



BILLBOARDS

DEVELOPMENT SERVICES DEPARTMENT



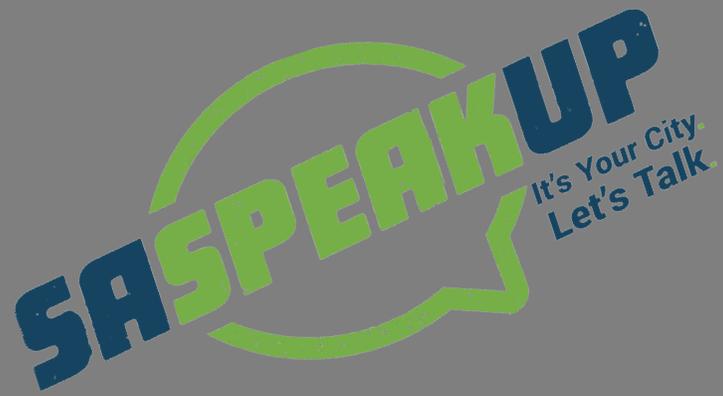
PRESENTED BY:
MICHAEL SHANNON, PE, CBD - DIRECTOR
AUGUST 6, 2019

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...





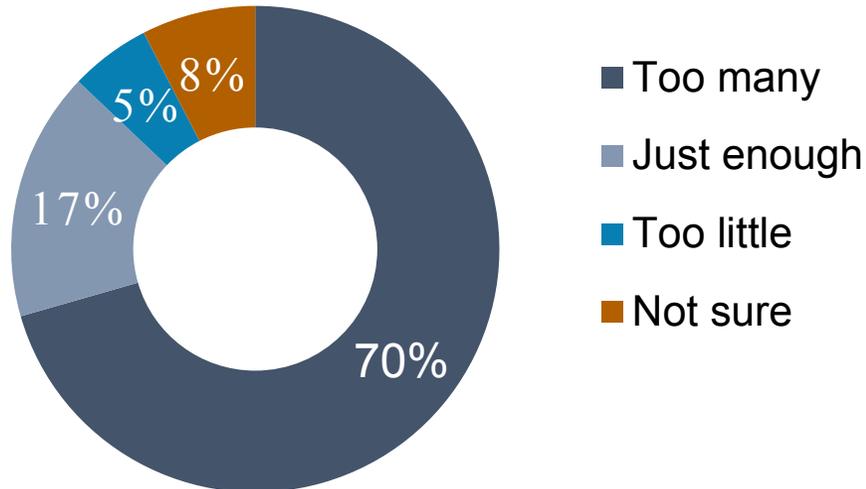
FIRST SURVEY

959

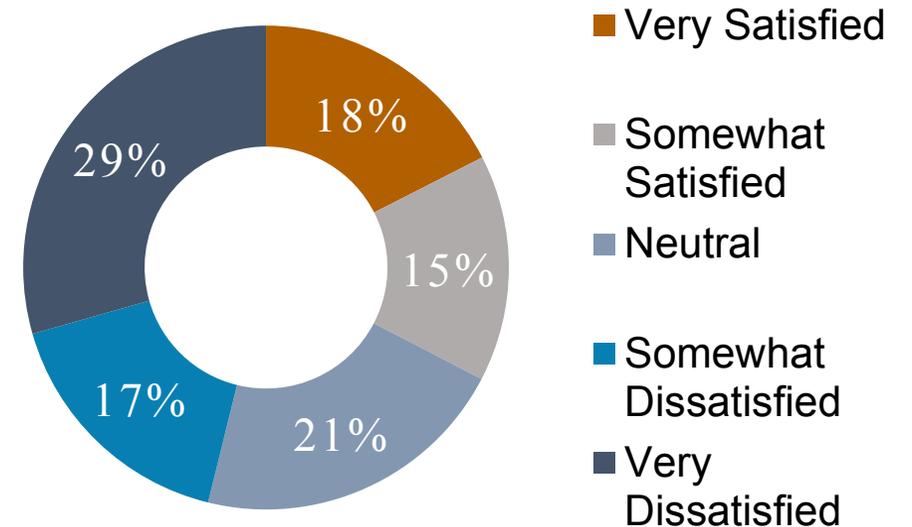
RESPONDED

(CLOSED MAY 17, 2019)

There are currently about 1,200 billboards in SAT. Do you think this amount is:



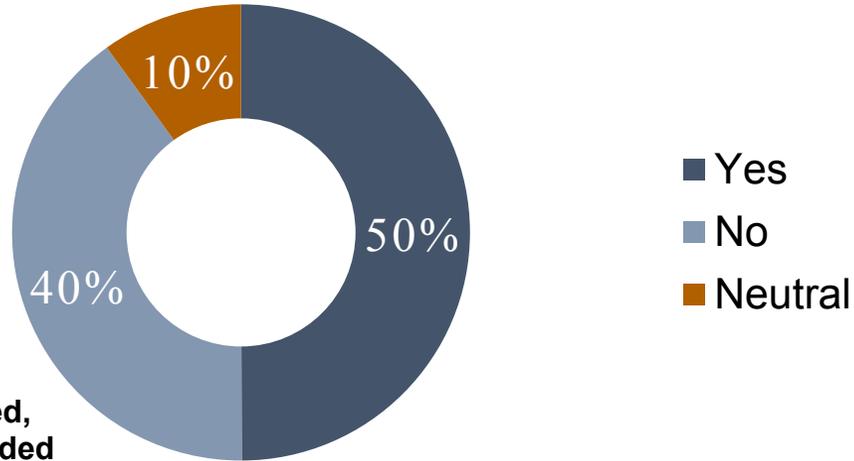
There are currently 13 digital billboards in SAT. Please rate the level of satisfaction:



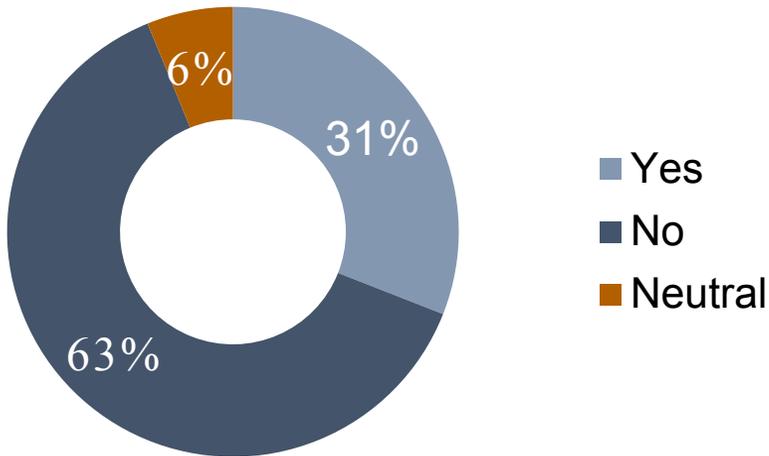


FIRST SURVEY

If 300 "junior" billboards are removed throughout SAT, would you be in favor of digital billboards being double-sided?



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



Bulletin
14' h X 48' w
IMPS: 388,477
Units: 824



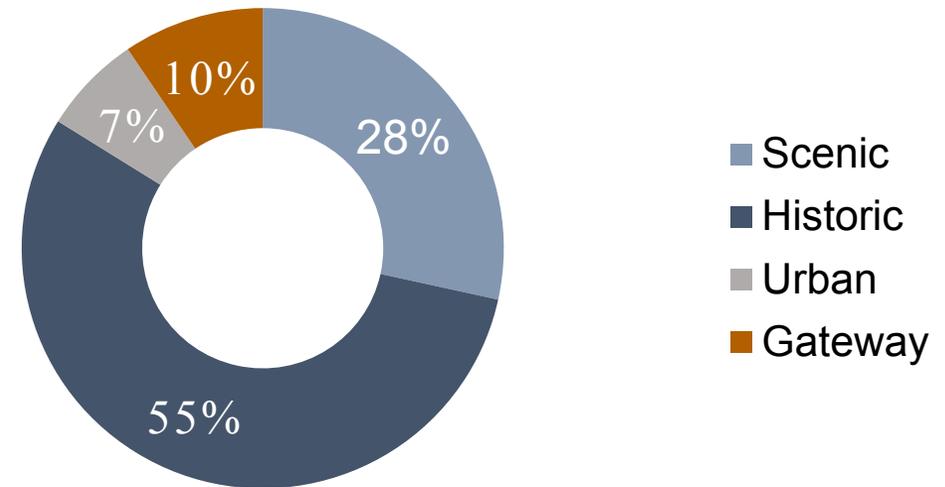
Poster
10'5" h X 22' 8" w
IMPS: 79,855
Units: 1,001



Junior Poster
5' h X 11' w
IMPS: 29,037
Units: 558



In your opinion, which corridors should have fewer billboards? Please rank them in order of preference.





