



DRIPPING SPRINGS
Texas

SIGN ORDINANCE

Effective Date: [Insert Date]

Adopted by: Ordinance No. [Insert Ordinance Number]

Contents

CHAPTER 26. SIGNS	1
Article 26.01 General Provisions	1
Section 26.01.001. Title.....	1
Section 26.01.002. Purpose and findings	1
Section 26.01.003. Where this Chapter applies.....	2
Section 26.01.004. How to use this Chapter.....	2
Section 26.01.005. General interpretation rules.....	3
Section 26.01.006. Definitions	4
Section 26.01.007. Administration.....	10
Section 26.01.008. General design and maintenance standards.....	10
Section 26.01.009. Signs allowed without a separate sign permit.....	11
Section 26.01.010. Administrative equivalency for unlisted sign types.....	13
Section 26.01.011. Prohibited signs	13
Section 26.01.012. Lighting	15
Section 26.01.013. Hill Country and historic character design preference.....	16
Section 26.01.014. Responsibility of property owners, tenants, and lessors	17
Section 26.01.015. Substitution of noncommercial messages	17
Section 26.01.016. Corridor sign materials and construction.....	18
Section 26.01.017. Measurable sign lighting standards.....	19
Section 26.01.018. Severability and constitutional compliance.....	20
Article 26.02 Sign Standards by Property Type	21
Section 26.02.001. Residential property	21
Section 26.02.002. Multifamily residential property	23
Section 26.02.003. Manufactured home property.....	24
Section 26.02.004. Commercial property.....	25
Section 26.02.005. Industrial, light industrial, government, utility, institutional, public recreation, public park or preserve, and agricultural property	31
Section 26.02.006. Multi-unit nonresidential complexes.....	32
Section 26.02.007. Banners on nonresidential property.....	32

Section 26.02.008. Historic districts and historic character areas	33
Section 26.02.009. Real estate signs	36
Section 26.02.010. Highway corridor and gateway overlay signs.....	37
Section 26.02.011. Master sign plans.....	40
Article 26.03 Permits, Variances, Appeals, and Master Sign Plans	42
Section 26.03.001. When a sign permit is required.....	42
Section 26.03.002. Sign permit application requirements	43
Section 26.03.003. Permit review deadlines and decisions	45
Section 26.03.004. Permit fees, duration, inspections, and revocation	46
Section 26.03.005. Electrical and contractor qualifications.....	46
Section 26.03.006. Administrative variances	46
Section 26.03.007. City Council variances	49
Section 26.03.008. Variance application procedure.....	51
Section 26.03.009. Fee variances.....	52
Section 26.03.010. Appeals of permit decisions.....	52
Section 26.03.011. Master sign plan approval	52
Section 26.03.012. Variances from master sign plans.....	54
Article 26.04 Existing, Nonconforming, Abandoned, and Damaged Signs...	55
Section 26.04.001. Maintenance of existing signs	55
Section 26.04.002. Nonconforming signs.....	56
Section 26.04.003. Newly annexed or newly regulated signs	56
Section 26.04.004. Existing off-premises signs and billboards	57
Section 26.04.005. Damaged or destroyed nonconforming signs	57
Section 26.04.006. Abandoned or discontinued signs.....	58
Section 26.04.007. Incentives for compliance.....	58
Section 26.04.008. Redevelopment and sign compliance plans.....	58
Section 26.04.009. Sign and facade improvement incentives	60
Article 26.05 Enforcement, Violations, and Remedies	61
Section 26.05.001. Violations	61
Section 26.05.002. Notice and correction	61
Section 26.05.003. Criminal offenses	62
Section 26.05.004. Civil remedies.....	63

Section 26.05.005. Liability	64
Article 26.06 Appendix A. Quick Reference Sign Table.....	64
Section 26.06.001. How to use this Appendix.....	64
Section 26.06.002. Contents.....	65
Section 26.06.003. General signs and signs allowed across many property types	66
Section 26.06.004. Residential property	67
Section 26.06.005. Multifamily residential property	68
Section 26.06.006. Manufactured home property.....	69
Section 26.06.007. Commercial property.....	70
Section 26.06.008. Multi-unit, industrial, institutional, public, and agricultural property	74
Section 26.06.009. Historic district and corridor/overlay signs.....	75
Section 26.06.010. Real estate signs.....	78
Section 26.06.011. Recreation and specialty signs	79
Article 26.07 Appendix B. Applicant Checklist.....	80
Section 26.07.001. Tenant and business onboarding	80
Section 26.07.002. Examples of noncommercial messages	81
Section 26.07.003. ETJ properties.....	81
Section 26.07.004. Before ordering a sign	81
Section 26.07.005. Permit application checklist	82
Article 26.08 Appendix C. Variance Guidance for Applicants	83
Section 26.08.001. Which type of relief do I need?	83
Section 26.08.002. Administrative variance examples	84
Section 26.08.003. City Council variance examples.....	84
Section 26.08.004. Strong variance application indicators	85
Article 26.09 Appendix D. TxDOT and State Highway Right-of-Way Coordination	86
Article 26.10 Appendix E. Corridor and Historic District Design Guide.....	86
Section 26.10.001. Preferred sign types by area.....	87
Section 26.10.002. Preferred materials	87
Section 26.10.003. Lighting guidance	88

Section 26.10.004. Typography and design guidance	88
Article 26.11 Preserved and Future Project-Specific Master Sign Plans	89
Section 26.11.001. Purpose and effect.....	89
Section 26.11.002. Preservation of previously approved master sign plans.....	90
Section 26.11.003. Relationship to Chapter 26.....	90
Section 26.11.004. Administration, amendments, and enforcement.....	91
Section 26.11.005. Numbering system.....	93
Section 26.11.006. Official copies and public access	93
Section 26.11.100. Reserved.....	94
Section 26.11.101. Master Sign Plan for The Commons	94
Section 26.11.102. Master Sign Plan for Belterra Village	95
Section 26.11.103. Master Sign Plan for Sawyer Ranch Subdivision	95
Section 26.11.104. Master Sign Plan for Founders Ridge Subdivision	96
Section 26.11.105. Master Sign Plan for Blue Blazes Ranch	96
Section 26.11.106. Master Sign Plan for Headwaters Subdivision.....	97
Section 26.11.107. Master Sign Plan for Dripping Springs Medical Village	97
Section 26.11.108. Master Sign Plan for Big Sky Ranch Subdivision.....	98
Section 26.11.109. Master Sign Plan for Trailhead Market	98
Section 26.11.110. Master Sign Plan for Cannon Ranch Subdivision.....	99
Section 26.11.111. Reserved for additional preserved master sign plans.....	99
Section 26.11.200. Future master sign plans generally	99
Section 26.11.201. Form of future codification	100
Section 26.11.202. Reserved.....	101
Section 26.11.203. Reserved.....	101
Section 26.11.204. Reserved.....	101
Section 26.11.205. Reserved.....	101

CHAPTER 26. SIGNS

Article 26.01 General Provisions

Section 26.01.001. Title

This Chapter is the Sign Ordinance of the City.

Section 26.01.002. Purpose and findings

- (a) The City adopts this Chapter under Texas Local Government Code Chapter 216 and the City's other lawful authority to protect public health, safety, welfare, traffic safety, community character, and local economic vitality.
- (b) The City Council finds that signs are an important way for businesses, residents, property owners, public agencies, and other speakers to communicate. The City also finds that the size, height, location, lighting, construction, and design of signs can affect traffic safety, pedestrian safety, visual clutter, property values, neighborhood character, scenic views, dark skies, and the City's historic Hill Country character.
- (c) This Chapter is intended to:
 - (1) make sign rules easier to understand and administer;
 - (2) allow businesses and property owners reasonable and practical sign visibility;
 - (3) preserve the City's small-town, Hill Country, and historic character;
 - (4) reduce visual clutter and traffic distractions;
 - (5) protect dark skies and avoid light glare and trespass;
 - (6) provide clear permit, variance, appeal, and master sign plan procedures;
 - (7) regulate signs in a content-neutral manner to the greatest extent allowed by law; and
 - (8) preserve and not restrict constitutionally protected noncommercial speech.

DRAFT Sign Ordinance (2026.09.04)

General Provisions

Section 26.01.003: Where this Chapter applies

- (d) This Chapter regulates signs based on physical and locational characteristics, including sign type, size, height, lighting, movement, materials, placement, zoning district, land use, building frontage, safety impacts, and relationship to the property where the sign is located. The City does not intend to regulate speech because of agreement or disagreement with any viewpoint.
- (e) If any provision of this Chapter is ambiguous, the provision shall be interpreted to avoid unconstitutional content-based or viewpoint-based regulation and to preserve the City's lawful interests in traffic safety, aesthetics, historic preservation, dark-sky protection, and orderly land use.

Section 26.01.003. Where this Chapter applies

- (a) This Chapter applies to all signs within the City limits.
- (b) This Chapter applies within the City's extraterritorial jurisdiction to the extent authorized by Texas law, including Texas Local Government Code Chapter 216.
- (c) Every sign must also comply with applicable building, electrical, fire, zoning, subdivision, outdoor lighting, historic preservation, and right-of-way requirements.
- (d) If a valid master sign plan, including a preserved project-specific master sign plan under Article 26.11 [*Preserved and Future Project-Specific Master Sign Plans*], development agreement, planned development ordinance, historic district standard, or other site-specific ordinance expressly addresses or modifies a sign standard, sign type, sign location, sign dimension, sign material, sign lighting standard, sign approval, sign condition, or sign procedure for a specific property, that site-specific provision controls for the covered property unless state or federal law requires otherwise. If the site-specific approval does not expressly address or modify the issue, the generally applicable provisions of this Chapter control.

Section 26.01.004. How to use this Chapter

A person planning to install, replace, alter, or display a sign should use the following steps:

- (1) Check whether the sign is prohibited. See Section 26.01.011 [*Prohibited signs*].

- (2) **Check whether a permit is required.** See Article 26.03 [*Permits, Variances, Appeals, and Master Sign Plans*] and the sign tables in Appendix A.
- (3) **Find the property category.** Use Article 26.02 [*Sign Standards by Property Type*] for residential, multifamily, manufactured home, commercial, industrial, institutional, public, agricultural, and multi-unit properties.
- (4) **Check general rules.** Lighting, maintenance, safety, height, location, right-of-way, and construction rules apply even when no permit is required.
- (5) **Check special areas.** Historic districts, approved master sign plans, and preserved project-specific master sign plans under Article 26.11 may add to, modify, or replace generally applicable standards for the covered property.
- (6) **Ask early if relief is needed.** If a sign cannot meet the standards, the applicant should request an administrative variance, City Council variance, or master sign plan before ordering or installing the sign.

Section 26.01.005. General interpretation rules

- (a) This Chapter shall be administered in a practical, even-handed, and content-neutral manner.
- (b) A sign allowed for a commercial message may instead display a noncommercial message, without additional approval, if the sign otherwise complies with the physical, structural, lighting, location, and timing standards that apply to that sign.
- (c) The City shall not deny a sign permit, variance, appeal, or master sign plan because of the viewpoint expressed on a sign.
- (d) A sign is reviewed as a physical object and structure. The City may read a sign only to the extent necessary to determine objective facts such as whether the sign is on-premises or off-premises, whether it is government-required, whether it is a traffic-control device, whether it identifies address information, whether it is a safety warning, or whether a rule required by law applies.

- (e) 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 is designed, intended, or used primarily to communicate a commercial message, identify a business, tenant, premises, product, service, event, or activity, direct attention to a commercial activity, or otherwise function as advertising or site identification.
- (f) In determining whether a mural, public art installation, or decorative treatment is a sign, the City shall consider objective factors including the presence of text, logos, brand identifiers, pricing, menus, hours, directions, calls to action, repeated product or business promotion, or other features showing that the display functions primarily as advertising or identification rather than as art or decoration.
- (g) Headings are for convenience only and do not limit the text.
- (h) The word “shall” is mandatory. The word “may” is permissive.
- (i) The singular includes the plural, and the plural includes the singular, unless context requires otherwise.

Section 26.01.006. Definitions

For purposes of this Chapter:

Abandoned sign means a sign or sign structure that is no longer used for a lawful ongoing activity on the property and meets Section 26.04.006 [*Abandoned or discontinued signs*].

Accessory digital display means a digital screen or electronic display that is customarily incidental and subordinate to an on-site business or use, including a drive-through menu board, ordering kiosk, fuel-price display, point-of-sale display, product-dispensing display, or similar operational screen, and that is not primarily intended to attract attention from off the premises.

Applicant means the person or entity requesting a sign permit, variance, appeal, or master sign plan.

Awning sign means a sign placed on or integrated into an awning. An awning is a cloth, plastic, metal, or other nonstructural covering attached to a building and projecting over a window, door, sidewalk, or other area.

Banner means a temporary or flexible sign made of cloth, canvas, vinyl, plastic, or similar material.

Billboard means an off-premises sign designed for periodic changes in copy or display and used for commercial advertising of goods, services, activities, persons, or property not located on the premises where the sign is installed.

Building frontage means the width of the building wall, storefront, tenant space, or leasehold area facing a street, parking area, pedestrian way, or customer entrance, as applicable.

Changeable copy sign means a sign on which letters, numbers, symbols, panels, or other display elements are changed manually or electronically.

City means the City of Dripping Springs, Texas.

Commercial district means property zoned office, local retail, general retail, commercial services, or another district allowing commercial use; property in a planned development district allowing commercial use; or property in the ETJ appraised or used as commercial property.

Commercial message means speech that proposes a commercial transaction or relates primarily to the economic interests of the speaker and the audience.

Construction or development sign means a temporary sign located on property where approved construction or development is underway or planned.

Daily display sign means a portable A-frame, sandwich-board, easel, or similar sign that is displayed only during business hours and stored out of public view when the business is closed.

Dilapidated sign means a sign with missing, broken, illegible, faded, rotting, peeling, rusted, corroded, loose, unsafe, or non-code-compliant components.

Directional sign means an on-premises sign that helps people locate entrances, exits, parking, drive-through lanes, buildings, tenants, addresses, or similar site features.

Electronic sign means a sign with text, images, numbers, symbols, or display elements formed by electronic, LED, digital, video, flashing, intermittent, or moving lights. Mere indirect illumination of a static sign is not an electronic sign.

ETJ means the City's extraterritorial jurisdiction as authorized by Texas law.

Facade means the exterior face of a building, including parapet walls and wall planes facing the same general direction.

Feather banner means a tall, narrow, flexible sign attached to a pole or frame, commonly called a feather flag, sail flag, teardrop flag, or blade flag.

Flag means a fabric or flexible display attached to a pole or building by one edge and designed to move naturally by wind. A feather banner, pennant, streamer, inflatable display, and other fabric or flexible display designed primarily as an attention-getting device rather than a conventional flag is not a flag. A display is not exempt as a flag if it exceeds the number, size, height, lighting, setback, or location limits applicable to flags under this Chapter.

Freestanding sign means a sign supported by the ground and not attached to a building.

Government sign means a sign placed, authorized, required, or maintained by a federal, state, county, municipal, school district, water district, emergency services district, or other governmental entity acting in its governmental capacity.

Hanging sign means a sign suspended from the underside of a roof, canopy, porch, awning, arcade, or similar overhead structure.

Height means the vertical distance from the grade used for measurement to the highest point of the sign or sign structure. For monument signs, height is measured from natural grade at the sign location unless this Chapter allows a grade adjustment. If property next to a public right-of-way is lower than the right-of-way grade, the grade for measurement may be raised only to match the average right-of-way grade and not more than four feet, subject to all applicable grading and drainage rules. Additional height requires a variance.

Hill Country style means straightforward, simple design using native materials, small-scale forms, simple massing schemes, dominant sheltering roof forms, wide eave overhangs, generous porches or permanent pedestrian shade structures, and numerous window and doorway openings, in a manner compatible with the historic and scenic character of Dripping Springs. This term shall be interpreted consistently with Articles 24.03 and 28.05 of this Code, as amended.

Historic district means an area designated by City ordinance as a historic district or subject to City historic preservation standards.

Illumination, indirect means lighting where the light source is shielded, directed, or integrated so that the light source is not glaring or directly visible in a way that violates the outdoor lighting ordinance.

Inflatable sign means a sign or display supported or expanded by air or gas.

Logo means a graphic symbol, mark, emblem, or stylized design used to identify a person, business, organization, product, service, or place.

Marquee sign means a sign attached to or integrated into a marquee or projecting canopy structure.

Master sign plan means an approved comprehensive sign program for a property, project, development, multi-unit complex, planned development, development agreement, or other defined area.

Mobile food vendor sign means a sign attached to or displayed on a mobile food establishment or vehicle-mounted food establishment.

Monument sign means a freestanding sign permanently attached to the ground through a base or enclosed supports. Visible poles are not allowed below the sign face unless specifically approved.

Mural means a painting, mosaic, fresco, or similar work of visual art applied directly to a wall or other permanent surface.

Natural colors or earth tones means muted colors commonly found in natural materials and landscapes, including browns, tans, grays, greens, creams, whites, rusts, muted blues, and muted reds.

Noncommercial message means speech that is not a commercial message. Examples may include civic, charitable, religious, ideological, political, or public-issue messages. These examples are illustrative only and do not limit protected noncommercial speech.

Nonconforming sign means a sign that was lawful when installed but does not comply with current standards.

Off-premises sign means a sign that directs attention to a commercial activity, goods, services, business, person, event, or real property not located on the premises where the sign is installed. The City's on-premises/off-premises distinction is a location-based rule and is not intended to favor or disfavor any topic or viewpoint.

On-premises sign means a sign related to an activity, goods, services, business, occupant, event, address, use, or property located on the premises where the sign is installed.

Outdoor lighting ordinance means the City's outdoor lighting regulations, including Article 24.06, as amended.

Permit means written City approval authorizing a sign under this Chapter.

Person-carried sign means a sign worn, held, or carried by a person and not installed on or affixed to the ground, a building, or another structure.

Pole sign means a freestanding sign supported by visible poles, posts, stakes, uprights, or braces.

Portable sign means a sign, other than a person-carried sign, designed or used to be moved and not permanently attached to the ground or a building. Daily display signs and person-carried signs allowed by this Chapter are not prohibited portable signs.

Premises means a lot, tract, parcel, building site, tenant space, leasehold area, or other distinct property area under common control or occupancy.

Property owner means the owner of the property where the sign is located. A tenant or lessee may act as property owner for sign purposes if authorized in writing by the property owner.

Public art means a mural, sculpture, installation, mosaic, or other work of visual art displayed for aesthetic, commemorative, cultural, civic, or educational purposes and not primarily intended to advertise, identify, direct attention to, or promote a business, product, service, event, premises, or other commercial activity.

Responsible party means a property owner, tenant, sign owner, business owner, contractor, installer, or other person who owns, installs, maintains, controls, authorizes, or has a legal duty to maintain or remove a sign.

Right-of-way means the area on, above, or below a public street, road, highway, alley, sidewalk, trail, or other publicly owned or controlled corridor, and includes a public drainage area, public utility easement, or similar public area to the extent the governmental entity with jurisdiction has the legal right to regulate sign placement there.

Roof sign means a sign located on, above, or projecting from a roof or roofline.

Sign means any structure, display, device, object, light, painting, drawing, plaque, poster, panel, banner, flag, figure, billboard, or other thing that is designed, intended, or used to communicate from a location visible outside an enclosed building. A display wholly inside an enclosed building and not intended to be viewed from outside is not a sign.

Sign administrator means the City officer appointed by the City Council to administer this Chapter, and includes the officer's designee. If no officer is appointed, the City Administrator serves as sign administrator.

Sign face means the display surface of a sign.

Signable area means the total area of a sign face, including frame and mounting, measured by the smallest regular geometric shape or combination of shapes that encloses the sign display. For back-to-back freestanding signs, only one side is counted if the sides are parallel or angled no more than four feet apart at the widest point and display the same physical sign structure. Required landscaping does not count toward signable area.

Temporary sign means a sign constructed of temporary or flexible materials or displayed for a limited time.

Vehicle sign means a sign attached to or displayed on a vehicle.

Wall sign means a sign attached to, painted on, or mounted against a building wall, fence, or detached wall on the same premises, with the sign face generally parallel to the wall and projecting no more than nine inches unless otherwise allowed.

Window sign means a sign, graphic, decal, film, lettering, or other visual display affixed to, painted on, or applied directly to the interior or exterior surface of a window or glass door of a building and visible from the exterior. Window signs include vinyl graphics, frosted or opaque film, painted lettering, and perforated or mesh window films. Window signs do not include merchandise, product displays, interior furnishings, or interior signs that are only incidentally visible through glass.

Section 26.01.007. Administration

- (a) The sign administrator shall administer and enforce this Chapter.
- (b) The sign administrator may:
 - (1) receive and review sign permit applications;
 - (2) approve, approve with conditions, or deny permits as provided by this Chapter;
 - (3) determine whether an application is complete;
 - (4) interpret this Chapter in writing;
 - (5) approve administrative variances authorized by this Chapter;
 - (6) refer variance or master sign plan requests to the City Council;
 - (7) inspect signs for compliance; and
 - (8) issue notices of violation and take enforcement action.
- (c) The sign administrator shall apply this Chapter consistently and shall not consider the viewpoint of a proposed sign.

Section 26.01.008. General design and maintenance standards

Every sign, whether or not a permit is required, shall meet the following standards:

- (1) The sign shall be structurally safe and maintained in good repair.
- (2) The sign shall not create a traffic hazard, block sight distance, block a sidewalk or pedestrian route, interfere with emergency access, or obstruct a fire escape, exit, window, or door needed for egress.

DRAFT Sign Ordinance (2026.09.04)

General Provisions

Section 26.01.009: Signs allowed without a separate sign permit

- (3) The sign shall comply with the outdoor lighting ordinance.
- (4) The sign shall not produce glare or lighting that is directed outside the premises, except as allowed by the outdoor lighting ordinance.
- (5) The sign shall not imitate or obscure a traffic-control device or emergency signal.
- (6) The sign shall not be installed on public property, in the right-of-way, on a utility pole, on a traffic sign, or on public infrastructure unless specifically authorized by the City or other governmental entity with jurisdiction.
- (7) The sign shall be maintained so that the face, supports, lighting, and structural elements are not dilapidated.
- (8) If a sign includes an address, the address characters shall be at least six inches high unless another code requires a different size.
- (9) A sign requiring a permit shall comply with the International Building Code, electrical code, and other adopted technical codes.
- (10) A sign in or affecting a historic district shall also comply with applicable historic preservation standards.

Section 26.01.009. Signs allowed without a separate sign permit

The following signs are allowed without a separate sign permit if they comply with all applicable safety, lighting, location, and maintenance rules:

- (1) Government signs and traffic-control devices.
- (2) Signs required by federal, state, or local law.
- (3) Official notices posted by governmental officers or agencies.
- (4) Signs wholly inside an enclosed building and not intended to be viewed from outside.
- (5) Signs wholly inside a sports field or court and oriented inward, up to 32 square feet and six feet in height.

DRAFT Sign Ordinance (2026.09.04)

General Provisions

Section 26.01.009: Signs allowed without a separate sign permit

- (6) Vehicle signs on operable, licensed vehicles when the vehicle's primary purpose is transportation and the sign is attached to the vehicle, does not extend more than 18 inches from the vehicle body, does not obstruct driver visibility, and does not contain flashing or moving elements.
- (7) Mobile food vendor signs reviewed as part of any required mobile food vendor approval.
- (8) Vending machine signs that do not exceed the normal dimensions of the machine.
- (9) Memorial tablets or plaques attached to a building or cut into masonry, up to six square feet.
- (10) Small business information signs on or visible through doors or windows, such as hours, open/closed status, security system participation, accepted payment methods, trade memberships, or similar operational information, if the total area does not exceed five square feet.
- (11) Parking signs on nonresidential property adjacent to parking spaces, up to four square feet and six feet in height.
- (12) Signs expressly listed as permit-exempt in Article 26.02 [*Sign Standards by Property Type*] or Article 26.06 [*Appendix A. Quick Reference Sign Table*].
- (13) Changing a lawful commercial sign face to a noncommercial message, if there is no increase in size, height, lighting, structural support, or other regulated physical feature.
- (14) Routine maintenance and like-for-like replacement of compliant parts, bulbs, fasteners, or faces, if no regulated physical feature is increased or made less compliant.

- (15) A person-carried sign that is not installed on public property, is not displayed in or over a public right-of-way without authorization, is not displayed in a median, driveway throat, or traffic sight triangle, does not obstruct a sidewalk, accessible route, fire lane, required exit, or emergency access route, and does not include flashing, moving, or animated lights.
- (16) A mural, public art installation, or decorative treatment that is not a sign under Section 26.01.005(e) and (f).

Section 26.01.010. Administrative equivalency for unlisted sign types

- (a) The sign administrator may approve in writing an unlisted sign type without a variance when the administrator finds that the proposed sign's size, location, physical characteristics, lighting, and impacts are substantially similar to an allowed sign type, the proposed sign is consistent with the purposes of this Chapter, and the proposed sign otherwise complies with this Chapter and other applicable law.
- (b) This section does not authorize the sign administrator to waive a mandatory dimensional limit, allow a prohibited sign type, or approve a sign that requires City Council approval, a variance, or a master sign plan under this Chapter.

Section 26.01.011. Prohibited signs

The following signs are prohibited unless specifically authorized by this Chapter, another City ordinance, a valid master sign plan, or state or federal law:

- (1) Signs installed without a required permit.
- (2) Signs not expressly allowed by this Chapter, except for a sign approved through a written administrative equivalency determination under Section 26.01.010 [*Administrative equivalency for unlisted sign types*].
- (3) Signs in or over a public right-of-way, except government signs, traffic-control devices, authorized right-of-way signs, or signs attached to a lawfully located building and projecting no more than 18 inches.
- (4) Portable signs, except daily display signs allowed by this Chapter.

- (5) Electronic signs or changeable electronic signs primarily intended to attract attention from a roadway, except where specifically approved by variance, master sign plan, or another specific provision of this Chapter. Accessory digital displays allowed elsewhere in this Chapter are not prohibited solely because some portion of the display is visible from a public right-of-way.
- (6) Electronic signs that flash, scroll, display full-motion video, simulate movement, or change at a rate that creates a traffic-safety hazard, except where specifically approved by variance, master sign plan, or another specific provision of this Chapter.
- (7) Signs with blinking, flashing, rotating, fluctuating, moving, or animated lights or parts.
- (8) Searchlights and glare-producing reflective surfaces.
- (9) Off-premises commercial signs, including new billboards, except lawful nonconforming signs addressed in Article 26.04 [*Existing, Nonconforming, Abandoned, and Damaged Signs*].
- (10) Signs that resemble, obstruct, or interfere with traffic-control devices or emergency signals.
- (11) Signs, other than lawful flagpoles, taller than 15 feet unless specifically allowed by this Chapter, a master sign plan, or variance.
- (12) Signs attached to utility poles, wires, traffic signs, public trees, public infrastructure, or government-owned property without written permission from the governmental entity with authority.
- (13) Signs that obstruct fire escapes, required exits, windows, or doors.
- (14) Boxes, tires, products, or goods stored or arranged so that large product identification functions as an outdoor sign.
- (15) Feather banners.
- (16) Inflatable signs, balloon signs, and similar air-supported signs.
- (17) Banners on residential property.

DRAFT Sign Ordinance (2026.09.04)

General Provisions

Section 26.01.012: Lighting

- (18) Pennants.
- (19) Pole signs, except where specifically allowed.
- (20) Roof signs, except where approved by variance, master sign plan, or another specific provision.
- (21) Marquee signs, except where approved by variance, master sign plan, or another specific provision.
- (22) Changeable copy signs, except where specifically allowed.
- (23) Signs attached to trees, bushes, planters, benches, trash receptacles, or pedestrian elements, except required safety, use, or service-identification information customarily placed on the object.
- (24) Portable or person-carried signs displayed in or over a public right-of-way, in a median, within a driveway throat, within a traffic sight triangle, or so as to obstruct a sidewalk, accessible route, fire lane, required exit, or emergency access route.

Section 26.01.012. Lighting

- (a) All sign lighting shall comply with the outdoor lighting ordinance.
- (b) Sign lighting shall be indirect, meaning the light source or luminous elements shall be shielded, diffused, reversed, recessed, or otherwise arranged to minimize glare, light trespass, and uplighting, and to direct light to the sign face and premises rather than into the sky, a roadway, or adjacent property, unless the outdoor lighting ordinance allows otherwise.
- (c) Sign lighting shall not blink, flash, move, change intensity, change color, or create the appearance of emergency lighting. A static change in color or intensity no more than once per hour is allowed if otherwise compliant.
- (d) Changeable electronic variable message signs visible from a roadway are prohibited unless approved under this Chapter.
- (e) The City may require reduced brightness, shielding, timers, earlier shutoff, or other conditions to protect traffic safety, adjacent property, residential areas, dark skies, or historic character.

Section 26.01.013. Hill Country and historic character design preference

- (a) The City strongly prefers signs that are compatible with Dripping Springs' historic, small-town, and Hill Country character.
- (b) Preferred sign design includes:
 - (1) native or locally customary stone, wood, metal, masonry, stucco, or similar durable materials;
 - (2) muted, natural, or earth-tone colors consistent with the surrounding Hill Country environment;
 - (3) human-scale design with simple forms, simple massing, and sheltering roof or porch elements compatible with Hill Country style;
 - (4) simple sign shapes, restrained lettering, and a clear hierarchy of design elements;
 - (5) externally shielded, halo, reverse-channel or other low-glare lighting integrated with the sign and building design;
 - (6) landscaping around monument signs that complements the sign base and the surrounding site;
 - (7) signs integrated with the building's architecture, roof forms, porch elements, and pedestrian-oriented design features; and
 - (8) designs compatible with nearby historic, scenic, or character-defining buildings and with the Hill Country architectural environment.
- (c) The City discourages:
 - (1) bright, fluorescent, highly reflective, or high-saturation dominant colors;
 - (2) plastic cabinet signs inconsistent with surrounding architecture;
 - (3) excessive sign clutter;
 - (4) oversized signs out of scale with the building or site;

- (5) internally bright lighting visible from roadways or residential areas;
and
- (6) sign designs that visually conflict with historic district standards.
- (d) This Section states design preferences and review criteria. Preferred or discouraged design guidance in this Section and Article 26.10 [*Appendix E. Corridor and Historic District Design Guide*] does not create an independent basis for approval or denial unless a mandatory standard in this Chapter, an adopted overlay ordinance, or an applicable master sign plan expressly provides otherwise.
- (e) This Section shall not be applied to approve or deny a sign based on viewpoint or message content.
- (f) No permit, variance, or approval shall be denied solely because a proposed sign does not use a preferred color, typography, or architectural style unless a mandatory standard expressly so provides.

Section 26.01.014. Responsibility of property owners, tenants, and lessors

- (a) A sign may be installed only with permission of the property owner or a tenant or lessee authorized by the property owner.
- (b) A tenant with exclusive possession of a leasehold area may apply for signs serving that leasehold area if the tenant has written authorization from the property owner when required by the City.
- (c) For purposes of this Chapter, each responsible party as defined in Section 26.01.006 [*Definitions*] is liable for compliance and subject to enforcement.

Section 26.01.015. Substitution of noncommercial messages

Any sign allowed under this Chapter may display a noncommercial message instead of a commercial message, without additional approval, if the sign complies with the same physical, location, lighting, duration, structural, and permitting standards that would apply to the sign. Examples of noncommercial messages may include civic, charitable, religious, ideological, political, or public-issue messages. These examples are illustrative only and do not limit protected noncommercial speech.

Section 26.01.016. Corridor sign materials and construction

- (a) In a historic district, historic transition zone, highway corridor overlay, gateway corridor, or other area designated by ordinance for enhanced design review, signs shall use durable materials compatible with the City's Hill Country and historic character.
- (b) Preferred primary materials include native limestone, stone, masonry, brick, stucco, solid wood, matte metal, architectural-grade fiber cement, and other durable materials compatible with the building, surrounding area, and Hill Country style. The sign administrator may approve other durable and compatible materials when consistent with the applicable historic, corridor, gateway, or site-specific standards.
- (c) In the areas listed in Subsection (a), the sign administrator may deny or condition approval of a sign if the dominant visible sign cabinet, surround, base, or structural envelope uses highly reflective metal, glossy plastic, vinyl, exposed foam, unfinished materials, or other materials incompatible with the surrounding historic or Hill Country character.
- (d) Monument signs in the areas listed in Subsection (a) shall have an enclosed base or surround. Exposed poles or posts below the sign face are not allowed unless approved through a variance or master sign plan.
- (e) A monument sign base or surround should include masonry, stone, stucco, wood, or other materials that match or complement the principal building on the premises.
- (f) For a monument sign, the landscaped area at the base shall be at least 24 square feet, unless a greater landscaped area is required by an applicable site-specific master sign plan, development agreement, planned development ordinance, or condition of variance approval.
- (g) Freestanding signs shall display the physical street address of the premises unless the sign administrator determines that the address is already clearly visible from the public right-of-way. Address characters used solely for addressing and emergency wayfinding do not count toward signable area if they do not exceed six square feet and do not function as a commercial logo, trade name, or brand display.

- (h) A sign mounted on a historic building shall be installed in a manner that avoids unnecessary damage to historic materials. When feasible, attachments to historic masonry shall be placed in mortar joints rather than masonry units, shall use corrosion-resistant anchors, and shall be reversible without substantial damage.
- (i) Freestanding signs and structurally altered signs shall maintain clearances from utility lines and utility facilities required by the electrical code, the utility provider, and any applicable easement or franchise requirement. The City may require written utility-provider confirmation before issuing a permit if a proposed sign is near overhead or underground utilities.
- (j) Freestanding signs requiring a permit shall be designed to satisfy the wind-load and structural requirements of the International Building Code as adopted by the City. The building official may require sealed structural drawings or calculations for larger signs, signs near public rights-of-way, signs with unusual structural conditions, or signs in exposed wind conditions.

Section 26.01.017. Measurable sign lighting standards

- (a) This Section supplements the outdoor lighting ordinance. If the outdoor lighting ordinance is more restrictive, the outdoor lighting ordinance controls.
- (b) Sign lighting shall be warm, shielded, and dark-sky compatible. Unless otherwise approved by variance, master sign plan, or historic district approval, sign lighting shall not exceed 3,000 Kelvin correlated color temperature.
- (c) External sign lighting shall be fully shielded, directed only toward the sign face, and aimed downward when feasible. Lighting shall not shine into the eyes of drivers, pedestrians, neighboring properties, or residential areas.
- (d) Internally illuminated signs and cabinet signs are discouraged in historic districts, historic transition zones, and highway corridor overlays unless the illumination is limited to halo lighting, push-through lettering, individual channel letters, or another low-glare design approved by the sign administrator.

DRAFT Sign Ordinance (2026.09.04)

General Provisions

Section 26.01.018: Severability and constitutional compliance

- (e) Any electronic sign, LED sign, or changeable electronic sign approved by variance, master sign plan, or other specific authorization shall:
 - (1) remain static between changes;
 - (2) include automatic dimming that adjusts to ambient light;
 - (3) include a manual dimming override;
 - (4) not use flashing, animation, video, scrolling, fading, dissolving, or simulated movement;
 - (5) not exceed 0.3 footcandles above ambient light when measured perpendicular to the sign face with a calibrated light meter at the measurement distance specified in the approved permit or City policy, after allowing the display to stabilize at its normal nighttime setting; and
 - (6) not exceed 0.2 footcandles above ambient light at a residential property line, measured with a calibrated light meter at a point selected to reflect the nearest affected residential property, unless the sign administrator approves a different measurement point that better reflects the actual lighting impact;
 - (7) comply with any nighttime brightness limit, shutoff time, or shielding condition imposed by the City; and
 - (8) not resemble or interfere with a traffic-control device or emergency signal.
- (f) The City may require the applicant to provide manufacturer specifications, photometric plans, field brightness measurements, or post-installation certification to verify compliance.

