



TO: Development Services Customers

SUBJECT: **INFORMATION BULLETIN 164**  
**Chapter 28-Section 28-99**  
Billboard Serial Number and Sign Information

DATE: August 14, 2009/*Revised August 1, 2014*

CREATED BY: Field Services Division

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**Purpose:**

As a customer service initiative, the Development Services Department (DSD) has created this **revised** Information Bulletin (IB) 164 to describe and clarify the approved location to install the billboard license holder name and city permit number (AP#). This bulletin has been updated to incorporate the department's new format for Information Bulletins.

**Scope:**

As you are aware, this requirement was originally introduced into the sign code in 1971. The department recognizes that the installation method of a billboard's advertising area has changed over the years. We are noticing poster billboards and painted bulletins being slowly converted to vinyl wrap type of installations. We understand that a billboard may no longer have items such as sign trim visible as prior to this new type of method. In recognizing these items and similar situations, and also hearing from you the sign industry, we are creating this IB to assist you with the interpretation of the following section of 28-99:

*(b) Each sign requiring a permit shall have the name of the license holder clearly displayed on the sign trim.*

*(c) All billboards erected within the city shall have the permit number affixed to the structure below the sign face. The number must be visible for a distance of fifty (50) feet from the pole supporting the billboard.*

We feel that the intent of this section was to make the structure identifiable as a permitted and viable billboard within the City and ETJ. After careful review, we are also allowing the permit number, (AP), to be affixed to the pole portion of the structure. This will confirm the billboard to be recognized as a registered billboard. The code also requires

the name of the license holder to be clearly displayed. The license holder name affixed to the pole will also be allowed and clearly identify the operator of the registered billboard. Said numbers and letters shall contrast with their background and shall be a minimum of 4" in height with the orientation to be visible from the street.

The attached drawing is an example of the areas of the structure the department will allow the required billboard information to be installed. You will notice that a minimum height of 14' above grade has been identified as an area of the structure where the required information shall be displayed. This will assure a non-obstructed visual inspection and compliance. The department recognizes that billboards labeled by the industry as poster boards and junior boards may not be taller than 14' in height. These boards shall have the identification on the highest part of the pole or cabinet trim.

On July 29, 2009, the Director of Development Services sent out a letter to all operators within the City of San Antonio & ETJ regarding the requirements of Section 28-99 and granting a sixty (60) day grace period for compliance. This grace period is still in effect and inspections after October 1, 2009 will identify billboards that are not in compliance. Each operator will receive a notice in writing by mail or e-mail from the sign inspector who made the annual inspection.

We hope that this IB will assist you regarding the requirements of this section. If you have any questions regarding this IB or the procedure for proper billboard identification, please call any sign inspector or a Development Services Manager at (210) 207-0159.

**Summary:**

This Information Bulletin is for informational purposes only.

<b>Prepared by:</b>	Andrew Perez, Development Services Specialist Supervisor
<b>Reviewed by:</b>	Michael Constantino, Development Services Manager
<b>Authorized by:</b>	Michael Shannon, PE, CBO, Assistant Director

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