

**STAFF REPORT  
TO THE  
FLORENCE COUNTY PLANNING COMMISSION  
Tuesday, February 28, 2012**

**SUBJECT:** Report to Planning Commission Concerning Off-Premise Signage-Billboards

**APPLICANT:** Florence County Planning Department

**STAFF ANALYSIS:**

The Florence County Planning Department administers Article V-Sign Ordinance of Chapter 30-Zoning Ordinance of the Florence County Code. The ordinance includes regulations regarding off-premise signage.

The Zoning Ordinance defines an off-premise sign as a sign which directs attention to a business, commodity, service, or entertainment conducted, sold, or offered at a location other than the premises on which the sign is located.

Recent inquiries concerning the use of a more advanced type of off-premise sign that is beyond this scope of the paste billboards and other type outdoor messaging centers regulated by the Florence County Code have been brought to the attention of Planning staff.

These particular types of billboards and messaging centers are electronic and/or of digital display in nature.

As the sign industry receives requests for newer and more viable means of advertisement from the business industry, it looks to local government for regulatory direction. Planning staff seeks to provide the most accurate and efficient information to guide enhanced development.

The current Zoning Ordinance establishes regulations for off-premise signage but the current regulations do not address the specific design standards under which the newer billboards would fall.

Therefore, Planning staff is bringing this information before the Planning Commission for their consideration and direction on the above-referenced subject.