



DIGITAL BILLBOARDS

CITY COUNCIL
ITEM 27

PRESENTED BY:
MICHAEL SHANNON, PE, CBO - DIRECTOR

September 12, 2019

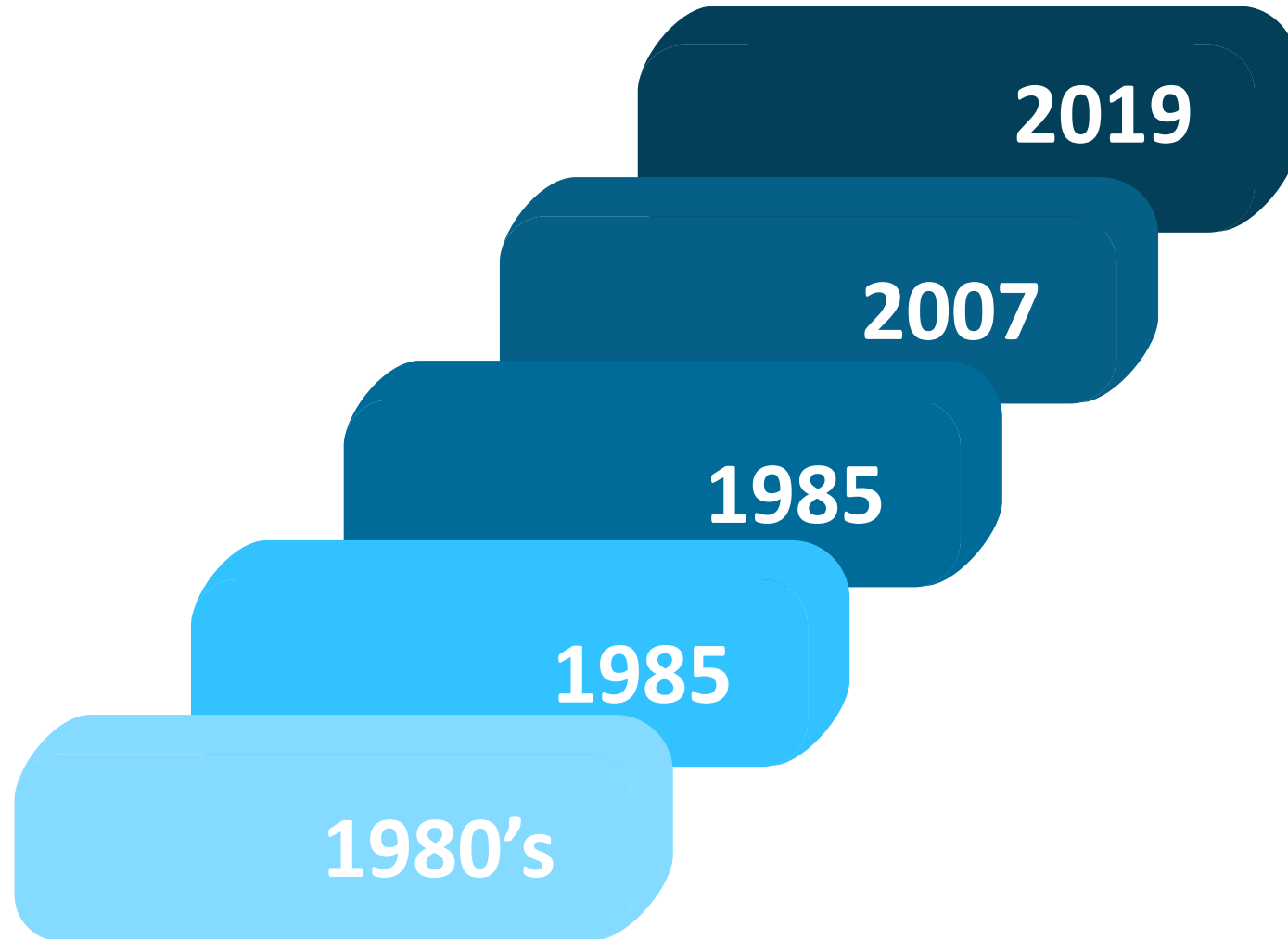
"OFF" VS. "ON" PREMISES SIGNS

- Advertises business **not** located on site where sign is



