

Homework on Question 3: How do We Get There From Here?

Instructions: Please complete the tables at Parts 1 & 2 and email back to Karen by Tuesday, January 20. We will review results at Meeting 10/Jan. 26.

Once the CWG has a vision (or visions) charted on where billboards should be allowed and what they should look like, we need to find some mechanisms to transition from what is on the ground today *towards that vision*. Said another way, what are the **most effective/appropriate mechanisms** that will enable the community to accomplish:

- (1) a reduction in the total number of billboards in the City, and
- (2) removal of billboards from areas where it is the highest priority to do so?

The goal is to identify a set of mechanisms that have consensus support of the CWG; this homework is the first step towards that goal.

Instructions: Complete the table below, and offer any additional ideas at part 2.

Part 1: Sample Ideas

| # | Concept Rate each concept from 5 to 1... | CWG Member Rating – 5 – strongly support 4 -- support somewhat 3– I am neutral 2 – oppose somewhat 1 – strongly oppose |
|---|--|--|
| 1 | Cap both the number and total square footage of BB faces allowed in the City somewhere below the current totals . Allow replacement of BB within the capped number/sq. footage, but move toward the cap through an exchange mechanism (such as mentioned in Item 2 or 3) | |
| 2 | Develop an exchange ratio whereby a new billboard could be <i>constructed</i> in a high priority zone for BB companies/advertisers <i>only in exchange for the removal of at least 2 billboards</i> in an area that is a high priority for elimination of billboards . (subject to other zoning criteria also being met, including a total cap on the number of BB; areas to be defined in code) | |
| 3 | Similar to #1 – a multi-factor exchange ratio -- where a new billboard can be constructed in an acceptable zone (subject to other zoning criteria being met) <i>in exchange for</i> removal of other billboards of <i>equivalent ‘point value’</i> . Proposed new billboards would be assigned a certain number of points based on their value to BB owners and the community (based on multiple factors: size, location, height, etc.); Billboards to be <i>removed</i> are similarly assigned a point value based on their size, location, height, etc. | |

| | | |
|-----------------|--|--|
| <p>4</p> | <p>Impose higher annual license fees on billboards on billboard owners (such as CCO), per structure or face, in order to fund an account that could be used to offset a portion of the costs of billboard removal incurred by billboard owners (such as CCO) from designated areas.</p> | |
| <p>5</p> | <p>Same as #4 and also include landlords in the group that could receive money from the account – in exchange for an agreement to not <i>renew</i> a BB lease and to not allow BB on the property in future (\$ available only to landlords in areas where BB remain nonconforming after new code adopted).</p> | |
| <p>6</p> | <p>Conditional Conforming Status: No newly conforming BB (under a new code) that has been nonconforming for at least 15 years can be considered conforming unless and until another nonconforming BB is removed.</p> | |
| <p>7</p> | <p>Allow construction of a street kiosk in a “high pedestrian focus zone” (where BB are otherwise allowed) in exchange for removal of one or more billboards in such zone.</p> | |
| <p>8</p> | <p>Allow installation of wall billboards (that do not block windows or architectural features, no freestanding structure) in “high pedestrian focus zones” (where BB are otherwise allowed) in exchange for removal of one or more freestanding billboards in such zone.</p> | |

Part 2: Other Ideas/Input

Other proposals for...

Exchange Mechanisms:

Landlord rights (property owners leasing space to CCO or others to install a billboard on their property):

Rights of BB owners (CCO, others) to existing structures that are/remain nonconforming under a proposed new code:

Other ideas on “how we get there from here”: