

ORDINANCE NO. 20161215-062

AN ORDINANCE WAIVING CERTAIN REQUIREMENTS UNDER CITY CODE CHAPTER 14-8 AND MODIFYING CERTAIN CITY CODE REQUIREMENTS UNDER CHAPTERS 9-2; 13-2; AND 25-10 FOR THE CITY CO-SPONSORED 2017 SOUTH BY SOUTHWEST CONFERENCES AND FESTIVALS TO BE HELD MARCH 10-19, 2017.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

PART 1. FINDINGS.

The council finds the following:

- (1) The City of Austin (the "City") has been the host city for the South By Southwest (SXSW) Conferences and Festivals (the "SXSW Event") since the first SXSW Event in 1987; and
- (2) The SXSW Event brings hallmark cultural value to the City by featuring creative talent, including musical performers, film producers, technology trailblazers, and speakers who are leaders in their respective industries; and
- (3) The SXSW Event has grown into an internationally recognized event that attracts attendees and companies from all over the world to Austin, with an economic impact of over \$1 billion for the City of Austin over the past five years; and
- (4) The SXSW Event is a City Co-Sponsored Event, providing a range of free public concerts and other popular cultural events attended by thousands of Austin residents annually;
- (5) It is important for venue owners and operators to properly manage occupancy of the venue and it is also important to facilitate safety closures in the right-of-way;
- (6) Council supports the creation, implementation, and inspection of a comprehensive traffic control plan that includes all event closures, pre-planned City of Austin safety closures, venue safety closures, and any additional street or lane closures deemed necessary by City staff;
- (7) Council supports safety closures deemed necessary by City staff in the Downtown area, including the 200 to 700 blocks of East 6th Street, 500 to 900 blocks of Red River, and 100 block of Rainey Street; and

(8) The 2017 SXSW Event will be held March 10-19, 2017.

PART 2. Council waives certain closure notice requirements that allow affected individuals and neighborhood associations to object to street closures under City Code Chapter 14-8 (*Temporary Closure for Right of Way Event*) for the 2017 SXSW Event.

PART 3. With respect to an application for a right-of-way closure requested by SXSW for the SXSW Event, the requirements in Subsections 14-8-13(B)(2),(B)(3), and (C)(2) are waived.

PART 4. Council modifies the following City Code requirements and restrictions during the period of March 10-19, 2017. Nothing in these modifications is intended to waive required City staff approvals.

- (1) With respect to events during the Spring Festival Season that are produced or represented by SXSW for the SXSW Event, the restriction on maximum number of days for a multi-day special events permit in City Code Sections 9-2-36 (*Types of Live Music Permits*) and 9-2-38 (*Multi-day Special Events Permit*) is modified to allow a multi-day permit for a maximum of 10 days during the Spring Festival Season.
- (2) With respect to events during the Spring Festival Season that are produced or represented by SXSW for the SXSW Event, the restriction in City Code Section 9-2-38(F) (*Multi-day Special Events Permits*) is modified to allow a permit to be issued for a site or property that is used as a parking lot if the lot is not leased by an adjacent commercial structure.
- (3) With respect to events during the Spring Festival Season that are produced or represented by SXSW for the SXSW Event, the restriction on the notice of application for multi-day permits in City Code Section 9-2-54 (*Notice of Application*) is modified to waive the notice requirement in Subsection 9-2-54(B).
- (4) With respect to events during the Spring Festival Season that are produced or represented by SXSW for the SXSW Event, City Code Section 25-10-158 (*Special Event Signs*) is modified as follows:
 - (a) Subsection 25-10-158(B)(1) is modified to allow a maximum of 5 signs;
 - (b) Subsection 25-10-158(B)(2) is modified to allow projected signs that are a maximum of 75% of the area of a façade and are no larger than 9,000 square feet;

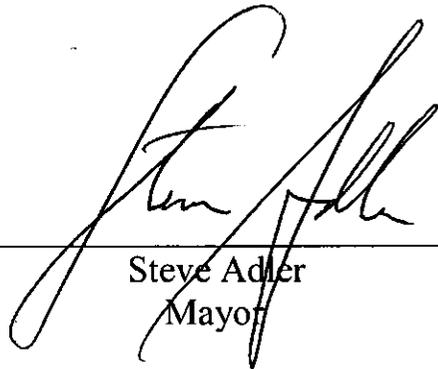
- (c) Subsection 25-10-158(B)(3) is modified to allow advertising to appear on no more than 75 % of the sign area;
 - (d) Subsection 25-10-158(C)(1) is modified to allow signs no larger than 360 square feet; and
 - (e) Subsection 25-10-158(C)(2) is modified to allow advertising to appear on no more than 50% of the sign area.
- (5) For events that are produced or represented by SXSW for the SXSW Event, City Code Subsection 25-10-158(C)(1) (*Special Event Signs*) is further modified to allow, subject to the director's approval, additional non-projected signs that provide direction to activities occurring at the special event. The director may disapprove a sign authorized by this paragraph if the director or his designee determines that the sign constitutes a threat to public health and safety or constitutes a traffic hazard.

PART 5. This ordinance takes effect on December 26, 2016.

PASSED AND APPROVED

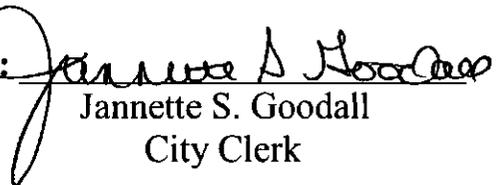
December 15, 2016

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Steve Adler
Mayor

APPROVED: 
Anne L. Morgan
City Attorney

ATTEST: 
Jannette S. Goodall
City Clerk