

BILLBOARD STAKEHOLDERS GROUP
Minutes from May 17, 2007

I. Welcome

Sandra Montgomery welcomed the group to the stakeholder meeting to review and explore possible changes to the existing Outdoor Advertising Regulations.

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

Ms. Montgomery presented a draft of the text amendment, based on the input from stakeholders at the last meeting, and input from the outdoor advertising companies. The regulations have been placed in a table format. In addition, definitions have been added defining an “electronic changeable face outdoor advertising sign” and a “tri-vision outdoor advertising sign”.

III. Impacts of Spacing on Lamar and Adams

Ms. Montgomery briefly reviewed the table with the stakeholders, and summarized the impacts the regulations would have on Adams and Lamar. She reviewed the table and noted a new regulation was added in the event of system malfunction. Staff also added that an electronic changeable face billboard could not locate within 400’ of an historic district boundary, as per the comments received at the last meeting. Staff also agreed to allow a separation of 1000’ between an electronic changeable face billboard and a static (more traditional) billboard. And last, staff added a new category for “relationship to nearby non-conforming outdoor advertising signs” in the table. This language reads that a new or converted electronic changeable face outdoor advertising sign will not be permitted if there is a non-conforming outdoor advertising sign, owned by the same company, located within 1000’ of the subject sign, unless that non-conforming structure becomes conforming, with respect to size, height, support structure type, and if it is within 300’ of residential or institutional uses, is removed. These changes have been incorporated in the table.

Both companies have been in contact with staff during the intervening two weeks, to provide staff with their comments and concerns regarding the impact the spacing issues would have on their respective companies.

IV. Discussion of Text Amendment

Ms. Montgomery asked Mr. Soule, Mr. Applegate, and Mr. Morlidge to summarize any remaining concerns or issues they still have for the stakeholders. Mr. Applegate and Mr. Morlidge are satisfied with the draft text amendment and think it is fair.

Mr. Soule still has issues with the column titled, “Relationship to nearby non-conforming outdoor advertising signs”. The draft says that a new or converted electronic changeable face outdoor advertising sign will not be permitted if there is a non-conforming outdoor advertising sign, owned by the same company, located within 1000’ of the subject sign, unless that non-

conforming structure becomes conforming, with respect to size, height, support structure type, and if it is within 300' of residential or institutional uses, is removed. Mr. Soule would prefer the language to read that a minimum of 2000' spacing be required between electronic changeable face billboards and a minimum 1000' spacing between an electronic changeable face billboard and a static billboard owned by the same company, and a minimum 500' spacing between an electronic changeable face billboard and a static billboard owned by a different company.

Ms. Montgomery indicated that the staff would meet with the Interdepartmental Billboard Team to discuss review Mr. Soule's request.

V. Consensus

Ms. Montgomery noted that it appeared that there was consensus on the remainder of the draft text amendment, as written. Ms. Montgomery stated that there would also be additional language in the text amendment summarizing new documentation that would be submitted with an application for a sign permit.

V. Next Steps

Ms. Montgomery will draft a text amendment for review for the next meeting, and meet with the Billboard Interdepartmental team to discuss modifications based upon the comments received at the meeting.

VI. Next Meeting

The next meeting will be May 31, 2007.