Section 26.01.018. Severability and constitutional compliance

- (a) If any part of this Chapter is held invalid, the remaining parts remain in effect.

- (b) If a court determines that a provision unlawfully regulates speech, the provision shall be severed or narrowed to the minimum extent necessary, and the City shall continue to enforce all lawful time, place, manner, size, height, lighting, location, construction, safety, and design standards.

Article 26.02 Sign Standards by Property Type

Section 26.02.001. Residential property

- (a) This Section applies to single-family residential districts, residential planned developments, residential uses in the ETJ, and individual residential lots.
- (b) **Residential development entrance signs.** A residential subdivision or neighborhood may have one monument identification sign at each entrance from an arterial street with a permit if the sign:
 - (1) does not exceed 24 square feet in signable area;
 - (2) does not exceed six feet in height;
 - (3) is set back at least eight feet from the right-of-way;
 - (4) is indirectly illuminated only as allowed by the outdoor lighting ordinance;
 - (5) includes address lettering at least six inches high if an address is displayed; and
 - (6) includes at least 24 square feet of maintained landscaping at the base.
- (c) **Residential construction or development signs.** A residential development released for construction may have one construction or development sign at each subdivision entrance with a permit if the sign:
 - (1) does not exceed 48 square feet;
 - (2) does not exceed eight feet in height;
 - (3) is removed when the development is completed or when active construction has ceased for more than 12 months;
 - (4) is maintained in good condition; and

- (5) is included in a master sign plan when multiple model-home, wayfinding, or selling-point signs are proposed.
- (d) **Flags on residential lots.** A residential lot may display without a permit:
 - (1) up to two flags;
 - (2) one flagpole per premises;
 - (3) a primary flag up to five feet by eight feet;
 - (4) a second lower flag up to 25 square feet; and
 - (5) a flagpole up to 25 feet high or no higher than the principal building roof, whichever is lower.
- (e) **Other permit-exempt residential signs.** A residential lot may display without a permit:
 - (1) one window sign up to 8.5 inches by 11 inches;
 - (2) one noncommercial sign up to four square feet;
 - (3) one additional temporary sign up to nine square feet;
 - (4) one home occupation wall sign up to four square feet, not illuminated, attached flat to the building or porch, and projecting no more than six inches; and
 - (5) required address numbers or signs.
- (f) **Residential placement rules.** Residential signs shall not be placed:
 - (1) without property owner consent;
 - (2) in the street or utility right-of-way;
 - (3) in a public easement unless authorized; or
 - (4) where the sign creates a traffic, pedestrian, drainage, or safety hazard.
- (g) **Residential height rules.** Unless a different rule applies:

DRAFT Sign Ordinance (2026.09.04)

Sign Standards by Property Type

Section 26.02.002: Multifamily residential property

- (1) ground-mounted residential signs may not exceed four feet in height; and
- (2) building-mounted residential signs shall be flush-mounted and may not extend above the roofline.
- (h) **Residential lighting and movement.** Unless specifically allowed, residential signs shall not be illuminated, electronic, digital, animated, or moving.

Section 26.02.002. Multifamily residential property

- (a) This Section applies to multifamily residential districts and multifamily residential uses.
- (b) **Multifamily monument signs.** A multifamily complex may have one monument identification sign at each complex entrance with a permit if the sign:
 - (1) does not exceed 24 square feet;
 - (2) does not exceed six feet in height;
 - (3) is set back at least eight feet from the right-of-way;
 - (4) is indirectly illuminated only as allowed by the outdoor lighting ordinance;
 - (5) includes address lettering at least six inches high if an address is displayed; and
 - (6) includes at least 24 square feet of maintained landscaping at the base.
- (c) **Multifamily construction or development signs.** A multifamily project released for construction may have one construction or development sign at each project entrance with a permit if the sign:
 - (1) does not exceed 48 square feet;
 - (2) does not exceed eight feet in height;
 - (3) is removed when the project is completed or active construction has ceased for more than 12 months;

- (4) receives annual permit renewal if displayed longer than 12 months; and
 - (5) is maintained in good condition.
- (d) **Office or complex identification signs.** A multifamily complex may have either:
 - (1) one wall sign near the office entrance up to 15 square feet; or
 - (2) one hanging sign up to eight square feet.
- (e) **Individual unit signs.** Individual residents may display signs allowed on residential lots if the signs are within the resident's leased or owned area and are allowed by the property owner when required.

Section 26.02.003. Manufactured home property

- (a) This Section applies to manufactured home districts and manufactured home parks.
- (b) A manufactured home park may have one monument or wall identification sign at each entrance from an arterial street with a permit if the sign:
 - (1) does not exceed 24 square feet;
 - (2) does not exceed six feet in height;
 - (3) is set back at least eight feet from the right-of-way;
 - (4) is indirectly illuminated only as allowed by the outdoor lighting ordinance;
 - (5) includes address lettering at least six inches high if an address is displayed;
 - (6) includes at least 24 square feet of maintained landscaping at the base; and
 - (7) complies with any additional setback required by the sign administrator or building official to address a specific safety concern.

- (c) Individual residents may display signs allowed on residential lots if the signs are within the resident's leased or owned area and are allowed by the property owner when required.

Section 26.02.004. Commercial property

- (a) This Section applies to commercial districts, commercial uses, and commercial property in the ETJ.
- (b) **Wall signs.** Each business may have wall signs with a permit subject to the following standards:
 - (1) the total wall-sign area for a business on any one building elevation may not exceed the lesser of 64 square feet or one square foot of wall-sign area for each linear foot of tenant frontage on that elevation;
 - (2) a business may have one wall sign on each public-facing building elevation with a customer entrance or other legitimate public-facing facade, provided the cumulative wall-sign area on any one elevation does not exceed the limit in paragraph (1);
 - (3) no individual wall sign may exceed 75 percent of the linear width of the tenant frontage on the elevation where the sign is installed;
 - (4) a wall sign may not extend above the roof or more than four feet beyond the wall to which it is attached;
 - (5) a wall sign may not exceed the maximum building height for the zoning district;
 - (6) a wall sign may not extend over public property except over an adjacent sidewalk where allowed by law; and
 - (7) address lettering shall be at least six inches high if an address is displayed.
- (c) **Hanging signs.** Each business may have one hanging sign with a permit. A business may have two hanging signs if the property is a corner lot or has two public entrances on different building sides. A hanging sign shall:
 - (1) not exceed eight square feet;

- (2) not exceed 75 percent of storefront width;
 - (3) provide at least seven feet of clearance above grade; and
 - (4) include address lettering at least six inches high if an address is displayed.
- (d) **Commercial construction or development signs.** A commercial property under construction may have one construction or development sign at each development entrance with a permit if the sign:
 - (1) does not exceed 64 square feet;
 - (2) does not exceed eight feet in height;
 - (3) is removed when 80 percent of the development is constructed or when active construction has ceased for more than 12 months;
 - (4) receives annual permit renewal if displayed longer than 12 months; and
 - (5) is maintained in good condition.
- (e) **Individual business monument signs.** A single-business commercial property may have monument signs with a permit subject to the following standards:
 - (1) the maximum signable area shall be 32 square feet on a lot with less than 150 feet of street frontage and 48 square feet on a lot with 150 feet or more of street frontage;
 - (2) the maximum height shall be six feet, except that a lot with 150 feet or more of street frontage may have a monument sign up to eight feet in height if the sign otherwise complies with this Section;
 - (3) the sign shall be set back at least eight feet from the right-of-way unless a different setback is approved under this Chapter;
 - (4) the sign shall comply with the outdoor lighting ordinance;
 - (5) the sign shall include at least 24 square feet of maintained landscaping at the base unless a greater landscaped area is required elsewhere in this Chapter or by another applicable approval; and

DRAFT Sign Ordinance (2026.09.04)

Sign Standards by Property Type

Section 26.02.004: Commercial property

- (6) address lettering shall be at least six inches high if an address is displayed.
- (f) **Awning signs.** An awning sign may be approved as part of the wall sign allowance. One-third of the awning sign area counts toward the wall sign area limit. One awning sign is allowed per business, or two if the property is a corner lot.
- (g) **Restaurant menu signs.** A restaurant may have menu signs with a permit if the signs:
 - (1) are located on the premises;
 - (2) are used in connection with a drive-through, drive-in, walk-up, or ordering area;
 - (3) do not exceed 32 square feet each;
 - (4) do not exceed eight feet in height;
 - (5) are not designed to attract attention from persons not on the premises;
 - (6) are internally illuminated only as allowed by the outdoor lighting ordinance; and
 - (7) do not change images more than once per hour if visible from a public right-of-way.
- (h) **Accessory digital displays.** An accessory digital display may be used without a variance when it is customarily incidental and subordinate to an on-site business or use, is located on the premises, is used for on-site ordering, sales, dispensing, pricing, customer service, or similar operational purposes, is not primarily intended to attract roadway traffic, complies with Section 26.01.017 [*Measurable sign lighting standards*], and does not flash, scroll, display full-motion video, or simulate movement when visible from the public right-of-way unless otherwise specifically approved.
- (i) **New business temporary signs.** A new business may display one temporary sign before opening and one temporary sign after opening if:
 - (1) each display period does not exceed 60 days;

- (2) the sign does not exceed 32 square feet;
- (3) the sign does not exceed six feet in height;
- (4) the sign is located on the business premises;
- (5) the sign does not obstruct visibility, access, sidewalks, or parking circulation;
- (6) the sign is not illuminated;
- (7) the sign type is otherwise allowed by this Chapter; and
- (8) the application identifies the expected opening date or certificate of occupancy date.

(j) Window signs.

- (1) A business may display window signs without a permit if total promotional or decorative window sign area does not exceed:
 - (A) 24 square feet per business;
 - (B) 48 square feet for a business at an intersection with windows on different roadway-facing sides; or
 - (C) 48 square feet for a single-unit property with a drive-through.
- (2) Operational information signs on or visible through doors or windows do not count against the 24-square-foot or 48-square-foot window sign allowance if the total cumulative area of the operational information signs does not exceed five square feet. Operational information signs include customer-facing information customarily posted near entrances or windows, such as business name, unit number, hours of operation, open/closed status, contact information, accepted payment methods, security notices, trade association participation, no-solicitation notices, or similar operational information.
- (3) Window signs shall not cover windows in a way that creates a public safety concern by preventing reasonable visibility into the premises for law enforcement, fire, emergency, or life-safety purposes.

- (k) **Equipment signs.** Words, symbols, or markings may appear on equipment customarily used in the business, such as gasoline pumps, vending machines, ice machines, or similar devices, if the marking relates to goods or services dispensed by the equipment and projects no more than one inch from the equipment surface.
- (l) **Small commercial banners.** One small commercial banner up to 24 square feet may be displayed per business without a permit if it is kept in good condition and securely attached to a building, wall, or fence. This banner may be displayed in addition to the banner allowed by Section 26.02.007 [*Banners on nonresidential property*].
- (m) **Noncommercial signs.** Each commercial lot may have one noncommercial sign without a permit if the sign:
 - (1) does not exceed 36 square feet;
 - (2) does not exceed six feet in height;
 - (3) is not illuminated;
 - (4) has no moving elements;
 - (5) is located on private property with owner consent; and
 - (6) is not in, on, or over a street or right-of-way.
- (n) **Flags.** Each commercial lot may have up to four flags on up to two flagpoles without a permit if:
 - (1) each flag does not exceed 40 square feet;
 - (2) each flagpole does not exceed 25 feet in height or the nearest principal building roof height, whichever is lower;
 - (3) each flagpole meets the required building setback or ten feet, whichever is more restrictive; and
 - (4) no flagpole displays more than two flags.

- (o) **Anti-avoidance rule for flags.** A flag allowed under this subsection may not be used to avoid the standards applicable to another sign type. A fabric or flexible display that does not qualify as a flag under Section 26.01.006 *[Definitions]*, or that exceeds the standards applicable to flags under this Chapter, shall be regulated as the applicable sign type or prohibited display.
- (p) **Daily display signs.** One daily display sign per business is allowed without a permit if:
 - (1) it is placed on private property or in a location approved by the City;
 - (2) it does not exceed six square feet in signable area;
 - (3) it does not exceed three feet in height;
 - (4) it maintains a minimum clear pedestrian and accessible route of five feet, unless a different width is required by applicable accessibility law; and
 - (5) it is stored out of public view when the business is closed.
- (q) **Directional signs.** A commercial property may display up to four on-premises directional signs without a permit if each sign:
 - (1) provides only directional, access, circulation, entrance, exit, parking, building, tenant, or wayfinding information for the premises;
 - (2) does not exceed four square feet in signable area;
 - (3) does not exceed four feet in height;
 - (4) is located on the premises served by the sign;
 - (5) does not obstruct sight distance, a sidewalk, a pedestrian route, a driveway, a parking aisle, a fire lane, emergency access, a required exit, a utility easement, a drainage easement, or a public right-of-way;
 - (6) is not used as a substitute for an off-premises sign, billboard, or general advertising sign; and
 - (7) complies with all other applicable lighting, maintenance, and safety standards of this Chapter.

DRAFT Sign Ordinance (2026.09.04)

Sign Standards by Property Type

Section 26.02.005: Industrial, light industrial, government, utility, institutional, public recreation, public park or preserve, and agricultural property

- (r) **On-premises requirement.** Commercial signs allowed under this Section shall relate to the premises where the sign is located, except that a lawful noncommercial message may be substituted under Section 26.01.015 *[Substitution of noncommercial messages]*.

Section 26.02.005. Industrial, light industrial, government, utility, institutional, public recreation, public park or preserve, and agricultural property

- (a) This Section applies to industrial, light industrial, government, utility, institutional, public recreation, public park or preserve, and agricultural districts and similar uses in the ETJ.
- (b) **Wall signs.** Wall signs may be installed with a permit if:
 - (1) total wall sign area on the lot does not exceed 64 square feet;
 - (2) the sign is at least eight feet from the right-of-way;
 - (3) the sign projects no more than two feet from the wall;
 - (4) the sign extends no more than three feet above the wall; and
 - (5) address lettering is at least six inches high if an address is displayed.
- (c) **Monument identification signs.** One monument identification sign per lot may be installed with a permit if:
 - (1) the sign does not exceed 48 square feet;
 - (2) the sign does not exceed eight feet in height;
 - (3) the sign is set back at least eight feet from the right-of-way; and
 - (4) the sign complies with any additional setback required by the sign administrator or building official to address a specific safety concern.
- (d) Equipment signs, noncommercial signs, flags, daily display signs, and small commercial banners are allowed on the same terms that apply to commercial property unless a more specific standard applies.

DRAFT Sign Ordinance (2026.09.04)

Sign Standards by Property Type

Section 26.02.006: Multi-unit nonresidential complexes

- (e) The sign administrator may allow temporary noncommercial signs on City property under a City-approved policy. No sign may be placed in the right-of-way or on City property without City permission.

Section 26.02.006. Multi-unit nonresidential complexes

- (a) This Section applies to shopping centers, office centers, mixed-use centers, business parks, and other nonresidential multi-unit complexes.
- (b) In addition to signs otherwise allowed for the zoning district, a multi-unit complex may have one monument or wall tenant directory sign per complex with a permit if:
 - (1) the sign does not exceed 48 square feet;
 - (2) the sign does not exceed six feet in height if freestanding;
 - (3) the sign includes the complex name and street address, with address lettering at least six inches high;
 - (4) the sign complies with setbacks and any site-specific safety setback required by the sign administrator or building official; and
 - (5) a monument sign includes at least 24 square feet of maintained landscaping at the base.
- (c) A complex located at the intersection of two arterial streets may have one such sign for each arterial frontage if approved by permit.
- (d) A master sign plan is strongly encouraged for a multi-unit complex. Once approved, all owners, tenants, subtenants, and purchasers of individual units shall comply with the master sign plan.
- (e) A tenant panel or sign face may be replaced with a permit if the replacement is the same size or smaller and otherwise complies with the approved sign or master sign plan.

Section 26.02.007. Banners on nonresidential property

- (a) Each nonresidential lot may display one banner up to 32 square feet without a permit if the banner complies with this Section.

DRAFT Sign Ordinance (2026.09.04)

Sign Standards by Property Type

Section 26.02.008: Historic districts and historic character areas

- (b) A banner shall:
 - (1) be securely attached to a permanently installed building, fence, wall, pipe, pole, post, or structure designed to display a banner;
 - (2) be kept in good repair;
 - (3) not exceed 15 feet in height; and
 - (4) not obstruct visibility, access, sidewalks, parking circulation, or required exits.
- (c) Banners do not count toward total signable area limits.
- (d) A small commercial banner allowed by Section 26.02.004 [*Commercial property*] or Section 26.02.005 [*Industrial, light industrial, government, utility, institutional, public recreation, public park or preserve, and agricultural property*] may be displayed in addition to the 32-square-foot banner allowed by this Section.
- (e) A banner allowed under this Section or under Section 26.02.004(l) shall not be displayed continuously for more than 90 days at one time unless otherwise approved by master sign plan, variance, or another specific provision of this Chapter.

Section 26.02.008. Historic districts and historic character areas

- (a) Signs in a historic district or other area subject to historic preservation standards shall comply with this Chapter and the applicable historic preservation ordinance, design standards, and historic preservation implementation manual.
- (b) When reviewing a sign in a historic district, the City may consider whether the sign's materials, scale, color, lighting, placement, mounting method, and design are compatible with the historic character of the building, streetscape, and district.
- (c) Preferred historic district sign features include:
 - (1) wood, metal, stone, masonry, painted, carved, or externally illuminated signs;

- (2) pedestrian-scale wall, hanging, window, or monument signs;
- (3) muted and natural colors;
- (4) sign mounting that avoids unnecessary damage to historic materials;
and
- (5) lighting that is shielded, warm, low-intensity, and compliant with the outdoor lighting ordinance.

(d) Historic post, bracket, and similar pedestrian-scale freestanding signs.

