

OFF-SITE SIGN REGULATIONS AND POLICY OPTIONS Presentation



Presented by:

*Office of the City
Administrative Officer*

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Executive Summary

- The Off-Site Sign Periodic Inspection Program (OSSPIP) database contains information associated with the approximately 2.4 million square feet of off-site signage that is spread over 8,323 sign faces affixed to 5,620 structures throughout the City.
- Over 73 percent of the City's digital off-site sign square footage is located on signs with a surface area greater than 672 square feet.
- Our Office recommends providing removal, relocation, and reconstruction agreement applicants multiple takedown ratio options.
- Our Office recommends conducting further analysis of the identified City owned parcels, which may be eligible for relocation agreements.

FUNDAMENTAL QUESTIONS

- What is the City's Takedown Goal?
- Should the City allow the removal, relocation, and reconstruction of off-site signs outside of Sign Districts through Relocation Agreements to achieve the City's Takedown Goal?
- Should a range of takedown ratios and in-lieu payments be included in the relocation agreement framework?

Existing Static Signs on Total Citywide Off-Site Sign Square Footage (288 Sq. Ft. Example)

	Removal Goal*	Removed Static Signage in Sq. Ft.	Reconstructed Digital Signage in Sq. Ft.	Net Removed Signage	Net Percentage Reduction from 2,364,444 Sq. Ft.	288 Sq. Ft. Digital Signs
A	5%	117,216	24,480	92,736	3.92%	85
B	10%	237,600	49,536	188,064	7.95%	172
C	15%	352,800	73,728	279,072	11.80%	256
D	20%	474,912	99,072	375,840	15.90%	344
E	25%	589,536	122,976	466,560	19.73%	427
F	30%	711,360	148,320	563,040	23.81%	515
G	35%	829,728	173,088	656,640	27.77%	601
H	40%	942,336	196,704	745,632	31.54%	683
I	45%	1,064,736	222,048	842,688	35.64%	771
J	50%	1,182,528	246,816	935,712	39.57%	857

	9:1 - 5%		8:1 - 10%		7:1 - 15%		6:1 - 20%	
	Removal	No. of 288 Sq. Ft. Digital Signs	Removal	No. of 288 Sq. Ft. Digital Signs	Removal	No. of 288 Sq. Ft. Digital Signs	Removal	No. of 288 Sq. Ft. Digital Signs
A	5,184	2	11,520	5	18,144	9	24,192	14
B	12,960	5	23,040	10	36,288	18	46,656	27
C	18,144	7	34,560	15	52,416	26	70,848	41
D	23,328	9	48,384	21	70,560	35	95,040	55
E	28,512	11	59,904	26	88,704	44	117,504	68
F	36,288	14	71,424	31	106,848	53	141,696	82
G	41,472	16	82,944	36	124,992	62	165,888	96
H	46,656	18	94,464	41	141,120	70	188,352	109
I	54,432	21	105,984	46	159,264	79	212,544	123
J	59,616	23	117,504	51	177,408	88	236,736	137

	5:1 - 20%		4:1 - 15%		3:1 - 10%		2:1 - 5%	
	Removal	No. of 288 Sq. Ft. Digital Signs	Removal	No. of 288 Sq. Ft. Digital Signs	Removal	No. of 288 Sq. Ft. Digital Signs	Removal	No. of 288 Sq. Ft. Digital Signs
A	23,040	16	17,280	15	12,096	14	5,760	10
B	47,520	33	35,712	31	23,328	27	12,096	21
C	70,560	49	52,992	46	35,424	41	17,856	31
D	95,040	66	71,424	62	47,520	55	23,616	41
E	118,080	82	88,704	77	58,752	68	29,376	51
F	142,560	99	105,984	92	70,848	82	35,712	62
G	165,600	115	124,416	108	82,944	96	41,472	72
H	188,640	131	141,696	123	94,176	109	47,232	82
I	213,120	148	160,128	139	106,272	123	52,992	92
J	236,160	164	177,408	154	118,368	137	59,328	103

Existing Static Signs on Total Citywide Off-Site Sign Square Footage (672 Sq. Ft. Example)

	Removal Goal	Removed Static Signage in Sq. Ft.	Reconstructed Digital Signage in Sq. Ft.	Net Removed Signage	Net Percentage Reduction from 2,364,444 Sq. Ft.	672 Sq. Ft. Digital Signs
A	5%	119,616	24,864	94,752	4.01%	37
B	10%	237,888	49,728	188,160	7.96%	74
C	15%	358,176	74,592	283,584	11.99%	111
D	20%	470,400	98,112	372,288	15.75%	146
E	25%	590,016	122,976	467,040	19.75%	183
F	30%	709,632	147,840	561,792	23.76%	220
G	35%	823,200	172,032	651,168	27.54%	256
H	40%	948,192	197,568	750,624	31.75%	294
I	45%	1,066,464	222,432	844,032	35.70%	331
J	50%	1,186,080	247,296	938,784	39.70%	368

