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ORDINANCE AMENDMENT REVIEW SHEET

Amendment: C20-2013-030 Temporary Signs for Special Events (Non-Projected)
THIS ITEM IS RELATED TO C20-2013-006

Description: Amend Title 25 of the City Code to create a new code regulating non-projected signage at special events.

Proposed Language: See attached draft ordinance.

Background: Initiated by Planning Commission on October 22, 2013.

On October 24, 2013 City Council is scheduled to consider and possibly take action on a proposed ordinance governing special events. Part of the proposed ordinance directs the City Manager Chapter to amend Chapter 25-10 of the Land Development Code to regulate the use temporary signs during a special event. This proposed amendment is bring brought forward in response to the direction of the proposed special events ordiance.

Special event signage is not currently addressed by code and the proposed language will provide much needed clarity for city enforcement staff and event organizers. The proposed language was initially included in the special events ordinance, however it was decided by legal staff it was more approprate for the language to be housed in the Chapter 25-10 (Sign Regulations.)

Staff Recommendation: Staff recommends the proposed code amendment.

Board and Commission Actions
November 12, 2013: Postponed at Planning Commission.
December 10, 2013: To be reviewed at Planning Commission.

Council Action

Ordinance Number: NA

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DRAFT SIGN CODE AMENDMENTS FOR SPECIAL EVENTS

Backup for Planning Commission – December 10, 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:

- Set up of temporary structures including, but not limited to tents, stages, or fences;
- Sound equipment, as defined in Section 9-2-1 (*Definitions*); or
- 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*).

(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:

(a) 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;

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

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

(d) 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) A special event permit holder may install a non-projected special event sign in accordance with the requirements of this section.

(1) A non-projected special event sign:

(a) may not exceed 96 square feet; and

(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.

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