

ORDINANCE 2012-O-111

AMENDING CHAPTER 28 OF THE CITY OF LAREDO CODE OF ORDINANCES BY ADDING A NEW ARTICLE II TO BE ENTITLED, "SIGN REGULATIONS" ESTABLISHING COMPREHENSIVE RULES AND REGULATIONS GOVERNING ALL SIGNS WITHIN THE CITY; AND REPEALING IN ITS ENTIRETY SECTION 24-82 OF THE LAND DEVELOPMENT CODE ENTITLED, "SIGNS AND OUTDOOR ACTIVITY;" PROVIDING A SEVERABILITY, SAVINGS, REPEALING, AND PENALTY CLAUSE; ESTABLISHING AN EFFECTIVE DATE; AND PROVIDING FOR PUBLICATION. (AS AMENDED)

WHEREAS, the City Council of the City of Laredo seeks to promote the public health and welfare through a comprehensive system of reasonable effective consistent, content-neutral and nondiscriminatory sign standards and requirements within its corporate limits and its extra territorial jurisdiction; and,

WHEREAS, the City Council desires to integrate sign regulations more effectively with general zoning regulations by establishing requirements for height restrictions, setbacks and spacing, to allow for lighting, ventilation, and preservation of the views in a manner consistent with land uses in the various zoning districts; and,

WHEREAS, the City Council has determined the City's sign regulations should be revised to better reflect more modern standards and current trends in the commercial sign industry and to comply with the restrictions imposed by Texas Local Government Code, Section 216.903, on the regulation of political signs by municipalities; and,

WHEREAS, the City Council finds that a high standard for the construction, design, repair, maintenance and use of signs is necessary to ensure that the safety of vehicular and pedestrian traffic is not compromised by signs which tend to divert attention away from the roadway; and,

WHEREAS, the City Council deems it necessary to adopt this ordinance to protect property values, the local economy and the quality of life for its residents by preserving and enhancing the appearance of the streetscape which enhances the impression of the City of Laredo to citizens tourists and visitors; and,

WHEREAS, the City Council is authorized to enact reasonable time, place and manner regulations of signs by virtue of the Texas Constitution, the City's police power and Texas Local Government Code, Chapter 216, and no provision of this Ordinance shall be deemed to conflict therewith.

NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF LAREDO, TEXAS THAT:

Section 1: That Section 24-82 (Signs and Outdoor Advertising) of Article V. of the Land Development Code is, in all parts, deleted, and a new Article II. entitled "Sign Regulations" is hereby adopted and added to Chapter 28 of the City Code of Ordinances providing as follows:

**CHAPTER 28
ARTICLE II.
SIGN REGULATIONS**

Sec. 28-16. Purpose. This ordinance provides standards for all private signs. All private signs not exempt as provided herein shall be erected and maintained in accordance with those standards. These standards are intended to be the minimum necessary and least burdensome to accomplish the purposes stated in this Section. The general objectives of these standards are to promote health, safety, welfare, convenience and enjoyment of the public and, in part, to achieve the following:

(a) **Safety.** To promote the safety of persons and property by providing that signs do not create a hazard due to collapse, fire collision, decay or abandonment, that they do not obstruct fire fighting or police surveillance, and that they do not create traffic hazards by confusing or distracting motorists or by impairing the driver's ability to see pedestrians, obstacles, or other vehicles, or to read traffic signs.

(b) **Communications efficiency.** To promote the efficient transfer of information in sign messages by providing that: Businesses and services may identify themselves. Customers and other persons may locate a business or service. No person or group is arbitrarily denied the use of the sight lines from the public rights-of-way. Persons exposed to signs are not overwhelmed by the number of messages presented, and are able to exercise freedom of choice to observe or ignore said messages, according to the observer's purpose.

(c) **Landscape quality and preservation.** To protect the public welfare and to enhance the appearance and economic value of the Cityscape, by providing that signs do not interfere with scenic views, that they do not create a nuisance to persons using the public rights-of-way, that they do not create a nuisance to adjacent and contiguous property, and that they do not pose a detriment to land or property values.

Sec. 28-17. First Amendment Rights. This Ordinance shall not be interpreted nor enforced in a manner to violate First Amendment Rights and any provision of this Ordinance or the application of any provision to any person or circumstance is held invalid or unconstitutional by a court of competent jurisdiction such holding shall not affect the validity of the remaining provisions of this Ordinance.

Sec. 28-18. Jurisdiction. This Article shall govern all signs within the City limits and

the extra-territorial jurisdiction of the City, to the maximum extent permitted by applicable law, and any references in this Article to the geographic area of City shall include the City's extra-territorial jurisdiction, to the maximum extent permitted by applicable law.

Sec. 28-19. Administration and Enforcement. The requirements of this ordinance shall be administered and enforced by the Building Development Services Department through the Building Development Services Director's designated representatives (collectively referred to herein as "Building Officials"). The provisions of this Ordinance shall be enforceable against without limitation, a sign owner, a sign user, an operator or lessee of a sign, or the property owner on which the sign is located. Such persons may be referred to herein as "Responsible Persons."

Sec. 28-20. Definitions.

(a) **Abandoned Sign** means any sign that does not identify or advertise a bona fide business, lessor, service, owner, product or activity for at least three continuous months or that pertains to a time, event or purpose which no longer applies, or for which no legal owner can be found.

(b) **Banner** shall mean a sign intended to be hung either with or without a frame, possessing characters, letters, illustrations or ornamentations applied to paper, plastic or fabric of any kind, excluding flags, emblems and insignia of political, professional, religious, educational or corporate organizations.

(c) **Billboard** means a freestanding off-premise sign containing at least one hundred twenty-eight square feet face area and which is owned by a person, corporation or other entity that engages in the business of selling the advertising space on that sign.

(d) **Building Official** means the Building Official of the City of Laredo or the Building Official's designee.

(e) **Commercial Message** means a message which refers to the offer for sale or existence for sale of products, property, accommodations, services or attractions or activities or attracts attention to a business or to products, property, accommodations, services, or activities that are offered or exist for hire.

(f) **Construction Sign** means a sign identifying the architect, engineer, financial institution, contractor, or other individuals or companies involved in the design or construction, demolition, financing or development of premises where such sign is placed, but only for the duration of construction or demolition.

(g) **Cross Street Banner** shall mean projecting over and across street Right of Ways.

(h) This sign type must advertise or promote a noncommercial not-for-profit event, a community charitable event or community announcement.

(i) **Cutouts** means the industry term referring to reproductions of that portion of the graphic elements of a billboard which project beyond the normal limits of the advertising face to dramatize the copy and the advertising message.

(j) **Decorative Flag** means a fabric or cloth containing distinctive color, pattern, or symbols, and containing no commercial message, but specifically excluding governmental flags and insignia/business logo flags as defined herein.

(k) **Dilapidated or Deteriorated Sign** means a sign where any portion of the finished material, surface or message portion of the sign is visibly faded, frayed, flaked, broken off, missing, cracked, splintered, defective, partially or improperly secured, unsafe, or is otherwise visibly deteriorated or in a state of despair; or whose elements or the structural support or frame members are visibly bent, broken, cracked, dented, torn, twisted, leaning or at angles other than those at which it was originally erected, such as may result from wind damage or by the failure of a structural support.

(l) **Directional Sign** means an on-premise sign containing no advertisement of any kind; which provides direction or instructions to guide persons to specific identified facilities.

(m) **Electronic Message Sign** means a sign which displays, through lights, LEDs or other electronically-controlled means, a changeable message, except Electronic Price Signs as defined herein.

(n) **Flashing Sign** means an illuminated sign on which the artificial source of light is not maintained constant in intensity and color at all times when such sign is illuminated.

(o) **Governmental Flag** means a fabric or cloth bearing the official insignia of the United States of America, the State of Texas, or the City of Laredo, and containing no commercial message or sign copy.

