



Digital Billboard Signs

8.15.22

Who is Clear Channel Outdoor?



- One of the worlds largest outdoor advertising companies.
 - Over 450,000 displays in 31 countries
- The #1 digital display provider in Dallas-Fort Worth.
- Offer billboards, digital billboards, airport signs, and other outdoor advertising options.



Background

Clear Channel Outdoor

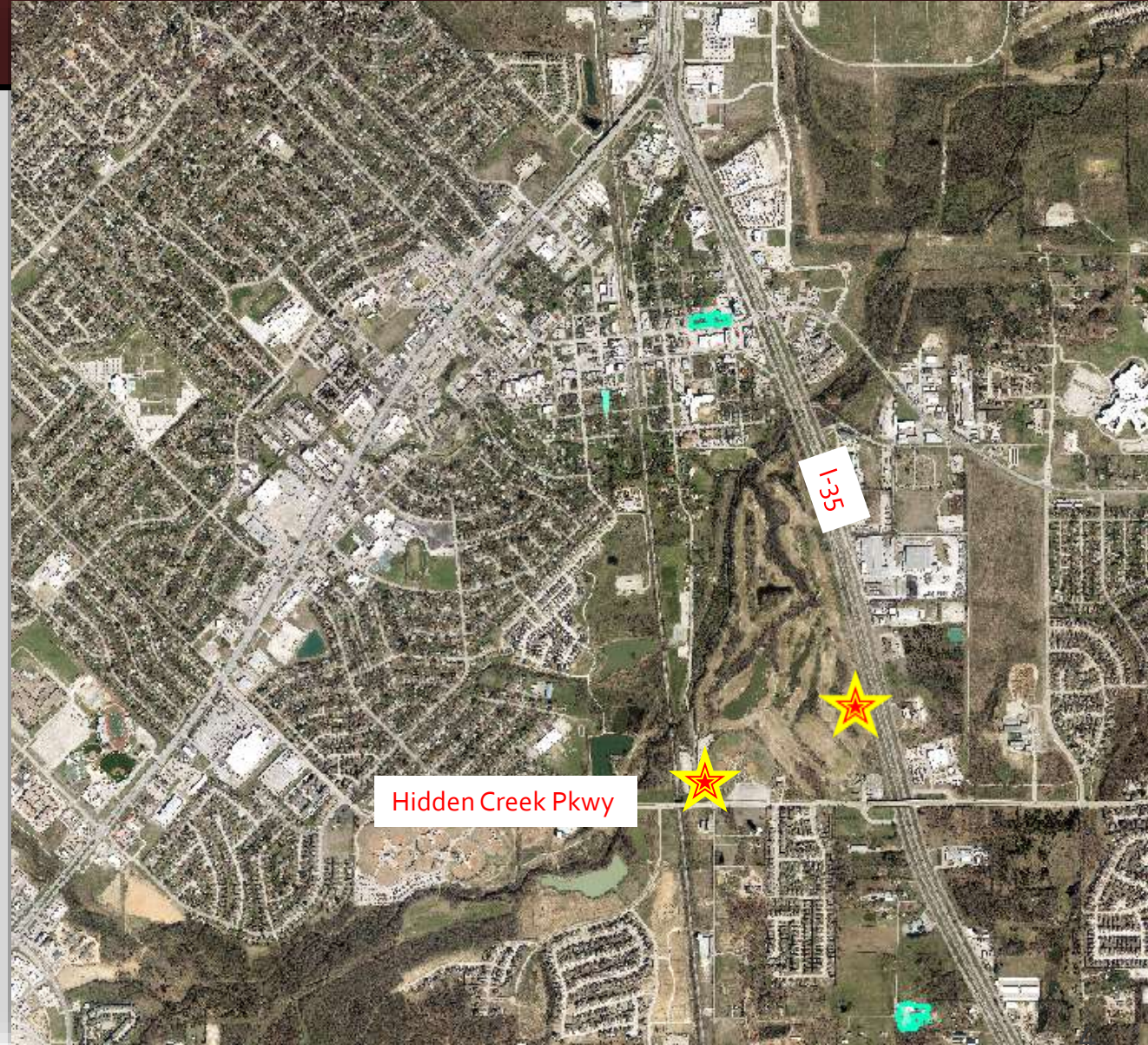
- Approached the City of Burleson to work together on a joint endeavor.
- They would like to install billboards on two city-owned properties.
- According to Clear Channel Outdoor, the endeavor will:
 1. Increase awareness of City amenities;
 2. Improve City communication capabilities;
 3. Provide additional avenues for emergency notifications.



