



COUNTY OF LOUISA

COMMUNITY DEVELOPMENT

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TO: Planning Commission

FROM: Staff, Community Development Department

DATE: July 30, 2026

RE: Electronic Message Signs – Referred to Planning Commission

Purpose

At the July 6, 2026 Board of Supervisors meeting, the Board referred the sign regulations to the Planning Commission to discuss electronic message signs and where they are currently permitted in the County.

Background

In 2025, amendments were adopted to the Louisa County Sign Regulations that restricted where electronic message signs may be placed. Since that time, there have been several inquiries and permits submitted by property owners for new, or the replacement of existing signs with an electronic message sign. Based on the regulations adopted in 2025, an electronic message sign would not be permitted in the A-1, A-2, R-1, or R-2 zoning districts; and the ordinance did not contain provisions for exceptions, or an alternate review process.

Staff Recommendation

Staff recommends the Planning Commission determine the following:

1. Should electronic message signs be permitted in the Agricultural and Residential zoning districts;
2. If so, should electronic message signs be permitted by-right, by a special exception or conditional use permit process in the agricultural and residential zoning districts.
3. Review the proposed zoning ordinance amendment provided; which adds a special exception process through the Board of Supervisors (this has been provided as an example of a process that could be used);
4. Provide feedback and direction;
5. Authorize advertisement for public hearing and recommendation, if it is determined that a change to the ordinance is warranted.