

# Memorandum



CITY OF DALLAS

DATE July 31, 2015

Members of the Economic Development Committee:

TO Rickey D. Callahan (Chair), Casey Thomas, II (Vice Chair), Adam Medrano, Lee Kleinman, Carolyn King Arnold, B. Adam McGough

SUBJECT **Digital Billboard Review**

On Monday, August 3, 2015 you will be briefed on the City Plan Commission recommendation to make no changes to the current digital billboard provisions and provide an update on the status of the digital billboards. A copy of the briefing is attached. Please contact David Cossum at 670-4127 should you have any questions or need additional information.

A handwritten signature in black ink, appearing to read 'Ry - S. E'.

Ryan S. Evans  
First Assistant City Manager

c: Honorable Mayor and Members of the City Council  
A.C. Gonzalez, City Manager  
Warren M.S. Ernst, City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Jill A. Jordan, Assistant City Manager

Eric D. Campbell, Assistant City Manager  
Mark McDaniel, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Sana Syed, Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor & Council

# Digital Billboard Review

**City Council Economic  
Development Committee  
August 3, 2015**



# Background

- On June 8, 2011, City Council approved a code amendment to allow certain billboards on freeways to convert to digital technology.
- The code amendment included a provision that the regulations allowing digital conversion would expire on August 1, 2014.
- On June 25, 2014, City Council extended the provisions of the ordinance to expire on August 31, 2015.
- On June 9, 2015, the Special Sign District Advisory Committee recommended no change to the expiration date of August 31, 2015.
- On July 9, 2015, the City Plan Commission recommended no change to the expiration date of August 31, 2015.

# Background

- Ordinance Provisions:
  - for every 1 square foot of billboard converted to digital technology 3 square feet of static billboard had to be removed elsewhere.
  - capped the number of locations that could include a digital sign at 50 locations (if a two-sided sign existed at a location, both signs may be able to be converted to digital and count as one location)
  - Displays must automatically adjust sign brightness dependent upon ambient light conditions
  - Messages must be displayed for a minimum of 8 seconds and the message change must be accomplished in 2 seconds
  - Change of message must occur simultaneously on the entire sign face
  - No flashing, dimming or brightening of message is permitted except to accommodate the change of message
  - City may require emergency information to be displayed

# Background

- Other ordinance provisions related to location included:
  - Digital display signs must be located on an expressway
  - Signs can not be located within 300 feet of a lot in a residential zoning district
  - Signs can not be located within 500 feet of an historic district
  - Signs can not be located within 2000 feet of the Trinity River or within 500 feet of the escarpment zone.
  - Digital display signs must be located a minimum of 1500 feet from another digital display sign oriented to the same traffic direction (2000 feet if the location has back to back digital displays)

# Background

- Permit status to date:
  - 50 of 50 location permits have been issued
  - 49 locations have been converted to include digital faces
    - The final digital face has been ordered and should be installed by the end of the year.
  - 461 sign structures have been removed with 877 sign faces
  - The majority of sign faces removed were smaller signs on local arterials.

# Background

- Staff researched the level of brightness of digital billboards used by other cities and TXDoT.
- Most cities, including Dallas, follow the TXDoT regulations for brightness.
  - No more than 0.3 footcandles over ambient light conditions at a distance of 250 feet from the sign.
- No change to the brightness regulations were recommended.

# Issues

- If the digital provisions sunset and are not renewed, existing digital signs will remain as non-conforming signs.
- Non-conforming signs are signs that were legally erected pursuant to a valid permit and may remain and be maintained at their current location.
- Non-conforming signs may not be repaired if the cost of repair is more than 60 percent of the cost of erecting a new sign of the same type at the same location.



# CPC Recommendation

- No change to current sunset provision so the provisions allowing non-premise signs to be converted will expire on August 31, 2015

# Next Steps

- The ordinance requires that City Council review this section prior to the expiration date. A public hearing will be scheduled for August 26, 2015 for consideration of whether the sunset period should be extended.

# Appendix

## Digital Billboard Map