Proposal

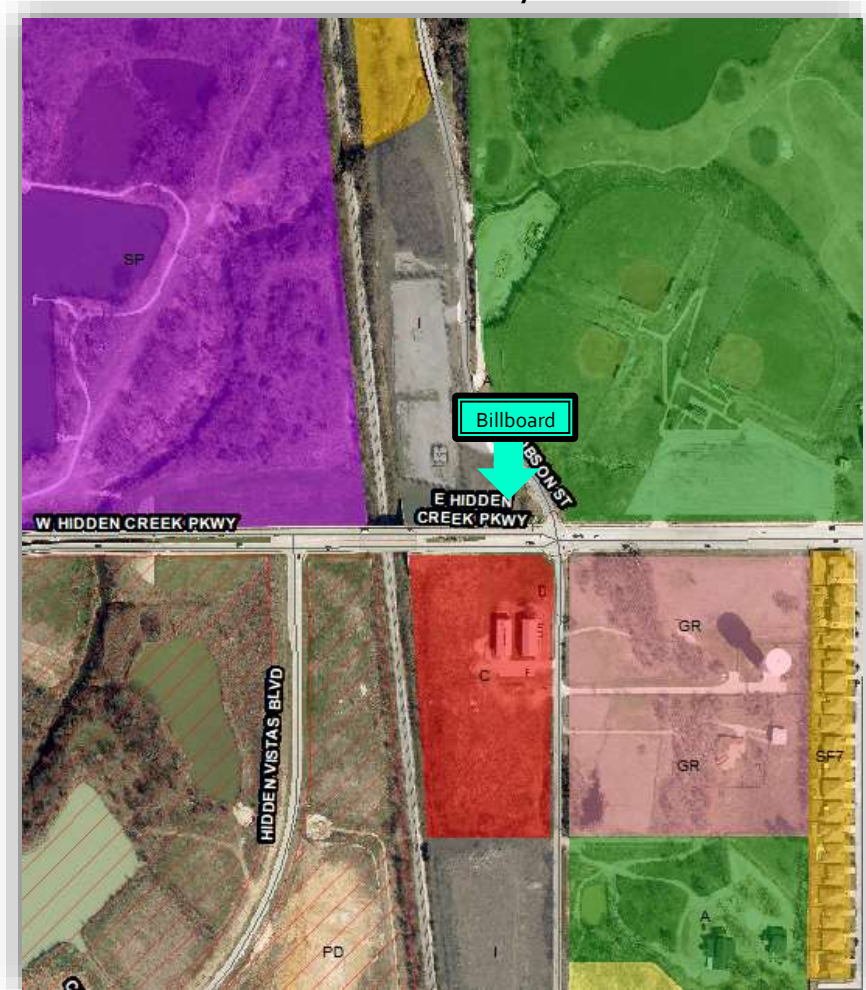


- Proposing Digital Commercial Billboard Signs:
 - One on I-35 (city owned property)
 - One on Hidden Creek Pkwy (city owned property)
- The City of Burleson will have dedicated time on each location for City promotions and public service messages.
- There is the possibility of revenue sharing from the placement of the off-premises signs on city-owned property

