
MEMORANDUM



TO: Planning Commission

FROM: Jason Thompson, Director
Department of Planning and Development

MEETING

DATE: October 22, 2019

CASE NO.: #ZOA 19-05

RE: **Billboard Sign Conversion to Electronic Message Board Sign Type**

The proposed text amendment to Article XII, Signs of the 2001 Snellville Zoning Ordinance is to allow certain existing legal non-conforming freestanding “billboard” signs to be converted to an electronic message board (EMB) sign type and to provide for regulations for these sign types.

The City has been in negotiations with Clear Channel Outdoor who owns six billboard signs in the City to remove two (2) such signs and allow the conversion of four (4) of these billboard signs to electronic message board signs.

In 2002 a Court Order directed the City to allow the construction of eight (8) billboard signs after Trinity Outdoor and Advantage Advertising filed a lawsuit challenging the City’s Sign Ordinance. No new billboard signs have been erected since this time.

The Planning Department recommends **approval** of the proposed Text Amendment.