ARTICLE III. REGULATIONS

Sec. 30-61. Classification of signs.

For purposes of applying these regulations, all signs are defined and classified as follows:

(1) Freestanding signs. This article allows only the following four types of freestanding signs and, regardless of any other provision, all other freestanding signs are hereby prohibited:

a. Monument signs;

b. Major signs, where allowed by Section 30-62(e) on property with State Highway 288 frontage;

c. Temporary freestanding signs (not including temporary freestanding special activity signs); and

d. Temporary freestanding special activity signs.

(2) Wall signs.

(3) Window and door signs.

(4) Stake signs.

(5) Wind device signs.

a. Banner signs; and

b. Balloon signs.

(6) Flags and flagpoles.

(Ord. No. 2017-11-1, § 4, 5-30-2017)

Sec. 30-62. Freestanding signs.

(a) *Manner of measurement.*

(1) *Size.* The size of a sign is determined by its effective area.

a. For monument signs, the effective area includes the entire structure on which the sign is placed or mounted, but not including the portion of the sign base that extends directly below the sign face (see Figure 30-62A).

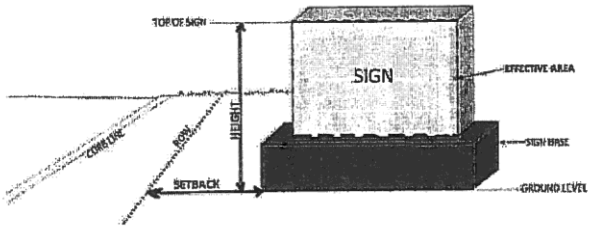


Figure 30-62A

b. Temporary freestanding signs, temporary freestanding special activity signs and subdivision entrance signs are measured by the length and height of the sign face or display area only, not including the measurements of the support structure (see Figures 30-62B and 30-62C).

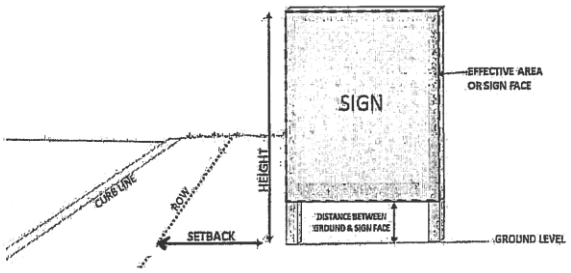


Figure 30-62B

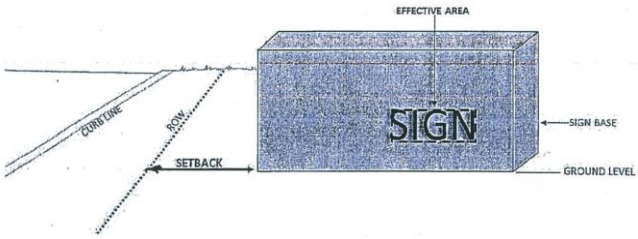


Figure 30-62C

c. Major signs are measured by the length and height of the sign face or display area only, not including the base or support structure, provided the base and support structure contain no lettering, logos, symbols, or other display. Any lettering, logo, symbol, or other display placed on the base or support structure is included in the effective area. Where a major sign has two sign faces placed back-to-back, parallel, and not more than 24 inches apart, only one sign face is counted.

(2) *Setback.* The setback is measured perpendicularly from the property line to the closest point of the sign.

(3) *Height.* The height of a freestanding sign is measured from the natural ground level at the base of the sign to the highest point of the sign.

(4) *Width.* The width of a freestanding sign is measured along a line drawn from the outermost edges of the sign, parallel to the ground.

(b) *Monument signs.* Except as otherwise provided in this section, monument signs must comply with the following requirements:

(1) *Size.* The following table details size requirements for monument signs:

Table 30-62. Requirements for Monument Signs

Nonresidential Zoning District Monuments Regulations:

Requirements	*Nonresidential Zoning District or Nonresidential Use Not Having Frontage on State Highway 288 or Having Frontage on State Highway 6*	Nonresidential Zoning District or Nonresidential Use with Frontage on State Highway 288
Maximum effective area (sq. ft.)	60	96
Maximum height (ft.)	6	8
Minimum setback (ft.)	0	0
Number per feet of frontage	1 for the first 250, 1 for each additional 250, maximum 2 per tract	1 for the first 250, 1 for each additional 500

Residential Zoning District Monuments Regulations:

Requirements	*Residential Zoning District or Residential Use with Frontage on SH 288*	*Residential Zoning District or Residential Use with Frontage on SH 6, Major Thoroughfare or Major Collector*	*Residential Zoning District or Residential Use (all others roadways)*
Maximum effective area (sq. ft.)	150	100	36
Maximum height (ft.)	16	10	4
Minimum setback (ft.)	3	3	3
Number per feet of frontage	1/500	1/500	1/500

(2) *Location; additional spacing requirements.*

a. A monument sign may not be located within 50 feet of another freestanding sign on another premises.

b. A monument sign may not be located within 125 feet of another freestanding sign on the same premises.

c. A monument sign may not be placed or located within the public right-of-way unless the city gives its written consent to the encroachment.

