



COUNTY OF SAN DIEGO

BOARD OF SUPERVISORS

1600 PACIFIC HIGHWAY, ROOM 335, SAN DIEGO, CALIFORNIA 92101-2470

AGENDA ITEM

DATE: September 26, 2012

13

TO: Board of Supervisors

SUBJECT: EXPLORING THE USE OF DIGITAL LED BILLBOARDS (DISTRICT: ALL)

SUMMARY:

Overview

Nationwide, there are an estimated 450,000 billboards. Digital technology is constantly changing the way we receive information. A tiny fraction of this overall billboard total is digital. This inventory offers tremendous opportunities and new advantages that traditional billboards do not currently provide.

For instance, local jurisdictions and other public law enforcement agencies are now using digital billboards to reach mass audiences quickly in the event of any emergency such as a major wildfire, Amber Alerts or catching an FBI fugitive. Print and broadcast news media are using digital billboards to deliver current headlines, weather and other time specific information such as upcoming programming. Digital billboards also give businesses the ability to change their messages quickly giving customers real-time advertising such as morning and evening dinner specials.

Today's board letter directs staff to work with the local billboard operators, local community planning/sponsor groups and any other interested parties to investigate options that would allow the conversion of traditional billboards to digital LED billboards throughout the unincorporated areas of San Diego County.

Recommendation(s)

SUPERVISOR JACOB AND SUPERVISOR HORN

1. Direct Staff to work with the local billboard operators, local community planning/sponsor groups and any other interested parties to investigate options that would change the County's sign ordinance to allow the conversion of traditional billboards to digital LED billboards throughout the unincorporated areas of San Diego County and report back to the Board in 120 days.

SUBJECT: [EXPLORING THE USE OF DIGITAL LED BILLBOARDS]

2. Any revised ordinance options shall include the prohibition of animation and not allow an increase in the number of billboards that already exist; and shall explore an appropriate conversion ratio of existing traditional billboards with digital billboards and addresses impacts such as light pollution and driver safety. |

Fiscal Impact

There is no fiscal impact associated with this action.

Business Impact Statement

N/A

Advisory Board Statement

[[Click here and type statement, or type N/A if not applicable]]

BACKGROUND:

Nationwide, there are an estimated 450,000 billboards. Digital technology is constantly changing the way we receive information. A tiny fraction of the overall billboard total is digital. This inventory offers tremendous opportunities and new advantages that traditional billboards do not currently provide.

For instance, local jurisdictions and other public law enforcement agencies are now using digital billboards to reach mass audiences quickly in the event of any emergency such as a major wildfire, Amber Alerts or catching a FBI fugitive. Print and broadcast news media are using digital billboards to deliver current headlines, weather and other time specific information such as upcoming programming. Digital billboards also give businesses the ability to change their messages quickly giving customers real-time advertising such as morning and evening dinner specials.

Many billboards today have been in existence for a long time and are in dire need of rehabilitation. Digital billboards provide a cleaner, sharper look by removing the traditional paper application which can quickly become an eyesore and negatively impact the character of a community. Digital billboards are equipped with light sensors, which measure the amount of light in the surrounding community, meaning in the brightest sun, the billboard is at its brightest to provide contrast and legibility and at night, the billboard is much dimmer to adjust to nighttime conditions and concerns such as dark sky ordinances.

Today's board letter directs staff to work with the local billboard operators, local community planning/sponsor groups and any other interested parties to investigate options that would allow

SUBJECT: [EXPLORING THE USE OF DIGITAL LED BILLBOARDS]

the conversion of traditional billboards to digital LED billboards throughout the unincorporated areas of San Diego County.

Respectfully submitted,

SUPERVISOR JACOB

SUPERVISOR HORN

