



# Priority Zones and More

Community Work Group  
January 5, 2015

# Topics

- Clear Channel's Priority Zones**
- Alternate exchange mechanisms**
- Size-based consolidation**
- How to site a billboard**

- **Priority Zones**

- The group is in agreement on Residential and Shoreline as non-preferred billboard zones.
- The group is largely in agreement on allowing billboards in Commercial and Industrial zones.
- We have focused our priorities on the non-consensus zones. These are the zones where the balance of the group's work still needs to be done.

- **Clear Channel's Priority Zones**
  - **NCX – Neighborhood Commercial Mixed-Use (35)**
  - **CCX – Community Commercial Mixed-Use (12)**
  - **WR – Warehouse Residential (18)**
  - **DR – Downtown Residential (10)**
  - **DCC – Downtown Commercial Core\* (5)**

\* Consider Wall Signs.

- **Alternate Exchange Mechanisms**
  - **Additional or alternate conditions to expand allowable zones.**
    - **Cap and Replace**
    - **Zone or area maximums**
    - **Wall signs**

- **Size-based consolidation of Jr. Posters to Posters example.**
  - **Jr. Poster are 72 sf.**
  - **Poster are 288 sf.**
    - **4 Jr. Posters and a minimum of 2 structures are the equivalent of 1 back to back Poster.**

- **Size-based consolidation of Posters to Bulletins example.**
  - **Poster are 288 sf.**
  - **Bulletins are 672 sf.**
    - **4.66 Posters and a minimum of 3 structures are the equivalent of 1 back to back Bulletin.**

- **Siting a Billboard**

- **Identify preferred sign face location subject to:**
  - **Building/Planning Department Restrictions (i.e. setbacks, etc.)**
  - **Sign Code Restrictions (i.e. buffer zones, etc.)**
  - **Property Owner Restrictions (i.e. future building sites, parking spaces, etc.)**
- **Identify sign base location subject to the same restrictions and practicality of the location.**



Thank you!

