

Appendix D. Revenue Impacts of the San Antonio Digital Sign Ordinance

In this appendix, I combine the allowed billboard exchange data from Appendix A, "Exchange Ratios in the Digital Sign Ordinance", with the per-face average annual revenue data from Appendix C, "Billboard Revenues".

I thus estimate on a trade-by-trade basis what net revenue impacts are allowed under San Antonio's billboard ordinance, as passed on December 6, 2007. The findings are summarized in the tables on the next page.

Table D-1. Total Revenue Impacts for New Digital Signs (Up to 672 Sq. Ft. per structure)

Old Passive Signs to be Removed					New Digital Signs to be Gained			
Face Size	Number and Type of Structures to be Removed	Number of Faces Removed	Revenue per Face	Total Revenue Loss	Number of Faces Added	Revenue per Face	Total Revenue Gain	Percentage Change in Revenue
8-Sheet (72 Sq Ft)	19 Single-Face	19	\$2,662	\$50,578	1	\$1,600,000	\$1,600,000	+3163%
8-Sheet (72 Sq Ft)	9 Double-Face	18	\$2,662	\$47,916	1	\$1,600,000	\$1,600,000	+3339%
8-Sheet (72 Sq Ft)	5 Quad-Face	20	\$2,662	\$53,240	1	\$1,600,000	\$1,600,000	+3005%
30-Sheet (288 Sq Ft)	2 Double-Face and 1 Single-Face	5	\$23,961	\$119,805	1	\$1,600,000	\$1,600,000	+1336%
30-Sheet (288 Sq Ft)	5 Double-Face	10	\$23,961	\$239,610	2	\$1,600,000	\$3,200,000	+1336%
10x30 Ft. (300 Sq Ft)	2 Double-Face plus 1 Single-Face	5	\$23,961	\$119,805	1	\$1,600,000	\$1,600,000	+1336%
10x30 Ft. (300 Sq Ft)	4 Double-Face plus 2 Single-Face	10	\$23,961	\$239,610	2	\$1,600,000	\$3,200,000	+1336%
10.6x36 Ft (378 Sq Ft)	4 Single-Face	4	\$40,000	\$160,000	1	\$1,600,000	\$1,600,000	+1000%
10.6x36 Ft (378 Sq Ft)	4 Double-Face	8	\$40,000	\$320,000	2	\$1,600,000	\$3,200,000	+1000%
10x40 (400 Sq Ft)	4 Single-Face	4	\$40,000	\$160,000	1	\$1,600,000	\$1,600,000	+1000%
10x40 (400 Sq Ft)	4 Double-Face	8	\$40,000	\$320,000	2	\$1,600,000	\$3,200,000	+1000%
14x48 (672 Sq Ft)	3 Single-Face	3	\$88,744	\$266,232	1	\$1,600,000	\$1,600,000	+601%
14x48 (672 Sq Ft)	3 Double-Face	6	\$88,744	\$532,464	2	\$1,600,000	\$3,200,000	+601%
20x60 Ft (1200 Sq Ft)	1 Single-Face	1	\$88,744	\$88,744	1	\$1,600,000	\$1,600,000	+1803%
20x60 Ft (1200 Sq Ft)	1 Double-Face	2	\$88,744	\$177,488	2	\$1,600,000	\$3,200,000	+1803%

Exchange Rates from "Table 1, "Conversion Requirements for Digital Bulletin Displays (Up to 672 Sq. Ft. per structure)" of the San Antonio Sign Ordinance Passed December 6, 2007

Table D-2. Total Revenue Impacts for New Digital Signs (Up to 300 Sq. Ft. per structure)

Old Passive Signs to be Removed					New Digital Signs to be Gained			
Face Size	Number and Type of Structures to be Removed	Number of Faces Removed	Revenue per Face	Total Revenue Loss	Number of Faces Added	Revenue per Face	Total Revenue Gain	Percentage Change in Revenue
8-Sheet (72 Sq Ft)	8 Single-Face	8	\$2,662	\$21,296	1	\$800,000	\$800,000	+3757%
8-Sheet (72 Sq Ft)	12 Double-Face plus 4 Double face	16	\$2,662	\$42,592	1	\$800,000	\$800,000	+1878%
30-Sheet (288 Sq Ft)	2 Double-Face	2	\$23,961	\$47,922	1	\$800,000	\$800,000	+1669%
30-Sheet (288 Sq Ft)	2 Double-Face	4	\$23,961	\$95,844	1	\$800,000	\$800,000	+835%
10x30 Ft. (300 Sq Ft)	2 Single-Face	2	\$23,961	\$47,922	2	\$800,000	\$1,600,000	+3339%
10x30 Ft. (300 Sq Ft)	2 Double-Face	4	\$23,961	\$95,844	1	\$800,000	\$800,000	+835%
10.6x36 Ft (378 Sq Ft)	2 Single-Face	2	\$40,000	\$80,000	2	\$800,000	\$1,600,000	+2000%
10.6x36 Ft (378 Sq Ft)	3 Double-Face	6	\$40,000	\$240,000	1	\$800,000	\$800,000	+333%
10x40 (400 Sq Ft)	2 Single-Face	2	\$40,000	\$80,000	2	\$800,000	\$1,600,000	+2000%
10x40 (400 Sq Ft)	2 Double-Face	4	\$40,000	\$160,000	1	\$800,000	\$800,000	+500%

Exchange Rates from "Table 2, "Conversion Requirements for Digital Bulletin Displays (Up to 300 Sq. Ft. per structure)" of the San Antonio Sign Ordinance Passed December 6, 2007