# 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

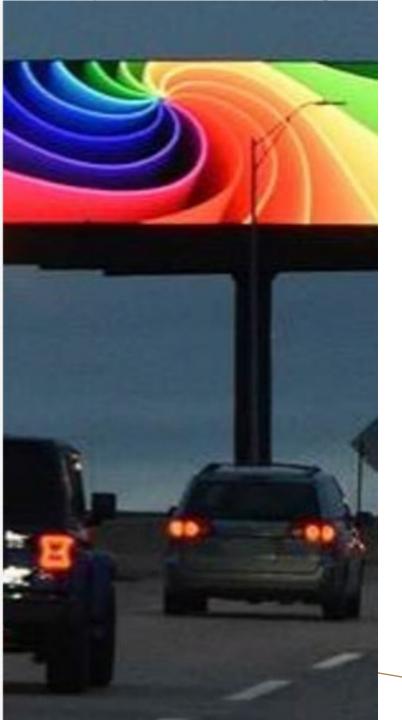


### PROPOSED AMENDMENTS

**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