(3) *Materials.* All monument signs must be designed and constructed to substantially appear as a solid mass, such as a cinderblock, rectangle, or square, from ground level to the highest portion of the sign. All monument signs must be made of masonry, metal, routed wood planks or beams, or durable plastic, with durable surface ornamentation such as ceramic tile or such.

(4) *Number.* All signs with one common supporting structure are counted together as one sign for purposes of applying the regulations on the number of monument signs allowed on any one premises.

(5) *Permit.*

a. It is unlawful for any person to place, locate, relocate, erect, construct, replace or alter the size or shape of any part of a monument sign, including the face or other integral part, or to thereafter make use of a sign without having first secured a sign permit from the city as required, except as otherwise provided in this article.

b. A sign permit is not required to repaint a sign or to restore a conforming sign to its original condition if the sign otherwise complies with this article, or to periodically change only the letters, numbers or message portion of a conforming sign.

c. Unless earlier revoked, a sign permit to construct, erect or place a monument sign is valid for 180 days from the date of issuance.

(6) *Additional regulations.*

a. Size exception for monument signs in nonresidential districts or nonresidential uses with State Highway 288 frontage. Any real property located in a nonresidential district or nonresidential use with State Highway 288 frontage that would be allowed to have three or more monument signs under Table 30-62 may choose to have one monument sign with a maximum effective area of 120 square feet and a maximum height of ten feet and another monument sign with a maximum effective area of 96 square feet and a maximum height of eight feet, in lieu of all other monument signs allowed under Table 30-62.

b. Off-premises signs and on-premises signs in the ETJ. The regulations of Table 30-62 applicable to nonresidential zoning districts apply to all off-premises and on-premises monument signs located in the city's extraterritorial jurisdiction based on land use.

c. Subdivision entrance signs must meet the requirements for monument signs in this article but have a different method of calculating the maximum effective area, see subsection (a) of this section.

d. A monument sign shall not contain off-premises advertising.

(c) *Temporary freestanding sign.*

(1) *Size.* A temporary freestanding sign must have a maximum effective area of 32 square feet and a maximum height of eight feet.

(2) *Location.* A temporary freestanding sign must comply with the following spacing requirements:

a. For properties in residential zoning districts or residential uses, spacing requirements are one per 500 feet.

b. For properties in nonresidential zoning districts or nonresidential uses, spacing requirements are one per the first 125 feet and one per each additional 250 feet.

c. A temporary freestanding sign may not be located within 50 feet of any freestanding sign on other premises.

d. A temporary freestanding sign may not be located within 125 feet of any freestanding sign on the same premises.

e. A temporary freestanding sign may not be placed or located within the public right-of-way unless the city gives its written consent to the encroachment.

(3) *Materials.* A temporary freestanding sign must be made of plywood, fiber cement board, or durable plastic. Temporary freestanding signs may not be lighted or illuminated and may not be an electronic sign.

(4) *Permit.*

a. It is unlawful for any person to place, locate, relocate, erect, construct, or alter the size or shape of any part of a temporary freestanding sign, including the face or other integral part, or to thereafter make use of a sign without having first secured a sign permit from the city as required, except as otherwise provided in this article.

b. A new sign permit is not required to repaint or maintain a temporary freestanding sign or to restore a conforming and permitted temporary freestanding sign to its original condition if the sign otherwise complies with this article, or to periodically change only the letters, numbers or message portion of a conforming temporary freestanding sign.

c. A temporary freestanding sign permit is valid on any one temporary freestanding sign on one premises for a maximum of 75 days in any one calendar year. If locating a temporary freestanding sign for more than 75 days, the temporary freestanding sign permit must be renewed prior to the expiration of the then valid sign permit.

(5) *Additional regulations.* A temporary freestanding sign shall not contain off-premises advertising.

