

**PROPOSALS FOR BILLBOARD CHANGES - May 3, 2007**

Proposed Change by Billboard Companies	Stakeholder Opinion (for:against)	Legal Opinion	Staff Response
<p><b>LED/digital technology, changing every 8 seconds, minimum</b></p>	<p>60:40 only with greater separation distances (5,000'), greater length of time for message (min. 30 seconds), and only on conforming billboards or those that can become conforming in all ways.</p>	<p>8 seconds meets State requirements. While the City can set a longer period of time, it should be supported by evidence of how it will further the intended public purpose of safety.</p>	<p>Staff is willing to support LED/digital technology, but only when the entire billboard is, or can become, conforming in all ways. A LED billboard would not be supported on a lot that abuts, or is directly across the street from an historic district boundary. For safety reasons, staff recommends a 2,000' separation between the LED billboard and any other billboard on the same side of the street, and 1,000' separation from any other outdoor advertising sign on the opposite side of the street. This may require the removal of existing billboard structures to meet the separation requirement. Staff supports the 8 second minimum dwell time for each ad. No dimming, flashing, fading, scrolling, etc. between ads (instantaneous). Brightness at night would also be limited.</p>
<p><b>Tri-vision billboards changing every 8 seconds.</b></p>	<p>75-25</p>	<p>8 seconds meets State requirements. While the City can set a longer period of time, it should be supported by evidence of how it will further the intended public purpose of safety.</p>	<p>Staff is willing to support tri-vision technology, but only when the billboard is conforming, or can become conforming in all ways. A tri-vision billboard would not be supported on a lot that abuts, or is directly across the street from an historic district boundary. Staff supports an 8 second change period and a 1000' separation distances from the tri-vision sign to any other outdoor advertising sign on the same side of the street, and a 500' separation from any other outdoor advertising sign on the opposite side of the street. This may require the removal of existing billboard structures to meet this separation requirement.</p>
<p><b>Billboards at Interstate I-485 exit ramp locations in new Overlay District</b></p>	<p>50-50 (not at residential interchanges; allow billboard only if a non-conforming billboard is removed from somewhere elsewhere)</p>	<p>1) Would require allowing equal access to all billboard companies. 2) An overlay district would have to identify a municipal concern that would necessitate the overlay district in just this area, and provide a plausible policy justification that this overlay will further that municipal concern.</p>	<p>Adams has withdrawn this request. Staff would not support expanding billboards outside of I-1 and I-2 zoning districts.</p>