

# Ord. 25-S-024

UDC Amendments related to Sign Codes

Samuel Haas | Senior Planner

# Background

- Staff brought forward these amendments in conjunction with recent City Council Workshops on Temporary Signs
  - CC Workshop Nov. 19, 2024.
  - P&Z Dec. 4, 2024.
  - CC Workshops 2025: Jan. 7, Jan. 21, Feb. 4, Feb. 18, Mar. 18.
- Last update to Article 11 was in 2017.

# Approach

## 1. Editorial Changes

- Convey information better
- Reorganizing sections.
- Removing redundant or unnecessary language

## 2. Consistency with UDC and other city policies

- "City Manager or his/her designee"
- Matching language with other portions of UDC or city policies

## 3. Adjustments to the code

- Make the code simpler and allow more flexibility

# Approach #1 Editorial Changes

## Convey information better

### Current Code

### Proposed Code

A. *General.* Unless otherwise specifically provided, the regulations set forth in this section shall be applicable to all wall signs. Wall signs may not be attached to light fixtures, poles, or trees.

B. *Maximum Area.*

Table 21.11.9 Maximum Area of Wall Signs	
Areas with Limited Access	15% of the façade area or 250 square feet, whichever is less
Areas with Unlimited Access	12% of the façade area or 125 square feet, whichever is less
All Other Streets	10% of the façade area or 80 square feet, whichever is less

1. Wall signs located on properties zoned Manufacturing District—Light (M-1); Manufacturing District—Heavy (M-2); and PDD (Planned Development District) with a base zoning of M-1 or M-2 and with a minimum primary façade elevation of 300 linear feet or greater may have the primary wall sign calculated at fifteen percent (15%) of the façade area or 250 square feet, whichever is less.

C. *Maximum Number of Signs.* The maximum number of signs permitted for single occupancy or single tenant buildings shall be limited to one (1) per wall with a maximum of three (3) signs. Each sign in excess of the primary wall sign shall be a maximum seventy-five percent (75%) of the area of the primary wall sign.

The maximum number of signs permitted for multi-tenant buildings shall be limited to one (1) per tenant or lease space except for those spaces located on the ends of buildings which may have one (1) additional wall sign to be located on the side wall of the structure and being a maximum of seventy-five percent (75%) of the area of the primary wall sign. Multi-tenant buildings with the rear of the building directly adjacent to a public or private street or access drive may have one (1) additional wall sign located on the rear wall of the structure and being a maximum of twenty-five percent (25%) of the area of the primary wall sign. In no case shall the number of wall signs permitted for any single tenant within a multi-tenant development exceed a maximum of two (2) signs.

A. Wall Sign Standards apply per façade. Wall signs may be one contiguous sign or have multiple separate components provided total allowable square footage is not exceeded.

<u>Wall Sign Standards</u>		
<u>Roadway Classification</u>	<u>Max Area sq. ft.(per façade)</u>	<u>Maximum Number of façades with signage</u>
<u>Interstates &amp; Farm to Market Roads</u>	<u>250</u>	<u>3 per building or tenant</u>
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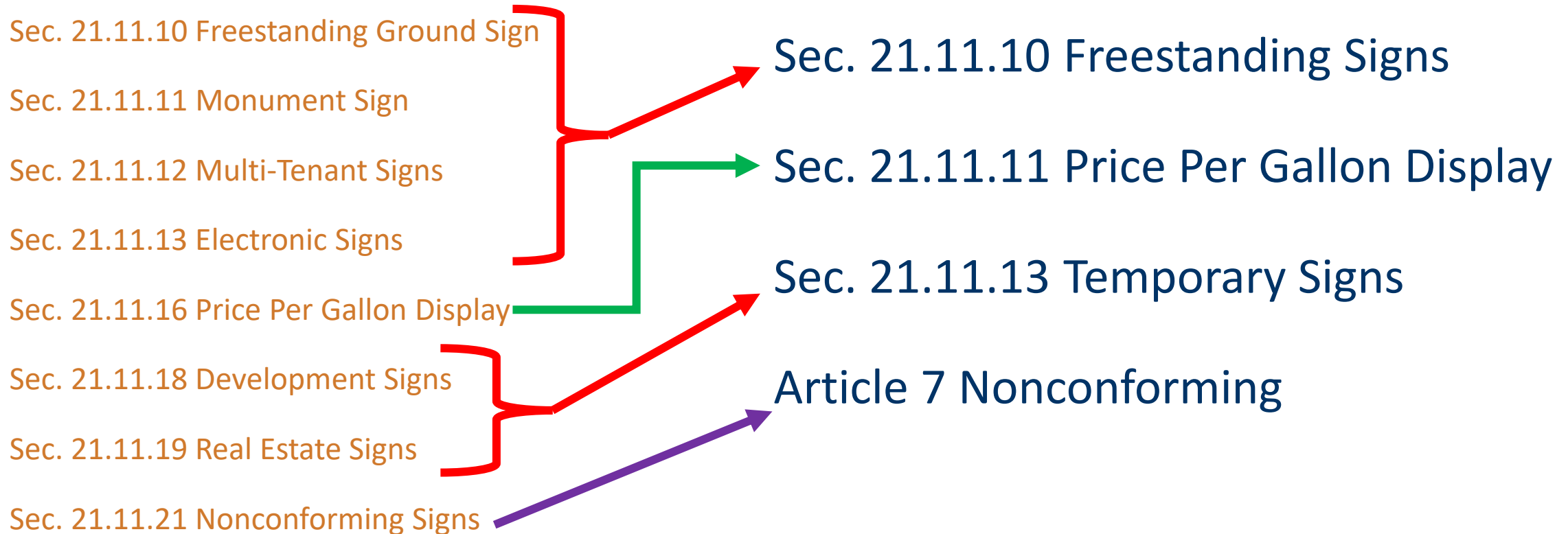
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4. In no case shall a wall sign project above the roofline of any building nor extend above the parapet wall if attached thereto.
5. Wall signs shall not be located on any facade (other than the main front of the building) which faces property zoned for single-family residential uses if the sign is within 150 feet of the property line of said residential property.
6. Properties on Main Street with a facade facing the railroad are allowed 250 square feet of signage facing FM 78.
  - a. May not exceed maximum allowable number of facades with signage.