- Advertises business located on site where sign is

OVERVIEW/HISTORY



- **2019 – 1,200 BILLBOARD**

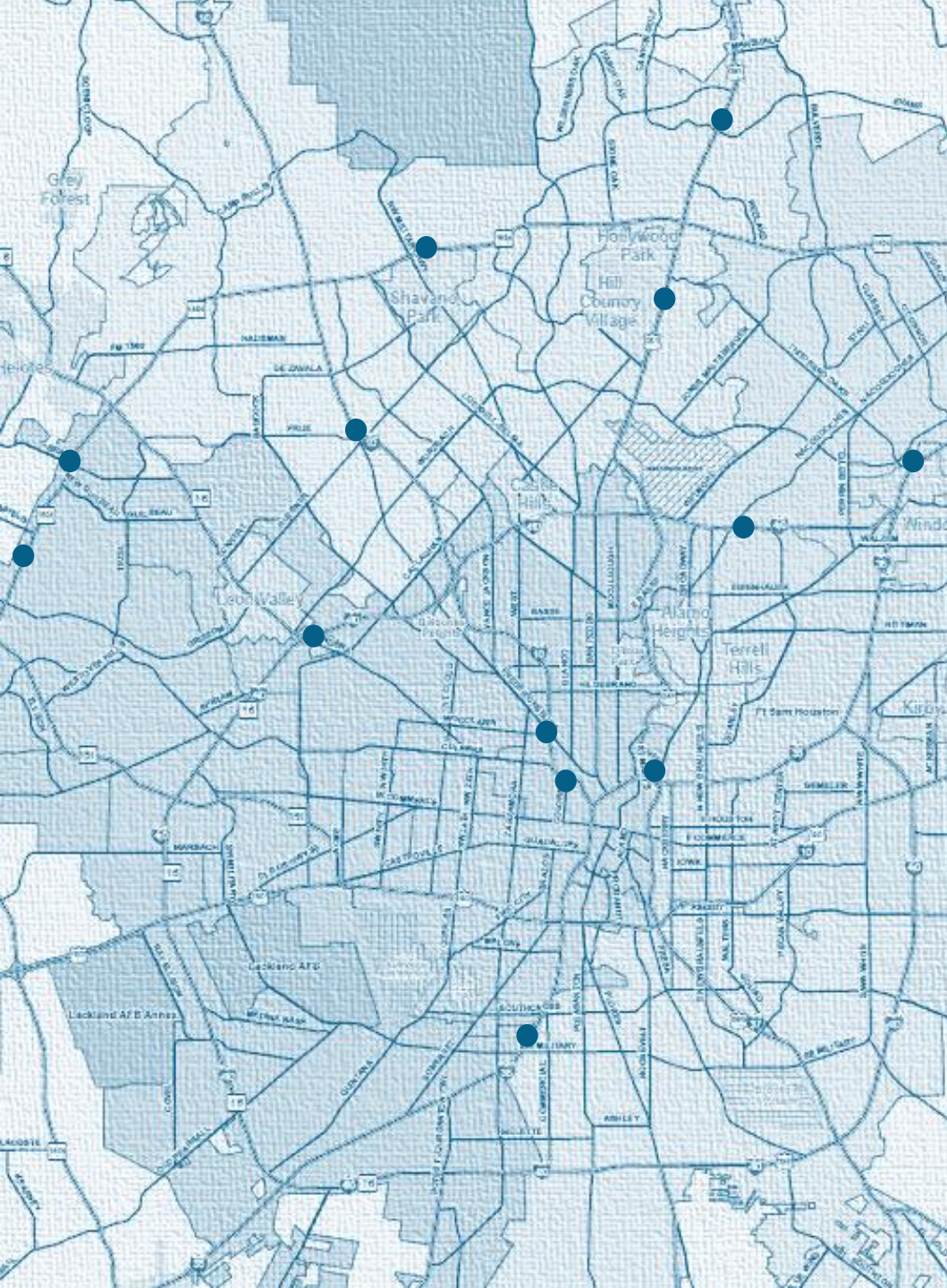
- **2007 – DIGITAL BILLBOARD PILOT PROGRAM**

