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City Zoning Commission  
Helena, MT

To Whom It May Concern,

Per our previous submission which is attached; we at Lamar value our partnerships with the cities we operate in and are thankful for the opportunity to be heard.

As mentioned, we are particularly concerned by the recent addition of the proposed deadline of 10 years to remove billboards after enactment of the proposed ordinance. This provision not only conflicts with the way the City of Helena has traditionally handled zoning changes and resulting nonconforming uses, but also constitutes a taking under the Montana and U.S. Constitutions.

The impact of adopting such regulations will be substantial to the business community and nonprofit organizations in the Greater Helena area that utilize outdoor as a cost effective means to get their messages out. This will also affect emergency management services for weather related messaging as well as AMBER Alerts.

A few options that could be considered are (1) adopt the off-premise regulations that are currently in place with the clarification off keeping on-premise and off-premise separate for both traditional static billboards as well as electronic billboards. (2) open to discussion for off-premise changes with the intent to work with Planning and Zoning as well as input from the outdoor industry.

We look forward to working with you on this.

Thank you again for your consideration.

Lamar of Montana