# Approach #1 Editorial Changes

Reorganizing

Current Code

Proposed Code



# Approach #1 Editorial Changes

## Eliminating redundancies

### Current UDC

#### Sec. 21.11.22. Licenses.

##### A. Licenses Required.

1. *Required.* It shall be unlawful for any person to erect, construct, place, locate, reconstruct, repair, replace or service any sign for compensation without first obtaining a license to do such work from the City Manager or his/her designee.
2. *License.*
  - a. It is unlawful for any person to perform construction work subject to this Article unless the person is licensed as a sign contractor or is exempt under b below.
  - b. A maintenance person who performs work upon a property with more than one property owner is deemed to be performing work for the general public and shall be licensed as a sign contractor.

##### C. Insurance Required. It is the duty of all sign contractors who practice their craft within the City to show proof of general commercial liability insurance. A current copy of the insurance must be maintained on file with the building inspections division of the City or the sign contractor's license may be revoked. The insurance shall include a minimum of:

1. \$300,000 per occurrence (combined for property damage and bodily injury);
2. \$600,000 aggregated (total amount the policy will pay for property damage and bodily injury coverage); and
3. \$300,000 aggregate for products and completed operation.

A licensed applicant or licensee shall file with the Building Inspections Division a completed certificate of insurance when applying for an initial license, when changing a business name, or upon request by the City Manager or his/her designee.

5. *Electrical License.* It shall be unlawful for any person to install and connect electrical systems for a sign within the City and its ETJ without first obtaining a license to do so from the Texas Department of Licensing and Regulation (TDLR) for such work. A sign contractor may subcontract the electrical portion of a project to someone licensed by TDLR. Someone so licensed shall obtain all electrical permits to do such work.
6. *Electrical License Registration.* Electrical contractors shall register with the City's Inspection Department as follows:

- a. *Registration of Company.* Each electrical company shall register with the Inspection Department and shall provide a copy of general liability insurance in the amount established by the Texas Department of Licensing and Regulation (TDLR) for electrical contractors.
- b. *Application.* A written application to register an electrical company, along with the established filing fee, shall be submitted to the Director on a form prescribed by the City.
- c. *Renewal.* All registered electrical companies shall renew their registrations annually. All renewals shall be due March 1st of each year.

### Current Code of Ord.

#### Sec. 18-2. General building contractors registration.

It shall be the duty of every contractor who engages in the construction, erection, alteration, repair, moving, demolition, installation or replacements of any building, structure, swimming pool, or sign, whether permanent or temporary, obtain all the necessary permits. Such contractor shall be registered by the City of Schertz.

- (1) *Insurance required.* It shall be the duty of all contractors who practice their trade within the City of Schertz, Texas to show proof of general commercial liability insurance for claims for property damage, or bodily injury regardless of whether the claim arises from a negligence claim or on a contract claim. Coverage amount of liability insurance shall not be less than \$300,000.00.
- (2) *Application.* An application for a contractor's registration will be submitted to the building official or his or her designee on a form prescribed by the city along with the required initial fee.
- (3) *Renewal.* All renewals shall be due January 1, of each year.