- **1985 – 2 FOR 1**
2 billboards down to relocate one

- **1985 – NO MORE BILLBOARDS**
Ordinance prohibiting additional billboards

- **1980's – 2,300 BILLBOARDS**
Approximately 2,300 billboards

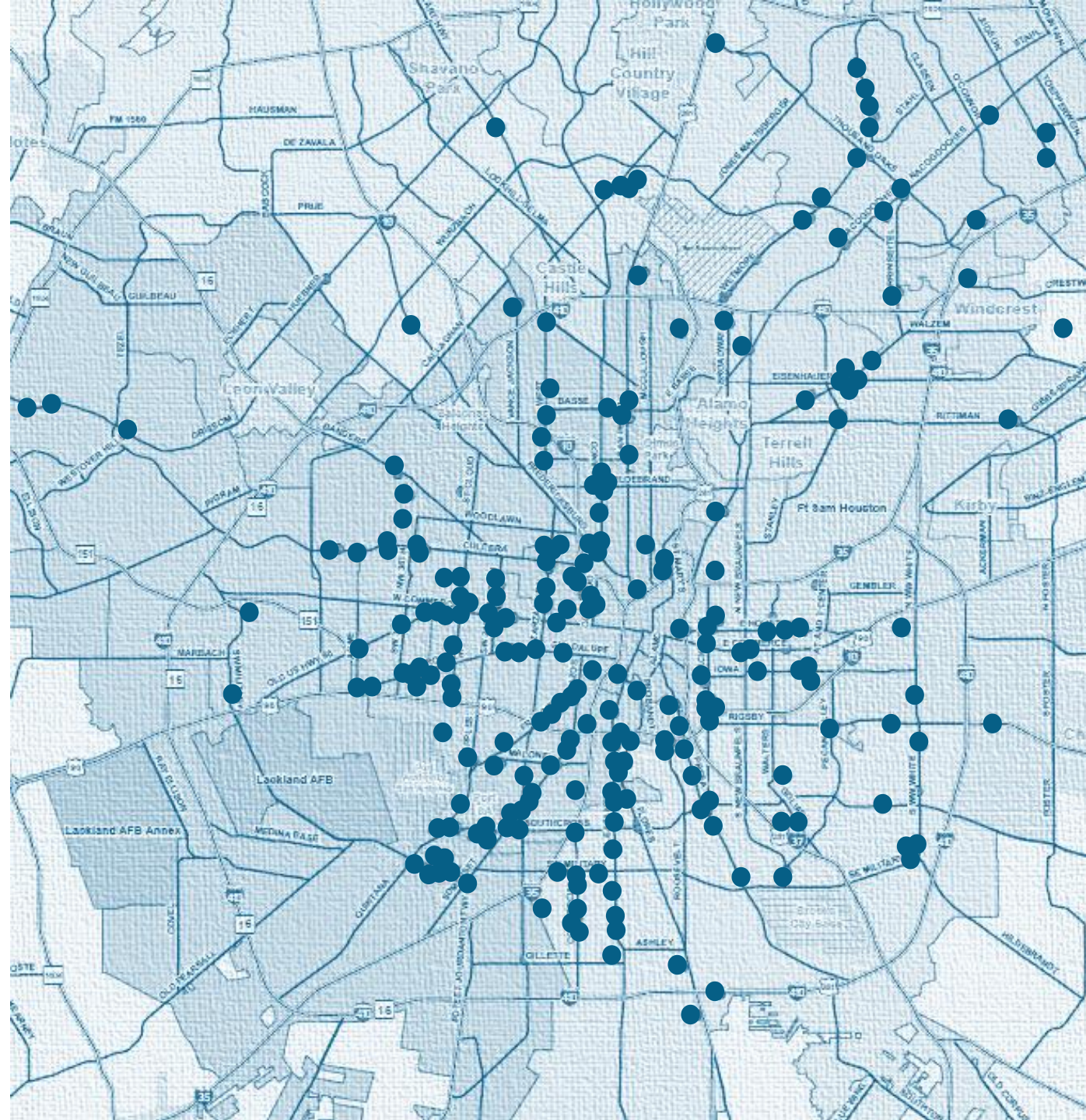
DIGITAL BILLBOARDS



- Under the 2007 one-year pilot program:
 - Allowed for 15 off-premises digital billboards
 - **13** were installed
 - In general, 3 signs removed for each re-face
 - 83 signs removed
- **No new** off-premise digital signs are permitted in the city or the ETJ (Ordinance No. 2007-12-06-1247)
- Requirements:
 - Dwell time = 10 seconds
 - Change of message = within 1 second or less
 - Default freeze mechanism (in case of malfunction)
 - May not display light of such intensity or brilliance to cause glare or impair vision of drivers

PROPOSAL

- Clear Channel Outdoors proposes a change to the City's Sign Code. The general proposal would:
 - Permanently remove about 300 billboards
 - **265** = Junior (less than 100 sq. ft.)
 - Allow digital faces to be added to the back side of **only** the 13 existing digital highway billboards
 - Not allow for any new digital billboard structures in the City
 - Require the removal of some large highway billboards in scenic, urban and/or historic corridors



PROCESS

- Sign companies
- Billboard companies
- SABOR
- Home builders
- American Institute of Architects
- San Antonio Apartment Association
- Habitat for Humanity
- Scenic San Antonio
- Community representatives



