



# MEMORANDUM

**TO:** Mayor and Council Members

**FROM:** Tammie H. Williamson, AICP, Assistant Director  
Watershed Protection and Development Review Department

**DATE:** December 14, 2006

**SUBJECT:** Item #48  
Setting a Public Hearing on Waiver Requests from Billboard Ordinance

Reagan National Advertising, Inc., ("Reagan") has requested that the City Council waive or modify various subsections of Section 25-10-152 (Nonconforming Signs) of the City of Austin Land Development Code (LDC). This section allows the relocation of nonconforming billboards located in specified areas to an expressway or commercial sign district. This section also places size restrictions on relocated billboards and allows the billboard to remain in its new location for a maximum of 25 years, with certain exceptions. Section 25-10-152 states that the Council may waive or modify, with or without conditions, a requirement of Section 25-10-152 (6) (a)-(e) if the Council determines that the waiver or modification is justified by the aesthetic benefit to the City.

Reagan is requesting relocation of billboards currently at the following locations:

1. 1209 East 11<sup>th</sup> Street @ Navasota
2. 6403 N. Lamar Blvd
3. 2007 S. Lamar Blvd. near Oltorf
4. 8711 N. Lamar Blvd. near W. Elliott
5. 6400 Burleson Rd. east of Montopolis

Reagan is requesting to relocate the billboards to the following locations which are all in the Scenic Roadway Sign District:

1. 3205 N. FM 620
2. 3717 N. FM 620
3. 6900 N. FM 620
4. 6901 N. FM 620
5. 9706 Bilbrook Place @ Slaughter Lane

In order to relocate the billboards as requested, the following waivers must be granted. Waiver from:

1. 25-10-152(a)(i-iv) The original location of the sign must be in the designated core area; in a scenic roadway sign district; within 500 feet of a historic sign district or a residential structure; or within the registered boundaries of a registered neighborhood association that has requested removal of the sign

*\*The sign currently located at 6400 Burleson Road does not meet any of the above criteria*

2. 25-10-152(c)(i) For signs larger than 300 square feet, the tract to which the sign is relocated must be in an expressway corridor sign district.

*\*None of the five signs will meet this requirement*

3. 25-10-152 (c)(ii) The tract to which the sign is relocated may not be on a scenic roadway.

*\*All five signs will be relocated to a scenic roadway*

4 25-10-152 (c)(iii) The tract to which the sign is relocated may not be within 500 feet of a residential structure located in its base zoning district.

*\*Several of the signs will be relocated to a location closer than 500 feet to a residential structure*

5. 25-10-152 (d) The face size of the relocated sign may not exceed that of the original sign.

*\*All five signs will have face sizes larger than the existing signs*

6 25-10-152 (e) The relocated sign must be permanently removed from the new location not later than 25 years after the date the relocation application is approved.

*\*Request is to waive this requirement for all five signs*

A public hearing is required prior to acting on a waiver request. Not later than 14 days prior to the public hearing, notification will be sent to property owners within 300 feet and applicable neighborhood organizations. Not later than 16 days prior to the public hearing, notice will be published in a local newspaper.

If you require additional information, please contact me at 974-3056 or via e-mail at [tammie.williamson@ci.austin.tx.us](mailto:tammie.williamson@ci.austin.tx.us) or you may also contact Erica Eichert, WPDRD Residential Review, at 974-2720 or via e-mail at [erica.eichert@ci.austin.tx.us](mailto:erica.eichert@ci.austin.tx.us).

Tammie H. Williamson, AICP  
Watershed Protection and Development Review Department

TW:ee

cc:

Toby Hammett Futrell, City Manager

Laura J. Huffman, Assistant City Manager

Victoria J.L. Hsu, P.E., Director, Watershed Protection and Development Review Department

Steve Wilkinson, Division Manager, Watershed Protection and Development Review Department

David Lloyd, Assistant City Attorney, Law Department

Erica Eichert, Residential Review, Watershed Protection and Development Department

Clara Hilling, Residential Review, Watershed Protection and Development Review Department