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SH 288 Major Sign Amendment – Council Summary

Purpose

The amendment adds a new freestanding sign type, the **major sign**, so that large nonresidential properties on SH 288 can have one taller, larger sign. A major sign may be up to **35 feet tall with 200 square feet of sign face**.

Today the largest sign allowed on SH 288 is a monument sign of 96 square feet and 8 feet tall. A tract with enough frontage can instead choose one 120-square-foot, 10-foot monument sign. Those limits are small for signs meant to be read from a high-speed, partly elevated freeway. The amendment limits major signs to large sites and spaces them at least 1,000 feet apart so the corridor does not become cluttered.

Summary of changes

The amendment changes three places in Chapter 30, Article III. No existing sign standard is reduced.

Section	Change
Sec. 30-61(1)	Adds major signs as a fourth allowed type of freestanding sign. The other types are relettered.
Sec. 30-62(a)(1)c (new)	Sets how major sign area is measured: the sign face only, not the base or pole. Any lettering or logos on the base count toward the area. Two back-to-back faces count as one.
Sec. 30-62(e) (new)	Adds the major sign standards: who qualifies, size, height, number, spacing, setbacks, design, content and permit requirements.

Major sign standards at a glance

Standard	Proposed major sign	Current SH 288 monument sign
Where allowed	Nonresidential zoning or use with SH 288 frontage, including the ETJ	Same
Site size	At least 20 acres, **or** a building over 10,000 sq ft (built or permitted)	No minimum
Frontage	More than 500 ft of SH 288 frontage	No minimum
Number	1 sign, plus 1 more for each additional 1,000 ft of frontage	1 for the first 250 ft, plus 1 per additional 500 ft
Maximum sign area	200 sq ft (sign face only)	96 sq ft (whole structure)
Maximum height	35 ft	8 ft
Spacing between major signs	1,000 ft minimum, same or different property	Not applicable
Spacing from other freestanding signs	125 ft on same property; 50 ft on another property	Same
Distance from SH 288	Within 100 ft of the SH 288 right-of-way	No limit

Standard	Proposed major sign	Current SH 288 monument sign
Distance from residential	At least 300 ft	No limit
Setback from property lines	10 ft	0 ft
Design	Pole fully enclosed in a clad base at least 40% of sign width; no exposed poles or guy wires; shielded lighting	Solid masonry, metal, wood or plastic base
Electronic message display	Not allowed	Allowed under Sec. 30-68
Content	On-premises only; may list multiple businesses on the same property	On-premises only
Permit	Site plan plus structural and foundation plans sealed by a Texas P.E.	Standard sign permit

Three more rules apply. Each major sign counts as one of the property's allowed monument signs, and a property with a major sign cannot also use the existing 120 sq ft / 10 ft monument option. Lots in one platted development, or under a recorded common signage agreement approved by the city, are treated as one property for size, frontage and sign count. When two applicants want signs closer than 1,000 ft apart, the first complete permit application has priority.

Policy items for Council consideration

The core proposal is the 200 sq ft size, 35 ft height, 1,000 ft spacing, 500 ft frontage and 20-acre or 10,000 sq ft building threshold. The items below are drafting choices Council may want to confirm or adjust.

1. **Site size threshold.** 20 acres or a building over 10,000 sq ft limits major signs to larger developments. A lower threshold would open the sign type to more sites.
2. **Combined developments.** Lots in one platted development can pool acreage and frontage. This lets a shopping center qualify as a whole. Removing it would require each lot to qualify on its own.
3. **Competing neighbors.** Two adjoining tracts with 600 ft of frontage each would both qualify. The 1,000 ft spacing will often let only one build, decided by who files first.
4. **Monument allowance on smaller tracts.** Because a major sign counts as a monument sign, a tract with 501 to 749 ft of frontage would get a major sign or a monument sign, not both.
5. **Electronic message displays.** Major signs may not include them. Allowing them would also need a change to Sec. 30-68.
6. **Standards beyond size and spacing.** The 300 ft residential distance, 100 ft from SH 288, 10 ft setback and 40% base width can each be adjusted.
7. **ETJ.** Major signs are allowed on qualifying ETJ property. This matches how the existing monument rules already apply in the ETJ.

Recommended action

Adopt the amendment to Chapter 30, Article III by ordinance, with any changes Council directs on the policy items above. The full redline of Chapter 30, Article III is attached with this summary.