

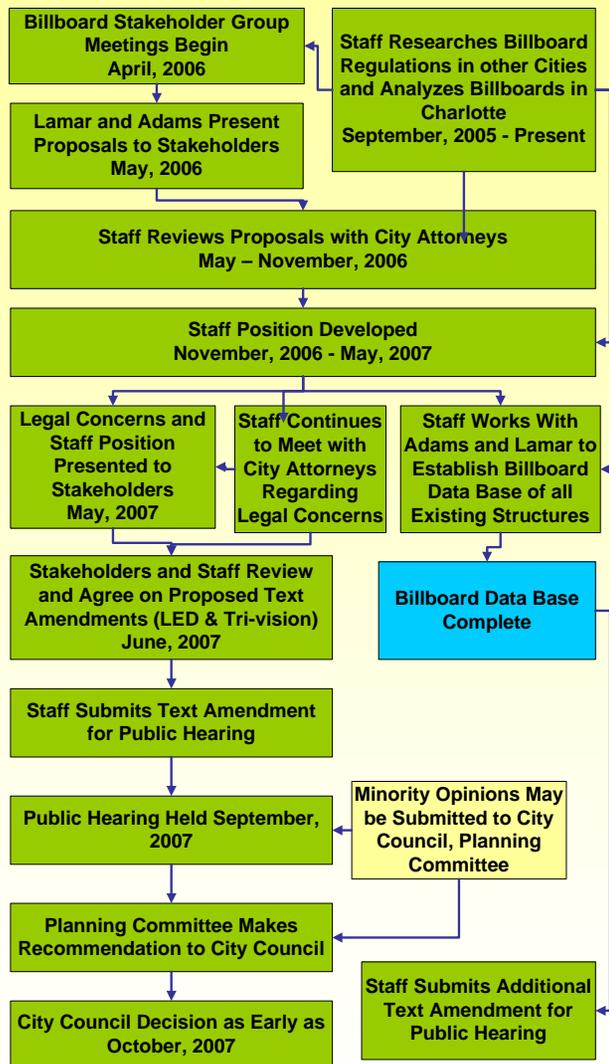
Billboard Stakeholder Meeting

May 3, 2007



Agenda

- **Brief Overview of Process**
- **Review of Proposals for LED & Tri-vision Billboards and Billboards along I-485**
 - **Legal Concerns**
 - **Staff Position**
- **Discussion of Possible Text Amendments Next Steps**



Where
are
We?

Process

- **Continue work on Billboard Data Base with Adams and Lamar**
- **Develop Possible Text Amendments**
 - **Phase 1: Address LED/Digital/Tri-vision/I-485**
 - **Phase 2: Address Wallscapes**
 - **Phase 3: Address Upgrading of Non-conforming Billboards**
- **Phase 2 & 3 Text Amendments Filed After Data Base Research is Complete**

LED/Digital Billboards



LED/Digital Billboards

Stakeholders:

- LED supported 60%:40%
- Only with greater separation distances (5,000') and longer time interval (30 sec)



LED/Digital: Legal Opinion

- **City can set longer intervals and spacing requirements, but they must be supported by evidence of how it promotes public safety.**
- **Restrictions can't be arbitrary or unreasonable.**

LED/Digital Billboards: Staff Opinion

- Support LED if:
 - Billboard is, or can become, conforming in all ways.
 - Not located directly across the street from a Historic District
 - 2,000' separation (same side of street)
1,000' separation (across street)
 - 8 second interval
 - Instantaneous Message change
 - Brightness at night limited
 - Static image (not moving or scrolling)

Tri-Vision Billboards



Tri-Vision Billboards

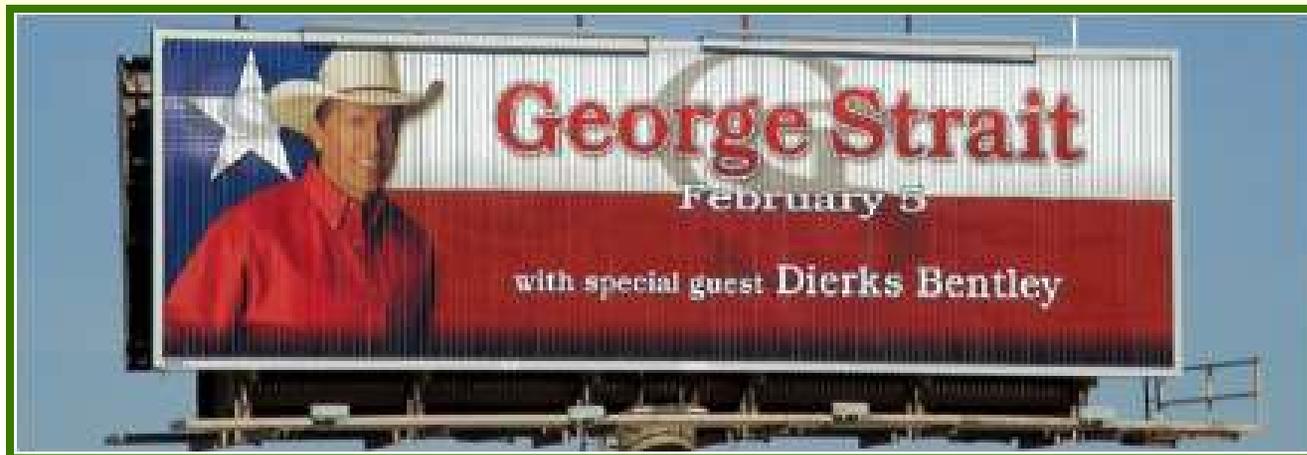
● Stakeholders:

Tri-Vision supported: 75%:25%



Tri-Vision Billboards: Legal Opinion

- City can set longer time interval but must be supported by evidence of how it will further public safety.



Tri-Vision Billboards: Staff Opinion

- Support Tri-Vision if:
 - Billboard is, or can become, conforming in all ways
 - Not located across street from, or in, a Historic District
 - 1,000' separation (same side of street)
 - 500' separation (across street)
 - 8 second interval

Billboards at I-485 Interchanges



Billboards on I-485 at Interchanges in Overlay District

● Stakeholders:

● 50%-50%

● Comments:

● Only at residential interchanges

● Only with removal of non-conforming billboards

● Adams has withdrawn this proposal.

● Staff does not support expanding the zoning districts in which billboards are permitted.

Stakeholder Discussion

- LED/Digital

- Tri-Vision

Next Steps

- **Develop Draft Text Amendments for May 17th meeting**
- **Finalize text amendments – May**
- **Phase 2 – May-June**
- **Phase 3 - June-July**

- **Next Meetings: May 17, May 31**