

Digital Billboard – Meeting Summary

February 26, 2019

The purpose of this document is to summarize the discussion held at 1901 S Alamo, Board Room, on February 26, 2019, regarding proposal related to sign code and Clear Channel.

Michael Shannon, Director of the Development Services Department, opened the meeting with welcome, asked all attendees to introduce themselves, and then provided a presentation to the audience regarding sign code and digital billboards, which is available online:

<https://www.sanantonio.gov/DSD/Resources/Codes#176643438-digital-billboard-updates>

This Website will be the repository for information related to the discussion of proposed changes to the City's sign code.

Gather up information, as much as possible, as part of the process.

After presentation, questions from audience or discussion points

- 1) Request from audience for list of locations and map – available online
- 2) Additional requested information:
 - a) Number owned by each company
 - b) Corridors – include new ones, SA Tomorrow
 - c) Map showing additional zonings, like World Heritage area
 - d) Chart showing decrease in billboards over time
- 3) Comments from Scenic San Antonio, received prior to the meeting, are posted to Website and any additional comments received will also be posted so that all are able to read.
- 4) Proposal from Clear Channel was discussed; from City's perspective, now appears to be a proposal that is worthy of discussion as many billboards will come down. Key item is that junior billboards will need to be removed in order to install an additional digital sign. Other owners would like to have opportunity to participate by discussing alternatives. This will need to be discussed as a community. All proposals with justification should be submitted in writing.
- 5) Any changes to the Sign Code will need to be presented to City Council for consideration. DSD will present to the Comprehensive Plan Committee, as it handles most of the City codes, for direction. There is also the option to "do nothing" which would result in signs continuing to operate as they do now. There could also be more discussion during 2020 for updates related to the Sign Code.
- 6) The survey, available as part of SA SpeakUp, was discussed as a new process to obtain feedback from community to get additional, meaningful engagement. DSD does not know, at this point, how all of the feedback will be weighed; will try to determine what the feedback means.
- 7) Concern voiced regarding possible increase in the number of digital billboards – from 13 to 26, or more based on possibly opening this up to all who would like the opportunity (equity).

- 8) Pilot program was discussed, when 15 digital signs were approved by City Council. Audience member indicated that two applications were not submitted and then the deadline to apply ended, which resulted in installation of 13. Traffic study/data around digital locations was tracked for a year; results show no difference (flatline) and some locations had fewer accidents around these locations.
- 9) Digital billboards have met “Dark Sky” around military bases which have allowed for night training and compatible development.
- 10) Discussion on possible inclusion of sunset provision with revised ordinance: removal of digital billboards, in 10 to 20 years, or other actions with Council action.