

Digital Sign Ordinance – Summary of Proposed Changes

Page 1: Top of Page [§ 25-10-152 (B)] – This change implements the new digital sign section and installs it as part of the non-conforming sign code.

Page 1: Bottom of Page [§ 25-10-152 (B)(4)] – Clarification. This change confirms a position previously adopted by the City Attorney clarifying that the only party able to modify or replace a billboard on a tract is the sign owner or the sign permit registrant. This clarification prevents duplicate replacement applications on a single site, resulting in an increase in signs.

Page 2: Bottom of Page and Page 3, Top of Page [§ 25-10-152 (B)(5)((b)(iii)] – These changes update the current regulations regarding spacing of billboards in residential, mixed use, or a historic sign district areas by measuring the distance along the roadway. This change is necessary to accommodate relocations from grandfathered signs in sensitive areas to preferred commercial sign zones and corridors.

Page 3: Middle of Page [§ 25-10-152 (B)(5)((d)] – Clarifies current code ambiguity regarding sign height measurements. The proposed language specifies that the measurement is always from the highest travel lane adjacent to the sign. This change allows all signs to be measured uniformly.

Page 4: Middle of Page [§ 25-10-152 (B)(5)((h)(ii)] – This change prescribes a review timeline for relocation and replacement applications.

Page 6: Bottom of Page and Pages 7 and 8 [§ 25-10-159] – This new section is added as the new regulations for digital billboards, including maximum brightness requirements, requirements restricting movement on such signs, etc. These regulations also mandate that the City of Austin and APD may use these billboards for public announcements and alerts. These regulations also mandate that any billboard can be made into digital billboard, but for every billboard converted to digital, one other billboard must be permanently removed.