



BRECKENRIDGE CITY COMMISSION AGENDA SUMMARY FORM

Subject: Discussion and any action regarding approval of an Ordinance 2026-08 amending Chapter 19 "Signs", Article III "Sign Standards" of the Breckenridge Code of Ordinances.

Department: Administration

Staff Contact: Cynthia Northrop

Title: City Manager

BACKGROUND INFORMATION:

The current Sign Ordinance (Article III, Section 19-21) does not provide for temporary banners located over a street. This update provides the process of hanging temporary banners over city/TXDOT facilities (i.e., US Hwy. 180), allowing temporary banners to advertise activities or events by non-profit organizations and provides the process by which they would apply and the specifications of the banners. The intention is to provide priority for City sponsored events, City/Chamber events, and long-standing events, such as Frontier Days or the Rodeo event.

The City has coordinated with TXDOT and will submit the required temporary banner permit on behalf of the applicant since the City will also be required to provide traffic control during the installation.

FINANCIAL IMPACT:

City staff (administration, PD, PW) will be required. The fee does not 'cover' the entire cost of the service.

STAFF RECOMMENDATION:

Consider approval of Ordinance 2026-08 as presented.