



February 8, 2024

To Whom It May Concern:

Southstar Communities is proposing to exchange its current three billboard structures (7 faces) for two digital billboards (4 faces). This exchange would eliminate aging billboard units along both sides of I-35 and allow for two new LED structures. The new structures would be located at the site of current boards with one on the west side of I-35 in a light industrial zoned area and another on the east side of I-35 in an area zoned for commercial use. Neither would affect current or future residential areas.

The I-35 corridor is cluttered with signage – some of it not so pretty! Our goal at Mayfair is to create a cohesive, clean look and exchanging these aging billboards would assist us in that endeavor.

We would partner with a local billboard company in this process and understand the city would need to enter into a development agreement with the board owner. This would enable the city to have space on both boards for local events and PSAs. Messages could be changed out quickly for emergency alerts when needed.

Cities near New Braunfels, including Kyle and San Antonio, are adopting digital billboards, in part, to clean up highway signage. With Mayfair being located outside of city limits, this provides a perfect opportunity for the city to “pilot” this program for a possible consideration of expanding it city-wide.

The locations along a heavily trafficked highway in business areas will not affect neighbors. The lighting on the boards is programmed to dim based on outdoor lighting conditions and can be programmed not to exceed .3 foot-candles over ambient conditions at 250 feet from the sign, which is standard practice.

We are very excited to improve the appearance of the I-35 corridor coming into New Braunfels, and we know digital billboards are the future of highway signage. We ask that you please approve this request.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Thad Rutherford', written over a horizontal line.

Thad Rutherford  
President/CEO  
Southstar Communities



2055 Central Plaza, Suite 110 – Box 195  
New Braunfels, TX 78130  
(830) 261-3276

# MAYFAIR – New Braunfels





## Proposal

- Southstar Communities and Gunnarson Outdoor seek permission to construct Two dual-sided 14' x 48' billboards with digital capability
- Site: [Future site of The Mayfair Development]
- **COMMUNITY BENEFITS.** Gunnarson Outdoor will provide one advertising slot on each side of the digital face(s) for exclusive use of City and EDC marketing for public benefit, uses, or other features that address City of New Braunfels priorities and needs by the display of public service announcements, amber alerts, emergency broadcast messaging, non-profit, and advertising on the Sign. This exposure of 150,000+ cars per day will be the most effective way of alerting and informing the community in real-time.
- **DESIGN QUALITY.** This update will help to realize the City's vision to enhance its signage assets by integrating state-of-the-art LED technology with classic stonework. The creative legacy of the new signs will provide cultural value to the City of New Braunfels. An existing legacy Gunnarson wooden billboard sign will be replaced with a steel monopole sign covered in tasteful stonework, that will blend in with the surrounding Mayfair community aesthetic.
- **REMOVAL OF OLD SIGNS.** Three existing Billboards signs will be permanently removed, a single-face wooden sign, a degrading back-to-back monopole sign, and a Double-Stacked, Dual-Sided sign.



## Community Benefits

- **BUSINESS COMMUNITY BENEFITS.** Local businesses, usually small business owners, will benefit from the affordable alternative that Digital signs provide, when compared to other mediums. Traditional static signs require long-term contracts whereas Digital signs offer flexibility and instantaneous placement, avoiding production & installation costs.
- **ECONOMIC IMPACT.** The addition these Digital signs would create more than 28 advertising spots for the community, allowing for advertising costs to become more competitive, and therefore, lower costs for local advertisers. Businesses that rely heavily on outdoor advertising: fast food, restaurants, motels, local insurance, realtors, car dealerships, career fairs.
- **INCREASED TAX REVENUE.** Digital billboards can help grow sales tax revenue because local business advertising encourages local purchases.
- **SAFETY.** Because digital billboards are hyper-local, they can be helpful in fighting crime. We often hear of captured fugitives, crime tips and missing persons located due to instant postings on digital billboards.