Feb. 26 – Stakeholder Meeting

Apr. 5 – Stakeholder Meeting

May 5 – Community Meeting

May – 17 Survey # 1 Closed

Jul. 26 – Survey #2 Closed

Aug. 6 – Stakeholder Meeting

Aug. 12 & Sep. 9 – Planning & Community Development

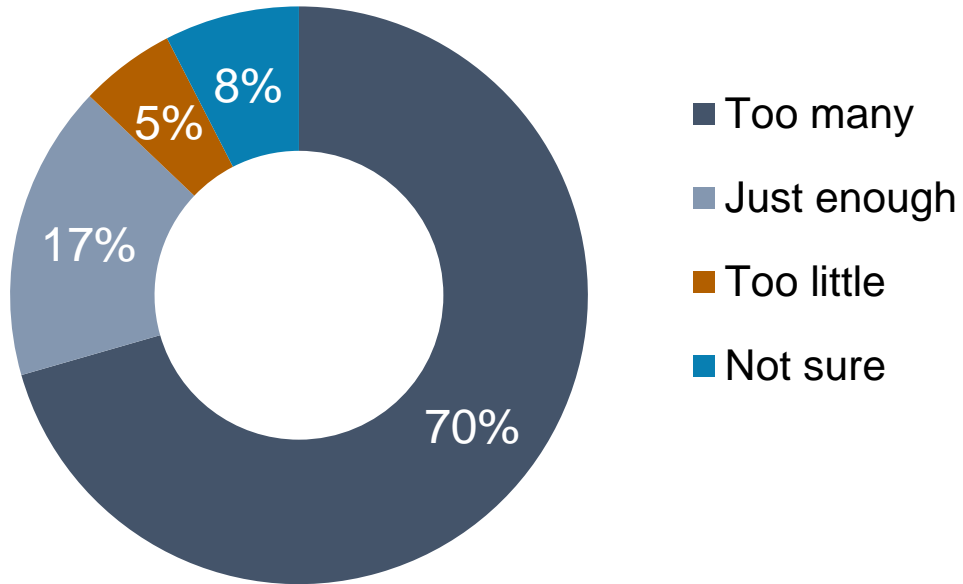
Sept. 5 – City Council



ABOUT BILLBOARDS!

First Survey

There are currently about 1,200 billboards in SAT. Do you think this amount is:

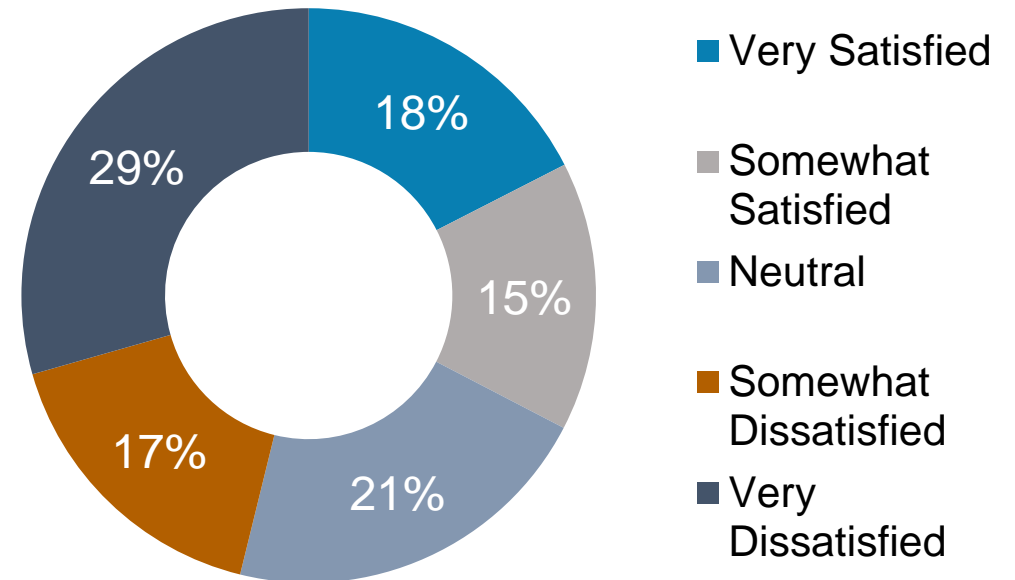


959

RESPONDED

(CLOSED MAY 17, 2019)

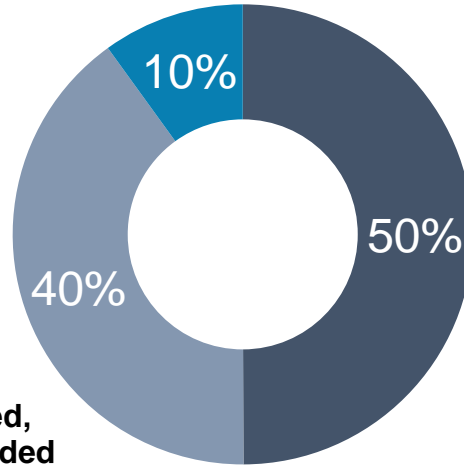
There are currently 13 digital billboards in SAT. Please rate the level of satisfaction:





