

BILLBOARD STAKEHOLDER MEETING

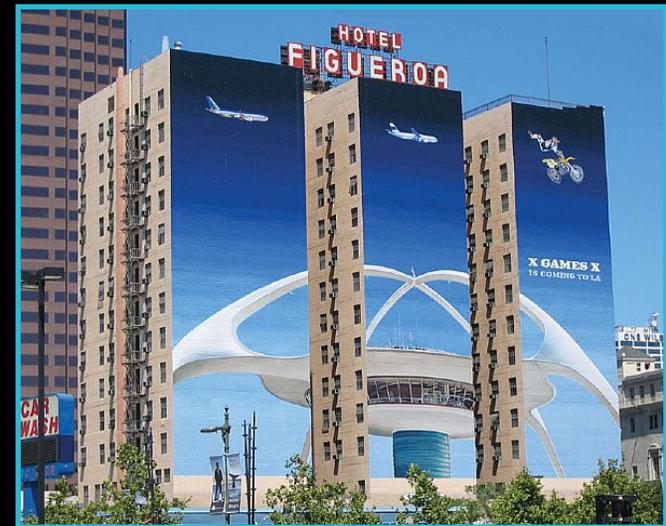
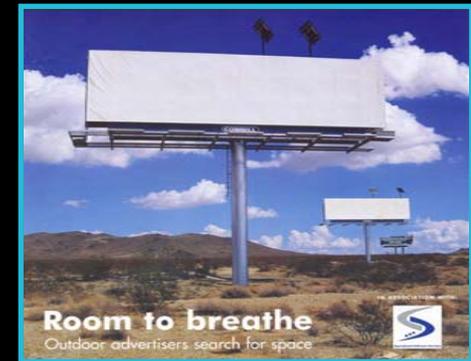
**Charlotte-
Mecklenburg
Planning
Commission**

April 19, 2006



Tonight's Agenda

- ✿ Welcome and Introductions
- ✿ Project Background
- ✿ Meeting Purpose
- ✿ Process and Timetable
- ✿ Billboard Regulation History in Charlotte
- ✿ New Technology
- ✿ Issue Identification and Discussion
- ✿ Wrap Up and Next Steps



Welcome and Introductions

- ✿ Introduce yourself and tell us what organization or interest you are representing

- ✿ Tell us

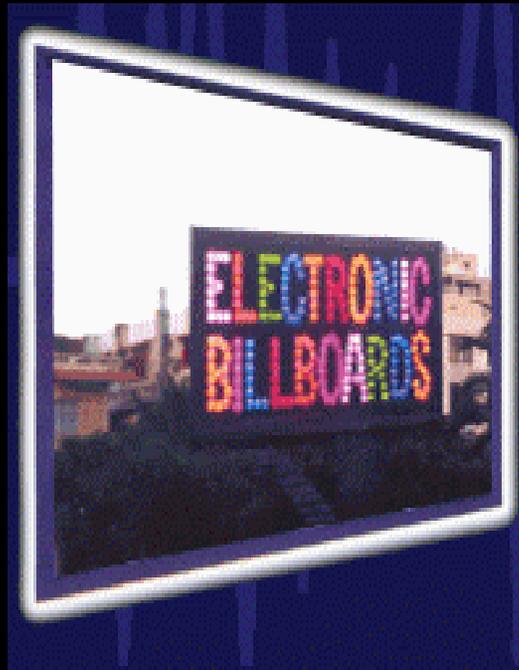
- ✿ Why you are here

- ✿ What your expectations are

- ✿ What do you hope to get out of this process?



Project Background



Project Background

✿ In 2005 Lamar Met with Staff about a possible Text Amendment....

✿ **Auto changeable face**

✿ Digital/LED display boards

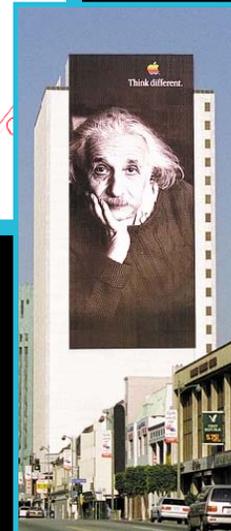
✿ Smart boards

✿ Dynamic digital signage



Project Background

- ✿ In 2005, Adams Met with Staff about a Possible Text Amendment...
- ✿ New technology billboards
- ✿ New locations
- ✿ Relocation/replacement
- ✿ Electronic kiosks

