



City of Pflugerville

Legislation Text

File #: ORD-0525, Version: 2

Approving an ordinance on second reading with the caption reading: An ordinance of the City of Pflugerville Code of Ordinances Title XV Land Usage, amending Chapter 155 Site Development, Subchapter B Central Business District, Section 155.1305 Signs by removing sign regulations; repealing and replacing Chapter 154 Signs, by adding Downtown sign regulations, reorganizing the standards for ease of use, clarifying master signage plan provisions, adding sign provisions for subdivision entrances, modifying the list of prohibited sign types, adding specific standards for sign types, and clarifying the permit application and processes; replacing all ordinances in conflict; containing severability and repealer clauses; providing for a penalty for a violation of Chapter 154, as a class C misdemeanor and a fine in an amount not to exceed \$500.00; and declaring an effective date.

Per the Downtown Action Plan (2019-2021), Downtown code amendments are recommended as a short-term action item. Initially, staff had expected minor changes to the sign code to simply incorporate Downtown sign regulations as part of the Downtown code amendment efforts. However, due to the initial feedback staff received regarding concerns over user-friendliness and missing sign types, including subdivision entrance signs, staff determined it necessary to take a more holistic approach to sign code amendments. In September 2019, the first draft was posted online for public review and shared with the development community. The proposed sign code draft was subsequently posted online for review in March 2020. Due to the substantial reorganization of the sign code, it is proposed as a repeal and replace. For more information regarding the proposed code amendments, refer to the attached summary.

In 2015, the City of Pflugerville was recognized as a Certified Scenic City with a gold ranking and holds this certification to the end of 2020. The City recently submitted a Scenic City recertification application based on adopted municipal ordinances in effect at the time of application. We anticipate receiving the initial score sheet back from Scenic City in late July or early August. Staff incorporated elements from Scenic City's sign criteria into the proposed sign code, and with such additions, the City anticipates maintaining gold status with Scenic City. Refer to the attachment for specific Scenic City sign criteria and how such criteria are addressed within the proposed sign code.

City Attorney has approved the ordinance as to form.

Prior City Council Action

The City Council approved the ordinance on first reading on June 23, 2020.

Deadline for City Council Action

Action on second and final reading is requested on July 14, 2020.

Future City Council Action

Action on 2nd reading is requested on July 14, 2020.

Funding Expected: Revenue Expenditure N/A

Budgeted Item: Yes No N/A

Amount: N/A

1295 Form Required? Yes No

Legal Review Required: N/A Required Date Completed: 5/26/2020

Supporting documents attached:

Ordinance

Exhibit A - Chapter 154 Signs

Exhibit B - Ch. 155 Site Development, Subchapter B, Section 155.1305 Signs Repeal

Sign Code Amendment Summary

Recommended Action

Approve the ordinance on second reading for amendments to Chapter 154: Signs and Chapter 155: Site Development, Subchapter B Central Business District relating to sign regulations.