



Legislation Details (With Text)

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Sponsors: John Hieftje
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Resolution to Impose a Temporary Moratorium on Digital Billboards

Whereas, Several communities in Michigan have recently received requests to erect new digital billboards, or to convert existing billboards to digital, and unless reasonably regulated, such digital billboards may create potential adverse effects on safety, distractions for drivers of vehicles, visual blight, light pollution, and aesthetic concerns;

Whereas, The City's Signs and Outdoor Advertising Ordinance currently prohibits digital billboards, and the City wishes to provide clarification regarding this prohibition given recent inquiries regarding the Ordinance;

Whereas, The City requires a period of time to study digital billboards and consider reasonable regulations for their use;

Whereas, City Council recognizes the need to provide clear guidance to those who may wish to apply for permits for digital billboards; and

Whereas, City Council has concluded that, during the consideration and study of potential regulations, it would be counter-productive for City staff to process applications requesting permits for digital billboards;

RESOLVED, That City Council hereby imposes a moratorium deferring consideration of all requests for permits to erect new digital billboards or to convert or replace existing billboards to digital for a period of 180 days from the date of this resolution;

RESOLVED, That City Council hereby imposes a moratorium on the erection of new digital billboards or the conversion or replacement of any existing billboards to digital without a permit for a period of 180 days from the date of this resolution;

RESOLVED, That City Council finds it necessary to impose these moratoria in order to promote the public health, safety, and welfare of City residents;

RESOLVED, That, prior to the expiration of these moratoria, City Council may extend one or both of these moratoria for an additional 180 days to allow sufficient time to consider appropriate regulations;

RESOLVED, That, for the purposes of this resolution, “digital billboards” shall include billboards commonly referred to as “electronic message centers,” “electronic message boards,” “changeable electronic variable message signs,” or any billboard containing LEDs, LCDs, plasma displays, or any similar technology to project an illuminated image that can be caused to move or change, or to appear to move or change, by a method other than physically removing and replacing the sign or its components, including by digital or electronic input; and

RESOLVED, That City Council hereby directs the Planning and Development Services Unit to make recommendations regarding regulations for digital billboards.

Sponsored by: John Hieftje