

SIGN ORDINANCE — TABLE OF CONCORDANCE

Article group	Topic	Old section	Old rule	New section	New rule	Type of change	Policy Objective	Rationale/feedback source
26.01 — General provisions	Overall organization	26.01.004; Art. 26.02 generally	Existing ordinance relied on Appendix A as a summary chart and organized most substantive rules by district.	26.01.004; Arts. 26.02, 26.06–26.11	Final draft adds a chapter roadmap, reorganizes standards by property type, expands appendices, and creates a separate article for preserved/future master sign plans.	Global rewrite; reorganization	Impact on Businesses and Applicants	Intended to make the code easier to use and administer. This responds generally to usability concerns later emphasized by Council Member Ana Grace Husted and business commenters.
26.01 — General provisions	Purpose and findings	26.01.002	Focused on public safety, community aesthetics, economic vitality, business visibility, and free speech protections.	26.01.002	Adds readability, dark-sky protection, content-neutrality, and express noncommercial-speech protection.	Expansion; clarification	Legal; constitutional	Strengthens legislative basis for aesthetics, safety, and constitutional framing.
26.01 — General provisions	Geographic scope and hierarchy	26.01.003	Applied to all property in the city limits and ETJ; all signs had to comply with the chapter and other applicable codes.	26.01.003	Applies to all signs in the city limits; ETJ only to the extent authorized by Texas law; expressly states site-specific ordinances/master sign plans control where they modify a standard.	Clarification; hierarchy rule	Legal; constitutional	Makes ETJ application more cautious and clarifies interaction between the chapter and site-specific approvals.
26.01 — General provisions	Applicant roadmap	26.01.004	Directed users to Appendix A as the summary chart.	26.01.004	Adds a step-by-step guide: prohibited sign check, permit check, property category, general rules, special areas, and relief options.	New section	Procedure; administration	Usability improvement; consistent with Council Member Ana Grace Husted's request that users be able to answer basic sign questions more easily.

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26.01 — General provisions	General interpretation rules	No direct equivalent	No standalone content-neutral administration section.	26.01.005	Adds even-handed/content-neutral administration, narrow “read the sign only as needed” rule, general interpretive rules, and a functional rule that murals, public art, and decorative treatment are not signs unless they function primarily as advertising or site identification.	New section	Legal; constitutional	Added for First Amendment clarity and consistent administration.
26.01 — General provisions	Murals, public art, and decorative treatment	No direct equivalent	Existing ordinance did not clearly distinguish murals, public art, or decorative treatment of structures from regulated signage.	26.01.005(e)-(f); 26.01.006; 26.01.009(16)	Adds a functional test providing that a mural, public art installation, or decorative treatment of a structure, including a rainwater tank, cistern, water-storage feature, screening element, or similar feature, is not a sign unless it functions primarily as advertising or site identification; adds “Mural” and “Public art” definitions; and adds a confirming permit-exempt item for murals/public art/decorative treatment that are not signs.	New clarification; functional carveout	Legal; constitutional; implementation	Added to clarify treatment of non-sign art and decorative features while preserving regulation of commercialized displays and reducing ambiguity in administration.

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26.01 — General provisions	Definitions generally	26.01.005	Older, more conventional definitions; fewer modern/constitutional terms.	26.01.006	Rewritten in plainer language and expanded to include commercial/noncommercial messages, on-/off-premises signs, person-carried signs, accessory digital displays, and new definitions for “Mural” and “Public art.”	Rewrite; expansion	Legal; constitutional	Improves readability, constitutional framing, and classification of art/decorative features visible from outside.
26.01 — General provisions	Responsible party	26.01.005	Broader liability-oriented definition tied to business owner, property owner, sign owner, installer, and person retrieving from impound.	26.01.006	Narrowed to persons with ownership, control, authorization, installation, maintenance, or legal duty.	Narrowing; clarification	Implementation; usability	Prompted by citizen feedback from Chadwick Fox objecting to overbreadth.
26.01 — General provisions	Right-of-way	26.01.005	Broadly included public roads, sidewalks, waterways, and utility easements in which a governmental entity has an interest.	26.01.006	Ties the concept to publicly owned/controlled corridors and public areas the government has the legal right to regulate.	Narrowing; clarification	Implementation; usability	Prompted by citizen feedback from Chadwick Fox regarding overbreadth.
26.01 — General provisions	Abandoned sign cross-reference	26.01.005	Pointed to the wrong section.	26.01.006	Corrected to Section 26.04.006.	Drafting correction	Implementation; usability	Specifically identified by citizen feedback from Chadwick Fox.

