

*Title XV: Land Usage, Chapter 154: Signs of the Code of Ordinances  
Summary of Proposed Amendments*

- Reorganized the whole chapter for ease of use.
- Clarified the purpose statements of sign regulation. (Refer to Section 154.001.)
- Modified sign regulations to apply to the City’s extraterritorial jurisdiction (ETJ) for prohibited sign types and in cases where there is a development agreement or a special purpose district. (Refer to Section 154.003.)
- Updated the signs exempt from regulation under Ch. 154. (Refer to Section 154.004.)
- Added and modified definitions to correlate to the provisions of Ch. 154 and added graphics for sign types and elements of such signs. (Refer to Section 154.005.)
- Modified the sign permit application requirements for ease of use and clarity.
- Clarified and added prohibited sign types.
- Clarified the sign measurement methodologies and added graphics for ease of use.
- All permitted sign types are now discussed in greater detail in Section 154.302 Permitted Sign Types; Conditions.
  - Added a list of general standards for signage.
  - Added subdivision entrance sign provisions.
  - Clarified that permanent freestanding signs must take the form of monument signs unless specifically authorized otherwise in the Ch. 154. (A non-residential subdivision entrance sign may take the form of a pylon sign.)
  - Added provisions related to wall signs.
  - Added provisions related to temporary signs (e.g., permit requirements, banners, portable signs, and exemptions)
  - Modified permitted non-commercial flag size provisions based on residential and non-residential uses.
  - Modified Electronic Message Center (EMC) signs to prohibit them on existing nonconforming signs and billboards, adjusted the allowable light levels and how such levels are measured based industry standards, and to allow for EMCs with Institutional Uses. EMCs are still prohibited within the Downtown District Overlay.
- Downtown Signs (Refer to Section 154.305):
  - Relocated the Downtown sign code requirements into Ch. 154 Signs for ease of use and consistent application of the requirements for sign types. Currently, Downtown sign requirements are located within Ch. 155: Site Development, Subchapter B Central Business District.
  - Added Downtown Sub-districts in order to address signage differently in the proposed gateway districts, such as the “Pfluger Tract” and “South Downtown” which are located along F.M. 685 and Dessau Road.
  - Minor changes to permitted sign types.
- Minor changes to the permitted sign types within the zoning districts.
- Updated nonconforming sign provisions.
- Updated provisions related to abandoned or discontinued signs.
- Updated sign maintenance provisions.
- Modified variance provisions to include procedures, approval criteria, and Planning and Zoning Commission purview.
- Added an appeal section where a denial of a variance by the Planning and Zoning Commission may be appealed to City Council.
- Updated violation and penalty section.