

## Appendix A. Exchange Ratios in the Digital Sign Ordinance

This appendix only summarizes aspects of the ordinance that are important for estimation of revenues.

Since the exchange ratios are crucial to the analysis, the tables in the ordinance are recreated in Tables A1 and A2 on the next page of this appendix.

To view the actual ordinance that was passed by the San Antonio City Council on December 6, 2007, see Ref A1 below, which is repeated from the main report.

### References

---

*For safety, cut and paste addresses into your navigation bar.*

A1. "Amending Chapter 28 of the City Code of San Antonio, Texas, by adding Provisions for Digital Signs . . . ", San Antonio Council Meeting Date 12/6/2007, Agenda Item # 5, RFCA Tracking No R-1935:

[http://epay.sanantonio.gov/rfcdocs/R\\_1935\\_20080111093802.pdf](http://epay.sanantonio.gov/rfcdocs/R_1935_20080111093802.pdf)

**Table A-1. Synopsis of “Table 1, “Conversion Requirements for Digital Bulletin Displays  
(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	Face Size	Number and Type of Structures Gained	Number of Faces Gained
8-Sheet (72 Sq Ft)	19 Single-Face	19	672 Sq Ft	1 Single-Face	1
8-Sheet (72 Sq Ft)	9 Double-Face	18	672 Sq Ft	1 Single-Face	1
8-Sheet (72 Sq Ft)	5 Quad-Face	20	672 Sq Ft	1 Single-Face	1
30-Sheet (288 Sq Ft)	2 Double-Face and 1 Single-Face	5	672 Sq Ft	1 Single-Face	1
30-Sheet (288 Sq Ft)	5 Double-Face	10	672 Sq Ft	2 Single-Face	2
10x30 Ft. (300 Sq Ft)	2 Double-Face plus 1 Single-Face	5	672 Sq Ft	1 Single-Face	1
10x30 Ft. (300 Sq Ft)	4 Double-Face plus 2 Single-Face	10	672 Sq Ft	2 Single-Face	2
10.6x36 Ft (378 Sq Ft)	4 Single-Face	4	672 Sq Ft	1 Single-Face	1
10.6x36 Ft (378 Sq Ft)	4 Double-Face	8	672 Sq Ft	2 Single-Face	2
10x40 (400 Sq Ft)	4 Single-Face	4	672 Sq Ft	1 Single-Face	1
10x40 (400 Sq Ft)	4 Double-Face	8	672 Sq Ft	2 Single-Face	2
14x48 (672 Sq Ft)	3 Single-Face	3	672 Sq Ft	1 Single-Face	1
14x48 (672 Sq Ft)	3 Double-Face	6	672 Sq Ft	2 Single-Face	2
20x60 Ft (1200 Sq Ft)	1 Single-Face	1	672 Sq Ft	1 Single-Face	1
20x60 Ft (1200 Sq Ft)	1 Double-Face	2	672 Sq Ft	2 Single-Face	2

**Table A-2. Synopsis of “Table 2, “Conversion Requirements for Digital Bulletin Displays  
(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	Face Size	Number and Type of Structures Gained	Number of Faces Gained
8-Sheet (72 Sq Ft)	8 Single-Face	8	300 Sq Ft	1 Single-Face	1
8-Sheet (72 Sq Ft)	12 Double-Face plus 4 Double-Face	16	300 Sq Ft	2 Single-Face	2
30-Sheet (288 Sq Ft)	2 Double-Face	2	300 Sq Ft	1 Single-Face	1
30-Sheet (288 Sq Ft)	2 Double-Face	4	300 Sq Ft	2 Single-Face	2
10x30 Ft. (300 Sq Ft)	2 Single-Face	2	300 Sq Ft	1 Single-Face	1
10x30 Ft. (300 Sq Ft)	2 Double-Face	4	300 Sq Ft	2 Single-Face	2
10.6x36 Ft (378 Sq Ft)	2 Single-Face	2	300 Sq Ft	1 Single-Face	1
10.6x36 Ft (378 Sq Ft)	3 Double-Face	6	300 Sq Ft	3 Single-Face	3
10x40 (400 Sq Ft)	2 Single-Face	2	300 Sq Ft	1 Single-Face	1
10x40 (400 Sq Ft)	2 Double-Face	4	300 Sq Ft	2 Single-Face	2