

**RESOLUTION NO. 20160128-070**

**WHEREAS**, on November 30, 2015, the Public Safety Committee of the City Council heard a presentation regarding the potential benefits of amending the City of Austin's sign regulations to allow digital billboards; and

**WHEREAS**, after considering the briefing, the Public Safety Committee voted to forward to the City Council, without recommendation, an item to initiate amendments to the City's sign regulations; and

**WHEREAS**, the City's sign regulations are part of the City's Land Development Code and are primarily a land use issue, including, compatibility with nearby uses; and

**WHEREAS**, there are many stakeholders in the City who participated in billboard discussions in the past and want to participate in the discussion as to whether amendments to the sign regulations to permit digital billboards are appropriate; **NOW, THEREFORE**,

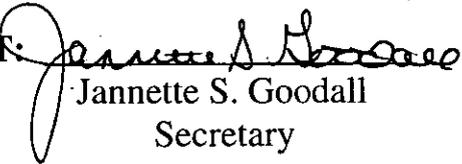
**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

1. The City Manager is directed to conduct a series of public stakeholder meetings to ascertain support for amendments to City Code Chapter 25-10 (*Sign Regulations*). The stakeholder meetings should include, but are not limited to, representatives from scenic groups, neighborhood associations, bicycle community, pedestrian advocates, and representatives of the billboard business community.
2. The feedback from the stakeholders meetings, along with a recommendation from staff, should be presented to the City Council for

consideration 120 days from adopted date, following such other review as may be deemed appropriate.

**ADOPTED:** January 28, 2016

**ATTEST:**

  
Jannette S. Goodall  
Secretary