(p) **Gross Surface Area** of a sign means the combined total surface area of all sign faces of a sign. The total surface area of each sign face shall be calculated by drawing the smallest imaginary rectangle composed of horizontal and vertical sides, the dimensions of which shall be determined by enclosing the extreme outermost limits of the sign copy utilized. Structural supports bearing no sign copy shall not be included in gross surface area, provided such structural support is not constructed in an irregular manner so as to draw attention to the sign copy contained in the sign. The total surface area of three-dimensional signs such as spherical, free-form, sculptural, other non-planar signs shall

be calculated by the method described above, bending the rectangle and wrapping it horizontally around the sign.

(q) **Height** means, in reference to a sign, the distance between the uppermost portion of the sign, including structural, non-structural, and sign copy elements, and the ground, measured at the edge of the nearest edge of the public-right-of-way, said distance to include the height of any base, foundation, berm or other structure, artifice or device used to raise the sign above the adjacent grade.

(r) **Incidental Sign** means a sign, generally informative, that has a purpose secondary to the use of the lot on which it is located, such as "No Parking", "Entrance", "Loading Only" or other similar directions.

(s) **Inflatable Sign** means any sign, including balloons, larger than twenty-four inches in diameter or height, which is structurally supported through the use of air, helium or other gas to provide structural support, including signs which contain air, helium or other gas in a sealed container or structure and signs which utilize a fan or blower to push air into or through the sign material.

(t) **Insignia/Business Logo Flag** means a fabric or cloth bearing the insignia, logo or name of a business, organization or other entity which is located on the site where such flag is displayed, and containing no commercial message or sign copy.

(u) **Monument Sign** means a free-standing sign attached or connected to the ground by means other than a pole and which has no open space for the full width of the sign between the bottom of the sign and the surface of the ground.

(v) **Moving Sign** means a sign any part or portion of which moves, flashes, strobes, rotates, revolves, scrolls, or otherwise changes color or appearance, or which creates the illusion of movement, except Electronic Message Signs and Electronic Price Signs as defined herein.

(w) **Nameplate Sign** means a sign located on a building displaying only the name of the owner or occupant and/or the address (i.e. the street name and/or number) of the property on which such sign is displayed.

(x) **Noncommercial Message** means any message that is not a commercial message.

(y) **Nonconforming Sign** means a sign lawfully existing.

(z) **Obscene Sign** means a sign which includes any sign copy which depicts or describes nudity as defined in the City Code, which otherwise offends generally accepted community standards of decency, modesty or morality, which contains words

which tend to incite violence, which violates any applicable federal or state law restricting speech, or which has been legally determined by a court of competent jurisdiction to exceed the permissible limits of constitutionally-protected free speech.

(aa) Off-Premise Sign means a sign which directs attention to a business, profession, activity, commodity, service, or other event other than one conducted, sold, or offered upon the premises where such sign is located, or within the building to which the sign is affixed.

(bb) On-Premise Sign means a sign identifying or advertising a business, person, or activity and installed and maintained on the same premise as the business, person, or activity, or displaying a noncommercial message.

(cc) Outdated Signs means a sign that promotes a time, event, message, business or purpose which continues to be displayed after the issue is decided, the event has taken place, or the establishment has gone out of business.

(dd) Pennant Sign means a sign made of cloth or other flexible or pliable material secured to a rope, line, chord, pole, building or other structure along one side, with the remainder hanging loosely.

(ee) Permanent Sign means a sign which is designed and intended to be displayed, and which is permitted by this Article to be displayed, on a permanent, full-time basis.

(ff) Political Sign means a sign that contains primarily a political message.

(gg) Portable Sign means a sign not permanently affixed to the ground, a building or other structure, which may be moved from place to place.

(hh) Premise means a single, separate platted lot or tract.

(ii) Principal Building means the main or principal building located upon a single zoning lot; the building in which the principal use of the business is conducted.

(jj) Roof Sign means a sign which is supported by and located immediately over the roof of a building, attached to the fascia of a building, painted or otherwise affixed on a roof, or displayed above the eave line of a sloped roof or parapet of a flat roof.

(kk) Real Estate Directional Sign means a temporary, off-premise sign used to direct traffic to real estate which is being offered for sale, lease or rent.

(ll) Real Estate Sign means a temporary sign which is used to offer for sale, lease or rent the premises or portions of the premises upon which the sign is placed.

(mm) Residential Zoning District means any property located in any zoning district which allows only residential use.

(nn) Sign means any structure or device which contains sign copy.

(oo) Street Sign means a sign installed, erected or placed by the City, State, or federal government or other authority charged by law with regulating traffic safety, or a private developer with the written authorization of the City, State, or federal government or other authority charged by law with regulating traffic safety, which sign contains only the name of a street or roadway and the adjacent block numbers.

(pp) Temporary Weekend Sign shall mean a freestanding sign, or collection of such signs, used as advertising landmarks arranged to guide a customer or potential customer to a specific location, promotional event, commercial activity, etc., and limited in display time to the weekend

(qq) Traffic Control Sign means a sign installed, erected or placed by the City, State, or federal government or other authority charged by law with regulating traffic safety, which sign is designed to control the movement, flow, or speed of either vehicular or pedestrian traffic, or otherwise protect the safety of the traveling public.

(rr) Vehicle Sign means a sign painted on or attached to a vehicle, including any motor vehicle, boat, or trailer.

(ss) Wall Sign means a sign attached directly to an exterior wall of a building or supported, in whole or in part by a building, with the exposed face of the sign located in a place substantially parallel to such exterior building wall which supports the sign or to which the sign is attached. It includes letters, words and characters painted or attached directly to the roof. Awning, Canopy, Marquee and Letter signs shall be considered wall signs for purposes of calculating the gross surface area permitted in this Section.

(tt) Wayfinding Sign means a sign installed, erected or placed by the City, State, or federal government or other authority charged by law with regulating traffic safety, which sign is designed to provide information or direct vehicular and pedestrian traffic to specific public facilities or other locations of interest.

(uu) Warning Sign means a sign containing no advertising material and warning the public of the existence of danger.

(vv) Window Sign means a sign which is attached to the window or mounted or displayed on the interior of the building and visible and legible from the exterior of the

(ww) building through a window, and includes window displays.

Sec. 28-21. General Provisions. These provisions are applicable to all signs located in the City of Laredo

(a) A sign permit shall be obtained prior to placement or erection of any sign not exempted herein.

(b) All commercial signs shall pertain to the identification of the primary uses and/or primary services provided or primary products sold on the premises, except for billboards, auxiliary, governmental or community service signs as provided herein.

(c) All signs shall meet the standards of the city building code. Signs shall strictly conform to the general requirements set forth in this Section and the specific requirements provided for in Section 28-26 and Section 28-27 and Section 28-28 of this Article.

(d) Except for temporary signs and sidewalk signs conforming in all respects with the requirements of this article, all signs shall be constructed of permanent materials and shall be attached to the ground, a building or another structure by direct attachment to a wall, frame or structure. All pole signs (freestanding signs) shall be enclosed by material designed to prevent rust. Sign should appear as a solid mass or base, such as a cylinder, block, rectangle or square. Pole should be covered from undisturbed natural ground level to the highest portion of the sign. All sign foundations shall be designed for 110-mile per hour winds, or most current adopted code, the plan for which must bear a professional engineer's calculations and seal.

(e) Except as provided, no person or business firm, acting either as principal or agent, shall alter the copy face or lettering of any sign, (except for signs with temporary messages made from interchangeable characters attached to tracks or grooves on the sign board) either by changing the message or by renovating an existing message or shall erect any sign or sign structure until a sign permit for such work has been issued by a Building Official.

(f) No sign, sign structure, or sign support shall project over any property line or into a public right-of-way except that a sign placed flat against the wall of a building which is on the property line may project eighteen (18) inches beyond the property line over public property. Temporary weekend signs are allowed in the public Right of Way.

(g) Business locations shall be identified by a street number attached to the building and must be clearly visible from the street. The characters will be a minimum of six (6) inches. Shopping malls and centers having a common address are exempt; however, the main sign for the mall or center must display the full street address.

(h) All residences shall be identified by a street number attached to the building and clearly visible from the street. The characters shall be a minimum of three (3) inches. Residences may also display a yard sign not more than one (1) square foot in area showing street address.

(i) All sign illumination shall be from the interior or from floodlight projection, shielded to preclude glare visible from public rights-of-way and neighboring properties.