(d) *Temporary freestanding special activity signs.*

(1) *Types of temporary freestanding special activity signs.*

a. *Temporary special events signs.* Signs announcing special events, including, but not limited to, auction, grand opening, new management, going out of business, and events sponsored by religious, charitable, or public service groups and organizations. Businesses, individuals, or organizations may display up to six times in a 12-month period, a maximum of two signs for up to seven continuous days prior to a special event. Such signs shall not exceed 16 square feet in area, and shall be removed immediately following the end of the event.

b. *Temporary farm products signs.* Temporary on-premises signs announcing the availability of seasonal farm products for 60 days which may be renewed on a case-by-case basis. The number of signs shall not exceed two and the total area of all such signs shall not exceed 20 square feet, nor shall any sign exceed six feet in height.

c. *Temporary business occupation signs.* Temporary on-premises signs identifying a business in shopping centers, multiple establishment on the same lot, or office and/or industrial centers until the completion of the signs of the shopping center, office and/or industrial center. The length of time for displaying a temporary business occupation sign shall not exceed 90 days.

d. *Temporary construction signs.* Temporary construction signs announcing new buildings or projects, temporary geographical directional signs, erected after the commencement of building construction or site development shall be limited to two construction signs per construction site, each sign not to exceed 24 square feet in area and eight feet in height. The temporary sign shall be removed by the time a permanent sign is erected or a certificate of occupancy for the building is issued, whichever occurs first. Temporary geographical directional signs shall be removed when the initial development of the subdivision is complete.

(2) *Size.* If not indicated otherwise in this section, a temporary freestanding special activity sign must have dimensions of four feet in width and eight feet six inches in height. The plywood face of the sign must be four feet by eight feet where no part of the frame or posts extend beyond the sign faces at the sides or top of the sign. The face of the sign must extend down to within six inches of the ground.

(3) *Location.* If not indicated otherwise in this section, a temporary freestanding special activity sign shall comply with the following setback and spacing requirements:

a. For properties in residential zoning districts or residential use, spacing requirements are one sign per 500 feet of frontage.

b. For properties in nonresidential zoning districts or nonresidential use, spacing requirements are one sign for the first 125 feet of frontage and one sign for each additional 125 feet of frontage.

c. A temporary freestanding special activity sign may not be located within 50 feet of any freestanding sign on another premises.

d. A temporary freestanding special activity sign may not be located within 125 feet of any temporary freestanding special activity sign on the same premises.

e. An off-premises temporary freestanding special activity sign may not be located within 2,000 feet of another off-premises temporary freestanding activity sign.

f. A temporary freestanding special activity sign may not be placed or located within the public right-of-way unless the city gives its written consent to the encroachment.

g. Temporary freestanding special activity signs located on sites with State Highway 288 frontage shall be allowed a maximum area and height of two times the standard required herein, but spaced twice the minimum distance indicated.

(4) *Materials.* If not indicated otherwise in this section, a temporary freestanding special activity sign shall be constructed as follows:

a. The sign face must be fabricated of one-half inch thick medium density overlay plywood or treated wood or fiber cement board mounted on both sides of a frame if the sign is placed perpendicular to the property line;

b. A temporary freestanding special activity sign may not be electronic, lighted or illuminated;

c. A temporary freestanding special activity sign must be anchored by two- to four-inch by four-inch treated wood posts or steel posts anchored in sand or concrete filled holes extending down at least two feet in the ground; and

d. The plywood face must be securely held to the frame by galvanized nails or screws installed with the heads flush to the surface, all seams are tight, all holes are filled and sanded smooth, and all surfaces are coated with primer and painted with good quality exterior-grade paint.

(5) *Permit.* Unless indicated otherwise in this section:

a. It is unlawful for any person to place, locate, relocate, erect, construct, replace or alter the size or shape of any part of a temporary freestanding special activity sign including the face or other integral part, or to thereafter make use of a temporary freestanding special activity sign without having first secured a sign permit from the city as required, except as otherwise provided in this article.

b. A sign permit, valid for one year and renewable for one additional year, may be issued for one temporary freestanding special activity sign on any one premises.

c. Unless earlier revoked, a sign permit to construct, erect or place a temporary freestanding special activity sign is valid for 180 days from the date of issuance.

(6) *Master signage plan.* An overall master plan signage plan if submitted for recommendation by the planning commission will substitute for the requirements of this section with only one sign permit required for all signs indicated in the approved master signage plan.

(e) *Major signs.* Except as otherwise provided in this section, major signs must comply with the following requirements:

(1) *Applicability.* A major sign is a freestanding, on-premises sign that exceeds the maximum effective area or maximum height allowed for a monument sign under Table 30-62. Major signs are allowed only on real property located in a nonresidential zoning district, or devoted to a nonresidential use, that has frontage on State Highway 288, including such property located in the city's extraterritorial jurisdiction. Major signs are prohibited on all other property.

(2) *Eligibility.* In addition to the frontage requirement of subsection (e)(1) of this section, a major sign is allowed only on a premises that meets at least one of the following conditions:

a. The premises contains a minimum of 20 acres; or

b. The premises contains at least one building having a gross floor area greater than 10,000 square feet, which building is either existing or the subject of an issued building permit. A major sign permit may not be issued for a premises qualifying only under this item until a building permit for that building has been issued, and the major sign may not be erected until construction of the building has commenced.

