



City of Grand Island

Tuesday, July 25, 2006

Council Session

Item H1

Request of USA Outdoor Advertising to Amend Chapter 31 of the Grand Island City Code Relative to Off Premise (Billboard) Signs

Staff Contact: Craig Lewis

Council Agenda Memo

From: Craig A. Lewis, Building Department Director

Meeting: July 25, 2006

Subject: Request of Holly Eckhout of USA Outdoor for Modification of City Code to Allow Expansion of Allowable Square Footages for Grandfathered 12' X 24' Double Stacked Billboards

Item #'s: H-1

Presenter(s): Craig Lewis, Building Department Director

Background

This is a request to amend the City Code to allow for an increase to the square footages of off-premise signs, (billboards). The city code was revised in November of 2003 and established specific regulations and limits for off premise signage.

Article III. Off-premise Outdoor advertising Signs.

Two of the pertinent sections are identified below.

Section 31-42 Legal Nonconforming Signs,

Any off-premise sign lawfully erected and in existence on the effective date of this ordinance which does not meet the requirements of this ordinance may be maintained as a matter of right as a legal nonconforming sign. The sign may be maintained and repaired provided the degree of nonconformity is not increased. If for any reason the sign is damaged to the extent that the repairs are equal to or exceed (50%) of the physical components of the sign it may not be repaired or replaced unless it will comply with all the requirements of this article.

Section 31-44. Size of Signs,

(A) The maximum sign area for any one facing of an off-premise sign shall not exceed three hundred seventy eight (378) square feet, excluding the base or apron, trim supports, and other structural elements. Temporary embellishments shall not exceed twenty percent (20%) of the maximum sign area allowed.

(B) Signs may be back-to-back, double-faced, V-type, and multiple-faced with not more than two (2) faces to each facing and such structure shall be considered as one off-premise sign.

Discussion

The City Building Department was contacted on July 7, 2006 by the State of Nebraska Department of Roads about the recent alterations to the existing billboard at 2724 N. Diers Ave. basically a bump-out or embellishment had been constructed onto the existing sign and the State was questioning if the City had issued a permit for the modifications as the State had not.

The off-premise sign at that location was constructed in June of 2003 and is owned by USA Outdoor. I contacted by telephone USA Outdoor on July 7, 2006 and informed them that a permit was required for the modifications to the existing sign. On July 14, 2006 USA Outdoor questioned their options and I explained that the sign in question was a legal nonconforming sign and that any enlargements would not be allowed by code as it would increase the degree of nonconformity. The sign is 576 square feet in size and the maximum allowable is 378 square feet with a temporary embellishment of 20% or 75 square feet additional bringing the total to 453 square feet maximum allowable at any time. On July 17, 2006 the Department sent a letter to USA Outdoor identifying the code violations, sections, and requesting compliance with the City Code by August 4, 2006.

The City Code recent modifications as they relate to off-premise signage has been in place for a little over two years, within in that time it appears the code regulations are reasonable, workable, and support the industry as well as the general public.

Alternatives

It appears that the Council has the following alternatives concerning the issue at hand. The Council may:

1. Approve the request and initiate a code revision
2. Disapprove or /Deny the request
3. Modify the request to meet the wishes of the Council
4. Table the issue

Recommendation

City Administration recommends that the Council deny the request for a revision to the City Code.

Sample Motion

A motion to deny the request for a modification to the City Code as it pertains to off-premise signage.

RaNae Edwards

From: hollyeckhout@rcom-ne.com
Sent: Friday, July 14, 2006 9:23 AM
To: RaNae Edwards; Kurt Spiels
Subject: Request for City Council Agenda Item

This E-mail was generated from the On-Line Request for Future Council Agenda Item Form - sent at 7/14/2006 9:23:19 AM

DATE: 7/14/06

FIRST NAME: Holly Eckhout

LAST NAME: USA OUTDOOR

ADDRESS: 409-411 E 25th Street, Suite 5

E-MAIL ADDRESS: hollyeckhout@rcom-ne.com

PHONE: 308-236-1511

PHONE EXTENSION:

ALTERNATE PHONE: 308-440-0077

ALTERNATE PHONE EXTENSION:

DESCRIPTION: Modification of the existence ordinance allowing extensions on existing grandfathered 12x24 double stack billboards up to 30 square feet.

RECEIVED BY CLERK:

DATE:

[mailto:hollyeckhout@rcom-ne.com]

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