

Category	Current Chapter 24 (Existing Ordinance)	Draft Sign Ordinance (Proposed)
Overall Structure	Organized into Articles (General, Regulatory, Prohibited, Special Highway 90, Definitions). Regulations often embedded in definitions.	Organized into 14 clear Sections (General Provisions → Definitions). Modern layout, easier to administer.
Purpose & Objectives	Brief purpose statements focused on safety, aesthetics, and 1st Amendment.	Expanded purpose with 7 objectives including aesthetics, communication efficiency, community character, and economic value.
Applicability	Applies to City + ETJ, but excludes extended ETJ areas.	Applies to all properties in City + ETJ with no exceptions.
Permit Requirements	Basic requirement to obtain a permit; minimal process detail.	Full permitting framework: timelines, appeals, completeness check, inspections, HLC review for CG & CH-C.
Historic Landmark Commission Role	Only referenced for freestanding signs in Historic District.	Required review for all CG and CH-C signs prior to issuance. Clear approval/denial procedures.
Enforcement & Penalties	Limited enforcement language; no detailed fines.	Strict liability, \$200/day fines, criminal + civil remedies, complaints process, impoundment authority, hazardous sign removal.
Nonconforming Signs	Can continue unless discontinued 90 days; >50% damaged must be removed.	Must be brought into full compliance upon damage >60%, land use change, or prior violations. Includes waiver/relief process via P&Z + Council.
Waivers/Exceptions	No formal variance/waiver process within sign code.	Full waiver process: applications, criteria, public hearing, P&Z recommendation, Council approval.
General Regulations	Illumination rules present but limited; height and area calculations less defined.	Detailed rules: NIT limits, spacing between signs, dimensional calculations, construction methods, obstruction limits.
Illumination Standards	Prohibits glare; must comply with TxDOT if required.	750 NIT nighttime max; automatic dimming; standards tied to NOAA sunset/sunrise; restrictions for signs near residential areas.
Dimensional Calculation Rules	Area/height rules exist but embedded inside definitions.	Entire section dedicated to how to calculate area, height, width, setbacks, and spacing.
Prohibited Signs	Lists balloons, beacons, billboards, flashing,	Expanded list: feather signs, outline LED lighting, handheld signs (with conditions),

Category	Current Chapter 24 (Existing Ordinance)	Draft Sign Ordinance (Proposed)
Off-Premise Signs / Highway 90 Special Area	moving, exterior neon, roof signs, posters, ribbons, spinners, etc. Large Article VI dedicated to special off- premise signage zones between Medina River and Alsace Ave; includes bulletin boards, community service signs, off-site event signs. Limited; changeable copy allowed on some signs;	vehicle signs, portable signs, off-premise signs (except city directional), animated signs, snipe signs. All off-premise signs prohibited, except city directional signs.
Electronic Message Signs (CEVMS)	electronic graphics prohibited in some commercial districts except churches/nonprofits.	Entire Section 10 with detailed standards: 6- second hold, max 12 sq ft, brightness limits, no white backgrounds, only with monument signs, 400-ft buffer from residential if visible.
Dark Skies / Nighttime Illumination	Contains limited guidance on illumination and glare. No measurable brightness standards.	Contains Dark-Sky-based illumination regulations, including NIT limits (750 max at night), automatic dimming, shielding requirements, and prohibitions on light spillover to residential districts. Improves night-sky protection and reduces light pollution.
Sign Types	Defined via prototype definitions, often mixing rules inside definitions.	Defined by category with a Zoning District Matrix showing where each sign type is permitted.
Zoning-Based Sign Allowances	Uses CH-East, CH-West, CH-Central, CG; complex location-based rules; special districts.	Uses clean zoning matrix; residential zones prohibit commercial signs except institutional uses; CH, CG, CF, IL, ETJ clearly delineated.
Exempt Signs	Very short list: flag, nameplate, window signs, real estate, temporary signs <3 sq ft.	More complete list of exempt temporary/noncommercial/government signs with clear dimensional and time-based rules.
Common Signage Plan	Not formally required (only limited references).	Entire Section 13 formalizing multi-tenant sign consistency and submittal requirements.
Definitions	Extremely long and include regulatory text inside definitions.	Simplified, modern definitions; regulatory details moved to appropriate sections.

Category	Current Chapter 24 (Existing Ordinance)	Draft Sign Ordinance (Proposed)
Residential District Signage	Monument signs allowed by SUP only; limited guidance.	Clear rules: institutional uses may have signs; subdivision identification allowed; based on CF district standards.
Temporary Signs	Defined in temporary sign section; mixed definitions and rules.	Fully reorganized with clearer exemptions and temporary allowances.
Flag Signs	Government flags allowed; business flags count toward sign area.	Flags regulated as a sign type with specific dimensional limits in zoning matrix.
Vehicle Signs	Not explicitly addressed.	Signs on inoperable or non-transport vehicles are prohibited.
Design Standards / Aesthetics	Limited references to building materials or design.	Conformance to building/electrical codes, clarity of placement, pedestrian safety, brightness control.
Administration	City Administrator duties not thoroughly described.	Full administrative hierarchy, timelines, appeals, inspection requirements, permit expiration, contractor registration.