



Wylie City Council

AGENDA REPORT

Department: Planning
Prepared By: Jasen Haskins

Account Code: _____

Subject

Consider, and act upon, Ordinance No. 2025-04 of the City of Wylie, Texas, repealing Ordinance Nos. 2014-44 and 2017-18, and amending Wylie's Code of Ordinances, Ordinance No. 2021-17, as amended, Chapter 22 (Building and Building Regulations), Article XX (Sign Regulations); establishing new regulations governing the erection, maintenance and operation of signs; defining terms; providing a penalty clause, savings/repealing clause, severability clause and an effective date; and providing for the publication of the caption hereof.

Recommendation

Motion to approve the Item as presented.

Discussion

In October 2024, staff and City Council conducted a work session with staff recommending amendments to Article XX (Sign Regulations) of Chapter 22 (Building and Building Regulations) of the City Code of Ordinances. At Council's direction, City staff, with assistance of the City Attorney, has drafted a revised City Ordinance.

The purpose of the sign ordinance amendments is to bring the Code more into alignment with case law regarding first amendment free speech. Secondly, the proposed amendments update other areas of the Code as mentioned below.

The previous mentioned case law (Reed vs. Town of Gilbert), in its most basic reading, states that cities cannot regulate signs based on the content of the message. That is, if the sign must be read to determine what kind of sign it is, the regulation is likely unenforceable. The Code has been amended to remove content as a factor for consideration. For example, the current Code regulates "garage sale signs" which can only be determined by reading the sign. The proposed Code changes this to "temporary nuisance sign" (if placed on public property) or "accessory residential sign" (if on private property). The former is not allowed, the latter is.

Other amendments include:

- Reorganization of regulations for readability
- Updated sign definitions
- Allowing staff to approve temporary exemptions in times of emergency
- Allowing for the immediate removal and disposal of illegal temporary signs
- Added to prohibited signs such as revolving signs, sloping roof signs, searchlights, and light strips.