



# City of San Antonio

## Agenda Memorandum

**File Number:**  
**{{item.tracking\_number}}**

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**Agenda Item Number:** 2

**Agenda Date:** March 20, 2023

**In Control:** Planning and Community Development Committee

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**DEPARTMENT:** Development Services Department

**DEPARTMENT HEAD:** Michael Shannon

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

Briefing and possible action on the recommended update to Chapter 28, Signs and Billboards, by adopting the proposed amendments recommended by the Building-Related and Fire Codes Appeals and Advisory Board.

**SUMMARY:**

This ordinance seeks to update Chapter 28, Signs and Billboards, which provides the rules and regulations for the installation, maintenance, and placement of signs and billboards within the City of San Antonio and surrounding Extra-Territorial Jurisdiction.

**BACKGROUND INFORMATION:**

Chapter 28 was last updated in July 2017 and was scheduled for review and update in 2020. The update to the Sign and Billboard Code was postponed due to the pandemic until the start of 2022.

The Building-Related and Fire Codes Appeals and Advisory Board (BRFCAAB) is the board tasked with providing recommendations to the Building Official for updates to Chapter 28. In

January 2022, the BRFCAAB formed the Sign Code Committee to review proposed changes to Chapter 28.

The application process for submitting proposed amendments to Chapter 28 was opened in March 2022. A total of 32 proposed amendments were received.

DSD held two community meetings in April 2022 to discuss the process for updating Chapter 28 and to provide information and resources to track committee and board meetings along with the status of each proposed amendment.

The Sign Code Committee began meeting in May 2022 and met 11 times. The committee also created three working groups to review three of the proposed amendments in depth and provide guidance to the full committee.

DSD held seven community meetings in January and February 2023 to discuss the proposed changes and request citizen feedback on specific proposed amendments prior to any action by the Sign Code Committee. Additionally, a survey was added to SASpeakUp to get feedback from community members, which received over 100 responses.

The final meeting of the Sign Code Committee was held on March 14, 2023.

The Sign Code Committee reviewed all proposed changes to Chapter 28 and provided recommendations to the full Building-Related Fire Codes Appeals and Advisory Board to approve 22 of the 32 proposals. The board met on March 15th and voted to approve the 22 amendments to Chapter 28 recommended by the committee.

The process for reviewing proposed amendments to Chapter 28 was open to all citizens and stakeholders and DSD worked to achieve the support, involvement, feedback and approval from stakeholders.

**ISSUE:**

Proposed ordinance will update the City's Sign and Billboard Ordinance. The changes are based on proposed amendments to Chapter 28 requested by Development Services Department Staff, the Sign and Billboard Industry, and community members. The proposals were reviewed by the Sign Code Committee and Building-Related Fire Codes Appeals and Advisory Board.

**FISCAL IMPACT:**

This item is for briefing purposes only.

**ALTERNATIVES:**

If the City Council does not adopt changes proposed to Chapter 28, the city will continue to regulate the Sign and Billboard industry under the current 2017 version of Chapter 28.

**RECOMMENDATION:**

Staff recommends that the Planning and Community Development Committee approve the proposed amendments to Chapter 28 to the City Council for consideration and approval.