

RESOLUTION NO. 20140417-054

WHEREAS, in order to protect public safety and avoid cluttering the public streetscape, the City of Austin regulates the use sidewalk signs and the placement of merchandise and accessories on a sidewalk adjacent to a business;

WHEREAS, many business owners have reported that these regulations significantly limit the ability of businesses to identify themselves and the merchandise available for sale at the business and to beautify sidewalk shopping areas;

WHEREAS, these issues are particularly significant for pedestrian-oriented businesses and are compounded by geographic disparities built into the regulations, as well as widespread violations that discourage compliance; and

WHEREAS, while regulating the use of public sidewalks is necessary, the current regulations in City Code Chapter 25-10 and 14-9 go further than needed to protect public safety and in some cases fail to further the City's goals of activating the urban streetscape; **NOW, THEREFORE,**

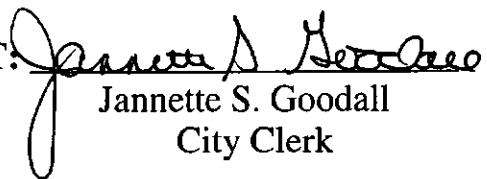
BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

1. The city council initiates amendments to City Code Chapter 25-10 (*Sign Regulations*) and 14-9 (*Traffic or Sidewalk Obstructions*) and directs the city manager to develop a proposed ordinance that will provide businesses greater flexibility to:
 - A. place on-premise sidewalk signs adjacent to a business without obtaining a permit; and

- B. display merchandise and accessories, such as plants, in the sidewalk adjacent to a business.
2. In developing a proposed ordinance consistent with Section 1, above, the city manager may include any restrictions deemed appropriate to protect public safety and preserve historic character, including but not limited to: (a) limiting the size and location of sidewalk signs, merchandise, or accessories; (c) limiting the times that sidewalk signs, merchandise, or accessories may be displayed; and (c) limiting any relaxation of existing standards to pedestrian-oriented businesses.
 3. In addition to obtaining a recommendation from the Land Use Commission as required by City Code Section 25-1-502 (*Amendment; Review*), the city manager is directed to present the ordinance to the Downtown Commission and the Urban Transportation Commission.
 4. The city manager is directed to present an ordinance consistent with this resolution to the city council for consideration within 90-days or as soon as is reasonably practicable.

ADOPTED: April 17, 2014

ATTEST:


Jannette S. Goodall
City Clerk