In a historic district, one historically compatible pedestrian-scale freestanding sign supported by a post and arm, a bracket, one post, or two posts with a suspended or mounted sign panel may be approved by sign permit without a variance if the sign:

- (1) uses wood, metal, masonry, or another material compatible with the historic building or site;
- (2) is not internally illuminated;
- (3) does not exceed eight square feet in signable area unless a smaller size is required by adopted historic district standards; provided, however, that the sign administrator may approve without a variance a historically compatible sign described in this subsection up to twelve square feet in signable area if the administrator finds that the larger sign remains compatible with the historic building, site, and streetscape and otherwise complies with this Section;
- (4) does not exceed eight feet in total height, measured to the top of the post or support, unless a variance or master sign plan authorizes additional height;
- (5) provides at least seven feet of pedestrian clearance if located above a walkway;
- (6) is located outside the right-of-way unless right-of-way authorization is obtained;

DRAFT Sign Ordinance (2026.09.04)

Sign Standards by Property Type

Section 26.02.008: Historic districts and historic character areas

- (7) does not obstruct sight distance, parking circulation, sidewalks, accessible routes, doors, windows, or character-defining architectural features;
 - (8) is mounted in a manner that avoids unnecessary damage to historic materials;
 - (9) receives any certificate of appropriateness or historic preservation approval required by City ordinance; and
 - (10) is limited to one such sign per business or tenant frontage unless a variance or master sign plan authorizes additional signs.
- (e) The City Council may adopt additional historic district sign illustrations, pattern books, or administrative design examples showing acceptable post, bracket, hanging, window, wall, and awning signs.
- (f) If a certificate of appropriateness or other historic preservation approval is required by City ordinance for a sign in a historic district, that approval shall be obtained as required by the applicable historic preservation ordinance. The sign administrator may consult with the historic preservation officer, historic preservation staff, or the Historic Preservation Commission as authorized by City ordinance, but no additional advisory or approval requirement is created by this Chapter unless expressly stated by ordinance.
- (g) The City shall apply historic district sign standards without regard to viewpoint.
- (h) A lawfully existing nonconforming pole sign or pole sign structure in a historic district may continue subject to Article 26.04 [*Existing, Nonconforming, Abandoned, and Damaged Signs*]. Continued lawful use of such a sign or sign structure does not require a variance solely because the sign or structure exceeds the default height or form otherwise allowed by this Section.

- (i) An existing pole sign structure in a historic district that is taller than the default height otherwise allowed by this Section, or that does not currently display sign copy, may be considered for administrative variance approval under Section 26.03.006 *[Administrative variances]* if the structure was lawfully erected, has not been abandoned, is structurally sound, and the proposed sign remains historically compatible and does not increase the height, location, footprint, number of supports, signable area, or overall degree of nonconformity.

Section 26.02.009. Real estate signs

- (a) **Small real estate signs.** A lot offered for sale or lease may display one small real estate sign without a permit, or two signs on a corner lot, if each sign:
 - (1) is not illuminated;
 - (2) does not exceed six square feet;
 - (3) does not exceed three feet in height;
 - (4) is kept in good condition; and
 - (5) is removed after completion of the advertised transaction.
- (b) **Large real estate signs.** A lot offered for sale or lease may display one large real estate sign with a permit, or two signs on a corner lot, if each sign:
 - (1) is not illuminated;
 - (2) does not exceed 32 square feet;
 - (3) does not exceed eight feet in height;
 - (4) is kept in good condition;
 - (5) receives annual permit renewal if displayed longer than 12 months; and
 - (6) is removed after completion of the advertised transaction.

- (c) **Individual unit lease signs.** If multiple units are available for lease on one property, or if property ownership is structured as a condominium project, smaller signs may be displayed for individual units without a permit subject to the following requirements:
- (1) each sign does not exceed six square feet;
 - (2) each sign does not exceed six feet in height;
 - (3) each sign may be visible from the public right-of-way, but is limited to identification of the individual unit offered for lease and is not an off-premises advertising sign for unrelated property; and
 - (4) each sign is removed after the unit is leased or the transaction is complete.

Section 26.02.010. Highway corridor and gateway overlay signs

- (a) The City Council may designate one or more highway corridor overlays, gateway corridor overlays, or historic transition zones only by ordinance. The adopting ordinance shall attach or incorporate an official parcel-level map identifying the affected properties. A master plan, historic preservation plan, corridor plan, zoning map, or development agreement may inform the adopted standards, but is advisory only unless formally adopted by ordinance as a regulatory standard.
- (b) The purpose of these overlay areas is to balance business visibility along higher-speed highway approaches with the City's interest in preserving scenic, historic, small-town, and Hill Country character.
- (c) A highway corridor overlay may allow sign visibility standards that differ from the base district when the sign:
- (1) is located on a designated state or federal highway frontage or other designated gateway corridor;
 - (2) is needed for safe identification by motorists traveling at corridor speeds;
 - (3) is a monument sign or other low-profile sign unless a master sign plan or variance authorizes another type;

DRAFT Sign Ordinance (2026.09.04)

Sign Standards by Property Type

Section 26.02.010: Highway corridor and gateway overlay signs

- (4) uses an enclosed masonry, stone, stucco, wood, or compatible architectural base;
 - (5) includes native or drought-tolerant landscaping at the base;
 - (6) uses shielded, dark-sky-compliant lighting;
 - (7) does not include flashing, animation, or exposed pole supports; and
 - (8) complies with TxDOT and right-of-way requirements when applicable.
- (d) In a designated highway corridor overlay, and only for a monument sign, the sign administrator may approve administratively, and the City Council may approve by variance or master sign plan, a monument sign up to 10 feet in height when supported by a sightline or visibility study showing that the additional height is the minimum needed for safe and reasonable visibility. Any request for a monument sign above 10 feet and up to 15 feet requires City Council approval. This subsection does not authorize a pole sign, pylon sign, or other freestanding sign type unless expressly approved elsewhere in this Chapter or in an applicable master sign plan.
- (e) A historic transition zone may be designated for property near a historic district, historic downtown, gateway street, or heritage corridor. In a historic transition zone:
 - (1) pedestrian-scale wall signs, hanging signs, projecting or blade signs, awning signs, and window signs are preferred;
 - (2) freestanding pole signs are prohibited unless expressly authorized by a master sign plan or variance;
 - (3) monument signs shall be low-profile, human-scale, and compatible with nearby historic buildings;
 - (4) internally illuminated plastic cabinet signs are discouraged and may be denied if incompatible with adopted historic or corridor standards;
 - (5) sign materials, typography, lighting, scale, and mounting shall be compatible with the building and streetscape; and

- (6) contemporary branding and lettering may be allowed if the sign uses compatible materials, scale, placement, and illumination and does not create a false historical appearance.
- (f) The City may adopt a corridor design guide, map, or administrative checklist to implement this Section. The guide may include recommended sign types, materials, colors, typography, lighting, landscaping, and mounting methods.
- (g) **Geographically challenged business locator signs.** The sign administrator may approve one off-premises locator sign for a business or civic use that is difficult to find from the nearest highway, arterial, or collector street because of distance, topography, intervening buildings, unusual parcel configuration, lack of direct frontage, mapping errors, or access through another property if all of the following standards are met:
 - (1) the use served by the sign is located at least 300 feet from the nearest public right-of-way from which customers ordinarily approach, or the applicant demonstrates an equivalent site-specific visibility or wayfinding hardship;
 - (2) the sign is limited to identification, directional arrow, distance, entrance, access, or wayfinding information;
 - (3) the sign does not exceed four square feet if freestanding or A-frame, and does not exceed six square feet if attached as a tenant panel or shared locator panel on an existing lawful sign structure;
 - (4) the sign does not exceed three feet in height if A-frame or temporary, and does not exceed the height of the approved sign structure if installed as a panel on an existing sign;
 - (5) the sign is displayed only during the operating hours of the use served, unless installed as an approved panel on an existing permanent sign structure;
 - (6) the sign is located on private property outside the right-of-way;
 - (7) the applicant provides written authorization from the owner of the property where the sign will be located, and, if applicable, a lease, license, or other written agreement authorizing the sign;

- (8) the sign does not create visual clutter, obstruct sight distance, interfere with pedestrian or vehicle circulation, or create a traffic or safety hazard;
 - (9) the sign uses materials, colors, and design compatible with the surrounding corridor, gateway, or historic area;
 - (10) the approval is personal to the approved use and location, does not run with other businesses, and terminates when the property-owner authorization terminates, the served use closes, or the sign is no longer needed for wayfinding; and
 - (11) the sign is not used to create a general off-premises advertising program or billboard substitute.
- (h) A geographically challenged business locator sign approved under this Section is an administrative sign approval under this Chapter and is not a variance unless the applicant separately requests relief from a standard not authorized by this Section.
- (i) The sign administrator may approve, approve with conditions, deny, or refer a geographically challenged business locator sign to the City Council. Conditions may include display hours, sign design, sign location, removal terms, renewal, insurance, maintenance, or limits on duration.
- (j) Denial of an administrative locator sign may be appealed to the City Council under the appeal procedures in this Chapter.
- (k) This Section shall be applied without regard to viewpoint and shall regulate signs based on location, physical design, safety, lighting, materials, scale, and compatibility.

Section 26.02.011. Master sign plans

- (a) A master sign plan is appropriate for:
- (1) a planned development district;
 - (2) a master planned development;
 - (3) a development agreement;

- (4) a large residential or commercial project;
 - (5) a multi-unit complex;
 - (6) a property seeking coordinated design standards; or
 - (7) a project that would otherwise require multiple individual variances.
- (b) A master sign plan should show:
 - (1) all existing and proposed sign locations;
 - (2) sign types, dimensions, height, illumination, materials, colors, and mounting methods;
 - (3) building elevations and site plans;
 - (4) tenant panel standards, if any;
 - (5) signable area measurement rules, if different from the generally applicable definition in this Chapter;
 - (6) directional sign standards, if any;
 - (7) rules for secondary signs, if any;
 - (8) any administrative adjustment or minor-change procedure, if any;
 - (9) landscaping for freestanding signs;
 - (10) rules for future tenant changes;
 - (11) maintenance responsibilities; and
 - (12) any requested deviations from this Chapter.
- (c) Signs, sign types, sign dimensions, sign locations, sign materials, sign lighting standards, sign procedures, and other sign matters not expressly addressed or modified by a master sign plan shall comply with the generally applicable provisions of this Chapter.

DRAFT Sign Ordinance (2026.09.04)

Permits, Variances, Appeals, and Master Sign Plans

Section 26.03.001: When a sign permit is required

- (d) A master sign plan may approve site-specific alternative sign standards when the plan provides a coordinated, high-quality design that advances the purposes of this Chapter and is compatible with the City's Hill Country and historic character. A master sign plan may be more restrictive or less restrictive than the generally applicable provisions of this Chapter, but only to the extent the plan expressly addresses or modifies the issue in question.
- (e) Master sign plans are preferred over repeated piecemeal variance requests.

Article 26.03 Permits, Variances, Appeals, and Master Sign Plans**Section 26.03.001. When a sign permit is required**

- (a) A sign permit is required before any person erects, installs, relocates, structurally alters, reconstructs, refaces, or materially changes a sign unless this Chapter expressly states that no permit is required.
- (b) A permit is not required for:
 - (1) routine maintenance;
 - (2) emergency work needed to prevent injury or property damage, if notice is given to the City as soon as practical;
 - (3) changing a lawful commercial message to a noncommercial message;
 - (4) changing copy on an existing lawful sign when sign area, structure, height, illumination, and support are not changed;
 - (5) permit-exempt signs listed in this Chapter; or
 - (6) other work the sign administrator determines is not a material regulated change.
- (c) Relief under this Chapter is limited as follows:
 - (1) an administrative approval or administrative variance is available only where this Chapter expressly authorizes the sign administrator to approve a sign or grant relief based on stated criteria;

- (2) a City Council variance is required where the requested relief is not eligible for administrative approval but may be granted without changing the text of this Chapter, the terms of an adopted ordinance, or the terms of a project-specific master sign plan; and
- (3) an ordinance amendment, planned development amendment, development agreement amendment, or master sign plan amendment is required where the requested change would establish a new generally applicable rule, modify a legislatively adopted site-specific standard, or approve signs, sign types, sign heights, sign areas, sign locations, or procedures beyond the scope of the administrative and variance authority granted by this Chapter.

Section 26.03.002. Sign permit application requirements

- (a) A sign permit application shall be filed with the City building department or other office designated by the City. Before filing, an applicant, tenant, property owner, or sign contractor may request a pre-application meeting or informal staff review to identify likely compliance issues, possible administrative approvals, variance needs, historic review requirements, or TxDOT/right-of-way constraints. No fee shall be charged for an informal pre-application discussion unless the City Council's fee schedule expressly provides otherwise.
- (b) The City may maintain separate simple and complex sign permit application forms or checklists so that application requirements remain proportional to the type, scale, and complexity of the sign.
- (c) The application shall include enough information for the City to determine whether the sign complies with this Chapter and other applicable codes, including:
 - (1) applicant name, address, telephone number, and email address;
 - (2) property owner name and contact information;
 - (3) tenant or lessee name and contact information, if applicable;
 - (4) contractor or installer name and contact information, if applicable;
 - (5) property address and legal description;

DRAFT Sign Ordinance (2026.09.04)

Permits, Variances, Appeals, and Master Sign Plans

Section 26.03.002: Sign permit application requirements

- (6) zoning district or ETJ land use category;
- (7) written proof of property ownership or owner authorization;
- (8) sign type, dimensions, height, signable area, materials, colors, and structural supports;
- (9) if the sign is illuminated or proposed to be illuminated, a lighting submittal sufficient to evaluate compliance with this Chapter and Article 24.06, including the lighting source, illumination method, fixture type, fixture location, lamp or LED type, lumen output, color temperature, shielding, illumination direction, dimming capability, hours of operation, and any other information reasonably required by the City. The City may require manufacturer specifications, photometric information, B-U-G ratings if available, details showing whether the luminous elements will be visible from another property, details for halo, reverse-channel, push-through, externally illuminated, or internally illuminated signs, and night renderings or other visual studies showing the sign's appearance from the right-of-way and from adjacent property;
- (10) for an internally illuminated sign, the application shall also identify whether the sign uses an opaque background with translucent letters and symbols or another illumination method authorized by applicable law.
- (11) scaled site plan showing the proposed sign location, property lines, rights-of-way, easements, driveways, sidewalks, buildings, and existing signs;
- (12) building elevation or photograph showing the sign placement, if building-mounted;
- (13) drawings, specifications, wind-load information, electrical information, and structural calculations when required by the building official or sign administrator;
- (14) any requested variance or reference to any approved variance;
- (15) any applicable historic district approval or master sign plan approval; and

DRAFT Sign Ordinance (2026.09.04)

Permits, Variances, Appeals, and Master Sign Plans

Section 26.03.003: Permit review deadlines and decisions

(16) required fees.

- (d) The sign administrator may waive or defer application items that are not reasonably necessary to evaluate a simple non-illuminated sign application.
- (e) The City may provide application forms, checklists, example drawings, and user guides to help applicants prepare complete applications.
- (f) An application is not complete until the City has received the required information and fees.

Section 26.03.003. Permit review deadlines and decisions

- (a) The City shall review a complete sign permit application and approve, approve with conditions, deny, or identify deficiencies within:
 - (1) seven calendar days for a real estate sign; and
 - (2) 21 calendar days for any other sign.
- (b) The City shall determine whether the application is complete within five business days after filing.
- (c) If the City identifies deficiencies, the City shall provide a written list of the information needed. A new review period begins when the applicant submits the missing information.
- (d) The City shall approve an application that complies with this Chapter and other applicable laws.
- (e) If the City denies an application, the City shall provide written reasons for denial. The reasons shall identify the applicable code provisions or legal requirements.
- (f) If the City does not approve, deny, or identify deficiencies within the applicable review period, the application is deemed denied for purposes of immediate appeal to the City Council, and the City shall not collect the sign permit application fee.
- (g) The City Council shall hear an appeal under this Section within 30 calendar days after the appeal is filed, unless the applicant agrees otherwise.

DRAFT Sign Ordinance (2026.09.04)

Permits, Variances, Appeals, and Master Sign Plans

Section 26.03.004: Permit fees, duration, inspections, and revocation

Section 26.03.004. Permit fees, duration, inspections, and revocation

- (a) Permit fees shall be set by the City Council's fee schedule.
- (b) A sign permit expires if the sign is not completely installed within six months after permit issuance.
- (c) A permitted sign may be inspected after installation for compliance with the approved permit and this Chapter.
- (d) The City may revoke a sign permit if:
 - (1) the application contained materially false or misleading information;
 - (2) the installed sign does not conform to the approved permit;
 - (3) the sign violates this Chapter or another applicable law;
 - (4) the sign is not properly maintained;
 - (5) the sign has been abandoned; or
 - (6) required conditions of approval are not met.
- (e) Before issuing a permit for a new sign, the City may require the responsible party to remove or bring into compliance that responsible party's own nonconforming signs on the same property. This requirement does not apply to real estate signs, banners, temporary signs, daily display signs, or nonconforming signs protected by a variance or other lawful approval.

Section 26.03.005. Electrical and contractor qualifications

- (a) Electrical sign work shall be performed by persons holding the licenses required by state law and City code.
- (b) A person shall not obtain a sign permit on behalf of an unlicensed person if a license is legally required for the work.

Section 26.03.006. Administrative variances

- (a) The sign administrator may approve an administrative variance when expressly authorized by this Section.