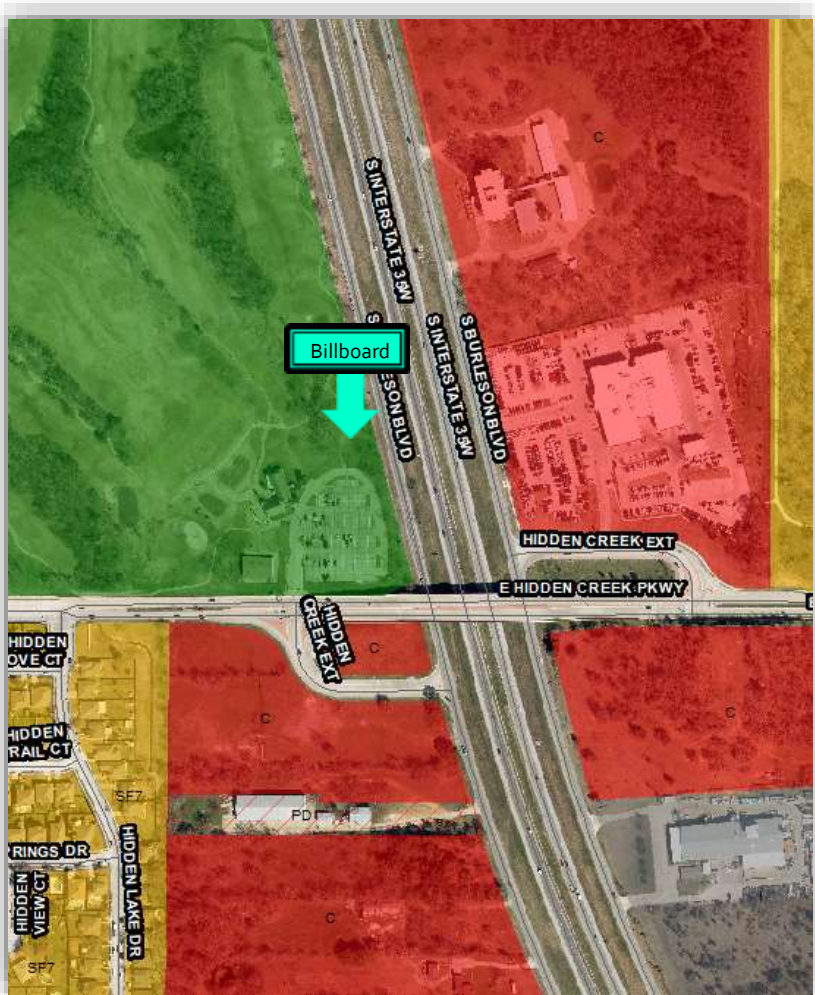


Proposed Locations

Hidden Creek Pkwy



I-35



Permanent Off-Premises Signs

Permanent Off-Premises Signs (Billboard):

- *Off-premises sign*. A sign that directs attention to a business, profession, activity, commodity, service, or entertainment other than one conducted, sold, or offered upon the premises where such sign is located.
- *Electronic billboard* means a sign that can change its copy or sign face by changing or altering a fixed display screen composed of electrically illuminated elements; that also directs attention to a business, product, service, conducted, sold, or offered at a location other than on the premises on which the sign is located.
- “The construction of new permanent off-premises signs shall be **prohibited** in any zoning district effective September 1, 2002.”
- “Converting an existing sign to digital shall be considered a face change and will be allowed, but will not change the nonconforming status of the sign.”

Existing Permanent Off-Premises Signs

- There are 55 legally non-conforming permanent off-premises signs
- All of these signs are eligible to switch out to electronic billboards under Sec. 63-55
- Non-conforming billboard signs must adhere to city code standards that govern non-conforming signs

Sign Regulations-other cities

- The City of Grand Prairie prohibits permanent off-premises signs (billboards). City allows conversion of existing billboards to electronic messaging sign.
- The City of Lewisville prohibits permanent off-premises signs (billboards). City approved an agreement to relocate existing billboards (with stipulations) as a result of a TXDOT right-of-way widening project.
- The City of Duncanville prohibits permanent off-premises signs (billboards). City allows conversion of existing billboards to electronic messaging signs.
- The City of Irving prohibits permanent off-premises signs (billboards) if installed after June 3, 1999. City allows conversion of existing legal non-conforming billboards to electronic messaging sign.

Course of Action

- In order to entertain new permanent off-premises signs, the Code would need to be amended:
 - Revise Chapter 63 to allow permanent off-premises signs by right or via SUP
 - Council can consider additional restrictions (ex. Sec. 63-55)
- Amendments to the sign code will require City Council approval.

▲ Sec. 63-55. Permanent off-premises signs (billboard).

(a) Location.

- (1) ~~The construction of new permanent off-premises signs shall be prohibited in any zoning district effective September 1, 2002. The construction of new permanent off-premises signs shall also be prohibited in the city's extraterritorial jurisdiction. The existing, nonconforming permanent off-premises signs in the city or its extraterritorial jurisdiction that are adjacent to interstate highways and federal-aid primary highways, as those terms are defined in the Highway Beautification Act, are subject to the regulations in this section. All Texas Department of Transportation regulations for permanent off-premises signs shall apply in addition to the requirements of this chapter.~~
- (2) Electronic billboards.
 - a. Converting an existing sign to digital sign shall be considered a face change and will be allowed, but will not change the nonconforming status of the sign.
 - b. Message changes on digital signs shall be allowed at two-second transition with an eight-second hold time.
- (3) No sign shall extend into any area identified as an airport air hazard zone as defined by Spinks Airport Air Hazard Zoning Ordinance as adopted by Resolution No. 503.

(b) Area.

- (1) Each panel or sign shall not exceed 300 square feet in total area.
- (2) No more than two panels or sign faces will be allowed for each sign.
- (3) No off-premises sign shall exceed 60 feet in length, inclusive of border and trim.

(c) Height.

- (1) Maximum 30 feet; except:
 - a. Maximum 50 feet along SH 174; or
 - b. Maximum 70 feet along IH 35.
- (2) Signs must maintain a ten-foot clearance from ground to sign.

Request for Proposal

- Use of city-owned properties in conjunction with a private entity will require a Request for Proposal (RFP)
- City cannot exclude any other interested party from responding to the RFP
- City cannot violate provisions of the existing sign code via the RFP
- Clear Channel Outdoor would be subject to same process as other interested parties

Council Direction and Next Steps

- Staff is seeking Council's direction regarding next steps in the process
- If Council wants to proceed with allowing new billboards, text amendments to Chapter 63 are required
- Any amendment that allows new permanent off-premises signs may result in a proliferation of billboards