## **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:

- 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:** <u>March 20</u>, 2014

Jannette S. Good

City Clerk