DRAFT Sign Ordinance (2026.09.04)

Permits, Variances, Appeals, and Master Sign Plans

Section 26.03.006: Administrative variances

- (b) Administrative variances are intended for practical, site-specific adjustments where strict application of this Chapter would create substantial undue hardship, inequity, or unnecessary difficulty without a corresponding public benefit.
- (c) For purposes of this Section, a “modest” sign-area increase means an increase not exceeding 20 percent above the otherwise applicable sign-area limit, unless an adopted master sign plan or site-specific ordinance expressly provides otherwise.
- (d) The sign administrator may approve an administrative variance for:
 - (1) setback requirements;
 - (2) sign area, if the increase is modest and compatible with the site;
 - (3) internal component size, panel size, line number, or lettering size if the total sign face remains compliant;
 - (4) height increases up to four feet;
 - (5) one additional on-premises sign beyond the number otherwise allowed;
 - (6) relocation of a sign within a site or master sign plan area;
 - (7) changes to sign illumination if the sign remains compliant with the outdoor lighting ordinance;
 - (8) electronic or LED alphanumeric changeable copy signs, if the sign is static, safely located, brightness-controlled, and compatible with surrounding property;
 - (9) continued use, refacing, or reuse of an existing lawful nonconforming pole sign or pole sign structure in a historic district, including a structure that exceeds the default historic district height, if the approval does not increase the height, location, footprint, number of supports, signable area, or overall degree of nonconformity, the structure has not been abandoned, the structure is structurally sound, and the resulting sign is historically compatible with the building, site, and streetscape; and

DRAFT Sign Ordinance (2026.09.04)

Permits, Variances, Appeals, and Master Sign Plans

Section 26.03.006: Administrative variances

- (10) roof signs, if the sign is architecturally integrated, safely mounted, and compatible with the building and surrounding area.
- (e) The sign administrator may approve an administrative variance only after making written findings that:
 - (1) the variance is consistent with the purposes of this Chapter;
 - (2) the variance will not create a traffic, pedestrian, access, lighting, or safety hazard;
 - (3) the variance will not materially harm neighboring property;
 - (4) the sign design is compatible with the site, surrounding development, and the City's Hill Country and historic character;
 - (5) the variance is not based on the viewpoint of the sign;
 - (6) the variance is the minimum relief reasonably needed; and
 - (7) for an administrative variance involving an existing pole sign or pole sign structure in a historic district, the structure was lawfully erected or lawfully approved, has not been abandoned, and will not become more visually intrusive or less historically compatible as a result of the approval.
- (f) The sign administrator shall state in writing the factual basis for each required finding.
- (g) The sign administrator may approve an administrative variance with conditions.
- (h) The sign administrator may refer any administrative variance request to the City Council only if:
 - (1) the requested relief exceeds the administrator's express numerical or subject-matter authority;
 - (2) the application presents a material public-safety issue supported by written findings;

DRAFT Sign Ordinance (2026.09.04)

Permits, Variances, Appeals, and Master Sign Plans

Section 26.03.007: City Council variances

- (3) the request conflicts with an adopted master sign plan or site-specific ordinance; or
- (4) the request presents an issue of first interpretation under this Chapter.
- (i) A referral under subdivision (h) does not restart or extend the application review period.
- (j) This Chapter should be administered so that recurring and predictable sign conditions are addressed, when feasible, through objective standards in the ordinance rather than routine reliance on variances.

Section 26.03.007. City Council variances

- (a) A variance not eligible for administrative approval requires City Council approval.
- (b) The City Council may approve, approve with conditions, or deny a variance after considering the application, the sign administrator's recommendation, public comments if any, and the criteria in this Section.
- (c) The City Council may approve a variance only after finding that strict compliance would result in substantial undue hardship, inequity, or unnecessary difficulty to the applicant without sufficient corresponding public benefit.
- (d) The City Council shall consider:
 - (1) unusual property size, shape, topography, grade, visibility, access, or frontage conditions;
 - (2) whether the hardship is unique to the property and not self-created;
 - (3) whether the sign can be redesigned to comply without losing reasonable visibility;
 - (4) whether the sign location, scale, materials, lighting, and colors are harmonious with the Hill Country setting;
 - (5) whether natural colors, muted colors, and durable materials are used;

DRAFT Sign Ordinance (2026.09.04)

Permits, Variances, Appeals, and Master Sign Plans

Section 26.03.007: City Council variances

- (6) whether the sign and supporting structure are architecturally compatible with surrounding structures;
 - (7) whether the sign protects traffic safety, pedestrian safety, emergency access, or public welfare;
 - (8) whether mitigation measures are offered, including reduced lighting, increased setbacks, landscaping, removal of other signs, or consolidation of signs;
 - (9) whether the variance is requested early in the development process;
 - (10) whether a master sign plan would better address the request;
 - (11) whether the request is part of a coordinated project-wide sign program rather than a piecemeal request;
 - (12) whether the variance would preserve or enhance historic character;
 - (13) whether the variance can be granted without regulating viewpoint; and
 - (14) the administrative variance criteria in Section 26.03.006(e) to the extent relevant.
- (e) The City Council shall state in writing the factual basis for each required finding supporting the approval or denial of a variance.
- (f) The City Council may impose conditions related to the requested variance, including:
- (1) increased setbacks;
 - (2) reduced sign area or height;
 - (3) muted colors or specific materials;
 - (4) landscaping, including increased landscaping area, landscaping proportional to the sign face, sign base, or sign footprint, or landscaping extending a specified distance from the monument base, when needed to mitigate the visual impact of a larger or taller sign;
 - (5) lighting limits, dimming, shielding, or shutoff times;

DRAFT Sign Ordinance (2026.09.04)

Permits, Variances, Appeals, and Master Sign Plans

Section 26.03.008: Variance application procedure

- (6) sign consolidation;
 - (7) removal or modification of nonconforming signs on the same property;
 - (8) maintenance requirements;
 - (9) expiration dates for temporary relief; and
 - (10) compliance with a master sign plan.
- (g) The City Council's decision is final unless appealed as allowed by law.
- (h) This Chapter should be administered so that recurring and predictable sign conditions are addressed, when feasible, through objective standards in the ordinance rather than routine reliance on variances.

Section 26.03.008. Variance application procedure

- (a) A variance application shall be filed with the sign administrator on a City form and shall include:
- (1) the requested variance;
 - (2) the specific code provision from which relief is requested;
 - (3) the reason relief is needed;
 - (4) drawings, site plans, elevations, photographs, and sign specifications;
 - (5) proposed mitigation measures;
 - (6) any historic district or master sign plan information;
 - (7) property owner authorization; and
 - (8) required fees.
- (b) The sign administrator shall determine whether the request qualifies for administrative review or City Council review.
- (c) The sign administrator shall issue a written decision for administrative variances.

DRAFT Sign Ordinance (2026.09.04)

Permits, Variances, Appeals, and Master Sign Plans

Section 26.03.009: Fee variances

- (d) If an administrative variance is denied or approved with conditions, the applicant may appeal to the City Council within 15 calendar days after receiving the decision.
- (e) The City Council shall consider a variance or appeal at the next regular meeting for which legal posting and staff review are practical, or as soon as practicable.
- (f) The City Council may approve, approve with conditions, deny, or postpone the request for good cause.

Section 26.03.009. Fee variances

- (a) An applicant may request a variance from sign or variance fees.
- (b) The sign administrator may reduce a fee when the actual review required is substantially less than the review assumed by the fee schedule or when a fee reduction is otherwise authorized by City policy.
- (c) A fee variance does not waive substantive sign standards.

Section 26.03.010. Appeals of permit decisions

- (a) An applicant may appeal a permit denial, permit condition, revocation, or interpretation by filing a written appeal with the City within 15 calendar days after receiving the decision.
- (b) The City Council shall hear the appeal at the next regular meeting for which legal posting and staff review are practical, or as soon as practicable.
- (c) The City Council may affirm, reverse, or modify the decision.
- (d) The City Council shall base its decision on this Chapter, other applicable law, the application materials, the record, and any lawful conditions needed to address safety, aesthetics, lighting, historic character, or code compliance.

Section 26.03.011. Master sign plan approval

- (a) A master sign plan application shall be filed with the sign administrator and shall include the information required by Section 26.02.011 [*Master sign plans*] and any City application checklist.

DRAFT Sign Ordinance (2026.09.04)

Permits, Variances, Appeals, and Master Sign Plans

Section 26.03.011: Master sign plan approval

- (b) The sign administrator may approve, approve with conditions, deny, or refer a master sign plan to the City Council.
- (c) The sign administrator shall approve, approve with conditions, deny, or refer a complete master sign plan application within 30 calendar days after filing.
- (d) The sign administrator should refer a master sign plan to the City Council when the plan:
 - (1) requests standards materially different from this Chapter;
 - (2) affects a large development or multi-unit project;
 - (3) includes multiple variances;
 - (4) affects a historic district or major gateway corridor;
 - (5) involves significant public interest; or
 - (6) should be adopted by ordinance or agreement.
- (e) The City Council may approve, approve with conditions, deny, or modify a master sign plan.
- (f) A master sign plan may approve site-specific alternative sign standards only when the plan provides coordinated design and the approving authority makes written findings that the plan advances the purposes of this Chapter and is compatible with the City's Hill Country and historic character.
- (g) A master sign plan may allow alternative standards if the overall plan:
 - (1) provides coordinated design;
 - (2) improves readability and wayfinding;
 - (3) reduces visual clutter;
 - (4) uses durable materials and compatible colors;
 - (5) protects traffic and pedestrian safety;
 - (6) complies with the outdoor lighting ordinance;

DRAFT Sign Ordinance (2026.09.04)

Permits, Variances, Appeals, and Master Sign Plans

Section 26.03.012: Variances from master sign plans

- (7) respects historic and Hill Country character; and
- (8) does not discriminate based on viewpoint.
- (h) An approved master sign plan controls over inconsistent general standards in this Chapter for the property covered by the plan only to the extent the plan expressly addresses or modifies the issue in question, unless state or federal law requires otherwise.
- (i) A new project-specific master sign plan adopted after the effective date of this Chapter may be codified in Article 26.11 [*Preserved and Future Project-Specific Master Sign Plans*] and incorporated by reference, with the official plan documents maintained by the City Secretary.
- (j) All owners, tenants, subtenants, and successors within the master sign plan area shall comply with the approved master sign plan.

Section 26.03.012. Variances from master sign plans

- (a) A responsible party seeking a variance from an approved master sign plan, or seeking relief where an approved master sign plan expressly requires approval for a change, shall file a request with the sign administrator.
- (b) If the approved master sign plan does not expressly address the requested sign, requested change, or applicable procedure, compliance shall be determined under the generally applicable provisions of this Chapter, and a variance from the master sign plan is not required unless the plan expressly states otherwise.
- (c) The sign administrator may administratively approve minor changes to a master sign plan, with or without conditions, if the change involves:
 - (1) relocation within an approved sign area;
 - (2) relocation involving a right-of-way only if a required license or authorization is approved;
 - (3) illumination changes that comply with the outdoor lighting ordinance;
 - (4) sign face changes with no increase in sign face size;

DRAFT Sign Ordinance (2026.09.04)

Existing, Nonconforming, Abandoned, and Damaged Signs

Section 26.04.001: Maintenance of existing signs

- (5) changes in number or size of tenant panels with no increase in total sign face size; or
 - (6) changes in letter size or line number with no increase in total sign face size.
- (d) City Council review is required for:
 - (1) additional signs;
 - (2) increased sign size;
 - (3) changed sign type;
 - (4) increased sign height;
 - (5) changes the sign administrator determines should receive City Council review; or
 - (6) any change requiring amendment to an ordinance or development agreement.
- (e) An applicant may appeal the sign administrator's decision to the City Council within 15 calendar days.

Article 26.04 Existing, Nonconforming, Abandoned, and Damaged Signs**Section 26.04.001. Maintenance of existing signs**

- (a) All signs shall be maintained in good, safe, clean, and structurally sound condition.
- (b) The sign administrator may order repair, repainting, maintenance, or removal of a sign that is unsafe, dilapidated, obsolete, abandoned, or a hazard to public health, safety, or welfare.
- (c) Unless immediate action is needed for safety, the City shall provide written notice and not less than 15 calendar days to correct the violation, unless a different cure period is stated in the notice based on the nature of the violation.

DRAFT Sign Ordinance (2026.09.04)

Existing, Nonconforming, Abandoned, and Damaged Signs

Section 26.04.002: Nonconforming signs

- (d) If the responsible party fails to comply with a maintenance order within the stated time, the City may remove the sign at the responsible party's expense and pursue all remedies allowed by law.

Section 26.04.002. Nonconforming signs

- (a) A lawful sign that existed before the effective date of this Chapter and does not comply with this Chapter is a nonconforming sign.
- (b) A nonconforming sign may continue only as allowed by this Article, state law, and any applicable amortization or compensation requirements.
- (c) A previously lawful sign does not become unlawful solely because this Chapter is amended or replaced, except to the extent provided by this Article, state law, or a lawful site-specific approval.
- (d) A nonconforming sign shall not be enlarged, intensified, converted to a more nonconforming sign, relocated, reconstructed, or structurally altered except as allowed by this Article or by variance.
- (e) A nonconforming sign that is altered, relocated, or replaced shall be brought into compliance unless this Article, state law, or a lawful variance allows otherwise.
- (f) An existing sign structure that no longer has sign copy, sign face, or active lawful sign use is not entitled to continued nonconforming status unless the sign administrator determines, based on the record, that the structure remains part of a lawful existing sign and has not been abandoned under Section 26.04.006 [*Abandoned or discontinued signs*].

Section 26.04.003. Newly annexed or newly regulated signs

- (a) Signs located in newly annexed areas or newly regulated ETJ areas shall be treated as nonconforming signs if they were lawful when installed.
- (b) If a permit is required for that type of sign, the City shall issue a permit upon application if the sign qualifies as a lawful existing sign.
- (c) Any lawful amortization period shall begin on the date of annexation or the date the property became subject to this Chapter, unless state law requires a different result.

DRAFT Sign Ordinance (2026.09.04)

Existing, Nonconforming, Abandoned, and Damaged Signs

Section 26.04.004: Existing off-premises signs and billboards

Section 26.04.004. Existing off-premises signs and billboards

- (a) New off-premises commercial billboards are prohibited.
- (b) Existing lawful off-premises signs may continue only as lawful nonconforming signs and only to the extent protected by state law and this Article.
- (c) No permit for alteration or relocation may be issued for an off-premises sign that was required to be inventoried but was not timely inventoried and reported to the City.
- (d) An existing off-premises sign shall not be altered in surface area, shape, orientation, height, illumination, or location without a sign alteration or relocation permit.
- (e) Ordinary repairs that do not change surface area, shape, orientation, height, illumination, or location do not require an alteration permit.
- (f) A sign alteration permit expires if the approved work is not completed within 90 days after issuance.
- (g) If an existing off-premises sign is not maintained in good repair, the City may order repair within 30 calendar days.
- (h) If the sign structure or sign area has deteriorated more than 60 percent of replacement value, or is not repaired within the time ordered, the City may order removal as allowed by law.
- (i) Replacement of more than 60 percent of an off-premises sign during one calendar year terminates nonconforming status unless state law requires otherwise.
- (j) No existing billboard shall exceed 40 feet in height, interfere with driver or pedestrian visibility, or create a traffic hazard.

Section 26.04.005. Damaged or destroyed nonconforming signs

- (a) A nonconforming sign that is destroyed or obsolete shall not be rebuilt except as allowed by this Section.

DRAFT Sign Ordinance (2026.09.04)

Existing, Nonconforming, Abandoned, and Damaged Signs

Section 26.04.006: Abandoned or discontinued signs

- (b) If repair cost is less than 60 percent of the cost of a new sign of the same type at the same location, the sign administrator may issue a no-fee repair permit.
- (c) Repairs shall be completed within 60 days after written notice, unless the sign administrator grants one 30-day extension for good cause.
- (d) If repair cost is 60 percent or more of replacement cost, the sign shall be removed unless state law requires otherwise.
- (e) If a responsible party fails to remove a sign as required, the City may remove and store the sign at the responsible party's expense as allowed by law.

Section 26.04.006. Abandoned or discontinued signs

- (a) A sign is abandoned if it relates to a business, project, activity, or use that has ceased operating on the premises for more than one year.
- (b) If the property is leased, the sign shall be removed after two years of discontinued use unless a new lawful use of the sign begins.
- (c) The responsible party shall remove an abandoned sign and sign structure.
- (d) This Section does not require the removal of a sign solely because the message has changed from commercial to noncommercial.

Section 26.04.007. Incentives for compliance

- (a) When considering a variance, master sign plan, development approval, or other discretionary approval, the City may consider an applicant's voluntary commitment to remove or bring nonconforming signs into compliance.
- (b) The sign administrator may waive sign permit fees for a responsible party that voluntarily brings a nonconforming sign into compliance, if allowed by the fee schedule or City policy.

Section 26.04.008. Redevelopment and sign compliance plans

- (a) The City may require a sign compliance plan when a property owner or responsible party applies for:
 - (1) a site plan;
 - (2) a planned development or planned development amendment;

DRAFT Sign Ordinance (2026.09.04)

Existing, Nonconforming, Abandoned, and Damaged Signs

Section 26.04.008: Redevelopment and sign compliance plans

- (3) a development agreement or amendment;
 - (4) a plat or replat;
 - (5) a conditional use permit;
 - (6) a building permit for substantial exterior renovation, expansion, or redevelopment;
 - (7) a change of use requiring City approval;
 - (8) a master sign plan; or
 - (9) a sign permit for a new permanent sign on a property with one or more nonconforming signs.
- (b) A sign compliance plan shall identify all existing signs on the premises, state whether each sign is conforming or nonconforming, and propose one or more of the following:
 - (1) immediate compliance;
 - (2) phased compliance;
 - (3) removal of abandoned or unsafe signs;
 - (4) consolidation of multiple signs;
 - (5) replacement with signs meeting current corridor or historic standards;
 - (6) preservation of lawful nonconforming signs protected by state law; or
 - (7) a variance or master sign plan request.
- (c) The City shall administer this Section consistently with Texas Local Government Code Chapter 216 and other applicable law. This Section does not require uncompensated relocation, reconstruction, or removal of a sign when compensation is required by state law.

