CITY COUNCIL · NOVEMBER 3, 2026

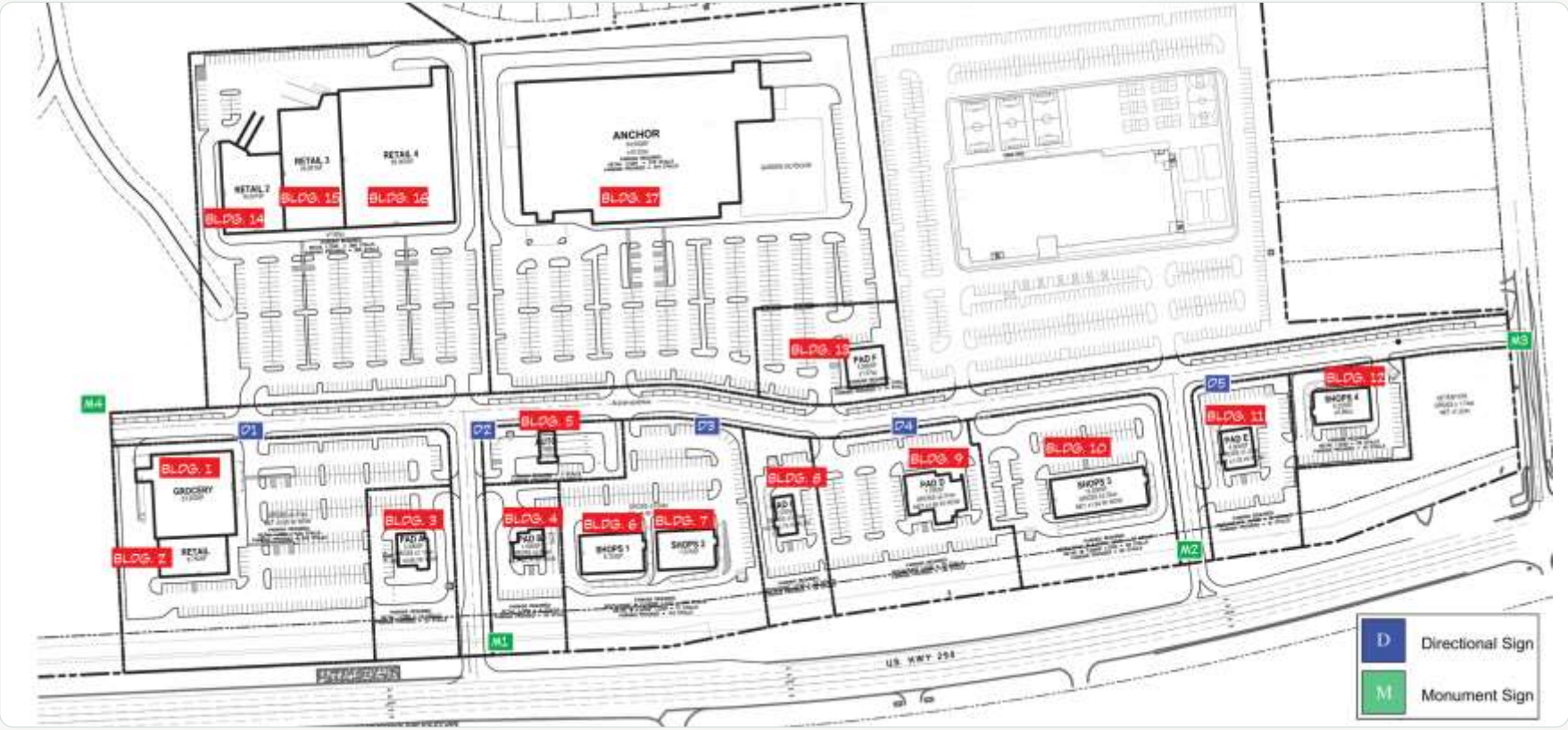
HEADWATERS EAST COMMERCIAL

Master Sign Plan

marathon EQUITY

THE PROJECT

Site overview



Zoning: PDD-6, Headwaters Commercial Tract (approved Nov. 8, 2016)

