

Chapter 10 Sign Standards

Section 10.01 General

10.01.010 Authority

The provisions of this Chapter are adopted pursuant to Texas Local Government Code Chapter 216 and the City Charter.

10.01.020 Purpose and Objectives

The purpose of this Chapter is to provide clear regulations for the permitting, design, location, construction, modification, use, maintenance, and removal of signs in the City of Georgetown and its extraterritorial jurisdiction. The objectives are: to encourage the effective use of signs as a means of communication in the City; to maintain and enhance the community's overall aesthetic environment and the City's ability to attract sources of economic development and growth; to improve pedestrian and traffic safety; to minimize the possible adverse effect of signs on nearby public and private property; and to enable the fair and consistent enforcement of these sign regulations.

10.01.030 Applicability and Effect

- A. A sign may be erected, placed, established, painted, created, or maintained in the jurisdiction only in conformance with the standards, procedures, exemptions, and other requirements of this Code. These regulations apply to both commercial and non-commercial messages.
- B. The effect of this Section is to prohibit all signs not expressly permitted by this Section, except as approved through the appeals process established by this Code.

10.01.040 Jurisdiction

In accordance with §216.901 and §216.902 of the Texas Local Government Code, these regulations apply to all areas within the corporate limits of the City of Georgetown and those areas within the extraterritorial jurisdiction.

A. Application in Extraterritorial Jurisdiction

The following assignments establish areas of sign regulation in the extraterritorial jurisdiction of Georgetown. In overlapping areas, the most restrictive sign regulations will apply.

1. Any area within 200 feet of a residential lane, residential street, or rural subdivision street right-of-way must meet all sign regulations that apply within the RS Zoning District.
2. Any area within 200 feet of a residential collector street right-of-way must meet all sign regulations that apply within the MF Zoning District.
3. Any area within 200 feet of a major collector street right-of-way must meet all sign regulations that apply within the C-1 Zoning District.
4. Any area within 250 feet of an arterial (major or minor) or a freeway right-of-way must

meet all sign regulations that apply within the C-3 Zoning District.

5. Any other area within the extraterritorial jurisdiction must meet all sign regulations that apply within the Agriculture (AG) Zoning District.

10.01.050 Master Sign Plan

Pursuant to the procedures and provisions outlined in Section 3.12 (“Master Sign Plan”) a Master Sign Plan shall be required for all multiple-tenant buildings, Planned Unit Developments, and all multi-building or multi-occupant commercial developments before any signs for such development may be erected on the property. All owners, tenants, subtenants, and purchasers of individual units within the development shall comply with the approved Master Sign Plan.

10.01.060 Nonconforming Sign Standards

The standards for nonconforming signs are set forth in Section 14.06 (“Nonconforming Signs”).

10.01.070 Variances

Variances shall be processed pursuant to the provisions outlined in Section 3.15 (“Variance”).

10.01.080 Abandoned Signs

On premise sign(s) shall be removed after the first anniversary of the date that the business, person, or activity that the sign(s) identifies or advertises ceases to operate on the premises on which the sign is located. If the premise on which the sign(s) is located is leased, then the City can require the sign to be removed two years after the date that the most recent tenant ceases to operate on the premises.

10.01.090 Alternative Sign Plan

To provide flexibility in the attainment of sign code compliance, an applicant may request an Alternative Sign Plan when a Master Sign Plan is either not applicable or practical under the circumstances. The Building Official is the decision-making authority for an Alternative Sign Plan using the Administrative Exception process detailed in Section 3.16 of this Code.

Section 10.02 Summary of Permitted Signs

The following Table establishes permitted signs within the corporate limits of the City of Georgetown and those areas within the extraterritorial jurisdiction based on underlying Zoning District. Table 10.06.010 details permitted signs with specific dimensional standards per zoning district, overlay district, or street corridor. All sign types not listed in Table 10.02 or 10.06.010 are prohibited, unless otherwise specified in this Chapter.

