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## City Council Regular Meeting

**DEPARTMENT:** Development Services

**FROM:** Tony D. McIlwain, Development Services Director

**MEETING:** August 15, 2022

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**SUBJECT:**

Receive a report, hold a discussion, and give staff direction regarding digital billboard signs.  
(Staff Presenter: Tony D. McIlwain, Development Services Director)

**SUMMARY:**

Clear Channel Outdoor is the number one digital display provider in the Dallas-Fort Worth area. Recently, they submitted a proposal where they “would like to work together with the City of Burleson in a mutually beneficial joint endeavor.” They would like to place two permanent off-premises signs (i.e., digital billboards) on city-owned properties. The two sites being considered are located on I-35 and Hidden Creek Parkway. Currently, city regulations prohibit new billboards (since 2002) and all existing, permanent off-premises signs are considered legally non-conforming.

Clear Channel Outdoor has expressed some revenue sharing as well as dedicated display time at each location for Burleson promotions, events and public service messages. If the City is interested in pursuing any consideration for new digital billboards, it will require amendments to the City’s existing sign regulations. Additionally, if the City is interested in having digital billboards placed at the two subject locations, it will require the release of a Request for Proposals (RFP) and provide an opportunity for all interested parties to respond. The City cannot directly enter into an agreement with any party for use of these properties in lieu of a RFP process.

**OPTIONS:**

- 1) Move forward with amendments to the sign regulations and the RFP process
- 2) Move forward with amendments to the sign regulations
- 3) Do nothing at this time

**RECOMMENDATION:**

Staff recommends Council direction on this matter.

**FISCAL IMPACT:**

None

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