Project size: Approximately 300,000 SF of retail, 17 buildings, 43 acres

OVERVIEW

One coordinated sign program for the whole center

Signs in the plan

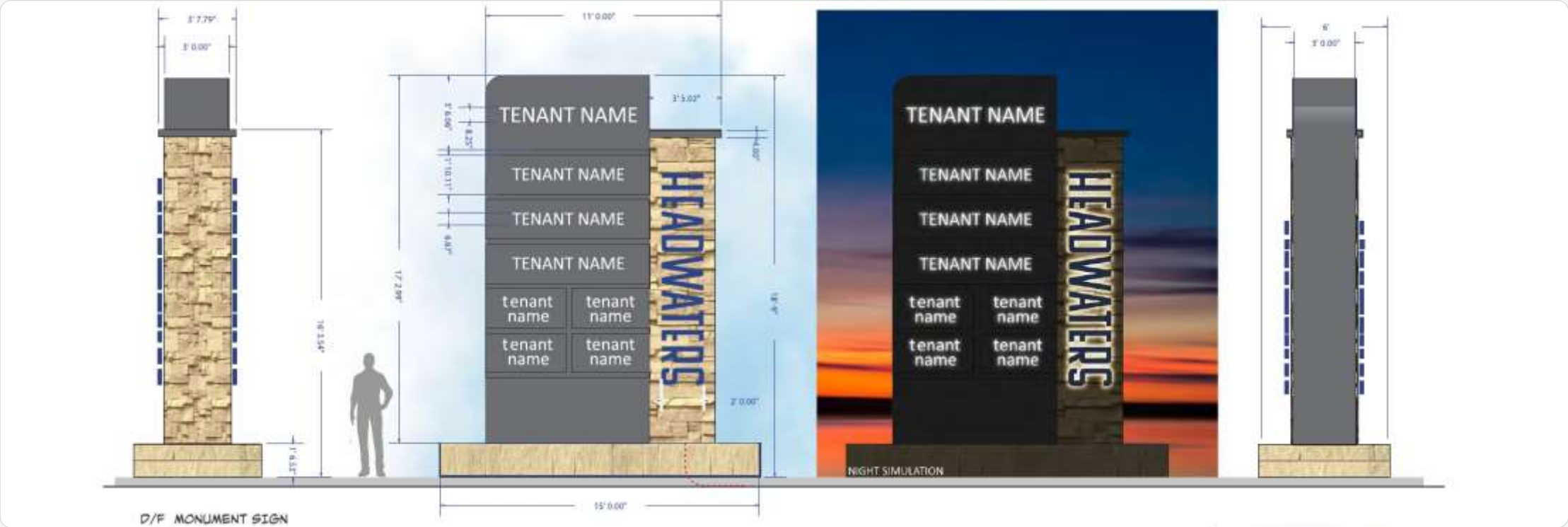
- 4 monument signs (M1 to M4)
- 5 directional signs (D1 to D5)
- Tenant wall signs, allocated by zone and tenant size
- Secondary signs on Buildings 1 and 17
- 1 flagpole at Building 16

Code sections the plan addresses

- Monument signs (Secs. 26.02.004(e), 26.02.006)
- Directional signs (Sec. 26.02.004(q))
- Wall signs (Sec. 26.02.004(b))
- Site-specific alternatives (Secs. 26.02.011, 26.03.011)

MONUMENT SIGNS · M1 TO M4

Four shared monuments for the entire center



18 ft 9 in max · 15 ft long at base · up to 10 tenant panels · 96 SF tenant area per side · limestone veneer and metal cladding

