

# DIGITAL BILLBOARD EXCHANGE PROGRAM

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Community and Cultural Development Committee  
November 17, 2014



# Background

- Currently new billboards prohibited
- Replacement billboards are also prohibited
- Static billboard inventory:
  - CBS/Outfront Media      209 faces
  - Clear Channel            17 faces
  - Lamar                      2 faces
  - Becker                     0 faces

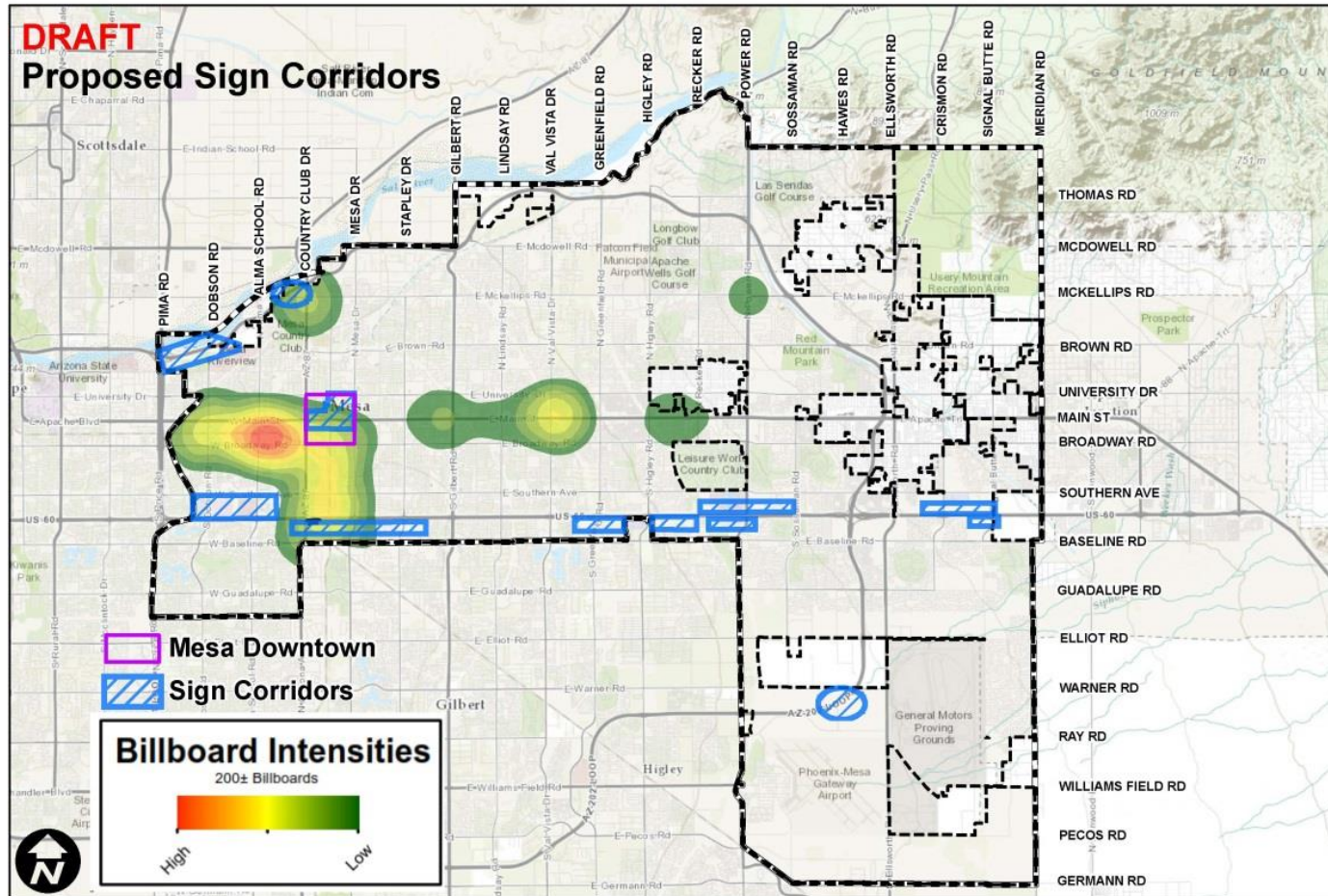
# Background

- Industry interest in exchanging existing static billboards for digital billboards
- April 10<sup>th</sup> Community and Cultural Development Committee direction:
  - Develop principles for an exchange policy with industry input
  - Examine options for exchange in place and exchange for new freeway locations
  - Consider downtown locations
  - Continue existing prohibition on new billboards (no increases in numbers)