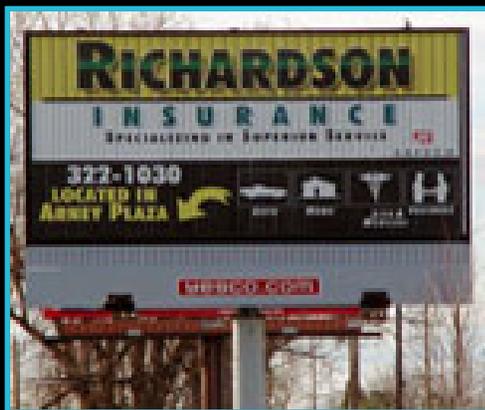


Meeting Purpose



Stakeholder Meeting Purpose

- ✿ Review the existing Outdoor Advertising Regulations and the history of billboards in Charlotte
- ✿ Identify issues with the current regulations
- ✿ Explore possible changes that would benefit the City and its residents



Final Product

- ✿ **May be a consensus-based recommendation to change the regulations**
- ✿ **Staff opinion will hinge on the recommendations reached, if any**
- ✿ **May or may not be amendments to the Zoning Ordinance**

Process and Timeline

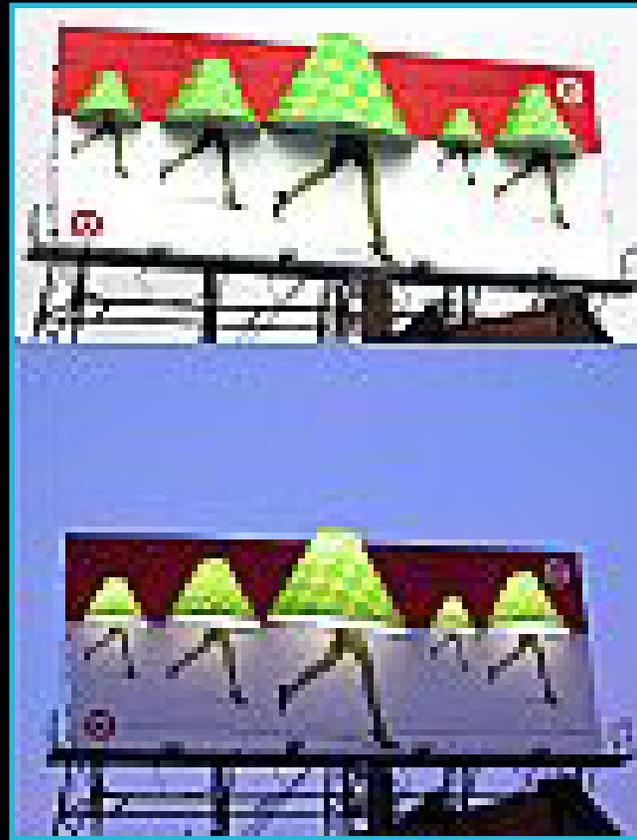
✿ 3 month process:

- ✿ April 19: Discuss new technology, issue Identification
- ✿ May 3: Survey Other Cities, discuss ideas and options
- ✿ May 10: Deliberate possible changes
- ✿ May 31: Deliberate possible changes
- ✿ June 7: Draft recommendation, if any
- ✿ June 21: Final recommendation, if any

Process and Timeline

- ✿ **If Recommendation is made, and supported by staff, submittal of Text Amendment no later than**
 - ✿ **July 24, 2006**
- ✿ **Public Hearing**
 - ✿ **October 18, 2006**
- ✿ **Zoning Committee Review and Recommendation**
 - ✿ **October 25, 2006**
- ✿ **City Council Decision**
 - ✿ **As early as November 20, 2006**

Roles and Responsibilities of Stakeholders and Staff



Stakeholder Charge

- ✿ Examine the regulations for Outdoor Advertising Signs in the Charlotte Zoning Ordinance and explore possible changes that would:
 - ✿ **Add value to the community**
 - ✿ **Positively impact visual quality and reduce visual clutter**
 - ✿ **Mitigate adjacent land use issues**

Stakeholder Charge

- ✿ Explore existing regulations and consider modifications
- ✿ If modifications are suggested, reach consensus on a recommendation

