

Digital Billboards

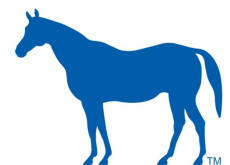
Environmental Quality and Public
Works Committee

April 24, 2018

Department of Planning, Preservation and Development

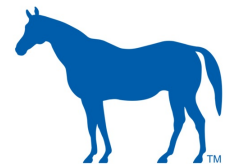
Digital Billboards

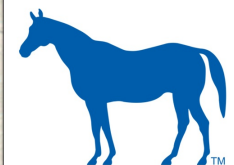
- Current Billboard regulation
- Key issues in Digital Billboard regulation
- Sample Elements of ordinance
- Next Steps



Digital Billboards-Current Ordinance

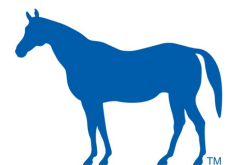
- Digital Billboards not permitted
- Advertising signs (billboards) allowed in B-3, B-4, I-1 and I-2 zones.
- Must abut a federal or state highway.
- Shall not exceed 40 feet in height and 400 sq ft in area.
- Not permitted within 150 feet of any residential zone.
- Must be set back 20 feet from street right-of-way.
- Generally, no closer than 500 feet from another billboard.





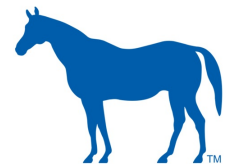
Digital Billboards-Research

- American Planning Association
- Nashville
- Cincinnati
- San Diego
- Pasco Florida
- Allen Park Michigan



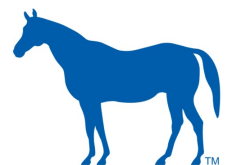
Digital Billboards-Key Issues

- Brightness of signs
 - Lux, Foot candles
 - Timing of measurement
- Message hold times
- Transition method
- Transition duration
- Area/Square footage
- Content neutrality issues



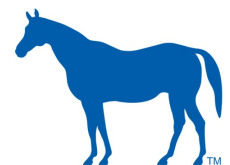
Digital Billboards-Key Issues

- Identify specific locations suitable for electronic billboards.
- Prohibition of animation-only static digital copy allowed.
- Provisions for public/community benefit messaging.
- Conversion/removal ratio.



Digital Billboards-Sample Elements

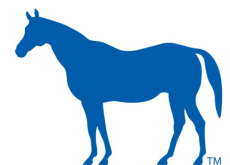
- Billboard ordinance:
 - Digital billboards must comply with all aspects of the sign ordinance with regards to the location, size and siting of non-digital billboards.



Digital Billboards-Sample Elements

■ Orientation:

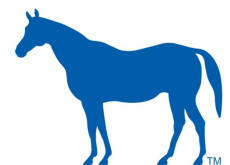
- Digital billboards shall be oriented towards and viewable from the roadway.
- Only one digital billboard face shall be viewable from any one direction at an intersection.
- No digital billboard shall be closer than 2,500 feet per visible direction of travel from another digital billboard.



Digital Billboards-Sample Elements

■ Brightness:

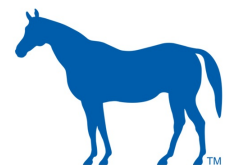
- The maximum brightness shall not exceed .02 foot candles over ambient light levels measured within 150 feet of the sign. Certification must be provided to the City as a condition of permitting.
- The digital billboard must have installed an ambient light monitor, which shall continuously monitor and automatically adjust the brightness level of the display based on ambient light conditions.



Digital Billboards-Sample Elements

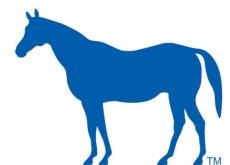
■ Brightness:

- At least 30 minutes following sunset, a light meter shall be used to obtain an ambient light reading for the location. This reading is done with the sign off or on black copy.
- The sign shall then be turned on to full white copy and a reading with a light meter made at the same location.
- If the difference between the two readings is .02 foot candles or less, the brightness is properly adjusted.



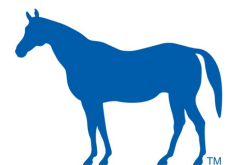
Digital Billboards-Sample Elements

- Message hold time & transition:
 - The display or message on a digital billboard, of any type, may change no more frequently than once every eight (8) seconds with a transition of two (2) seconds or less.
 - Digital messages and transitions must be static in nature with no flashing or motion of light.



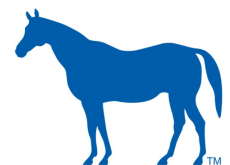
Digital Billboards-Sample Elements

- Area/Square Footage:
 - No digital billboard shall exceed 400 square feet in area.



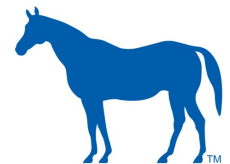
Digital Billboards-Cautions

- Enforcement of lighting and copy timing will be extremely challenging.
- Other land uses have already asked for on-premise digital signs:
 - Churches and Schools
- Expect additional business land uses to want on-premise digital signage:
 - Pharmacies and Convenience stores
 - Fast food restaurants
- Distracted Driving



Digital Billboards-Next Steps

- Council discussion
 - Council sub-committee
 - PC or Council initiation of text amendment
- Formal Draft
- Planning Commission review
 - Public Discussion and input
- Council Committee Review
- Bluesheet process



Questions?