

AGENDA ITEM SUMMARY

September 3, 2019

City Council

STAFF

Noah Beals, Senior City Planner/Zoning
Chris Van Hall, Legal

SUBJECT

Resolution 2019-093, Affirming that Digital Billboard Regulations Are Not a Council Priority.

EXECUTIVE SUMMARY

The purpose of this item is to limit further consideration of new digital billboard regulations.

STAFF RECOMMENDATION

BACKGROUND / DISCUSSION

On March 19, 2019, City Council adopted Resolution 2019-037. This Resolution committed Council to continue the discussion on the proposal of digital billboard regulations. At that time, it was anticipated that after the April municipal election the new Council would consider if digital billboard regulations was a priority. It was not listed as a priority after the new Council's retreat. Therefore, this topic was presented at the July 23, 2019, work session.

During this work session, members of Council provided input that they did not find digital billboard regulations were necessary at this time. While some input suggested digital billboards had benefits such as reducing the number of billboards and could provide a way to offer information in times of emergency, others felt the effects of digital billboards were not fully understood and were concerned with overall impacts.

Feedback from Councilmembers at this work session supported moving forward with no further efforts at this time to change the Land Use Code. In order to document Council's policy direction as it has changed since adoption of Resolution 2019-037, staff has prepared the proposed Resolution. The Resolution directs staff to continue with the current approach to not allow digital billboards.

RESOLUTION NO. 093, 2019
OF THE COUNCIL OF THE CITY OF FORT COLLINS
AFFIRMING THAT DIGITAL BILLBOARD REGULATIONS
ARE NOT A CURRENT COUNCIL PRIORITY

WHEREAS, on December 2, 1997, by its adoption of Ordinance No. 190, 1997, the City Council enacted the Fort Collins Land Use Code; and

WHEREAS, the Land Use Code contains regulations regarding signs within the City; and

WHEREAS, on December 4, 2018, the City adopted new sign regulations with regards to the issues of content and viewpoint neutrality; and

WHEREAS, as part of these new sign regulations, City Council has also been considering adopting new regulations related to digital billboards within the City; and

WHEREAS, at a February 26, 2019, work session, City Council asked for additional public outreach and more information related to digital billboard regulations; and

WHEREAS, on March 19, 2019, City Council approved Resolution 2019-037 committing to continue the discussion on the proposal of digital billboard regulations and directing staff to bring digital billboard regulations on or before September 3, 2019, with certain instructions on such regulations, however, Council retained the right to make changes to such proposed regulations at its discretion; and

WHEREAS, on July 23, 2019, City Council had a work session on the topic of digital billboard regulations and believe that amending the digital billboard regulations is not a current Council priority; and

WHEREAS, City Council wishes to keep the current Land Use Code provisions that prohibit digital billboards until Council determines otherwise; and

WHEREAS, City Council believes this decision to keep the prohibition on digital billboards will protect the health, safety and welfare of City residents and promote the public interest.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF FORT COLLINS as follows:

Section 1. That the City Council hereby makes and adopts the determinations and findings contained in the recitals set forth above.

Section 2. That the Land Use Code will continue to prohibit digital billboards until Council determines otherwise.

Introduced, considered favorably on first reading, and ordered published this 3rd day of September, A.D. 2019.

Mayor

ATTEST:

City Clerk