

## ORDINANCE AMENDMENT REVIEW SHEET

**Amendment:** C20-2013-006 Temporary Signs for Special Events (Projected)

**\*THIS ITEM IS RELATED TO C20-2013-030\***

**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 ordinance.

**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:** Postponed at Planning Commission.

**November 12, 2013:** To be reviewed at Planning Commission.

### **Council Action**

**October 17, 2013:** Postponed to October 24, 2013.

**October 24, 2013:** Postponed to November 21, 2013.

**November 21, 2013:** A public hearing has been scheduled.

**Ordinance Number:** NA

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## DRAFT SIGN CODE AMENDMENTS FOR SPECIAL EVENTS

Backup for Planning Commission – November 12, 2013

- Amend City Code Section 25-10-3 (*Definitions*) to add the following new definitions and to renumber the remaining definitions accordingly:

(13) PROJECTED SPECIAL EVENT 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 purpose of identifying a special event.

(17) SPECIAL EVENT means an event that

(a) Has 100 or more attendees per day at a city facility, other than the Austin Convention Center, Long Center, City Hall, or Palmer Events Center;

(b) Impacts a city street, sidewalk, alley, walkway, or other city public right-of-way other than as permitted under Chapter 14-6 (*Temporary Street Closure*); or

(c) Is temporary, involves 100 or more attendees per day, and

(i) is inconsistent with the permanent use to which the property may legally be used, or the occupancy levels permitted on the property; and

(ii) includes one of the following:

(1) Set up of temporary structures including, but not limited to, tents, stages, or fences;

(2) Sound equipment as defined in Section 9-2-1 (*Definitions*); or

(3) Consumption of food or alcohol.

- Amend City Code Chapter 25-10, Article 8 (*Special Signs*) to add a new Section 25-10-158 to read as follows:

### § 25-10-158 SPECIAL EVENTS SIGNS.

(A) A permit may be issued under this section only for a sign to be used at a permitted special event that meets the criteria specified in Paragraphs (b) and (c) of Section 25-10-3(17) (*Definitions*).

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(B) For a special event occurring in the downtown sign district, the director shall issue a permit to install a projected special event sign in accordance with the requirements of this subsection.

(1) No more than two projected special event signs are permitted per special event.

(2) A projected special event sign may only be displayed on a single facade of a legally permitted building and may not exceed the lesser of:

(a) 50% of the area of the façade; or

(b) 6,000 square feet.

(3) A projected special event sign may be used to identify the special event and provide directions to activities occurring at the special event. Advertising of a business, person, activity, goods, products, or services that are located within the boundaries of the permitted special event may appear on no more than 50% of the sign area.

(4) An application for a projected special event sign must be submitted by the special event permit holder and must include letters of approval from the owners of the building where the projected image will appear and the property where the projected image will originate.

(5) A projected special event sign may not:

(d) shine, either fully or partially, on any property, building, or public right-of-way, including a street or sidewalk other than the building where the image will appear;

(e) impair the vision of or distract a driver of a vehicle;

(f) include interactive functions or be controlled through social media or by any person other than the applicant; or

(g) be displayed at any time outside the hours of 7:00 a.m. to 2:00 a.m. during the approved duration of the special event.

(C) An organizer of a special event may install a non-projected sign in accordance with the requirements of this section.

(1) A non-projected special event sign:

(a) may not exceed 96 square feet; and

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(b) must be attached to:

- (i) a fence located at the boundaries of the special event venue; or
- (ii) the wall of a structure included within the boundaries of a special event venue, if the owner of the building has agreed to placement of the sign.

(2) A non-projected special event sign may be used to identify the special event and provide directions to activities occurring at the special event. Advertising of a business, person, activity, goods, products, or services that are located within the boundaries of the permitted special event may appear on no more than 10% of the sign area.

(3) A non-projected special event sign may not impair the vision of or distract a driver of a vehicle.

(D) The director may revoke a permit for a special event sign approved under this section in the event that operation of the sign is deemed to constitute a threat to public health and safety.