DRAFT Sign Ordinance (2026.09.04)

Existing, Nonconforming, Abandoned, and Damaged Signs

Section 26.04.009: Sign and facade improvement incentives

- (d) Any requirement under this Section to remove, relocate, reconstruct, alter, or replace an existing lawful sign shall be administered consistently with Texas Local Government Code Chapter 216 and any applicable compensation, amortization, or vested-rights protection.
- (e) The City may condition discretionary approvals on implementation of an approved sign compliance plan when the condition is related to the approval, proportional to the impact of the project, and lawful under state and federal law.
- (f) This Section does not apply to a routine maintenance permit, emergency repair, temporary sign, small real estate sign, daily display sign, minor plat or replat, ownership change, tenant change, interior remodeling, change of use without exterior sign changes, or other minor approval that does not materially change the use, building, site, or permanent signage on the property and does not increase sign area or the degree of nonconformity.

Section 26.04.009. Sign and facade improvement incentives

- (a) The City Council may establish by resolution, budget, economic development program, Main Street program, historic preservation program, or other lawful action a voluntary sign and facade improvement incentive program.
- (b) The program may include matching grants, reimbursements, design assistance, permit-fee waivers, or other incentives for signs that comply with this Chapter and advance the City's historic, Hill Country, corridor, downtown, gateway, or dark-sky objectives.
- (c) The City may require applicants for incentives to submit drawings, color samples, material samples, lighting specifications, landlord authorization, historic approval materials, and proof of permit compliance before fabrication or installation.
- (d) Incentive approval does not authorize a sign that violates this Chapter. A sign permit, variance, master sign plan, historic approval, or other approval is still required when applicable.

Article 26.05 Enforcement, Violations, and Remedies

Section 26.05.001. Violations

- (a) It is a violation of this Chapter to:
 - (1) install, display, maintain, alter, relocate, or repair a sign in violation of this Chapter;
 - (2) install or alter a sign without a required permit;
 - (3) fail to comply with a permit, variance, master sign plan, condition of approval, or enforcement order;
 - (4) maintain a prohibited, unsafe, dilapidated, abandoned, or noncompliant sign;
 - (5) place a sign in a right-of-way or on public property without authorization;
 - (6) place a sign on another person's property without permission; or
 - (7) obstruct a street, sidewalk, trail, path, driveway, entrance, exit, sight triangle, or emergency access route.
- (b) Each day a violation continues is a separate violation.
- (c) A violation of this Chapter may be enforced through notice and correction under Section 26.05.002, as a criminal offense under Section 26.05.003 if designated there or elsewhere in this Chapter, through civil remedies under Section 26.05.004, through permit revocation or removal where authorized, or through any combination of lawful remedies.

Section 26.05.002. Notice and correction

- (a) Except as provided in paragraph (b), the City shall provide written notice of a violation and a cure period stated in the notice before removal or prosecution.
- (b) No advance notice is required before the City removes a sign that is:
 - (1) in the right-of-way without authorization;

DRAFT Sign Ordinance (2026.09.04)

Enforcement, Violations, and Remedies

Section 26.05.003: Criminal offenses

- (2) on another person's property without written permission;
 - (3) located in a place that creates an immediate safety issue;
 - (4) obstructing a street, sidewalk, trail, path, driveway, entrance, exit, or access route; or
 - (5) otherwise subject to immediate removal under state law.
- (c) The notice may be given to any responsible party.
- (d) If a sign is not corrected within the time stated in the notice, the City may remove the sign and supports, recover costs, file a lien if allowed by law, issue citations, seek civil remedies, or pursue any other lawful remedy.
- (e) When the City removes a sign, the City shall make a reasonable effort to identify and notify the owner or other responsible party if the owner or responsible party can be reasonably determined. The City may provide notice by telephone, email, mailed notice, tag, online permit portal, or other reasonable method.
- (f) Unless the sign is unsafe, valueless, abandoned, or required to be disposed of sooner by law, the City should hold an impounded sign for at least five business days before disposal. The City may charge an impoundment or retrieval fee established by the City's fee schedule.
- (g) Signs removed from a state highway right-of-way may also be removed, stored, or disposed of by TxDOT or another governmental entity under state law. The City is not responsible for signs removed by another governmental entity.
- (h) Notice and correction under this Section is an administrative enforcement procedure and does not limit immediate removal authority, criminal enforcement, or civil enforcement where otherwise authorized by this Chapter or by law.

Section 26.05.003. Criminal offenses

- (a) A person commits an offense if the person violates a provision of this Chapter designated as an offense by this Section or elsewhere in this Chapter.

DRAFT Sign Ordinance (2026.09.04)

Enforcement, Violations, and Remedies

Section 26.05.004: Civil remedies

- (b) An offense is a misdemeanor punishable by a fine not exceeding \$500.00 unless state law authorizes a different amount.
- (c) Each day a violation continues is a separate offense.
- (d) No culpable mental state is required for an offense involving:
 - (1) placement of a sign in the right-of-way;
 - (2) placement of a sign on another person's property without permission;
or
 - (3) placement of a sign that obstructs access to property or use of a street, sidewalk, trail, path, or driveway.
- (e) The following violations are designated offenses:
 - (1) prohibited signs under Section 26.01.011 [*Prohibited signs*];
 - (2) glare-producing reflective surfaces or unlawful lighting under Section 26.01.012 [*Lighting*];
 - (3) noncompliant signs under this Chapter;
 - (4) unlawful electrical or licensed work under Section 26.03.005 [*Electrical and contractor qualifications*];
 - (5) failure to maintain signs under Section 26.04.001 [*Maintenance of existing signs*];
 - (6) abandoned or discontinued signs under Section 26.04.006 [*Abandoned or discontinued signs*]; and
 - (7) any other violation expressly designated as an offense by this Chapter.

Section 26.05.004. Civil remedies

- (a) The City may bring a civil action to enforce this Chapter.
- (b) Civil remedies may include:
 - (1) injunctive relief to prevent or correct a violation;

- (2) an order requiring removal of a sign at the responsible party's expense;
- (3) civil penalties up to \$1,000.00 per day when allowed by law;
- (4) recovery of removal, storage, administrative, and enforcement costs;
- (5) impoundment fees under the City fee schedule; and
- (6) any other remedy allowed by law.

Section 26.05.005. Liability

- (a) Approval of a sign permit, variance, master sign plan, inspection, or City review does not relieve any person of responsibility for the design, construction, maintenance, repair, removal, or safety of a sign.
- (b) The City and its officers, employees, and agents are not liable for personal injury or property damage resulting from a sign merely because the City approved, inspected, or allowed the sign.

Article 26.06 Appendix A. Quick Reference Sign Table

Section 26.06.001. How to use this Appendix

- (a) This Appendix is a user guide. If this Appendix conflicts with the text of Chapter 26, the text of Chapter 26 controls.
- (b) Use this Appendix in the following order:
 - (1) Identify the property type or special area that applies to your property.
 - (2) Find the sign type within that property category.
 - (3) If more than one category could apply, use the more specific standard.
 - (4) If the property is governed by a master sign plan, development agreement, historic district standard, or preserved project-specific master sign plan, those more specific standards may modify the general standards below.
- (c) If a proposed sign type is not listed in this Appendix, the applicant should confirm whether the sign may qualify for administrative equivalency under Section 26.01.010 *[Administrative equivalency for unlisted sign types]*.

- (d) State law may provide broader protections for certain political signs on private property than the general residential size or placement standards summarized in this Appendix. See Texas Election Code § 259.003 and other applicable law.

Section 26.06.002. Contents

This Appendix is organized into the following tables:

- (1) General signs and signs allowed across many property types
- (2) Residential property
- (3) Multifamily residential property
- (4) Manufactured home property
- (5) Commercial property
- (6) Multi-unit, industrial, institutional, public, and agricultural property
- (7) Historic district and corridor/overlay signs
- (8) Real estate signs
- (9) Recreation and specialty signs

DRAFT Sign Ordinance (2026.09.04)

Appendix A. Quick Reference Sign Table

Section 26.06.003: General signs and signs allowed across many property types

Section 26.06.003. General signs and signs allowed across many property types

Sign or Property Type	Maximum Area	Maximum Height	Maximum Number	Permit?	Main Conditions
Government signs/traffic-control devices	As required	As required	As required	No	Must be placed by or under authority of a governmental entity.
Vehicle sign	Vehicle-mounted	Vehicle-mounted	Not specified	No	Vehicle must be operable and primarily used for transportation.
Vending machine sign	Machine dimensions	Machine dimensions	Per machine	No	Integrated with or limited to machine dimensions.
Memorial plaque/tablet	6 sq. ft.	Building-mounted	As allowed	No	Masonry, bronze, or similar material.
Mural, public art installation, or decorative treatment that is not a sign under Section 26.01.005(e)	Not regulated as a sign	Not regulated as a sign	Not regulated as a sign	No separate sign permit	Not regulated by Chapter 26 unless designed, intended, or used primarily to communicate a commercial message, identify a business or premises, direct attention to a product, service, event, or activity, or otherwise function as advertising or site identification. Historic preservation, building, safety, lighting, and other applicable regulations may still apply.

DRAFT Sign Ordinance (2026.09.04)

Appendix A. Quick Reference Sign Table

Section 26.06.004: Residential property

Door/window operational information	5 sq. ft. total	N/A	No fixed number	No	Business name, unit, hours, contact, open/closed, payment, security, and similar operational information; does not count toward window sign allowance.
Person-carried sign	Not specified	Not specified	Not specified	No	Must not be installed on public property, displayed in or over a public right-of-way without authorization, displayed in a median, driveway throat, or traffic sight triangle, or obstruct a sidewalk, accessible route, fire lane, required exit, or emergency access route; no flashing, moving, or animated lights.

Section 26.06.004. Residential property

Sign or Property Type	Maximum Area	Maximum Height	Maximum Number	Permit?	Main Conditions
Residential development monument sign	24 sq. ft.	6 ft.	1 per entrance	Yes	8-ft. setback; landscaping; lighting per outdoor lighting ordinance.
Residential construction/development sign	48 sq. ft.	8 ft.	1 per entrance	Yes	Remove at completion or 12 months after construction ceases; master sign plan encouraged for multiple model-home or wayfinding signs.

DRAFT Sign Ordinance (2026.09.04)

Appendix A. Quick Reference Sign Table

Section 26.06.005: Multifamily residential property

Sign or Property Type	Maximum Area	Maximum Height	Maximum Number	Permit?	Main Conditions
Residential flags	Primary: 5 ft. x 8 ft.; second: 25 sq. ft.	25-ft. pole or roof height, whichever is lower	2 flags; 1 pole	No	Setbacks apply. Flags may not be used to avoid the standards applicable to another sign type or prohibited display.
Residential noncommercial sign	4 sq. ft.	4 ft. if ground-mounted	1	No	No lighting or movement unless otherwise allowed.
Residential temporary sign	9 sq. ft.	4 ft. unless otherwise approved	1	No	Owner consent; no right-of-way placement.
Home occupation wall sign	4 sq. ft.	Building-mounted	1	No	Not illuminated; flush-mounted.
Residential address sign	As required by code	As required by code	Required	No	Must be visible from adjacent right-of-way.

Section 26.06.005. Multifamily residential property

Sign or Property Type	Maximum Area	Maximum Height	Maximum Number	Permit?	Main Conditions
Multifamily monument sign	24 sq. ft.	6 ft.	1 per entrance	Yes	8-ft. setback; landscaping.

DRAFT Sign Ordinance (2026.09.04)

Appendix A. Quick Reference Sign Table

Section 26.06.006: Manufactured home property

Sign or Property Type	Maximum Area	Maximum Height	Maximum Number	Permit?	Main Conditions
Multifamily construction/development sign	48 sq. ft.	8 ft.	1 per entrance	Yes	Annual renewal after 12 months if still displayed.
Multifamily wall sign	15 sq. ft.	Building-mounted	1 if no hanging sign	Yes	Near office entrance.
Multifamily hanging sign	8 sq. ft.	7-ft. minimum clearance	1 if no wall sign	Yes	Near office entrance.
Multifamily resident sign	Same as residential lot signs	Same as residential lot signs	As allowed	No	Must be within the resident's leased or owned area and allowed by the property owner when required.

Section 26.06.006. Manufactured home property

Sign or Property Type	Maximum Area	Maximum Height	Maximum Number	Permit?	Main Conditions
Manufactured home park identification sign	24 sq. ft.	6 ft.	1 per arterial entrance	Yes	Monument or wall sign; 8-ft. setback; landscaping if monument.

DRAFT Sign Ordinance (2026.09.04)

Appendix A. Quick Reference Sign Table

Section 26.06.007: Commercial property

Section 26.06.007. Commercial property

Sign or Property Type	Maximum Area	Maximum Height	Maximum Number	Permit?	Main Conditions
Awning sign	Counts toward wall sign allowance	As approved	1; 2 on corner lot	Yes	One-third of area counts toward wall-sign limit.
Commercial directional signs	4 sq. ft.	4 ft.	4 per premises	No	On-premises only; directional/access/parking/entrance/exit/wayfinding only; may not obstruct sight distance or circulation.
Commercial hanging sign	8 sq. ft.	7-ft. minimum clearance	1; 2 for qualifying corner/two-entrance sites	Yes	75% storefront width limit.
Commercial monument sign, single business	32 sq. ft. if lot frontage is less than 150 ft.; 48 sq. ft. if lot frontage is 150 ft. or more	6 ft.; up to 8 ft. if lot frontage is 150 ft. or more	1	Yes	8-ft. setback; landscaping; address if displayed at least 6 in.

DRAFT Sign Ordinance (2026.09.04)

Appendix A. Quick Reference Sign Table

Section 26.06.007: Commercial property

Sign or Property Type	Maximum Area	Maximum Height	Maximum Number	Permit?	Main Conditions
Commercial wall sign	Lesser of 64 sq. ft. or 1 sq. ft. per linear foot of tenant frontage on each building elevation	District building height	1 per public-facing building elevation with a customer entrance or other legitimate public-facing facade	Yes	75% linear tenant-frontage limit on each elevation; address if displayed at least 6 in.
Wall mural or painted wall display that functions as a sign	Same as applicable wall-sign standard	Same as applicable wall-sign standard	Same as applicable wall-sign standard	Same as applicable wall-sign standard	If the mural or painted display functions primarily as advertising or site identification, it is regulated as a wall sign. If it does not function as a sign under Section 26.01.005(e), no separate sign permit is required under Chapter 26.
Daily display sign (A-frame/sandwich-board/easel sign)	6 sq. ft.	3 ft.	1 per business	No	Display only when open; place on private property or approved location; maintain minimum 5-ft. pedestrian/accessible route.

DRAFT Sign Ordinance (2026.09.04)

Appendix A. Quick Reference Sign Table

Section 26.06.007: Commercial property

Sign or Property Type	Maximum Area	Maximum Height	Maximum Number	Permit?	Main Conditions
New business temporary sign	32 sq. ft.	6 ft.	1 before opening and 1 after opening	Yes	60 days each; not illuminated.
Restaurant menu sign	32 sq. ft.	8 ft.	2 per ordering lane	Yes	Not directed to off-site attention; lighting limits apply.
Accessory digital display	As allowed by underlying operational use	As integrated with the approved structure or equipment	As needed for the on-site use	No variance required if compliant	Must be customarily incidental and subordinate to an on-site business or use; used for on-site ordering, sales, dispensing, pricing, customer service, or similar operational purposes; not primarily intended to attract roadway traffic; must comply with Section 26.01.017 lighting standards; may not flash, scroll, display full-motion video, or simulate movement when visible from the public right-of-way unless otherwise specifically approved.
Small commercial banner	24 sq. ft.	15 ft.	1 per business	No	Secured to building, wall, or fence; may be displayed in addition to nonresidential lot banner; not more than 90 continuous days unless otherwise approved.

DRAFT Sign Ordinance (2026.09.04)

Appendix A. Quick Reference Sign Table

Section 26.06.007: Commercial property

Sign or Property Type	Maximum Area	Maximum Height	Maximum Number	Permit?	Main Conditions
Commercial window signs	24 sq. ft.; 48 sq. ft. for qualifying corner/drive-through sites	Window area	Not specified	No	Promotional/decorative window signage; public-safety visibility applies.
Commercial noncommercial sign	36 sq. ft.	6 ft.	1 per lot	No	No lighting or moving parts.
Commercial flags	40 sq. ft. each	25-ft. pole or roof height, whichever is lower	4 flags on 2 poles	No	Setbacks apply. Flags may not be used to avoid the standards applicable to another sign type or prohibited display; nonqualifying fabric displays are regulated as the applicable sign type or prohibited display.

DRAFT Sign Ordinance (2026.09.04)

Appendix A. Quick Reference Sign Table

Section 26.06.008: Multi-unit, industrial, institutional, public, and agricultural property

Section 26.06.008. Multi-unit, industrial, institutional, public, and agricultural property

Sign or Property Type	Maximum Area	Maximum Height	Maximum Number	Permit?	Main Conditions
Multi-unit complex directory sign	48 sq. ft.	6 ft.	1; additional arterial frontage possible	Yes	Landscaping if monument; master sign plan encouraged.
Industrial/institutional wall signs	64 sq. ft. cumulative	Wall-mounted	Cumulative	Yes	8-ft. right-of-way setback.
Industrial/institutional monument sign	48 sq. ft.	8 ft.	1 per lot	Yes	8-ft. right-of-way setback.
Industrial/institutional noncommercial sign	36 sq. ft.	6 ft.	1 per lot	No	No lighting or moving parts.
Industrial/institutional flags	40 sq. ft. each	25-ft. pole or roof height, whichever is lower	4 flags on 2 poles	No	Same flag standards that apply to commercial property; flags may not be used to avoid the standards applicable to another sign type or prohibited display.
Industrial/institutional daily display sign	6 sq. ft.	3 ft.	1 per business	No	Display only when open; place on private property or approved location; maintain minimum 5-ft. pedestrian/accessible route.

DRAFT Sign Ordinance (2026.09.04)

Appendix A. Quick Reference Sign Table

Section 26.06.009: Historic district and corridor/overlay signs

Sign or Property Type	Maximum Area	Maximum Height	Maximum Number	Permit?	Main Conditions
Industrial/institutional small commercial banner	24 sq. ft.	15 ft.	1 per business	No	Secured to building, wall, or fence; may be displayed in addition to nonresidential lot banner; not more than 90 continuous days unless otherwise approved.