(j) Signs projecting above the point of intersection of the exterior wall of the building with its roof shall be mounted on a parapet, or within the same plane as such exterior wall. Sign area for roof-mounted signs shall be calculated the same as, and counted as part of the façade signs. Roof-mounted signs shall be allowed only within commercial and commercial retail areas.

(k) The square footage of a sign, made up of letters, words or symbols within a frame, shall be determined from the outside edge of the frame itself. The square footage of a sign composed of only letters, words or symbols shall be determined from imaginary straight lines drawn around the entire copy of grouping of such letters, words or symbols. Double-faced signs shall be calculated as the area of one side only. Three-dimensional or multifaceted signs shall be calculated as the maximum area visible from any single direction at any point in time.

(l) The height of a freestanding sign shall be measured from the elevation of the crown of the nearest public street to the highest point of the freestanding sign or its supporting structure.

(m) The administrator shall evaluate, authorize or deny as a part of the permit the person assigned to the installing of, erecting, maintaining, repairing or altering a sign. The authorization of the erector shall be based on the administrator's evaluation of the direct experience of the person specified for the sign work. Notwithstanding the previous sentences, a person does not undergo evaluation to install a nonelectrical sign, provided the sign does not exceed an area of thirty-two (32) feet, a height of seven (7) feet above grade, has no illumination, and no remuneration, monetary or otherwise, is involved.

(n) All signs shall be of rust-inhibitive material, or signs, together with all of their supports, braces, guys and anchors, shall be kept in good repair and in a safe state of preservation. The display surfaces of all signs shall be kept neatly painted or posted at all times.

(o) Placement of signs on private property that promotes a time, event, message,

business, election, purpose, etc. shall be no earlier than sixty (60) days prior to the date the issue is to be decided, the election is to be held or the event is to take place.

(p) **Removal of Outdated and Abandoned Signs.** Any sign on private property that promotes a time, event, message, business, election or purpose shall be removed within fourteen (14) days after the issue is decided, the event has taken place, or the establishment has gone out of business. Failure by the Responsible Person to comply with this Section after due notice has been provided in accordance with this Article authorizes the Building Official to cause removal of such sign and charge to the sign owner any expense incidental to such removal. Payment of such fees is in addition to fines incurred for violation of this Section as provided for herein.

(q) Pursuant to the Texas Health and Safety Code, Chapter 342, as amended, a sign that is dilapidate, deteriorated, unsafe, unsecured, is a hazard to the health or safety of the public or is abandoned, as defined herein, is hereby declared a nuisance. The nuisance may be abated by repair rehabilitation, demolition, or removal in accordance with these procedures as provided by law.

(r) Any sign installed or placed on public property, except in conformance with the requirements of this chapter, shall be forfeited to the public and subject to confiscation. In addition to other remedies, the city shall have the right to recover from the owner, installer, or other Responsible Party the full costs of removal and disposal of such sign.

(s) In the event that more than one sign-related definition applies to an existing or proposed sign, resulting in conflicting regulations thereon, the most restrictive regulation shall apply.

Sec. 28-22. Permit Procedures and Fees.

(a) **Requirements.** No sign shall be erected, constructed or relocated within the City until a permit for such sign has been issued, except as otherwise provided herein.

(b) Permit Application Requirements.

- (1) All sign operator(s) desiring a sign permit within the city limits shall make a written application to the Building Official or designee stating the name and address of the applicant if an individual, or all members of the firm if an association or partnership, or the business name and address of the applicant and its officers if a corporation, and the location (legal description and address) of the premises where such sign shall be located. The application shall be made on forms prescribed by the Building Development Services Director. A separate application will be required for each sign. All signs taller than twenty-five (25) feet or with an area greater than three hundred ten (310) square feet must have a

Certified Engineers Seal certifying a minimum of one hundred thirty (130) mile-per-hour wind resistance. Sign permit(s) will only be issued to licensed registered sign operators. Signs that fail to comply with all applicable requirements contained herein shall be subject to denial or subsequent cancellation of the sign permit.

(2) Two complete drawings of sign construction plans must be submitted to the Building official or designee with the permit application as follows:

- i. Drawings must be drawn to scale (1"=20'), dimensioned and of sufficient clarity;
- ii. A site plan shall include all dimensions, including location of sign in reference to the property line and all building locations. All easements must be shown on the site plan; and,
- iii. All freestanding designs shall show the size of steel, thickness or weight, and depth and size of the foundation.

(c) Temporary Weekend Sign Permits. Temporary Weekend Sign permit application shall additionally include information about the applicant's primary type of business, an area map drawn to scale indicating the streets and blocks where the signs will be placed, the number of signs to be placed, and a description of the business activity to be advertised.

(d) Cross Street Banner Permits. Cross Street Banner permit applications must also include a sketch or photograph of the proposed banner and must be submitted at least ten (10) working days, but no more than sixty (60) days prior to the initial date of event. Applicants must be able to demonstrate that the proposed location of a cross street banner complies with a minimum height of fourteen (14) ft above sidewalk and sixteen (16) ft above roadway, and that display is feasible taking into considering the placement of utility poles, street lights and installation of banner. No permits shall be issued for banners on streets where adjoining land use is primarily residential or on roadways of 80 feet or more. No banner or decorations shall be attached to trees in the public Right of Way. A street banner display permit is a license that does not confer a property right on the permittee with respect to occupancy of street right-of-way. A person may not assign or transfer a street banner display permit. The building official may suspend or revoke a street banner display permit for violation of this Code, the conditions of the permit, or other applicable law. The Building Official or his representative(s) acting under his authority or the authority of the city is, for the purpose of protecting the safety of the public, maintaining the beautification of the city, and enforcing this section, hereby authorized and directed at any or all reasonable times during installation to make inspections of street banners to determine compliance. In addition

to the banner requirements set forth above and in Section 28-25 (c) herein, applicants seeking a cross street banner shall:

- (1) Indemnify and hold harmless the city, its agents, officers and employees, their successors and assigns, individually and collectively, from and against all liability for any fines, claims, suits, demands, actions or causes of action of any kind and nature, including but not limited to personal injury or death, and property damage, in any way arising from any activity of operation of the licensee, including defending against any claims made against the city; and,
- (2) Purchase and maintain at their expense liability insurance. Copies of the Certificates of Insurance must be provided with the permit application to the building official. The acceptance or delivery to the City of any Certificate of Insurance does not constitute approval or agreement by the City that the following requirements of this Agreement have been met: liability insurance coverage policy limits must be in range of one million dollars (\$1,000,000.00), must name the City of Laredo as a lien holder, and must have a waiver of subrogation. In addition, all insurance policies shall be endorsed to the effect that The City of Laredo will receive at least sixty (60) day's notice prior to cancellation, non-renewal or material change which meets or exceeds the following limits: Workers Compensation insurance at statutory limits, including Employers Liability coverage a minimum limits of \$100,000 each-occurrence each accident; and, Comprehensive general liability at minimum of \$300,000 general aggregate for bodily injury and property damage. Any Subcontractor(s) hired by a Contractor shall maintain insurance coverage equal to that required of the Contractor. It is the responsibility of the Contractor to assure compliance with this provision.

(e) Fees. Sign review and permit fees shall be based on the total square footage of the proposed sign as follows:

(1) Review Freestanding	\$30
(2) Review Wall Signs	\$20
(3) Review Banners	\$20
(4) Sign Permit Fee	\$0.55 per square foot
(5) Cross Street Banner Fee	\$75 per location
(6) Pull Down Banner Fee	\$10 per location
(7) Special Events Signs	\$75 per event
(8) Temporary weekend sign permit	\$50 per weekend
(9) Temporary weekend sign annual fee	\$500

(f) Permit Duration. If the work authorized by a permit issued under this Section has not been commenced within 180 days after the date of issuance, the permit shall become null and void. If the work authorized by a permit issued under this ordinance has been commenced, but is not completed within thirty (30) days after the date of commencement of the work, the permit shall become null and void, and any portion of the sign erected must be removed and the site restored to the condition existing prior to the commencement of the work, provided that the Building Official may grant an extension of the permit period if the applicant shows good cause outside of the applicant's reasonable control for the delay in completion of the work, and the applicant pays a new permit fee.

