

AGENDA



Recommendation for Council Action

AUSTIN CITY COUNCIL

Regular Meeting: October 19, 2017

Item Number: 007

Economic Development Department

Approve an ordinance relating to the use of sound equipment by certain businesses located on Red River Street.

District(s) Affected: District 9

Lead Department	Economic Development
Fiscal Note	A fiscal note is not required
Prior Council Action	Ordinance No. 20170126-019 - created a pilot program that authorizes extended decibel limits and hours to operate sound equipment at outdoor music venues located along Red River Street between 6 th and 12 th streets (commonly referred to as the "Red River Cultural District"). The City Council directed the City Manager to place an item on its October 19, 2017 agenda to consider extending the pilot program an additional six months.
For More Information	Kevin Johns, Director, Economic Development Department, (512) 974-7802; Brian Block, Entertainment Services Manager, Economic Development Department, (512) 974-7966
Council Committee, Boards and Commission Action	November 7, 2016 - Music Commission unanimously adopted a resolution encouraging City Council to allow a case study to investigate the impact of extending the amplified sound curfew for the Red River Cultural District (vote 6-0)

Additional Backup Information:

Background and Overview:

The Red River Cultural District music venues are important to the local culture and live music industry, but rising property values and rents are making it challenging for them to remain viable. The City is committed to ensuring that these venues continue to serve as incubators for local musicians, and to protecting the quality of life for residents and visitors.

In January 2017, City Council approved a six month pilot program to extend the number of hours the Red River Cultural District outdoor music venues can play amplified music. The Red River Extended Hours Pilot Program will collect meaningful data to determine the impact of extended live music hours on venues, local musicians and the public.

Project Scope:

If Council approves this extension, five outdoor venues within the Red River Cultural District may play amplified music one additional hour on Thursday, Friday until _____. Extended hours include:

- Thursdays until 12 Midnight (current end time is 11pm)
- Fridays and Saturdays until 1:00 am (current end time is 12 midnight)

Project Performance Measures:

- Economic Impact for venues, local musicians and venue staff
- Sound Impact on nearby neighborhoods and Red River Area hotels and residential
- Crime Impact in the Red River Area
- Stakeholder Input and Feedback

Project Reporting:

- All Data collected from the data collection plan will be analyzed and compiled into a report and provided to the Music Commission and City Council every 90 days during the pilot program.
- Prior to the conclusion of the pilot program City staff will provide an evaluation that summarizes the data collected, identifies stakeholder feedback, and includes any recommended changes to City code.

90 Day Update

- The initial 90 day update preliminary findings showed no quantifiable or measurable sound impact to neighborhoods and no discernable link between an increase and crime and the pilot. There was not a preliminary finding related to economic impact, however staff is collecting more data through the remainder of the pilot.

Timeline and Next Steps

- **May 1, 2017** - Pilot program Begins
- **August, 2017** - 90 day report to Music Commission and City Council
- **October 19, 2017** - Council agenda item to consider extending the pilot program an additional 6 months (per ordinance)
- **November 1, 2017** - Pilot program Ends (unless extended by City Council)