Let’s Stop Billboard Proliferation in Comal County – before it’s too late!
Why should we care about billboard proliferation?

• Billboards create visual & light pollution
• Nobody wants a billboard in their view
• Billboards reduce property values
• Trees removed to showcase billboards
• Billboards are put in scenic spots
• Billboards destroy hill country charm
• Once in place billboards are “Forever”
“The sheer size of billboards creates a powerful visual impact on the audience that cannot be ignored. Unlike other media, outdoor cannot be turned off, tuned out, or thrown away by the consumer”

SignAd Outdoor
Houston, TX
Our **new** gateway to Canyon Lake and the Guadalupe River!
Why should Comal County residents be concerned?

- First full size billboard installed north side of lake 2007
- There are now **50 billboards** between IH281 and Sattler
- Sign ordinances in Comal County towns/ETJs ban billboards
- Commissioners are not authorized to regulate billboards
- Many billboards remain unsold – are they placeholders?
- More billboards to come as new businesses and roads are built
Who is helping us to fight billboard proliferation?

- Scenic America
  - Scenic Texas
    - Scenic Comal County
- Hill Country Alliance
- Comal County Commissioner’s Court
- Herald-Zeitung Newspaper
- Our neighbors & friends

Jan Kennady
October 1965---LBJ signs “The Lady Bird Act”
Scenic Comal County’s Mission

• To fight billboard proliferation in Comal County, by:
  – Engaging our representatives in 83rd /2013Texas Legislature
  – Raising grass roots awareness via Facebook, stickers, etc.
  – Working closely with Scenic Texas, HCA, & the media
  – Approaching local businesses for their support

• SCC evolved from The Comal County Billboard Coalition started by Jan Kennady and concerned citizens in 2007

• Efforts began in 2005
Roads Protected by Legislature

• Transportation Code § 391.252 added in 2001.

• 391.252. OFF-PREMISE SIGNS PROHIBITED. (a) A person may not erect an off-premise sign that is adjacent to and visible from:

• (1) U.S. Hwy 290 between the western city limits of the city of Austin & the eastern city limits of the city of Fredericksburg;

• (2) SH 317 between the northern city limits of the city of Belton to the southern city limits of the city of Valley Mills;

• (3) State Highway 16 between the northern city limits of the city of Kerrville and Interstate Highway 20;

• (4) U.S. Highway 77 between State Highway 186 and State Highway 44;

• (5) U.S. Highway 281 between: (A) State Highway 186 and Interstate Highway 37, exclusive of the segment of U.S. Highway 281 located in the city limits of Three Rivers; and (B) the southern boundary line of Comal County and State Highway 306;

• (6) State Highway 17 between State Highway 118 and U.S. Highway 90;
Protected Roads cont.

• (7) State Highway 67 between U.S. Highway 90 and Farm-to-Market Road 170;

• (8) Farm-to-Market Road 170 between State Highway 67 and State Highway 118;

• (9) State Highway 118 between Farm-to-Market Road 170 and State Highway 17;

• (10) State Highway 105 between the western city limits of the city of Sour Lake to the eastern city limits of the city of Cleveland;

• (11) State Highway 73 between the eastern city limits of the city of Winnie to the western city limits of the city of Port Arthur;

• (12) State Highway 21 between the southern city limits of the city of College Station and U.S. Highway 290;

• (13) a highway located in:
  – (A) the Sabine National Forest;
  – (B) the Davy Crockett National Forest; or
  – (C) the Sam Houston National Forest;
Added in 2005:

- (14) Segments 1 through 4 of State Highway 130;

- (15) a highway in Bandera County that is part of the state highway system;

- (16) Farm-to-Market Road 3238 beginning at State Highway 71 and any extension of that road through Hays and Blanco Counties;

- (17) Farm-to-Market Road 2978 between Farm-to-Market Road 1488 and the boundary line between Harris and Montgomery Counties;

- (18) U.S. Highway 90 between the western city limits of the city of San Antonio and the eastern city limits of the city of Hondo; or

Added in 2007:

- (19) the following highways in Austin County:
  - (A) State Highway 159;
  - (B) Farm-to-Market Road 331;
  - (C) Farm-to-Market Road 529;
  - (D) Farm-to-Market Road 1094; and
  - (E) Farm-to-Market Road 2502.

NONE PROTECTED SINCE 2007
Other legislative efforts for Comal specific or county authority for all counties

• Comal County—2007 Sen. Wentworth, no new billboards in Comal Co.

• 7 Comal Co roads----2009 Rep. Miller/Sen. Wentworth

What can I do?

• Join Scenic Comal County

• Advocate for the beauty of Comal County
  – Ask Rep. Miller and Sen. Campbell for help
  – Ask local businesses to be scenic-friendly
  – Ask landowners to keep billboards out of Comal County

• Be sure New Braunfels and the other incorporated cities in CC stop new billboards inside the city limits AND the ETJ and don’t allow digital conversions