



COUNCIL COMMITTEE REPORT Public Safety

Date: November 30, 2015

Agenda Item #: 5

Agenda Item: 4:30 PM Staff briefing, invited testimony, and policy discussion regarding sign ordinance for electronic billboards and Public Safety.

Vote

Motion: Council Member Houston moved to forward a recommendation to full Council to consider direction that would ensure digital billboards are considered as a part of the CodeNEXT Land Development Code re-write process, seconded by Council Member Casar; motion passed 3/0, with Committee Member Pool off the dais.

Motion: Chair Zimmerman moved that the Committee forward to Council an agenda item regarding the potential digital billboard code ordinance amendments, without Committee recommendation, seconded by Council Member Houston; motion passed 3/0, with Council Member Pool off the dais.

Sponsors/Department:

Council Member Zimmerman

Summary of Discussion

- *Chris Johnson with the Development Services Department was introduced by Assistant City Manager Arellano. Mr. Johnson provided an overview and PowerPoint Presentation of Off-Premise Sign Regulations in Austin.*
- *Assistant City Manager Rey Arellano commented that in order to make the changes to the current Ordinance will require coordination from several departments including: Law, Development Services, Planning and Zoning, and Code. This is a large effort and we will look to Council as a whole for direction.*
- *Feedback from Planning Commission hearings and stakeholders meetings will need to be received.*

Public Comments

- *Gerard Kenney, President of Scenic Austin, Against Billboards and Smart Digital Signage. His group does want to be involved in a full discussion on this topic as the city goes forward in their review.*
- *Russ Horton, Sign On Austin, For - Off-Premise smart digital signage. He shared a video to show what digital media looks like. Mr. Horton recommended that Council move to approve digital signs in Austin.*

Direction:

See Vote above.

Recommendation:

See Vote above.