(3) *Size.* A major sign may not exceed a maximum effective area of 200 square feet, measured as provided in subsection (a)(1)c of this section.

(4) *Height.* A major sign may not exceed a maximum height of 35 feet, measured as provided in subsection (a)(3) of this section.

(5) *Number and spacing.* Major signs must comply with the following requirements:

a. One major sign is allowed on a premises having more than 500 feet of State Highway 288 frontage, plus one additional major sign for each additional 1,000 feet of State Highway 288 frontage. A premises with 500 feet or less of State Highway 288 frontage is not eligible for a major sign. Major signs remain subject to the spacing requirement of subsection (e)(5)b of this section.

b. A major sign may not be located within 1,000 feet of another major sign, whether on the same premises or on another premises, measured in a straight line between the closest points of the two signs. Where two proposed major signs would conflict with this requirement, the sign for which a complete permit application was first filed with the city has priority.

c. A major sign may not be located within 125 feet of another freestanding sign on the same premises or within 50 feet of another freestanding sign on another premises.

d. A major sign must be located within 100 feet of the State Highway 288 right-of-way line and must be oriented to be viewed from State Highway 288.

e. A major sign may not be located within 300 feet of a residential zoning district or residential use.

f. A major sign may not be placed or located within the public right-of-way or within a visibility triangle, and no part of a major sign may project over a property line.

(6) *Setback.* A major sign must be set back a minimum of ten feet from all property lines.

(7) *Materials and design.* The support structure of a major sign must be fully enclosed within a pylon or base clad in masonry, stone, stucco, or architectural metal compatible with the principal building on the premises. The width of the pylon or base may not be less than 40 percent of the width of the sign face. Exposed poles, exposed structural steel, and guy wires are prohibited. Illumination must be internal or by shielded external fixtures directed so that light does not spill onto adjacent property or the traveled way. Electronic signs as regulated by Section 30-68 are not allowed as part of a major sign.

(8) *Content.* A major sign shall not contain off-premises advertising. A major sign may identify multiple businesses located on the same premises. For purposes of this subsection, including the eligibility conditions of subsection (e)(2) and the frontage requirements of subsection (e)(5), all lots within a unified nonresidential development shown on a single recorded plat, or subject to a recorded common signage agreement approved by the city, are considered one premises.

(9) *Relationship to monument signs.* Each major sign counts as one of the monument signs allowed on the premises under Table 30-62. A premises with a major sign may not use the size exception in subsection (b)(6)a of this section.

(10) *Permit.* The permit requirements of subsection (b)(5) of this section apply to major signs. In addition, an application for a major sign permit must include:

a. A site plan showing the State Highway 288 frontage of the premises; the proposed sign location and setbacks; and the location of all existing and permitted major signs, freestanding signs, and residential zoning districts or uses within 1,000 feet of the proposed sign; and

b. Structural and foundation plans signed and sealed by a professional engineer licensed in the State of Texas, demonstrating compliance with the wind load requirements of the building code adopted by the city.

(Ord. No. 2016-19, § 24, 8-15-2016; Ord. No. 2026-___, § ___, ___-___-2026)

Sec. 30-63. Wall signs.

(a) *Manner of measurement.*

(1) *Size.* The size of a sign is determined by its effective area. For wall signs, the effective area includes the entire area enclosing the extreme limits of the sign display, excluding any adjacent parts of the sign structure (see Figure 30-63A).

(2) *Height.* The height of a wall sign is measured between the lowest and highest vertical extremes of the sign display.

(3) *Width.* The width of a wall sign is measured between the right-most and left-most horizontal extremes of the sign display.

(4) *Illustration.*

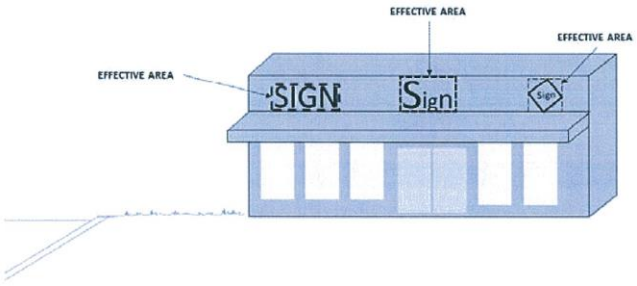


Figure 30-63A

(b) *Sign requirements and regulations.*

(1) *Size.* The following effective area and size regulations apply:

a. *Maximum effective area.*

1. *Principal buildings.* The effective area of all wall signs located on a principal building devoted to a residential use may not exceed one percent of the area of the wall or façade upon which they are located. The effective area of all wall signs located on a principal building serving as a nonresidential use may not exceed 15 percent of the area of the wall or façade upon which they are located, or 300 square feet, whichever is less.