(g) Permit issuance, denial or cancellation. The Building Official shall, within fifteen (15) working days of the date of the application, either approve or deny the application or refer the application back to the applicant in any instance where insufficient information has been furnished. The failure of the Building Official to act within such time period shall not be construed as approval of the application, but will entitle the applicant to pursue a writ of mandamus in a court of competent jurisdiction. The Building Official shall deny an application if it does not comply with the requirements of this Section. A denial and the reasons for the denial shall be noted on the application, and the applicant shall be notified of the denial by notice mailed to the applicant at the address shown on the application or the last known address. The building official may cancel a street banner display permit for any suspected violation of this Code, the conditions of the permit, or other applicable law.

(h) Appeal. Any person may appeal a decision of the building official concerning enforcement of the provisions of this article by filing such appeal with the city manager within ten (10) business days after the decision by the building official. If the decision of the building official is to be appealed respecting a sign in existence, no action shall be taken on the sign while the decision is being appealed to the planning and zoning commission, unless the sign, by virtue of its physical condition, presents an immediate and significant threat to public safety. The City Manager or his/her designee may review the appeal at the staff level and has the authority to reverse the decision of the Building Official and order that a permit be granted or to reinstate a suspended or revoked permit.

(i) Lapse of permit. A sign permit shall lapse if the use of a building or premises by a specified business or other establishment is discontinued by the owner or occupant for a period of ninety (90) days or more. Any sign for which a permit lapses shall be considered an abandoned sign and shall be removed as provided by this article.

Sec 28-23. Exempt Signs. The following signs are specifically exempt from the permit requirements contained in Section 28-22 above, but must comply with all other sign regulations contained herein:

- (a) **Traffic control signs and devices;**
- (b) **Street Signs;**
- (c) **Wayfinding/Directional signs;**
- (d) **Political signs;**
- (e) **Memorial plaques;**
- (f) **Governmental flags;**
- (g) **Seasonal decorations within the appropriate holiday season;**
- (h) **Athletic signs;**
- (i) **Other federal state or city legal notices, regulatory or informational signs;**
- (j) **Temporary private signs such as, but not limited to, lost pet, birth announcements, birthdays, graduation, school activity signs, contractor signs, and anniversaries.**

Sec. 28-24. Sign Prohibitions and Restrictions. Any person who constructs, displays, or maintains or permits or requests any person to construct, display, or maintain, any of the following prohibited signs on property under their control commits an offense under this Article:

- (a) **Signs constituting a traffic hazard.** Any sign erected or maintained in any visibility triangle, or in such other location so as to obstruct free and clear vision of vehicular traffic of adjacent streets, roadways, sidewalks, or other public rights-of-way, any authorized traffic sign, signal or device, or which, by reason of position, shape, color, degree, manner or intensity of illumination, interferes with vehicular or pedestrian traffic. Any sign which, by reason of words, phrases, symbols or characters, pictures, graphics, or lights, tends to interfere with, mislead or confuse traffic.
- (b) **Signs in or over right-of-way.** Any sign located, in whole or in part, in or over any public right-of-way, except as provided for elsewhere in this code.
- (c) **Sidewalk.** Any sign, attached or painted on any sidewalk, curb, gutter or street, except house or street address numbers, traffic control signs and devices, wayfinding

signs, or street signs placed by the city, state, federal government or other authority charged by law with regulating traffic safety.

(d) Sign on tree, pole, etc. Any sign attached to or painted upon any tree or public utility pole or structure is prohibited; provided that this does not prohibit the utility provider which maintains a public utility pole or structure from attaching to the utility pole or structure a cautionary or warning sign warning of dangers related to the presence of the utility line.

(e) Fence signs in or adjacent to and facing residential zoning districts. Any sign painted on a fence, railing or wall which is not a structural part of the building on property located in or adjacent to, and facing a residential zoning district, whether or not on the property line, other than a nameplate sign conforming to the provisions of this Article.

(f) Obstruction to doors, windows or fire escapes. Any sign erected, relocated or maintained so as to prevent free ingress to or egress from any door, window fire escape or other area intended for human travel, or attached to a stand pipe or fire escape.

(g) Portable & Vehicle signs. No person shall display any sign attached to a trailer, skid, vehicle or similar mobile structure, where the primary use of such structure is to provide a base or constitute the sign itself. However, that this provision does not restrict signs on vehicles routinely used for any bona fide business activity. No person shall park any vehicles with a vehicle sign in the same location or vicinity at frequent or extended periods of time, where the apparent intent as determined by the City is to use the vehicle and attached vehicle signs for purposes of advertising. It shall be prima facie evidence that a sign is used to advertise a product or message in violation hereof if parked at the same location in an area visible to a public right-of-way for a continuous period exceeding seventy-two (72) hours with the following exceptions: 1) construction trailers temporarily placed on active, permitted construction sites which advertise the business constructing facilities on the site; and 2) signs on governmental law enforcement and emergency response vehicles.

(h) Pennants and private flags. Except those temporarily attached to automobiles or temporarily displayed with a logo, product, business name or other advertising, and balloons, as part of a special sale, promotion or community event.

(i) Improperly illuminated signs. Any sign which violates the City's lighting ordinance; or which is illuminated to an intensity to cause glare or brightness to a degree that could constitute a hazard or nuisance. No signs which blink, flash or are animated by lighting, in any fashion, that would cause such signs to have the appearance of traffic safety signs and lights, or municipal vehicle warnings, from a distance. No sign shall be illuminated, in whole or part, where the illumination is

intermittent or varies in color or intensity from time to time. The use of searchlights is prohibited. Unless otherwise noted herein, all lighting of signs shall be indirect or internally illuminated lighting, as defined herein, and all floodlights shall be shielded. Artificial lighting of any type used to illuminate buildings, structures, outdoor sales areas or outdoor storage areas unless shielded as provided in the provisions of the City's lighting ordinance, not including lights installed only during the months of November and December for areas in which Christmas trees are offered for sale, or for the purpose of outdoor lighting in conjunction with displays for holiday lighting and lights installed on a temporary basis in areas in which permitted carnivals, fairs or other similar activities are being held. Glare-producing surfaces on signs are not allowed.

(j) Obscene. No sign or other advertising structure shall display any matter in which the dominant theme of the material taken as a whole appeals to a prurient interest in sex, or it patently offensive because it affronts contemporary community standards relating to the description or representation of sexual matters, and is utterly without redeeming social value.

(k) Odor, Sound or Visible Matter emitting signs. No sign shall be permitted to emit sound, odor, or visible matter so as to cause a distraction to persons within a public right-of-way.

(l) Prohibited by Ordinance. Any sign which is not expressly permitted by this Article or any sign which requires a permit for which no permit has been obtained.

Sec. 28-25. Permitted Sign Regulations.

(a) Billboards. Shall not exceed requirements of Section 28-28.1, 3 & 5 in area.

(b) Construction and development signs. One construction sign is allowed to advertise the identity of the architect, engineer, financial institution, contractor, or other individuals or companies involved in the design or construction, demolition, financing or development of premises, or to advertise the coming of new business on the premises on which the sign is located. Such signs shall not be erected prior to the issuance of the building permit of the project, and must be removed within thirty (30) days of the issuance of a certificate of occupancy permit.