Role of Staff

- ✿ Facilitate stakeholder meetings**
- ✿ Provide background information and research materials**
- ✿ Assist Stakeholders in identifying issues with current regulations**
- ✿ Assist Stakeholders with forming recommendations on modifications, if any**
- ✿ Draft recommendations with input/direction from stakeholders**

Role of Stakeholders

- ✱ Identify issues
- ✱ Share opinions and ideas
- ✱ Review materials
- ✱ Work toward group consensus/agreement
- ✱ Consider recommendations on modifications to the regulations that meet the parameters of:
 - ✱ Add value to the community
 - ✱ Reduces visual clutter
 - ✱ Mitigates adjacent land use issues

Ground Rules

- ✿ **Treat members with respect**
- ✿ **Stay on the topic**
- ✿ **Work as team players**
- ✿ **Express disagreement without being disagreeable**
- ✿ **Offer solutions**
- ✿ **Share information**
- ✿ **Participate, but don't dominate**
- ✿ **Actively engage in the group process**

Definitions



Definitions

Banner - A sign intended to be hung either with or without a frame, possessing characters, letters, illustrations, or ornamentations applied to plastic or fabric of any kind, excluding flags and emblems of political, professional, religious, education, or corporate organizations.



Definitions

Off-premise Major Event Banners – A banner, that directs attention to located used to inform the public of major events, open to the public, with community-wide interest or regional significance. May include religious, fraternal, educational, charitable, civic, sporting, festivals, etc.



Definitions

Decorative Sign - A sign that is a pictorial representation (including illustrations, words, numbers, or decorations) emblem, flag, banner or pennant).

- * In Uptown municipal service districts 1, 2 and 3, these signs are regulated by Center City Partners.
- * Signs outside of Uptown are regulated by CDOT.



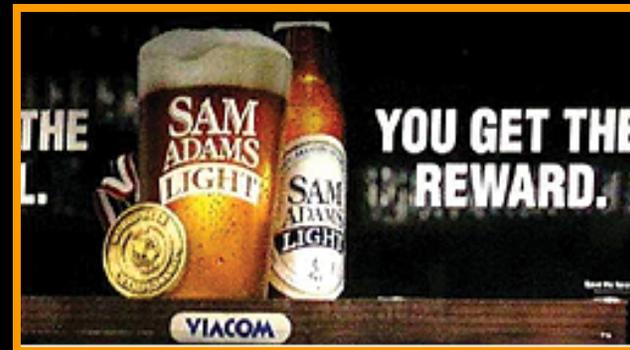
Definitions

Off-premise Sign - A sign that directs attention to a business commodity, service, or establishment conducted, sold, or offered at a location other than the premises on which the sign is erected.



Definitions

Outdoor Advertising Sign (Billboard) - A type of sign, generally, but not limited to, a rigidly assembled sign, display, or devise, usually free standing, that is affixed to the ground or to a building, the primary purpose of which is to display advertising posters. Such signs commonly referred to as "billboards" are generally designed so that the copy or poster on the sign can be changed frequently and the advertising space is for lease.



Definitions

Non-conforming sign - Any sign which was lawfully erected in compliance with applicable code provisions and maintained prior to the effective date of these regulations, and which fails to conform to all applicable standards and restrictions of these regulations.

History of Billboard Regulations in Charlotte



History of Billboard Regulations

- ✿ **First Zoning Ordinance adopted 1962**
 - ✿ **“Advertising Signs” (in effect from ‘62-’86)**
 - ✿ **B-2, I-1, & I-2**
 - ✿ **Maximum of 750 sq. ft. (all sides combined)**
 - ✿ **20’ from ROW**
 - ✿ **If over 72 sq. ft in size, must be minimum of 10’ from residential structures**



Highway Beautification Act



- ✿ Adopted 1965 by Congress
- ✿ Purpose: Preserve scenic beauty of America along America's highways (interstates, primary-aid highways)
 - ✿ Allowed states to develop a billboard control program restricting the construction of new signs within 660 feet of interstates and primary aid highways, except in commercial or industrial zones.
 - ✿ Allowed states to remove non-conforming and illegal billboards with cash compensation
- ✿ Act resulted in no local change to Charlotte's billboard regulations

By the late 1980's...