#### Sec. 18-3. Electrical registration.

No person shall install, repair or remove electrical wiring or devices unless he is licensed as an electrical contractor issued by the State of Texas who employs any of the listed tradesmen as established by the Texas Department of Licensing and Regulation (TDLR). A licensed master, sign master, journeyman, sign journeyman, residential wireman, or journeyman lineman must directly supervise work done by an apprentice or sign apprentice.

*Directly supervise* is defined as follows:

- (1) Where a single family or duplex residential structure is under construction. The supervisor shall be on the property while any electrical work as defined by TDLR Rules and Law is underway.
- (2) Where a commercial or industrial project is under construction. The supervisor shall be not less than one supervisor per 50,000 square feet or each story above the first floor or sub-floor over 50,000 square feet and shall be on the property while any electrical work as defined by TDLR Rules and Law is underway.

*Exception:*

- (1) A registration is not required of a homeowner who is doing electrical work on his own home. The homeowner may receive help from others to do such work, provided that the principal occupation of the person giving help is not that of an electrical contractor or electrician.
- (2) A registration is not required of a person who is hired as a full-time employee to perform normal maintenance excluding alterations and additions of electrical systems in commercial establishments, provided that the person does not work as an electrician or electrical contractor for the general public.

*Renewal.* All renewals shall be due January 1, of each year.

# Approach #2 Consistency

## Consistency with UDC and other city documents

- "City Manager or his/her designee"
- Matching language with other portions of UDC or city policies
  - EX: Article 16 Revisions to match or add definitions
    - New Definitions: Murals, Façade.
    - Edited Definitions: Balloon/Inflatable Sign, Bandit Sign, Wind Sign
  - EX: Fee Schedule

- C. *Fees.* All fees for a sign permit shall be in accordance with the current fee schedule adopted by City Council.
1. A permit shall not be valid until such fee has been paid. An amendment to a permit shall not be released until the additional fees, if any, have been paid.
  2. An additional fee shall be assessed in accordance with the current fee schedule for ~~Where work for beginning which a permit is required by this Article has been started~~ prior to obtaining a permit as required by this Article. ~~the fees established by City Council shall be doubled.~~ Payment of such ~~double~~ fees shall not relieve any person(s) from any other penalties prescribed by this UDC ~~under section 21.1.11~~ or any other law, ordinance, code or regulation applicable thereto.

# Approach #3 Code Adjustments

Proposed adjustments to requirements in:

- Wall Signs
- Freestanding Signs
- Temporary Signs

# Approach #3 Code Adjustments

## Wall Signs

Current Code: Max Area pertains to the permitted sign

- A. *General.* Unless otherwise specifically provided, the regulations set forth in this section shall be applicable to all wall signs. Wall signs may not be attached to light fixtures, poles, or trees.

Proposed Code: Max Area pertains to the facade

- A. Wall Sign Standards apply per façade. Wall signs may be one contiguous sign or have multiple separate components provided total allowable square footage is not exceeded.

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### Proposed Code

<u>Wall Sign Standards</u>		
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<u>Interstates &amp; Farm to Market Roads</u>	<u>250</u>	<u>3 per building or tenant</u>
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- C. *Maximum Number of Signs.* The maximum number of signs permitted for single occupancy or single tenant buildings shall be limited to one (1) per wall with a maximum of three (3) signs. Each sign in excess of the primary wall sign shall be a maximum seventy-five percent (75%) of the area of the primary wall sign.

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- D. *Roofline Limitations.* In no case shall a wall sign project above the roofline of any building nor extend above the parapet wall if attached thereto. Wall signs shall be no closer vertically to the eave of the roofline or overhang than the predominant letter height. Wall signs may be attached to a continuous plane fascia if the sign does not extend above or below the projection of the fascia. Signs attached to fascia are only allowed when attached to structural canopy supported to the ground by columns constructed of similar masonry material as the primary structure.
- E. *Illumination.* Wall signs shall be illuminated utilizing only internal lighting.
- F. *Projection.* Wall signs shall not project farther than eighteen inches (18") from the building, excluding signs attached to canopies.
- G. *Adjacent Residential.* Wall signs shall not be located on any façade (other than the main front of the building) which faces property zoned for single-family residential uses if the sign is within 150 feet of the property line of said residential property.

