



City of Austin

Recommendation for Action

File #: 26-2770, **Agenda Item #:** 64.

1/22/2026

Posting Language

Conduct a public hearing and consider 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 and to change requirements related to relocating existing non-conforming off-premises signs (a/k/a billboards) when relocation is required because of transportation improvements. Funding: This item has no fiscal impact.

Lead Department

Austin Economic Development and Austin Transportation and Public Works.

Fiscal Note

This item has no fiscal impact.

Prior Council Action:

On December 12, 2024, City Council approved Resolution No. 20241212-138, asking the City Manager to recommend flexible signage regulations for transit-oriented signage, bikeshare signage, and interactive wayfinding kiosks in the public rights-of-way and at key transit nodes and corridors, including off-premises advertising allowances; and to address relocation challenges related to non-conforming signs located along urban and transit corridors and eminent domain and condemnation related to transportation improvements along transit lines and corridors, and redevelopment by providing flexibility for relocating transit-oriented signage, nonconforming off-premises and bike-share signs.

For More Information:

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Council Committee, Boards and Commission Action:

December 17, 2025 - Approved by the Codes and Ordinances Joint Committee on a 4-1-1 vote.

January 13, 2026 - To be reviewed by the Planning Commission.

Additional Backup Information:

Case Number: C20-2025-008.

If this ordinance is approved, it will authorize off-premises advertising on signs that are installed in the public Right-of-Way (ROW) on infrastructure such as wayfinding kiosks, bus stops, and bike kiosks. These signs in the ROW will also be allowed to include electronic images and lighting with a maximum screen size of 86 inches when measured diagonally.

This ordinance also changes the regulations that apply to a billboard that can be relocated due to condemnation or the threat of condemnation. If a billboard must be removed because of an incoming transit improvement, the ordinance reduces the barriers to finding a location where the sign can be relocated.