- ✿ A number of plans were adopted that recommended a number of the following:
 - ✿ Revise existing zoning regulations to emphasize the value of reducing billboard and other advertising and business signs along streets
 - ✿ Revise regulations that pertain to streetside clutter, particularly signs.
 - ✿ Eliminate or limit billboards
 - ✿ Reduce the size and number of billboards

2005 Plan – 1985

Wilkinson Blvd. Plan - 1986

Newell Plan - 1986

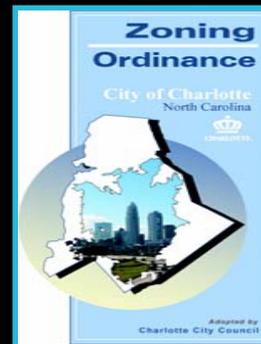
North Tryon Plan – 1987

South Blvd. Plan - 1987



History of Sign Regulations

- ❁ 1986: City and County Hired a Consultant & appointed an advisory task force to update the Zoning Ordinance
- ❁ 1988 & 1989: New Sign Ordinance adopted in the City & County (Prepared by Staff)
 - ❁ Improve existing regulations to better protect and enhance the visual image of public and private places open to the public view.
- ❁ 1990: New Zoning Ordinance incorporated the Sign Ordinance



1988 Outdoor Advertising Regulations

✿ New Billboards (Still current today):

- ✿ I-1 and I-2, within 150' of Class I roads (freeway, expressway)
- ✿ 380 sq. ft. maximum
- ✿ 50' height maximum
- ✿ 1 sign face per side
- ✿ Unipole design
- ✿ No tree cutting
- ✿ Not located in setbacks, side, rear yards



1988 Outdoor Advertising Regulations

- ✿ **Spacing (still current today)**
 - ✿ 400' from residential district/institutional use
 - ✿ 1,000' same side of road
 - ✿ 500' opposite side of road
 - ✿ 20' from existing buildings
 - ✿ 500' minimum from principal use
 - ✿ No 2 signs within 300' of ROW on same side of road can be less than 1,000 feet apart, even if face different roads
- ✿ **Behind setback, side, and rear yards**
- ✿ **No lighting from midnight to 5 am, except along freeways and limited access arterials**
- ✿ **No tree cutting**

1988 Outdoor Advertising Regulations



Existing Billboards: B-2, I-1, I-2

ZONING DISTRICT	ROAD TYPE	MAX. SIZE in sq. ft.	MAX. HEIGHT
I-1, I-2	Class I (freeway, expressway)	380	50'
I-1, I-2	Class II through VI (ltd. access, commercial arterial, major, minor, collector, and local)	380	40'
B-2	Class I through VI	300	30'

1988 Outdoor Advertising Regulations

✿ Nonconforming Billboards

✿ If exceed size, height, or spacing requirements by more than 25%, or are not permitted in district, shall be removed (amortized) or brought into compliance in 5.5 years (by 1993).

✿ **Exempt:** Billboards adjacent to federal aid primary or interstate system with valid permits from DOT

✿ Nonconforming Billboards

✿ Normal maintenance, non-structural repairs, copy changes

✿ No enlargement, extension, structural alteration

The Lawsuit

- ✿ **1988 -Lawsuit filed by the Adams Outdoor immediately over amortization**
- ✿ **City: Amortization extended to 8 years with a 2 year extension allowed by Board of Adjustment**
 - ✿ **At risk: 160 billboard structures out of 284 with an NOV**
- ✿ **1998 Settlement Agreement between City and Adams:**
 - ✿ **88 billboard structures removed at a rate of 21 per year for next 4 years (In actuality, 105 structures were removed, totaling 305 sign faces)**
 - ✿ **Remaining contested billboards grandfathered**
 - ✿ **\$125,000 payment toward City's legal fees**
 - ✿ **\$125,000 public service advertising on billboards for 5 years**
 - ✿ **Lawsuit dismissed; no lobbying in Raleigh**

Types of New Technology Billboards



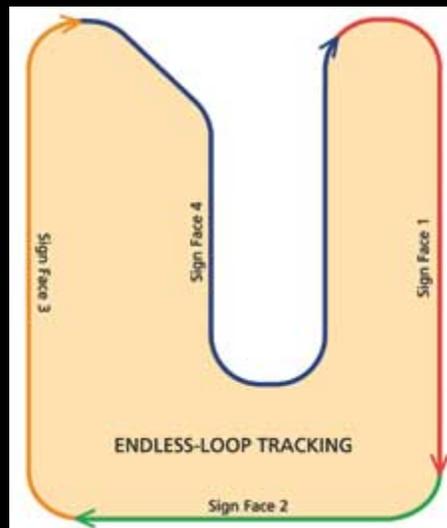
Tri-Vision Billboards

- ✿ 3 faces rotate
- ✿ Minimum 8 seconds each (NCDOT)

