



# City of Pflugerville

## Legislation Text

---

**File #:** 2020-8324, **Version:** 1

---

Discussion regarding sign code requirements.

Over the past ten years the sign code has been amended to accommodate a variety of sign needs in the community, from digital signage to changes in state law. The sign code amendments currently being proposed include holistic changes to the sign ordinance to in order to incorporate changes in case law as well as amendments that include improvements to signs in downtown.

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.

This item has been included on the agenda to allow for discussion. No action will be taken.

### **Projected City Council Action**

The proposed sign code ordinance is anticipated to be placed on the June 23, 2020 City Council agenda for action.

### **Supporting documents attached:**

Chapter 154: Signs - Draft  
Sign Code Amendment Summary  
2020 Scenic City - Sign Criteria

### **Recommended Action**

Discuss only. No action to be taken.