



RECOMMENDATION

**Pedestrian Advisory Council**

Recommendation Number: 20160808-03A

City of Austin Sign Ordinance and Digital Billboards

WHEREAS, the City of Austin (COA) has recently adopted the Vision Zero Action Plan with the goal of reducing traffic fatalities and injuries for all modes of transit; and

WHEREAS, the COA has previously enacted an ordinance to reduce distracted driving by prohibiting the use of hand-held devices when operating a vehicle; and

WHEREAS, the Pedestrian Advisory Council (PAC) feels that the intended purpose of digital billboards is to attract the attention of (i.e., distract) motorists, cyclists, and pedestrians;

NOW THEREFORE BE IT RESOLVED that the PAC strongly opposes any changes to COA's rules, regulations, law or ordinances that would allow or expand the use or installation of digital billboards.

**Date of Approval:** August 8<sup>th</sup>, 2016

**Attest:**

**Vote:** Unanimously approved, with Girard  
Kinney abstaining

Joe Almazan

Chair, Pedestrian Advisory Council