



Briefing for Planning Commission

Planning Division
Community & Economic Development Department

To: Planning Commission Members
From: Doug Dansie, Senior Planner
Date: January 24, 2011
Re: Billboard Ordinance: Policy discussion.

Petitions: 400-06-51, PLNPCM2010-00032, PLNPCM2010-00717

In considering the three petitions, the Planning Commission should focus on general policy issues and allow the Attorneys to develop specific language. The following is a bullet point outline of the general policies codified by the existing ordinance, the policies included in the two draft ordinances provided and potential alternative policies. Policy reversals and/or significant changes offered in the draft ordinances are highlighted with an asterisk*.

Transit shelters

Existing policy

- Advertising in the public way is prohibited with exceptions for A-frame signs and logos on banners.

Draft ordinance policy

- Allows advertising in the public way when associated with a contract for street furniture.*
- Allows the Administration to determine all details.

Alternative policies

- Allow transit shelter advertising only associated with City contract.
- Allow transit shelter advertising and logos on other furniture only associated with City contract.
- Place ordinance limits on the size of advertising.
- Place ordinance limits on the size of logos.
- Limit the number of shelters and/or furniture allowed to be negotiated by the administration.

Billboard ordinance

Existing policy

- Cap and reduce program.
 - Allows banking of billboards for three years.
 - Encourages movement away from residential, historic, downtown, gateway districts.
 - Allows relocation to general commercial and industrial (non-gateway) districts generally located west of 300 West.

Draft ordinance policy

- Eliminates bank.
- Allows movement according to state law.
- Allow negotiated movement with the City and provides policy guidance directing negotiated movement.

Alternative policies

- No change (State law still supersedes).
- Increase the number of boards allowed.

Electronic Billboards

Existing policy

- Silent: does not prohibit or define.

Draft ordinance policy

- First draft prohibits electronic billboard conversion.
- Second draft
 - Creates definitions.
 - Sets lighting and brightness definitions for electronic billboards.
 - Allows for conversions to freestanding boards on gateway streets*.
 - Allows conversion to electronic on special gateways as part of the architecture*.
 - Allows electronic billboards in downtown districts as part of the architecture*.
 - Requires general reduction in boards when converting*.
 - Allows Planning Commission to modify spacing requirements*.

Alternative policies

- Allow conversion only on particular streets or in specific zoning districts.
- Increase or decrease the numbers of billboards required for conversion (from the second draft).
- Define standards and allow all conversions.