2. *Accessory buildings and structures.* Wall signs are prohibited on accessory buildings serving a single-family or two-family residential use. The effective area of all wall signs located on an accessory building or structure serving a nonresidential use may not exceed five percent of the area of the wall or façade upon which they are located, or 100 square feet, whichever is less.

3. *Measurements.* In measuring the area of the wall or façade of a principal building or an accessory building or structure in this section, the area of all doors and windows are included. In measuring the area of a wall or façade of an accessory structure that contains open space (i.e., not occupied by walls, glass, or other material used to permanently enclose the interior space) such as a canopy or porte cochere, the area of the open space is not included (see Figures 30-63B and 30-63C).

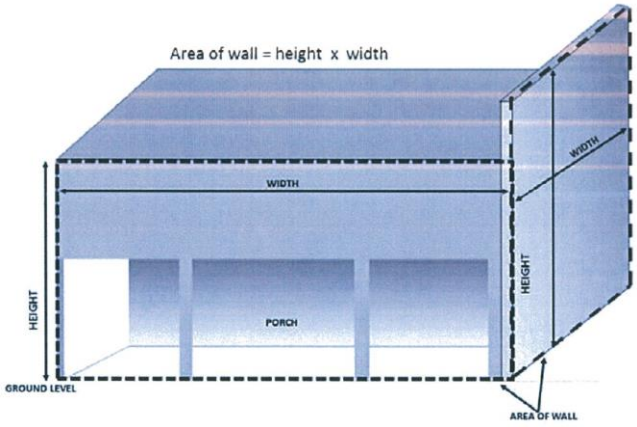


Figure 30-63B

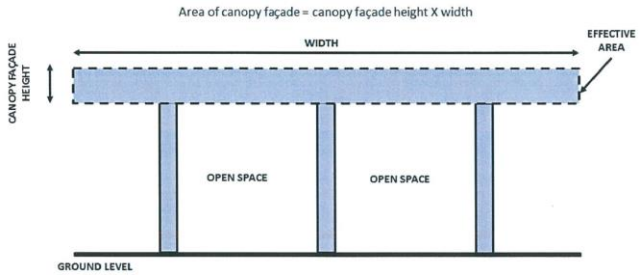


Figure 30-63C

b. *Multi-tenant buildings.* For multi-tenant buildings, the effective area regulations apply to that portion of the building façade leased by each tenant.

(2) *Height.*

a. For buildings containing 10,000 square feet or more of floor space, the maximum height of the wall sign is two inches in height for every one foot of height of the wall to which it is attached.

b. For buildings containing less than 10,000 square feet in floor area, the maximum height of the wall sign is 1½ inches for every one foot of height of the wall to which it is attached. Under this provision, the height of the wall is measured from the base of the wall vertically to the highest point of the wall to which the sign is affixed.

c. For wall signs on motor vehicle canopies, such as drive-thrus or gas sales, the maximum height of the sign shall be two inches in height for every one foot of height of the canopy. Under this provision, the height of the canopy is measured from ground level to the top of the vertical canopy façade. In no case shall the sign extend below or above the vertical façade of the canopy (see Figure 30-63D).

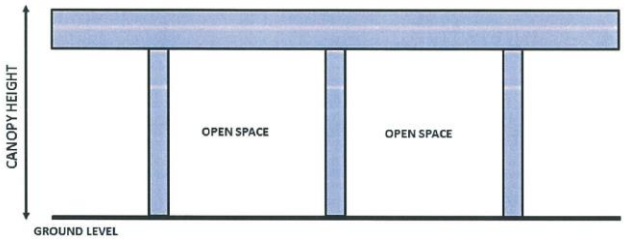


Figure 30-63D

(3) *Location.*

a. A wall sign may not extend more than 12 inches beyond the perimeter of any part of the wall to which it is attached. A wall sign may be placed on a canopy or roof if there is a solid wall of the same building visible behind the entire sign.

b. Wall signs may be illuminated; however, illuminated wall signs on rear building façades shall be prohibited if facing a residential zoning district or use.

(4) *Materials.*

a. Wall signs should be constructed of durable, weather-resistant materials such as metal, plastic, or other durable materials approved by the building official or his assigns.

b. Wall signs must be attached to the wall of a building in accordance with current building code.

(5) *Permit.*

a. It is unlawful for any person to place, locate, relocate, erect, construct, replace or alter the size or shape of any part of a wall sign, including the face or other integral part, or to thereafter make use of a sign without having first secured a sign permit from the city, except as otherwise provided in this article.

b. Unless earlier revoked, a wall sign permit to construct, erect or place a wall sign is valid for 180 days from the date of issuance.

(Ord. No. 2016-19, § 25, 8-15-2016)

Sec. 30-64. Window and door signs.

