

MADE YOU LOOK.

SPEAK UP

Let's talk about
Billboards.

**PRELIMINARY SURVEY RESULTS
BILLBOARDS**

DIGITAL BILLBOARDS TASK FORCE
APRIL 5, 2019

PRESENTED BY:
MICHAEL SHANNON, PE, CBO - DIRECTOR





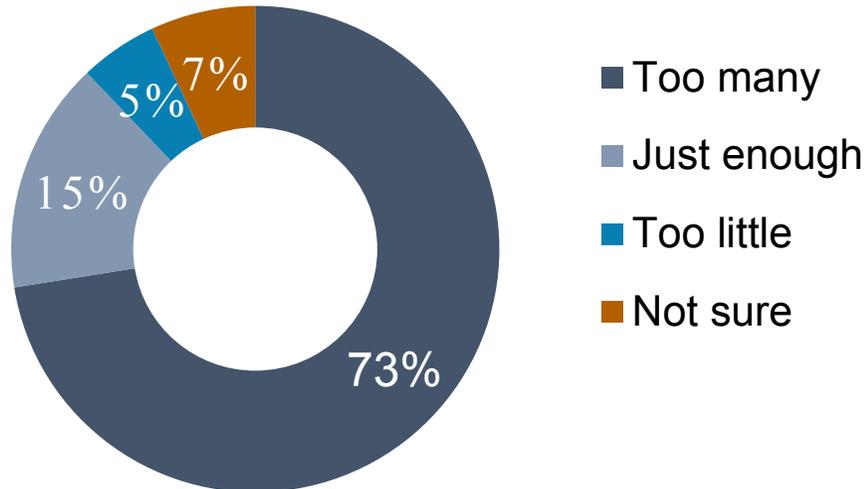
ABOUT BILLBOARDS!

900

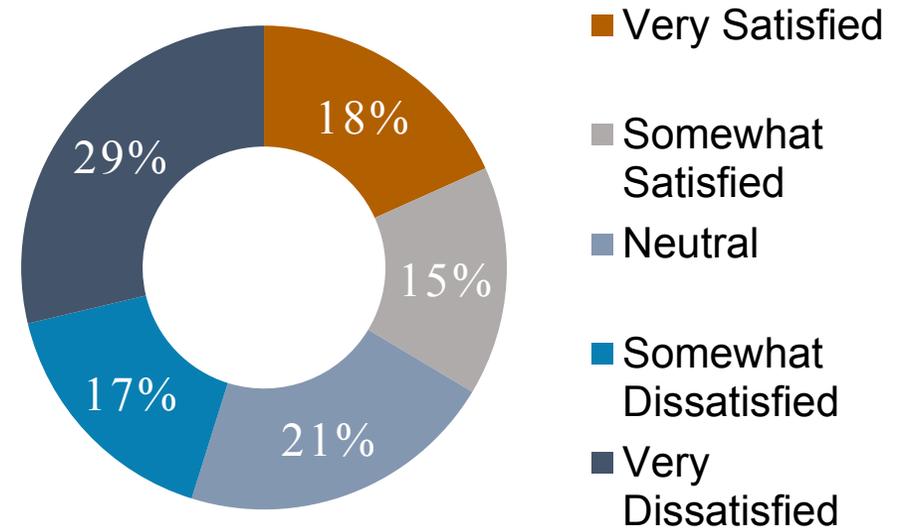
RESPONSES

(AS OF APRIL 4, 2019)

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



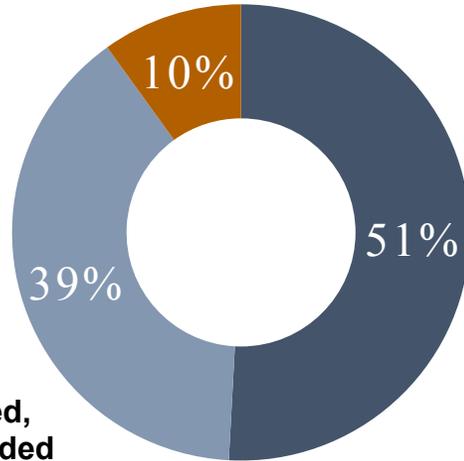
There are currently 13 digital billboards in SAT. Please rate the level of satisfaction:





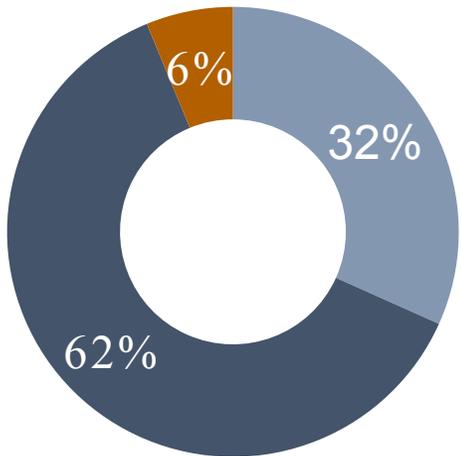
ABOUT BILLBOARDS!

