

STAFF REPORT
City of Lancaster, California

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MVB

Date: August 10, 2010

To: Mayor Parris and City Council Members

From: Brian S. Ludicke, Planning Director

Subject: **Municipal Code Amendment-Establish Requirements for Digital Advertising Displays (DAD) for Off-Premises Advertising**

Recommendation:

Introduce **Ordinance No. 950**, amending Title 17 of the Lancaster Municipal Code (Zoning Ordinance) to establish requirements for the installation and operation of digital advertising displays (DAD) for off-premises advertising.

Fiscal Impact:

None.

Background:

This proposed ordinance would amend the City's off-premises advertising requirements to allow and set standards for the installation of digital advertising displays (DAD). This technology, which is becoming more prominent in the outdoor advertising industry, contains both positive and potentially negative effects for the community. On the positive side, the technology allows for multiple advertisers to utilize the same sign structure, provides a much cleaner, crisper look than conventional advertising boards, and provides opportunities for display of public messages. However, the technology also can create potential visual blight and motorist distraction, including image movement and high illumination levels.

The proposed ordinance would allow for the installation of DAD as part of a relocation or upgrade of an off-premises advertising sign. In order to accommodate the unique characteristics of DAD boards, sizes larger than those currently allowed by the municipal code would be permitted provided that no overall increase in total off-premises sign area would occur in the City. This could be accomplished by either removal of other off-premises advertising structures, or by giving up relocation rights to previously removed signs. Staff has discussed this approach with industry representatives, and they are in support of it.

The ordinance would also establish requirements for the operation of a DAD, including illumination, motion, and message change interval. The City would also have the ability, through the upgrade or relocation agreement, to obtain time for the display of public messages on a DAD board. The attached Planning Commission staff report provides greater detail on the regulatory provisions of the proposed ordinance.

On July 19, 2010, the Planning Commission, by a 7-0 vote, recommended approval of the proposed ordinance to the City Council.

BSL/jr

Attachments:

Ordinance No. 950

Planning Commission Staff Report