(a) *Manner of measurement.*

(1) *Size.* The size of a sign is determined by its effective area. for window and door signs, the effective area includes the entire area enclosing the extreme limits of the sign display, excluding any adjacent parts of the sign structure (see Figure 30-64).

(2) *Height.* The height of a window and door sign is measured between the lowest and highest vertical extremes of the sign display.

(3) *Width.* The width of a window and door sign is measured between the right-most and left-most horizontal extremes of the sign display.

(4) *Illustration.*

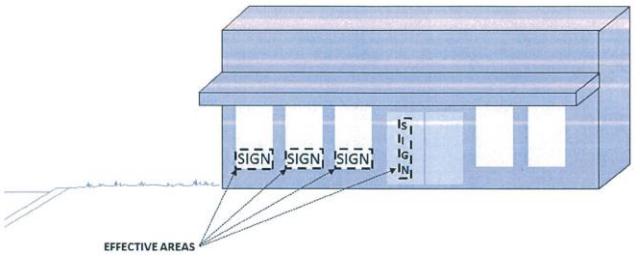


Figure 30-64

(b) *Sign requirements and regulations.*

(1) *Size.* The total area of window and door signs shall not exceed 25 percent of the total window and door area of the building elevation identified for placement of the sign.

(2) *Location.* window and door signs are limited to the ground floor of a building. Window and door signs must be affixed to the interior face of the window surface. signs affixed to the exterior face of a window or door are wall signs.

(3) *Materials.* Window and door signs include any material painted, etched, or affixed to the interior side of a window or door. Window and door signs include electronic and illuminated signs hanging within the interior space and viewable from the public street through the window or door.

(4) *Permits.* A sign permit is not required for the placement or use of window and door signs.

(Ord. No. 2016-19, § 26, 8-15-2016)

Sec. 30-65. Stake signs.

(a) *Manner of measurement.*

(1) *Size.* The size of a sign is determined by its effective area. For stake signs, the effective area includes the entire structure on which signs are placed or mounted (see Figure 30-65).

(2) *Setback.* The setback is measured perpendicularly from the curbline to the closest point of the sign.

(3) *Height.* The height of a sign is measured from the natural ground level at the base of the sign to the highest point of the sign.

(4) *Width.* The width of a sign is measured along a line drawn from the outermost edges of the sign, parallel to the ground.

(5) *Illustrations.*

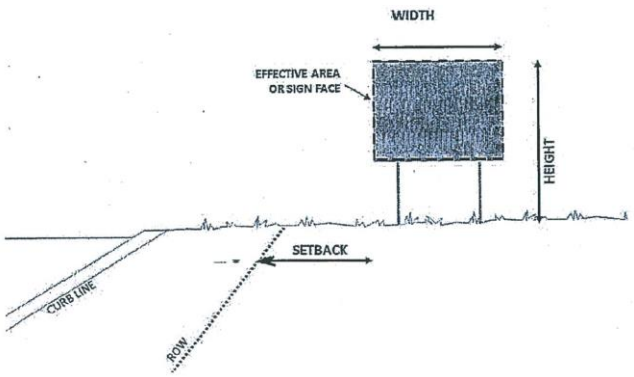


Figure 30-65

(b) *Sign requirements and regulations.*

(1) *Size.* A stake sign may not have an effective area in excess of nine square feet or a height in excess of four feet.

(2) *Location.* A stake sign may not be located within the right-of-way of a public street or within a railroad right-of-way and a minimum of 20 feet from the curbline. A stake sign may not be located on State Highway 288 frontage.

(3) *Materials.* Stake signs may include materials such as wood or metal stakes with a wood, plastic or metal sign face.

(4) *Number.* No more than two stake signs are allowed on a nonresidential property at any time. Stake signs may not be located within 25 feet of another sign on the same premises or on an adjacent premises. However, every property is allowed at least one stake sign.

(5) *Permit.* A sign permit is not required for the placement or use of a stake sign. A stake sign that advertises a particular event or happening must be removed within three days after the conclusion of the event by the owner of the premises on which it is located.

(Ord. No. 2016-19, § 27, 8-15-2016)

Sec. 30-66. Wind device signs.

(a) *Manner of measurement.*

(1) *Size.* The size of a sign is determined by its effective area. For wind device signs, the effective area includes the entire sign display area or sign face, excluding the structure on which signs are placed (see Figure 30-66).

(2) *Setback.* The setback is measured perpendicularly from the curbline to the closest point of the sign.

(3) *Height.* The height of a wind device sign is measured from the natural ground level below the sign to the highest point of the sign.

(4) *Width.* The width of a sign is measured along a line drawn from the outermost edges of the sign, parallel to the ground.

(5) *Illustrations.*



Figure 30-66

(b) *Banner signs.* Banner signs are a type of wind device sign and include pennant signs. The following regulations apply to banner signs:

(1) *Size.* A banner sign may not project above the roofline or parapet walls of a building. Banner signs may not extend to a greater height than the maximum height of the building on the premises. Banner signs on vacant premises may not exceed ten feet in height.