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26.01 — General provisions	Person-carried signs	26.01.008(11); 26.01.009(b)(12)	Existing ordinance expressly allowed a noncommercial sign carried by a person, but separately prohibited body-worn commercial signs/ads.	26.01.006; 26.01.009(15); 26.01.011(24)	Adds “person-carried sign” definition; narrows portable-sign definition; adds permit-exempt allowance for limited person-carried signs; replaces body-worn commercial-ad prohibition with a location/obstruction-based rule.	Content-neutral rewrite; recast	Legal; constitutional	Prompted by Council Member Ana Grace Husted’s legal-review comments on message-based restrictions.
26.01 — General provisions	Flags and anti-circumvention	26.01.009(b)(23); 26.02.001(2)(A); 26.02.004(4)	Allowed noncommercial flags, but separately prohibited flags with a commercial message.	26.01.006; 26.02.001(d); 26.02.004(n)-(o)	Removes commercial-message trigger, rewrites flag definition to exclude feather banners/pennants/inflatable, and adds anti-avoidance rule.	Content-neutral rewrite; anti-circumvention	Legal; constitutional	Prompted by Council Member Ana Grace Husted’s legal-review comments and the policy concern that flags not become an end-run around sign regulation.
26.01 — General provisions	Administration and equivalency	26.01.006	Existing administrator could issue permits, interpret provisions, and grant variances.	26.01.007; 26.01.010	Expanded administrative authority and created written administrative equivalency for unlisted sign types.	Expansion; new tool	Implementation; usability	Administrative-equivalency idea was later requested by Council Member Ana Grace Husted to avoid rigid obsolescence.
26.01 — General provisions	General design and maintenance standards	26.01.012-.015	Lighting compliance, wind pressure, other-code compliance, and noncompliant-sign prohibitions were dispersed.	26.01.008	Consolidates universal safety, maintenance, egress, lighting, ROW, address, building-code, and historic-preservation rules.	Consolidation; expansion	Impact on Businesses and Applicants	Easier for applicants and staff to locate the universal rules.

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26.01 — General provisions	Permit-exempt signs	26.01.008	Permit-exempt signs were listed, but in a more compressed structure.	26.01.009	Reorganized permit-exempt categories and tied them expressly to safety, lighting, location, and maintenance rules; also confirms that a mural, public art installation, or decorative treatment that is not a sign under Section 26.01.005(e)-(f) does not require a separate sign permit.	Revision; reorganization	Procedure; administration	Improves usability and clarifies that non-sign art/decorative treatment is outside Chapter 26.
26.01 — General provisions	Prohibited signs generally	26.01.009	Prohibited portable signs, frequent-change electronic signs, off-premises commercial signs, feather banners, body-worn commercial ads, inflatables, pennants, commercial-message flags, etc.	26.01.011	Keeps a comprehensive list but updates several categories, adds equivalency carveout, rewrites electronic-sign restrictions, removes commercial-message flag ban, and recasts person-carried-sign rule.	Revision; modernization	Legal; constitutional	Reflects legal review, business feedback, and usability concerns.
26.01 — General provisions	Electronic signs and accessory digital displays	26.01.009(b)(3); 26.01.012(b); 26.02.004(1)(F)	Existing code broadly regulated electronic signs and menu screens; no separate accessory digital display category.	26.01.011(5)-(6); 26.01.017; 26.02.004(h)	Narrows prohibition to roadway-attention and distracting displays, adds measurable standards, and creates a carveout for on-site accessory digital displays.	Narrowing; new category; objective standards	Implementation; usability	Strongly prompted by Council Member Ana Grace Husted's later comments on not sweeping in drive-through menus, kiosks, fuel-price displays, and similar screens.

