

Vote Tally on Question 2: What Should Billboards Look Like (Design and Other Factors)

- With 15 votes, **60% Recommendation level = 9 votes. 80% consensus level = 12 votes**
- **With all 17 votes: 60% Recommendation level = 11 votes; 80% consensus level = 14 votes**

The results of the votes of all 17 members of the CWG are summarized on pp. 1-3; on the following pages, **both** the tallies of votes at Meeting 9, **and** combined results when adding votes from the two members who were unable to attend the special meeting.

Buffers:

1. **Consensus support to substantially reduce all buffers but no consensus or recommendation on a specific level of buffer.** When looking at *aggregated vote (all those voting for "X or less")*:
 - a. **R Zone Buffers:** For billboards in *industrial zones* 60% or more of the CWG members voting support buffers of **100 feet or less** from *residential (R) zones*. In *commercial and mixed use "billboards allowed"¹ zones*, 60% support buffers of **250 ft. or less**. In *downtown zones*, the CWG was split between supporting buffers of **300 ft. or more**, or **250 ft. or less** from R-zones (e.g., no recommendation).
 - b. **"No Billboard Zone Buffers":** For BB in *Industrial zones*, 60 % of the CWG voted to support buffers of **250 ft. or less**; for Billboards in *Mixed Use and Downtown zones*, over 80% supported buffers of **300 ft. or less**. In *Commercial Zones*, 60% supported buffers of **250 ft. or less**.
 - c. **Special Use Buffers:** 60% or more of the CWG members voting supported buffers of **250 feet or less** for *Special Uses* in *Industrial zones and Downtown zones*, and buffers of **100 ft. or less** in *Mixed Use and Commercial "billboards allowed"* zones.

This table shows the lowest buffer size at which a 60% or (if none) at which 80% aggregate vote is reached. Lavender cells show cases to be reviewed at Meeting 10.

Buffer distance from a billboard in zone below to adjacent zone (to right).	R zones	"No billboard Zones" *	Special Uses
Industrial (M-1, M-2, PMI)	100 ft. or less	250 ft. or less	250 ft. or less
Mixed Use (CCX, UCX, CIX)	250 ft. or less	300 ft. or less	100 ft. or less
Commercial Zones (C-2, PDB)	250 ft. or less	250 ft. or less	100 ft. or less
Downtown Zones (DCC, DMU, WR)	300 ft. or less	300 ft. or less	250 ft. or less

*All shoreline districts, DR, RCX, VSD, HIST, CONS, NRX, URX, HMX

¹ Include M-1, M-2, PMI, CCX, UCX, CIX, C-2, PDB, DCC, DMU, WR.

Dispersal:

2. **There is consensus support to reduce dispersal requirements in all zones, but there was no consensus on a specific dispersal number.** When looking at aggregated vote (all those voting for "X or less"):
 - a. In **Industrial zones**: 80% of the members supported dispersal at **200 ft. or less**.
 - b. In **Mixed Use zones CCX and UXC** the group is split between dispersal of 300 ft. or more, or 100 ft. or less. (no recommendation), but in the **CIX zone**, there is over 60% support for dispersal of **200 ft. or less**.
 - c. In **Commercial zones and downtown zones**, the group is again split, between dispersal of 300 ft. or more or 200 ft. or less. (no recommendation).

Sign Size:

3. There is **recommendation level** support to **increase** the size of billboards in industrial zones. Other than that, the group was split: there was no recommendation level of support for any other sign sizes – as between 300 sq. ft, 378 sq. ft and 672 sq. ft.

Lighting:

4. The group **recommends against allowing digital billboards** in the City (Clear Channel reps did not vote on this issue).

Height:

5. The group was split on height. There was no recommended level of support as between heights of 30 ft., 35 ft. or greater than 35 ft.

See table on next page summarizing votes on dispersal, size and height.

This table shows the point at which a 60% aggregate vote was reached on dispersal, and a recommended level of support on size in industrial zones. Yellow shaded cells show cases where no recommendation or consensus was reached in the voting.

	Dispersal (distance between BB)	Size	Height
Industrial (M-1, M-2, PMI)	200 ft. <u>or less</u>	672 sq. ft.	Group is split
Mixed Use (CCX, UXC)	300 ft. <u>or less</u>	Group is split	Group is split
Mixed Use CIX	200 ft. or less	Group is split	Group is split
Commercial Zones (C-2, PDB)	Group is split: 300 ft. <u>or more</u> v. 200 ft. <u>or less</u> .	Group is split	Group is split
Downtown Zones (DCC, DMU, WR)	Group is split: 300 ft. <u>or more</u> v. 200 ft. <u>or less</u> .	Group split	Group is split

*denotes adjustment for vote double-count errors: in this document, the vote count on asterisked items has been reduced by one (1) vote from the count recorded at Meeting 8.

