



Recommendation for Action

File #: 21-1636, **Agenda Item #:** 34.

4/22/2021

Posting Language

Approve an ordinance waiving \$29,000 in fees for the installation of lamppost banners along Congress Avenue Bridge and Congress Avenue during March 2021 to honor the 30th Anniversary of Governor Ann Richards' inauguration sponsored by the Downtown Austin Alliance.

Lead Department

Austin Transportation Department

Fiscal Note

Approval of this item will result in \$29,000 in unrealized revenue to the Austin Transportation Department. A fiscal note is attached.

Prior Council Action:

Resolution No. 20210127-055 directed the City Manager to create an interdepartmental team to identify immediate interventions which could create positive change and help reactivate Downtown, to provide \$30,000 in funding, and to waive \$6,000 fees for banner installation. This resolution was approved on consent.

Resolution No. 20210304-066 directed the City Manager to draft an ordinance for Council consideration waiving up to \$23,000 in fees for the installation of 46 lampposts along Congress Avenue from Riverside Drive to 11th Street by the Downtown Austin Alliance Foundation in March 2021. This resolution was approved on consent.

For More Information:

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Additional Backup Information:

In mid-December 2020, the Downtown Austin Alliance (DAA) contacted the City of Austin Transportation Department (ATD) to explore a potential partnership on a project in the form of a City Council-approved Street Banner fee waiver. ATD manages the Street Banner Program for the City, including the administration, permitting, installation, and removal of lamppost and over-the-street banners for approved and paying customers. The intent of the project is to honor and celebrate the 30th Anniversary of Governor Ann Richards' inauguration and install the banners during the month of March, which is Women's History Month.

Resolution No. 20210127-055, approved on an 11/0 vote, directed the City Manager to create an interdepartmental team to identify immediate interventions which could create positive change and help reactivate Downtown, to provide \$30,000 in funding, and to waive \$6,000 fees for banner installation. This initial resolution did not capture the entire fee waiver for the complete installation of lamppost banners along Congress Avenue, hence the accompanying Resolution 20210304-066 waiving the additional \$23,000.

Resolution 20210304-066, approved on consent, directed the City Manager to draft an ordinance waiving up to \$23,000 in additional fees for the installation of 46 lampposts along Congress Avenue from Riverside to 11th Street by the Downtown Austin Alliance Foundation in March 2021.

Throughout the project, Street Banner Program staff worked with the Law Department and Council offices to provide background information for this request, including providing the standard fees for lamppost banner installations, as shown below. Additionally, program staff worked with leadership from DAA and the Ann Richards Legacy Project to coordinate scheduling, banner design and fabrication requirements, and banner placement.

District	Poles	Fee Week 1	Fee Week 2+	Total
Congress Bridge	12	\$200	\$100	\$6,000
Congress Ave	46	\$200	\$100	\$23,000
TOTAL				\$29,000

Strategic Outcome(s):

Mobility; Government that Works for All; Culture and Lifelong Learning