



**City Council Agenda
March 20, 2025**

Ordinance

Action Item

Agenda Description:

Discuss, consider, and possible action on approving an ordinance amending article 3.06, “Signs” of Chapter 3, “Building Regulations,” of the Code of Ordinances, by replacing said article with a new article 3.06, “Signs”; extending the City’s sign ordinance and regulations to the City’s extraterritorial jurisdiction.

Background Information:

The sign ordinance was last adopted in 2008.

Analysis:

This ordinance is designed to regulate the location, size, construction, duration, use, and maintenance of signs within the City and its extraterritorial jurisdiction (ETJ) on a content-neutral basis. It aims to balance the rights of businesses and individuals to convey messages while ensuring public safety, aesthetic integrity, and environmental preservation.

Key Objectives

The key objectives of the ordinance are as follows:

1. **Safety:** To ensure signs do not pose hazards to the public, impede emergency services, or distract motorists and pedestrians.
2. **Information Transfer:** To facilitate efficient information sharing, allowing businesses to identify themselves and helping customers locate them, while protecting the right to free speech.
3. **Aesthetic and Environmental Preservation:** To maintain the City’s visual appeal and protect property values by preventing visual clutter and nuisances.

City Contact and Recommendations:

Aaron Maldonado

Director of Development Services

Staff recommends approval.

Attachments:

1. Joshua Ordinance
2. Joshua Sign Ordinance
3. Sign Ordinance Table