

..TITLE

A request by the Chatham County Board of Commissioners to amend Section 15.10 of the Zoning Ordinance Regulating off-premise temporary signs for bona fide farm seasonal harvesting activities and auction events.

..ABSTRACT

Action Requested:

A request by the Chatham County Board of Commissioners to amend Section 15.10 of the Zoning Ordinance Regulating off-premise temporary signs for bona fide farm seasonal harvesting activities and auction events.

Introduction and Background:

Planning Board Information is Noted in BOLD

At the May 6, 2013 Commissioner's meeting, the Board had a preliminary discussion regarding off-premise temporary sign regulations for bona fide farms advertising seasonal harvesting activities, such as strawberry picking. Following this discussion, the Commissioners directed staff to research provisions for this type of signage in light of a potential amendment to zoning ordinance.

Staff brought this proposed zoning ordinance amendment to the Board of Commissioners work session meeting June 17th for preliminary discussion and input. Commissioner discussion included clarification as to how many off-premise signs may be used by bona fide farms advertising seasonal harvesting activities, to which staff indicated that there is no limit, as long as the signs are restricted to one per parcel, per road frontage. Commissioners also noted the recent presence of auction signs within the regulated North Carolina Department of Transportation (NC DOT) road right-of-way at the time of the meeting. Staff indicated that the recent increase of auction signs is what spurred the amendment, but stated NC DOT is responsible for the enforcement and removal of the signs within the right-of-way.

A public hearing was held on this item July 15th, 2013. Planning staff presented the request and there was no discussion or concerns noted from the public.

The Planning Board met August 6th, 2013. There was general discussion from the Board, but no specific comments were made for or against the item.

Discussion & Analysis:

Staff has proposed an amendment to Section 15.10 of the Zoning Ordinance (see Attachment 1) that would allow off-premise temporary advertisement signs for bona fide farms during the seasonal harvesting season. Permitted signs would be limited to 32 sq. ft. in area and 10 feet in height, allowing one off-premise directional sign per street or road frontage per parcel.

Staff has also added a provision for auction signs, restricting the temporary off-premise signs to the same dimensional regulations as the off-premise farm advertising signs, but limited to a total of three signs per auction.

Recommendation:

The Planning Board by a vote of 8-0-1 (Abstention vote from Deepa Sanyal) recommends adoption of the a Resolution approving a Consistency Statement to the Zoning Ordinance text amendment- The proposed amendment to the Zoning Ordinance is consistent with the adopted Land Use Conservation and Development Plan.

The Planning Board by unanimous vote recommends adoption of an Ordinance amending Section 15.10 of the Zoning Ordinance, allowing provisions for temporary off-premise signage for auction events and bona fide farm seasonal harvesting activities.