8 seconds to be in accordance with industry standards.

The proposed interval aligns with the North Carolina Department of Transportation's requirement that automatic changeable facing signs to remain in a fixed position for a minimum of eight seconds, as well as the interval requirements established by other local zoning codes.

Current Text:

10.10.7 Movable Message & Electronic Display

B. Any billboard utilizing electronic display techniques in whole or in part must meet the following operational standards:

1. Duration

The full billboard image, or any portion thereof, must have a minimum duration of 20 minutes and must be a static display. No portion of the image may flash, scroll, swirl, change color, in any manner imitate movement, or meet the characteristics of a flashing sign.

Applicant's Proposed Text:

10.10.7 Movable Message & Electronic Display

B. Any billboard utilizing electronic display techniques in whole or in part must meet the following operational standards:

1. Duration

The full billboard image, or any portion thereof, must have a minimum duration of ~~20 minutes~~ eight seconds and must be a static display. No portion of the image may flash, scroll, twirl, change color, in any manner imitate movement, or meet the characteristics of a flashing sign.

Suggested Statement-of-Consistency for Approval:

The requested Text Amendment is consistent with the policies, goals, and strategies outlined in the Harnett Horizons 2040 Comprehensive Land Use Plan or the existing regulations in the Unified Development Ordinance. Therefore, it is recommended that the Text Amendment request be **APPROVED**.

Suggested Statement-of-Consistency for Denial:

The requested Text Amendment does not advance the policies, goals, or recommendations outlined in the Harnett Horizons 2040 Comprehensive Land Use Plan. Therefore, it is recommended that the Text Amendment request be **DENIED**.