### Proposed Code

1. Roadway Classification is determined by the address of the building or unit and applies to each allowable sign.
2. Buildings over 100,000 square feet are allowed an additional 100 square feet of maximum signage area.
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NEW

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<u>All Others</u>	<u>100</u>	<u>3 per building or tenant</u>

No more 25% reduction in additional signage

# Approach #3 Code Adjustments

## Freestanding Signs

### Current Code

- Sec. 21.11.10 Freestanding Ground Sign
- Sec. 21.11.11 Monument Sign
- Sec. 21.11.12 Multi-Tenant Signs
- Sec. 21.11.13 Electronic Signs



### Proposed Code

### Freestanding Signs



# Approach #3 Code Adjustments

## Current Code Requirements

### Freestanding Ground Sign

C. *Maximum Height.* The maximum height of a freestanding ground sign shall not exceed the following:

Table 21.11.10A Maximum Height of Freestanding Ground Signs	
Areas with Limited Access	50 ft.
Areas with Unlimited Access	40 ft.
All Other Streets	20 ft.

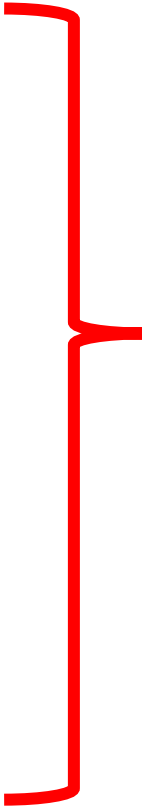
Exception: Freestanding ground signs located on properties along FM 3009 and Schertz Parkway shall have a maximum height of eighteen feet (18').

D. *Maximum Area.* Freestanding ground signs shall not exceed the following:

Table 21.11.10B Maximum Area of Freestanding Ground Signs	
Areas with Limited Access	250 sq. ft.
Areas with Unlimited Access	100 sq. ft.
All Other Streets	32 sq. ft.

Exception: Freestanding ground signs located on properties along FM 3009 and Schertz Parkway shall have a maximum of ninety (90) square feet in area.

E. *Number of Signs.* The maximum number of freestanding ground signs shall be limited to one (1) per lot per street frontage. Developments consisting of shopping centers or other multi-tenant type developments shall be required to construct multi-tenant signage in accordance with section 21.11.12 of this Article except that any primary or anchor store greater than 50,000 square feet may be allowed one (1) freestanding sign in accordance with this section.

- 
- Max Height: 20-50ft
  - Max Area: 32-250 sq. ft.
  - Max #: 1 per lot frontage

# Approach #3 Code Adjustments

## Current Code Requirements

### Monument Sign

#### Sec. 21.11.11. Monument Signs.

- A. *General.* Unless otherwise specifically provided, the regulations set forth in this section shall be applicable to all monument signs that are allowed under this Article.
- B. *Maximum Height.* The maximum height of a monument sign shall be five feet six inches (5'6").
- C. *Maximum Area.* The maximum area of a monument sign shall not exceed fifty (50) square feet.
- D. *Number of Signs.* The maximum number of monument signs shall be limited to one (1) per lot per street frontage. Developments consisting of shopping centers or other multi-tenant type developments shall be required to construct multi-tenant signage in accordance with section 21.11.12.
- E. *Minimum Setback.* The minimum setback of all monument signs shall be fifteen feet (15') from any property line.
- F. *Material Requirements.* All monument sign bases shall be constructed of masonry material consisting of brick, stone or split face concrete block. The monument sign structure must be constructed or covered with the same masonry material as the principal building or shall be constructed of brick, stone or split face concrete block. Sculpted aluminum sign panels will be allowed. All sign text and graphic elements shall be limited to a minimum of six inches (6") from the outer limits of the sign structure.
- G. *Illumination.* Monument signs shall only be illuminated utilizing internal lighting for sculpted aluminum panels or a ground lighting source where the light itself and supporting sign structure are not visible from public right-of-way.
- H. *Driveway Entrances.* Freestanding non-residential street address signs at driveway entrances are limited to one (1) monument sign per driveway entrance not to exceed twelve (12) square feet in area, and three feet in height.

- Max Height: 5ft. 6in.
- Max Area: 50 sq. ft.
- Max #: 1 per lot frontage
- Material Requirements

# Approach #3 Code Adjustments

## Current Code Requirements

### Multi-Tenant Sign

#### Sec. 21.11.12. Multi-tenant Signs.

- A. *General.* The provisions of this section shall be applicable to all signs located within developments consisting of shopping centers, as defined within this UDC, and all other similar multi-tenant developments. Multi-tenant signs designed as monument signs shall meet the requirements of this section.
- B. *Maximum Height.* The maximum height of a monument sign within a multi-tenant development shall not exceed the following:

Areas with Limited Access	20 feet
Areas with Unlimited Access	18 feet
All Other Streets	15 feet

The monument base shall be a minimum of eighteen inches (18") in height measured from ground level at the center of the base to the top of the base. The overall height shall not exceed the maximum heights listed above, including monument base.

