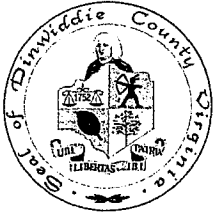


Dinwiddie County Planning Office

14016 Boydton Plank Road

Dinwiddie, VA 23841

Phone: (804) 469-4500



MEMORANDUM

To: Board of Supervisors
From: Mark Bassett, Planning Director
Date: August 10, 2010
Subject: Electronic Message Center Signs, Ordinance Amendments

Background:

The County currently has no regulations specific to signs utilizing new sign illuminating technology such as light emitting diodes (L.E.D.), fiber optic light bulbs, and liquid crystal display. Through interpretation of current Zoning Ordinance sign regulations, the use of electronic message center signs which do not operate as static displays may be considered prohibited signs. In order to develop related comprehensive sign Ordinance regulations for electronic message center signs, the Planning Commission formed a committee to study and draft these Ordinance regulations. Mr. McCray chaired the committee, and the committee met and proposed standards that were presented to the Planning Commission in November 2009 and later discussed monthly at ensuing Planning Commission Workshops.

The resulting proposed amendments to Chapter 22, Article VII of the County Code define electronic message center signs, and add provisions regulating the placement and operation of electronic message center signs. Specifically, the regulations describe the number allowed on a lot, location, timing, and physical specifications of electronic message center signs which may be erected pursuant to a validly issued county sign permit. In addition, the amendments define allowed and prohibited electronic message center sign messaging functions including but not limited to light intensity and color, motion of text and images, and frequency of message change. After the public hearing, appropriate changes may be made to the Ordinances.

Staff Recommendation:

Staff recommends approval of the Zoning Ordinance amendments as submitted to define and add regulations for electronic message center signs.

Planning Commission Recommendation:

At their July 14, 2010 Planning Commission meeting, the Planning Commission unanimously recommended approval of the Zoning Ordinance amendments to the Board of Supervisors by a vote of 5-0.

Board of Supervisors' Action:

Since this is a zoning matter, the standard statement regarding Board action on this zoning matter must be read. In order to assist, staff prepared the following statement:

WHEREAS, in accordance with Va. Code §§ 15.2-2285 and 15.2-2286, the Dinwiddie County Board of Supervisors is of the opinion that the public necessity, convenience, general welfare, or good zoning practice warrant the consideration of the following amendments:

NOW, THEREFORE, BE IT RESOLVED that the Dinwiddie County Board of Supervisors does hereby approve the Zoning Ordinance amendments as presented.