(c) Cross Street Banners. Cross Street Banner are permitted that display a noncommercial or nonpolitical activity where the sale of goods or services in conjunction with the advertised event primarily benefits a charitable, scholastic, artistic, humanitarian, community or eleemosynary cause. A minimum of 80% percent of the banner must contain the public event message and no more than 20% percent of the banner shall contain the sponsorship logo or company name. The banner material shall be mesh cloth with a maximum size of three hundred (300) sq ft. A street banner for an

event or activity may not be displayed with the use of a cross street banner at more than three (3) locations or for more than sixty (60) days at one location during a 12 month period. In addition:

- (1) Cross Street Banners shall not be installed that obstruct traffic signs or warning devices, such as, but not limited to, street name, parking limitations, speed limit, school, directional or route designation. Applicant shall be responsible for the installation of a street banner(s) after the Building Official has approved the street banner display permit; the street banner complies with street banner specifications, and all required insurances for banner display permit are provided. Installations shall be checked by the permittee or his representative at least once a week and whenever sustained winds in excess of 25 miles per hour are experienced during the period of the permit.
 - (2) Banners shall be removed within 48 hours after the expiration permit date or conclusion of the event. The building official shall have the authority to order the removal of a street banner that that was installed without a permit, that is illegal, is located in the public right of way, has an expired or cancelled permit, that has apparent or potential damage to the pole or equipment or that is a potential public safety hazard. If removal is not completed within four (4) hours of notification, or in the event of an emergency, removal will be made by city forces. The permittee will be billed for work performed including direct charges.
 - (3) Failure to pay such charges within 30 days will result in citation being issued and applicant will not be allowed to apply for future events, unless otherwise stated in the permit, the installation or removal of banners shall not take place between the hours of 7:00 a.m. and 9:00a.m. and 3:30 p.m. and 6:00 p. m. Monday through Saturday. The building official may destroy a street banner after the 10th day following the expiration of the street banner display permit, if it is removed by building official for expiration of the street banner display permit or for creating a public safety hazard or immediately if the banner is removed for installation of banner without a permit or if it is illegal.
- (d) Garage Sales Signs.** Shall not exceed a total of three (3) per calendar year. Maximum sign area of four (4) square feet. Signs may not be illuminated. May not be erected earlier than two (2) days preceding the sale and shall be removed within one (1) day following the sale. Signs will show the date(s) of the sale. Signs shall not be posted on utility poles.
- (e) Political signs.** Political signs are allowed only on private property subject to the general sign provisions contained herein. Political signs on private property must be pursuant to the written consent of the property owner. Signs shall not be placed in a public right-of-way or utility easement. Signs shall not be illuminated or have any

moving elements. The gross surface area of the signage may not exceed thirty-six (36) square feet or a maximum height of eight (8) feet.

(f) Pull Down Banners. Permitted Pull Down Banners must display a decorative, historical, or national holiday theme and shall not be greater than 24 inches wide by 48 inches in length. Banners must have written pole agreement from proper facility owners. Banners can be displayed on arterial streets, with the exception of the Central Business District. Banners may be displayed for up to 100 consecutive days twice a year with 120 days in between displays.

(g) Subdivision entrance signs. One sign at each entrance of a subdivision is permitted. The surface area of the sign shall not exceed Forty (40) square feet.

(h) Temporary weekend signs. Where an advertiser wishes to advertise multiple locations, a permit must be obtained for each business location, subdivision location, or service location to be advertised. The lifespan of temporary weekend signs, including installation and removal, shall not exceed seventy-two (72) hours, beginning Friday at noon (12:00 p.m.) and ending the following Monday at noon (12:00 p.m.). Temporary weekend signs are limited in height to three (3) feet as measured from the ground or floor, and shall not have more than two-sides. Maximum size if Four (4) sq ft per face. Temporary weekend signs shall not be placed beyond a mile radius from the business location, subdivision location, or service location for which the annual permit was assigned and from which the authority to advertise with this sign type is derived. Temporary weekend signs shall have a minimum distance of fifty (50) feet from each other, unless from the same advertiser. Signs of the same advertiser shall be spaced no less than two hundred (200) feet from each other. Temporary weekend signs may not be placed closer than twenty-five (25) feet from a street intersection, nor closer than ten (10) feet from a driveway, as measured along the property line.

(i) Wall Signs. All wall signs shall be mounted parallel to the attached building surface, and shall project no more than eighteen (18) inches from the surface.

(j) Window Signs. The effective area of a window sign shall not exceed twenty-five percent of the square footage of the glass doors and windows upon which the signage will be placed. Each side of a building shall be subject to a separate calculation.

Sec. 28-26. Supplementary Standards for Historic Districts. For the purpose of establishing, enhancing, preserving and developing the historical character and quality of the historic districts, no sign shall be erected, altered, restored or moved within such a district until an application has been submitted to, and approved by, the Historic District / Landmark Board, except for the removal of abandoned/obsolete signage, official government signs, flags, flyers, for sale, rent, lease signs, political signs, banners

or construction signs. No sign shall obstruct any architectural feature which is of importance to the property's historical quality or character, as determined by the Historic District/Landmark Board.

Section 28-27.1 Supplementary Standards for All Districts

(a) Signs that are illuminated shall be designed so that any external illumination is shielded and no direct light is cast into residential areas or public streets. External lighting devices shall be permitted provided such fixtures do not extend more than eight (8) feet beyond the sign structure and are so attached that such illumination is directed upon the face of the sign and does not reflect directly into adjoining property or public streets.

(b) No sign shall be attached to or obstruct any sidewalk or pedestrian walkway, window, door, stairway or other opening intended for ingress or egress, or for light and ventilation. Nor shall any sign be attached to any tree, or pole used to carry or transmit any publicly regulated utility. Nor shall any sign be attached to a fence.

(c) Any on-premises sign now or hereafter existing, which no longer advertises a genuine business, product sold or activity or service available, is deemed to an obsolete/abandoned sign and shall be removed by the owner, agent or person having the beneficial use of the building, structure or lot upon which such sign may be found within fourteen (14) days of such cessation. Upon failure to comply within the time specified, the Building Official or his designee is hereby authorized to order removal of such sign, within fourteen (14) days of a written notification, and the expense incident thereto shall be paid by the owner of the building, structure or lot to which such sign is attached.

(d) Any off-premises sign now or hereafter existing not rendered for tax purposes prior to March 15, 1994 shall be deemed to be an obsolete/abandoned sign, and shall be removed by the owner within ten (10) days of a written notification.

(e) No sign shall contain or consist of banners, pennants, ribbons, streamers, spinners or other similar moving devices except as specifically provided.

(f) No light, sign or other advertising structure or device shall be erected in such a manner or location be confused by reason of position, shape or color with any authorized traffic sign, signal or device.

(g) All existing off-premises signs shall be plainly marked with the name of the person, firm or corporation responsible for maintaining the sign as well as the permit number if the sign is a highway sign.

- (h) No sign shall be placed in or over any public right-of-way except official government signs, except as specifically allowed within the ordinance.
- (i) Signs located along federal and state primary-aid highways are also subject to the requirements contained in Texas Health and Safety Code, Section 361.321-322 and the rural road sign control provisions of Texas Transportation Code, Section 394.002 et. seq. which is hereby adopted as supplementary outdoor sign regulations and by this reference is incorporated herein as though set forth in its entirety.
- (j) Temporary political signs, whose message has a term defined by local, state or federal law shall be removed within fourteen (14) days after event is finalized.
- (k) Any freestanding signs directly adjacent to an elevated section of a freeway, expressway, arterial, or collector and within one hundred (100) feet of the freeway, expressway, arterial or collector may increase the maximum allowable vertical height by one foot for each foot of roadway elevation.
- (l) No part of a wall sign shall extend above the wall to which it is attached; nor shall any part of the sign extend beyond the corner of the wall to which it is attached.
- (m) Existing non-conforming on-premise signs may remain, subject to their continuous use. If an on-premise sign is not in use or does not correspond to the business it advertises for a period exceeding fourteen (14) consecutive days, then the sign must be replaced with signage which conforms with this section.
- (n) Every structure shall display an address sign so that it is visible from the street.
- (o) Movie theaters or any other type of theater, opera, or playhouse may have a maximum area for changeable copy signage of two hundred (200) sq. ft., in addition to the maximum areas allocated for attached and freestanding signage.
- (p) If a freestanding multi-tenant sign or attached multi-tenant sign is used, no other freestanding sign shall be allowed on the lot or lots within the development for which the multi-tenant sign is authorized.
- (q) No permit shall be issued for the placement of any sign on property which has not been platted in conformance with the subdivision regulations of the City of Laredo.
- (r) No permit shall be issued for any free-standing sign which exceeds 64 square feet in area to any person who is not licensed for the installation of signs by the City of Laredo pursuant to 24.82.5.3 of this code.

