

Bringing Austin's Outdoor Advertising into the Age of SmartDigital

OUR PROPOSAL

About SignOnAustin:

- SignOnAustin is a grassroots coalition of Austin-based businesses, law enforcement organizations, and other groups in favor of a new ordinance modernizing the city's outdoor advertising.
- The City of Austin currently bans high-end digital billboards, a technology that is rapidly replacing vinyl outdoor advertising around the nation. Austin is the state's only major metropolitan area without it.
- The City of Austin allows residents to install lower-quality electronic signs at their own places of business, however, and does little to regulate their placement or appearance. Austin's Third Court of Appeals recently found this practice to be unconstitutional, putting the city's existing sign regulations in legal jeopardy.
- SignOnAustin seeks to lift the ban on digital roadside billboards and give the City of Austin authority to regulate their number, location, and brightness. Our proposal will protect local regulations from legal challenges and help preserve both the city's visual landscape and its residents' quality of life.

The Benefits of Digital Outdoor Advertising:

- Digital outdoor advertising gives local businesses a flexible, cost-effective opportunity to advertise on a platform once reserved for larger, often national brands. It will increase local spending by more than \$164 million per year, grow the area's tax revenues by \$3.7 million annually, and create nearly 1,300 local jobs.
- SignOnAustin supports the implementation of a "SmartDigital" network that will provide local law enforcement agencies with free advertising space for AMBER and Silver alerts, public safety advisories, real-time traffic control, and other beneficial messages.
- Modern digital billboards are compliant with "dark sky" laws and create less light pollution than floodlit vinyl billboards. They also reduce the use of PVC vinyl and remove service vehicles from area roads.
- In a poll conducted by the City of Austin, 64% of local respondents were in favor of SignOnAustin's proposal.

Our Supporters:

