



Briefing for Planning Commission

Planning Division
Community & Economic Development Department

To: Planning Commission Members
From: Doug Dansie, Senior Planner
Date: June 14, 2011
Re: Billboard Ordinance Work Session

At the May 25th meeting the Planning Commission had a general discussion regarding billboards.

A series of questions were raised to determine the general direction of dealing with the billboard ordinances. The following are the general questions and several options to choose from in answering them:

- 1) Should billboards be allowed to move with state law being the default, or should the City still have some receiving zone beyond state law? If the City has a receiving zone, where should it generally be located (industrial areas, neighborhood areas, etc.)? (At the May 25 meeting the Planning Commission indicated that they were interested in not letting State law be the default)
 - a) Allow movement to any non-residential zone?
 - b) Receiving zone in CG General Commercial or M Manufacturing zones?
 - c) Move to CG or M zones with conditions?
 - d) Other?

- 2) Should electronic conversions be allowed? If so where?
 - a) Allowed?
 - b) Allowed only in non-residential zones?
 - c) Allowed only in CG and M zones?
 - d) Allowed with conditions (i.e. removal of non-conforming or other boards)?
 - e) Other?

- 3) Should conversion be based upon one to one square footage ratio or based upon a higher ratio; or a combination of the two, depending on what boards are being converted?
 - a) One to one?

- b) Two to one?
 - c) Higher than two to one?
 - d) One to one if the board is being removed from residential (or neighborhood commercial) zones and higher if being removed from other zones?
 - e) Other?
- 4) Should boards that are non-conforming for specific reasons (spacing, residential location, etc.) be allowed to convert?
- a) Allow all to convert?
 - b) Do not allow non-conforming boards to convert?
 - c) Other?
- 5) Should Gateway provisions be preserved as is or should they be modified to more effectively encourage the removal of certain boards (such as those on 500 and 600 South)? Should movement and/or conversion be targeted or at least be “like for like”?
- a) Eliminate gateways?
 - b) Allow conversion on freeways if non-conforming or on-ramp boards are removed?
 - c) Other?
- 6) Should urban design and/or removal of impediment to development be used as an incentive to the conversion process (require to be part of building architecture, etc.)?
- a) Do nothing?
 - b) Allow conversion in Downtown or on Special Gateways if the new electronic board is part of the architecture?
 - c) Allow conversion to electronic only if boards (residential, non-conforming, etc.) are removed first?
 - d) Other?
- 7) Direction regarding electronic signage in general (interactive, timing, size, location, etc.)
- a) Should there be limits on size depending on zoning district?
 - b) Should the percentage of the sign that is electronic be limited?
 - c) Should there be limits on motion – animation?
 - d) Limits on lettering size for readability – are there legal issues?
 - e) Other?

With general direction, staff will work with the attorneys to create a draft ordinance for the Planning Commission and the Community to specifically respond to.