

City of San Antonio Sign Code Stakeholder Review

Development Services Department

February 2, 2016



Why we are here...

- Councilman Gallagher (CD10) sponsored a **Council Consideration Request** on September 11, 2015 to review, update and amend Chapter 28 titled Signs with the City Code.

CITY OF SAN ANTONIO
OFFICE OF THE CITY CLERK
COUNCIL CONSIDERATION REQUEST 3115 SEP 10 PM 2:20

TO: Mayor & City Council
 FROM: City Councilman Mike Gallagher
 COPIES TO: Sheryl Sculley, City Manager; Leticia Vauck, City Clerk; Edward Bernades, Chief of Staff; Christopher Calaresu, Assistant to the City Council; Martha G. Sepeda, Acting City Attorney; John Patrick, Senior Management Analyst
 SUBJECT: Review and Revise Chapter 28 - Signs
 DATE: September 11, 2015

Issue Proposed for Consideration
 I ask for your support for the inclusion of the following item on the agenda of the earliest available meeting of the Government Committee:
 I respectfully ask for your concurrence in requiring the Development Services Department to review, update and amend Chapter 28 titled Signs within the City Code.

Brief Background
 Chapter 28 - (Signs) of the San Antonio City Code has undergone a number of modifications and amendments trying to keep up with changes in development, market needs, technology and growth within the signs and advertisement industries. Because this code has only been modified but not reviewed as a whole the issue of signs impacts the interests of the city. Therefore this request asks for a full review of Chapter 28.

Chapter 28 includes within its Code the licensing, regulations for posting signs, their height distance and setbacks; on-premise signs, off-premise signs, roadside sign program, schedule of fees, and temporary sign program in some examples. This request asks the Development Services staff to also review the new technology or products such as sign material/placement such as banners and flag signs to provide a revised code that can address questions in today's sign industry and demands. At the same time, the code should have the flexibility to deal with changes in the sign industry.

For the reasons mentioned, Chapter 28 should be reviewed, updated, and amended as necessary, along with related sections of the Code, to provide the city and the sign industry with a Code that provides clarity in terms with regard to signage within the City of San Antonio. I ask for your support in this request.

Submitted for Council consideration by: 
 Councilman Mike Gallagher, District 10

CCR Goals

- Review new technology or products such as sign materials/placement
- Provide a revised code that addresses questions in today's sign industry and demands
- Code should have flexibility to deal with changes in the sign industry
- Provide clarity in intent with regard to signage within the City

Stakeholders

- Real Estate Council
- Professional Engineers in Private Practice/SEaOT
- American Institute of Architects
- Greater San Antonio Area Builders Association
- San Antonio Sign Association
- Texas Sign Association
- San Antonio Building Owners and Managers Association
- San Antonio Restaurant Association
- San Antonio Automobile Dealers Association
- Billboard Operators
- Scenic San Antonio
- San Antonio Conservation Society
- Chambers of Commerce
- Neighborhood Code Enforcement Task Force
- Northside Neighbors for Organized Development (NNOD)
- San Antonio Area Independent School Districts
- San Antonio Apartment Association
- San Antonio Board of Realtors

Chapter 28 – Signs: Purpose/Scope

- Provide minimum standards to **protect the life, health, safety, property, welfare, convenience and enjoyment of the general public** by regulating and controlling the design, quality of materials, construction, erection, location, electrification, lighting, use, maintenance, and safe transportation of all outdoor advertising signs and sign structures as well as ascertain that all off-premises and on-premises sign operators are properly licensed, insured, and bonded.
- Contribute to the development and maintenance of an **attractive visual environment while facilitating the communication of messages** to the public
- Protect the **safety** and efficiency of the city's transportation network by **reducing confusion or distractions to motorists** and enhancing motorists' ability to see pedestrians, obstacles, other vehicles and official traffic signs, signals, or devices by eliminating a proliferation of messages for the reader.

Chapter 28 – Signs: Purpose/Scope

- Ensure that all **signs are safely constructed** and do not create hazards or obstructions to access and views, or be located on a public right-of-way.
- Preserve, protect and enhance aesthetic and economic/property values regardless of whether they are of a natural or manmade environment by **establishing requirements for the height, size, brightness and movement** of on-premises signs.
- **Preserve, protect and enhance the image and attractiveness of the city** for its citizens and visitors through the identification of the special character and economic advantages of its subareas.
- Preserve and enhance the impression of the city which is conveyed to citizens, tourists and visitors by **limiting the construction and erection of any new off-premises signs**.
- **Preserve, protect and improve San Antonio's quality of life**, which although difficult to define, is possibly the city's most valuable resource.

Chapter 28 – Signs

- Code Official enforcement
- Sign Operator Licenses
- Permits
- Construction/Maintenance standards
 - Height, size, spacing, etc.
- Off-premise/On-premise sign regulations
- Urban Corridors
- Non-conforming signs
- Variances and appeals
 - BRFCAAB and BOA

SAFETY



RESIDENTIAL DEVELOPER / BUILDER SIGNS



RESIDENTIAL DEVELOPER / BUILDER SIGNS



FLAG SIGNS / WIND SAILS



FLAG SIGNS / WIND SAILS



INFLATABLES



BANDIT SIGNS



BANDIT SIGNS



BANDIT SIGNS



PORTABLE (MOBILE) SIGNS



PORTABLE (MOBILE) SIGNS



PORTABLE SIGNS



DIGITALS





History of Chapter 28

- Sign regs have been around since ~1899
 - (downtown transportation handwritten law)
- Last comprehensive Sign Code revision was in 1984
 - General enforcement, definitions, sign classifications, fees, inspections, violations
 - Licensing and permitting
 - Erection and maintenance – General & Specific regulations
 - Off-Premises Sign regulations
- 1986 Sign Code Revisions:
 - Residential developer/builder off premises sign
 - Off premises sign registration
 - ETJ sign regulation expansion
 - Governmental action
 - Portable Signs

History of Chapter 28 (cont)

- 1994 Sign Code Revisions:
 - Urban Corridors
 - Specific On-Premises regulations
- More recent Chapter 28 updates:
 - Bandit and abandoned signs
 - Off-Premises Digital Sign pilot program
 - On-Premises Digital Sign regulations
 - Variance and Appeals procedures (BRFCAAB)
 - Sign placement on public property

Stakeholder Meetings/Process

- Meeting Frequency (2-4 weeks??)
- City staff will facilitate
 - Updated Ch. 28 Drafts
- Expected to end in summer 2016
- Propose a consensus updated Ch 28 to BRFCAAB and BOA for recommendations
- Council Sub-committee in summer 2016
- Council consideration/adoption near end of summer 2016

DRAFT “A” Updated Ch 28

Starting point with City staff recommendations

- Modified format/flow of Chapter 28
- Added language about the duties and power of building official – similar to Chapter 10
- Added language/placeholder for administrative variances
- Added the 3 existing code interps - Temp NA signs; Political signs; Residential builder signs
- Added language for wayfinding signs
- Added garage sales signs
- Added flag signs
- Added increase residential buffer from commercial signs
- Updated sign master plans to include percent reduction and conditional SMPs
- Updated appeals to reflect last year’s changes to Chapter 10 BRFCAAB

Stakeholder Goals & Questions

 **City of San Antonio**
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