INDUSTRIAL ZONES: M-1, M-2, PMI²

BUFFERS						
Minimum size of a buffer that CWG members would support between billboards in Industrial Zones and other zones/uses. (Numbers indicate # of CWG Members voting on a minimum acceptable size)						
Size of proposed buffer	R-Zone Buffers		Other "No Billboard" Zone buffers ³		Special Use Buffers ⁴	
	<i>Mtg 9 Votes</i>	<i>All CWG</i>	<i>Mtg 9 Votes</i>	<i>All CWG</i>	<i>Mtg 9 Votes</i>	<i>All CWG</i>
500 feet	0	1	0	1	0	1
300 feet	5*	5	5*	5	5	5
250 feet	0	0	1	1	1	1
100 feet	6	7	3	4	3	4
50 feet	4	4	2	2	2	2
0 feet	0	0	4	4	4	4
<i>Total votes</i>	<i>15</i>	<i>17</i>	<i>15</i>	<i>17</i>	<i>15</i>	<i>17</i>

Results:

- Consensus to reduce buffers substantially (at least 40% reduction).
- No consensus as to a specific buffer level.
- 60% of the group (recommendation level) support buffers at 100 feet or less between "R-zones" and billboards in industrial zones; 250 ft. recommended for buffers with other "no billboard zones" and special uses.

DISPERSAL			
Feet of dispersal required between BB	Mtg 9 Votes	All CWG	Results: <ul style="list-style-type: none"> • Consensus to reduce dispersal requirements substantially in Industrial zones. • No consensus as to a specific dispersal level. • 80% of the group supports dispersal level of 200 feet or less.
500	0	1	
400	0	0	
300	1	2	
200	6*	6	
100	6	6	
50	1	1	
0	1	1	
<i>Total votes</i>	<i>15</i>	<i>17</i>	

Additional votes on Dispersal:

- Would you support smaller dispersal requirement if there was also a requirement that no BB be located w/in 300 ft. of an intersection? *Consensus: no.*

² The CWG has consensus support to allow billboards in these zones.

³ Other "No Billboard Zones" include DR, RCX, NRX, URX, HMX, Shoreline Zones; and VSD, HIST and CONS overlay zones. There was no consensus on whether NRX, C-1 and T should be "no Billboard zones" or allow billboards.

⁴ Special Uses include those defined in current code: schools, churches, public open space, playgrounds, parks, historic and conservation districts, registered historic properties.

*denotes adjustment for vote double-count errors: in this document, the vote count on asterisked items has been reduced by one (1) vote from the count recorded at Meeting 8.

SIZE			
Maximum size of BB that should be allowed in Industrial zones	CWG Votes	All CWG	Results: <ul style="list-style-type: none"> • Recommendation to allow bulletin size signs in Industrial Zones • Consensus that larger billboards are acceptable along SR 509
300 sq. ft. (current code)	4*	5	
378 sq. ft. ("Premier Size")	0	1	
672 sq. ft. ("Bulletin Size")	11	11	
<i>Total votes</i>	<i>15</i>	<i>17</i>	
Additional votes: <ul style="list-style-type: none"> • Would you support larger billboards along SR-509? <i>Consensus: yes.</i> 			

LIGHTING			
Should Lighting Requirements be modified in Industrial Zones?			
<i>Proposal offered by CWG member (not CCO): Allow regulated digital billboards in Industrial Zones, so long as the display doesn't flash or spin and brightness is controlled to something less than that allowed for static billboards.</i>			
<i>*Since Clear Channel has agreed not to place digital BB on the table, their reps did not vote on this issue. (leaving 13/15 CWG members voting)</i>			
	Mtg 9 Votes	All CWG*	Results: <ul style="list-style-type: none"> • Recommend not allowing digital billboards in Industrial Zones
Support proposal:	4	4	
Do not support proposal:	9	11	
<i>Total votes</i>	<i>13</i>	<i>15</i>	

HEIGHT			
Maximum BB Height supported in Industrial Zones	Mtg 9 Votes	All CWG	Results: <ul style="list-style-type: none"> • Recommendation level support for taller billboard height limits in Industrial Zones. • No recommendation on whether to stay at 35 ft. or go higher than that in M-1, M-2.
30 feet	4	5	
35 feet	6	7	
>35 feet	5	5	
<i>Total votes</i>	<i>15</i>	<i>17</i>	
Note: Current code: M-1, M-2: 30 ft.; PMI – 45 ft.			

