
A G E N D A I T E M S U M M A R Y

Reference No: CB-24-1991

Draft No: 2

P r i n c e G e o r g e ' s

Meeting Date: 11/5/91

C o u n t y C o u n c i l

Requester: C

Item Title: An Ordinance for the purpose of prohibiting the erection of new outdoor advertising signs (billboards) within the County.

Sponsors C D F B MC

Date Presented	3/26/91	Executive Action	___/___/___	—
Committee Referral	(1) 3/26/91	P&Z	Effective Date	12/31/91
Committee Action	(1) 9/23/91	FAV(A)		
Date Introduced	10/1/91			
Pub. Hearing Date	(1) 11/5/91	1:30 PM		
Council Action	(1) 11/5/91	Enacted		
Council Votes	CA: A_, B_: A_, C_: A_, D_: A_, F_: A_, MC: A_,			
	M_: N_, P_: A_, WI: A_, ___: ___, ___: ___, ___: __			
Pass/Fail	P			
Remarks	(See also CB-59-1991)			

Drafter: Mary Lane
Committee Director

Resource Personnel:

LEGISLATIVE HISTORY

PLANNING AND ZONING COMMITTEE REPORT

DATE: 9/23/91

Committee Vote: Favorable as amended, 6-0 (In favor: Council Members Casula, Castaldi, Fletcher, Del Giudice, MacKinnon and Bell)

The Committee considered the proposed Draft 2 that had been presented at the July 1 worksession. The Committee members asked the Principal Counsel for her assessment of the legality of the new proposal, and she responded that the Supreme Court has upheld a local government's right to prohibit the erection of new billboards.

The Committee agreed to favorably report the revised draft out of Committee, and Council Member Del Giudice requested that the legal staff research a new approach to amortizing existing billboards. This

approach would phase out existing billboards as the land on which they were erected was transferred to a new owner. He requested that the issue of compensation be investigated, as well as the way in which this type of program could be enforced. The Council will consider this issue again in January, 1992.

PLANNING AND ZONING COMMITTEE REPORT

DATE: 7/1/91

Held in Committee.

Staff presented a Proposed Draft 2, prepared at the request of the sponsor, which simply prohibits the construction of any new billboards in the County. Unlike Draft 1, existing billboards could remain in existence. Draft 2 also incorporates findings, on page 11, which justify the purpose of this legislation. These findings relate to traffic safety, aesthetics, and the goals set forth in the Zoning Ordinance, Master Plans, and the General Plan. Staff also noted a map, prepared by the Department of Environmental Resources, that shows the number and location of all billboards in the County. This map showed that there are currently 414 Poster Panels throughout the County, 96 on Route 1, and 84 on Route 301. Staff also recommended that a date, such as July 1, 1992, be set forth as a deadline for certification of nonconforming uses. Staff also noted, for future discussion, that because of legal concerns, the Committee may want to consider exempting noncommercial speech from the prohibition on billboards.

A number of written comments were received. The following organizations were in support: M-NCPPC, City of College Park, City of Bowie and Municipal Association; in opposition: Chamber of Commerce and Association of Realtors. Representatives of the billboard industry testified in opposition to the legislation.

The Chairman announced that another worksession would be held early in September. The purpose of this worksession will be for Committee members and staff discussion only, and additional testimony will not be taken.

BACKGROUND INFORMATION/FISCAL IMPACT

(Includes reason for proposal, as well as any unique statutory requirements)

The proliferation of "outdoor advertising signs" (billboards) adversely affects the residents and motorists of Prince George's County. This legislation addresses this problem by prohibiting the erection of any new billboards, and requiring existing billboards to discontinue use within five years.