

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.

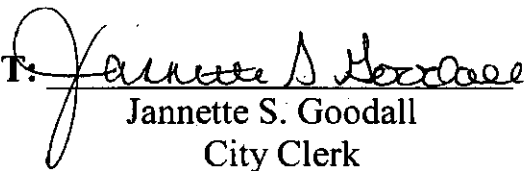
BE IT FURTHER RESOLVED:

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