



Digital Billboard Signs

June 15, 2026

Billboards

- Staff has received several requests over the last few years regarding revenue producing billboards.
- The Community Services Committee recommended a broader discussion with City Council.



Proposal

- One Burleson Monument (Billboard)
- \$50,000 annual base revenue guarantee
- 30% revenue share on top of base rent
 - Estimated \$120,000 plus annual revenue
- 2 advertising turns per month for the City
- Alerts/Urgent messaging priority
- Controlled Advertising content
 - Can dictate the content of no drugs, alcohol or sex related content, etc.
- The company will be responsible, at its sole cost and expense, for obtaining all necessary entitlements and approvals from the City for the construction and operation of the board.



Revenue Projections

Burleson Monument

DIGITAL Proforma

(One Structure) 14 X 48

<i>DIGITAL- 16 spots total</i>	Normalized Run Rate
Occupancy	80%
Faces Sold	12.8
Avg Rate / Face Sold	\$ 2,500
Four Week Period Revenue	\$ 32,000
Gross Annual Revenue	\$ 416,000
City of Burleson Annual Base Rent	\$ 50,000
City of Burleson Annual Revenue (30%) less base rent	\$ 74,800
Total Annual Revenue to Burleson	\$ 124,800

Digital Technology



Before-Static



After-Digital

Light Eliminating
Technology

Permanent Off-Premises Signs

Permanent Off-Premises Signs (Billboard):

- *Off-premises sign*. A sign that directs attention to a business, profession, activity, commodity, service, or entertainment other than one conducted, sold, or offered upon the premises where such sign is located.
- *Electronic billboard* means a sign that can change its copy or sign face by changing or altering a fixed display screen composed of electrically illuminated elements; that also directs attention to a business, product, service, conducted, sold, or offered at a location other than on the premises on which the sign is located.
- “The construction of new permanent off-premises signs shall be **prohibited** in any zoning district effective September 1, 2002.”
- “Converting an existing sign to digital shall be considered a face change and will be allowed but will not change the nonconforming status of the sign.”
- Permanent Off Premises Signs are allowed on City property, but staff would not want to treat this any different than if it wasn't

Existing Permanent Off-Premises Signs

- There are 55 legally non-conforming permanent off-premises signs
- All of these signs are eligible to switch out to electronic billboards under Sec. 63-55
- Non-conforming billboard signs must adhere to city code standards that govern non-conforming signs

Sign Regulations-other cities

- The City of Grand Prairie prohibits permanent off-premises signs (billboards). City allows conversion of existing billboards to electronic messaging sign.
- The City of Lewisville prohibits permanent off-premises signs (billboards). City approved an agreement to relocate existing billboards (with stipulations) as a result of a TXDOT right-of-way widening project.
- The City of Duncanville prohibits permanent off-premises signs (billboards). City allows conversion of existing billboards to electronic messaging signs.
- The City of Irving prohibits permanent off-premises signs (billboards) if installed after June 3, 1999. City allows conversion of existing legal non-conforming billboards to electronic messaging sign.

Request for Proposal

- Use of city-owned properties in conjunction with a private entity will require a Request for Proposal (RFP)
- City cannot exclude any other interested party from responding to the RFP
- City cannot violate provisions of the existing sign code via the RFP

Exemption

Signs of a governmental body are exempt from the sign regulations in Chapter 63. If the sign is on our property and achieves a governmental purpose (some screens displaying governmental business)

Options:

- The City could utilize this exemption for this proposal if the Council gave staff that direction.
- Council could modify chapter 63 to allow for digital billboards on city property
- Modify the chapter 63 to allow for digital billboards in certain instances (along the I-35 corridor with certain spacing and size/height restrictions).

Direction and Next Steps

- Staff is seeking direction regarding next steps in the process
- If Council wants to proceed with allowing new billboards, text amendments to Chapter 63 are required
- Any amendment that allows new permanent off-premises signs may result in a proliferation of billboards