# Proposed Process

- Digital billboards eligible in sign corridors with base zoning LC, GC, LI, GI, PEP, PS
- Consider Downtown Locations (to be determined based on Downtown Vision Committee recommendations)
- Construction of a new digital sign requires:
  - Rezoning in eligible sign relocation overlay
    - Public hearings: Planning & Zoning Board and City Council
    - Concurrent Design Review Board input
    - Notice requirements:
      - Posting/Letters/Newspaper Ad/Community Meeting
  - Relocation agreement
  - Fees (to be determined): Based on Cost Recovery

# Sign Corridors

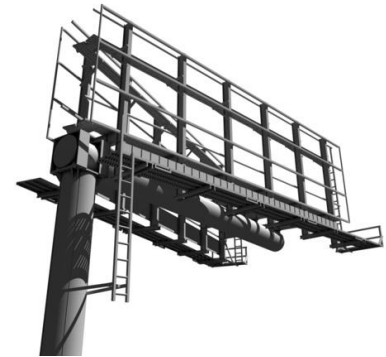


# Exchange

- 4:1 square foot exchange ratio



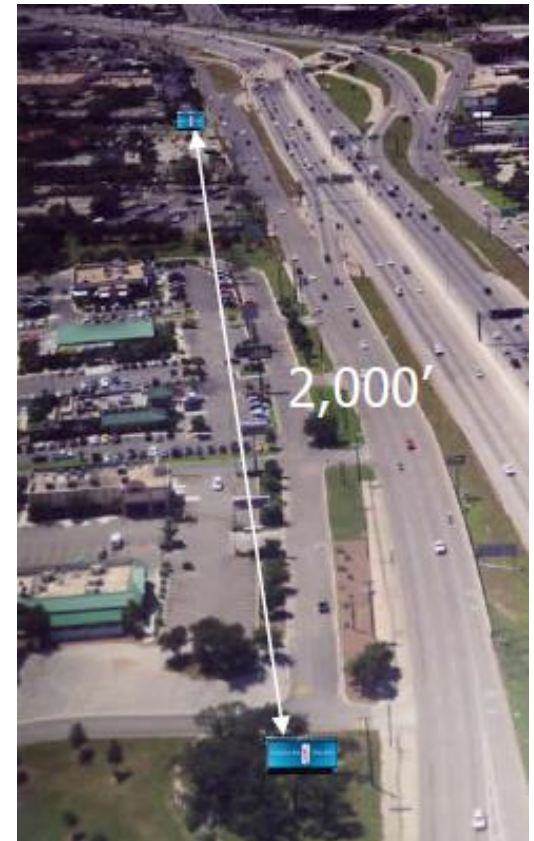
- Allow double sided billboard structures
  - Combination digital/static billboard square footage is subject to exchange ratio



- Certificate of Operation for new digital billboard not issued until City confirms removal of old static billboard

# Proposed Standards

- Spacing 2,000 ft. apart
- Location 300-ft from residential zoning
- No partial displays, malfunction on billboards defaults to off
- Size limits based on location
  - max of 400 sq. ft. on arterial
  - max 672 sq. ft. on freeway
- In place exchange with option to increase square footage beyond previous billboard (exchange ratio still applies)





# Proposed Standards

- Height:
  - Arterial Street: Maximum 40-ft
  - Freeway: Maximum 70 ft. or balloon test if greater
- Display must meet State requirements
  - No display from 11:00 p.m. to sunrise
  - Minimum 8 second run time per message
  - Transition time between messages no more than 1 second
  - Brightness levels capped for night-time and day-time use
  - No movement, flashing, or blinking messages



# Relocation Agreement

- Negotiated options
  - Enhanced sign base
  - Embellished sign face surround
- Base location landscaping or other enhancements



# Relocation Agreement

- Required options
  - Messaging for City of Mesa events
  - Ability for emergency interruption
  - Messaging guided by Outdoor Advertising Industry Principles



# Industry Feedback

- Pay in program
  - If company has no square footage to exchange they would be able to buy digital square footage based on a determined rate
  - Requires elimination of new sign prohibition
- Variable exchange rate based on market share
  - The more static square footage a company has relative to competitors the higher the exchange ratio
- Spacing of 1,200 feet between signs
- Conversion of an existing static structure allowed regardless of spacing
- Conversion of existing arterial structures to digitals at a square footage equal to the original dimensions

# Decision Points

- Seeking direction on:
  - Allow construction of replacement billboards in new freeway locations
  - Allow exchange program
  - Allow billboards to upgrade in place, including increase in billboard area and/or relocate to freeways
  - Standards
  - Consider a pay-in program
  - Variable exchange rate based on market share