



STAFF REPORT

MORGAN COUNTY PLANNING COMMISSION

PETITION FOR: TEXT AMENDMENT

Applicant: Morgan County Planning & Development
Applicant's Agent:
Zoning Ordinance: City of Bostwick Zoning Ordinance
Article X Signs

Summary

In November 2013, the Planning Commission heard a text amendment application from Staff to modify the Morgan County Zoning Ordinance to allow for one digital sign per gasoline station to advertise gas prices. The Staff Report language from that application:

Morgan County has strived to restrain electronic signage, due to potential light pollution and its tendency to distract automobile drivers. Currently, the only electronic signage allowed is time and temperature.

Several gasoline stations have requested the use of digital numbers for gas prices. The main reason given was ease of price changing, which can be done simply with technology, as opposed to using a pole to lift the numbers into place.

Staff is not opposed to the moderate use of digital numbers. The proposed language limits the use of digital numbers to one sign per gasoline retailer. This sign may be two-sided and will address the freestanding sign typically used by gasoline stations to advertise prices.

The City of Rutledge modified their Zoning Ordinance in February of this year to allow digital numbers for gasoline process and used the same language that had been adopted by the County.

The City of Bostwick has expressed interest in adding the same language to their ordinance. The gas station at 5931 Bostwick Road has submitted an application for a new sign with digital numbers. That application is on hold until this text amendment and a separate variance request are reviewed by the City Council.

1.6 Lighting Requirements

- 1.6.1 Signs may be illuminated in one of the following ways:
 - 1.6.1.1 Direct, external lighting – this includes flood lights or spot lights positioned on the ground.
 - 1.6.1.2 Indirect, internal lighting that back lights the letters on the sign
- 1.6.2 Illuminated signs shall not direct light upon adjacent properties and roadways, nor otherwise adversely affect said properties or the motoring public.
- 1.6.3 No illuminated signs shall be constructed or maintained within one hundred (100) feet of any residential Zoning District or dwelling.
- 1.6.4 Flashing signs, animated signs, or signs which are illuminated intermittently are excluded from Zoning Districts. **Digital signs are not allowed except for one sign (may be two-sided) per gasoline retailer that displays the gasoline prices.** However, time and weather information signs, official warning, and regulatory signs shall be exempt from this requirement.
- 1.6.5 The sign source must be shielded or directed to prevent light from being directed or any portion of a traveled way or into a residence.
- 1.6.6 Exposed neon signs are prohibited.