

AN ORDINANCE WAIVING CERTAIN REQUIREMENTS UNDER CITY CODE CHAPTER 14-8 AND MODIFYING CERTAIN CITY CODE REQUIREMENTS UNDER CHAPTERS 4-20, 14-8, AND 25-10 FOR THE CITY CO-SPONSORED 2024 SOUTH BY SOUTHWEST CONFERENCES AND FESTIVALS TO BE HELD MARCH 4-17, 2024; AND ESTABLISHING A DEADLINE FOR CERTAIN SPECIAL EVENT APPLICATIONS.

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 \$1.5 billion for the City over the past five events; 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; and
- (5) Austin is also the home of many events that occur in the downtown business district during the month of March, referred to as the “Spring Festival Season” and the SXSW Event is part of Spring Festival Season; and
- (6) It is important for venue owners and operators to properly manage occupancy of venues and it is also important to facilitate safety closures in the right-of-way during Spring Festival Season; and

- 41 (7) Council supports the creation, implementation, and inspection of a
42 comprehensive traffic control plan that includes all event closures, pre-
43 planned City safety closures, venue safety closures, and any additional street
44 or lane closures deemed necessary by City staff for Spring Festival Season;
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47 (8) Council supports safety closures deemed necessary by City staff in the
48 Downtown area, including the 200 to 700 blocks of East 6th Street and 100
49 block of Rainey Street; and
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51 (9) The 2024 SXSW Event will be held March 4-17, 2024.
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53 **PART 2.** Council waives certain closure notice requirements that allow affected
54 individuals and neighborhood associations to object to street closures under City Code
55 Chapter 14-8 (*Temporary Closure for Special Events and Block Parties*) for the 2024
56 SXSW Event.
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58 **PART 3.** Council modifies the following City Code requirements and restrictions
59 during the period of March 4-17, 2024. Nothing in these modifications is intended to
60 waive required City staff approvals.
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- 62 (1) With respect to events during the Spring Festival Season that are produced or
63 represented by SXSW for the 2024 SXSW Event, the restriction on maximum
64 number of days for the use of sound equipment in City Code Section 4-20-43(J)
65 and (L) (*Sound Equipment for Outdoor Special Event Venues*) is modified to
66 allow the use of sound equipment for a maximum of 10 days during the Spring
67 Festival Season.
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69 (2) With respect to events during the Spring Festival Season that are produced or
70 represented by SXSW for the 2024 SXSW Event, the notice of application in
71 City Code Section 4-20-33 (*Notice of A Special Event Application*) is modified
72 to waive the applicable notice requirements.
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74 (3) With respect to events during the Spring Festival Season that are produced or
75 represented by SXSW for the 2024 SXSW Event, City Code Section 25-10-157
76 (*Special Event Signs*) is modified as follows:
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78 (a) Subsection 25-10-157(B)(1) is modified to allow a maximum of 10
79 projected special event signs;
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(b) Subsection 25-10-157(B)(2) is modified to allow projected special event signs that are a maximum of 75% of the area of a façade and are no larger than 9,000 square feet; and

(c) Subsection 25-10-157(C)(1) is modified to allow non-projected special event signs no larger than 360 square feet; this subsection is further modified to allow up to (i) 7 non-projected special event signs that are adhered to a building façade and are no larger than 5,000 square feet, (ii) 3 non-projected special event signs that are adhered to a building façade and are no larger than 10,000 square feet, and (iii) 4 non-projected special event signs that are adhered to a building façade and are no larger than 12,000 square feet.

(4) For events that are produced or represented by SXSW for the 2024 SXSW Event, City Code Subsection 25-10-157(D) (*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 traffic hazard.

PART 5. This ordinance takes effect on _____, 2023

PASSED AND APPROVED

_____, 20____ § _____
Kirk Watson
Mayor

APPROVED: _____ **ATTEST:** _____
Anne L. Morgan Myrna Rios
City Attorney City Clerk