- C. *Maximum Area.* The maximum area of a multi-tenant monument sign shall be equivalent to one percent (1%) of the gross building square footage within the shopping center with a maximum of 150 square feet.
- D. *Maximum Number.* The maximum number of multi-tenant monument signs shall be limited to one (1) per platted lot per street frontage.
- E. *Monument Sign Design.* Each multi-tenant monument sign shall be designed so as to provide adequate sign spaces for each tenant within the development except for the primary, or anchor store within the development which shall be prohibited from advertising on the monument sign. The developer shall be responsible for determining the adequacy and size necessary to meet the requirements of this section.
- F. *Minimum Setback.* The minimum setback of all multi-tenant monument signs shall be fifteen feet (15') from any property line.
- G. *Material Requirements.* All multi-tenant monument signs shall be constructed of masonry material consisting of brick, stone or split face concrete block which shall be consistent in nature with the overall theme of the development. Sculpted aluminum sign panels will be allowed. All sign text and graphic elements shall be limited to a minimum of six inches (6") from the outer limits of the sign structure.
- H. *Illumination.* Monument signs may only be illuminated utilizing internal lighting for sculpted aluminum panels or a ground lighting source where the light itself and supporting sign structure are not visible from public right-of-way.

- Max Height: 15-20ft.
- Max Area: 150 sq. ft.
- Max #: 1 per lot frontage

# Approach #3 Code Adjustments

## Current Code Requirements

### Electronic Sign

#### Sec. 21.11.13. Electronic Signs.

- A. *General.* Electronic signage shall be permitted in-lieu of any permitted freestanding or monument signs on a property. In the event that an electronic sign is permitted for a property, no other additional freestanding or monument sign shall be permitted.
- B. *Maximum Height.* The maximum height of an electronic sign shall be eighteen feet (18').
- C. *Maximum Area.* The maximum area of an electronic sign shall not exceed 100 square feet with a maximum area per sign face of fifty (50) square feet.
- 
- D. *Number of Signs.* The maximum number of electronic signs shall be limited to one (1) per platted lot. No other on-premise freestanding signs shall be permitted.
- E. *Minimum Setback.* The minimum setback of all electronic signs shall be fifteen feet (15') from any property lines.
- F. *Material Requirements.* All monument sign bases shall be constructed of masonry material consisting of brick, stone or split face concrete block. The monument sign structure must be constructed or covered with the same masonry material as the principal building or shall be constructed of brick, stone or split face concrete block. All sign text and graphic elements shall be limited to a minimum of six inches (6") from the outer limits of the sign structure.
- G. *Illumination.* Electronic signage shall not exceed a maximum of one (1) footcandle illumination at the property line.
- H. *Location Restrictions.* No electronic signs shall be permitted within 150 feet of a residentially zoned property or property used for residential purposes.
- I. *Additional Restrictions.*
1. Any change of pictures or information on the electronic sign shall not produce the illusion of moving objects, expanding or contracting shapes, rotation or any similar effect of animation.
  2. Any change of pictures or information on the message board sign shall not change more often than once every four (4) seconds.
  3. Any sign picture or information shall not have a solid white background between the time period of thirty (30) minutes after sunset and thirty (30) minutes before sunrise.

- Max Height: 18ft.
- Max Area: 50 sq. ft.
- Max #: 1 per lot frontage

# Approach #3 Code Adjustments

## Current Code Requirements

### Freestanding Ground Sign

- Max Height: 20-50ft
- Max Area: 32-250 sq. ft.
- Max #: 1 per lot frontage

### Monument Sign

- Max Height: 5ft. 6in.
- Max Area: 50 sq. ft.
- Max #: 1 per lot frontage
- Material Requirements

### Multi-Tenant Sign

- Max Height: 15-20ft.
- Max Area: 150 sq. ft.
- Max #: 1 per lot frontage

### Electronic Sign

- Max Height: 18ft.
- Max Area: 50 sq. ft.
- Max #: 1 per lot frontage

## Sec. 21.11.10. Freestanding **Ground** Signs.

### A. Freestanding Sign Standards.

<u>Freestanding Sign Standards</u>				
<u>Roadway Classification</u>	<u>Setback</u>	<u>Max Area</u>	<u>Max Height</u>	<u>Maximum Number</u>
	<u>ft.</u>	<u>sq. ft.</u>	<u>ft.</u>	
<u>Interstates</u>	<u>15</u>	<u>250</u>	<u>50</u>	<u>1 per lot per frontage</u>
<u>Farm to Market Roads</u>	<u>15</u>	<u>250</u>	<u>35</u>	<u>1 per lot per frontage</u>
<u>All Others</u>	<u>15</u>	<u>150</u>	<u>20</u>	<u>1 per lot per frontage</u>