(2) *Location.* Banner signs may not extend beyond the property lines of the premises where located or over any public highway, street or sidewalk.

(3) *Materials.* A banner sign must be constructed of weather-resistant materials, be unlighted, and may not be an illuminated sign or electronic sign.

(4) *Permit.*

a. It is unlawful for any person to place, erect or make use of a banner sign on a premises devoted to a nonresidential use without having first secured a sign permit from the city. For buildings leased to multiple tenants, the permit applies to each leased premises.

b. A permit to make use of one or more wind device signs on a premises devoted to a nonresidential use may not exceed a period of use of 28 consecutive days in one calendar year or two periods of use in 14 consecutive days in on calendar year.

(c) *Balloon signs.* Balloon signs are a type of wind device sign and the following regulations apply:

(1) *Size.* A balloon sign may not project above the roofline or parapet walls of a building. Balloon signs may not exceed or be a greater height than the maximum height of the building on the premises. Balloon signs on vacant properties may not exceed ten feet in height.

(2) *Location.* Balloon signs may not extend beyond the property lines of the premises where located, or over any public highway, street or sidewalk.

(3) *Permit.*

a. It is unlawful for any person to place, erect or make use of a balloon sign on a premises devoted to a nonresidential use without having first secured a sign permit from the city. For buildings leased to multiple tenants, the permit applies to each leased premises.

b. A permit to make use of one or more balloon signs on a premises devoted to a nonresidential use may not exceed a period of use of 28 consecutive days in one calendar year or two periods of use of 14 consecutive days in one calendar year.

c. A permit is not required for up to three balloon signs less than 24 inches in diameter displayed for less than three days.

(Ord. No. 2016-19, § 28, 8-15-2016)

Sec. 30-67. Flags and flagpoles.

(a) *Flags.*

(1) *Location; applicability.* A flag sign may be located in any zoning district or use. Governmental flag signs only include: the flag of the United States of America, the flag of the state, any flag of a governmental entity, foreign or domestic, or an official or replica flag of any branch of the United States Armed Forces.

(2) *Manner of measurement.*

a. *Size.*

1. *In a nonresidential district or use.* A flag's effective area may not exceed 60 square feet. No portion of a flag shall encroach in a minimum seven-foot-high area above the ground when displayed at the half-mast location.

2. *In a residential district or use.* A flag's effective area may not exceed 40 square feet. No portion of a flag shall encroach in a minimum seven-foot-high area above the ground when displayed at the half-mast location.

b. *Type in a nonresidential district or use.* Flag signs in nonresidential zoning districts or uses may only consist of governmental flag signs or flag signs containing commercial messages which may only consist of registered or unregistered logos, trademarks, or service marks and must be located on the premises of the businesses or commercial enterprises which the signs advertise.

c. *Display in a nonresidential district or use.* All flag signs located in nonresidential zoning districts or use shall be displayed in accordance with the rules of etiquette for the display of United States of America flags contained in the United States Flag Code (4 USC 1 et seq.), including specific rules for the flag of the United States to be displayed in accordance with 4 USC 5 through 10. The state flag shall be displayed in accordance with V.T.C.A., Government Code ch. 3100. Flag signs shall not be displayed on or from roofs.

d. *Number.*

1. *In a nonresidential district or use.* No more than one flag sign per flagpole.

2. *In a residential district or use.* No more than two flag signs per flagpole.

(b) *Flagpoles.*

(1) *Height.*

a. *In a nonresidential district or use.* Freestanding flagpoles shall be no more than 50 feet in height. The lowest component of a flag sign on a flagpole shall be a minimum of seven feet above the ground when measured at ground level at the half-mast location.

b. *In a residential district or use.* Freestanding flagpoles shall be no more than 25 feet in height. The lowest component of a flag sign on a flagpole shall be a minimum of seven feet above the ground when measured at ground level at the half-mast location.

(2) *Location.*

a. A flagpole may be placed adjacent to the public right-of-way provided it does not encroach on the sight visibility triangle as identified in this Code and is set back a minimum of ten feet from the curb.

b. Flagpoles mounted on the walls of buildings shall not extend more than ten feet above the wall on which they are mounted and shall be no more than 35 feet in height.

c. The display of a flag, or the location and construction of the supporting flagpole shall comply with all applicable zoning ordinances, easements, and setbacks of record. Flagpoles shall not be mounted on roofs.

(3) *Construction.* Flagpoles shall be constructed of permanent, long-lasting materials, with a finish appropriate to the materials used in the construction of the flagpole and harmonious with the primary structure and permanently mounted.

