

Rec'd by _____
Date: _____

**RECOMMENDATION OF THE
URBAN COUNTY PLANNING COMMISSION
OF LEXINGTON AND FAYETTE COUNTY, KENTUCKY**

IN RE: PLN-ZOTA-24-00008: AMENDMENT TO ARTICLE 17 FOR DIGITAL BILLBOARDS – a text amendment to Article 17 to define and regulate digital billboards in the B-3, B-4, I-1, I-2, and CN zones.

Having considered the above matter on **November 21, 2024**, at a Public Hearing, and having voted **8-3** that this Recommendation be submitted to the Lexington-Fayette Urban County Council, the Urban County Planning Commission does hereby recommend **DISAPPROVAL** of this matter for the following reasons:

1. Allowing digital billboards within Fayette County should not be permitted because, despite proposed mitigation, such use is inappropriate due to the aesthetic and nuisance impact of increased lighting on adjacent property owners, especially residential land uses.
2. The proposed text amendment is not in agreement with the 2045 Comprehensive Plan, Theme B, Protection Policy #10, which recommends reducing light pollution to protect dark skies. The illumination of a digital billboard will increase light pollution and nuisance to the general travelling public.
3. The request introduces additional roadway conflicts, reducing the efficiency and effectiveness of our roadway systems (Theme D, Goal #1), and creating less safe conditions (Theme D, Goal #1.d).
4. The proposed text amendment does not address numerous concerns, including the possibility of hacking or security of messages on a digital billboard, nor reduction of signage clutter by instituting swapping or removal provisions.
5. The proposed text recommends allowing digital billboards along federal and state highways in Corridor Business, Warehouse and Wholesale Business, Light Industrial, or Heavy Industrial zones. These zones are most common along corridors including New Circle Road, Nicholasville Road, Winchester Road and Richmond Road, which are the most heavily traveled corridors within Fayette County. Thus, higher levels of distraction caused by digital billboards could lead to additional injury and non-injury accidents along the most heavily traveled corridors.

ATTEST: This 3rd day of January 2025.

 by Traci Wade
Secretary, Jim Duncan

LARRY FORESTER
CHAIR

At the Public Hearing before the Urban County Planning Commission, this petitioner was represented by **Daniel Crum, Principal Planner, Planning Services.**

OBJECTORS

- Amy Clark

- Walt Gaffield

- Mike Brower, Southern Heights
Neighborhood Association

OBJECTIONS

- Stated her opposition citing the intensity of the use of digital billboards, enforcement concerns about how digital billboards would affect impoverished portions of Lexington.
- Stated his concern with digital billboards and distracted driving, the locations of potential digital billboards, and if the community wants to build housing on corridors it does not make sense to allow digital billboards.
- Stated the association's opposition because of safety concerns and the possibility of hacking the billboard.

VOTES WERE AS FOLLOWS:

AYES: (8) Johnathon Davis, Zach Davis, Forester, Michler, Owens, Penn, Pohl,
and Worth
NAYS: (3) Barksdale, Nicol, and Wilson
ABSENT: (0)
ABSTAINED: (0)
DISQUALIFIED: (0)

Motion for **DISAPPROVAL** of **PLN-ZOTA-24-00008** carried.

Enclosures: Application
Council Resolution to Initiate
Staff Report
Staff recommended text
Applicable excerpts of minutes of above meeting