P&Z  
Modification

# Approach #3 Code Adjustments

## Current Code Requirements

### Electronic Sign

#### Sec. 21.11.13. Electronic Signs.

- A. *General.* Electronic signage shall be permitted in-lieu of any permitted freestanding or monument signs on a property. In the event that an electronic sign is permitted for a property, no other additional freestanding or monument sign shall be permitted.
- B. *Maximum Height.* The maximum height of an electronic sign shall be eighteen feet (18')
- C. *Maximum Area.* The maximum area of an electronic sign shall not exceed 100 square feet with a maximum area per sign face of fifty (50) square feet.
- D. *Number of Signs.* The maximum number of electronic signs shall be limited to one (1) per platted lot. No other on-premise freestanding signs shall be permitted.
- E. *Minimum Setback.* The minimum setback of all electronic signs shall be fifteen feet (15') from any property lines.
- F. *Material Requirements.* All monument sign bases shall be constructed of masonry material consisting of brick, stone or split face concrete block. The monument sign structure must be constructed or covered with the same masonry material as the principal building or shall be constructed of brick, stone or split face concrete block. All sign text and graphic elements shall be limited to a minimum of six inches (6") from the outer limits of the sign structure.
- G. *Illumination.* Electronic signage shall not exceed a maximum of one (1) footcandle illumination at the property line.
- H. *Location Restrictions.* No electronic signs shall be permitted within 150 feet of a residentially zoned property or property used for residential purposes.
- I. *Additional Restrictions.*
  - 1. Any change of pictures or information on the electronic sign shall not produce the illusion of moving objects, expanding or contracting shapes, rotation or any similar effect of animation.
  - 2. Any change of pictures or information on the message board sign shall not change more often than once every four (4) seconds.
  - 3. Any sign picture or information shall not have a solid white background between the time period of thirty (30) minutes after sunset and thirty (30) minutes before sunrise.

#### 3. A freestanding sign may include an electronic sign as a component of the permitted sign with the following additional standards:

- a. Limited to two (2) faces per sign.
- b. Limited to 50 square feet per sign face.
- c. Electronic signage shall not exceed a maximum of one (1) footcandle illumination at the property line.
- d. Any change of pictures or information on the electronic sign shall not produce the illusion of moving objects, expanding or contracting shapes, rotation or any similar effect of animation.
- e. Any change of pictures or information on the message board sign shall not change more often than once every four (4) seconds.
- f. Any sign picture or information shall not have a solid white background between the time period of thirty (30) minutes after sunset and thirty (30) minutes before sunrise.

# Approach #3 Code Adjustments

## Current Code Requirements

### Electronic Sign

#### Sec. 21.11.13. Electronic Signs.

- A. *General.* Electronic signage shall be permitted in-lieu of any permitted freestanding or monument signs on a property. In the event that an electronic sign is permitted for a property, no other additional freestanding or monument sign shall be permitted.
- B. *Maximum Height.* The maximum height of an electronic sign shall be eighteen feet (18').
- C. *Maximum Area.* The maximum area of an electronic sign shall not exceed 100 square feet with a maximum area per sign face of fifty (50) square feet.
- D. *Number of Signs.* The maximum number of electronic signs shall be limited to one (1) per platted lot. No other on-premise freestanding signs shall be permitted.
- E. *Minimum Setback.* The minimum setback of all electronic signs shall be fifteen feet (15') from any property lines.
- F. *Material Requirements.* All monument sign bases shall be constructed of masonry material consisting of brick, stone or split face concrete block. The monument sign structure must be constructed or covered with the same masonry material as the principal building or shall be constructed of brick, stone or split face concrete block. All sign text and graphic elements shall be limited to a minimum of six inches (6") from the outer limits of the sign structure.
- G. *Illumination.* Electronic signage shall not exceed a maximum of one (1) footcandle illumination at the property line.
- H. *Location Restrictions.* No electronic signs shall be permitted within 150 feet of a residentially zoned property or property used for residential purposes.
- I. *Additional Restrictions.*
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  - 3. Any sign picture or information shall not have a solid white background between the time period of thirty (30) minutes after sunset and thirty (30) minutes before sunrise.

