



City of San Antonio

Agenda Memorandum

File Number: 19-5915

Agenda Item Number: 4.

Agenda Date: 8/12/2019

In Control: Planning and Community Development Committee

DEPARTMENT: Development Services

DEPARTMENT HEAD: Michael Shannon, Director

COUNCIL DISTRICTS IMPACTED: City Wide

SUBJECT:

Briefing on Proposed Changes Related to Digital Billboards, Chapter 28 - Sign Code

SUMMARY:

Possible changes to Chapter 28 - Sign Code which will allow for digital faces to be placed on the backside of thirteen (13) existing digital billboards, a change requested and proposed by Clear Channel Outdoor.

BACKGROUND INFORMATION:

In the 1980s, there were around 2,300 billboards within the San Antonio City limits and, over time, that number has decreased to around 1,200 billboards. Additional billboards are prohibited within the City and in order to relocate a billboard, two billboards must be removed. Similarly, new digital billboards are prohibited within the City and the Extraterritorial Jurisdiction.

Clear Channel Outdoor has developed a proposal to allow digital faces to be added to the backside of existing digital billboards by removing an estimated 300 junior billboards as well removal of some large billboards along scenic, urban and/or historic corridors. Such action would result in increasing the number of digital billboards by decreasing the overall number of billboards within City limits. Clear Channel Outdoor proposes to remove four billboards for each new digital face installed.

The Development Services Department (DSD) has held three stakeholder meetings on February 26, 2019, April 5, 2019, and August 6, 2019, to discuss the proposal. Some of the stakeholders include representatives from the Texas Sign Association, billboard operators, and Scenic San Antonio. DSD also held one community meeting

through SA SpeakUp on May 15, 2019, to obtain community input and released two surveys through SA SpeakUp to seek input from the community on specifics related to the proposal.

DSD will present the proposed changes to Chapter 28 at the City's Building-Related and Fire Codes Appeals and Advisory Board in August 2019.

The major change to Chapter 28 will be the ability for digital faces to be added to the backside of thirteen (13) existing digital billboards. Other static billboards, to include an estimated 300 junior billboards as well as large billboards along scenic, urban and/or historic corridors, will need to be removed before the backside of a digital face is added to an existing digital billboard.

ISSUE:

Chapter 28 Sign Code revisions require City Council approval.

ALTERNATIVES:

The Committee could choose not to take any action at this time and leave Chapter 28 - Sign Code as is and maintain the current number of digital billboards.

The Committee could choose to allow billboard operators to add digital faces to the backside of existing billboards by removing existing static billboards throughout the city.

FISCAL IMPACT:

There is no fiscal impact. This item is for briefing purposes only.

RECOMMENDATION:

Staff recommends Committee approval of the proposed changes to Chapter 28 - Sign Code and to move to full City Council consideration at the earliest available meeting.