

ORDINANCE AMENDMENT REVIEW SHEETC2
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Amendment: C20-2013-006 Temporary Signs

Description: Consider an ordinance amending Title 25 of the City Code to create a new definition "Projected Advertising Sign" and create new code regulating temporary projected signs.

Proposed Language: See attached draft language.

Background: Initiated by Planning Commission on February 26, 2013.

The proposed code amendment provides for commercial images to be temporarily projected on to building facades in the downtown area during certain special events and establishes permitting requirements. Current code does not address this type of signage and therefore 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 and to curb illegal use.

Staff Recommendation: Staff recommends the proposed code amendment.

Board and Commission Actions

September 17, 2013: Recommended by the Codes and Ordinances Subcommittee on a 5-0 vote, with the following amendments:

1. The area of the advertising may not exceed 50% of the building façade or 6000 square feet, whichever is less.
2. The projected advertising may only be displayed between the hours of 7:00am and 2:00am beginning one day before the special event starts and concluding on the last day of the end of the special event.

September 24, 2013: Postponed at Planning Commission.

October 8, 2013: Postponed at Planning Commission.

October 22, 2013: To be reviewed by Planning Commission

Council Action

October 17, 2013: A public hearing has been set for City Council.

Ordinance Number: NA

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

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New Definition (25-10-3)

PROJECTED ADVERTISING SIGN: Means an image or series of images displayed on a building façade and conveyed to the building façade via beams of light for the purposes of advertising a special event.

25-10-158: Special Event Projected Images

- (A) A person may install a projected advertising sign if the director issues a permit for the use.
- (B) The director shall issue a permit for the use of a projected advertising if the applicant demonstrates compliance with this subsection:
 - a. Two projected advertisings are permitted per special event street closure request.
 - b. The projected advertising and the special event street closure must be in the downtown sign district.
 - c. The area of the advertising may not exceed 50% of the building façade or 6000 square feet, whichever is less.
 - d. The projected advertising must shine entirely on an exterior wall surface.
 - e. The applicant must obtain letters of approval from:
 - i. the property owner (or agent) of the property where the projected image will appear,
 - ii. the property owner (or agent) of the property where the projected image will originate,
 - iii. and from the event organizer who submitted an application for the special event street closure request, unless they are also the applicant for the projected image permit.
- (C) The projected advertising may not:
 - a. Shine, either fully or partially, on any property, building or a street right-of-way other than the site permitted.
 - b. Impair the vision of or distract a driver of a vehicle.
 - c. Be interactive, controlled by social media, or have the ability to be controlled by any person other than the applicant.
 - d. Advertise anything other than the special event, except for incidental event sponsor advertising which may not exceed 50% of the projected image area.

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- (D) The projected advertising may only be displayed between the hours of 7:00am and 2:00am beginning one day before the special event street closure starts and concluding on the last day of the end of the special event street closure.

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