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26.01 — General provisions	Lighting rules and measurable standards	26.01.012	Indirect illumination, no glare, no variable color/intensity more than once an hour, no CEVMS visible from roadway.	26.01.012; 26.01.017	Restates general lighting rules and adds measurable standards, 3000K cap, calibrated-meter/footcandle methodology, and dimming requirements.	Rewrite; expansion	Implementation; usability	Prompted in part by Council Member Ana Grace Husted's request for measurement methodology.
26.01 — General provisions	Hill Country/design guidance	26.01.005 definition	Short Hill Country style definition only.	26.01.013; 26.10	Adds full design-preference section and appendix guide, while clarifying that preferences are not independent denial standards.	Expansion; clarification	Impact on Businesses and Applicants	Responds to citizen/business feedback from Becky Atkins and Chadwick Fox and later Husted comments on objective vs. subjective standards.
26.02 — Signs by property type	Residential signs	26.02.001	District-based residential rules with residential development signs, flags, noncommercial signs, address signs, and one additional temporary sign.	26.02.001	Reframed as residential property; same core categories, cleaner organization, revised flag treatment.	Reframing; clarification	Implementation; usability	Easier property-type application.
26.02 — Signs by property type	Multifamily signs	26.02.002	Multifamily monument signs, construction signs, one wall or hanging sign, and residential-style resident signs.	26.02.002	Preserves same categories in a cleaner property-type format.	Clarification; continuity	Implementation; usability	Readability improvement.

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26.02 — Signs by property type	Manufactured home signs	26.02.003	One monument or wall sign at each arterial entrance; residents could use residential sign allowances.	26.02.003	Same concept, clearer drafting.	Clarification; continuity	Implementation; usability	No major policy shift.
26.02 — Signs by property type	Commercial wall signs	26.02.004(1)(A)	One wall sign per business with limited second-sign situations; used both storefront area and width concepts plus 64 sq. ft. cap.	26.02.004(b)	Uses lesser-of frontage formula and allows one sign on each qualifying public-facing elevation.	Revision; objective formula; increased flexibility	Impact on Businesses and Applicants	Prompted by citizen feedback from Chadwick Fox and later expanded by Council Member Ana Grace Husted.
26.02 — Signs by property type	Commercial monument signs	26.02.004(1)(D)	One sign; 32 sq. ft.; 6 ft.; 8-ft setback; landscaping.	26.02.004(e)	Frontage-based proportional monument-sign area and height standards.	Revision; proportional expansion	Implementation; usability	Prompted by Council Member Ana Grace Husted's later comments on larger sites and roadway context.
26.02 — Signs by property type	Restaurant menu signs	26.02.004(1)(F)	32 sq. ft.; 8 ft.; internal illumination allowed; multiple menu signs by ordering lane.	26.02.004(g)	Keeps category with clearer on-premises/off-site-attention language.	Clarification; narrowing	Implementation; usability	Better alignment with the ordinance's overall structure.
26.01 — General provisions	Window signs and operational information	26.01.008(12); 26.02.004(2)(B)	Window-sign area limits plus separate 5-sq.-ft. business-related signs through windows.	26.02.004(j); 26.01.009(10)	Separates decorative/promotional window signs from operational information signs and states the latter do not count toward window-sign allowance up to 5 sq. ft.	Clarification; usability improvement	Impact on Businesses and Applicants	Helps applicants calculate compliance; aligns public-facing and operative rules.

