



CITY COUNCIL COMMUNICATION

DATE: January 20, 2026

FROM: Ramie Hammonds, Development Services Director

AGENDA ITEM: Conduct a public hearing on amendments to Apx SR Sign Regulations, Section 4, 5, 6, 7, 9, and 15 of the Code of Ordinances.

SUMMARY:

- Section 4.
 - Merged "Sign, Digital or Electronic" and "Sign, Light Projecting" into one unified definition: Digital or Electronic Sign (EMC).
 - This eliminates ambiguity by using one umbrella term to ensure all programmable technology is subject to the same strict standards regardless of how it is marketed.
 - Added several definitions related to electronic signs ("Dwell Time," "Nit," and "Transition Time").
- Section 5.
 - Amended the prohibition of LED/Electronic signs in Section 5.A and 5.N to provide for "regulated allowance." This allows schools, banks, and gas stations, for example, to use modern signage while giving the City the legal tools to regulate their operation.
- Section 6.
 - Added Section 6.I to govern the operation of all electronic signs city-wide by requiring messages remain static for 8 seconds with no "live action" video; requiring automatic sensors to lower brightness at light; specifying the level of brightness to mitigate "nuisances;" and requiring signs to go "dark" to prevent frozen bright screens if they malfunction.
- Section 9.
 - Explicitly state that the new exceptions do not apply to the downtown commercial district to protect the historic and architectural character of the area.
- Section 15.
 - Added specific requirements that electronic signs in the FM 455 corridor must be inset in masonry to prevent the appearance of "billboards" or "TV screens" on poles along the thoroughfare.

FISCAL INFORMATION:

N/A

RECOMMENDED MOTION OR ACTION:

N/A

ATTACHMENTS:

Ordinance No. 01-05-26