PROPOSAL

• Permanently remove about 300 billboards
  • 265 = Junior (less than 100 sq. ft.)
• Remove 4 large billboards
  • 1 in scenic, urban and/or historic corridors
• Add digital faces to the back side of only the 13 existing digital billboards
• Not allow for any new digital billboard structures in the City
• Is a change to Sign Code
REVIEW PROCESS SO FAR...

- FEB 26: Stakeholder Meeting
- APR 5: Stakeholder Meeting
- MAY 15: Community Meeting
- MAY 17: SA SpeakUp Survey Closed
- JUL 26: Supplemental Survey Closed
There are currently about 1,200 billboards in SAT. Do you think this amount is:

- **Too many** 8%
- **Just enough** 17%
- **Too little** 5%
- **Not sure** 70%

There are currently 13 digital billboards in SAT. Please rate the level of satisfaction:

- **Very Satisfied** 15%
- **Somewhat Satisfied** 17%
- **Neutral** 21%
- **Somewhat Dissatisfied** 29%
- **Very Dissatisfied** 18%
If 300 “junior” billboards are removed throughout SAT, would you be in favor of digital billboards being double-sided?

- Yes: 50%
- No: 40%
- Neutral: 10%

If about 300 “junior” signs are not removed, would you be in favor of allowing double-sided digital billboards?

- Yes: 63%
- No: 31%
- Neutral: 6%
In your opinion, which corridors should have fewer billboards? Please rank them in order of preference.

- Scenic: 28%
- Urban: 10%
- Gateway: 7%
- Historic: 55%
INFOGRAPHIC TITLE

99
_RESPONDED
(CLOSED JULY 26, 2019)

SUPPLEMENTAL SURVEY

Proposed ratio to be removed should be:

- 2:1 or 3:1: 8%
- 4:1: 9%
- Higher: 12%
- No Provision: 23%
- Not sure: 48%

Keep City Code provision to take down two signs to put up one (2:1):

- Keep: 8%
- Remove: 2%
- Not Sure: 90%
Supplemental Survey

If “junior” billboards removed in inner city and/or within neighborhoods, will small businesses and non-profits be impacted?

- Yes: 31%
- No: 63%
- Not Sure: 6%

Should term limits be required for digital billboards and for how long?

- 5 years: 28%
- 10 years: 11%
- 15-25 years: 11%
- No limits: 4%
- Not Sure: 28%
WHAT DO THE SURVEY RESULTS TELL US?

First Survey

• 70% of respondents think there are too many billboards
• 50% are in favor of adding a digital face to backside of existing if 300 junior billboards are removed
• However, 63% are not in favor of adding a digital face to back of existing digital billboards if 300 junior billboards are not removed
Supplemental Survey

• 47% think the 4:1 takedown ratio is acceptable, another 9% think it should be less and 23% think the ratio should be higher

• 90% of respondents like the current 2:1 provision which requires removal of two billboards to install one new

• 51% of respondents do not think digital billboards should have term limits
DISCUSSION / NEXT STEPS?
BILLBOARDS
DEVELOPMENT SERVICES DEPARTMENT

PRESENTED BY:
MICHAEL SHANNON, PE, CBD - DIRECTOR
AUGUST 6, 2019