



**Public Hearing
CITY OF AUSTIN
RECOMMENDATION FOR COUNCIL ACTION**

AGENDA ITEM NO.: 23
AGENDA DATE: Thu 01/08/2004
PAGE: 1 of 1

SUBJECT: Set a public hearing to consider and approve an ordinance amending Chapter 25-10-152 of City Code relating to Nonconforming Sign technology and Sign area. (Suggested date and time: January 29, 2004 at 6:00 p.m., Lower Colorado River Authority, Hancock Building)

AMOUNT & SOURCE OF FUNDING: N/A

FISCAL NOTE: There is no unanticipated fiscal impact. A fiscal note is not required.

REQUESTING Watershed Protection and **DIRECTOR'S**
DEPARTMENT: Development Review **AUTHORIZATION:** Joe Pantalion

FOR MORE INFORMATION CONTACT: Donna Cerkan - 974-3345, Martha Vincent, 974-3371

PRIOR COUNCIL ACTION: N/A

BOARD AND COMMISSION ACTION: Recommended by the Codes and Ordinances Committee of the Planning Commission, and the Planning Commission.

The changes proposed to Chapter 25-10 of the Land Development Code would prohibit changing the method or technology used to convey the message on a billboard. The changes would also include a sign apron or similar feature and an area displaying the sign company name or symbol to the total sign area (for calculation purposes).

The purpose of this proposed amendment is to clearly prohibit electronically controlled multi-message billboards as well as any future technological advancements, such as video billboards. Four existing tri-message billboards as well as the existing mechanical "Texas Lotto" billboards will be grandfathered.

The proposed amendment to sign area is a result of billboard replacements that occurred under the 2001 ordinance requiring a 25% reduction in total sign area. The apron at the bottom portion of the face structure creates a larger sign than what was intended by the reduction regulations. The purpose of this proposed amendment is to clearly include all of the face structure in the sign area calculations, and create actual reductions in the structure size as well as advertising size of signs. Additionally, the space commonly used for the billboard company name will also be included in the sign area. This amendment is intended to clarify and enforce the objectives of previous sign ordinance amendments, especially those concerning billboard replacements.

ORDINANCE AMENDMENT REVIEW SHEET

Amendment Case #: C2O-03-018

Planning Commission Date: December 9, 2003

Codes and Ordinances Committee Date: November 4, 2003

Codes and Ordinances Committee Action: Recommended

Planning Commission Action: To be reviewed on December 9, 2003

Sponsoring Department: Watershed Protection and Development Review Department

Purpose/Background:

City Council has directed the Watershed Protection and Development Review Department to amend Chapter 25-10 of the Land Development Code to regulate electronically controlled messages on billboards and to more strictly regulate sign area calculations.

Recommendation:

Technology

There are 4 "tri-message" billboards in Austin. Staff interpretation of the code has been that this increases the nonconformity and changes the construction design, which is prohibited (25-10-152).

The purpose of this proposed amendment is to clearly prohibit electronically controlled multi-message billboards as well as any advanced or future technological changes, such as video billboards.

The 4 existing tri-message billboards as well as the 3 or 4 existing "Texas Lotto" billboards will be grandfathered.

Sign Area

This amendment initiative by City Council is a result of billboard replacements such as the billboard at 1009 ½ W. 6th St. This billboard was replaced under the 2001 ordinance requiring a 25% reduction in total sign area. The sign area reduction enabled the billboard face structure above the pole to be constructed at about the same size as it had been. Although the advertising area was reduced, the "apron" at the bottom portion of the face structure creates a larger appearance than what was intended by the reduction regulations.

The purpose of this proposed amendment is to clearly include all of the face structure in the sign area calculations, and create actual reductions in the structure size as well as advertising size of signs. Additionally, the space commonly used for the billboard company name will also be

included in the sign area. This will help clarify and enforce the objectives of previous sign ordinance amendments, especially those concerning billboard replacements.

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