



# City of San Antonio

## Agenda Memorandum

### File Number:

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**Agenda Item Number:** 10

**Agenda Date:** June 1, 2023

**In Control:** City Council A Session

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**DEPARTMENT:** Development Services Department

**DEPARTMENT HEAD:** Michael Shannon

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

This ordinance amending Chapter 28 of the City Code of San Antonio, Texas, entitled “Signs and Billboards,” by adopting proposed amendments recommended by the Building-Related and Fire Codes Appeals and Advisory Board and Chapter 35, Unified Development Code, Section 35-339.01, by amending the Design Criteria of the adopted Corridor Plan for “GC-1” Hill Country Gateway Corridor. Sign Code Committee and Building-Related and Fire Codes Appeals and Advisory Board recommend approval to allow on-premises digital signs in the Hill Country Gateway Corridor 1. Zoning Commission recommends no change, with an Alternate Recommendation for existing signs.

**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; and Chapter 35, Unified Development Code, Section 35-339.01, to allow on-premises digital signs in the Hill Country Gateway Corridor 1.

**BACKGROUND INFORMATION:**

The Sign and Billboard Code, Chapter 28, was last updated in July 2017 and was scheduled for review and update in 2020. However, the Sign and Billboard Code update 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 complete 11 meetings. 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 before the Sign Code Committee took action. 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. The committee 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 15 and voted to approve the 22 amendments to Chapter 28 recommended by the committee.

DSD presented the proposed changes to Chapter 28 to the Planning and Community Development Committee on March 20, 2023. The committee voted to approve DSD presenting the changes to council with no proposed amendments.

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:**

The 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, Building-Related Fire Codes Appeals and Advisory Board, and the

Planning and Community Development Committee. In addition, the Hill Country Gateway Corridor change would update Chapter 35 and was reviewed by the Zoning Commission.

**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.

If the City Council does not adopt the proposed change to the Hill Country Gateway Corridor that would allow on-premises digital signs, Council can approve to classify all on-premises digital signs installed prior to June 1, 2023, as legally non-conforming structures. If City Council does not adopt any changes, the city will continue to regulate the Hill Country Gateway Corridor on-premises sign requirements as defined by the 2015 ordinance.

**FISCAL IMPACT:**

This ordinance will have no fiscal impact.

**RECOMMENDATION:**

Development Services Department recommends that City Council approve the proposed amendments to Chapter 28 and the Chapter 35 Section 35-339.01, Hill Country Gateway Corridor.