

## A G E N D A



## Recommendation for Council Action

Austin City Council	Item ID	66693	Agenda Number	19.
Meeting Date:	1/26/2017		Department:	Economic Development
Subject				
Approve an ordinance establishing a pilot program related to sound equipment for certain businesses located on Red River Street.				
Amount and Source of Funding				
Fiscal Note				
A fiscal note is not required.				
Purchasing Language:				
Prior Council Action:				
For More Information:	Kevin Johns, Economic Development Department Director; Don Pitts, Music Program Manager			
Council Committee, Boards and Commission Action:	November 7, 2016 – Music Commission unanimously approved Recommendation Number 20161107-4 on a 6-0 vote. December 12, 2016 - Economic Opportunity Committee received briefing but did not take action.			
MBE / WBE:				
Related Items:				
Additional Backup Information				
<p>Currently, City Code only allows outdoor music venues within the Warehouse and 6th St. Districts to have amplified sound until 2:00 am. As part of City staff's engagement with businesses in the Red River Cultural District, businesses in the Red River Cultural District stated that revenues would increase if businesses were allowed to play music later, similar to other venues on 6th Street. Red River venue operators also directly address the Music Commission on this topic in more detail.</p> <p>While cognizant of the potential economic benefit of extended hours for these businesses, area residents continue to express concerns regarding late night sound. Rather than recommending a permanent change to the City Code, staff seeks approval of a pilot program to measure the impacts of extending the hours venues in the Red River Cultural District are allowed to play outdoor music. Among the factors to be measured are the number of sound complaints received via 311, number of citations and documented violations of sound impact plan specifications, the impact on public safety and transportation, mixed beverage tax revenues, and revenues to local musicians. Once sufficient data is collected, staff will evaluate the program. As part of the evaluation, staff will make recommendations related to the program.</p>				