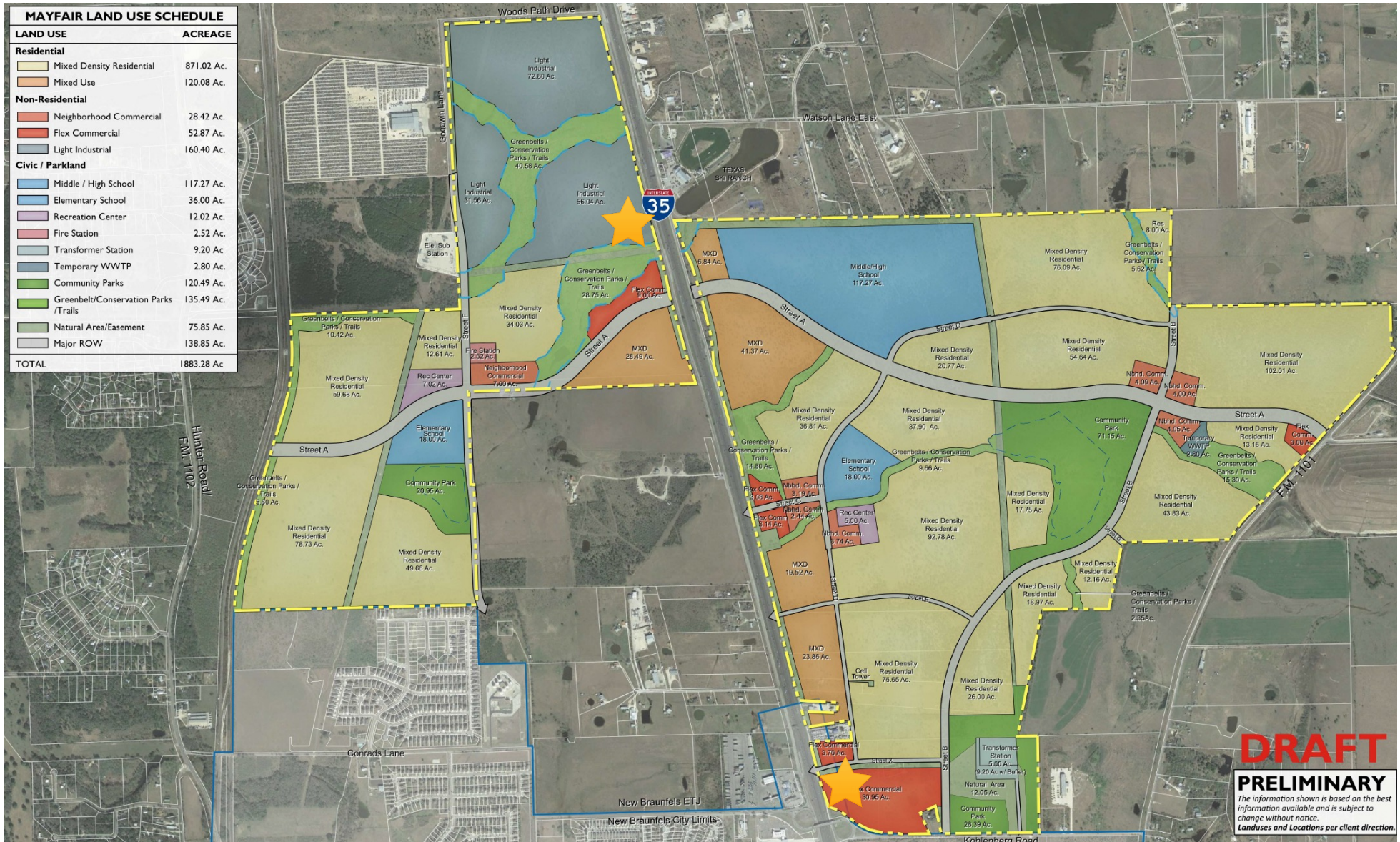


## Community Benefits

- **WARNING THE COMMUNITY.** Digital billboards are an ideal method for mass communicating warnings, evacuation routes and preparedness information. During Hurricane Florence many digital billboards in the area posted warnings, updates, and FEMA announcements.
- **PUBLIC SERVICE ANNOUNCEMENTS.** Public service announcements on digital billboards can be very powerful. The City will receive free advertising space to helping not-for-profit or other public interests. Digital Billboards helped save a woman's life. Needing a kidney transplant and struggling to find a match, she was able to tell her story on digital billboards to find a donor and now credits the billboard ads for helping to saving her life. \*The City of Kyle has approved 14 Digital Faces, and has access to each face for such announcements.
  - Job Recruitment: Fort Worth ISD Using Billboards To Recruit Teachers
  - Burn Ban: Board of Supervisors approves contract to conduct a public awareness campaign emphasizing the penalties for illegal use of fireworks
  - Digital Billboards Save the Day!
  - Expressions of thanks, congratulations or condolences
  - Information about holiday schedules
  - Recognition of individuals in the Community
  - Reminders about upcoming City events



## Proposed Site (Mayfair)



## Proposed Site – Billboard Locations (Mayfair)





## Billboard Mock-up





## Billboard Mock-up (Site #1 – West Side)





## Billboard Mock-up (Site #2 – East Side)

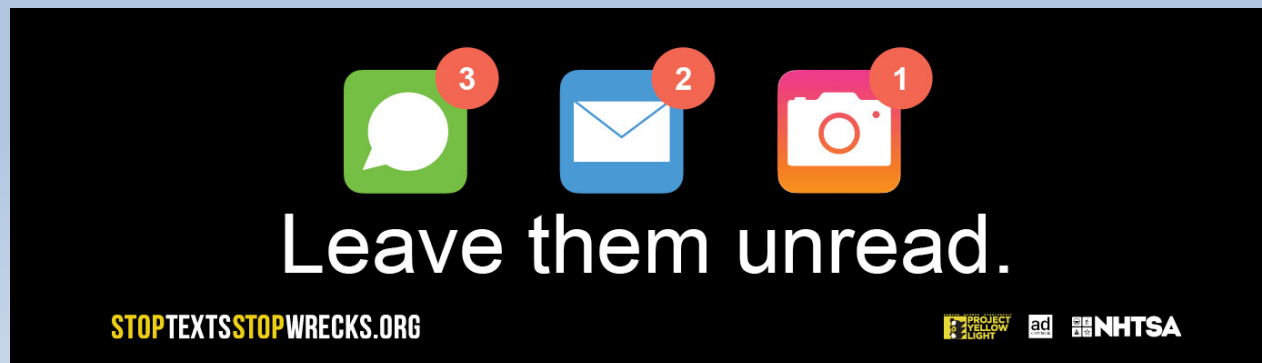




## Next Steps

- Discussion with City Council Work Session
- Drafting of a Development Agreement, where we would address the following items:
  - Pursuant to Chapter 380 of the Texas Local Government Code, the City of New Braunfels may establish and provide for the administration of an economic development program to advance economic growth, while also stimulating business and commercial activity within the City of New Braunfels;
  - The Billboard Structure would comply substantially with the Development Standards of the City of New Braunfels;
  - The Agreement sets up a structured arrangement wherein the City of New Braunfels will have use of the Billboard Structure.

## Public Service Announcement Examples



## Monument Sign Examples



**3 EXISTING BILLBOARDS TO BE REMOVED (7 SIGN FACES)  
AND REPLACED WITH 2 DIGITAL BILLBOARDS (4 SIGN FACES)**