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26.02 — Signs by property type	Banners	26.01.008(13); 26.02.004(2)(C); 26.02.007	Allowed nonresidential banners and small commercial banners; duration unclear.	26.02.007; 26.02.004(l)	Keeps overall structure but adds express 90-day continuous display limit.	Clarification; temporal limit	Implementation; usability	Prompted by Council Member Ana Grace Husted and also flagged by citizen Chadwick Fox.
26.02 — Signs by property type	Historic district signs	26.02.008	Historic district standards existed, but less fully developed and less applicant-facing.	26.02.008	Expanded section with preferred historic features, pedestrian-scale freestanding signs, and lawful reuse/refacing path for existing historic nonconforming pole signs.	Expansion; flexibility	Impact on Businesses and Applicants	Responds to business/community feedback on historic-district sign types and visibility.
26.02 — Signs by property type	Real estate signs	26.01.016-.017	Large and small real-estate signs in separate sections; individual-unit signs not legible from ROW.	26.02.009	Consolidates real-estate signs and allows individual-unit signs to be visible from ROW if limited to unit identification.	Reorganization; practical correction	Impact on Businesses and Applicants	Prompted by citizen feedback from Chadwick Fox.
26.02 — Signs by property type	Highway/gateway overlays and locator signs	No direct equivalent	No developed standalone corridor/gateway and locator-sign framework.	26.02.010	Creates corridor/gateway/historic-transition overlay standards and geographically challenged business locator sign process.	Major new section	Impact on Businesses and Applicants	Prompted by Small Business Alliance feedback from Becky Atkins and citizen feedback from Chadwick Fox on corridor visibility and context-sensitive rules.
26.02 — Signs by property type	Master sign plans	26.03.005 and related provisions	Master sign plans existed, but in a less developed procedural framework.	26.02.011; 26.03.011-.012 ; 26.11	Expanded standards, review deadlines, hierarchy rules, preserved-plan framework, and future codification template.	Expansion; procedural clarification; preservation	Procedure; administration	Needed to preserve site-specific approvals and make master-sign-plan administration more coherent.

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26.03 — Permits and relief	Permit required/relief hierarchy	26.03.001-.004	More conventional permit and variance structure.	26.03.001-.010	Adds explicit relief hierarchy, application tiers, deadline remedies, narrowed referral criteria, written findings, and longer appeal windows.	Expansion; procedural restructuring	Procedure; administration	Prompted by citizen feedback from Chadwick Fox and Council Member Ana Grace Husted.
26.04 — Existing/nonconforming signs	Existing/nonconforming signs	26.04.001-.002	Existing-sign maintenance and newly annexed signs existed, but less detailed overall treatment.	26.04.001-.009	Full article with maintenance, grandfathering, newly regulated areas, damaged signs, abandonment, incentives, redevelopment compliance plans, and Chapter 216 protections.	Major expansion; reorganization	Legal; constitutional	Strongly responsive to Council Member Ana Grace Husted and Becky Atkins on grandfathering and clarity.
26.05 — Enforcement	Enforcement article	26.05.001-.002	Violations/offense structure existed, but in a shorter format.	26.05.001-.005	Full violations, notice-and-correction, criminal, civil, and liability framework.	Expansion; reorganization	Procedure; administration	Gives clearer enforcement tools and procedures.
26.06–26.11 — Appendices/plans	Appendix A	Appendix A chart	Simpler chart keyed to existing ordinance structure.	26.06	Expanded quick-reference guide by property type and sign context.	Applicant-guidance expansion	Impact on Businesses and Applicants	Supports user-friendliness and easier lookup.
26.06–26.11 — Appendices/plans	Appendix B	No direct equivalent	No standalone applicant checklist appendix.	26.07	New applicant checklist, website/public-materials commitments, ETJ guidance, and public-facing examples.	New appendix	Impact on Businesses and Applicants	Prompted by Pam King, Becky Atkins, and Council Member Ana Grace Husted.

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26.06–26.11 — Appendices/plans	Appendix C	No direct equivalent	No standalone applicant-facing variance guide.	26.08	New variance-guidance appendix.	New appendix	Procedure; administration	Helps nonlawyers/applicants understand relief options.
26.06–26.11 — Appendices/plans	Appendix D	No direct equivalent	No standalone TxDOT/highway ROW guidance appendix.	26.09	New TxDOT/highway ROW coordination appendix.	New appendix	Implementation; usability	Clarifies separate state-highway constraints.
26.06–26.11 — Appendices/plans	Appendix E	No direct equivalent	No separately article-numbered corridor/historic design guide.	26.10	New corridor and historic district design guide.	New appendix	Implementation; usability	Supports implementation of design-related objectives.
26.06–26.11 — Appendices/plans	Preserved and future project-specific master sign plans	Existing appendices; historical approvals	Existing project-specific standards embedded in prior ordinance structure.	26.11	New preservation, hierarchy, numbering, public-access, and future-codification framework.	Major new article; recodification	Implementation; usability	Needed to preserve old approvals while moving to a rewritten citywide code.