

Design/Other Factors Exercise for Meeting 8

Parts 1-5 = 84 min.; Parts 6, 7 = 20 min.

So far, the group has identified as many as 13 different zones where billboards are potentially acceptable (the zones highlighted in yellow in the caption row of the table). However, if that was all that was changed in the City code, all but 2 billboards *would remain nonconforming* for other reasons. Those reasons are basically the items in the table below: buffering, dispersal, design. Today’s exercise is about considering changes to those “design and other factors” that could make some billboards conforming and/or permissible in these consensus zones.

<i>Item</i>	<i>#</i>	<i>Code</i> <i>Options described are w/in the range of current code, 1997 code and 1988 code.</i>	<i>Downtown</i> <i>DCC, DMU, WR</i>	<i>Commercial</i> <i>C-1¹, C-2, PDB, T¹</i>	<i>Mixed Use</i> <i>CCX UCX, CIX,</i>	<i>Industrial</i> <i>M-1, M-2 PMI</i>
Part 1: Buffering <i>10 minutes discussion</i> <i>7 minutes voting (including alternate concepts, below)</i> <i>5 minutes to report out</i>		Options:	How many feet of buffer do you think is most appropriate?			
	A	No billboard within 500 / 250 / 100 feet of a residential zone and this type of zone				
	B	No billboard within 500 / 250 / 100 feet of a mixed use zone (NRX, URX, HMX) and this type of zone (note: NCX not included)				
	C	No billboard within 500 / 250 / 100 feet of a shoreline district and this type of zone				
	D	No billboards within 500/ 250 / 100 feet of a special use areas (schools, churches, public open space, playgrounds, parks, historic and conservation districts, registered historic properties)				

¹ 1 of 2 subgroups identified zones C-1 and T as an acceptable area for billboards.

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Rate the sample ideas. Propose additional ideas.	E	Shoreline setback: 375 ft./ 150 feet				
	Alternate Buffering concepts					Rating: 1 to 5 (5 highest)
	1. No BB w/in 250 feet of Residential zone unless not visible from the adjacent R - zone. Within 250 - 500 ft. of a Residential zone, 30 ft. height limit and <u>no nighttime lighting</u> of BB (or no illumination at all)					
	2. Eliminate mixed use buffers.					
	3. Eliminate shoreline buffers but retain shoreline setback at 375 ft.					
	4.					
	5.					
	6.					
	7.					
	Notes on Rationale for any consensus positions:					

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Part 2: Dispersal 5 min. discussion, 5 min. voting, 5 min. report out		Options:	How many feet of dispersal do you think should be required between billboard structures in these types of zones?				
	F	500 / 250 / 100 ft. minimum between BB structures, 2 faces maximum per structure					
		Alternate Dispersal Concepts					Rating: 1 to 5 (5 highest)
		1. 250 feet in all areas excepting Industrial at 100 feet (provided that 250 ft would be required if signs larger than 300 sq. ft are allowed in Industrial areas)					
		2. Not allowed within 300 feet of an intersection.					
		3.					
		4.					
		Notes on rationale for any consensus positions					

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Part 3: Height 5 min. discussion, 5 min. voting, 5 min. report out		Options:	What height limits should apply in these types of zones?				
	G	30 ft / 35 ft except 45 feet in PMI (Current)					
		Alternate Height Concepts					Rating: 1 to 5 (5 highest)
		1. 30 ft. w/in buffer of residential zone, downtown residential; 35 feet all other zones except 45 feet in PMI					
		2. Add a minimum height limit such that billboards are not installed at eye level to drivers.					
		3.					
		4.					
		<i>Rationale for any consensus positions:</i>					

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Part 4: Size 5 min. discussion, 5 min. voting, 5 min. report out			Which size limit do you prefer in these zone categories?				
	H	300 sf max. (no “Premier” or “Bulletin” sizes allowed). Cut outs and extensions may add 20% <i>(Current code, 1997 code)</i>					
	I	672 sf max with face max of 25 ft tall and 50 ft wide. Faces over 300 sf must locate on arterials with 2 lanes going each way. <i>(1988 code)</i>					
		Alternate Size Concepts					Rating: 1 to 5 (5 highest)
		1. Allow 672 sq. ft. BB (25 x 50) in Industrial Zones, 300 sq. ft elsewhere.					
		2. Allow 672 sq. ft. along 509 outside historic, shoreline districts, 300 sq ft. elsewhere					
		3.					
		4.					
		5.					
	<i>Rationale for any consensus positions:</i>						

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Part 5: Design & Landscaping		Current Code	1997, 1988 codes:	How important is <u>current code design factor</u> to you? Importance to me: High, Medium, Low (Note if importance differs between zone categories (Downtown, M-U, etc.)			
	7 min. discussion	J	2 faces per structure, max	Not addressed			
	5 min. voting	K	Faces must be back to back w/in 5 degrees of perpendicular with road.	Not addressed			
	5 min. report out	L	No offset or cantilevered construction of structure	Not addressed			
		M	May not project above adjacent building	Not addressed			
		N	No rooftop construction	<i>Same as current code</i>			
		O	Must have facing to cover back bracing and framework	<i>Same as current code.</i>			
	P	Max 10 foot setback from street	Not addressed				

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	Q	May not install a BB structure or onsite signage structure on a parcel where either such type of structure is already present.	Not addressed			
	R	Screen base of support from pedestrian view. Alteration of street trees requires prior city approval	Not addressed.			
	Alternate Design Concepts					Rating: 1 to 5 (5 highest)
	1. Billboards in DCC, C-1, DMU, WR are wall signs (not freestanding) that do not block windows or historic architecture features.					
	2.					
	3.					
	4.					
	5.					
	<i>Rationale for any consensus positions:</i>					

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Part 6: Lighting 3 min. discussion 3 min. voting 3 min. report out		LIGHTING		<i>Does current code seem appropriate for these zoning types?</i>			
	S	<ul style="list-style-type: none"> • Must be directed toward sign and use cut-off shield. • Internal illumination prohibited. <i>(Current code)</i> 					
		Alternate Lighting Concepts					Rating: 1 to 5 (5 highest)
		1. No lighting at night.					
		2.					
		3.					
		<i>Rationale for any consensus positions:</i>					

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Part 7: Digital Signs 3 min. discussion 3 min. voting 5 min rept.				How important is the current prohibition on digital signs? (H-M-L)			
	T	Current Code: Prohibited	Prior Codes: Not addressed				
		Alternate Digital Sign Concepts? Rationale?					
		1.					
		2.					
		3.					
		Rationale for any consensus positions:					