

**AGENDA**



**Recommendation for Council Action**

Austin City Council	<b>Item ID</b>	27231	<b>Agenda Number</b>	90.
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<b>Meeting Date:</b>	9/26/2013	<b>Department:</b>	Planning and Development Review
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**Subject**

Set a public hearing to consider an ordinance amending City Code Title 25 to allow commercial images to be temporarily projected on to building facades in the downtown area during certain special events and establish permitting requirements. (Suggested date and time: October 17, 2013, 4:00 p.m. at Austin City Hall, 301 W. Second Street, Austin, TX).

**Amount and Source of Funding**

**Fiscal Note**

<b>Purchasing Language:</b>	
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<b>Prior Council Action:</b>	
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<b>For More Information:</b>	Viktor Auzenne, 512-974-2941.
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<b>Boards and Commission Action:</b>	September 24, 2013 – To be reviewed by the Planning Commission.
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<b>MBE / WBE:</b>	
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<b>Related Items:</b>	
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**Additional Backup Information**

Currently, the City Code does not address this type of signage and therefore it has not been permitted. Projected image signs have been increasing in popularity over the past few years, especially at special events. This amendment was initiated as a result of requests from special events staff and following requests from several major special event organizers to allow for clear regulation of this emerging signage type.