

**STAFF REPORT
TO THE
FLORENCE COUNTY PLANNING COMMISSION
Tuesday, April 24, 2012
PC#2012-04**

SUBJECT: Report to the Planning Commission on a text amendment request for Chapter 30 – Zoning Ordinance, Article V. – Sign Regulations for off-premise signage (billboards) of the Florence County Code.

APPLICANT: Florence County Planning Department

STAFF ANALYSIS:

1. 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 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.

2. Present Action:

On April 24, 2012, Planning staff will 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 a text amendment request will be scheduled in the future as directed by the Planning Commission

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 from other jurisdictions 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.