

**Let's Stop Billboard Proliferation
in Comal County – before it's too late!**

Scenic Comal County



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”

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“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



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Our **new** gateway to Canyon Lake and the Guadalupe River!



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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

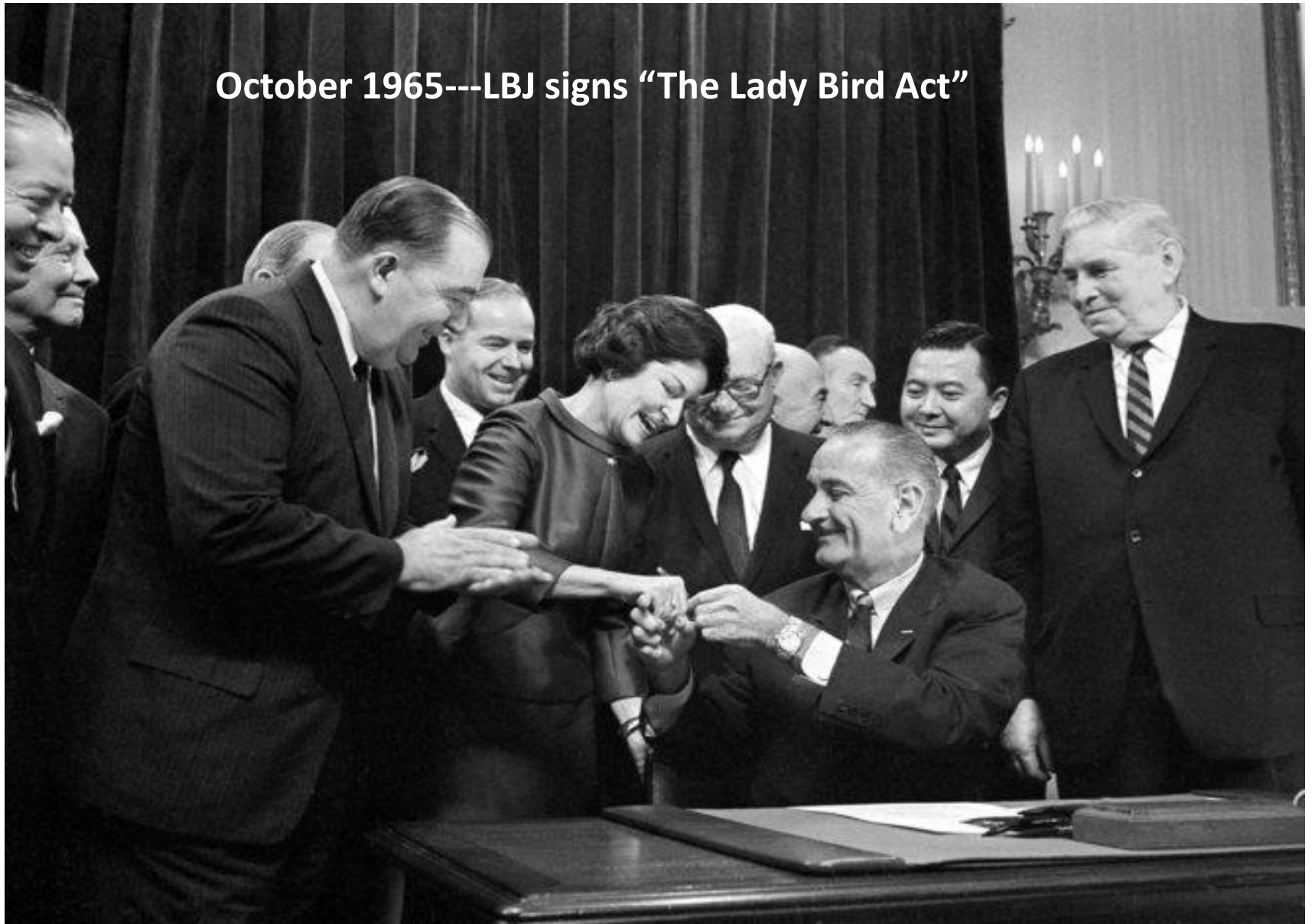
Scenic America Affiliates

January 2013



Scenic Comal County

October 1965---LBJ signs “The Lady Bird Act”



Scenic Comal County

Scenic Comal County's Mission

- To fight billboard proliferation in Comal County, by:
 - Engaging our representatives in 83rd /2013 Texas 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

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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;

Protected Roads cont.

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
- County Option—2007 Sen. Nelson/Rep. Branch; 2009 Coleman

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