



CITY OF DALLAS

Memorandum

Date: February 4, 2011

To: Members of the Economic Development Committee:
Ron Natinsky (Chair), Tennell Atkins (Vice Chair), Jerry R. Allen, Dwaine Caraway, Sheffie Kadane, Linda Koop, Ann Margolin, Steve Salazar

Subject: Amendment to Digital Billboard Regulations: Status Update

On Monday, February 7, you will be presented a status update on an amendment to billboard regulations. A copy of the briefing is attached for your review.

If you need further information, please call Theresa O'Donnell at 214-670-4127.

A handwritten signature in black ink, appearing to read 'A.C. Gonzalez', written over a circular stamp or seal.

A.C. Gonzalez
Assistant City Manager

c: The Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Thomas Perkins, City Attorney
Deborah Watkins, City Secretary
Craig Kinton, City Auditor
Judge C. Victor Lander, Judiciary
Ryan S. Evans, First Assistant City Manager
Forest Turner, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Jack Ireland, Director, Office of Financial Services
Theresa O'Donnell, Director of Sustainable Development and Construction
Karl Zavitkovsky, Director, Office of Economic Development
Hammond Perot, Assistant Director, Office of Economic Development
Helena Stevens-Thompson, Assistant to the City Manager

Amendment to Digital Billboard Regulations: Status Update

City Council
Economic Development Committee
February 7, 2011



Background

- On April 14, 2010, Clear Channel Outdoor submitted a request to amend the City of Dallas Code, Section 51A, Article VII, sign regulations, to allow digital billboards.
- Section 51A-7.306 prohibits the installation or maintenance of a detached non-premise sign in the City of Dallas.
- The proposed amendment would allow the replacement of a traditional billboard with a billboard utilizing digital technology; therefore, no new billboard structures will be installed.

Background

- The Special Sign District Advisory Committee (SSDAC) considered this issue at two public meetings in June and July of 2010 and again on January 11, 2011 at the request of the City Plan Commission (CPC). The meetings were attended by billboard industry representatives and interested citizens.
- CPC considered the proposed amendments on December 16, 2010 and on January 2011, and has recommended approval of the amendments.

CPC Recommendation

1. Allow digital billboards to replace existing billboards along expressways only.
2. For every one square foot of digital billboard constructed, a minimum of 3 square feet of traditional billboard must be removed except that each sign company is allowed one 1 square foot for 1 square foot replacement.
3. Reconstructed digital signs shall not increase the number of faces on the original billboard.
4. Reconstructed digital signs must upgrade supports to monopole supports that meet current building codes.

CPC Recommendation

5. Reconstructed digital signs may not increase the height above the height of the sign it is replacing.
6. Digital billboards must be spaced a minimum of 1500 ft from another digital billboard oriented to the same traffic direction.
7. Messages on digital billboards must be static messages with no moving or flashing images.
8. Digital billboards must not change message more than once every 8 seconds.
9. Digital billboards must be equipped with light sensors which dim the billboards based on ambient light conditions

Issues

- Should one 1 to 1 square foot replacement be allowed for each billboard company or is there another mechanism to accommodate smaller companies (let market control, percentage of time for city messages)
- Billboard companies decide which traditional faces to take down in order to erect a digital face
- Higher energy consumption of digital boards

Issues

- Allowing the replacement of support structures with digital boards extends the life of the billboard
- Difference in lighting/glare impact of digital boards compared to traditional billboards (which has less an impact)
- Is the net reduction of smaller boards along city arterials in exchange for a digital sign face a benefit consistent with the objectives of the sign ordinance to minimize visual clutter?

Next Steps

- Department will complete research
- Return to the Economic Development Committee for final direction and recommendation
- Schedule for City Council action