



City of San Antonio

Agenda Memorandum

File Number:15-2249

Agenda Item Number: 23.

Agenda Date: 4/9/2015

In Control: City Council A Session

DEPARTMENT: Development Services Department

DEPARTMENT HEAD: Roderick Sanchez

COUNCIL DISTRICTS IMPACTED: City Wide

SUBJECT:

Additional allowance for on-premise digital signs on public property at permitted events

SUMMARY:

Update to Chapter 28 -Signs and Chapter 35 Unified Development Code to provide additional allowance for on-premise digital signs on public property at permitted events

BACKGROUND INFORMATION:

Current City code does not permit digital/LED on-premise signs on City property or in historic (H) and RIO zoning districts. Digital display is considered a “sign” per City Code. However, due to the improvement of current technology and its broad appeal and ease of communication, digital signs (i.e., displays) are more common than ever.

ISSUE:

City code does not currently permit digital/LED on-premise signs on City property or in a historic (H) and RIO zoning districts. This proposed ordinance proposes to update Chapter 28 - Signs and Chapter 35 - Unified Development Code to provide allowances for on-premise digital signs on public property at permitted events. The proposed update still includes digital display restrictions for events at Alamo Plaza Park, the Riverwalk Area and Main Plaza.

ALTERNATIVES:

If the City Council does not adopt these proposed updates to city Code Chapters 28 and 35, digital/LED on-premise signs would remain prohibited on all City property and in Historic (H) and RIO zoning districts.

FISCAL IMPACT:

There is no fiscal impact.

RECOMMENDATION:

DSD recommends the approval of the proposed update to Chapter 28 Signs and Chapter 35 Unified Development Code to allow on-premise digital signs on public property at permitted events.