
CITY OF PORT LAVACA

COUNCIL MEETING: OCTOBER 13, 2025

AGENDA ITEM:

DATE: 10.08.2025

TO: HONORABLE MAYOR AND CITY COUNCIL MEMBERS

FROM: JODY WEAVER, INTERIM CITY MANAGER

SUBJECT: CONSIDER AMENDMENTS TO TEMPORARY SIGN ORDINANCE

Background:

In a recent review of Section 36-7 Temporary signs in the sign ordinance, we found it lacking some definitions and clarity. I did intend to initiate this discussion at a workshop on October 27, but I had a council member request that this be placed on this agenda. We can still include the topic in the workshop on the 27th for further discussion before a second reading, if this 1st reading passes.

The following are listed amendments for consideration to address these concerns, as shown in the attached proposed amended ordinance:

36-1 Definitions:

- A-frame sign - add a maximum size – suggested 12 sf, (3’x4’ sign)
- Banner Sign -add additional description and a maximum size**
- Combine Construction and Realty Sign – add a maximum size – suggested 64 sf (8’x8’ or 6’x10’ or 5’x12’) for nonresidential and 6 sf with a maximum height of 6 ft for residential areas
- Inflatable – the current ordinance has no definition, so we are proposing to add one
- Political Sign - the current ordinance has no definition, so we are proposing to add one
- Special promotion and event sign - the current ordinance has no definition, so we are proposing to add one. This definition is for promotions and events with a specific start and end date.
- Community-oriented Promotional Campaign sign – we are proposing to add this definition and provide rules for this type of sign in the ordinance. This is for promotions that are longer in duration and/or don’t have a specifying start and end date. Examples are the promotional campaigns for the Calhoun County Port and Texas A&M Victoria

36-7 (a)(2): realty signs must follow the same install requirements as construction signs in that if they are greater than 32 sf they must be constructed and tied down to meet the wind loads.

36-7 (c)(4): clarify that political signs must follow the same install requirements as realty and construction signs in that if they are greater than 32 sf they must be constructed and tied down to mee the wind loads.

36-7(d)(5): clarify that the one banner sign/one inflatable rule applies per physical address (not per business) and add that corner lots will be allowed one banner and one inflatable per street.

36-7(d)(6): change wording to say one pennant sign may be installed (instead of permitted) in order to clarify a permit is not required per each pennant, but only per physical address and clarify that corner lots may use the frontage of both streets.

36-7(d)(7): we are proposing language that says the installation of banners, flags, pennants and inflatables must be installed per the manufacturer's recommendation for high wind areas. This is not a requirement to meet the wind load, but typically manufacturer's will provide recommendations for the use/installation of their product in "high wind areas".

36-7(d)(8): Currently the ordinance requires a Temporary sign permit for all banners, flags, pennants and inflatables. There is a \$25 per physical address per year fee that is good for the calendar year. We have experienced challenges getting the permit fee paid even when the installation is in compliance with the ordinance. All of the temporary signs do not require a permit except for banners, flags, pennants and inflatables. An option to consider is to do the same with these as we do with the other temporary signs and not require a permit, but the signs will be required to be removed if they aren't in compliance with the ordinance.

36-7(g): We are proposing to add a category of sign called "Community-oriented Promotional Campaign sign." Examples of these would be the signs promoting the Calhoun County Port and the Texas A&M University - Victoria campus. Because these will be campaigns of unknown duration and unknown content, we would want any such signs greater than 6 sf to go thru a permitting process. As written, this would be a permit that would need to be renewed annually. In this way if the signs are not being taken care of and being allowed to get degraded and faded etc., the permit will not be renewed. In determining whether to issue a permit or not, the proposed content will be reviewed to verify it is community-oriented and not commercial advertising.

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Rockport: They do not specify a maximum size; allow 2 banner signs for each 200 LF of street frontage.

New Braunfels: Temporary signs of any kind on private property are allowed for no more than 90 days within a calendar year; Only one temporary sign permitted on a lot; maximum banner size is 1.5 sf per one foot length of building length.

Seguin: Maximum banner sign is 4' x 36' (144 sf) and must be mesh. \$30 fee and 14 days max.

Buda: Temporary signs are for a 30-day period. One Temporary sign permit allowed on a lot during any consecutive 4-month period; Max size is 32 sf.

McKinney: Temporary signs are for a 30-day period up to 4 times per year. Maximum size is 50 sf.