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



- Yes
- No
- Neutral

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



- Yes
- No
- Neutral

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



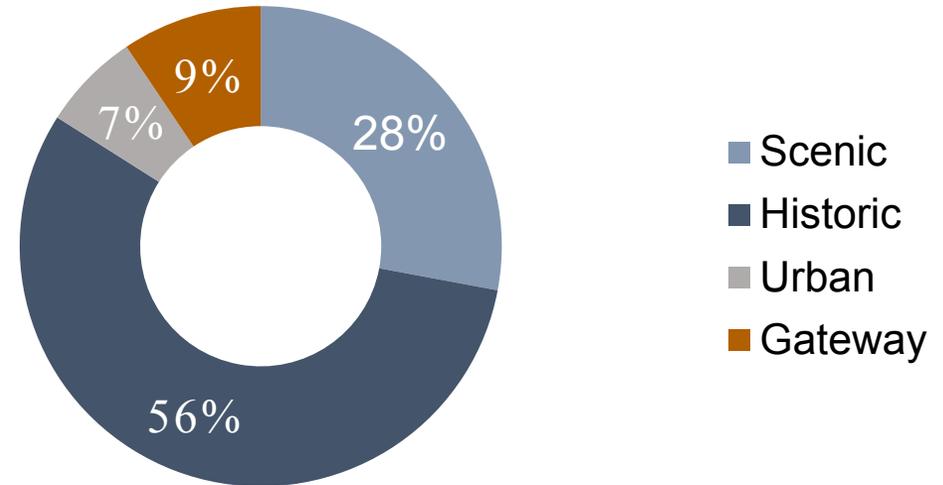
Junior Poster
5' h X 11' w
IMPS: 29,037
Units: 558





ABOUT BILLBOARDS!

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





ABOUT BILLBOARDS!

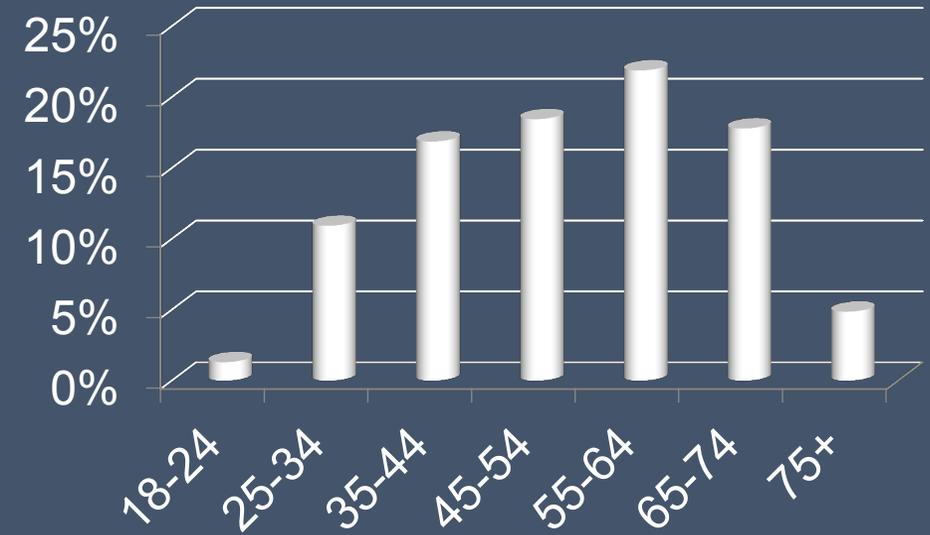
- If you are dissatisfied with digital billboards, please tell us why?
 - Distracting
 - Too bright at night
 - Blight
- Additional feedback:
 - Brightness
 - Technology allowing for reduction of billboards
 - Less billboards always better

MALES
43%

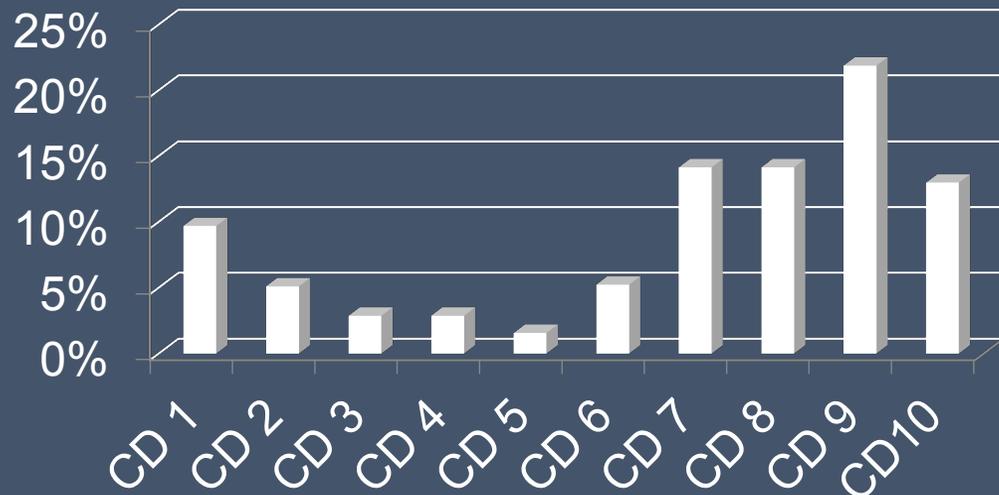


FEMALES
50%

AGE



COUNCIL DISTRICTS



LET'S TALK ABOUT BILLBOARDS!

DEMOGRAPHICS

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