

Agenda
Florence County Planning Commission Meeting
Tuesday, April 24, 2012
6:30 P.M.
City/County Complex
Room 803

The Florence County Planning Department staff posted the agenda for the meeting on the information boards at the main entrance and the back entrance of the City-County Complex and on the information board at the entrance of the Planning, Zoning and Building Inspection Department building.

I. Call to Order

II. Review and Motion of Minutes

Meeting of March 27, 2012

III. Public Hearings

Map Amendments:

None

Text Amendment:

PC#2012-04 Text amendment request for Chapter 30 - Zoning Ordinance - Article V. - Sign Regulations for off-premise signage (billboards) of the Florence County Code of Ordinances.

IV. Requests for Plat/Plan Approval:

None

V. Other Business:

None

VI. Director's Report:

- Summary Plats
- Building Reports

VII. Executive Session (if needed)

VIII. Adjournment

PC#2012-04

REPORT ON TEXT AMENDMENT REQUEST FOR CHAPTER 30, ZONING ORDINANCE, ARTICLE V. - SIGN REGULATIONS FOR OFF - STREET SIGNAGE(BILLBOARDS) OF THE FLORENCE COUNTY CODE OF ORDINANCES.



PC#2012-04

PREVIOUS ACTION

On February 28, 2012, Planning staff presented the following information to the Planning Commission as a report and requested a directive as to how to proceed.

The Florence County Planning Department administers the Sign Ordinance specified in Chapter 30, Article V, of the Zoning Ordinance for Florence County. 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.



PC#2012-04

PREVIOUS ACTION CONT'D

These particular types of billboards and messaging centers are electronic and 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.



PLANNING COMMISSION MEETING ACTION-FEBRUARY 28, 2012:

The six Planning Commission members present at the meeting held on February 28, 2012, voted unanimously to have staff conduct research on the subject and directed staff to bring the information back before the Planning Commission as an agenda item at the next regularly scheduled meeting.




PC#2012-04

PRESENT ACTION

Planning staff is prepared to now present a report in conjunction with a PowerPoint presentation to the Planning Commission on the information gathered as a result of the research conducted. Staff will then seek direction from the Planning Commission regarding the development of a text amendment to specifically address digital signs. A public hearing on any proposed text amendment request will be scheduled in the future as directed by the Planning Commission



RESEARCH AND REPORT



**BUY OUR
PRODUCT**
(we're on a billboard).

To The Florence County
Planning Commission
April 24, 2012

PRESENTATION OVERVIEW

- History of Billboards
- Display Characteristics
- Controversy
- Regulation
- Digital Billboards
- Staff Findings
- Staff Recommendation



HISTORY OF BILLBOARDS

- Wall Painting
- Free Standing Signs
- Changeable Message Signs



Billboards

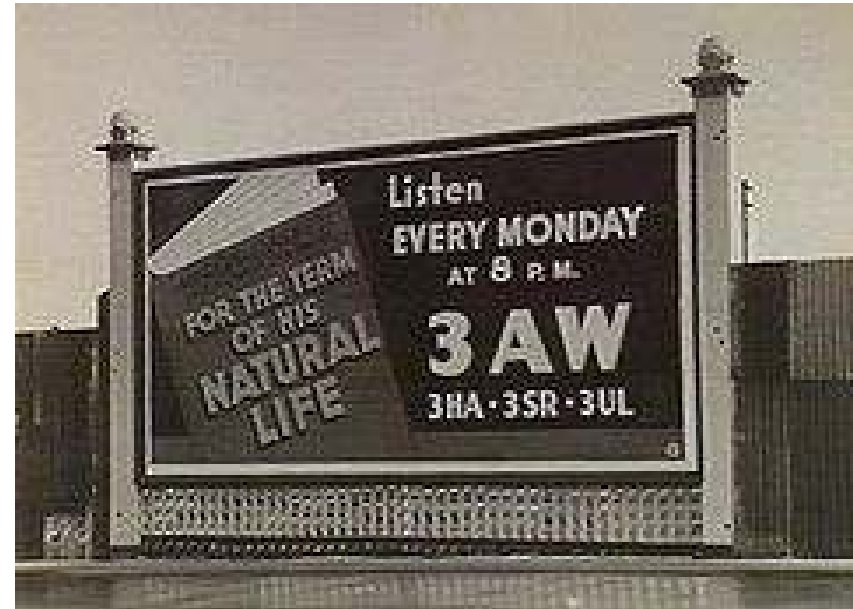
WALL PAINTING

- Sides of Buildings
- Street/Side Walk Presentation



FREE STANDING SIGNS

- Early 1900's
- Multi-Pole Support
- Single Pole Support



CHANGEABLE MESSAGE SIGNS

- Original Pasteboard
- Mechanical Rotation
- Digital



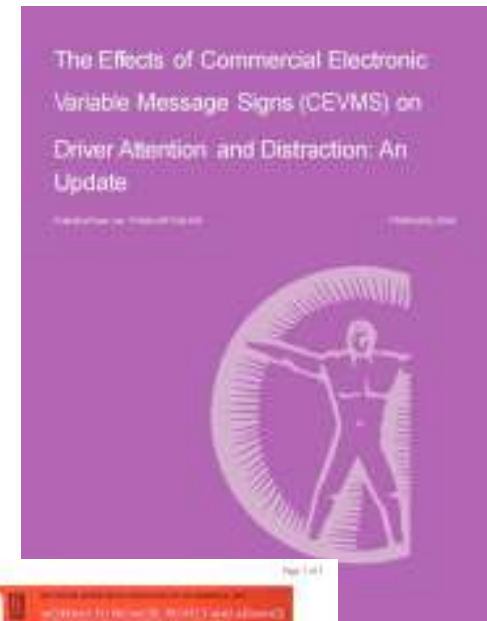
DISPLAY CHARACTERISTICS

- Size
- Support
- Illumination
- Use



CONTROVERSY

- City Bans
- Driver Distraction Allegations
- Behavior Studies



REGULATION

- Federal 1958 Bonus Act
- Federal Highway Beautification Act of 1964



STAFF FINDINGS

- SC has adopted State Regulations for Digital Billboards
- Six jurisdictions do allow Digital Billboards
- Four jurisdictions do not allow Digital Billboards
- No scientific evidence to support the allegations against Digital Billboards
- Community Service Initiatives are producing success for the Federal Bureau of Investigation
- Enough evidence exists to suggest that it would be prudent to propose guidelines and requirements for the use of digital billboard media within the jurisdiction of Florence County




STAFF RECOMMENDATION

- Staff recommends that a text amendment be proposed for the regulation of digital billboard activity within the jurisdiction of Florence County.



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