Table 10.02 Permitted Sign Types by District

Sign Type	RS, RE & RL Districts	AG, TF, TH & MF Districts	OF District	CN & PF Districts	C1, C3, BP & IN Districts	Downtown Overlay District
A = allowed without permit P = sign permit required C = Certificate of Design Compliance, sign permit required						
Non-Civic Uses						
Banner	--	--	P	--	P	C
Changeable copy	--	--	--	--	P	C
External illumination	--	--	P	P	P	C
Incidental	A	A	A	A	A	A
Internal illumination	--	--	P	--	P	C
Residential	A	A	A	A	A	A
Subdivision Entry	P	P	--	--	--	--
Temporary	P	P	P	P	P	C
Civic Uses						
Banner	--	--	P	P	P	C
Changeable copy	P	P	P	P	P	C
External illumination	P	P	P	P	P	C
Incidental	A	A	A	A	A	A
Internal illumination	--	P	P	P	P	C
Temporary	P	P	P	P	P	C

Section 10.03 Signs Exempt from Regulations

10.03.010 Exempt Signs

A. The following signs shall be exempt from regulation under this Code:

1. Any public notice or warning required by a valid and applicable federal, state, or local law, regulation, or ordinance;
2. Any sign inside a building, not attached to a window or door, that is not legible from a distance of more than three feet beyond the lot line of the lot or parcel on which such sign is located;
3. Holiday lights and decorations with no commercial message, but only between October 16 and January 15;
4. Decorative landscape lighting only;
5. Traffic control signs on private property, such as Stop, Yield, and similar signs, the face of which meet Department of Transportation standards and which contain no commercial message of any sort;
6. Address and postbox numerals conforming to incidental sign regulations;
7. Government signs erected by the city, county, state or federal government in furtherance of their governmental responsibility;
8. Legal notices;
9. Memorial signs or tablets and building markers displayed on public or private buildings and tablets or headstones in cemeteries; and
10. Signs prepared by or for the local, state, or federal government marking sites or buildings of historical significance.

10.03.020 Provisionally Exempt Signs

The signs listed below may be erected without a sign permit provided that standards of this Section shall be met.

A. A-Frame Signs

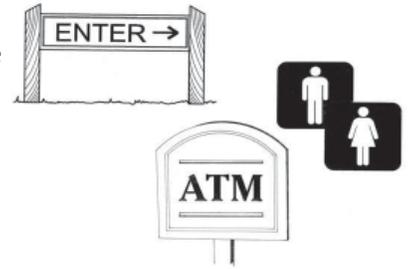
A-frame signs no taller than four feet nor wider than three feet with a maximum area per side of twelve square feet along sidewalks abutting the advertised businesses in retail centers having at least 20,000 square feet of gross leasable area when the property manager has approved the sign in writing. The owner of a business shall be responsible for maintaining a copy of said written approval on the premises of the advertised building.

B. Construction Site

These signs shall not exceed a total of 100 square feet or the total area permitted under Section 10.06.010. Such signs shall be removed within one week following completion of the work. "Construction site" sign is defined as a temporary sign that states the name of the developer and contractor(s) working on the site and any related engineering, architectural, or financial firms involved with the project.

C. Directional

The sign shall not exceed four feet in height and two square feet may be used to direct vehicles or pedestrians. These signs are not to be used for the purposes of advertisement.



D. Special Sale Signs

1. "For Sale" signs placed on vehicles, provided that the area of the sign does not exceed two square feet.
2. "Garage Sale" signs that meet the following criteria:
 - a. On-Premise Signs. One sign shall be allowed to be placed on the property where the garage sale is to be held.
 - b. Off-Premise Signs. With the permission of the property owner(s) where the sign(s) are to be located, up to two off-premise signs may be placed on private property located not more than 1,000 feet from the property where the garage sale will be held.
 - c. Sign Size. Garage sale signs shall not exceed four square feet.
 - d. Attachments to Signs. No attachments to signs are allowed, including but not limited to balloons, ribbon streamers, or other attention getting accessories.
 - e. Location of Signs
 - i. Signs shall be placed at least ten feet back from the curb or edge of street pavement.
 - ii. Signs or notices under this section shall not be fixed to or located upon any public property, right-of-way or easement, utility pole, street sign, traffic sign or pole, sidewalk or other public way.
 - iii. Signs shall not be placed within a street median or within the restricted area defined in Section 12.44.010 of the Code of Ordinances ("sight triangle").
 - f. Posting and Removal of Signs. Signs shall not be posted more than twenty-four (24) hours prior to the beginning of the sale. All signs advertising a garage sale shall be removed by the person having the sale no later than 24 hours following the sale. The City's Code Enforcement Officers are authorized to remove any sign that does not comply with any provisions of this Chapter without notice.

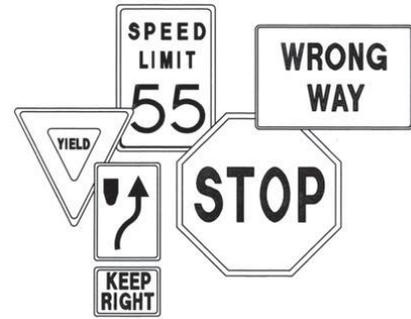
E. "No Trespassing" or "Posted"

These signs shall be allowed subject to the following standards:

1. They shall not exceed one square foot in area.
2. They shall be located on private property.
3. There shall be not more than one per 100 feet of property line.