(s) No sign shall be located in any place or installed in any manner where workers, equipment or tools may come within ten feet of an overhead power line. All installation must conform to the vertical and horizontal clearance requirements of the National Electric Safety Code Handbook Table 234-1, incorporated herein and made a part hereof for all purposes.

(t) In the event an off premise sign is condemned by eminent domain authority the owner of the off premise sign shall be allowed to apply for sign permit to relocate the off premise sign to the remaining tract or an adjacent track provided that the new location meets the following conditions:

- (1) A new sign permit application shall be submitted and the proposed sign structure must meet the current subdivision code requirements;
- (2) The proposed location meets the current zoning, height and set back requirements for an off premise signs; and,
- (3) The proposed location is at least five hundred (500) feet from another off premise sign as measured along the corridor.

(u) In the event the visibility of an off premise sign is obstructed due to roadway construction including over passes, noise barrier walls or a grade change of the roadway the existing off premise sign will be allowed to be reconstructed to a height clearly visible from the roadway grade consistent with the current sign code H.A.G.L. restrictions.

(v) Special Event Signs

(1) General standards.

- i. Special event signs may be approved by the Building Development Services Director for a limited time as a means of publicizing special events such as grand opening.
- ii. Special event signs may be inflated balloons, searchlights, pennants, portable signs, streamers and other similar devices.

(2) Certificate required. A temporary sign certificate is required for a temporary special sign event. The certificate allows the holder to display temporary event signs on the lot where the event is to occur. Certificate is for a maximum of ten days. Certificate can be issues for up to four times in one calendar year.

Section 28-27.2 Licensing and Certification Required

(a) All persons engaging in the business of erecting, installing, servicing, maintaining, or owning off-premises signs shall be licensed by the City of Laredo. The license shall be valid for either one individual or one company. A license holder supplying his license for a sole proprietorship, joint venture, limited liability corporation, or other legal entity shall not supply that license to any other sole proprietorship, joint venture, limited liability corporation, or other legal entity.

(b) All persons engaged in the business of erecting, installing, servicing or maintaining off-premises signs shall also be licensed by the Texas Department of Transportation.

(c) All persons licensed by the City of Laredo shall pay an annual fee of \$100.

(d) Indemnification agreement. All sign operators shall agree to indemnify and hold harmless the city, its agents, officers and employees, their successors and assigns, individually and collectively, from and against all liability for any fines, claims, suits, demands, actions or causes of action of any kind and nature, including, but not limited to personal injury or death, and property damage, in any way arising from any activity or operation of the licensee, including defending against claims made against the city.

(e) Insurance. All licensed sign operators shall purchase and maintain, at his or her own expense, adequate insurance coverage. Certificates of insurance shall be provided to the city on March 15th of each year for which licensing is sought or at the request of the building official. Liability insurance coverage policy limits must be in range of one million dollars (\$1,000,000.00), must name the City of Laredo as a lien holder, and must have a waiver of subrogation. In addition, all insurance policies shall be endorsed to the effect that the City of Laredo will receive at least sixty (60) day's notice prior to cancellation, non-renewal or material change which meets or exceeds the following limits: Workers Compensation insurance at statutory limits, including Employers Liability coverage a minimum limits of \$100,000 each-occurrence each accident; and, comprehensive general liability at \$300,000 general aggregate for bodily injury and property damage. Any Subcontractor(s) hired by a Contractor shall maintain insurance coverage equal to that required of the Contractor. It is the responsibility of the Contractor to assure compliance with this provision.

Section 28-28.1 to 28.28-5 Refer to Schedule of allowable sign regulations.

Sec. 28-29. Nonconforming signs. It is the intent of this chapter to encourage eventual elimination of signs that, as a result of the adoption of this chapter, become nonconforming. It is considered as much a subject of health, safety, and welfare as the prohibition of new signs in violation of this chapter. It is the intent, therefore, to

administer this chapter to realize the removal of illegal nonconforming signs and to avoid any unreasonable invasion of established private property rights. A nonconforming sign may be continued in good condition, but shall not be:

- (a) Replaced by another nonconforming sign;
- (b) Structurally altered so as to prolong the life of the sign;
- (c) Expanded; or,
- (d) Reestablished after damage or destruction if the estimated expense of reconstruction exceeds fifty (50) percent of the estimated replacement cost.

Sec. 28-30. Variance. A request for a variance of requirements as set forth in this ordinance may be made to the Board of Adjustment for the City of Laredo. Upon approval by said Board, no further action is required.

Section 28-31. Nuisance Abatement. Signs placed or posted in violation of any provision contained herein are hereby declared to be public nuisances, and all city officers and employees are hereby directed and required to abate the same by removal and destruction of such signs when found on public property, and to report all instances of noted violations on private property to the Building Official City Manager..

Section 28-32. Violation. When any sign is erected, constructed, built, reconstructed, altered or maintained in violation of these regulations, the sign owner, other Responsible Party, property owner, lessee, management and/or tenant shall give written notice to remove or alter the structure so as to comply with the standards set forth in these regulations as follows:

(a) The sign owner, other Responsible Party, property owner, lessee, management and/or tenant shall be served with a written notice that states the violation and requires compliance with this Article not more than ten (10) days from service. The notice may be served in person or by depositing the same as certified in the United States Postal Service addressed to the property owner at the owner's address as shown on the most current tax roll of the city, or the tenant as shown on the utility billing records of the city. If the municipality mails the notice to the property owner and the U.S. Postal Office returns it as "refused" or "unclaimed," the validity of the notice is not affected, and the notice is considered as delivered.

(b) Any person, firm, or corporation violating any provision of this Chapter shall be guilty of a Class C Misdemeanor. After all provisions of Section 28-32(a) have been followed and the violation has not been rectified, any person, firm or corporation who violates, disobeys, omits, neglects or refuses to comply with or who resists the

enforcement of any of the provisions of this ordinance shall be fined not more than Two Thousand Dollars (\$2,000.00) for each offense involving zoning, fire safety, or public health and sanitation, and shall be fined Five Hundred Dollars (\$500.00) for all other violations of this ordinance. Each day that there is a failure to comply with the terms of any provision of this article is declared to be a separate offense.

(c) Any sign that is found to be in violation of this code may be removed by the City and stored until claimed by the rightful owner or person who has the immediate right to possession of such sign, or until disposed of as hereinafter provided. A fee of \$3.00 per day shall be charged for such storage. Any such sign so impounded and stored shall be retained and held by the City who shall have a lien against such signs until all charges for removal, impoundment and storage shall have been paid. All signs stored by the City which remain unclaimed for sixty (60) days by the owner or person who has the immediate right to possession thereof shall be subject to disposal.

Section 2. That if any provision or any section of this ordinance shall be held to be void or unconstitutional, such holding shall in no way affect the validity of the remaining provisions or sections of this ordinance, which shall remain in full force and effect.

Section 3: That this ordinance shall replace the existing regulations related to signs within the city limits so that the provisions of such ordinances are hereby repealed.

Section 4. That this ordinance shall be in full force and effect from and after the date of its passage and publication as provided by the Charter of the City of Laredo, Texas.

PASSED AND APPROVED this 4th day of September, 2012.