#### 3. A freestanding sign may include an electronic sign as a component of the permitted sign with the following additional standards:

- a. Limited to two (2) faces per sign.
- b. Limited to 50 square feet per sign face
- c. Electronic signage shall not exceed a maximum of one (1) footcandle illumination at the property line.
- d. Any change of pictures or information on the electronic sign shall not produce the illusion of moving objects, expanding or contracting shapes, rotation or any similar effect of animation.
- e. Any change of pictures or information on the message board sign shall not change more often than once every four (4) seconds.
- f. Any sign picture or information shall not have a solid white background between the time period of thirty (30) minutes after sunset and thirty (30) minutes before sunrise.

# Approach #3 Code Adjustments

## Current Code Requirements

### Multi-Tenant Sign

#### Sec. 21.11.12. Multi-tenant Signs.

- A. *General.* The provisions of this section shall be applicable to all signs located within developments consisting of shopping centers, as defined within this UDC, and all other similar multi-tenant developments. Multi-tenant signs designed as monument signs shall meet the requirements of this section.
- B. *Maximum Height.* The maximum height of a monument sign within a multi-tenant development shall not exceed the following:

Table 21.11.12 Maximum Height of Multi-tenant Signs	
Areas with Limited Access	20 feet
Areas with Unlimited Access	18 feet
All Other Streets	15 feet

The monument base shall be a minimum of eighteen inches (18") in height measured from ground level at the center of the base to the top of the base. The overall height shall not exceed the maximum heights listed above, including monument base.

- C. *Maximum Area.* The maximum area of a multi-tenant monument sign shall be equivalent to one percent (1%) of the gross building square footage within the shopping center with a maximum of 150 square feet.
- D. *Maximum Number.* The maximum number of multi-tenant monument signs shall be limited to one (1) per platted lot per street frontage.
- E. *Monument Sign Design.* Each multi-tenant monument sign shall be designed so as to provide adequate sign spaces for each tenant within the development except for the primary, or anchor store within the development which shall be prohibited from advertising on the monument sign. The developer shall be responsible for determining the adequacy and size necessary to meet the requirements of this section.
- F. *Minimum Setback.* The minimum setback of all multi-tenant monument signs shall be fifteen feet (15') from any property line.
- G. *Material Requirements.* All multi-tenant monument signs shall be constructed of masonry material consisting of brick, stone or split face concrete block which shall be consistent in nature with the overall theme of the development. Sculpted aluminum sign panels will be allowed. All sign text and graphic elements shall be limited to a minimum of six inches (6") from the outer limits of the sign structure.
- H. *Illumination.* Monument signs may only be illuminated utilizing internal lighting for sculpted aluminum panels or a ground lighting source where the light itself and supporting sign structure are not visible from public right-of-way.

#### Sec. 21.11.10. Freestanding **Ground** Signs.

##### A. Freestanding Sign Standards.

<u>Freestanding Sign Standards</u>				
<u>Roadway Classification</u>	<u>Setback</u>	<u>Max Area</u>	<u>Max Height</u>	<u>Maximum Number</u>
	<u>ft.</u>	<u>sq. ft.</u>	<u>ft.</u>	
<u>Interstates &amp; Farm to Market Roads</u>	<u>15</u>	<u>250</u>	<u>50</u>	<u>1 per lot per frontage</u>
<u>All Others</u>	<u>15</u>	<u>150</u>	<u>20</u>	<u>1 per lot per frontage</u>

1. Roadway Classification is determined by the adjacent frontage the sign will be placed.
2. Developments consisting of shopping centers or other multi-tenant type developments shall provide adequate sign spaces for each tenant and no tenant shall have more than 50% of the allowable area.

# Approach #3 Code Adjustments

## Temporary Signs – CC Workshops

### CC Workshops Items

- Balloon/Inflatable signs not permitted
- Feather Flags only allowed 14 days
- Reoccurring event permit

### Additional items

- Development signs and real estate signs added to temporary signs.