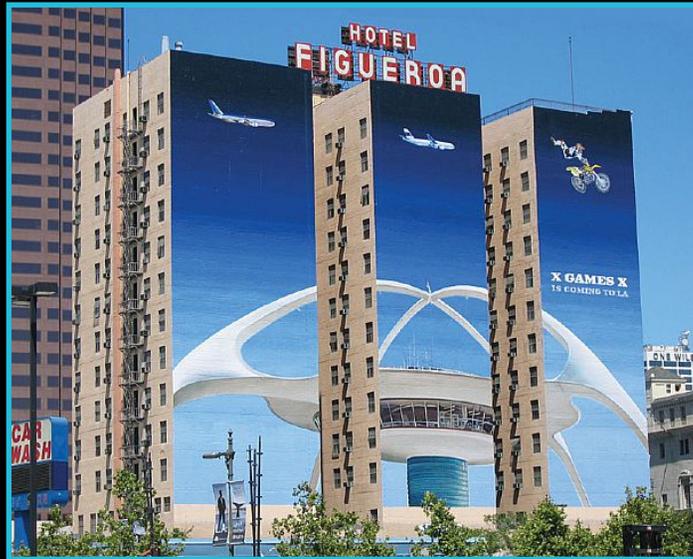


Scroll Action Billboards

- Rotates 4 faces vertically in an endless loop

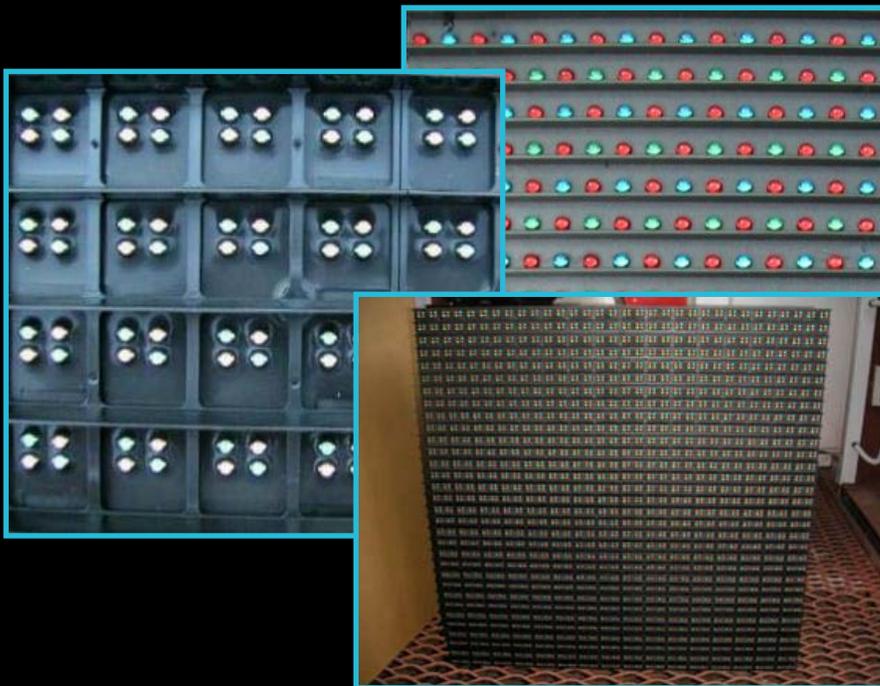


Wallscape Billboards



LED Billboards

- ✿ LED – Light emitting diodes
- ✿ High tech electronic outdoor display medium
- ✿ High brightness (controllable, automatic), high resolution



Electro MEDIA OUTDOOR LED WALLS AND SIGNS

LED WALLS



A new trend in building innovation: LED FASCIA DISPLAYS 1
We have designed a new product line especially for building fascias, to display variable colors, video and images on a big surface at a reasonable price, making those buildings get out of the crowd and transforming them into an astonishing day or night attraction. This is achieved by placing a series of high intensity LED clusters on aluminum bars on the building fascia, horizontally or vertically. Several pitches are available from 60 to 150mm. Operated by a central PC, building walls can simply perform just like a normal but giant video screen, day and/or night, as you can choose between two brightness, for all day, or night only use, while looking like normal walls during the day. Power consumption is very low, life very long (over 15 years), and maintenance negligible.

