

ORDINANCE AMENDMENT REVIEW SHEET

CASE NUMBER: C20-07-003

PROPOSED AMENDMENT: Amend Title 25 of the City of Austin's Land Development Code to add regulations governing signage in the University Neighborhood Overlay (UNO) district.

PC PUBLIC HEARING DATE: June 12, 2007

PLANNING COMMISSION ACTION: At the 6-12-07 Planning Commission meeting the proposed amendments were passed unanimously on the Commission's consent agenda by a vote of 9 to 0.

CODES AND ORDINANCES COMMITTEE MEETING DATE: May 15, 2007

CODES AND ORDINANCES COMMITTEE ACTION: Recommended the proposed amendments be forwarded to the full Planning Commission. An additional recommendation was made to include wording in the University Neighborhood Overlay (UNO) section of the Land Development Code (LDC) that references the area in the sign regulations (25-10) where the proposed UNO sign regulations are to be located.

CITY COUNCIL PUBLIC HEARING DATE: July 26, 2007

SPONSORING DEPARTMENT: Neighborhood Planning and Zoning Department

BACKGROUND:

The UNO was adopted by the Austin City Council in the late summer of 2004 as part of the Central Austin Combined Neighborhood Plan planning process. The building boom in West Campus that followed the passage of the UNO pointed to some unforeseen and unintended issues arising from the ordinance as well as to issues regarding the lack of mechanisms to more strongly enforce of the UNO Design Guidelines. Beginning in the summer of 2006, a working group of community stakeholders and City of Austin staff began an examination of the UNO ordinance to address these issues. Over the summer and fall of 2006 this group reviewed the UNO ordinance and the UNO Design Guidelines. The result of this process is a set of code amendment recommendations. The majority of these are under going review by City of Austin planning staff, Law Department staff, and community stakeholders.

The results of this group being brought forward with Code Amendment Case #C20-07-003 relate to signage regulations in the area covered by the UNO. The thrust of these regulations is to establish sign regulations suitable to a primarily pedestrian-oriented district (similar to those allowed in the Central Business District) while at the same time acknowledging that other corridors within the overlay, while heavily trafficked by

pedestrians, are and will continue to remain automobile-dominant corridors—Guadalupe Street, MLK Jr. Boulevard, West 24th Street, and a short segment of West 29th Street.

The proposed amendments will affect signs within the boundaries of the UNO in several ways. The changes will:

- Limit the size of signs on buildings that are not located on the following roadways—
 - Guadalupe Street, from Martin Luther King, Jr. Blvd. to West 29th Street
 - West 24th Street, from Guadalupe Street to Leon Street
 - Martin Luther King, Jr. Blvd., from Pearl Street to the alley one block east of University Avenue
 - West 29th Street, from Guadalupe Street to Rio Grande Street,
- Prohibit monument signs, pole signs, roof signs, and signs above the second floor of a building,
- Allow signs to modestly protrude from buildings,
- Allow sidewalk signs.

STAFF RECOMMENDATION: Recommended

CITY STAFF:

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