RECOMMENDATION TO AUSTIN CITY COUNCIL

Environmental Commission

Recommendation Number: 20260128-003, Related to Item 64 on January 22, 2026 Austin City Council Agenda, for a public hearing and consideration of an ordinance amending City Code Chapter 25-10 (Sign Regulations) to authorize larger signs in the public right-of-way that include electronic images, lights, and off-premises advertising.

WHEREAS, the Environmental Commission has not been presented to or asked to comment on City Code Chapter 25-10 amendment authorizing larger signs in the public right-of-way that include electronic images, lights, and off-premises advertising, and; WHEREAS, the Environmental Commission recognizes the site is located in Urban Watershed and Lady Bird Lake Watershed; and

WHEREAS, the Environmental Commission is opposed to the suggested code change for the following reasons; and

WHEREAS, the Environmental Commission feels amending the code would undermine the US Supreme Court decision that upheld the City ordinance that prevents advertising companies from digitizing their off-site-billboards; and

WHEREAS, this code amendment, that would support 50 signs of 8ft or less, to be dispersed around the downtown area is against the climate and sustainability goals as it would increase the use of energy and carbon footprint; and

WHEREAS, this code amendment will increase light pollution which is in opposition to the Bird City goals of reducing light pollution especially during spring and fall migrations seasons. Light pollution is also detrimental to children's health; and

WHEREAS, the Environmental Commission feels that these signs are unnecessary given the advancements in smart phone technologies that offer a myriad of wayfinding apps, geofencing and other marketing tools available to the user and businesses; and

WHEREAS, there has been limited public engagement on this code change, including not involving all relevant boards and commissions.

NOW, THEREFORE, BE IT RESOLVED, the Environmental Commission opposes amending Code 25-10.

Date of Approval:

Motioned By: Seconded By:

Vote:

DRAFT

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For:

Against:

Abstain:

Off the dais:

Absent:

Attest: _____

Jennifer Bristol, Chair

DRAFT