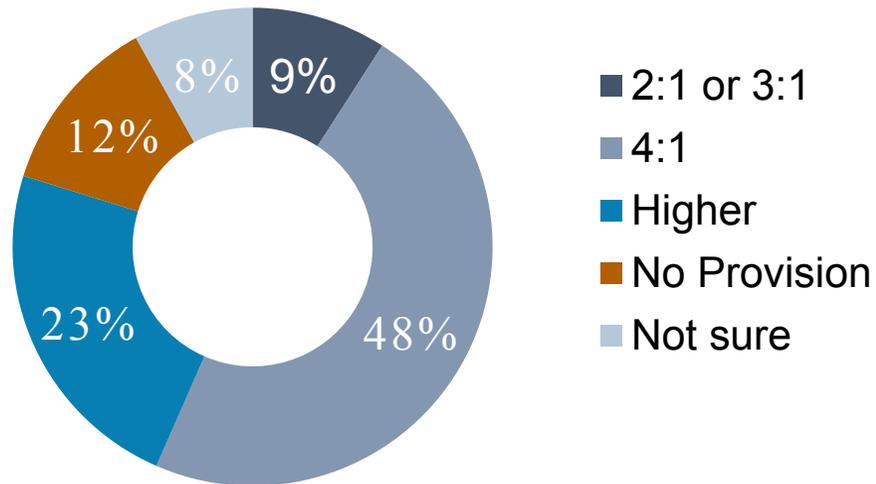
SUPPLEMENTAL SURVEY

99

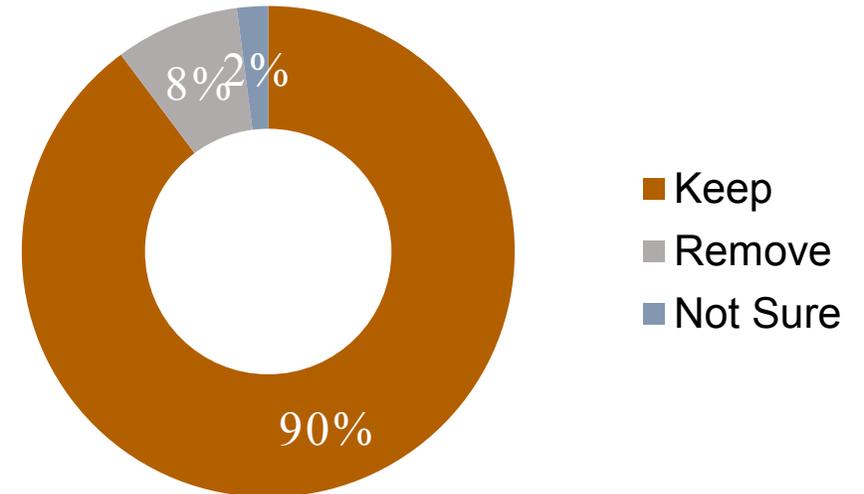
RESPONDED

(CLOSED JULY 26, 2019)

Proposed ratio to be removed should be:



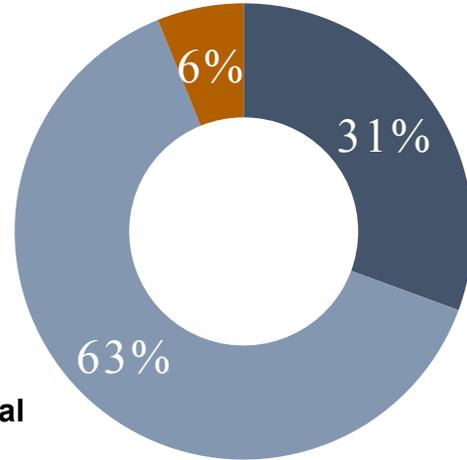
Keep City Code provision to take down two signs to put up one (2:1):





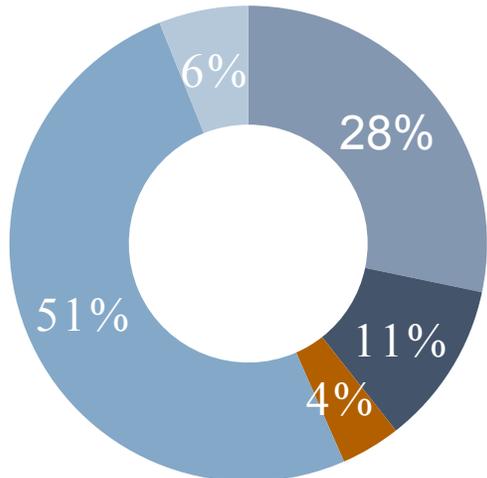
SUPPLEMENTAL SURVEY

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



- Yes
- No
- Not Sure

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



- 5 years
- 10 years
- 15-25 years
- No limits
- Not Sure

Bulletin
14' h X 48' w
IMPS: 388,477
Units: 824

672
SQUARE FEET

Poster
10'5" h X 22' 8" w
IMPS: 79,855
Units: 1,001

236
SQUARE FEET

Junior Poster
5' h X 11' w
IMPS: 29,037
Units: 558

55
SQUARE FEET





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



WHAT DO THE SURVEY RESULTS TELL US?

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

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SASPEAKUP
It's Your City.
Let's Talk.

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