



**ZONING TEXT AMENDMENT (ZTA25-XX):  
DIGITAL BILLBOARDS ALONG LOOP 303**

**City Council Workshop, April 22, 2025**





# KEY MILESTONES IN BILLBOARD REGULATION

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- 1993-Static Billboard Regulations Adopted
- 2012-Digital Billboard Regulations Adopted
- 2016-Scenic Corridor Overlay Established



# DIGITAL BILLBOARDS

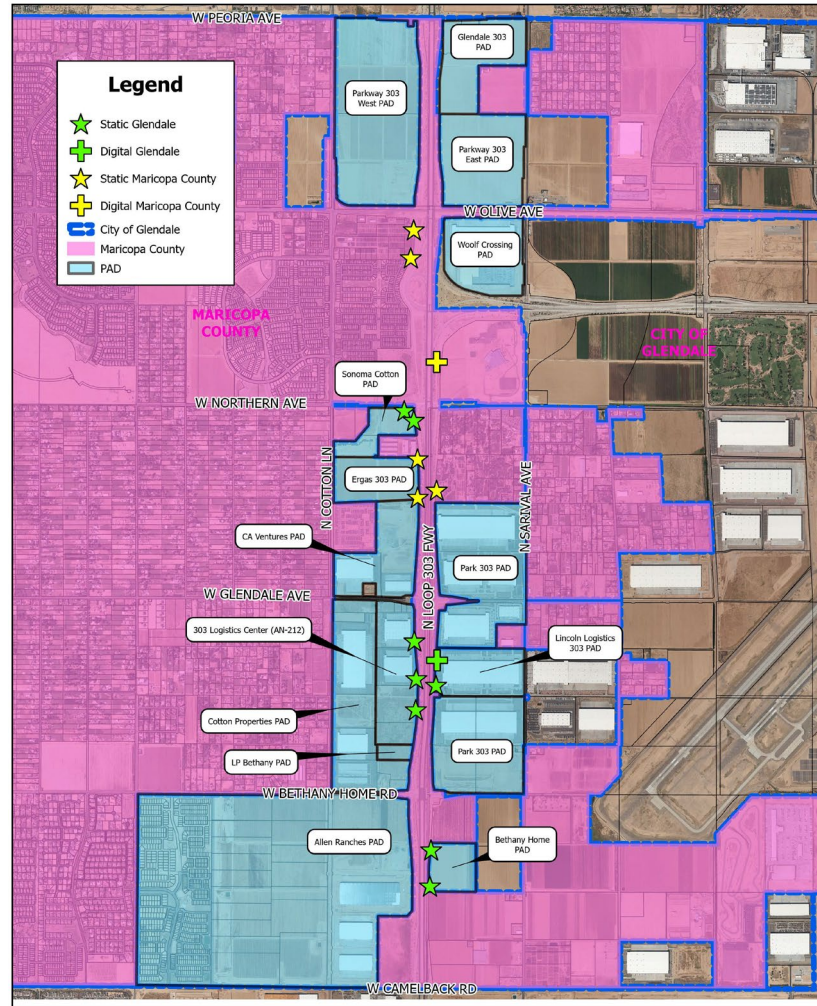
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Whether regulations for digital billboards should differ along Loop 303

If so, how should this be addressed?



# EXISTING PADS AND BILLBOARDS ALONG LOOP 303





## DIGITAL BILLBOARD REGULATIONS-LOOP 101

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- Permitted only in P.A.D. zoned districts along Loop 101
- Must be erected within 300 feet of the freeway right-of-way
- Require a minimum separation of 1,760 feet between digital billboards within a single P.A.D.
- Must be set back a minimum of 330 feet from adjacent property lines



# PLANNED AREA DEVELOPMENT (PAD)

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All standards are established within the approval process, including:

- Land Uses
- Building setbacks
- Lot coverage
- Building heights

Except as follows:

Special sign standards may not deviate from the standards set forth in:

- Section 35.4.310A – Static Billboards
- Section 35.4.310B – Digital Billboards



# OVERVIEW OF CURRENT UDC REGULATIONS

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## Static Billboard Regulations:

- No changes, regulations remained the same

## Digital Billboard Regulations

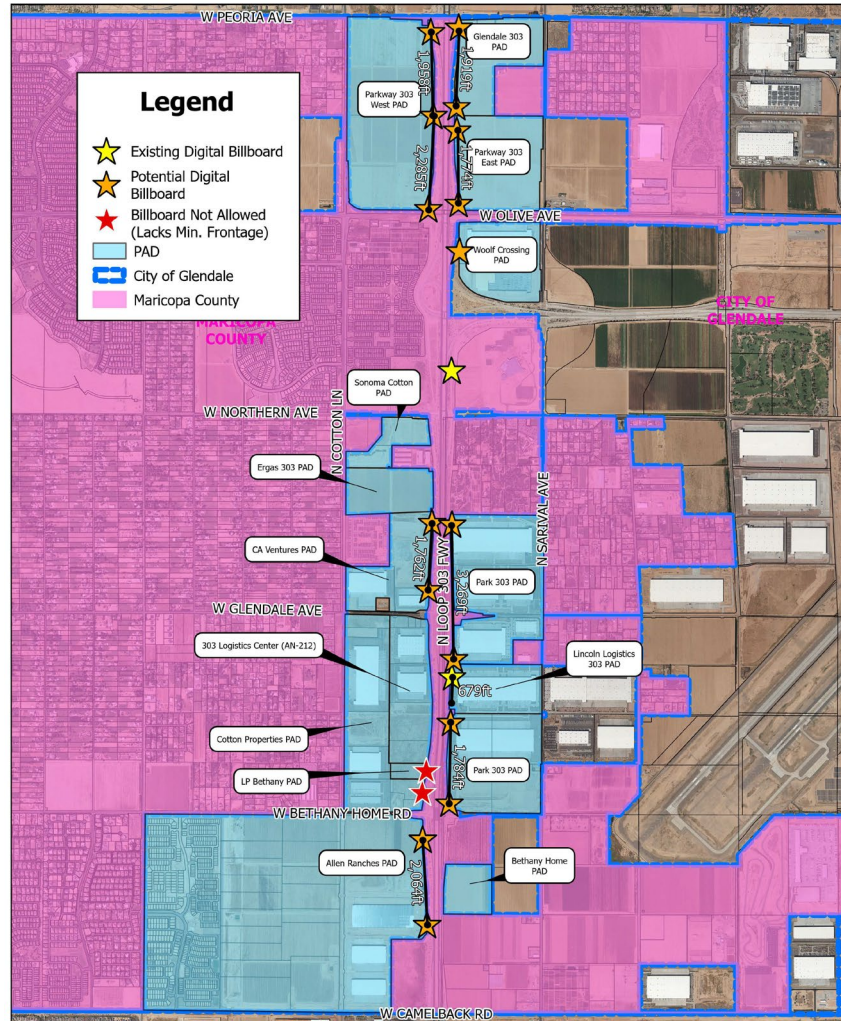
- No changes, except one deviation allowed along Loop 303 mirroring the Loop 101

## Planning Area Development-

- No changes to existing development standards



# LOOP 303 DIGITAL BILLBOARDS





## COUNCIL DIRECTION – CONSENSUS

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Seeking Consensus on Two Items:

By-Right Allowance:

Is there consensus to allow at least one digital billboard by right, per approved PADs, dated prior to December 2023?

Future Regulatory Review:

Is there consensus for staff to proceed with research and preparation for a future workshop focused on potential revised regulations for digital billboards along Loop 303?



## CONFIRMATION OF CONSENSUS

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**Consensus** - regarding digital billboards along Loop 303 Corridor



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