DIRECTIONAL SIGNS · D1 TO D5

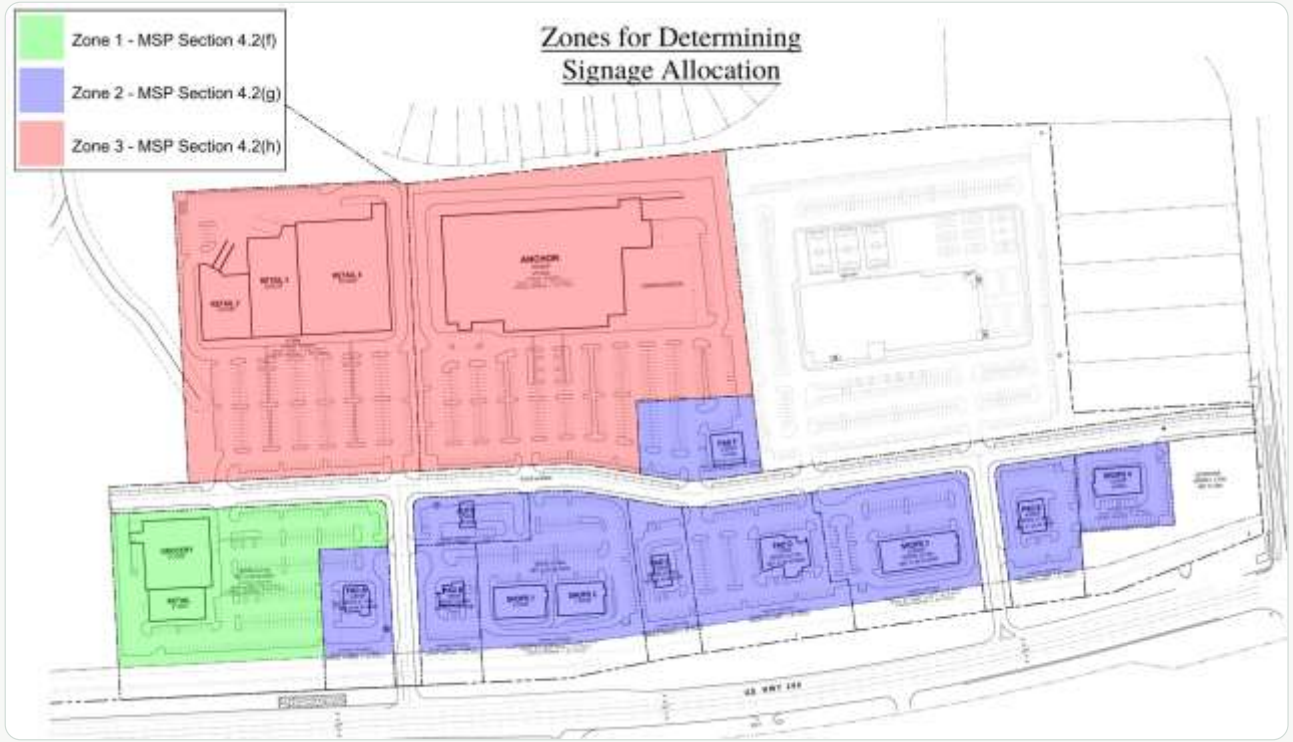
Five directional signs for internal wayfinding



8 ft 10 in max · up to 7 panels · 30 SF tenant area per side · internal wayfinding only, not fronting U.S. 290

WALL SIGNS

Wall signs sized by tenant size and proximity to U.S. 290



Zone 1 · Buildings 1 and 2

215 ft from U.S. 290 · 2 signs per tenant; 64 to 275 SF by tenant size

Zone 2 · Buildings 3 to 13

175 ft from U.S. 290 (closest) · 2 signs per tenant, 1 per side; 64 or 100 SF

Zone 3 · Buildings 14 to 17

825 ft from U.S. 290 · 1 sign per tenant; 64 to 275 SF by tenant size

All zones: max 75% of storefront width; static 3000K lighting; white letters on every building fronting U.S. 290

WHY A MASTER SIGN PLAN

The code points this project to a master sign plan

Sec. 26.02.011(a)

“A master sign plan is appropriate for: a planned development district; … a development agreement; … a multi-unit complex”

Headwaters: zoned PDD-6 with a recorded Development Agreement; a 17-building center of approximately 300,000 SF on 43 acres

Sec. 26.02.006(d)

“A master sign plan is strongly encouraged for a multi-unit complex.”

Headwaters: a multi-unit shopping center with one comprehensive plan for monument, directional and wall signs

Sec. 26.02.011(d)

“…alternative sign standards when the plan provides a coordinated, high-quality design that advances the purposes of this Chapter …”

Headwaters: a consistent limestone and metal design compatible with the City’s Hill Country character

Challenging topography limits visibility from U.S. 290



10 to 45 ft

Pad elevations above the U.S. 290 reference point

5% to 6.8%

Entry drive grades, rising 15 to 25 ft

38,000

Vehicles per day on U.S. 290

TxDOT 2023 count, Headwaters TIA (Kimley-Horn, 2025)

The site sits above and behind U.S. 290



From U.S. 290, the slope blocks most of the view of buildings set 45 ft up and 175 ft back



West entry drive climbs 15 ft over 305 ft at a 5% slope

MASTER SIGN PLAN ALTERNATIVE STANDARDS CRITERIA · SEC. 26.03.011(G)

Coordinated design, readability, and wayfinding

Coordinated design

- Wall signs in each zone follow specific design, color and illumination criteria established in the master sign plan
- Sign sizing is consistent throughout the center, based on tenant size and proximity to U.S. 290
- Signs are intentionally consolidated into four monuments and five directional signs to reduce visual clutter

