

**Digital On-Premises Sign Ordinance  
Stakeholder Committee Meeting**

**Cliff Morton Development and Business Services Center  
1901 S. Alamo  
Training Room A**

**Monday, April 5, 2010**

**Meeting Notes**

**Committee Members:**

Teri Bilby  
Greg Burkett  
Bill Bourne  
Larry Gottsman  
Barbara Hall  
Steve Richmond  
Paul Rohlf  
Chuck Saxer  
Pete Sitterle  
Lydell Toye

**Attendees:**

Bob Bird  
Mike DeNuccio

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**1. Introductions**

**2. Review**

- Comment Forms: Staff summarized the comment forms from the public meeting. Brightness is the most salient issue.
- Bulverde Corridor: Residents along the Bulverde Corridor would like to prohibit on-premises digital signs along the corridor. Rod Sanchez would like to give City Council the option to prohibit signs in corridors. The committee would like to be involved in future corridor discussions. Bulverde residents will continue within the existing framework and move forward with a separate amendment to Chapters 29 and 35 if necessary.
- Ordinance: Under Sec. 28-94 Fee Schedule, committee would like staff to change surcharge to fee. Under Sec. 28-240 the committee would like to include a reference to 241 after (c)(4). Under Sec. 28-241 (e)(7)a.v. committee would like to strike intensity is regulated by table 4. Under Sec. 28-241(e)(7)a.iv. committee would like to include time, i.e. within 24 hours. Under Sec. 28-243 (e) and (f) committee would like to clarify that it applies to digital signs. Questions arose from the committee regarding amber alerts on on-premises signs. Committee requested to be updated on any changes to staff's recommendation.
- Nonconforming signs: Committee member inquired about the "re-face" of signs to digital displays. Committee discussed the ability to re-face signs to digital displays.

**3. Next Steps**

- CSMA briefing, April 8
- Electric Board briefing, April 13
- Zoning Commission recommendation, April 20
- City Council subcommittee, May 11
- City Council consideration, June 3