

CITY OF DRIPPING SPRINGS

RESOLUTION NO. 2021-R _____

A RESOLUTION OF THE CITY OF DRIPPING SPRINGS, TEXAS, ADOPTING A DOWNTOWN MERCER STREET BANNER POLICY; MAKING FINDINGS OF FACT; AND PROVIDING FOR RELATED MATTERS.

WHEREAS, the City Council of the City of Dripping Springs ("City Council") seeks to promote reasonable sign regulations for banners on Downtown Mercer Street; and

WHEREAS, the City Council recognizes that it is the best interest of its residents, visitors, and organizations to allow certain events to be advertised with Banners on the Mercer Street Pedestrian Light Poles; and

WHEREAS, pursuant to Texas Local Government Code Section 51.001, the City has general authority to adopt an ordinance or police regulation that is for the good government, peace or order of the City and is necessary or proper for carrying out a power granted by law to the City; and

WHEREAS, pursuant to Chapters 211 and 216 of the Texas Local Government Code, the City has the authority to regulate signs and variance procedures; and

WHEREAS, the City of Dripping Springs desires to establish a policy for the consideration of banners for Downtown Mercer Street.

NOW, THEREFORE, BE IT RESOLVED by the City of Dripping Springs City Council:

- 1. Findings of Fact:** The above and foregoing recitals are hereby found to be true and correct and are incorporated as finding of fact.
- 2. Downtown Mercer Street Banner Policy:** The Downtown Mercer Street Banner Policy, as presented herein as Attachment "A", is hereby adopted and approved.
- 3. Effective Date:** This resolution shall be effective from and after its approval and passage.
- 4. Meeting:** The meeting at which this Resolution was passed was open to the public, and that public notice of the time, place and purpose of said meeting was given as required by the Open Meetings Act, Texas Government Code, Chapter 551.

PASSED & APPROVED this, the 16th day of February 2021.

CITY OF DRIPPING SPRINGS:

Bill Foulds, Jr., Mayor

ATTEST:

Andrea Cunningham, City Secretary

ATTACHMENT “A” POLICY



DOWNTOWN MERCER STREET BANNER POLICY

Knowing that there are many events and organizations that may request Mercer Street Pedestrian Light Pole Banners, the following policy will help guide those who may inquire or who are interested. These factors must be met before banners can be created and displayed:

- Banners will only be used for downtown Mercer Street events or general marketing that is connected to the City, such as branding.
- If banners are requested for an event, only events co-sponsored by the City will be considered.
- Only **Downtown** Mercer Street events will be considered, not events held in other parts of the City such as parks, event centers, etc.
- Events must be large scale, with 2,000 or more attendees anticipated and must be a 2-day or longer event.
- Banners must be able to be displayed for up to a month. The installation of the banners is work intensive, so banner requests and installation must be planned out accordingly.
- Dates for banner request must not conflict with banners already slated to be displayed. IE: An event in Mid-November may conflict with dates that Christmas on Mercer banners will be displayed and will not be approved. City will maintain a Mercer Street Banner Calendar that shows when and what banners are on display throughout the year.
- Banner request must be approved first by the City of Dripping Springs and then approved by the Historic Preservation Commission. Related sponsorship agreements must be approved according to city policy.
- City of Dripping Springs will design the banner, with input from requesting organization. Organization must supply needed graphics/logos in high-resolution format. Specs will be supplied to the organization once banner request is approved. Once design is created, organization will have two opportunities for proofing and corrections. If the City and organization cannot come to agreement on design, banners will not be created or placed.
- Final banner design will be approved by City of Dripping Springs, Historic Preservation Commission, and event organizer.
- Event organizer is responsible for the cost of printing the banners, including tax and shipping.
- There are 13 banner locations. Organizer must pay for 13 banners; no partial requests approved.

- Once event is over and banners are taken down, organization will be given the banners. City cannot store the banners.

If an organization or event is interested in the banners, they should fill out the form included on the City of Dripping Springs website.