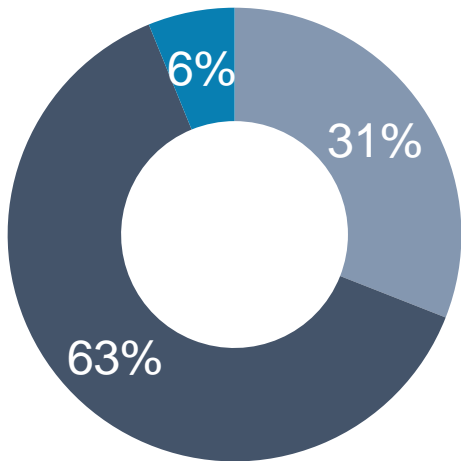
ABOUT BILLBOARDS!

If 300 "junior" billboards are removed throughout SAT, would you be in favor of digital billboards being double-sided?



- Yes
- No
- Neutral

If about 300 "junior" signs are not removed, would you be in favor of allowing double-sided digital billboards?



- Yes
- No
- Neutral

Bulletin
14' h X 48' w
IMPS: 388,477
Units: 824

672
SQUARE FEET

Poster
10'5" h X 22' 8" w
IMPS: 79,855
Units: 1,001

236
SQUARE FEET

Junior Poster
5' h X 11' w
IMPS: 29,037
Units: 558

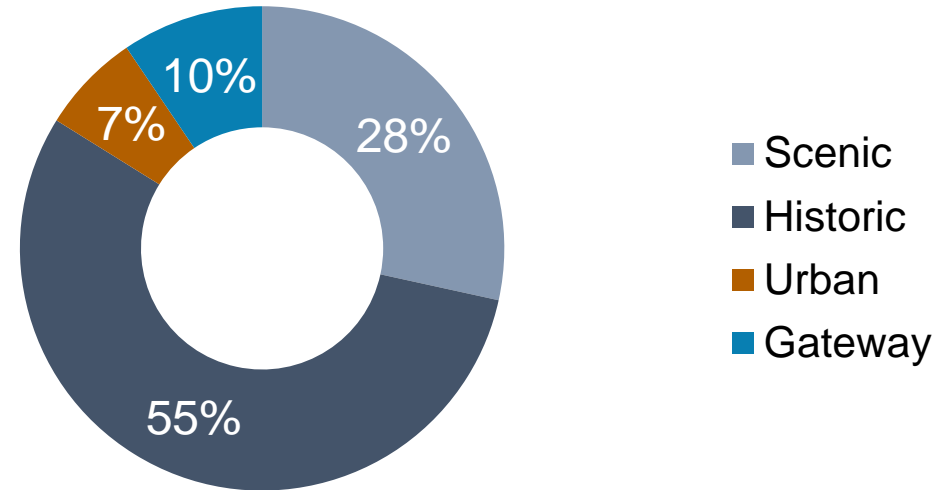
55
SQUARE FEET

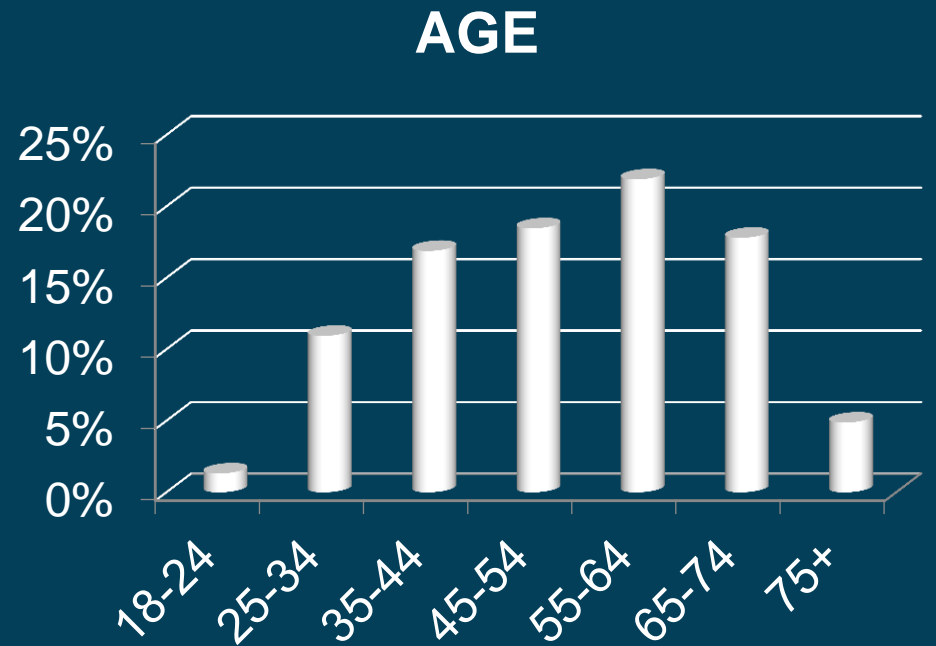




