



CITY OF SAN ANTONIO
DEVELOPMENT SERVICES DEPARTMENT
P.O. BOX 839966 | SAN ANTONIO TEXAS 78283-3966



TO: Development Services Customers

SUBJECT: **INFORMATION BULLETIN 203**
Clarification of On-Premise Sign Messages for Events and Activities

DATE: September 19, 2011/*Revised August 1, 2014*

CREATED BY: Field Services Division

Purpose:

As a customer service initiative, the Development Services Department (DSD) created this **revised** bulletin to update Information Bulletin (IB) 203 to clarify on-premise sign messages for events and activities. This bulletin has been updated to incorporate the department's new format for Information Bulletins.

The purpose of this Information Bulletin is to assist our customers with both the understanding and intent of the word "on-premise" as established in Chapter 28, Signs and Billboards, of the City Code of San Antonio, Texas.

Scope:

The following is the definition of "on-premises sign" found in Chapter 28, Section 28-6:

On-premises sign. On-premises sign shall mean a sign that directs attention to a recognized commercial or industrial activity pertaining to a business, product, service, activity, person, organization, institution, event, place, or object that actually is manufactured, conducted, sold, or offered upon the premises on which the sign is located, except that any sign bringing more than mere incidental rental income to the property owner in contrast to the rental of its corresponding business/office space, shall not be considered an on-premises sign.

The following are a few questions DSD was asked with regards to on-premise signs messages. Below each question you will find DSD's position and response to the questions:

CUSTOMER QUESTION #1: We would like to be able to show our appreciation for those that support our organization by providing a “thank you” message on our on-premise sign for an event taking place on the property. Would this be allowable?

DSD’S ANSWER #1: Yes this would be allowed. The “thank you” type message, however, must be displayed with neutral colors and fonts unmistakable as a thank you message and not an advertisement for that supporting organization’s business. By neutral colors and fonts, we mean that a business logo with associated sign colors and fonts may not be used. The message may only be displayed at the time the event takes place and must also be removed within 48 hours after the event takes place on the property.

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CUSTOMER QUESTION #2: Are business logos allowed to be displayed on the property sign where the event is taking place?

DSD’S ANSWER #2: Yes, as long as the business logo is incorporated into the name of the advertised event or activity logo which takes place on the property or within the structure on the property. The business logo may be displayed and be classified as on-premise advertising because the business logo is incorporated into the event or activity logo. A business logo by itself is an off-premise advertisement and shall not be placed on the property where the event is taking place.

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CUSTOMER QUESTION #3: Is there any maximum amount of time, prior to an event or activity taking place that a message can be displayed on an on-premise sign?

DSD’S ANSWER #3: Yes. DSD recognizes the significance of allowing this time period as a method of advertising for an upcoming event or activity that will be taking place on a property in the near future; therefore, a future event may be posted no more than 3 months prior to an event taking place on the property. Any posting of an advertisement for an event occurring more than 3 months prior to the event will be classified as an off-premise advertisement.

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Should you have any questions regarding this information bulletin, please contact the Development Services Specialist Supervisor at 210-207-8289.

Summary:

This Information Bulletin is for informational purposes only.

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