

## **Sign Code Digital Working Group's (Version 4)**

### *Working Draft of Proposed Rule, Requirement, and Regulations for Digital Conversion*

- 1) Digital billboard conversions are prohibited when:
  - a) Located in the following areas:
    - i) Downtown highways with the following boundaries:
      - (1) IH 10: from South Alamo to IH 35
      - (2) IH 35: from IH10 to IH 37
      - (3) IH 37: From IH 35 to Carolina
      - (4) IH 10 / Hwy 90- in the Mission Overlay District
    - ii) Any street categorized as an Arterial Streets or smaller (Excluding streets where the billboard faces are meant to be viewed from the highway and the billboard structure is located within 100 feet of highways)
    - iii) Historic Overlay Districts
    - iv) I-37/Hwy 281 from Jones Maltsberger to IH35
    - v) Within 500 feet of a structure located on property zoned HL, HE, or HS.
  - b) Located within:
    - i) 2000 feet of another digital billboard or city limits of San Antonio;
    - ii) 1500' within another static billboard; or
    - iii) Within 10 feet of the main travel lane of a highway
- 2) Each converted billboards shall comply with the following:
  - a) Lighting shall comply with MLOD Standards
  - b) The orientation of faces shall remain the same .
  - c) Height shall not be increased.
  - d) No more than 2 digital billboard faces per structure.
  - e) 40 hours of PSA time shall be provided per year.
- 3) Takedown Credits and Requirements.
  - a) Licencee must remove 4 times the amount of static billboard face square footage for each square foot of digital bill board face being installed.
  - b) Takedown Credits may not be sold or transferred.
  - c) For removed face square footage to be counted towards Takedown Credits, the entire structure must be removed.

- d) The Takedown Credit will be calculated in the following manner:
- i) Non-targeted Areas. The Takedown Credit equals the actual square footage of static billboard face removed.
  - ii) Targeted Areas. The Takedown Credit equals the actual square footage of static billboard face removed multiplied by 150% in the following targeted areas:
    - (1) Downtown highways with the following boundaries:
      - (a) IH 10: from South Alamo to IH 35
      - (b) IH 35: from IH10 to IH 37
      - (c) IH 37: From IH 35 to Carolina
      - (d) IH 10 / Hwy 90- in the Mission Overlay District
    - (2) Any street categorized as an Arterial Streets or smaller (Excluding streets where the billboard faces are meant to be viewed from the highway and the billboard structure is located within 100 feet of highways)
    - (3) Historic Overlay Districts
    - (4) I-37/Hwy 281 from Jones Maltsberger to IH35
    - (5) Within 500 feet of a structure located on property zoned HL, HE, or HS.
    - (6) Scenic Corridors outside Loop 410
- e) Unused takedown credits may be banked for use during the current year's cycle or for the cycle immediately following the current one. If not used during the next cycle, the takedown credits expire and can not be used.
- 4) Digital Conversions
- a) The maximum number of conversions shall be 8 per yearly cycle.
  - b) The conversions will be allocated as following order:
    - i) More than 400 permits- 4 conversions per year
    - ii) 20 to 399 permits- 1 conversion per year
    - iii) Less than 20 permits- the remain allowable conversions, if available, will be allocated using the following process:
      - (1) Company wishing to participate in the lottery must submit a completed application detailing its plan.
      - (2) The department will conduct a drawing in the presence of the participant.
      - (3) The company selected by lottery must submit a final application within 60 days of their selection.
      - (4) All work must be completed within 6 months after the application approval.
      - (5) If the selected company fails to meet the deadlines, the next company in line will be awarded the right to perform a digital conversion.
      - (6) Awards cannot be transferred or sold.