*denotes adjustment for vote double-count errors: in this document, the vote count on asterisked items has been reduced by one (1) vote from the count recorded at Meeting 8.

MIXED USE ZONES: CCX, UCX, CIX⁵

BUFFERS						
Minimum size of a buffer that CWG members would support between billboards in these 3 Mixed Use Zones and other zones/uses. (Numbers indicate # of CWG Members voting on a minimum size at each level)						
Size of proposed buffer	R-Zone Buffers		Other "No Billboard" Zone buffers ⁶		Special Use Buffers ⁷	
	<i>Mtg 9 Votes</i>	<i>All CWG</i>	<i>Mtg 9 Votes</i>	<i>All CWG</i>	<i>Mtg 9 Votes</i>	<i>All CWG</i>
500 ft.	0	1	0	1	0	1
300 feet	5*	5	6*	6	4*	4
250 feet	1	1	1	1	1	1
100 feet	6	7	5	6	3	4
50 feet	3	3	3	3	3	3
0 feet	0	0	0	0	4	4
<i>Total votes</i>	<i>15</i>	<i>17</i>	<i>15</i>	<i>17</i>	<i>15</i>	<i>17</i>
Results:						
<ul style="list-style-type: none"> • Consensus to reduce buffers at least somewhat. • No consensus as to a specific buffer level. • 60% of the group support buffers at 250 ft. feet or less between billboards in these Mixed Use zones and R-zones. • Over 80% would support buffers of 300 ft. or less between billboards in these Mixed Use zones and other "No billboard zones." • 60% supported 100 ft. buffers between these billboards and Special Use billboards. 						

DISPERSAL				
Feet of dispersal required between BB in these Mixed Use Zones	UCX, CCX		CIX	
	<i>Mtg 9</i>	<i>All CWG</i>	<i>Mtg 9</i>	<i>All CWG</i>
500 feet	0	2	0	2
400 feet	4	4	0	0
300 feet	2	2	3	3
200 feet	0	0	5*	5
100 feet	8	8	6	6
50 feet	0	0	0	0
0	1	1	1	1
<i>Total votes</i>	<i>15</i>	<i>17</i>	<i>15</i>	<i>17</i>

⁵ The CWG has consensus support to allow billboards in these three mixed use zones.

⁶ Other "No Billboard Zones" include DR, RCX, NRX, URX, HMX, Shoreline Zones; and VSD, HIST and CONS overlay zones. There was no consensus on whether NRX, C-1 and T should be "no Billboard zones".

⁷ Special Uses include those defined in current code: schools, churches, public open space, playgrounds, parks, historic and conservation districts, registered historic properties.

Results:

- Consensus to reduce dispersal requirements somewhat (20% minimum reduction) in these zones.
- No consensus as to a specific dispersal level.
- 60% of the group supports dispersal of 300 ft. or less in UCX, CCX zones.
- 60% of the group supports dispersal level of 200 ft. or less in CIX zone.

Additional votes on Dispersal:

- Would you support smaller dispersal if there was also a requirement that no billboard be located w/in 300 ft. of an intersection? *Consensus: no.*

SIZE

Maximum size of BB that should be allowed in these Mixed Use Zones	Mtg 9 Votes	All CWG	Results: <ul style="list-style-type: none"> • Recommendation level support for larger billboards in these 3 zones • No recommendation or consensus on a specific size.
300 sq. ft. (current code)	5*	6	
378 sq. ft. ("Premier Size")	2	3	
672 sq. ft. ("Bulletin Size")	8	8	
<i>Total votes</i>	<i>15</i>	<i>17</i>	

LIGHTING**Should Lighting Requirements be modified in these Mixed Use Zones?**

Proposal offered by CWG member (not CCO): Allow regulated digital billboards in these Mixed Use Zones, so long as the display doesn't flash or spin and brightness is controlled to something less than that allowed for static billboards.

*Since Clear Channel has agreed not to place digital BB on the table, their reps did not vote on this issue. (leaving 13/ 15 CWG members voting)

	Mtg 9 Votes	All CWG*	Results: <ul style="list-style-type: none"> • Recommend not allowing digital billboards in these Zones
Support proposal:	4	4	
Do not support:	9	11	
<i>Total votes</i>	<i>13</i>	<i>15</i>	

HEIGHT

Maximum Height supported in these Zones	Mtg 9 Votes	All CWG	Results: <ul style="list-style-type: none"> • Recommendation level support to allow taller billboards in these mixed use zones than allowed by current code. • No recommendation on specific height increase preferred.
30 feet (current code)	5	6	
35 feet	5	6	
>35 feet	5	5	
<i>Total votes</i>	<i>15</i>	<i>17</i>	

