

**ORDINANCE NO. 20140213-088**

**AN ORDINANCE AMENDING CITY CODE CHAPTER 25-10 TO ESTABLISH REGULATIONS FOR SPECIAL EVENT SIGNS.**

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

**PART 1.** The city council makes the following findings:

- (A) Special events present unique challenges because they involve a large number of temporary activities in which streets, parking lots, and buildings are used for commercial and recreational activities not consistent with established land uses for the area.
- (B) Due to the high attendance and concentration of people at special events in the City of Austin, and particularly in the downtown core, adequate signage identifying an event and directing participants to event activities is necessary to ensure the safe flow of traffic and orderly operation of a special event.
- (C) Current regulations under Chapter 25-10 (*Sign Regulations*) do not adequately address these challenges because they prohibit the use of projected and non-projected signs to identify a special event and the location of event activities.
- (D) Limited off-premise advertising of activities, businesses, goods, or services located within the boundaries of a special event does not raise the same public safety or aesthetic concerns normally associated with off-premise signs because: (1) special events are temporary and involve the closure of public streets to cars; and (2) the land area included in a special event venue functions in many respects as a single premises during the special event.

**PART 2.** City Code Section 25-10-3 (*Definitions*) is amended 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.

**PART 3.** City Code Chapter 25-10, Article 8 (*Special Signs*) is amended 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*) and includes public streets that have been closed to traffic in accordance with Title 14 (*Use of Streets and Public Property*).

(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) 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 subsection.

- (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 legally permitted permanent or temporary structure included within the boundaries of a special event venue, if the owner of the building or structure 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 20% of the sign area.
- (3) A non-projected special event sign may not impair the vision of or distract a driver of a vehicle.