Readability

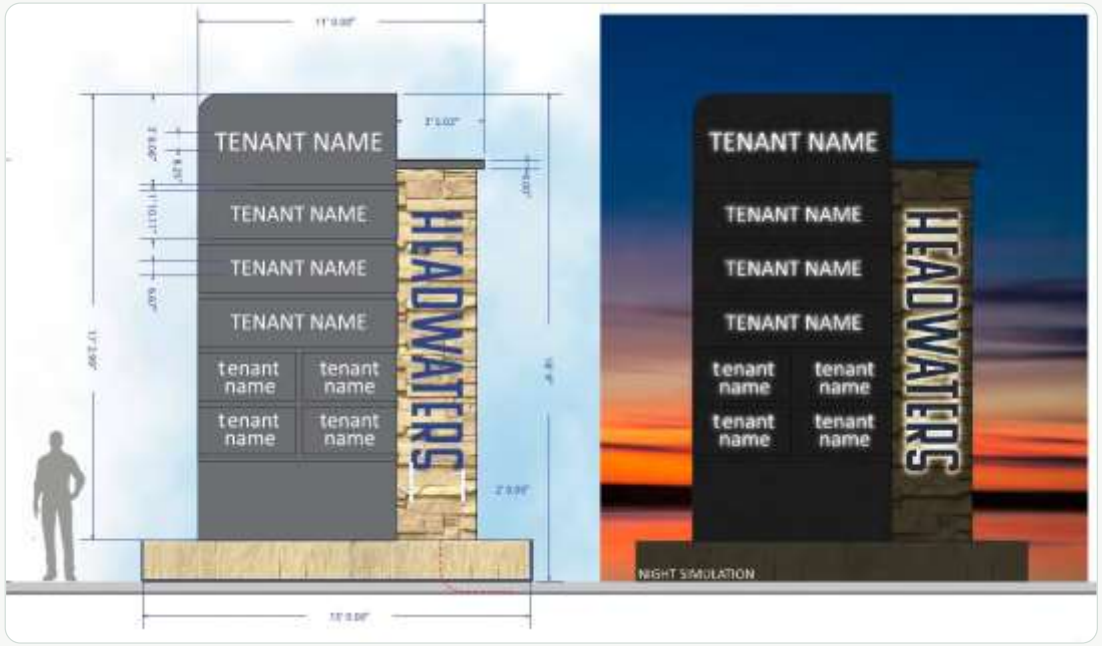
- Wall signs are scaled based on elevation and distance from U.S. 290
- Monument signs are sized to read from U.S. 290 at highway speeds
- Directional signs are sized for drivers traveling through the site, rather than highway traffic

Wayfinding

- Entry monuments clearly identify primary access points
- Five internal directional signs provide wayfinding for emergency vehicles and shoppers
- Address numerals on each monument provide clear identification for emergency responders and shoppers

MASTER SIGN PLAN ALTERNATIVE STANDARDS CRITERIA · SEC. 26.03.011(G)

Materials, colors, and Hill Country character



City's preferred sign design (Sec. 26.01.013(b))

Native stone, wood, metal, masonry or stucco

Natural limestone veneer and metal cladding

Muted, natural or earth-tone colors

Muted grey cabinets set on a natural limestone base

Simple sign shapes and restrained lettering

Uniform tenant panels with white lettering

Low-glare lighting

Halo-lit reverse-channel wall letters; static 3000K, subject to the curfew

Integrated with the building's architecture

Limestone matches the buildings

MASTER SIGN PLAN ALTERNATIVE STANDARDS CRITERIA · SEC. 26.03.011(G)

Safety, lighting, and viewpoint neutrality

Safety

- No sign may block sight distance, fire lanes or emergency access
- Address numerals at least 6 in. on every monument for emergency response

Lighting

- Static 3000K warm-white lighting
- Subject to the City's lighting curfew
- Dark-sky compatible, with no animation or flashing

Viewpoint neutrality

- Regulates size, location, design and lighting only
- Noncommercial copy may replace commercial copy

Confirmed at permit: final locations and setbacks, electrical and lighting review, and right-of-way or TxDOT authorization where required.

THE REQUEST

Adopt the ordinance approving the Master Sign Plan for Headwaters East Commercial

- Secs. 26.02.011(a) and 26.02.006(d) point this project to a master sign plan
- Site depth and topographic conditions limit visibility from U.S. 290
- The plan is submitted for the written master sign plan findings required by Sec. 26.03.011(f)–(g)
- Council is asked to adopt the MSP ordinance with the expressly identified site-specific alternative standards

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Appendix

Reference material for questions

APPENDIX A

Sign counts and sizes

Type	Count	Height	Area
Monument	4	18 ft 9 in	96 SF tenant per side
Directional	5	8 ft 10 in	30 SF tenant per side
Wall	1 to 2 per tenant	Limited by sign area	64 to 275 SF by zone and tenant size
Secondary	4 each, Bldgs 1 and 17	Limited by sign area	50 SF total per bldg
Flagpole	1, Bldg 16	25 ft	40 SF flag
Window	Per Ch. 26	Per Ch. 26	Per Ch. 26