

What Do You Really Know About Digital Billboards?

On December 6, 2007, the City Council passed an ordinance allowing billboard companies to install digital sign faces on 15 existing signs in San Antonio. By December 2008, the City Council will review the effect of these signs and vote to either allow more or not allow more. The Mayor has signaled that everyone should be ready to express his/her opinion throughout the “second round”. We have also heard that some decisions may be made within 6 months.

Most San Antonio citizens don't like billboards but assume that they are the “price of progress” and cannot be stopped. Actually, this is not true. Over 250 cities and towns in Texas have banned all new billboards. City councils in cities and towns throughout Texas can decide to not allow the replacing of existing sign faces with digital signage or to not allow any new billboard construction.

It is your elected representative's responsibility to form good public policy, not settle for something much less, as nine San Antonio City Council members did on December 6, 2007. They listened to the billboard industry and made up their minds before you, the public, had the opportunity to have your opinion truly considered.

This year Scenic San Antonio will provide your organization with a series of articles to explain the issues surrounding billboards and solicit your support when billboards come before City Council again.

Scenic San Antonio is a member organization. VJ has joined as an association. If you would like to join as an individual, the dues are \$30. Mail to: Scenic Texas, Inc./ 3015 Richmond, Suite 220/ Houston, Texas 77098.

Submit an entry to our [Billboard Clutter Contest!](#)

A picture is worth a thousand words, right? Send us a picture or identify a location that has lots of billboards. If selected, we will show you how it could look without those distractions.

Send all entries to: Bill Bourne, Co-Chair, Scenic San Antonio

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Due by April 15, 2008.

By June Kachtik