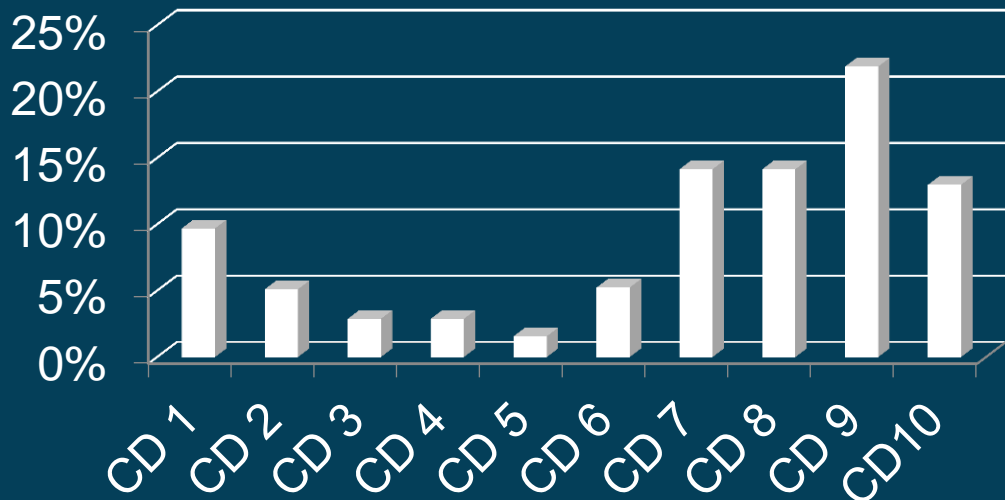
ABOUT BILLBOARDS!

In your opinion, which corridors should have fewer billboards? Please rank them in order of preference.





COUNCIL DISTRICTS



LET'S TALK ABOUT BILLBOARDS!

DEMOGRAPHICS

SURVEY RESULTS – 1st SURVEY

- Let's talk about billboards:
 - **959** responses:
 - **70%** too many billboards
 - If Junior billboards:
 - Removed, **50 %** favor double-sided digital billboards
 - Not removed, **63%** do **not** favor double-sided billboards
 - **29%** dissatisfied with digital billboards
 - **56%** feel historic corridors should have fewer billboards