Section 26.06.009. Historic district and corridor/overlay signs

Sign or Property Type	Maximum Area	Maximum Height	Maximum Number	Permit?	Main Conditions
Historic post, bracket, and similar pedestrian-scale freestanding sign	8 sq. ft. by default; up to 12 sq. ft. with administrative approval if historically compatible	8 ft. total height; 7-ft. clearance if over walkway	1 per business or tenant frontage	Yes	Includes post-and-arm, bracket, one-post, and two-post sign forms; no internal illumination; historic approval if required.

DRAFT Sign Ordinance (2026.09.04)

Appendix A. Quick Reference Sign Table

Section 26.06.009: Historic district and corridor/overlay signs

Sign or Property Type	Maximum Area	Maximum Height	Maximum Number	Permit?	Main Conditions
Existing lawful nonconforming historic pole sign or pole sign structure	Existing lawful sign dimensions	Existing lawful sign height	Existing lawful sign number	No variance solely for continued lawful use	May continue subject to Article 26.04 [<i>Existing, Nonconforming, Abandoned, and Damaged Signs</i>]; continued lawful use does not require a variance solely because the sign or structure exceeds the default historic-district height or form.
Existing nonconforming historic pole sign structure proposed for reuse or refacing	As approved administratively	Existing lawful structure height	As approved administratively	Administrative variance	Structure must have been lawfully erected, not abandoned, structurally sound, historically compatible, and may not increase height, location, footprint, number of supports, signable area, or overall degree of nonconformity.

DRAFT Sign Ordinance (2026.09.04)

Appendix A. Quick Reference Sign Table

Section 26.06.009: Historic district and corridor/overlay signs

Sign or Property Type	Maximum Area	Maximum Height	Maximum Number	Permit?	Main Conditions
Geographically challenged business locator sign	4 sq. ft. freestanding/A-frame; 6 sq. ft. shared panel	3 ft. if freestanding or A-frame; otherwise height of approved sign structure	1	Administrative approval	Private property only; written property-owner authorization; operating-hours display unless permanent panel; not a billboard substitute.
Historic-district mural or public art treatment that is not a sign under Section 26.01.005(e)	Not regulated as a sign	Not regulated as a sign	As allowed by applicable non-sign regulations	No separate sign permit	Not regulated by Chapter 26 unless it functions primarily as advertising or site identification. Certificate of appropriateness, historic review, lighting, and building or safety approvals may still apply if otherwise required.
Highway corridor monument sign	Base district limit; up to 10 ft. administratively; up to 15 ft. by Council-approved variance or master sign plan	10 ft.; 15 ft. only with specific findings	As approved	Yes	Monument sign only; masonry/stone/stucco/wood or compatible enclosed base; landscaping; dark-sky lighting; TxDOT approval if applicable.

DRAFT Sign Ordinance (2026.09.04)

Appendix A. Quick Reference Sign Table

Section 26.06.010: Real estate signs

Sign or Property Type	Maximum Area	Maximum Height	Maximum Number	Permit?	Main Conditions
Historic transition zone sign	Base district limit unless otherwise approved	Pedestrian-scale preferred	As approved	Usually yes for permanent signs	Wall, hanging, blade, awning, window, and low-profile monument signs preferred; pole and plastic cabinet signs restricted.
Electronic or LED sign approved by variance/master sign plan	As approved	As approved	As approved	Yes	Static display; auto-dimming; no animation; measurable brightness limits; 3000K unless otherwise approved.

Section 26.06.010. Real estate signs

Sign or Property Type	Maximum Area	Maximum Height	Maximum Number	Permit?	Main Conditions
Large real estate sign	32 sq. ft.	8 ft.	1 per lot; 2 on corner lots	Yes	Nonilluminated; annual renewal after 12 months; remove after transaction.
Small real estate sign	6 sq. ft.	3 ft.	1 per lot; 2 on corner lots	No	Nonilluminated; remove after transaction.

DRAFT Sign Ordinance (2026.09.04)

Section 26.06.011: Recreation and specialty signs

Sign or Property Type	Maximum Area	Maximum Height	Maximum Number	Permit?	Main Conditions
Individual unit lease sign	6 sq. ft.	6 ft.	As needed for individual units	No	Must identify the individual unit offered for lease; may be visible from the public right-of-way; may not function as an off-premises advertising sign for unrelated property; remove after lease or transaction.

Section 26.06.011. Recreation and specialty signs

Sign or Property Type	Maximum Area	Maximum Height	Maximum Number	Permit?	Main Conditions
Sports field inward-facing sign	32 sq. ft.	6 ft.	As allowed	No	Must be oriented inward.

Article 26.07 Appendix B. Applicant Checklist

Section 26.07.001. Tenant and business onboarding

- (a) A new tenant or business owner should contact the City before ordering, fabricating, or installing a sign.
- (b) Property owners, landlords, leasing agents, and business tenants are encouraged to discuss sign rules, certificate of occupancy requirements, utilities, and permit requirements before lease signing or tenant buildout.
- (c) A business owner should make sure the owner's contact information is included on any sign permit application filed by a sign company so the owner receives City comments and can monitor vendor response times.
- (d) Sign companies are not presumed to know the City's sign standards. Applicants remain responsible for confirming that proposed signs comply before fabrication or installation.
- (e) Before ordering or installing a mural, public art feature, decorated rainwater tank, cistern, or other decorative treatment visible from outside the building, the applicant should confirm with the City whether the display will be treated as a sign under Section 26.01.005(e) or as non-sign art or decoration subject only to other applicable regulations.
- (f) The City shall maintain on its website, or otherwise make publicly available:
 - (1) current sign application forms,
 - (2) the current fee schedule,
 - (3) measurement diagrams,
 - (4) stated review timelines,
 - (5) applicable zoning or overlay maps,
 - (6) links to ordinances referenced in this Chapter, and
 - (7) the official or convenience copies of preserved master sign plans identified by property address to the extent legally permissible.

- (g) Any handout, summary, webpage, or checklist maintained or made publicly available under subdivision (f) is a guide only and does not replace this Chapter unless an ordinance or other law expressly provides otherwise.
- (h) State law may provide broader protections for certain political signs on private property than the general residential size or placement standards summarized in this table. See Texas Election Code § 259.003 and other applicable law.

Section 26.07.002. Examples of noncommercial messages

- (a) Examples of noncommercial messages may include civic, charitable, religious, ideological, political, or public-issue messages that do not primarily propose a commercial transaction. These examples are illustrative only and do not limit constitutionally protected noncommercial speech.
- (b) A noncommercial message may appear on a sign otherwise allowed by this Chapter, but a mural, public art installation, or decorative treatment that is not a sign under Section 26.01.005(e) does not become regulated signage merely because it contains noncommercial expression.

Section 26.07.003. ETJ properties

- (a) Properties in the ETJ are subject to this Chapter only to the extent authorized by Texas law and any applicable agreement, condition of approval, or site-specific regulation.
- (b) Applicants with property in the ETJ should confirm with the City which standards the City is asserting for the property before ordering or installing a sign.

Section 26.07.004. Before ordering a sign

Before ordering a sign, a person should:

- (1) identify the property type and zoning district;
- (2) confirm whether a master sign plan, historic district standard, planned development ordinance, development agreement, or private lease requirement applies;

- (3) confirm whether the property is subject to a preserved project-specific master sign plan under Article 26.11 [*Preserved and Future Project-Specific Master Sign Plans*] and obtain the official plan documents before designing, ordering, or installing a sign;
- (4) confirm whether the sign is prohibited;
- (5) confirm whether a permit is required;
- (6) confirm whether a proposed mural, public art installation, or decorated feature, including a rainwater tank or cistern, will be treated as a sign under Section 26.01.005(e) or as non-sign art or decoration;
- (7) measure signable area, height, setbacks, storefront width, and right-of-way distance;
- (8) check lighting requirements and dark-sky compliance;
- (9) obtain property owner authorization;
- (10) if the sign cannot meet the standards, request a variance or master sign plan before fabricating or installing the sign;
- (11) confirm whether any lawful existing sign on the property will remain lawful as a nonconforming sign under Article 26.04 [*Existing, Nonconforming, Abandoned, and Damaged Signs*] and applicable state law if the sign does not meet current standards; and
- (12) confirm whether state law provides different or additional protections or restrictions for the proposed sign type, including any state-law provisions that materially affect or preempt the City's normal sign standards.

Section 26.07.005. Permit application checklist

- (a) A complete permit application should include:
 - (1) city application form;
 - (2) property owner authorization;
 - (3) site plan showing location and setbacks;

DRAFT Sign Ordinance (2026.09.04)**Appendix C. Variance Guidance for Applicants****Section 26.08.001: Which type of relief do I need?**

- (4) sign drawing with dimensions, materials, colors, height, and signable area;
 - (5) building elevation or photograph for wall, awning, hanging, window, or roof signs;
 - (6) if the sign is illuminated or proposed to be illuminated, a lighting submittal identifying the lighting source, illumination method, fixture type, fixture location, lamp or LED type, lumen output, color temperature, shielding, illumination direction, dimming capability, hours of operation, manufacturer specifications, and any photometric information or night renderings required by the City;
 - (7) If the application involves a mural, painted surface, public art feature, or decorated rainwater tank or cistern that includes text, logos, symbols, or other messaging, the applicant should identify whether the display is proposed as signage or as non-sign art or decoration and provide any supporting description needed for the City to make that determination;
 - (8) structural or electrical information if required;
 - (9) historic district approval if required;
 - (10) variance or master sign plan materials if requested; and
 - (11) required fee.
- (b) Owner approval, landlord approval, homeowners' association approval, architectural review committee approval, or similar private approval does not constitute City approval and does not waive any City permit, right-of-way, building, electrical, fire, lighting, TxDOT, or other legal requirement.

Article 26.08 Appendix C. Variance Guidance for Applicants**Section 26.08.001. Which type of relief do I need?**

- (a) Administrative approval applies only where this Chapter expressly authorizes the sign administrator to approve a sign or sign-related request based on stated criteria.

- (b) Administrative variance applies only where this Chapter expressly authorizes the sign administrator to grant limited relief from a standard based on stated criteria.
- (c) City Council variance applies where the requested relief is not eligible for administrative approval but may be granted without changing the text of this Chapter, a legislatively adopted site-specific ordinance, or an approved master sign plan.
- (d) An ordinance amendment, planned development amendment, development agreement amendment, or master sign plan amendment is required where the requested change would establish a new generally applicable rule, modify a legislatively adopted site-specific standard, or approve signs, sign types, sign heights, sign areas, sign locations, or procedures beyond the scope of the administrative and variance authority granted by this Chapter.

Section 26.08.002. Administrative variance examples

An administrative variance may be appropriate when:

- (1) a site's grade makes a compliant sign difficult to see safely;
- (2) a driveway, utility easement, drainage feature, tree preservation area, or unusual lot shape limits compliant placement;
- (3) a multi-tenant panel layout needs minor adjustments without increasing total sign face size;
- (4) a sign should be shifted slightly for pedestrian or traffic safety;
- (5) muted colors, stone base, landscaping, reduced lighting, or other mitigation offsets a modest dimensional request; or
- (6) a coordinated master sign plan would reduce the total number or visual impact of signs.

Section 26.08.003. City Council variance examples

City Council review is generally appropriate when:

- (1) the request would materially increase sign height, size, number, or type;

- (2) a roof sign, electronic sign, or other normally prohibited sign is requested and the request is not eligible for administrative approval under this Chapter;
- (3) the request affects a historic district, gateway corridor, or major development;
- (4) the request would be better addressed through a master sign plan;
- (5) the request involves public safety, right-of-way, or significant neighborhood impact; or
- (6) the sign administrator refers the request to the City Council.

Section 26.08.004. Strong variance application indicators

Strong variance applications usually include:

- (1) a clear explanation of the hardship or site condition;
- (2) photographs showing visibility, grade, frontage, landscaping, buildings, and nearby signs;
- (3) scaled drawings;
- (4) a design that uses Hill Country materials and muted colors;
- (5) reduced lighting and dark-sky controls;
- (6) landscaping or sign consolidation;
- (7) landscaping proportional to the sign face, sign base, or sign footprint, when needed to mitigate visual impact;
- (8) removal or improvement of nonconforming signs;
- (9) evidence that the requested relief is the minimum needed; and
- (10) mitigation measures proportionate to the scale of the request, which may include increased landscaping, reduced lighting, additional setbacks, sign consolidation, or other site-specific design measures.

Article 26.09 Appendix D. TxDOT and State Highway Right-of-Way Coordination

- (a) Signs located in, over, or affecting a state highway right-of-way require all approvals required by TxDOT, the Texas Manual on Uniform Traffic Control Devices, the Texas Transportation Code, and any municipal maintenance agreement or other intergovernmental agreement applicable to the right-of-way.
- (b) A City sign permit does not authorize a sign in a state highway right-of-way unless TxDOT approval or other required right-of-way authorization has also been obtained.
- (c) Unauthorized signs in a state highway right-of-way may be removed as allowed by state law, City ordinance, and any applicable municipal maintenance agreement.
- (d) City gateway signs, wayfinding signs, City Pride signs, historic route signs, heritage trail signs, and other public signs within or near a state highway right-of-way shall comply with applicable TxDOT design, breakaway support, retroreflectivity, location, and maintenance requirements.
- (e) The City may require an applicant for a sign near a state highway to provide evidence of TxDOT approval, evidence that TxDOT approval is not required, or a site plan showing that the sign is outside the state highway right-of-way.
- (f) Temporary or privately placed signs located in or near a state highway right-of-way may be subject to removal by TxDOT, the City, or a contractor acting under lawful authority, including during roadway construction or maintenance activities.

Article 26.10 Appendix E. Corridor and Historic District Design Guide

This Appendix provides design guidance for highway corridor overlays, gateway corridors, historic transition zones, and historic districts. If this Appendix conflicts with the text of Chapter 26, the text controls.

Section 26.10.001. Preferred sign types by area

Area	Preferred Sign Types	Discouraged or Restricted Sign Types
High-speed highway corridor	Low-profile monument signs, coordinated multi-tenant monument signs, wall signs integrated with architecture	Exposed pole signs, feather banners, inflatable signs, flashing signs, portable signs, oversized internally illuminated cabinet signs
Gateway corridor	Monument signs, wall signs, hanging signs, coordinated project signs, landscaped directory signs	Signs with exposed poles, high-glare signs, signs without landscaping, signs incompatible with corridor character
Historic transition zone	Wall signs, hanging signs, blade signs, awning signs, window lettering, small monument signs	Freestanding pole signs, plastic cabinet signs, internally bright signs, signs that obscure architectural features
Historic district	Pedestrian-scale wall, window, hanging, bracket, post-and-arm, one-post, or two-post freestanding signs, painted, carved, metal, wood, or externally illuminated signs	Signs damaging historic materials, oversized signs, high-glare signs, false-historic designs, signs blocking architectural details

Note: Murals, public art, and decorative treatment of structures may be appropriate in corridor, gateway, transition, and historic areas when they are integrated with the architecture or site and do not function primarily as advertising or site identification. If such a display functions primarily as advertising or site identification, it should be reviewed as the applicable sign type under Chapter 26.

Section 26.10.002. Preferred materials

- (a) Preferred sign materials include:

- (1) Native limestone, stone, brick, masonry, stucco, solid wood, matte metal, architectural-grade fiber cement, and other durable materials compatible with the principal building, surrounding area, and Hill Country style.
- (2) Muted, natural, and earth-tone colors are preferred. Bright, fluorescent, highly reflective, and high-saturation dominant colors are discouraged in corridor and historic areas.
- (b) Sign supports and surrounds should be integrated with the building or site design. Exposed poles are discouraged and may be prohibited in overlay areas.
- (c) Decorative treatment of walls, screening elements, and functional site features, including rainwater tanks and cisterns, may use painted, mosaic, sculptural, or similar artistic treatment compatible with the building or site. When the display does not function as signage under Section 26.01.005(e), this Appendix treats the feature as art or decoration rather than as a sign.

Section 26.10.003. Lighting guidance

- (a) Lighting should be warm, shielded, low-glare, and directed only to the sign face.
- (b) Lighting should avoid spillover into residential property, public rights-of-way, and driver sightlines.
- (c) Halo lighting, shielded external lighting, and individual low-glare lettering are preferred in historic and transition areas.
- (d) Bright internally illuminated plastic cabinet signs are discouraged in historic, gateway, and transition areas.

Section 26.10.004. Typography and design guidance

- (a) Lettering should be readable, simple, and scaled to the building and viewing distance.

DRAFT Sign Ordinance (2026.09.04)**Preserved and Future Project-Specific Master Sign Plans****Section 26.11.001: Purpose and effect**

- (b) Historic districts may encourage typography compatible with the age, architecture, and character of the building, but contemporary branding may be appropriate when materials, scale, placement, and illumination are compatible.
- (c) Signs should not create a false sense of history by making a new sign or building appear to be from a period it does not represent.
- (d) Signs should not cover or damage character-defining architectural features, including transoms, cornices, columns, stonework, decorative brickwork, windows, doors, or historic trim.
- (e) Hill Country style references in this Appendix shall be interpreted consistently with Articles 24.03 and 28.05 of this Code, as amended.
- (f) In historic districts and transition areas, murals and public art should not be used as a substitute for oversized wall signage, off-premises advertising, or branding that would otherwise require review under Chapter 26. Text, logos, slogans, repeated brand identifiers, menus, pricing, or similar message elements that cause a mural or decorative treatment to function primarily as advertising or site identification should be reviewed as signage.

Article 26.11 Preserved and Future Project-Specific Master Sign Plans**Section 26.11.001. Purpose and effect**

- (a) The purpose of this Article is to preserve previously approved project-specific master sign plans and to provide a consistent codification system for future project-specific master sign plans.
- (b) A project-specific master sign plan is a site-specific sign approval adopted or approved by the City for a particular property, subdivision, development, mixed-use project, commercial center, institutional campus, or other defined area.
- (c) A project-specific master sign plan may include sign locations, sign types, sign dimensions, sign height, tenant panels, materials, lighting, landscaping, maintenance obligations, replacement procedures, variance procedures, design standards, exhibits, drawings, and other project-specific signage requirements.