COMMERCIAL ZONES: C-2, PDB⁸

BUFFERS						
Minimum size of a buffer that CWG members would support between BB in these Commercial Zones and other zones/uses. (Numbers indicate # of CWG Members voting on a minimum size at each level)						
Size of proposed buffer	R-Zone Buffers		Other “No Billboard” Zone buffers ⁹		Special Use Buffers ¹⁰	
	<i>Mtg 9 Votes</i>	<i>All CWG</i>	<i>Mtg 9 Votes</i>	<i>All CWG</i>	<i>Mtg 9 Votes</i>	<i>All CWG</i>
500 feet	0	1	0	1	0	1
300 feet	5*	5	5*	5	4*	4
250 feet	2	2	2	2	1	1
100 feet	3	4	3	4	4	5
50 feet	5	5	5	5	1	1
0 feet	0	0	0	0	5	5
<i>Total votes</i>	<i>15</i>	<i>17</i>	<i>15</i>	<i>17</i>	<i>15</i>	<i>17</i>
Results: <ul style="list-style-type: none"> • Consensus to reduce buffers substantially (at least 40%). • No consensus as to a specific buffer level. • 60% of the group support buffers of 250 feet or less between billboards in these zones and R-Zones and Other “Billboards Allowed” Zones; 60% of the group support buffers at 100 feet or less for special uses. 						

DISPERSAL			
Feet of dispersal required between BB	<i>Mtg 9 Votes</i>	<i>All CWG</i>	Results:
500	0	2	<ul style="list-style-type: none"> • Consensus to reduce dispersal requirements at least somewhat (20% minimum reduction) in Commercial Zones C-2 and PDB. • No consensus as to a specific dispersal level. • Group is split between dispersal of 200 ft. or less v. 300 ft. or more.
400	5*	5	
300	1	1	
200	1	1	
100	7	7	
50	0	0	
0	1	1	
<i>Total votes</i>	<i>15</i>	<i>17</i>	
Additional votes on Dispersal: <ul style="list-style-type: none"> • Would you support smaller dispersal if there was also a requirement that no billboards be located w/in 300 ft. of an intersection? <i>Consensus: no.</i> 			

⁸ The CWG has consensus support to all BB in these zones.

⁹ Other “No Billboard Zones” include DR, RCX, NRX, URX, HMX, Shoreline Zones; and VSD, HIST and CONS overlay zones. There was no consensus on whether NRX, C-1 and T should be “no Billboard zones”.

¹⁰ Special Uses include those defined in current code: schools, churches, public open space, playgrounds, parks, historic and conservation districts, registered historic properties.

SIZE			
Maximum size of BB that should be allowed in these Commercial zones	<i>Mtg 9 Votes</i>	<i>All CWG</i>	Results: <ul style="list-style-type: none"> Recommendation to allow at least Premier size billboards in these commercial zones.
300 sq. ft. (current code)	5*	6	
378 sq. ft. ("Premier Size")	1	2	
672 sq. ft. ("Bulletin Size")	9	9	
<i>Total votes</i>	<i>15</i>	<i>17</i>	

LIGHTING			
Should Lighting Requirements be modified in Commercial Zones C-2, PDB?			
<i>Proposal offered by CWG member (not CCO): Allow regulated digital billboards in these zones, so long as the display doesn't flash or spin and brightness is controlled to something less than that allowed for static billboards.</i>			
Since Clear Channel has agreed not to place digital BB on the table, their reps did not vote on this issue. (leaving 13 / 15 CWG members voting)			
	<i>Mtg 9 Votes</i>	<i>All CWG</i>	Results: <ul style="list-style-type: none"> Recommend not allowing digital billboards in these Commercial Zones
Support proposal:	4	4	
Do not support proposal:	9	11	
<i>Total votes</i>	<i>13</i>	<i>15</i>	

HEIGHT			
Maximum BB Height supported in C-2, PDB	<i>Mtg 9 Votes</i>	<i>All CWG</i>	Results: <ul style="list-style-type: none"> Recommendation to allow taller billboard height in C-2, PDB zones. No recommendation on specific height increase preferred.
30 feet	5	6	
35 feet	4	5	
>35 feet	6	6	
<i>Total votes</i>	<i>15</i>	<i>17</i>	

*denotes adjustment for vote double-count errors: in this document, the vote count on asterisked items has been reduced by one (1) vote from the count recorded at Meeting 8.

