

MEMORANDUM

To: City of Seguin Mayor, Council Members, and City Manager
From: Pamela Centeno, Director of Planning & Codes
Through: Rick Cortes, Deputy City Manager
Subject: **Second reading of an ordinance adopting Chapter 6 of the Unified Development Code (UDC) for sign regulations, replacing the existing Chapter 82 of the Code of Ordinances.**
Date: April 9, 2025

Background

On April 1, 2025, City Council approved the first reading of an ordinance adopting the proposed Chapter 6 of the Unified Development Code. During the Council meeting there were questions about the regulations for the following prohibited signs:

- signs on vehicles, trailers, tractor trailers, storage containers, and nonpermanent structures
- digital signs in the Downtown Historic District (DHD)

Staff has amended the proposed regulations in multiple sections of Chapter 6 (6.5.4, 6.5.5, 6.5.6, 6.5.7, 6.5.8, and 6.8) to emphasize further that billboards, monument signs, digital signs, and pole signs are prohibited in the DHD. Staff has also amended Section 6.7 as follows to clarify that typical vehicular signs are not prohibited:

- C. *“The following signs are specifically prohibited:*
1. *Signs placed on or affixed to parked vehicles, trailers, or tractor trailers or to storage containers or nonpermanent structures in which the primary purpose of the vehicle, container, or structure is for advertising. This does not prohibit vehicular signs that are incidental to the vehicle’s primary use as transportation and in which parking is short term.*

Action Requested

Staff is requesting approval of the second reading of the new sign regulations, repealing the existing Chapter 82 of the Code of Ordinances and adopting the new Chapter 6 of the UDC, with the amendments noted above.

Recommendation

The Planning & Zoning Commission has recommended approval of the proposed addition of Chapter 6 to the Unified Development Code, which will replace Chapter 82 of the Code of Ordinances.

Attachments

- Final Report of the Planning & Zoning Commission
- Proposed ordinance repealing Chapter 82, adding Chapter 6, and updating the fee schedule
- Updated copy of Exhibit A- the proposed Chapter 6 of the UDC