

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, adding Section 82-111 for the regulation of Subdivision Entrance Signs**

Date: February 27, 2019

The City of Seguin does not currently have an ordinance that regulates subdivision entrance signs. Historically, subdivision entrance signs were constructed as monument signs located at the entrance of a subdivision. In many subdivision, they were constructed within the street right-of-way. The design and construction of subdivision entrance signs has evolved over the years into more ornate structures with landscaping, walls, and water features. These features create attractive entrances into a neighborhood, providing important first impressions for potential home buyers and helping visitors easily navigate the community. Seguin is beginning a new era of unprecedented residential growth with the addition of many new subdivisions proposed throughout the city limits, creating the need for ordinances that regulate entrance signage while allowing neighborhoods the flexibility to create attractive entrances. City staff has researched ordinances from other Texas cities and has drafted a new section of the Sign Ordinance that regulates subdivision entrance signs.

The proposed ordinance restricts the construction of subdivision entrance signs within street rights-of-way requiring that all signs and supporting features are constructed on private property. The ordinance also requires neighborhood associations (HOAs) to maintain and accept responsibility for the entrance signs. Staff has also proposed regulations that set limits to setbacks and sizes, including a restriction to construct a sign within the proper sight triangle at intersections that could create a safety concern. Permits will be required for subdivision entrance signs so that City staff can ensure conformance with the adopted regulations.

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