SUPPLEMENTAL SURVEY

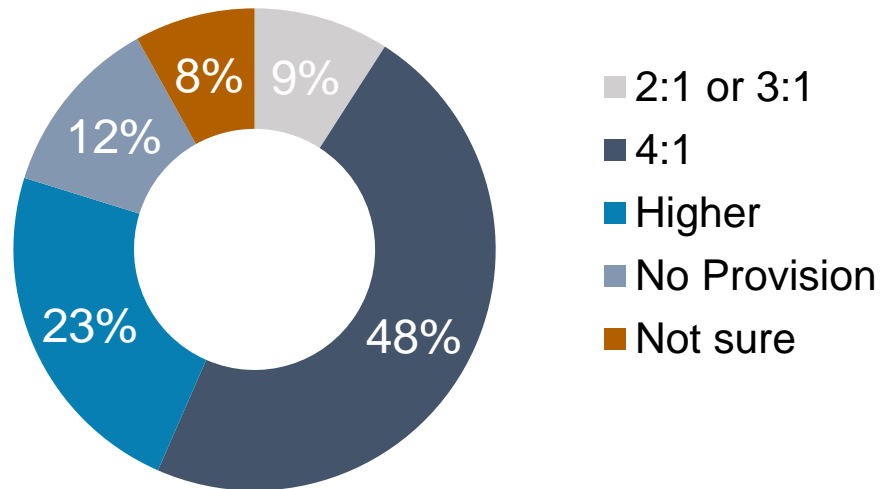
Second Survey

99

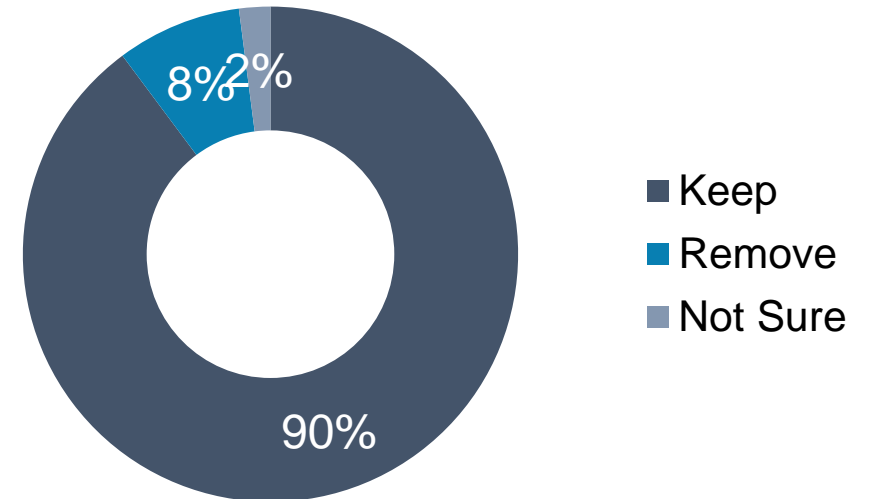
RESPONDED

(CLOSED JULY 26, 2019)

Proposed ratio to be removed should be:



Keep City Code provision to take down two signs to put up one (2:1):

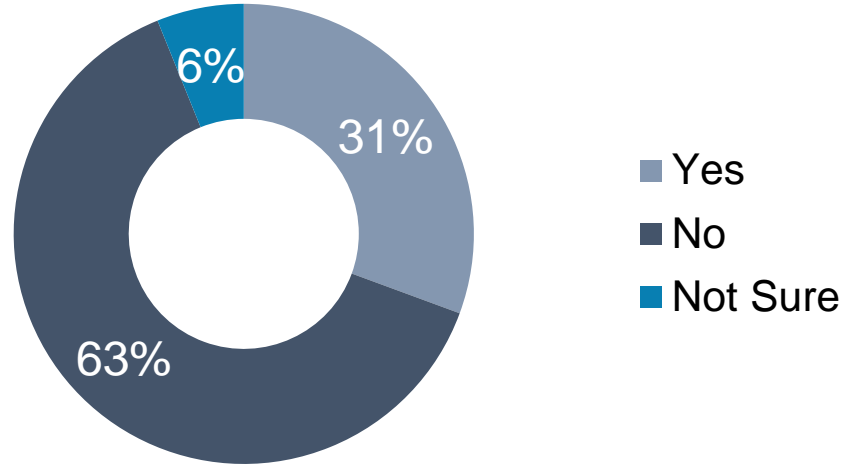




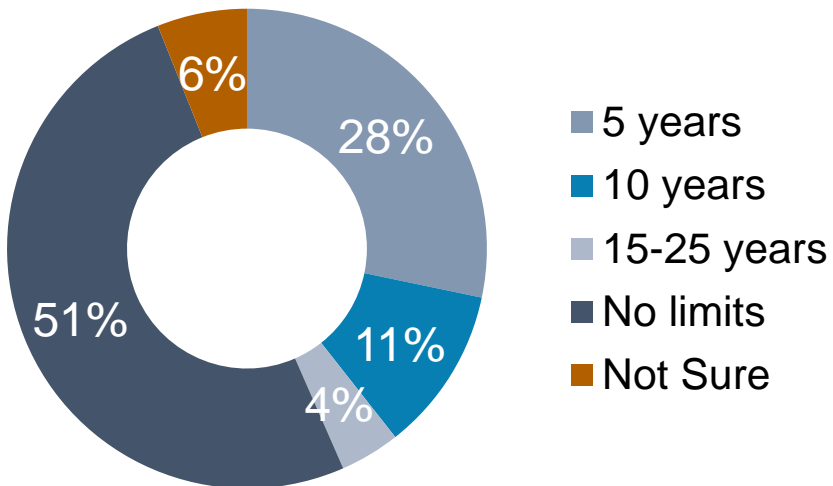
SUPPLEMENTAL SURVEY

Second Survey

If "junior" billboards removed in inner city and/or within neighborhoods, will small businesses and non-profits be impacted?



Should term limits be required for digital billboards and for how long?



