

BILLBOARD WORKSHOP

**DIGITAL
BILLBOARD
WORKSHOP**

City Council

February 25, 2010

PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT

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Purpose of workshop:

- 1. Assess the possibility of reducing the existing inventory of billboards while allowing the introduction of digital billboards.**
- 2. Determine future direction.**

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Existing 2010 Billboard Inventory

	<u>Structures</u>	<u>Faces</u>
Clear Channel	66	132
CBS	13	22
Other	6	10

Various billboard sizes including:

14' x 48', 10' x 40', 10' x 30', 20' x 48', 12' x 25' and 6' x 12'

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14' x 48'
672 sq. ft.



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Current Billboard Regulations

- **Static billboards only**
- **Maximum size – 672 square feet per sign face**
- **Maximum height – 25’ from the crown of the road**
- **Distance between signs – 1,500’ on Interstate, 1,000’ on FAP**
- **Distance from residentially zoned property – 500’**
- **Distance from historically designated property – no requirement**
- **Zoning districts permitted in – CCT, CCS, EC, RC, IC, IS & IT**
- **Roadways permitted on – Interstate and Federal Aid Primary Roads (Interstate, 4th St., 34th St., Gandy Blvd., Ulmerton, Blvd.)**

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Non-Conforming Billboards

- **May be maintained and/or repaired**
- **If structurally altered by more than 25% of the replacement cost of the sign, the sign shall be made to conform to the current code**

Conforming Billboards

- **May be replaced, repaired and upgraded**

Billboard Attrition

2002 Inventory – 209 Faces

2010 Inventory – 164 Faces

Reduction of 22%

Florida Statutes Chapter 70.20

- **Sanctions billboard replacement and relocation agreements**
- **Encourages local governments and sign owners to enter into agreements**
- **“Whatever terms are agreeable” to the sign owner and the local government**

Two Primary Pieces To The Proposal

- **Amendments to the LDRs (off-premise sign regulations)**
- **Billboard relocation & replacement agreement**

Proposed Amendments To The LDRs

- **Modification to the existing off-premise sign regulations**
 1. **Limit locations to Interstate and Interstate feeders (previously included all Federal Aid Primary roadways)**
 2. **Makes allowances for off-premise digital sign technology**
- **Creation of new subsection for digital or electronic off-premise signs**

Proposed Digital Off-Premise Sign Regulations

- **Digital billboards only allowed in conjunction with a Florida Statute 70.20 agreement**
- **Specific location and operational standards**
- **These provisions become the framework for any future 70.20 agreement**

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Locational Standards

- **Within 100' of right-of-way of:**
 - Roosevelt**
 - Gandy**
 - 34th Street**
 - Tyrone Boulevard**
 - Interstate and Interstate feeders**
- **At least 500' from historic properties and residentially zoned properties (CRT, CRS, NPUD, NS and NT)**
- **Spaced so that a driver cannot see more than one face at a time (minimum 2,500' separation)**

Height And Size Standards

- **Height of no more than 25' above the crown of the road – same as for static billboards**
- **Sign faces no greater than 14' in height and 48' in width (672 square feet) – same as for static billboards**

Message Standards

- **10 second dwell time**
- **No sequencing messages**
- **Static image during the 10 second dwell**
- **Static brightness during the dwell**
- **Instantaneous message change**
- **Minimum text sizes**
- **No address, phone numbers, web sites, etc.**

Sign Brightness Standards

- **Illumination / luminance standards are evolving**
 1. **0.3 foot candles above ambient light conditions (OAAA)**
 2. **280 cd/m² luminance at night (NYSDOT)**
- **Should not impair the vision of, or be a nuisance to, the driver**
- **Any constructed digital billboards would be required to comply with any new, more stringent, regulations related to safety and operational standards**

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Removal And Replacement Agreement Minimums

- **Specify total number of billboards to be removed**
- **Half of the billboards to be removed must be removed before a permit for construction of a digital billboard can be approved**
- **Minimum ratio of removing 10 existing billboards for each digital billboard constructed**
- **Removed billboard locations are prohibited from new sign erection, regardless of property ownership**
- **Remaining, non-digital signs may be relocated in conformance with off-premise sign regulations**

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Removal And Replacement Agreement Minimums

- **Documentation of compliance with State laws/regulations (for proposed signs)**
- **List of remaining non-digital billboards required**
- **List of billboards to be removed required**
- **List of digital billboard locations required**
- **Provide for public service announcements**
- **Agreement subject to City Council approval**

Agreement Administration / Code Compliance

- **Tracking Inventories**
- **Monitoring**
- **Measuring**
- **Penalties**

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Other Regulations / Agreement Options

- **Turn off provision – “curfew”**
- **License / operating permit requirement**
- **Modification of any standards we talked about**
- **Square footage of removed billboards along with number of signs removed**
- **Continued review of illumination / luminance standards**
- **Additional height, up to 50’ (interstate maximum) may be allowed provided additional setback from residential and historic areas is provided**
- **Replace at existing height**
- **FHA Study**

Clear Channel Proposal

- **Remove 80 static billboards and install 8 digital billboards within 2 years:**
 - **Phase I**
 - **Step 1 - Remove first 40 static billboards**
 - **Step 2 - Permit and install 4 digital billboards**
 - **Phase II - Optional**
 - **Step 1 - Permit and install 4 digital billboards**
 - **Step 2 - Remove remaining 40 static billboards**

Clear Channel Concerns

- **Like the potential for additional height with additional residential separation required, but, would like ability to install replacement digital billboards at existing billboard height.**
- **Does not like the restriction on future static billboard construction to the interstate and interstate feeders - would like to be able to replace existing billboards on the same roadways that are eligible for digital billboards.**

Comprehensive Plan Guidance

- **Billboards not specifically addressed**
- **Vision Element**
 - **Speaks against sign proliferation**
 - **Speaks in favor of commitment to appropriate codes and standards of design for architecture, signage, landscape and site planning to ensure quality and beauty.**

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Options

- **Options**
 - A. Process proposal as is or modified**
 - 1. Identify modifications**
 - 2. Send back through the process**
 - 3. Receive additional public input (DRC, City Council, CONA, etc.)**
 - B. Additional Workshop**
 - C. End the process**
 - D. Other**