(4) *Number.*

a. The maximum number of individual flag poles allowed within single-family residential zones or single-family residential use area is three per lot or contiguous tract of land.

b. The maximum number of individual flag poles allowed within non-single-family residential zones or non-single-family residential use area is three per contiguous tract of land.

(5) *Permits.* It is unlawful for any person to place, erect or make use of flagpoles on a premises located in a nonresidential zone or use without first securing a sign permit from the city. For buildings leased to multiple tenants, the permit applies to each leased premises. Flags mounted to a permitted flagpole do not require a permit. No permit is required for flagpoles located in a residential district or use.

(Ord. No. 2016-19, § 1, 8-15-2016)

Sec. 30-68. Electronic signs.

(a) *Permitted sign type; criteria.* Electronic signs, as defined herein, are only allowed as freestanding monument (on-premises use only) signs and do not qualify for any other sign type, using the following criteria:

(1) *Size in a nonresidential district or nonresidential use (including vacant use).* The electronic portion of a freestanding monument sign may not exceed two-thirds of the total effective area and in no case may exceed the total effective area as allowed for monument signs.

(2) *Location.* An electronic sign may be placed adjacent to the public right-of-way, but not within the public right-of-way, provided it does not encroach on the sight visibility triangle as identified in other ordinances and is setback a minimum of 20 feet from the curb.

(3) *Maintenance.* Electronic sign lighting must be maintained. When more than one-fourth of the total electronic sign area is not properly functioning, the entire electronic sign must be turned off until the electronic sign can be repaired.

(4) *Number in a nonresidential district or nonresidential use.* The total number of allowed monument signs with an electronic sign component is the same as the total number of monument signs allowed.

(5) *Illumination level.* No automatic changeable copy sign shall exceed a brightness level of 0.3 footcandle above ambient light as measured using a footcandle (Lux) meter at a pre-set distance in accordance with the following procedure:

a. At least 30 minutes past sunset, record the ambient light while the sign is off or displaying all black copy, or with the sign's illumination blocked.

b. The light meter shall be held five feet above the finished grade in front of the sign.

c. The meter shall be aimed toward the center of the automatic changeable copy sign.

d. From the same location, a second reading shall be recorded while the sign is on and not blocked.

(6) *Compliance.* If the difference between the measurements is 0.3 footcandle or less, the brightness is properly adjusted; otherwise, the brightness must be adjusted to comply with the brightness adjustment standard set forth above.

(7) *Measuring.* The measurement distance shall be determined as shown in Table 30-68, which is derived and generalized from the formula shown for 180 square feet in the table; (the square root of) (the automatic changeable copy area times 100):

Table 30-68. Distances from Which to Measure the Brightness of On-Premises Automatic Changeable Copy Graphics

Area of Automatic Changeable Copy in Square Feet	*Measurement Distance in Linear Feet*
10	32
20	45
30	55
40	63
50	71
60	77
70	84
80	89
90	95
100	100
120	110
140	118
160	126
180*	134
200	141
220	148
240	155
260	161
280	167
300	173
350	187
400	200
450	212
500	224

550	234
600	245
650 and greater	254

*180 x 100 = 18,000; √18,000 = 134

(8) *Image timing.* The electronic image on an electronic sign must remain constant for a minimum time period of 15 seconds at those locations that do not have frontage on State Highway 288 or State Highway 6 and a minimum time period of seven seconds for those locations that have frontage on State Highway 288 or State Highway 6.

(b) *Permit.* It is unlawful for any person to place, erect or make use of an electronic sign on a premises devoted to a nonresidential use without having first secured a sign permit from the city. For locations leased to multiple tenants, the permit applies to each leased premises. Electronic signs are not allowed in residential districts and are not allowed on a premises either vacant or containing a residential use.

(Ord. No. 2016-19, § 30, 8-15-2016)

Sec. 30-69. Abandoned on-premises signs.

(a) Except as otherwise provided in this article, an on-premises sign must be removed on the first anniversary of the date the business, person, entity, organization, or other matter advertised or identified in the sign ceases to operate or be located on the premises where the sign is located.

(b) Except as otherwise provided in this article, if the premises containing an on-premises sign are leased, then the sign must be removed on the second anniversary after the date the most recent tenant ceases to operate on the premises.

(c) This section also applies to nonconforming signs. A nonconforming sign that is required to be removed under this section loses its nonconforming status.

(Ord. No. 2016-19, § 31, 8-15-2016)

Sec. 30-70. All signs; building codes and other laws.

Except as otherwise provided herein for nonconforming signs, each sign of any type shall comply with all applicable building codes and other applicable ordinances and laws of any nature. The building official or his assigns shall be designated as the person responsible for interpretation and execution of all regulations contained in this article.

(Ord. No. 2016-19, § 32, 8-15-2016)

Secs. 30-71—30-98. Reserved.