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Units: 824

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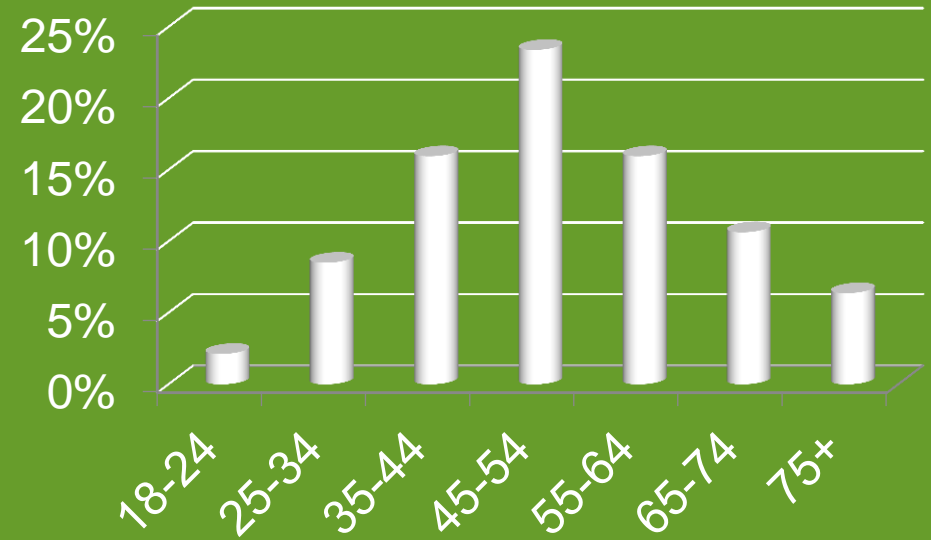


MALES
42%

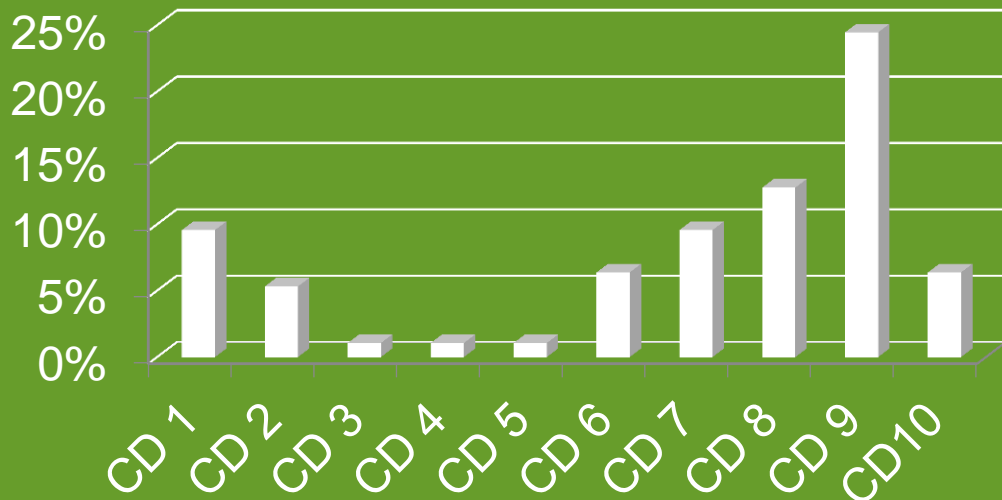


FEMALES
45%

AGE



COUNCIL DISTRICTS



LET'S TALK ABOUT BILLBOARDS!

DEMOGRAPHICS

SURVEY RESULTS – 2nd SURVEY

- Supplemental Survey:
 - **99** responses:
 - **90%** favor taking 2 signs to place 1
 - **63%** do not feel removal of Junior billboards will impact small businesses and non-profits
 - **51%** are against term limits



KEY ITEMS DISCUSSED

- Is 4:1 enough take down ratio?
- Not all billboard operators can participate in this change
- Safety of digital billboards

OTHER PROPOSALS

BURKETT & LAMAR MEDIA

- Burkett Media:
 - 1 digital billboard for 2:1 ratio
- Lamar Advertising
 - Second digital face located on separate, one-sided existing billboard for hardship cases

OUTFRONT MEDIA

- Allow 2 digital billboards not used in 2007 pilot program with similar takedown ratio
 - Greatly discussed in PCDC of Aug. 12
- Modified proposal:
 - Take down 8 structures = 5.4:1 ratio
 - 1 large billboard in gateway corridor
 - Conversion of 2 existing double sided static billboards to a standard 14'x48' digital display



STAFF RECOMMENDATION

- Approval of Ch. 28 Sign Code changes as proposed by Clear Channel Outdoors
- Seeking Council direction on discussion of additional digital billboards beyond the existing 13 locations
 - Outfront Media proposal in October 2019 for Council consideration at A-Session
 - 2020 Sign Code update process



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