

Overview of Billboard Regulatory Options
December 1, 2015

Course of Action	Allowed Zones	Size (sq ft)	Height (ft)	Buffers (ft)	Dispersion (ft)	Design prohibitions	Illumination	Landscaping	Maint	# Faces Comply/Not Comply of 311 total
Existing Code (Aug, 2011) AMORTIZATION	All Billboards C-2, M-1, M-2, PMI	300	30; 45 in PMI	500 Residential Dist Mixed Use Dist Shoreline Dist HIST/CONS Dist Schools Churches Parks/playgrounds	500	Unconcealed back; Over roof; 3+ faces; Not back/back faces; Over 10 ft setback; Off-set, Cantilevered, Over roof; Other freestanding sign	No digital; no internal lighting; shielded from neighbor property; no flashing; can't resemble traffic signals	Maintain code required LS during construction; visible base - 5 ft buffer; alteration of street trees needs City approval	Maintain in good repair and compliance with Code	3/308
CWG NO AMORTIZATION	All Billboards - C-2, M-1, M-2, PMI plus PDB, UCX, CCX, CIX, DCC, DMU, WR	Industrial zones - 672 All other zones - 300	30, 35, 35+, 45 in PMI	100-300	100-300	Unconcealed back; Rooftop construction; not back/back faces	No change	remove 5 ft base buffer	No change	34+/277-
PC Recommendation AMORTIZATION	All billboards - C-2, M-1, M-2, PMI (each Sq. Ft. of new freestanding face only permitted in exchange for non-conforming faces) Walls only - Add PDB, UCX, CCX, CIX, DCC, DMU, WR, NCX (after specified removals)	Freestanding - 300 Walls - 300+ w/ staff review	30 or 35 if over 500 ft from sensitive zones and areas	General - 250 HIST/CONS Dist and historic buildings - 100 Downtown - no school buffer	Wall signs-200 300 sf pole-300 672 sf pole-500	Unconcealed back; Over roof; 3+ faces; not back/back; Off-set, Over-cantilevered, Over roof; Other freestanding sign; 2+ support poles on freestanding signs	Existing, plus requirement for LED bulbs and 12 am - 5 am and daylight hours shut off	same as CWG	adds stronger penalty for graffiti	21/290
Staff Alternative ALTERNATIVE TO AMORTIZATION	All Billboards - C-2, M-1, M-2, PMI plus PDB, UCX, CCX, CIX, and DCC; Walls only - DCC, DMU, WR, NCX Reduce and Cap Freestanding - NCX, DR and WR	Industrial zones - 672 All other zones - 300 Walls - up to 50% of wall Selected Arterial Segments in C-2, UCX and CCX - 672	30; or 40 if over 500 ft from sensitive zones and areas; 45 in PMI	Same as PC; except selected Areas - 100-150 in MUCs; Exemption if can not be seen from buffered property	same as PC	Modifies PC by allowing 5 ft or less off-set on structures with < 300 sf faces	same as PC	same as PC	same as PC	30; 34 if convert backs of 4 indust. Bulletins/277

Council District	Existing Structures/Faces
Council Dist #1	10 structures; 20 faces
Council Dist #2	39 structures; 66 faces
Council Dist #3	68 structures; 125 faces
Council Dist #4	21 structures; 41 faces
Council Dist #5	31 structures; 59 faces
Total all Districts	169 structures; 311 faces

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