

RESOLUTION NO. 20140320-054

WHEREAS, the City of Austin's general prohibition on off-premise advertising helps to protect public safety by minimizing driver distraction and obstruction of view, in addition to preserving and enhancing the aesthetic appearance and attractiveness of the community; and

WHEREAS, logos or placards attached to certain legally permitted right-of-way installations, and used solely to identify the name, operator, or sponsor of the installation, would not undermine the objectives of the off-premise advertising ban provided that they are limited in scale and number and are oriented away from portions of right-of-way that are open to vehicular traffic; and

WHEREAS, examples of right-of-way installations where a logo or placard may be appropriate include certain bus stops, transit facilities, and bicycle stations; and

WHEREAS, right-of-way installations serve important public functions and are often installed and operated through the support of sponsors; **NOW, THEREFORE**,

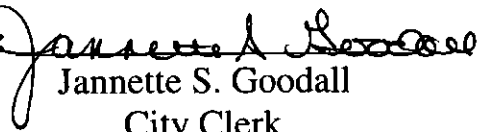
BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

1. The City Council initiates amendments to City Code Chapter 25-10 (*Sign Regulations*) and directs the City Manager to develop a proposed ordinance that allows for the placement of logos or placards on appropriate right-of-way installations to identify the name, operator, or sponsor of the installation. The ordinance shall:

- a. include appropriate limitations on the number and scale of a logo or placard, in addition to any other restrictions deemed appropriate by the manager; and
 - b. prohibit the use of electronic images or the placement of a logo or placard in a location that is readily visible to portions of the right-of-way open to vehicular traffic.
2. The City Manager is directed to present the City Council with an ordinance for consideration within 90 days or as soon as is reasonably practicable.

ADOPTED: March 20, 2014

ATTEST:


Jannette S. Goodall
City Clerk