

## **Comparison of Key Aspects of the Proposed City Ordinance Regulating Off-Site Signs (Spring '09) and County Ordinance Regulating Off-Site Signs (June 9, 2009)**

### Maximum Number of Billboards Allowed

The proposed City ordinance and our proposed ordinance freeze the number of signs allowed with the jurisdiction to the number existing, in addition, to be more precise, the City proposes to also limit the number of "sign faces;" the County doesn't. New signs (and in the City, sign faces) are proposed to be allowed in both jurisdictions only in exchange for removal of existing signs.

### Recognition of Billboards Added via Annexation/De-Annexation

The proposed City ordinance would add legally permitted off-site signs (and sign faces) to its inventory of signs. In corresponding fashion, the County ordinance would propose that signs within areas annexed into the City would be removed from the County's inventory. Neither ordinance addresses counting of signs within areas de-annexed from the City to the County.

### Application of Location Standards with Regard to Signs and Residentially-Zoned Property in the Other Jurisdiction

Neither ordinance contemplates or explicitly addresses how location and spacing requirements for billboards account for existing (or approved but unbuilt) signs or residentially-zoned property within the other local gov'ts jurisdiction.

### Exchange Requirements for Digital Billboards (Incentives)

The proposed City ordinance and our proposed ordinance use essentially the same proportional "exchange" base, although it is expressed differently, which lends flexibility to each ordinance in regard to different issues.

**Basically, both gov'ts use a base of removal of four std. billboards to obtain a credit to allow one digital billboard.**

The City further provides that four sign structures and a minimum of 8 sign faces must be removed to obtain a digital billboard (with two faces) and halves the removal requirement to provide for a single digital billboard face (the County ordinance doesn't provide for such).

The County proposal would allow the removal of a multi-vision (i.e., "tri-vision") sign to count double (= to two std. offsite signs); same for the removal of a billboard that is non-conforming with regard to location stds, so that credit for a digital billboard could be obtained by removing two multi-vision signs or two signs that don't conform to location stds. Further, the proposed County ordinance merges these last two incentives, so that the removal of a multivision sign that doesn't conform with location standards, such as the one on Thomasville Rd., would be equivalent to removing four std. billboards, so that removal of one such sign would provide a credit for a digital billboard sign. The City's proposed ordinance does not include similar provisions (incentives).

### Location Standards for Billboards – Setback From Right-of-Way

The proposed City ordinance requires billboards to be setback a minimum of 15 feet from the nearest right-of-way line and 35 feet from the right-of-way intersection point. Our proposed ordinance requires billboards to be setback at least 15 feet but no further than 50 feet from the closest right-of-way line.

Location Standards for Standard Billboards – Proximity to Residentially-Zoned Property.

The proposed City ordinance requires a minimum setback of 100 feet from residentially-zoned property. Our proposed ordinance requires a minimum setback of 150 feet from residentially-zoned property.

- (1) Off-site signs shall be setback a minimum of  $x$  feet from any other existing or permitted off-site sign located along a street, where:

$x$  = 1500 feet between two standard off-site signs;  
1,800 feet between a standard off-site sign and a multi-vision sign or digital billboard; and,  
2,700 feet between two digital billboards, two multi-vision signs, or a digital billboard and multi-vision sign.

Location Standards for Standard Billboards – Proximity to Other Billboards.

The proposed City ordinance requires a minimum spacing of 2000 feet between a standard off-site sign and other standard off-site signs, and, as well, any other type of off-site sign. Our proposed ordinance requires a minimum setback of 1500 feet between two standard off-site signs and 1,800 feet between an off-site sign and a digital billboard or a multivision sign.

Location Standards for Multivision Signs – Proximity to Residentially-Zoned Property.

The proposed City ordinance requires a minimum setback of 200 feet from residentially-zoned property. Our proposed ordinance also requires a minimum setback of 200 feet from residentially-zoned property.

Location Standards for Multivision Signs – Proximity to Other Billboards.

The proposed City ordinance requires a minimum spacing of 4000 feet between a multivision off-site sign and other multivision off-site signs, and, as well, a digital billboard (unless the permit application for the multivision sign was filed prior to July 12, 2006, in which case, this distance is decreased to 3500 feet). The City ordinance proposes a setback of 2000 feet from standard off-site signs. Our proposed ordinance requires a minimum setback of 2700 feet between a multivision off-site sign and other multivision off-site signs, and, as well, a digital billboard; and, a setback of 1,800 feet from standard off-site signs.

Location Standards for Digital Billboards – Proximity to Residentially-Zoned Property.

The proposed City ordinance requires a minimum setback of 200 feet from residentially-zoned property. Our proposed ordinance requires a minimum setback of 300 feet from residentially-zoned property.

Location Standards for Digital Billboards – Proximity to Other Billboards.

The proposed City ordinance requires a minimum spacing of 4000 feet between a digital billboard and other digital billboards and, as well, multivision off-site signs (unless the permit application for the digital billboard was filed prior to July 12, 2006, in which case, this distance is decreased to 3500 feet). The City ordinance proposes a setback of 2000 feet from standard off-site signs. Our proposed ordinance requires a minimum setback of 3500 feet between a digital billboard and another digital billboard, and, as well, from any multivision sign; and, a setback of 2000 feet from standard off-site signs.

Limitations on Number of New Multivision Billboards.

The proposed City ordinance would allow as many as twelve new multivision sign faces (equivalent to two new multivision signs) on an annual basis in exchange for removal of other signs. The City ordinance proposes a basis of exchange for removal of two existing standard billboards of at least four faces to obtain a double-sided multivision sign or removal of one std. off-site sign (two faces) to obtain an approval for a single-sided multivision sign. The proposed County ordinance would not limit the number of multivision signs that could be obtained but requires the removal one multivision sign, or two standard off-site signs, or one sign non-conforming as to location standards, to be removed in exchange for each new multivision sign.

Limitations on Number of New Digital Billboards.

The proposed City ordinance would allow as many as six new digital billboard faces (equivalent to three new digital billboards) on an annual basis in exchange for removal of other signs. The City ordinance proposes a basis of exchange for removal of four existing standard billboards of at least eight faces to obtain a double-sided digital or removal of two std. off-site signs (four faces) to obtain an approval for a single-sided digital billboard sign. The proposed County ordinance would allow four additional digital billboards after December 31, 2010 (a total of six digital billboards allowed, including two presently allowed and counted in the inventory), in exchange for removal of existing billboards (four standard billboard, or two multivision signs, or two signs non-conforming as to location, or one multivision sign, non-conforming as to location for each new digital billboard).

Limitations on Size and Height of Billboards.

Both the City and County ordinance propose to restrict signs to a maximum of 380 square feet per face and to a height of 40 feet above ground level.

Illumination of Digital Billboards.

Both proposed ordinances set out brightness limits measured as candelas per square foot at any focal point on any roadway, berm, or vehicular approach to any roadway. The Table below compares the two ordinances in regard to this aspect; the County's ordinance sets out standards generally two-thirds as great as the City's.

Color	Day		Night	
	City	County	City	County
Red	300	200	100	67
Green	600	400	200	133
Amber	450	300	150	100
Blue	800	500	350	210
All Colors	650	400	250	170