

From: Eric Cayot <ecayot@lamar.com>
Sent: Wednesday, April 6, 2022 11:59 AM
To: Chronister, Lisa M <lisa.chronister@okc.gov>; Butler, Geoffrey H <geoffrey.butler@okc.gov>
Cc: McDevitt, Laura K <Laura.McDevitt@okc.gov>; Lakin, Cynthia A <Cindy.Lakin@okc.gov>; Bill Hickman <hickman@hickmanlawgroup.com>; Bill Condon <bcondon@lamar.com>

Subject: Sign Code Ordinance - Planning Commission 4/14/22

Dear OKC Planning Department and City Counselor's Office:

Lamar is still uncertain how PUD/SPUD/rezoning for billboards will be addressed in the new proposed sign code. We both want a clear and concise ordinance that prohibits the use of PUDs and SPUDs zoning actions for billboards, as we only have to look at the moratorium that's been in place since May 2020. Additionally, in every Planning Dept's sign code presentation (Downtown Design Review 1/20/22, Riverfront Design 2/21/22, & Planning Commission 3/24/22) there have been numerous comments by staff prohibiting the use of PUDs/SPUDs to increase sign standards and they are not the right tool.

We request the following addition:

59-16102 D. (Add as 4.) No billboard as defined herein shall be approved within a PUD or SPUD, or any amendments thereto; or a master sign plan for a PUD or SPUD.

As we have discussed multiple times with City officials, we request this increased spacing because the content neutral sign code will allow many more EMD (digital) signs, including both on-premise and off-premise signs as defined under the current ordinance language. In order to avoid a proliferation of large, digital signs, we believe the increased spacing is necessary.

We request the following addition:

59-16111.1 F (Add as 3.) Any billboard that incorporates Level 1 EMD shall be no closer than 2,000 to another billboard.

We feel these two changes would better help align with the City's Comprehensive Plan - Policy E-14, that's a part of the Planning Dept's sign code presentation that reads "consider new standards in the Sign Ordinance to improve limits on the size, height and number of signs."

Also, the existing code allows for 300sf (ad area) billboards in C-3 zoned areas or along arterial streets. The new proposed code states only a max area of 200sf. Please consider changing back to the 300sf current standard as that provides for a uniform size throughout the industry. The 300sf standard has been in place for many years and whereby said proposed change would immediately deem many billboards as legal non-conforming.

Please provide this email to the Planning Commission members as part of their packet. We respectfully request that our comments/suggestions not only be read at the upcoming Planning Commission meeting on April 14th, 2022 but also, that staff recommends above changes for approval since said meeting is notated as "recommendation".

Lamar will be present at the upcoming meeting to field any questions. Thank you and please let us know should you have any questions.

Sincerely,



Eric Cayot | Sr. Real Estate Manager
Lamar Advertising of OKC (Co 266)
123 NW 50th St, Oklahoma City, OK 73118
Direct 405-516-4606 | Office 405-528-2683