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ORDINANCE AMENDMENT REVIEW SHEET

Amendment: C20-2014-005

Description: Consider an ordinance to amend Title 25 of the City Code to allow sign, logo or placard placement on a legally permitted right-of-way installation that identifies the name, operator, or sponsor of the right-of-way installation.

Proposed Language: See attached draft ordinance for details.

Summary

- Allows a sign identifying the owner, operator, or sponsor of a right-of-way installation to be installed on a right-of-way installation.

Background: Initiated by Council Resolution 20140320-054.

Current code does not allow sign placement on right-of-way installations, such as bicycle kiosks and bus stops. The proposed change will allow signs that identify an operator or sponsor to be placed on legally permitted right-of-way installations.

Staff Recommendation: Staff recommends the proposed code amendment.

Board and Commission Actions

August 19, 2014: Recommended by the Codes and Ordinances Subcommittee on a 5-0 vote, with an amendment to make the total allowable signage area a maximum of 4 square feet.

August 26, 2014: To be reviewed by the Planning Commission.

Council Action

August 28, 2014: A public hearing has been scheduled.

Ordinance Number: NA

City Staff: Viktor Auzenne **Phone:** 974-2941 **Email:** Viktor.Auzenne@austintexas.gov

ORDINANCE NO.

C8/7

AN ORDINANCE AMENDING CITY CODE CHAPTER 25-10 AUTHORIZING THE PLACEMENT OF IDENTIFICATION SIGNS ON RIGHT-OF-WAY INSTALLATIONS.

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

PART 1. City Code Section 25-10-3 (*Definitions*) is amended to add a new definition of "Right-of-Way Installation" to read as follows and to renumber the remaining definitions accordingly:

(13) RIGHT-OF-WAY INSTALLATION means a legally permitted bicycle kiosk, bus stop, or transit facility that is located in the public right-of-way.

PART 2. City Code Chapter 25-10, Article 8 (*Special Signs*) is amended to add a new Section 25-10-158 to read:

§ 25-10-158 IDENTIFICATION SIGNS ON PUBLIC RIGHT-OF-WAY INSTALLATIONS.

(A) A sign identifying the owner, operator, or sponsor of a right-of-way installation may be installed on a right-of-way installation in accordance with the requirements of this section.

(B) Signage installed under Subsection (A) of this section must:

- (1) face away from portions of the right-of-way that are open to automobile traffic;
- (2) not contain electronic images or lighting; and
- (3) be limited in total area to the lesser of:
 - (a) 30% of the area of the face of the installation on which it is installed; or
 - (b) 4 square feet.

PART 3. This ordinance takes effect on _____, 2014.

