

Your Committee, to which this proposal was referred, has amended the proposal to read as follows and recommends its adoption as amended.

CITY COUNTY COUNCIL

PROPOSAL NO. 250, 2014

CITY OF INDIANAPOLIS-MARION COUNTY, INDIANA

INTRODUCED: 08/18/2014

REFERRED TO: Metropolitan and Economic Development Committee

SPONSOR: Councillor Moriarty Adams

DIGEST: requests that the Metropolitan Development Commission initiate a proposal to ~~amend and make consider amendments and/or~~ additions to existing zoning ordinances ~~to allow in order to assess the use of outdoor~~ digital advertising signs in Marion County ~~with appropriate restrictions~~

SOURCE:

Initiated by: Councillor Moriarty Adams

Drafted by: Bose Public Affairs Group

LEGAL REQUIREMENTS FOR ADOPTION:

Subject to approval or veto by Mayor

PROPOSED EFFECTIVE DATE:

Adoption and approvals

GENERAL COUNSEL APPROVAL: _____

Date: August 14, 2014

CITY-COUNTY SPECIAL RESOLUTION NO. , 2014

A SPECIAL RESOLUTION requesting the Metropolitan Development Commission to initiate a proposal to ~~amend consider amending~~ Chapters 730 and 734 of the Revised Code of the Consolidated City and County ~~to allow Digital advertising signs in Marion County with certain restrictions for the purpose of assessing the use of outdoor digital advertising signs in Marion County, and determining specific conditions and restrictions under which outdoor digital advertising signs should or should not operate.~~

WHEREAS, the City-County Council has exclusive jurisdiction under IC 36-4-7-601 to adopt zoning ordinances for Marion County, but is denied under IC 36-4-7-602 the authority to initiate proposals to amend those zoning ordinances; and

WHEREAS, ~~outdoor D~~digital advertising signs are currently prohibited; and

WHEREAS, ~~D~~digital (light emitting diode or LED) technology for ~~outdoor~~ advertising signs, ~~as well as the types of uses for such signs,~~ has evolved ~~in recent years,~~ and much more is known about the benefits of their use since the current zoning regulations were enacted nearly seven years ago and ~~Digital advertising signs represent the type of new technology other world class cities have allowed;~~ and

WHEREAS, ~~Digital advertising signs have been shown to be an effective tool for Local, State, and National law enforcement for publicizing AMBER and Blue Alerts when time is of the essence for the safety of a child or law enforcement officer, are currently used by FBI and the U.S. Marshal's Service for aiding them in the search for Most Wanted or criminals at large, and nationally have resulted in nearly 75 arrests of dangerous criminals in the past year;~~ and

WHEREAS, ~~Digital advertising signs are used to promote tourism, acknowledge groups and conventions that come to the area, recognize the activities and accomplishments of local groups and organizations, provide economic development messaging to companies considering our community for a new location or expansion of existing facilities, and give local businesses the opportunity to tailor their advertising message through a medium designed to reach new customers;~~ and

WHEREAS, the ~~City-County Council supports amendments and changes to the zoning regulations~~

~~which would allow Digital advertising signs in Marion County~~

~~WHEREAS, due to the evolution of digital/LED technology and its uses, the City-County Council believes it is prudent and in the best interest of the City and County that the Metropolitan Development Commission evaluate whether changes to the zoning regulations which would allow outdoor digital advertising signs in Marion County should be made, taking into consideration factors such as impact on residents and overall aesthetics across the city; and~~

~~WHEREAS, in the event the Metropolitan Development Commission determines that outdoor digital advertising signs should be allowed in Marion County, the Council requests that the Metropolitan Development Commission also determine the conditions and restrictions under which such signs should be allowed; now, therefore:~~

BE IT RESOLVED BY THE CITY-COUNTY COUNCIL OF THE CITY
OF INDIANAPOLIS AND OF MARION COUNTY, INDIANA:

~~SECTION 1. The City-County Council requests the Metropolitan Development Commission ("MDC") to initiate under IC 36-7-4-602(b) a proposal to consider whether to amend and/or make additions to existing zoning ordinances to allow for the purpose of assessing outdoor digital advertising signs in Marion County with appropriate restrictions.~~

~~SECTION 2. The City-County Council requests the Metropolitan Development Commission to review the draft of proposed amendments attached hereto and made a part hereof, attached as Exhibit A, for initiation and consideration by the Commission. The City-County Council further requests that as part of its assessment of outdoor digital advertising signs, in the event the Metropolitan Development Commission determines that outdoor digital advertising signs should be allowed in Marion County, the MDC determine the conditions and restrictions under which such signs should be allowed.~~

~~SECTION 3. The City-County Council further requests the MDC to instruct the Department of Metropolitan Development ("DMD") to appoint and convene a representative stakeholder group and to develop a public education and outreach plan to provide input for the MDC and DMD's consideration in undertaking the processes and analyses described in Sections 1 and 2 above.~~

~~SECTION 3.4. The Clerk of the Council is directed to deliver copies of this resolution to the Director of the Department of Metropolitan Development and to each member of the Metropolitan Development Commission.~~

~~SECTION 4.5. This resolution shall be in full force and effect upon adoption and compliance with IC 36-3-4-14.~~

The foregoing was passed by the City-County Council this _____ day of _____, 2014, at _____ p.m.

ATTEST:

Maggie A. Lewis
President, City-County Council

NaTrina DeBow
Clerk, City-County Council

Presented by me to the Mayor this _____ day of _____, 2014, at 10:00 a.m.

NaTrina DeBow
Clerk, City-County Council

Approved and signed by me this _____ day of _____, 2014.

Gregory A. Ballard, Mayor