

**DIGITAL ON-PREMISES SIGN ORDINANCE  
STAKEHOLDER COMMITTEE MEETING  
MONDAY, APRIL 5, 2010**

I come before the committee in two capacities: 1) as a member and representative of the Bulverde Road Preservation Corridor (BRPC) planning team; and 2) as Vice President of the Woodview at Bulverde Creek Homeowners' Association.

The concept of a Corridor Overlay District was established to ensure future development is compatible with the existing residential neighborhood, preserve the natural character of the area, and protect the corridor from visual blight. Specifically, the purpose of a Preservation Corridor is to protect a roadway with unique historical significance, natural vistas, and/or unique scenic environments.

We previously asked the committee to include "preservation corridors" along with historical districts and RIO district as areas where digital signs are prohibited. Today, I would like to reemphasize the basis for that request.

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Article IX of the current ordinance addresses On-Premise Signs. The opening sentence of this Article indicates that two of its purposes are:

- **To provide some limitations for on-premise signs which will protect the scenic beauty and friendly ambiance which are essential elements in San Antonio's quality of life.**

One of the goals of the planning team is that of limiting, to the extent possible, light pollution into the nighttime sky. Yet another goal strives to reduce the unsightly, cluttered, urban appearance generated by a multitude of various types of signage. Both of these goals serve to preserve the rural environment along Bulverde Road.

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- **To promote the safety of persons and property by providing that signs do not create traffic hazards by confusing or distracting motorists, or by impairing the driver's ability to see pedestrians, obstacles, or other vehicles, or to read traffic signs.**

To be most effective, advertising signage must grab and hold the attention of its intended audience. This audience is primarily made up of drivers and passengers in

vehicles traveling our roadways. With their bright colors and changing messages, digital signs are very effective in that they tend to grab a driver's attention more readily and hold it for a longer period of time. In doing so, they remove a driver's focus from the roadway where it should be if safety is to be a priority.

At present, NEISD planning calls for 2 new elementary schools (Bulverde Ranch and Roseheart) as well as 1 middle school to be located off of Bulverde Road and the Preservation Corridor. They will be joining Bulverde Creek Elementary School which is located on Canyon Parkway. These schools easily could have combined enrollments exceeding 4,000 students. As a result, numerous school buses will be traveling up and down Bulverde Road. The Bulverde Road construction project is to include a formal bicycle lane along each side of the road. The sidewalk will be right next to the roadway curbing. Some students will be walking or riding bicycles along Bulverde Road as they move to and from school and extracurricular events.

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On behalf of the Bulverde Road Preservation Corridor planning team, I request that the committee include the Preservation Corridor as an area in which digital signs are prohibited. Doing so will help maintain the area's rural atmosphere and, more importantly, provide for a greater measure of safety along that roadway.

Thank you for your time and consideration.

Respectfully,

  
D. Robert Bird

STATE OF TEXAS

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KNOW ALL MEN BY THESE PRESENTS:

COUNTY OF BEXAR

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**RESOLUTION OF THE BOARD OF DIRECTORS  
WOODVIEW AT BULVERDE CREEK HOMEOWNERS' ASSOCIATION, INC.**

**REGARDING PROHIBITION OF DIGITAL ELECTRONIC SIGNS  
WITHIN  
BULVERDE ROAD PRESERVATION CORRIDOR**

WHEREAS, Woodview at Bulverde Creek Homeowners' Association, Inc. (hereinafter the "Association") is a property owners' association established by, and governed through, the Articles of Incorporation, Bylaws, and the Declaration of Covenants, Conditions and Restrictions for Woodview at Bulverde Creek Homeowners' Association, Inc., Planned Unit Development, recorded in Official Public Records of Real Property, Bexar County, Texas, as amended (hereinafter "the Declaration"); and,

WHEREAS, the management of the Association is vested in the Board of Directors of the Association (hereinafter the "Board of Directors"), pursuant to the Declaration and the Bylaws; and,

WHEREAS, Article V, Section 5.02, of the Association's Bylaws provide that "The Board of Directors shall have the powers and duties necessary for the administration of the affairs of the Association and for the operation and maintenance of the land in keeping with the character and quality of the area in which it is located"; and

WHEREAS, the Board has determined that it is in the best interests of the Association to adopt a resolution by which the Association voices its desire that digital electronic signs be prohibited in the Bulverde Road Preservation Corridor.

NOW, THEREFORE, BE IT, AND IT IS HEREBY, RESOLVED that the Woodview at Bulverde Creek Homeowners' Association petitions the City of San Antonio to amend the city's code of ordinances that prohibits the placement of digital electronic signs within the historical and RIO districts to also prohibit the placement of such signs within the Bulverde Road Preservation Corridor.

Rationale:

a. Historical districts strive to maintain an environment that reflects the history, culture, and atmosphere of times past. Likewise, the Bulverde Road Preservation Corridor, by its every name, strives to maintain an environment where landscape, building architecture, signage, and lighting are restricted in an effort to "preserve" the area's rural atmosphere to the greatest degree possible.


b. Technological advances have taken digital signs from the one line ticker tape

type signs relaying time, temperature, and stock prices, to present day giant flat screen televisions for advertising products. To be effective, any advertising must capture its intended audience's attention. Digital signs do so with animation, bright colorful lights, and flashing messages. Such signage would have a negative impact on efforts to maintain a preservation corridor's rural, countryside atmosphere.

c. Digital signs, as they exist today, are seen as potential safety hazards to vehicle drivers as well as pedestrians and bicyclists traveling along the preservation corridor. Again, to be effective, advertising must grab the attention of its intended audience. In doing that, a driver's attention is quickly diverted from the roadway. Focus is no longer on traffic, pedestrians using sidewalks and crosswalks, or bicyclists in bike lanes running parallel to traffic lanes. The driver's attention, once diverted, is maintained for a longer period of time with today's digital signs than with traditional forms of advertising. For optimum safety, the driver's attention must be on the roadway.

Thus resolved by the Board of Directors, adopted at a duly and properly called meeting of the Board of Directors on the 3rd day of April, 2010, to certify which the Board President and Assistant Secretary of the Association have affixed their signatures below.

WOODVIEW AT BULVERDE CREEK  
HOMEOWNERS' ASSOCIATION, INC.

By:   
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TAMMY WINDSOR, President

ATTEST:

  
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BLAKE PEARSON, Assistant Secretary