

MEMORANDUM

To: Mayor Don Keil and Seguin City Council
From: Kyle Kramm, Main Street & CVB Director
Through: Rick Cortes, Seguin Assistant City Manager
Subject: Downtown Sign Ordinance
Date: December 10, 2019

At the December 5 meeting of the Historic Preservation & Design Commission, the Commission approved several amendments to the downtown signage ordinance. This includes changes to the number and size of signs, appropriate materials, creation of signage categories and when a sign permit is required.

The amended ordinance encourages the use of historic sign materials to include wood, metal and now neon. The ordinance also creates signage categories of primary and secondary signage. Primary signage is signage above the awning intended for vehicular traffic. Secondary signage is traditionally below the awning intended for pedestrians to include window signage, awning signage and building directories. The current ordinance allows for two signs per a building's street façade; the proposed amendments would allow for one primary sign per business per street façade and up to three secondary signs. The amended ordinance would also allow for two electronic window signs. The final amendment is to reflect that signs 15 square feet and over require a sign contractor to pull a permit.

The Commission respectfully requests your approval of these amendments to the ordinance.