

# Planning Commission



## Agenda for the Thursday, October 18, 2018 Study Session

### *Members of the Planning Commission*

Woods Burnett

*Chairman*

Leonard Carter, Jr.

Bob Clark

Timothy V. Key

JoAnn McKie

Larry Watts

Briton Williams

*CITIZEN ASSISTANCE: Individuals requiring special assistance or a sign interpreter to participate in the meeting are asked to please notify the Department of Planning and Development 48 hours prior to the meeting at 803-441-4221.*

**1. Call to Order – 6:00 p.m.**

Council Meeting Room, 3<sup>rd</sup> Floor

**2. Discussion –**

A. Signage – per preparation materials

B. October 18, 2018 Regular Meeting Agenda Items (if needed)

**3. Adjourn**

# Department of Planning and Development



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**To:** Planning Commission

**From:** Libby Hodges, AICP, Director, Department of Planning and Development

**Subject:** **Oct. 18, 2018, Study Session Request – Preparation Materials**

**Date:** October 10, 2018

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Since at least 2012, digital reader-boards have been permitted within the city limits of North Augusta. Chair Burnett has requested that the Planning Commission use this study session to review the North Augusta Development Code Article 13 regarding the allowance of particular types of digital signage within the City of North Augusta, specifically Section 13.9, Prohibited Signs, and Section 13.13, Descriptions of Sign Types. To that end, following is information that may be helpful to review prior to the session. A copy of each of the referenced reports is has been provided on an enclosed CD. We will furnish hard copies of this information on request.

Article 13 is available here:

<http://www.northaugusta.net/Home/ShowDocument?id=14825>

Appendix A, Definitions, is available here:

<http://www.northaugusta.net/Home/ShowDocument?id=14841>

The full North Augusta Development Code is available online here:

<http://www.northaugusta.net/departments/planning-development/development-code-link>

Additional guidance is available from the American Planning Association as a Planning Advisory Service "[Essential Info Packet 06 – Regulating Digital Signs and Billboards](#)" (April, 2012). For those of you who may be members of the APA, you can download the packet here:

<https://planning.org/publications/document/9026656/>

This Packet contains a plethora of information – from standard definitions to examples of different methods of regulation for digital signs. If you need help locating an item of concern, we will assist you any way possible.

Additionally, the Caltrans Division of Research and Innovation, through CTC & Associates, LLC, issued a Preliminary Investigation report on the effects of advertising displays on driver safety. This article provides a good summary of the existing literature regarding the subject and several links to other studies and information regarding digital signs and road safety.

[http://www.dot.ca.gov/research/researchreports/preliminary\\_investigations/docs/digital\\_display\\_safety\\_preliminary\\_investigation.pdf](http://www.dot.ca.gov/research/researchreports/preliminary_investigations/docs/digital_display_safety_preliminary_investigation.pdf)