

**ORDINANCE NO.**

**AN ORDINANCE AMENDING CITY CODE CHAPTER 25-10 REGARDING  
SIGN REGULATIONS.**

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

**PART 1. FINDINGS [to be inserted]**

**PART 2.** City Code Section 25-10-4 is amended to add new definitions for “sponsorship sign” and “transit facility” to read as follows, and to renumber the remaining definitions accordingly:

**§ 25-10-4 DEFINITIONS.**

(20) SPONSORSHIP SIGN means a sign used solely to identify the operator of a facility, a sponsor of a facility, or both.

(22) TRANSIT FACILITY means a public right-of-way installation:

(a) owned and operated by a transit authority established under Chapter 451 of the Texas Transportation Code;

(b) permitted under Title 14, Title 25, or an interlocal government agreement; and

(c) that includes a bus shelter and related appurtenances.

**PART 3.** City Code Chapter 25-10, Article 7 (*Special Signs*) is amended to add a new Section 25-10-159 (*Sponsorship Signs*) to read as follows:

**§25-10-159 SPONSORSHIP SIGNS.**

(A) Sponsorship Signs Located on Public Primary or Secondary Educational Facilities.  
A sponsorship sign is allowed on a property, \_\_ or more acres in size that contains a public primary or secondary educational facility if it complies with this subsection.

(1) A sponsorship sign must be:

(a) made of fabric or vinyl;

(b) affixed flush to an ornamental fence;

(c) placed at least \_\_\_\_ feet from an intersection;

- (d) placed at least \_\_\_\_ feet from another sponsorship sign located on the same fence;
- (e) 12 square feet or less;
- (f) designed with a maximum of two contrasting colors; and
- (g) placed at the same height as any other sponsorship sign located on the same fence.

(2) A sponsorship sign may not be illuminated or contain electronic images or moving parts.

(B) Sponsorship Signs on Transit Facilities. A sponsorship sign is allowed on a transit facility if it complies with this subsection.

(1) A sponsorship sign may not:

- (a) face portions of the right-of-way that are open to automobile traffic;
- (b) be illuminated or contain electronic images or moving parts; or
- (c) exceed 12 square feet.

(2) Only one sponsorship sign may be installed on a transit facility.

(C) A sponsorship sign allowed under this section is not required to obtain a permit under Section 25-10-211 (*Sign Installation Permit Required*) or register under Section 25-10-231 (*Registration Required*).

(D) These provisions do not override the authority of the governing body of a public primary or secondary educational facility or transit authority to prohibit the installation of one or more sponsorship signs.

**PART 4. SEVERABILITY** [to be inserted]

**RESOLUTION NO. 20190131-037**

**WHEREAS**, since 1983, the City of Austin has prohibited the installation of new off-premise signs in the City's zoning and extraterritorial jurisdictions; and

**WHEREAS**, like many other cities in Texas and around the nation, the City finds that restricting off-premise signs is necessary to protect public safety; and visual aesthetics, as enumerated by the legislative findings in City Code § 25-10-1(*Purpose and Applicability*); and

**WHEREAS**, consistent with these overall objectives, several cities with off-premise sign regulations similar to Austin's provide limited options for off-premise advertising at sites and facilities where impacts to the public realm can be fairly minimized through reasonable design and locational standards; and

**WHEREAS**, while preserving the general ban on off-premise signs, the City wishes to consider the feasibility of allowing limited off-premise signage at schools and transit facilities in public right-of-way; **NOW, THEREFORE,**

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

- (1) The City Council initiates amendments to Chapter 25-10 (*Sign Regulations*) and directs the City Manager to develop proposed amendments which, to the extent practicable, provide limited allowances for off-premise advertising at:
  - (a) Public primary and secondary educational facilities; and
  - (b) Transit facilities.

- (2) In evaluating potential code amendments in response to this resolution, the City Manager is directed to include any restrictions deemed necessary to protect public safety and visual aesthetics, including limitations on the size number, or design of off-premise signs and on the types of sites or facilities on which off-premise signs may be installed.

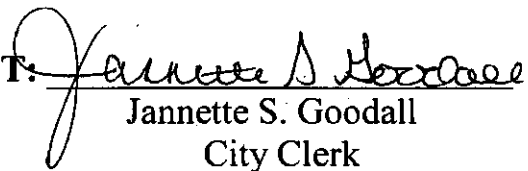
**BE IT FURTHER RESOLVED:**

In responding to this resolution, the City Manager is directed to:

- (1) Consult with stakeholders most affected by the proposed amendments, including schools, transit providers, and businesses, before scheduling public hearings required by Section 25-1-502 (*Amendment; Review*); and
- (2) Limit proposed code amendments to those that are necessary to effectuate the goals specifically described in this resolution; and
- (3) Present proposed amendments for City Council consideration no later than June 2019.

**ADOPTED:** January 31, 2019

**ATTEST:**

  
Jannette S. Goodall  
City Clerk