



Legislation Text

File #: 13-1336, **Version:** 1

Resolution Regarding Digital Billboard on Stadium Blvd.

Whereas, The University of Michigan (the "University") and the City of Ann Arbor have a long history of dialog and cooperation;

Whereas, An important element of the working relationship between the City of Ann Arbor's and the University is the temperate, open communication of issues of concern;

Whereas, Ann Arbor City Council recently passed Resolution 13-0313, a ordinance amendment that in part prohibits the introduction of digital billboard technology in the City of Ann Arbor (the "Sign Ordinance");

Whereas, The rationale for Resolution 13-0313 rested in part the conclusion that digital billboard technology distracts motorists and substantially degrades the community viewshed;

Whereas, The University has constructed and installed a 27-foot tall, 48-foot wide digital billboard outside of Michigan Stadium, east of Main Street and perpendicular to Stadium Blvd. (the "Stadium Billboard");

Whereas, The Stadium Billboard does not comply with the Sign Ordinance;

Whereas, The City of Ann Arbor believes that the Stadium Billboard, with its near constant activation, substantial size, moving images, two-sided illumination, and immediate proximity to Stadium Boulevard creates exactly the sort of harm that the Sign Ordinance amendment was intended to prevent;

Whereas, The University is an entity created by the Constitution of The State of Michigan, without any obligation to comply with the ordinances of the City of Ann Arbor, including without limitation, the Sign Ordinance; and

Whereas, The University's compliance with either of the requests made herein would constitute a material benefit to the Ann Arbor community and would not degrade or undermine the University's mission or its right or ability to maintain its autonomy;

RESOLVED, That the City of Ann Arbor requests that the University remove the Stadium Billboard and replace it with a sign that conforms to the Sign Ordinance;

RESOLVED, That if the University declines to remove the Stadium Billboard, that the City of Ann Arbor requests that the University only activate the Stadium Billboard during, and in immediate proximity to, events held at Michigan Stadium and Crisler Center; and

RESOLVED, That the City Administrator shall send a certified copy of this resolution to the President

of the University and its Board of Regents.

Sponsors: Councilmembers Taylor, Higgins, Teall, Petersen, Lumm