

**BILLBOARD STAKEHOLDERS GROUP**  
**Minutes from May 31, 2007**

***I. Welcome***

Sandra Montgomery welcomed the group to the stakeholder meeting.

***II. Review of Draft Text Amendment for Electronic Changeable Face Outdoor Advertising Signs (LED/Digital/Tri-Vision)***

Sandra Montgomery asked if there were any initial questions about the revised text amendment.

Mr. Keenan noted that the text amendment did not meet the goals of the process, which was to benefit residents and add value to the community. He cited some statistics from the Charlotte Observer that ranked Charlotte high in desirability, economic potential and human resources. The stakeholders debated whether value was added to the community, and how the city benefited.

Ms. Montgomery reminded the group that not everyone was going to agree with the draft text amendment recommendations, but that each stakeholder had the opportunity to submit a minority opinion to the City Council noting what provision(s) they did not support, and why. Katrina Young added that regulations can be modified in the future, based upon experience with the new technologies.

Joe Applegate noted that legal, non-conforming outdoor advertising signs do exist, and if the company wished to convert an existing billboard to an electronic changeable face, then the upgrading of the non-conforming nearby billboard would be a business decision. If a non-conforming billboard was reduced in size or removed, it would benefit residents.

***III. Discussion of Text Amendment***

Ms. Montgomery reviewed the regulations and standards in detail that are listed in the table. A discussion about the illumination requirements resulted in the addition of new language to address an automatic dimming mechanism which would dim electronic changeable face outdoor advertising signs at night. This provision will be added.

***V. Next Steps***

Ms. Montgomery asked the stakeholders if they wanted to have an additional meeting to go over the addition of text for illumination of billboards. The stakeholders agreed that there was no need for future meetings; communications could now shift to e-mail, unless it was deemed that a meeting would be needed instead.

Mr. Applegate told the stakeholders that his company would like to ask City Council to fast track this text amendment. It is their intent to have a Council member request this on 6-4-07. If the text amendment is fast tracked, it would have a July public hearing versus a September

public hearing. There is no City Council rezoning meeting in August. None of the stakeholders felt this was in appropriate.

The meeting was adjourned at 7:10 pm.