

## AGENDA



Thursday, June 5, 2008

**Public Hearings and Possible Actions**  
**RECOMMENDATION FOR COUNCIL ACTION**

Item No. 76

**Subject:** Conduct a public hearing on the proposed elimination of the replacement provisions for non-conforming off-premise signs under City Code Chapter 25-10 (Sign Regulations), and consider an ordinance amending various sections of Chapter 25-10 regarding off-premise signs and mobile billboards.

**Fiscal Note:** There is no unanticipated fiscal impact. A fiscal note is not required.

**For More Information:** Jessica Kingpetcharat, 974-2728; David Lloyd, 974-2918

**Boards and Commission Action:** Reviewed by the Design Commission; Urban Transportation Commission; Codes and Ordinances Subcommittee of the Planning Commission; and the Planning Commission.

**Prior Council Action:** City Council passed Resolution 20071108-128 directing the City Manager to initiate the amendments.

On November 8, 2007, the Austin City Council passed Resolution 20071108-128 initiating amendments to Chapter 25-10 (Sign Regulations) of the Land Development Code. The proposed amendments:

- Allow signs on limited commercial corridors within the scenic roadway sign districts,
- Ban motor-operated mobile billboards,
- Impose registration fees upon taxis that advertise unrelated businesses,
- Impose new requirements on the relocation of billboards, and
- Shift the responsibility for registering billboards from the property owners to sign owners.

The amendment imposing registration fees for taxicabs also requires a revision to City Code Chapter 13 (Ground Transportation Passenger Services).

In carrying out the Council's direction, staff met with stakeholders representing the outdoor advertising industry, mobile billboard industry, taxicab companies, Scenic Austin, and Capital Metro to discuss the proposed amendments. Stakeholders met on three occasions to discuss the proposed amendments. Additionally, Scenic Austin and billboard sign companies met independently to identify segments of scenic roadways best suited for the relocation of billboards. While the stakeholders were unable to reach agreement on most issues, they did recommend that the code amendments be considered in three separate categories:

- Off-premise Signs/Billboard Issues
- Mobile Billboard Issues
- Taxicab Requirements

On May 8, 2008, the City Council directed staff to seek the Planning Commission's recommendation regarding the removal of 25-10-152(B)(5) which allows for the replacement of an existing non-conforming off-premise sign and postponed action until June 5, 2008.

Staff met with the Planning Commission Codes and Ordinances Subcommittee on May 20, 2008. The subcommittee voted to approve the removal of the replacement revisions and wished to reaffirm their original recommendations.

On May 27, 2008, the full Planning Commission held a public hearing and voted to:

- Restate the Planning Commission's support of the eventual removal of off-premise signs from the City of Austin and its planning jurisdiction;
- Remove the replacement provision; and
- Reiterate the Planning Commission's original recommendations with a clarification that the recommendation to limit the life span of a relocated billboard should be limited to 10 years (versus 25 years) and an additional 6 years for each additional billboard removed. This recommendation was previously inserted with the proposal to allow for aggregation but should be considered as one of the original stand alone recommendations.

An amendment tracking sheet that combines the recommendations from each commission and the City Council's action from 1st reading is attached. (See Exhibit A).