OUTDOOR LED LETTER SIGNS



LED Video Display Billboards

- ✿ Full color, video capable
- ✿ Instant changeable copy using wireless technology
- ✿ Static image, moving (TV), scrolling, or animated
- ✿ 2 types:
 - ✿ Spectaculars – Las Vegas, Times Square
 - ✿ Video Display billboards



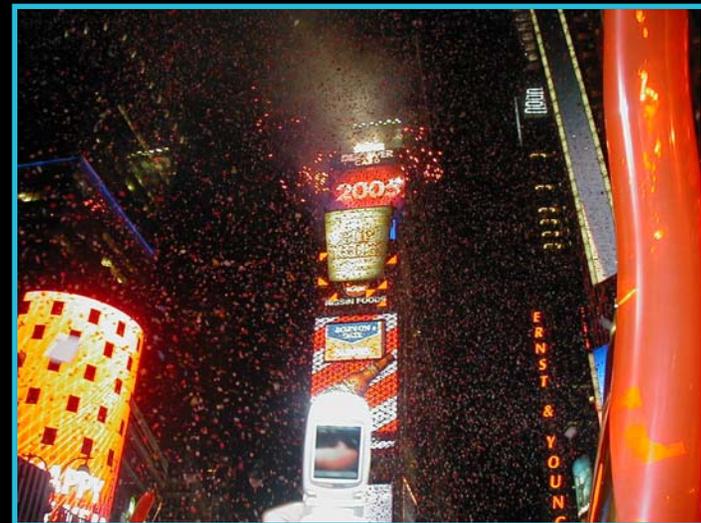
LED Video Display Billboards

- ✿ “Where television meets outdoors”
- ✿ Highway LED billboards
- ✿ Crisp resolution, vibrant color
- ✿ Prime locations: very high traffic, slow-moving or bottlenecks spots such as merging lanes, bridges, tunnel entrances.
- ✿ Gives commuter time to view 90 second commercial loop
- ✿ National advertisers that pare down TV ad’s to 10-15 second spots.



Spectacular LED Billboards

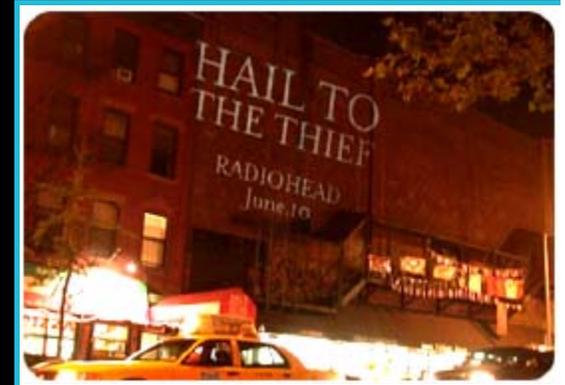
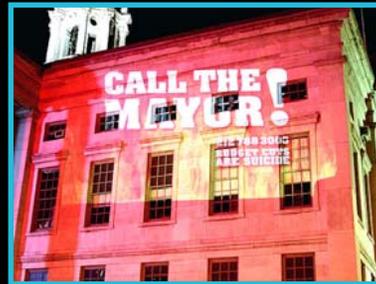
- ✿ Examples: Times Square, Las Vegas, MGM, convergence of interstates
- ✿ One client, with 100% utilization of sign



Projection Wall Signs



- Outdoor ads projected onto building face
- 30 second video ads



Smart Boards

- ✿ It tracks the FM frequency from passing cars and then electronically shifts the advertising message on the billboard to match the demographic of a typical listener of that station.
- ✿ Example: Football game: Bud light ads



Bluecasting Billboards

- ✱ The billboard uses Bluetooth technology to beam (“bluecast”) video ads to passing cell phones.
 - ✱ Bluetooth transmitter searches 100 meters in front for phones with Bluetooth function turned on.
 - ✱ **Example: Receive message asking if you wish to accept the advertisement.**
 - ✱ **Receive movies, animations, music, or still images further promoting the product**

Mobile Billboards



Kiosk Billboards



Billboard Issue Identification and Discussion



Issues

- ✿ New markets/locations?
- ✿ New technology?
- ✿ Others?

Wrap Up and Next Steps

✿ Next meeting date:

May 3, 2006 6-8 pm **ROOM 280**

