

Digital Billboard Update

As you may recall, the digital billboard pilot program allowed billboard companies to change 15 of their existing billboards into digital billboards, in return for removing a certain number of existing billboards. The first opportunity to do this occurred in June 2008. The delay was due in part because of new state legislation regulating digital billboards.

On Jun 10, the Electrical Supervisory Board considered the application for nine digital billboards by Clear Channel Outdoor. The Board denied four of the requests, one because of insufficient paper work and three because the cost of replacement exceeded 50%. (If the cost is more than 50%, it is considered a new sign, and the digital ordinance allows only replacements.)

When Scenic San Antonio asked the City staff for

- Proof that the signs taken down in the trade off were in compliance with City code,
- The procedure to be used by staff to assess traffic safety before and after digital signs are erected, and
- Background information on the approval of the safety standards in the digital ordinance,

City staff responded that Scenic San Antonio would have to inquire through the Open Meetings Act.

To receive this information takes 4 to 6 weeks. By that time, the digital signs may be up. So, Scenic San Antonio has asked City Council to place a moratorium on the erection of digital billboards until the public receives this information.

Please check the VJ website for the latest update. There may be something specific you can do, such as contact your City Council representative.

***June Kachtik, Co-Chair
Scenic San Antonio***