DRAFT Sign Ordinance (2026.09.04)

Preserved and Future Project-Specific Master Sign Plans

Section 26.11.002: Preservation of previously approved master sign plans

- (d) Project-specific master sign plans are legislative or administrative approvals applicable only to the property or development described in the applicable adopting ordinance, approval document, development agreement, planned development ordinance, or master sign plan.

Section 26.11.002. Preservation of previously approved master sign plans

- (a) A project-specific master sign plan, planned development sign plan, development agreement sign plan, site-specific sign ordinance, or project-specific sign appendix adopted or approved by the City before the effective date of the 2026 Sign Ordinance remains valid, enforceable, and controlling for the property covered by that approval.
- (b) Adoption of the 2026 Sign Ordinance does not repeal, amend, supersede, impair, terminate, or invalidate any previously approved project-specific master sign plan unless the adopting ordinance expressly identifies the plan and states the City's intent to repeal, amend, supersede, impair, terminate, or invalidate that plan.
- (c) The project-specific master sign plans listed in Sections 26.11.100 through 26.11.111 are preserved and incorporated by reference.
- (d) The City Secretary shall maintain the official copy of each preserved master sign plan, including adopting ordinances, exhibits, drawings, amendments, conditions of approval, and any related development agreements or planned development ordinances.
- (e) Failure to list, attach, scan, publish, hyperlink, or reproduce a previously approved master sign plan in the codified Code does not invalidate the plan if the plan was otherwise lawfully adopted or approved.

Section 26.11.003. Relationship to Chapter 26

- (a) For property covered by a preserved or future project-specific master sign plan, the project-specific master sign plan may be more restrictive or less restrictive than Chapter 26 and controls over conflicting general provisions of Chapter 26 but only to the extent the plan expressly addresses or modifies the issue.

DRAFT Sign Ordinance (2026.09.04)

Preserved and Future Project-Specific Master Sign Plans

Section 26.11.004: Administration, amendments, and enforcement

- (b) Signs, sign types, sign measurements, sign materials, sign lighting standards, sign conditions, sign procedures, and other sign matters not addressed by the project-specific master sign plan shall comply with the generally applicable provisions of Chapter 26.
- (c) If a project-specific master sign plan states that later-adopted City sign regulations control, then this Chapter shall control to the extent stated in the plan.
- (d) Later adopted amendments to Chapter 26 do not repeal, supersede, impair, terminate, or render nonconforming any sign, standard, approval, permit, condition, or procedure authorized by a preserved or future project-specific master sign plan unless the later ordinance expressly identifies the applicable master sign plan and states that it is being amended, repealed, superseded, impaired, or terminated.
- (e) If state or federal law requires a different result, state or federal law controls.
- (f) Project-specific master sign plans shall be interpreted, administered, and enforced in a content-neutral and viewpoint-neutral manner.

Section 26.11.004. Administration, amendments, and enforcement

- (a) A sign permit application for property covered by a project-specific master sign plan shall be reviewed for compliance with:
 - (1) the applicable project-specific master sign plan;
 - (2) this Chapter, to the extent not inconsistent with the project-specific master sign plan;
 - (3) the outdoor lighting ordinance;
 - (4) the building code, electrical code, fire code, and other applicable technical codes;
 - (5) applicable historic preservation requirements; and
 - (6) applicable state and federal law.

DRAFT Sign Ordinance (2026.09.04)

Preserved and Future Project-Specific Master Sign Plans

Section 26.11.004: Administration, amendments, and enforcement

- (b) Amendments, administrative adjustments, variances, tenant panel changes, replacements, refacing, relocation, and enforcement actions shall follow the procedure expressly stated in the applicable project-specific master sign plan.
- (c) If the applicable project-specific master sign plan does not expressly provide a procedure, or if the plan provides only partial direction, the procedures in Article 26.03 [*Permits, Variances, Appeals, and Master Sign Plans*], Article 26.04 [*Existing, Nonconforming, Abandoned, and Damaged Signs*], and Article 26.05 [*Enforcement, Violations, and Remedies*] apply to the extent necessary to administer the issue.
- (d) A project-specific master sign plan may be amended only by:
 - (1) ordinance;
 - (2) development agreement amendment;
 - (3) planned development amendment;
 - (4) master sign plan amendment approved under this Chapter; or
 - (5) another procedure expressly authorized by the applicable project-specific master sign plan or City ordinance.
- (e) A violation of a project-specific master sign plan is a violation of this Chapter and may be enforced under Article 26.05 [*Enforcement, Violations, and Remedies*] and any enforcement provision contained in the applicable plan.
- (f) Approval or preservation of a project-specific master sign plan authorizes only those signs, sign locations, sign types, sign dimensions, sign materials, sign lighting standards, procedures, and related approvals expressly stated in the applicable plan or otherwise allowed by Chapter 26. Approval or preservation of a project-specific master sign plan does not, by itself, authorize additional signs, larger signs, taller signs, different sign types, off-premises advertising signs, or signs in locations not approved by the City.

DRAFT Sign Ordinance (2026.09.04)

Preserved and Future Project-Specific Master Sign Plans

Section 26.11.005: Numbering system

- (g) Owner approval, landlord approval, property manager approval, private design-review approval, homeowners' association approval, architectural review committee approval, or similar non-City approval does not constitute City approval and does not waive any City permit, inspection, code, right-of-way, building, electrical, fire, lighting, TxDOT, or other legal requirement.

Section 26.11.005. Numbering system

- (a) Sections 26.11.100 through 26.11.199 are reserved for project-specific master sign plans adopted or approved before the effective date of the 2026 Sign Ordinance.
- (b) Sections 26.11.200 and following are reserved for project-specific master sign plans adopted or approved after the effective date of the 2026 Sign Ordinance.
- (c) The City may assign future project-specific master sign plans sequentially beginning with Section 26.11.200.
- (d) Repeal, expiration, termination, amendment, or replacement of a project-specific master sign plan does not require renumbering of later sections.
- (e) The City may mark a repealed, expired, terminated, superseded, or replaced master sign plan section as "reserved," "repealed," "expired," "superseded," or "replaced," as applicable.

Section 26.11.006. Official copies and public access

- (a) The City Secretary shall maintain the official copy of each project-specific master sign plan listed or adopted under this Article.
- (b) The official copy may include:
 - (1) the adopting ordinance;
 - (2) the master sign plan text;
 - (3) property descriptions;
 - (4) exhibits;
 - (5) drawings;

DRAFT Sign Ordinance (2026.09.04)

Preserved and Future Project-Specific Master Sign Plans

Section 26.11.100: Reserved

- (6) maps;
 - (7) sign elevations;
 - (8) sign location plans;
 - (9) amendments;
 - (10) conditions of approval;
 - (11) related development agreements;
 - (12) related planned development ordinances; and
 - (13) related administrative approvals.
- (c) The City may publish copies, summaries, tables, links, or downloadable documents for public convenience.
 - (d) The City shall make preserved master sign plans publicly accessible and searchable by property address to the extent legally permissible.
 - (e) If a published copy, summary, table, link, or downloadable document conflicts with the official copy maintained by the City Secretary, the official copy controls.
 - (f) A project-specific master sign plan may be codified by incorporation by reference rather than by reproducing the full text of the plan in the Code. If a plan is incorporated by reference, the official copy maintained by the City Secretary controls.

Section 26.11.100. Reserved

This section is reserved for administrative use, indexing, or future codification of a preserved master sign plan omitted from the initial list.

Section 26.11.101. Master Sign Plan for The Commons

- (a) The **Master Sign Plan for The Commons**, adopted by Ordinance No. 1251.06, is preserved and incorporated by reference.

DRAFT Sign Ordinance (2026.09.04)

Preserved and Future Project-Specific Master Sign Plans

Section 26.11.102: Master Sign Plan for Belterra Village

- (b) The plan applies to the property described in the adopting ordinance and approved master sign plan documents, including the property commonly known as **The Commons**, 100 Commons Road, Dripping Springs, Texas 78620, to the extent stated in the plan.
- (c) The plan, including all exhibits, drawings, amendments, and conditions of approval, remains valid and controlling for signage on the covered property.
- (d) Signs, sign types, sign dimensions, sign locations, sign materials, sign lighting standards, sign procedures, and other sign matters not addressed by the plan shall comply with the generally applicable provisions of Chapter 26.

Section 26.11.102. Master Sign Plan for Belterra Village

- (a) The **Master Sign Plan for Belterra Village**, adopted by Ordinance No. 2018-18 and amended by Ordinance No. 2020-65, is preserved and incorporated by reference.
- (b) The plan applies to the property described in the adopting ordinance, amendment, and approved master sign plan documents, including the property known as **Belterra Village**, to the extent stated in the plan.
- (c) The plan, including all exhibits, drawings, amendments, and conditions of approval, remains valid and controlling for signage on the covered property.
- (d) Signs, sign types, sign dimensions/measurements, sign locations, sign materials, sign lighting standards, sign procedures, and other sign matters not expressly addressed or modified by the plan shall comply with the generally applicable provisions of Chapter 26.

Section 26.11.103. Master Sign Plan for Sawyer Ranch Subdivision

- (a) The **Master Sign Plan for the Sawyer Ranch Subdivision**, adopted by Ordinance No. 1251.07, is preserved and incorporated by reference.
- (b) The plan applies to the property described in the adopting ordinance and approved master sign plan documents, including property at or within **Sawyer Ranch**, to the extent stated in the plan.
- (c) The plan, including all exhibits, drawings, amendments, and conditions of approval, remains valid and controlling for signage on the covered property.

DRAFT Sign Ordinance (2026.09.04)

Preserved and Future Project-Specific Master Sign Plans

Section 26.11.104: Master Sign Plan for Founders Ridge Subdivision

- (d) Signs, sign types, sign dimensions/measurements, sign locations, sign materials, sign lighting standards, sign procedures, and other sign matters not expressly addressed or modified by the plan shall comply with the generally applicable provisions of Chapter 26.

Section 26.11.104. Master Sign Plan for Founders Ridge Subdivision

- (a) The **Master Sign Plan for Founders Ridge Subdivision** is preserved and incorporated by reference.
- (b) The plan applies to the property described in the adopting ordinance and approved master sign plan documents, including property at or within **Founders Ridge Subdivision**, to the extent stated in the plan.
- (c) The plan, including all exhibits, drawings, amendments, and conditions of approval, remains valid and controlling for signage on the covered property.
- (d) Signs not addressed by the plan shall comply with the generally applicable provisions of Chapter 26.
- (e) The City Secretary may insert the applicable adopting ordinance number, amendment history, and official plan reference during codification.

Section 26.11.105. Master Sign Plan for Blue Blazes Ranch

- (a) The **Master Sign Plan for Blue Blazes Ranch** is preserved and incorporated by reference.
- (b) The plan applies to the property described in the adopting ordinance and approved master sign plan documents, including property at or within **Blue Blazes Ranch**, to the extent stated in the plan.
- (c) The plan, including all exhibits, drawings, amendments, and conditions of approval, remains valid and controlling for signage on the covered property.
- (d) Signs, sign types, sign dimensions/measurements, sign locations, sign materials, sign lighting standards, sign procedures, and other sign matters not expressly addressed or modified by the plan shall comply with the generally applicable provisions of Chapter 26.
- (e) The City Secretary may insert the applicable adopting ordinance number, amendment history, and official plan reference during codification.

Section 26.11.106. Master Sign Plan for Headwaters Subdivision

- (a) The **Master Sign Plan for Headwaters Subdivision** is preserved and incorporated by reference.
- (b) The plan applies to the property described in the adopting ordinance and approved master sign plan documents, including property at or within **Headwaters Subdivision**, to the extent stated in the plan.
- (c) The plan, including all exhibits, drawings, amendments, and conditions of approval, remains valid and controlling for signage on the covered property.
- (d) Signs, sign types, sign dimensions/measurements, sign locations, sign materials, sign lighting standards, sign procedures, and other sign matters not expressly addressed or modified by the plan shall comply with the generally applicable provisions of Chapter 26.
- (e) The City Secretary may insert the applicable adopting ordinance number, amendment history, and official plan reference during codification.

Section 26.11.107. Master Sign Plan for Dripping Springs Medical Village

- (a) The **Master Sign Plan for Dripping Springs Medical Village** is preserved and incorporated by reference.
- (b) The plan applies to the property described in the adopting ordinance and approved master sign plan documents, including property at or within **Dripping Springs Medical Village**, to the extent stated in the plan.
- (c) The plan, including all exhibits, drawings, amendments, and conditions of approval, remains valid and controlling for signage on the covered property.
- (d) Signs, sign types, sign dimensions/measurements, sign locations, sign materials, sign lighting standards, sign procedures, and other sign matters not expressly addressed or modified by the plan shall comply with the generally applicable provisions of Chapter 26.
- (e) The City Secretary may insert the applicable adopting ordinance number, amendment history, and official plan reference during codification.

Section 26.11.108. Master Sign Plan for Big Sky Ranch Subdivision

- (a) The **Master Sign Plan for Big Sky Ranch Subdivision** is preserved and incorporated by reference.
- (b) The plan applies to the property described in the adopting ordinance and approved master sign plan documents, including property at or within **Big Sky Ranch Subdivision**, to the extent stated in the plan.
- (c) The plan, including all exhibits, drawings, amendments, and conditions of approval, remains valid and controlling for signage on the covered property.
- (d) Signs, sign types, sign dimensions/measurements, sign locations, sign materials, sign lighting standards, sign procedures, and other sign matters not expressly addressed or modified by the plan shall comply with the generally applicable provisions of Chapter 26.
- (e) The City Secretary may insert the applicable adopting ordinance number, amendment history, and official plan reference during codification.

Section 26.11.109. Master Sign Plan for Trailhead Market

- (a) The **Master Sign Plan for Trailhead Market** is preserved and incorporated by reference.
- (b) The plan applies to the property described in the adopting ordinance and approved master sign plan documents, including property at or within **Trailhead Market**, to the extent stated in the plan.
- (c) The plan, including all exhibits, drawings, amendments, and conditions of approval, remains valid and controlling for signage on the covered property.
- (d) Signs, sign types, sign dimensions/measurements, sign locations, sign materials, sign lighting standards, sign procedures, and other sign matters not expressly addressed or modified by the plan shall comply with the generally applicable provisions of Chapter 26.
- (e) The City Secretary may insert the applicable adopting ordinance number, amendment history, and official plan reference during codification.

Section 26.11.110. Master Sign Plan for Cannon Ranch Subdivision

- (a) The **Master Sign Plan for Cannon Ranch Subdivision** is preserved and incorporated by reference.
- (b) The plan applies to the property described in the adopting ordinance and approved master sign plan documents, including property at or within **Cannon Ranch Subdivision**, to the extent stated in the plan.
- (c) The plan, including all exhibits, drawings, amendments, and conditions of approval, remains valid and controlling for signage on the covered property.
- (d) Signs, sign types, sign dimensions/measurements, sign locations, sign materials, sign lighting standards, sign procedures, and other sign matters not expressly addressed or modified by the plan shall comply with the generally applicable provisions of Chapter 26.
- (e) The City Secretary may insert the applicable adopting ordinance number, amendment history, and official plan reference during codification.

Section 26.11.111. Reserved for additional preserved master sign plans

This section is reserved for any additional project-specific master sign plan adopted or approved before the effective date of the 2026 Sign Ordinance that is later identified by the City and preserved by ordinance, codification supplement, or other lawful action.

Section 26.11.200. Future master sign plans generally

- (a) Project-specific master sign plans adopted or approved after the effective date of the 2026 Sign Ordinance shall be codified in this Division beginning with Section 26.11.200.
- (b) Each future project-specific master sign plan shall be assigned a separate section number.
- (c) Unless the adopting ordinance provides otherwise, a future project-specific master sign plan shall be incorporated by reference rather than reproduced in full in the codified Code.
- (d) The adopting ordinance for a future project-specific master sign plan should identify:

DRAFT Sign Ordinance (2026.09.04)

Preserved and Future Project-Specific Master Sign Plans

Section 26.11.201: Form of future codification

- (1) the project name;
- (2) the covered property;
- (3) the adopting ordinance number;
- (4) whether the plan is incorporated by reference or codified in full;
- (5) which specific provisions of Chapter 26 the plan modifies, supplements, replaces, or leaves unchanged for the covered property, the extent to which the plan expressly addresses or modifies each such issue, and whether the plan is more restrictive or less restrictive than the generally applicable standards;
- (6) where the official plan documents will be maintained;
- (7) any amendment or administrative adjustment procedure; and
- (8) any special enforcement or expiration provisions.

Section 26.11.201. Form of future codification

Unless the City Council directs otherwise, a future project-specific master sign plan may be codified substantially as follows:

Sec. 26.11.____. Master Sign Plan for [Project Name].

- (a) The Master Sign Plan for [Project Name], adopted by Ordinance No. [ordinance number], is adopted and incorporated by reference.
- (b) The plan applies to the property described in the adopting ordinance and approved master sign plan documents.
- (c) The plan, including all exhibits, drawings, amendments, and conditions of approval, controls signage on the covered property.
- (d) Signs, sign types, sign conditions, sign measurements, sign materials, sign lighting standards, sign procedures, and other sign matters not expressly addressed or modified by the plan shall comply with the generally applicable provisions of Chapter 26.
- (e) The City Secretary shall maintain the official copy of the plan.

DRAFT Sign Ordinance (2026.09.04)

Preserved and Future Project-Specific Master Sign Plans

Section 26.11.202: Reserved

Section 26.11.202. Reserved

Reserved for future project-specific master sign plan.

Section 26.11.203. Reserved

Reserved for future project-specific master sign plan.

Section 26.11.204. Reserved

Reserved for future project-specific master sign plan.

Section 26.11.205. Reserved

Reserved for future project-specific master sign plan.