Attachment E

Interoffice Memo

To:	Brandon Siracuse, Planner
From:	Brandon Garrett, Chief of Staff
Cc:	Christopher Gibbons, Planning Manager
Date:	June 29, 2023
Re:	Billboard Text Amendment

I understand there are three options. Generally speaking, there's an option to do nothing and leave the ordinance as it is today, an option to approve the applicant's proposed amendment, and an option to approve staff's alternative amendment.

From what I understand, the existing ordinance was developed to help limit the proliferation of billboard signage throughout our community, particularly in the West Broadway corridor. I think the existing ordinance has served our City well and has been very successful in reducing the number of billboards.

The applicant's proposal to only require companies that have multiple billboards to be removed adhere to the requirement may sound practical, but I do not think that it is. It would be a tracking nightmare for staff to see who owns which billboard and in some cases, who has ownership in every LLC that may be created for each billboard. The proposal serves the purpose of the applicant's property, but we need to be mindful that amendments to the zoning ordinance apply citywide.

Staff's alternative proposal does open the door for the applicant's specific desired billboard location by deleting the sign removal requirement, while also solidifying protection along U.S. Highway 275 between I-29 and the Missouri River not previously covered under "Siting Limitations". We should probably make that change to siting limitations regardless of what happens.

My preference is to leave the ordinance alone, but the staff's alternative makes a lot of sense. I would strongly advise against moving forward with the applicant's proposal due to difficulty of enforcement and unintended consequences citywide.

Our City's mission is to continuously improve the quality of life and attractiveness of the city of Council Bluffs. Ordinances such as this go a long way in supporting that mission by caring for the aesthetics of our community, its corridors, historic districts, and entryways.