

MEMORANDUM

To: City of Seguin Mayor and Council Members
Douglas Faseler, City Manager

From: Pamela Centeno, Director of Planning & Codes

Through: Rick Cortes, Assistant City Manager

Subject: **Amendments to the Sign Ordinance, Section 82-107
Signs in Corridor Overlay Districts**

Date: July 11, 2018

The City of Seguin regulates signage in Seguin in order to enhance the aesthetics and attractiveness of the city. In doing so, it is important to balance the need for businesses to advertise their goods and services to the general public with the City's desire to maintain an attractive community that is not cluttered with signage. In 2010 City Council adopted regulations specifically for signage within the City's corridor overlay districts. In the eight years following the adoption of the ordinance, the Zoning Board of Adjustments has received numerous requests for variances to the height and size requirements for pole-mounted signs within the IH 10 Corridor Overlay District. To ensure consistent treatment of businesses located along the IH 10 Corridor and to reduce the number of future requests for variances, staff is recommending that the ordinance be amended to increase the height and size allowances for pole-mounted signs along the IH 10 Corridor. To offset the larger signs, staff is also recommending that pole-mounted signs be limited to one per lot. Staff is proposing the following amendments to Section 82-107 of the Sign Ordinance:

- Increase the maximum height of pole-mounted signs in the IH 10 Overlay from 40' to 60'.
- Increase the maximum size of pole-mounted signs in the IH 10 Overlay from 100 sq ft to 300 sq ft.
- Decrease the number of pole-mounted signs in the IH 10 Overlay from one per 400' of frontage to one per lot.
- Increase the maximum size of multitenant signs in the IH 10 Overlay from 150 sq ft to 600 sq ft.
- Remove the requirement for signage to be approved with specific use permits. (*Specific Use Permits are no longer required in the overlay districts unless an alternative plan is proposed.*)

Attached please find a copy of the Ordinance amendments being proposed. Staff recommends approval of these amendments.