DOWNTOWN ZONES: DCC, DMU, WR¹¹

BUFFERS						
Minimum size of a buffer that CWG members would support between BB in these Downtown Zones and other zones/uses. (Numbers indicate # of CWG Members voting on a minimum size at each level)						
Size of proposed buffer	R-Zone Buffers		Other “No Billboard” Zone buffers ¹²		Special Use Buffers ¹³	
	<i>Mtg 9 Votes</i>	<i>All CWG</i>	<i>Mtg 9 Votes</i>	<i>All CWG</i>	<i>Mtg 9 Votes</i>	<i>All CWG</i>
500 feet	0	1	0	1	0	1
300 feet	7	7	6	6	5	5
250 feet	1	1	2	2	1	1
100 feet	4	5	4	5	3	4
50 feet	3	3	3	3	1	1
0 feet	0	0	0	0	5	5
<i>Total votes</i>	<i>15</i>	<i>17</i>	<i>15</i>	<i>17</i>	<i>15</i>	<i>17</i>
Results:						
<ul style="list-style-type: none"> • Consensus to reduce buffers substantially (at least 40% reduction). • No consensus as to a specific buffer level. • 80% supports buffers of 300 ft. or less buffers between billboards in downtown zones and both R zones and other “No billboard zones” • 60% of the group support buffers at 250 feet or less for special uses. 						

DISPERSAL			
Feet of dispersal required between billboards	<i>Mtg 9 Votes</i>	<i>All CWG</i>	Results:
500	5	7	<ul style="list-style-type: none"> • Recommendation level support for some reduction in the dispersal requirements below 500 ft., but no further level of agreement that rises to the level of a recommendation.
400	1	1	
300	1	1	
200	1	1	
100	3	3	
50	3	3	
0	1	1	
<i>Total votes</i>	<i>15</i>	<i>17</i>	
Additional votes on Dispersal:			
<ul style="list-style-type: none"> • Would you support smaller dispersal if there was also a requirement that no BB be located w/in 300 ft. of an intersection? <i>Consensus: no.</i> 			

¹¹ The CWG has consensus support to all BB in these zones.

¹² Other “No Billboard Zones” include DR, RCX, NRX, URX, HMX, Shoreline Zones; and VSD, HIST and CONS overlay zones. There was no consensus on whether NRX, C-1 and T should be “no Billboard zones”.

¹³ Special Uses include those defined in current code: schools, churches, public open space, playgrounds, parks, historic and conservation districts, registered historic properties.

SIZE			
Maximum size of BB that should be allowed in these Downtown Zones	<i>Mtg 9 Votes</i>	<i>All CWG</i>	Results: <ul style="list-style-type: none"> No recommendation whether to increase or cap size of billboards allowed in downtown at current level.
300 sq. ft. (current code)	9	10	
378 sq. ft. ("Premier Size")	3	4	
672 sq. ft. ("Bulletin Size")	3	3	
<i>Total votes</i>	<i>15</i>	<i>17</i>	

LIGHTING			
Should Lighting Requirements be modified in Industrial Zones?			
<p><i>Proposal offered by CWG member (not CCO): Allow regulated digital billboards in these Downtown Zones, so long as the display doesn't flash or spin and brightness is controlled to something less than that allowed for static billboards.</i></p> <p>Since Clear Channel has agreed not to place digital BB on the table, their reps did not vote on this issue. (leaving 13/ 15 CWG members voting)</p>			
	<i>Mtg 9 Votes</i>	<i>All CWG</i>	Results: <ul style="list-style-type: none"> Recommend not allowing digital billboards in these Downtown Zones
Support proposal:	3	3	
Do not support proposal:	10	12	
<i>Total votes</i>	<i>13</i>	<i>15</i>	

HEIGHT			
Maximum BB Height supported in these Zones	<i>Mtg 9 Votes</i>	<i>All CWG</i>	Results: <ul style="list-style-type: none"> Recommendation to allow taller billboard height in these Downtown Zones. No recommendation as to specific height.
30 feet (current code)	6	7	
35 feet	4	5	
>35 feet	5	5	
<i>Total votes</i>	<i>15</i>	<i>17</i>	

ADDITIONAL VOTES: Wall Signs			
A proposal was offered to allow Wall Signs in these downtown zones, subject to restriction that they not cover windows or architectural features.			
	<i>Mtg 9 Votes</i>	<i>All CWG</i>	Not tested with those not at meeting.
Yes, allow wall signs in downtown	12		
Yes, but only if they do not exceed 300 sq. ft.	1		
Yes, but only if they do not exceed 300 sq. ft. and are part of an exchange program—some other BB would be removed in the same zone before a wall sign could be installed.	2		

*denotes adjustment for vote double-count errors: in this document, the vote count on asterisked items has been reduced by one (1) vote from the count recorded at Meeting 8.