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PASSED AND APPROVED

_____, 2014

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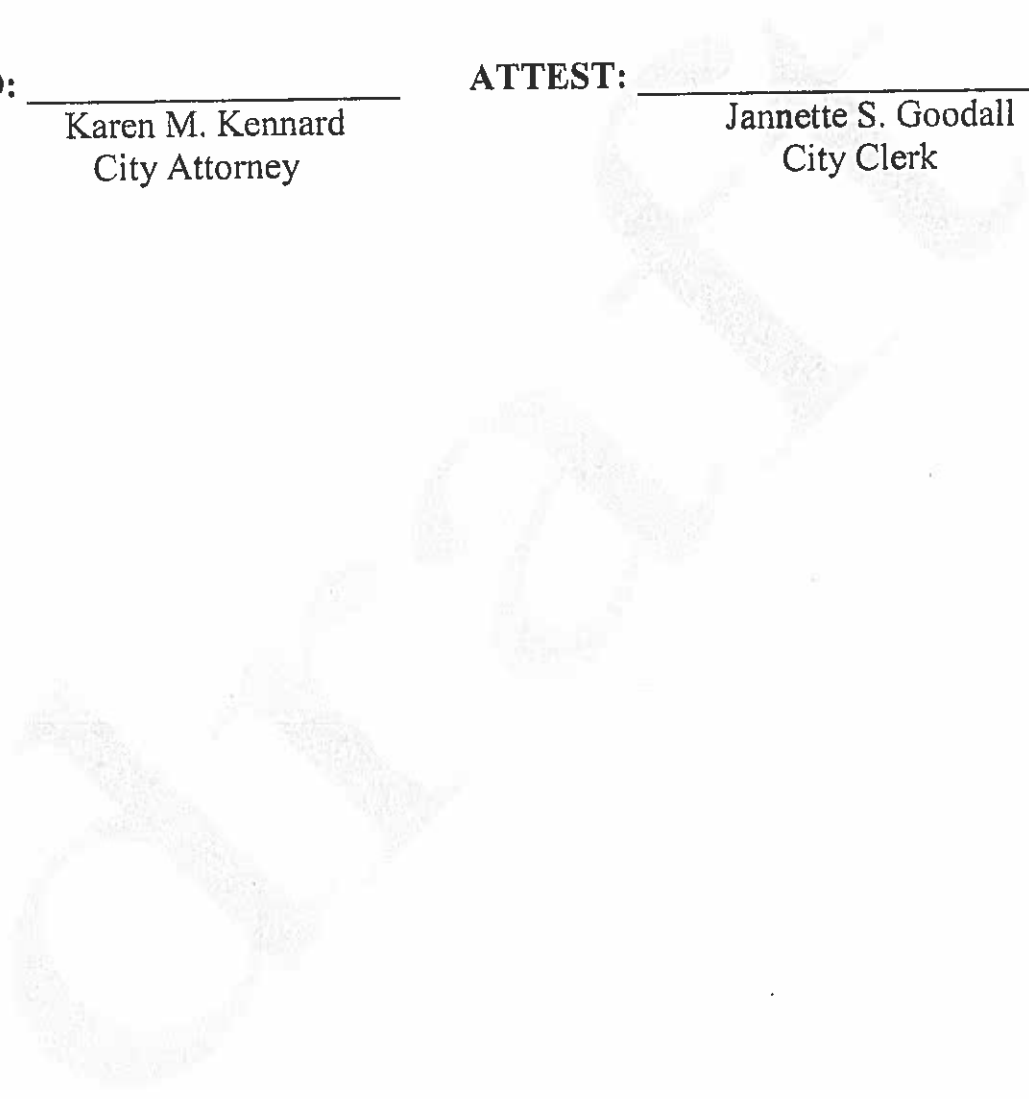
Lee Leffingwell
Mayor

APPROVED:

Karen M. Kennard
City Attorney

ATTEST:

Jannette S. Goodall
City Clerk



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RESOLUTION NO. 20140320-054

WHEREAS, the City of Austin's general prohibition on off-premise advertising helps to protect public safety by minimizing driver distraction and obstruction of view, in addition to preserving and enhancing the aesthetic appearance and attractiveness of the community; and

WHEREAS, logos or placards attached to certain legally permitted right-of-way installations, and used solely to identify the name, operator, or sponsor of the installation, would not undermine the objectives of the off-premise advertising ban provided that they are limited in scale and number and are oriented away from portions of right-of-way that are open to vehicular traffic; and

WHEREAS, examples of right-of-way installations where a logo or placard may be appropriate include certain bus stops, transit facilities, and bicycle stations; and

WHEREAS, right-of-way installations serve important public functions and are often installed and operated through the support of sponsors; **NOW, THEREFORE,**

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

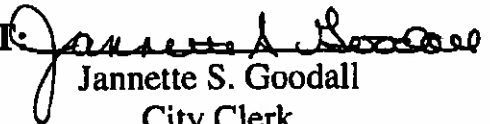
1. The City Council initiates amendments to City Code Chapter 25-10 (*Sign Regulations*) and directs the City Manager to develop a proposed ordinance that allows for the placement of logos or placards on appropriate right-of-way installations to identify the name, operator, or sponsor of the installation. The ordinance shall:

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- a. include appropriate limitations on the number and scale of a logo or placard, in addition to any other restrictions deemed appropriate by the manager; and
 - b. prohibit the use of electronic images or the placement of a logo or placard in a location that is readily visible to portions of the right-of-way open to vehicular traffic.
2. The City Manager is directed to present the City Council with an ordinance for consideration within 90 days or as soon as is reasonably practicable.

ADOPTED: March 20, 2014

ATTEST


Jannette S. Goodall
City Clerk