RAUL G. SALINAS
MAYOR


ATTEST:



GUSTAVO GUEVARA, JR.
CITY SECRETARY

APPROVED AS TO FORM:

RAUL CASSO
CITY ATTORNEY



BY: KRISTINA K. LAUREL HALE
ASSISTANT CITY ATTORNEY

**SECTION 28-28.1
PERMITTED SIGN DIMENSIONS**

PERMIT REQ.	RESIDENTIAL DISTRICTS								FREESTANDING	TIME LIMIT (IN DAYS)	NON-RESIDENTIAL DISTRICTS							
	AG	R-1	R-1A	R-2	R-3	RSM	RS	R-O	ON-PREMISE (DENOTING GROSS SURFACE AREA IN SQ. FT.)		B-1	B-1R	CBD	B-3	B-4	M-1	M-2	MXD
Y	72	12'	12'	12'	12'			30	IN GENERAL, UNLESS NOTED BELOW	NONE	40	30	72	100 a*	b*	b*	*b	200
N	2	2	2	2	2	2	2	2	ADDRESS	NONE	2	2	2	2	2	2	2	2
N	4	4	4	4	4			4	BLDG. MARKER	NONE	4	4	4	4	4	4	4	4
Y	15	6"	6"	6"	6"			6"	CHANGEABLE COPY	NONE	15	15	15**	15**	15**	30	30	30
N	32	32	32	32	32	32	32	32	CONSTRUCTION	14 AFTER COMPLETION	32	32	32	32	32	32	32	32
N	4	4'	4'	4'	4'			4	DIRECTIONAL	NONE	8 ^u	8	8 ^u	8 ^u	8 ^u	10 ^u	10 ^u	10 ^u
Y									FLASHING	NONE			62	90	190	190	190	190
N	36	12	12	12	12	12	12	12	FOR SALE, RENT, LEASE	14 AFTER RENT/ SALE/ LEASE	24	24	24	24	36	36	36	36
Y									ELECTRONIC MESSAGE SIGN	NONE			100	150	250	350	350	350
Y	82	22'	22'	50'	50'			40	MONUMENT	NONE	50	40	82	110	210	210	210	210
N	36 _p	36 _p	36 _p	36 _p	36 _p	36 _p	36 _p	36 _p	POLITICAL	14 AFTER ELECTION	36 _p	36 _p	36 _p	36 _p	36 _p	36 _p	36 _p	36 _p
Y	40	40	40	40	40	40	40	40	SUBDIVISION ENTRANCE	NONE	40	40	40	40				
Y	100							40	MULTI-TENANT COMPLEX	NONE	100	100	150	300	400	500	500	500
	50	5	5	5	5	5	5	8	MAXIMUM HT. (IN FEET)		15	15	15	50	50	50	50	50
	10	5	5	5	5	5	5	5	SETBACK FROM PROPERTY LN. □ (IN FEET)		5	5	2	5	10	10	10	10

LEGEND	
*	PERMITTED FOR CHURCH, PARK, RECREATIONAL FACILITY, SCHOOL, LIBRARY, ART GALLERY, APT. COMPLEX OF 40 UNITS OR MORE OR CULTURAL FACILITY ONLY
**	REFER TO Section 28-27.1 (o)
Δ	NO SIGN SHALL BE PERMITTED WITHIN THE INTERSECTION VISIBILITY TRIANGLE
a*	100 square feet for the first 50 feet of lot frontage plus one square foot per linear foot of lot frontage up to a maximum of 200 square feet.
b*	1. For properties located adjacent to Interstate, US and State Highways; 200 square feet for the first 100 feet of street frontage plus 1.5 square feet per linear foot of street frontage over 100 feet up to a maximum of 1200 square feet, provided the total allowable area of on-premises signage shall be reduced by one square foot for each square foot of free-standing off-premises signage located on the same premises. (97-0-21) 2. For properties not adjacent to Interstate, US and State Highways; 200 square feet.
^u	Per driveway curb cut. (Amended Ord. #97-0-21, 1/27/97)
	NOT PERMITTED
_p	NOT TO EXCEED EIGHT (8) FT IN HEIGHT

SECTION 28-28.2

PERMITTED SIGN DIMENSIONS

PERMIT REQ.	RESIDENTIAL DISTRICTS								ATTACHED	TIME LIMIT (IN DAYS)	NON-RESIDENTIAL DISTRICTS							
	AG	R-1	R-1A	R-2	R-3	RSM	RS	R-O	ON-PREMISE (DENOTING GROSS SURFACE AREA IN SQ. FT.)		B-1	B-1R	CBD	B-3	B-4	M-1	M-2	MXD
Y	72	12□	12□	12□	12□			40	WALL, IN GENERAL, unless noted below	NONE	60	50	100 x	150 x	250 x	350 x	350 x	350 x
N	2	2	2	2	2	2	2	2	ADDRESS	NONE	2	2	2	2	2	2	2	2
Y	72							30	AWNING	NONE	40	30	72	72	100	100	100	100
N	4	4	4	4	4			4	BUILDING MARKER	NONE	4	4	4	4	4	4	4	4
N	32	32	32	32	32	32	32	32	CONSTRUCTION	14 AFTER COMPLETION	32	32	32	32	32	32	32	32
Y	50	12□	12□	12□	12□			30	CANOPY	NONE	40	30	72	72	100	100	100	100
Y	15	6*	6*	6*	6*			6*	CHANGEABLE COPY	NONE	15	15	15**	15**	15**	30	30	30
N	4	4□	4□	4□	4□			4	DIRECTIONAL	NONE	20	20	20	50	50	50	50	50
N	36	12	12	12	12	12	12	12	FOR SALE, RENT, LEASE	14 AFTER RENT/ SALE/LEASE	24	24	24	24	36	36	36	36
Y									FLASHING	NONE			80	140	240	340	340	340
Y									ELECTRONIC MESSAGE SIGN	NONE			150	150	250	350	350	350
N	36 p	36 p	36 p	36 p	36 p	36 p	36 p	36 p	POLITICAL	14 AFTER ELECTION	36 p	36 p	36 p	36 p	36 p	36 p	36 p	36 p
Y									PROJECTING	NONE			80					
Y									ROOF	NONE			100					
Y	100							40	MULTI-TENANT COMPLEX	NONE	100	100	150	300	400	500	500	500
Y	No limit								BEACON	30 / YEAR	no limit	no limit	no limit	no limit	no limit	no limit	no limit	no limit
Y	72							40	BANNER	100 days / twice a year	50	40	100	100	200	300	300	300
									PROJECTION (MAX. IN FEET)				3					

LEGEND	
*	Permitted for church, park, recreational facility, school, library, art, gallery, or cultural facility only
◆	Permitted for church, park, recreational facility, school, library, art, gallery, or cultural facility and for home occupations, only
**	REFER TO Section 28-27.1 (o)
△	No sign shall be permitted within the intersection visibility triangle
⊠	Maximum or not more than 5% of the total wall area fronting a public or private street, whichever is greater.
	NOT PERMITTED IN THIS ZONING DISTRICT
Note	Signs projecting over the sidewalk within the CBD shall have a sign clearance (as defined in appendix A) of 8 feet.
p	NOT TO EXCEED EIGHT (8) FT IN HEIGHT

SECTION 28-28.3

**PERMITTED SIGN DIMENSIONS
HISTORIC**

PERMIT REQ.	RESIDENTIAL DISTRICT								FREESTANDING (DENOTING GROSS SURFACE AREA IN Sq. Ft.)	TIME LIMIT (IN DAYS)	NON-RESIDENTIAL DISTRICTS							
	AG	R-1	R-1A	R-2	R-3	RSM	RS	R-O			B-1	B-1R	CBD	B-3	B-4	M-1	M-2	MXD
Y	50								ON-PREMISE IN GENERAL, UNLESS NOTED BELOW	NONE	40	30	50	50	80	80	80	
N	2	2	2	2	2	2	2	2	ADDRESS BLDG. MARKER CHANGEABLE COPY	NONE	2	2	2	2	2	2	2	
N	4	4	4	4	4	4	4	4		NONE	4	4	4	4	4	4	4	4
Y										NONE								
N	32	32	32	32	32	32	32	32	CONSTRUCTION	14 AFTER COMPLETION	32	32	32	32	32	32	32	
N	4							4	DIRECTIONAL	NONE	8	8	8	8	8	10	10	
Y									FLASHING	NONE								
N	36	12	12	12	12	12	12	12	FOR SALE, RENT, LEASE	14 AFTER SALE/ RENT/ LEASE	24	24	24	24	36	36	36	
Y									ELECTRONIC MESSAGE SIGN	NONE								
Y	60	12*	12*	12*	12*			12	MONUMENT	NONE	50	40	60	60	90	90	90	
N	36 _p	36 _p	36 _p	36 _p	36 _p	36 _p	36 _p	36 _p	POLITICAL	14 AFTER ELECTION	36 _p	36 _p	36 _p	36 _p	36 _p	36 _p	36 _p	
Y	40	40	40	40	40	40	40	40	SUBDIVISION ENTRANCE	NONE	40	40	40	40				
Y	100							40	MULTI-TENANT COMPLEX	NONE	90	90	140	300	300	300	300	
									PORTABLE	0 / YEAR								
	50	5	5	5	5	5	5	8	MAXIMUM HT. (IN FEET)		15	15	15	15	50	50	50	
	10	5	5	5	5	5	5	5	SETBACKS FROM PROPERTY LN. Δ (IN FEET)			5	2	5	10	10	10	

