

San Antonio Digital Billboard Ordinance

Why is Vance Jackson Neighborhood, Inc. involved?

In November 2007, we received over 300 signatures from association members, which is even a large number by state standards, in opposition to the San Antonio Digital Billboard Ordinance

What's wrong with the San Antonio Digital Billboard Ordinance that was passed Dec 6, 2007?

- **Bad Deal for San Antonio.**

Clear Channel, and the other companies, will enjoy 300% to 3800% increases in gross revenues. These high increases in revenues mean comparable high increases in visual impact on the community. Returns on investment (ROIs) will be vastly greater than economically necessary to induce trades. While there's nothing wrong with private profit, windfall profit at the public expense (aka 'corporate enrichment') is unacceptable. The City of San Antonio has conducted no credible, independent study of billboard economics to support smart negotiations. Other cities (such as Houston) are achieving better rates of billboard elimination with 'no new billboard' strategies

- **Quality of Life**

Digital billboards will disproportionately degrade urban aesthetics and induce noise pollution, light pollution, etc.

- **Scenic Protections Gutted**

Protection from new billboard construction on scenic and urban corridors (I-10, 1604, 281, etc.) was lifted. Given traffic and income patterns, billboard companies will be targeted these corridors for maximum coverage

- **Safety**

It's simply a matter of common sense that digital billboards with changing messages will be more distracting and hence less safe. There has been no, independent, national study to show digital billboards pose the same or less risk for highway safety. The San Antonio ordinance requires city staff to provide a "report" to city council about safety, but we can be confident that this "report" will be superficial and unscientific

- **Unmanageable**

City staff is not resourced or motivated to manage an exchange program in favor of citizen interests in the short or long run

- **Inappropriate Content**

Companies and advertisers will have more latitude to flash short duration messages with inappropriate ('edgy') messages, than they have with old vinyl signs that are up for weeks or months

- **Financial Liability**

Taxpayers will have much greater financial risk for billboard removal for roadway modifications

- **Bottom Line**

Again, our city council appears content to sacrifice public good to satisfy private interests and relegate San Antonio into a second tier status among Texan cities

What is our challenge?

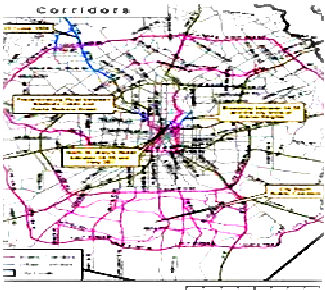
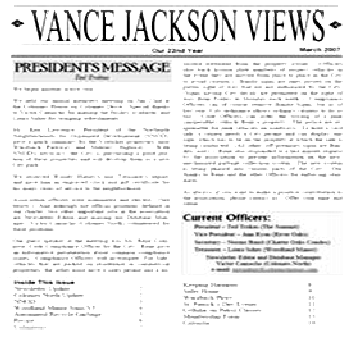
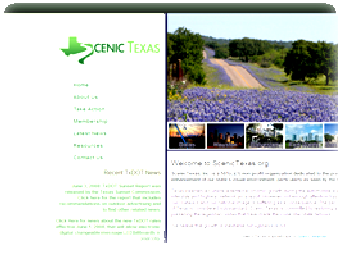
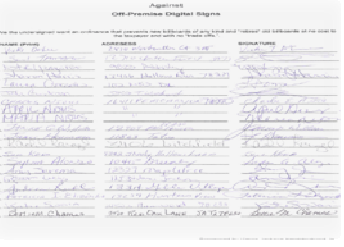

For decades, San Antonio city councils have shown little commitment, wisdom or courage to elevate public interests over those of Clear Channel and the Mays family.

What can you do?

For starters, see reverse side.

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What Can You Do?

	<p>Study the Issue.</p> <p>Visit web pages of advocacy groups, for example:</p> <ul style="list-style-type: none">▪ SA Conversation Society - http://www.saconservation.org/news/preserve.htm▪ Scenic Texas - http://www.scenictexas.org/▪ Stop Billboards - http://www.stopbillboards.com/▪ Vance Jackson Neighborhood, Inc. - www.vjni.org/Issues/
	<p>Let Members Know.</p> <p>Discuss the issue at your meetings. Put articles in your newsletters. Post information and links on you web sites.</p>
	<p>Support/Join Advocacy Groups</p> <p>Examples: Scenic San Antonio, Scenic Texas, and Conservation Society</p>
	<p>Provide Members with Tools to Voice Their Position.</p> <p>Put petitions in your newsletter. Collect signatures at organizational events.</p>
	<p>Contact the Mayor and City Council</p> <p>Write, email and/or call - http://www.sanantonio.gov/council/?res=1280&ver=true Issue an official organizational Position Paper. Attend city meetings</p>