	9:1 - 5%		8:1 - 10%		7:1 - 15%		6:1 - 20%	
	Removal	No. of 672 Sq. Ft. Digital Signs	Removal	No. of 672 Sq. Ft. Digital Signs	Removal	No. of 672 Sq. Ft. Digital Signs	Removal	No. of 672 Sq. Ft. Digital Signs
A	6,048	1	10,752	2	18,816	4	24,192	6
B	12,096	2	21,504	4	37,632	8	48,384	12
C	18,144	3	37,632	7	51,744	11	72,576	18
D	24,192	4	48,384	9	70,560	15	92,736	23
E	30,240	5	59,136	11	89,376	19	116,928	29
F	36,288	6	69,888	13	108,192	23	141,120	35
G	42,336	7	80,640	15	122,304	26	165,312	41
H	48,384	8	96,768	18	141,120	30	189,504	47
I	54,432	9	107,520	20	159,936	34	213,696	53
J	60,480	10	118,272	22	178,752	38	237,888	59

	5:1 - 20%		4:1 - 15%		3:1 - 10%		2:1 - 5%	
	Removal	No. of 672 Sq. Ft. Digital Signs	Removal	No. of 672 Sq. Ft. Digital Signs	Removal	No. of 672 Sq. Ft. Digital Signs	Removal	No. of 672 Sq. Ft. Digital Signs
A	23,520	7	18,816	7	12,096	6	5,376	4
B	47,040	14	34,944	13	24,192	12	12,096	9
C	70,560	21	53,760	20	36,288	18	17,472	13
D	94,080	28	69,888	26	46,368	23	24,192	18
E	117,600	35	88,704	33	58,464	29	29,568	22
F	141,120	42	107,520	40	70,560	35	34,944	26
G	164,640	49	123,648	46	82,656	41	41,664	31
H	188,160	56	142,464	53	94,752	47	47,040	35
I	211,680	63	158,592	59	106,848	53	53,760	40
J	235,200	70	177,408	66	118,944	59	59,136	44

Takedown Ratio and In-Lieu Payments

- The first option requires the removal of nine square feet of static signage for the relocation and reconstruction of one square foot of digital signage (9:1 ratio).
- The 9:1 ratio option would not require a corresponding annual in-lieu payment to the City. However, ratios between 8:1 and 2:1 would require an annual in-lieu payment ranging from \$25,000 to \$250,000.
- The 2:1 ratio is the lowest proposed ratio and would require an annual in-lieu payment of \$250,000 for a 672 sq. ft. sign.
- In-lieu payments are intended to mitigate static signs which are not removed under the program.

Proposed Required In-Lieu Payment for the Reconstruction of a Digital Sign based on Proposed Takedown Ratios

(Required Payment is Equal to the Greater of the Below Options for Each Ratio)

Ratio	In-Lieu Payment for Each Sq. Ft. of Digital Reconstructed	In-Lieu Payment for the Reconstruction of a 72 Sq. Ft. Digital Sign	In-Lieu Payment for the Reconstruction of a 288 Sq. Ft. Digital Sign	In-Lieu Payment for the Reconstruction of a 672 Sq. Ft. Digital Sign
9:1 Ratio	\$ -	\$ -	\$ -	\$ -
8:1 Ratio	\$ 37.20	\$ 2,679.00	\$ 10,714.00	\$ 25,000.00
7:1 Ratio	\$ 74.40	\$ 5,357.00	\$ 21,429.00	\$ 50,000.00
6:1 Ratio	\$ 111.61	\$ 8,036.00	\$ 32,143.00	\$ 75,000.00
5:1 Ratio	\$ 148.81	\$ 10,714.00	\$ 42,857.00	\$ 100,000.00
4:1 Ratio	\$ 223.21	\$ 16,071.00	\$ 64,286.00	\$ 150,000.00
3:1 Ratio	\$ 297.62	\$ 21,429.00	\$ 85,714.00	\$ 200,000.00
2:1 Ratio	\$ 372.02	\$ 26,786.00	\$ 107,143.00	\$ 250,000.00

or

Ratio	In-Lieu Payment for Each Sq. Ft. of Digital Reconstructed	In-Lieu Payment for the Reconstruction of a 72 Sq. Ft. Digital Sign	In-Lieu Payment for the Reconstruction of a 288 Sq. Ft. Digital Sign	In-Lieu Payment for the Reconstruction of a 672 Sq. Ft. Digital Sign
9:1 Ratio	0.0%	0.0%	0.0%	0.0%
8:1 Ratio	2.5%	2.5%	2.5%	2.5%
7:1 Ratio	5.0%	5.0%	5.0%	5.0%
6:1 Ratio	7.5%	7.5%	7.5%	7.5%
5:1 Ratio	10%	10%	10%	10%
4:1 Ratio	20%	20%	20%	20%
3:1 Ratio	30%	30%	30%	30%
2:1 Ratio	40%	40%	40%	40%

OTHER CONSIDERATIONS

- The framework was designed to allow all existing and future outdoor advertising companies to participate in the off-site signage relocation program by allowing annual payments in-lieu of takedowns.
- Our recommended framework does not prevent existing and future outdoor advertising companies from selling existing inventory to another company nor does it prevent an outdoor advertising company from purchasing inventory from another company.
- Our Office recommends conducting additional analysis of the identified City owned parcels and the bifurcation of the private and public options.