#### Sec. 21.11.137. Temporary Signs.

##### A. Temporary Sign Standards.

<u>Temporary Sign Standards</u>			
<u>Setback</u> <u>ft.</u>	<u>Max Area</u> <u>sq. ft.</u>	<u>Max Height</u> <u>ft.</u>	<u>Maximum Number</u>
<u>15</u>	<u>24</u>	<u>6</u>	<u>3 per business or tenant</u>
<u>Feather Flag Standards</u>			
<u>Setback</u> <u>ft.</u>	<u>Max Area</u> <u>sq. ft.</u>	<u>Max Height</u> <u>ft.</u>	<u>Maximum Number</u>
<u>15</u>	<u>16</u>	<u>8</u>	<u>3 per business or tenant</u>

1. Temporary signs shall be permitted for a maximum of 120 days per calendar year and Temporary Sign permits will be issued for thirty (30) day increments.
  - a. The cumulative total number of days for which all temporary sign permits issued for a property or business shall not exceed 120 calendar days.
  - b. Each individual sign will count towards the allotted 120 calendar days.
  - c. Feather Flags shall only be permitted for 14 days per calendar year.
2. Recurring Event Permit. A Recurring Event Permit is for temporary signs that will be issued in two-day increments for up to fifteen (15) times per year. The applicant requesting a Recurring Event Permit must identify which 15 two day increments they intend to have the temporary signs when applying for the initial permit. The selected dates can be modified as dates change with prior approval.
3. Exceptions:
  - a. Development signs may be installed at any time after the issuance of the building permit for a commercial development or after approval of the final plat for a residential subdivision. The development sign must be removed within six (6) months or upon the issuance of a certificate of occupancy for commercial developments, and within three (3) years of a residential subdivision.
  - b. Real estate signs shall be exempt from the permitting requirements of this section if they do not exceed six feet (6') in height and do not exceed thirty-two (32) square feet in area. Real estate signs shall be limited to one (1) per lot per street frontage.

# Other

## Waiver Section

### Sec. 21.11.15. ~~Waivers~~ Licenses.

- A. The Planning and Zoning Commission may authorize waivers from the provisions of this Article when, in its opinion, undue hardship will result from requiring strict compliance. In granting a waiver, the Planning and Zoning Commission shall prescribe only conditions that it deems necessary or desirable to the public interest.
- B. In making their findings, the Planning and Zoning Commission shall take into account the following:
  - a. The nature of the proposed use of the land involved.
  - b. The location of the property in relation to roadway classification.
  - c. The existing uses of land in the vicinity.
- C. Waivers shall not be granted unless the Planning and Zoning Commission finds:
  - 1. That the granting of the waiver will not be detrimental to the public health, safety, or welfare, or injurious to other property in the area; and
  - 2. Strict interpretation of the provisions of the section would deprive the applicant of rights commonly enjoyed by other nearby properties with the same land use that would comply with the same provisions.
- D. The Planning and Zoning Commission may establish a time period for execution of each granted waiver.
- E. Such findings together with the specific facts on which such findings are based shall be incorporated into the official minutes of the Planning and Zoning Commission meeting at which such exception is granted.
- F. Planning and zoning commission shall not authorize a waiver that would constitute a violation of a valid law, ordinance, code or regulation of the City.
- G. Any decision of the Planning and Zoning Commission regarding waivers to the provisions of this Article may be appealed to the City Council. When considering an appeal, the City Council shall consider the same standards as the Planning and Zoning Commission as outlined above.

# UDC SECTION 21.4.7.D Criteria for Approval

1. **The proposed amendment promotes the health, safety, and general welfare of the City**
  - The city strives to make our development code more logical, easy to understand, and more consistent to enforce/administer.
  - Article 11 more user-friendly for residents, applicants, and city staff.

# UDC SECTION 21.4.7.D Criteria for Approval

## 2. The proposed amendment is consistent with the goals, objectives, and policies of this UDC and the City

- Proposed amendments are consistent with the goals and desires of the City Council through the Sign Code workshops.
- Schertz Strategic Plan goals and objectives: "thriving economy" by supporting "business retention and recruitment".

# UDC SECTION 21.4.7.D Criteria for Approval

## 3. The proposed amendment corrects an error, meets the challenge of changing conditions, or is in response to changes in state law.

- Amendments are in response to issues that residents and applicants have had with Article 11.
- Staff's efforts to make this Article simpler and easier to understand will help address these concerns.
- Certain sections do reflect changing conditions such as exempting murals, or the change in classification of Schertz Parkway.

# UDC SECTION 21.4.7.D Criteria for Approval

## 4. Other factors which are deemed relevant and important in the consideration of the amendment.

- Staff has ensured all UDC requirements have been met.
- City Attorney's office has assisted staff to ensure state law compliance.
- Public Hearing provides an opportunity to introduce additional considerations.

# Recommendation

## Staff Recommendation

The proposed amendments help promote the health, safety, and welfare for Schertz, align with city policies, and help meet the challenge of changing conditions.

Therefore, Staff recommends approval of Ord. 25-S-024

The Planning and Zoning Commission held a public hearing on May 7, 2025 and recommended approval (with modification) with a 7-0 vote.