



Late Backup

Sign Regulation Amendments

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Item #76 City Council Public Hearing



Council Action: May 8, 2008

- Amended the Resolution Draft Ordinance to:
 - Include:
 - Banning mobile billboards and give existing companies 2 years to comply
 - Clarifying penalties regarding the replacement after removal of a billboard
 - Requiring sign owners to install energy efficient/dark sky lighting



Council Action: May 8, 2008

- Include (continued):
 - Requiring billboard owners to:
 - Register billboards annually, and
 - Provide an annual inventory of all owned and managed billboards with information requested by the Director
 - Identify the billboard with information as required by the Director
- Clarifying penalties for non-compliance with registration requirements
- Establishing a notice requirement for the City to notify sign owners of upcoming registration
- Creating an accessible online database



Council Resolution: May 8, 2008

- Removed:
 - Changing the way sign height is measured:
 - Allow signs to be 42.5 feet above the highest adjacent main travel lane
 - For signs on elevated travel ways, allow signs to be 25 feet above the elevated travel lane (except within one half mile of an interchange)



Council Action: May 8, 2008

- Removed (continued):
 - Billboards on limited commercial corridors within the scenic roadway sign districts
 - Billboards to be relocated to commercial corridor sign districts regardless of sign size
 - Aggregation of multiple billboards subject to a max of 672 square feet, with a 10% reduction in total amount if the aggregated amount is less than 672 square feet. (e.g. relocating 2 or more for 1)



Council Resolution: May 8, 2008

- Removed (continued):
 - Requiring a taxi cab registration fee
 - Clarifying “adjacent” to mean when the sign face is oriented toward the travel way and the foundation is no more than 500 ft away
 - Defining “elevated travel ways” and excepts major interchanges and intersections from that definition



Council Direction: Proposed Removal of Replacement Provision

Replacement Provision 25-10-152(B)(5)

- Existing billboards can be replaced if the replacement sign:
 - Is 25% less in sign face height and width than the original sign it replaces
 - Does not direct illumination onto a property zoned or used for residential use
 - Does not exceed the height of the sign it replaces
 - Is constructed in the same location with the same materials and construction design as the sign it replaces



Planning Commission

- **May 20, 2008.** Subcommittee. Voted to remove replacement provision and reaffirm original recommendations.
- **May 27, 2008.** Full Commission. Supported Subcommittee recommendations with additional recommendation to:
 - Restate the Commission's support of the eventual removal of billboards from the City of Austin and its planning jurisdiction;
 - Remove the replacement provision; and
 - Reiterate the 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.



Planning Commission Recommendations

- Recommended
 - Installation of energy-efficient/dark skies lighting
 - Clarifying penalties for failure to register a sign
 - Annual registration by the property owner
 - Aggregation of billboards, but limit relocated sign to a total of 300 sq ft as opposed to 672 sq ft
 - Ban on new mobile billboards companies and delayed 2 year ban on existing companies
 - Notice requirement if sign companies provide the city with an annual inventory of signs owned
 - Registration fee for taxi cabs



Planning Commission

Additional Recommendations

- Add language to require sign owners to mark the sign for certain identification features.
- Require sign owners to provide an annual inventory of all owned signs.
- Clarify language to require the sign owner to remove the original sign before relocating a sign to its new location.
- Clarify that the relocated billboard must have the same number of sign faces as the original billboard it is replacing.



Planning Commission

Additional Recommendations

- Clarify that any additional removed billboards be of like size, number of sign faces, etc.
- Clarify that billboards cannot be relocated:
 - Within 1,000 ft of a residential zoning or use
 - Within 800 ft of school property
- Amend the code to reflect that a relocated sign may remain for 10 years as opposed to 25 years and any additional sign removed results in an additional 6 years of life for the relocated sign.
- Grant additional time to billboard companies to comply with installing energy efficient, pollution reduction lighting for signs relocated prior to February 2008.



Staff Recommendation

- Support Planning Commission Recommendations



Question & Answers

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