

**Planning & Zoning Commission Meeting**

**DEPARTMENT:** Development Services


**FROM:** Tony D. McIlwain, Development Services Director

**MEETING:** April 28, 2026

**SUBJECT:**

Consider and take possible action to recommend approval of a monument sign associated with the Bear Ridge subdivision to be located within the median of South Wicker Hill Road. *(Staff Contact: Tony D. McIlwain, Development Services Director)*

**STRATEGIC PRIORITY AND GOAL(S):**

Strategic Priority	Strategic Goal
 <p><b>Dynamic &amp; Preferred City</b> Through Managed Growth</p>	<p>2.2 Promote sustainable residential and commercial development through strategic and long-term planning</p>

**SUMMARY:**

Eagle Mountain Enterprises LLC is requesting approval to erect a subdivision sign within the median of South Wicker Hill Road. The sign is a monument type that identifies the Bear Ridge community. It is ninety-six square feet (8'h x12'w) and is proposed near the entry to the neighborhood. The city's code defines monument sign as a freestanding sign integrated into landscaping or other solid structural features supported by masonry base (no poles or columns) on the ground.

The City's sign regulations are listed below:

**[§ 63-54 Monument sign.](#)**

**(a) Location.** Signs must be premises signs.

**(b) Area.**

(1) Maximum 300 square feet for single tenant sign constructed along IH 35, Chisholm Trail Parkway, SH 174 or FM 731.

(2) Maximum 400 square feet for multi-tenant sign constructed along IH 35, Chisholm Trail Parkway, SH 174 or FM 731.

**(3) Maximum 100 square feet for single tenant sign constructed along all other roadways.**

(4) Maximum 150 square feet for multi-tenant sign constructed along all other roadways.

(c) Height.

(1) Sign base shall be between two feet and four feet.

(2) Maximum 14 feet for multi-tenant sign constructed along IH 35, Chisholm Trail Parkway, SH 174 or FM 731. Sign height is measured from bottom of the sign base at grade to the top of the sign. Where the average grade of the lot on which a sign is placed is at or above the adjacent street grade, the sign shall be measured from the grade level adjacent to the sign. Where the average grade of the lot is below the adjacent street grade, the sign height shall be measured from the adjacent street grade.

(3) Maximum ten feet for single tenant sign constructed along IH 35, Chisholm Trail Parkway, SH 174 or FM 731. Sign height is measured from bottom of the sign base at grade to the top of the sign. Where the average grade of the lot on which a sign is placed is at or above the adjacent street grade, the sign shall be measured from the grade level adjacent to the sign. Where the average grade of the lot is below the adjacent street grade, the sign height shall be measured from the adjacent street grade.

(4) Maximum 12 feet for multi-tenant sign constructed along all other roadways. Where the average grade of the lot on which a sign is placed is at or above the adjacent street grade, the sign shall be measured from the grade level adjacent to the sign. Where the average grade of the lot is below the adjacent street grade, the sign height shall be measured from the adjacent street grade.

**(5) Maximum nine feet for single tenant sign constructed along all other roadways.** Where the average grade of the lot on which a sign is placed is at or above the adjacent street grade, the sign shall be measured from the grade level adjacent to the sign. Where the average grade of the lot is below the adjacent street grade, the sign height shall be measured from the adjacent street grade.

(d) Number of signs. One per street frontage, two maximum.

(e) A landscaping bed shall be required around the base of the monument sign and shall be equal in area to one-half the square footage of the sign area. The landscape bed shall be planted with seasonal material such as annuals or bulbs and will be maintained in a healthy and growing condition as is appropriate for the season of the year. Maintenance shall include mowing, watering, trimming, pruning, etc.

(f) Monument signs must be wrapped in masonry material to match or compliment building, exposed sign cabinets or poles are prohibited. The masonry material wrapping the advertising area shall not exceed 100 percent nor fall below 30 percent of the commercial advertising area.

The submitted monument sign plans meets the city's requirements.

**RECOMMENDATION:**

Staff recommends approval of the monument sign.

**PRIOR ACTION/INPUT (Council, Boards, Citizens):**

**REFERENCE:**

[DIVISION 4: OTHER SIGNS - City of Burleson, TX](#)

**FISCAL IMPACT:**

Proposed Expenditure/Revenue: n/a

Account Number(s): n/a

Fund: n/a

Account Description: n/a

Procurement Method: n/a

**STAFF CONTACT:**

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