LEGEND	
*	PERMITTED FOR CHURCH, PARK, RECREATIONAL FACILITY, SCHOOL, LIBRARY, ART GALLERY, OR CULTURAL FACILITY ONLY
Δ	NO SIGN SHALL BE PERMITTED WITHIN THE INTERSECTION VISIBILITY TRIANGLE
	NOT PERMITTED
Note	Signs projecting over the sidewalk within the CBD shall have a sign clearance (as defined in Appendix A) 8 Ft.
p	NOT TO EXCEED EIGHT (8) FT IN HEIGHT

SECTION 28-28.4

PERMITTED SIGN DIMENSIONS HISTORIC																	
PERMIT REQ.	RESIDENTIAL DISTRICTS								ATTACHED ON-PREMISE (Maximum Sign Area in Sq. feet)	TIME LIMIT (IN DAYS)	NON-RESIDENTIAL DISTRICTS						
	AG	R-1	R-1A	R-2	R-3	RSM	RS	R-O			B-1	B-1R	CBD	B-3	B-4	M-1	M-2
Y	72	12♦	12♦	12♦	12♦			40	WALL, IN GENERAL, UNLESS NOTED BELOW	NONE	60	50	72☒	100☒	200☒	300	300
N	2	2	2	2	2	2	2	2	ADDRESS	NONE	2	2	2	2	2	2	2
Y	72							30	AWNING	NONE	40	30	50	72	100	100	100
N	4	4	4	4	4			4	BUILDING MARKER	NONE	4	4	4	4	4	4	4
N	32	32	32	32	32	32	32	32	CONSTRUCTION	14 AFTER COMPLETION	32	32	32	32	32	32	32
Y	50	12♦	12♦	12♦	12♦			30	CANOPY	NONE	40	30	50	72	100	100	100
Y									CHANGEABLE COPY	NONE			**	**	**		
N	4	4♦	4♦	4♦	4♦			4	DIRECTIONAL	NONE	20	20	20	50	50	50	50
N	36	12	12	12	12	12	12	12	FOR SALE, RENT. LEASE	14 AFTER RENT/SALE/LEASE	24	24	24	24	36	36	36
Y									FLASHING	NONE							
Y									ELECTRONIC MESSAGE SIGN	NONE							
N	36 _p	36 _p	36 _p	36 _p	36 _p	36 _p	36 _p	36 _p	POLITICAL	14 after election	36 _p	36 _p	36 _p	36 _p	36 _p	36 _p	36 _p
Y									PROJECTING	NONE			30				
Y									ROOF	NONE							
Y	90							30	MULTI-TENANT COMPLEX	NONE	90	90	140	300	300	300	300
Y									BEACON	0 / YEAR							
Y	72								BANNER	100 days/ twice a year	50	40	100	100	200	300	300
Y	***								WINDOW	NONE	***	***	***	***	***	***	***
									PROJECTION (IN FEET)				3				
	10	5	5	5	5	5	5	5	SETBACK FROM PROPERTY LN. Δ (IN FEET)		5	5	0	5	10	10	10

LEGEND	
*	Permitted for church, park, recreational facility, school, library, art, gallery, or cultural facility only
♦	Permitted for church, park, recreational facility, school, library, art, gallery, or cultural facility and for home occupations, only
**	REFER TO Section 28-27.1 (c)
Δ	No sign shall be permitted within the intersection visibility triangle.
☒	Maximum or not more than 3% of the total wall area fronting a public or private street, whichever is greater.
***	8 square feet or 20% of the window on which the sign is to be placed, whichever is the lesser.
Note	Signs projecting over the sidewalk within the CBD shall have a sign clearance (As defined in Appendix A) of 8 feet.
	NOT PERMITTED IN THIS ZONING DISTRICT
p	NOT TO EXCEED EIGHT (8) FT IN HEIGHT

SECTION 28-28.5

PERMITTED SIGN DIMENSIONS											
PERMIT REQ.	DEF. No.	FREESTANDING	TIME LIMIT (IN DAYS)	NON-RESIDENTIAL DISTRICTS							
		OFF-PREMISE (DENOTING SIGN AREA IN Sq. Ft.)		B-1	B-1R	CBD	B-3	B-4	M-1	M-2	MXD
Y	1,3	FREEWAY	NONE			672	672	672	672	672	
Y	2,3	EXPRESSWAY	NONE			382	382	382	382	382	
Y	2,4	INDUSTRIAL COLLECTOR	NONE	72			242	242			
Y	2,4	MAJOR ARTERIAL	NONE	72			242	242	382		
Y	2,4	MODIFIED MAJOR ARTERIAL	NONE	72			242	242			
		SETBACK FROM PROPERTY LINE (IN FEET)				10	10	10	10	10	
		ILLUMINATION ALLOWED				Y	Y	Y	Y	Y	
		MAXIMUM ALLOWANCE FOR CUT-OUTS (AS PERCENTAGE OF SIGN FACE)				20%	20%	20%	20%	20%	
		MAXIMUM DISTANCE FROM SIGN FACE, FOR PROJECTING SIGNS (IN INCHES)				42	42	42	42	42	

DEFINITIONS
1. MINIMUM SPACING BETWEEN OFF-PREMISE SIGNS: 1500 FT AS MEASURED FROM THE CORRIDOR
2. MINIMUM SPACING BETWEEN OFF-PREMISE SIGNS:
A. 1000 FT. TO BE MEASURED ALONG AND/OR ACROSS THE CORRIDOR.
B. 250' RADIAL FEET MEASURED FROM SIGN POLE TO SIGN POLE
3. MAXIMUM H.A.G.L.: 35 FT. FROM HIGHWAY GRADE; 50 FT. AT OVERPASSES
4. MAXIMUM H.A.G.L.: 35 FT. FROM STREET GRADE 72 SQ. FT. SIGNS ON MAJOR ARTERIALS: 12 FEET AT OVERPASSES
* Dimensions applicable to Replacement and Relocated signs ONLY. No "additional" signs are authorized in B-1 (Limited Business Zoning Districts).
NOTE: H.A.G.L. = HEIGHT IN FT. TO BASE OF SIGN FACE

COUNCIL COMMUNICATION

Date: 09/04/2012	SUBJECT: FINAL READING ORDINANCE NO. <u>2012-0-111</u> AMENDING CHAPTER 28 OF THE CITY OF LAREDO CODE OF ORDINANCES BY ADDING A NEW ARTICLE II TO BE ENTITLED, "SIGN REGULATIONS" ESTABLISHING COMPREHENSIVE RULES AND REGULATIONS GOVERNING ALL SIGNS WITHIN THE CITY; AND REPEALING IN ITS ENTIRETY SECTION 24-82 OF THE LAND DEVELOPMENT CODE ENTITLED, "SIGNS AND OUTDOOR ACTIVITY;" PROVIDING A SEVERABILITY, SAVINGS, REPEALING, AND PENALTY CLAUSE; ESTABLISHING AN EFFECTIVE DATE; AND PROVIDING FOR PUBLICATION. (AS AMENDED)	
INITIATED BY: Horacio De Leon, Assistant City Manager		STAFF SOURCE: Erasmo Villareal, Building Development Director
PREVIOUS COUNCIL ACTION: On, August 20, 2012, the City Council held a public hearing and introductory ordinance to amend the Code of Ordinance of the City of Laredo		
BACKGROUND: The City of Laredo, a home rule city, is permitted to regulate all sign placement.		
FINANCIAL IMPACT: New fee schedule will generate additional revenue for the City of Laredo		
COMMITTEE RECOMMENDATION: N/A		STAFF RECOMMENDATION: Staff <u>recommends</u> that City Council approve this ordinance.