

BILLBOARD TEXT AMENDMENT

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BACKGROUND

- March 4, 2024, City Council approved Ord. 5847
 - Allows Billboards as a permitted use with approval of a Billboard Overlay District
 - Includes development standards - regulate number, height, size, spacing, electronic message display, etc.
- Application received August 2024 - MCC
 - Staff recommending certain amendments
 - Simplify and improve efficacy



PROPOSED AMENDMENTS

Spacing Requirements - Between a Billboard and another Billboard and between a Billboard and a Freeway Landmark Monument

- Current Standard - 1,200 ft
- Proposed Standard - **1,000 ft**





PROPOSED AMENDMENTS

Spacing Requirements - Between a Billboard and a Residential Zoning District or residential use

- Current Standard - 500 ft
- Proposed Standard
 - 500 ft
 - **May be reduced if a line-of-site study or balloon test demonstrates that the Billboard will not be visible to/from a Residential Zoning District or residential use within 500 ft**
 - **May be no closer than 400 ft**



PROPOSED AMENDMENTS

Height Requirements

- Current Standard
 - 48 ft from the grade of the adjacent freeway
 - Not to exceed 70 ft
- Proposed Standard
 - 60 ft from the average elevation of the natural grade within 50 feet of the Billboard; or
 - 60 ft from the freeway elevation for sites whose elevation is below the freeway



QUESTIONS



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