

**COUNTY OF SAN DIEGO  
BOARD OF SUPERVISORS  
WEDNESDAY, SEPTEMBER 26, 2012**

**MINUTE ORDER NO. 13**

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

**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.

**FISCAL IMPACT:**

There is no fiscal impact associated with this action.

**BUSINESS IMPACT STATEMENT:**

N/A

**RECOMMENDATION:**

**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.
  
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.

**ACTION:**

ON MOTION of Supervisor Horn, seconded by Supervisor Slater-Price, the Board took action as recommended, on Consent.

AYES: Cox, Jacob, Slater-Price, Roberts, Horn

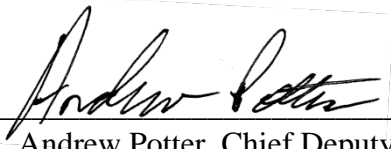
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State of California)  
County of San Diego) §

I hereby certify that the foregoing is a full, true and correct copy of the original entered in the Minutes of the Board of Supervisors.

THOMAS J. PASTUSZKA  
Clerk of the Board of Supervisors



By   
Andrew Potter, Chief Deputy