F. Parking and Traffic

These signs shall conform to the Manual of Uniform Traffic Control Devices, as published by the U.S. Department of Transportation, Federal Highway Administration. Signs shall not exceed four square feet in area and may be placed on private property to direct and guide traffic and parking on same private property. Such signs shall not include advertising visible from any location outside of the property on which the sign appears.



G. Political

Temporary signs advertising political parties or candidates for election or signs that otherwise provide for freedom of expression unrelated to any commercial endeavor may be erected or displayed and maintained on private property provided that:

1. The placement of signs shall have the consent of the property owner.
2. No such signs shall be placed on or within public rights-of-way, on public property or within visibility triangles.

H. Real Estate

One on-premises real estate, indicating that a property or any portion thereof is available for inspection, sale, lease or rent by a Real Broker or property owner sign is permitted in compliance with the following standards:

1. Sign is non-illuminated.
2. Sign is removed within 15 days after property closing or lease signing.
3. Signs in a residential area do not exceed two square feet in area by five feet in height with a two foot setback for each parcel, property, or structure.
4. Signs in a commercial area do not exceed 32 square feet.
5. One additional sign in conformance with other provisions of this Section may be allowed on a site abutting more than one roadway.
6. Real Estate signs shall comply with the setback and height standards for the Zoning District in which they are located, pursuant to Table 10.06.010.

I. Service Entrance

An incidental sign for building identification provided the sign area does not exceed four square feet, and is non-illuminated.

J. Signs Along Streets, Public Ways or Railroads

No sign or flag may be placed on or over the area located within ten feet of the back of the street curb for city or county rights-of-way or the actual right-of-way, whichever is greater or within 25 feet for state rights-of-way or the actual right-of-way, whichever is greater or if no curb exists, the impervious surface of the street or if unpaved, the area located within ten feet of the portion of the city ordinarily used for vehicular travel, the median of a street, across the public right-of-way line extended across a railroad right-of-way or

in the restricted areas at street intersections designated by Section 12.44.010 of the City of Georgetown Municipal Code, with the following exceptions:

1. Permanent signs, including: Public signs erected by or on behalf of a governmental body to post legal notices, identify public property, convey public information, and direct or regulate pedestrian or vehicular traffic;
2. Bus stop signs erected by a public transit company. No advertising is permitted at bus stops except for a single sign no larger than two square feet that advertises the bus stop;
3. Informational signs of public utility regarding its poles, lines, pipes or facilities;
4. Canopy, projecting, and suspended signs projecting over a public right-of-way in conformity with the conditions of this Code;
5. Emergency warning signs erected by a governmental agency, a public utility company or a contractor doing authorized or permitted work within the public right-of-way;
6. Temporary Event Signage is restricted within public rights-of-way in Section 10.07.040.

K. Window Signs/Advertising Posters

A sign posted, painted, placed or affixed in or on a window exposed to public view not exceeding 50% of the total window area is provisionally exempt. An excess of the 50% will cause the entire area to be calculated as an element of total allowable site signage.

L. Other Incidental Signs

Any other incidental signs secondary in purpose to the use of the lot on which it is located and not exceeding four square feet in area in addition to those signs allowed by Section 10.06.010. These signs are not to be used for the purposes of advertisement.

M. Certain light pole mounted banners pursuant to Section 10.07.030.

N. Homeowner/Neighborhood Association Signs

Temporary signs associated with meetings, notices, or other information pertaining to a registered homeowner's or neighborhood organization, which consists solely of the homeowners of a subdivision or neighborhood, provided the following provisions are met:

1. Signs shall be placed only within the boundaries of the applicable subdivision or neighborhood.
2. Signs shall not be placed in any right-of-way
3. Signs shall not be posted more than 48 hours prior to the beginning of an event or item requiring notice. All such signs shall be removed by the homeowner/neighborhood association no later than 24 hours following the event.
4. Signs shall not be placed in a manner that inhibits or interferes with vision or otherwise affects public health, safety, and welfare.
5. Homeowner/neighborhood association signs shall not exceed four square feet in size.
6. Signs shall not be placed within a street median or within the restricted area defined in Section 12.44.010 of the Code of Ordinances ("sight triangle").

Section 10.04 Signs Prohibited Under this Code

All signs not expressly permitted under this Code or exempt from regulation hereunder in accordance with the previous Section are prohibited within the corporate limits of the City of Georgetown and those areas within the extraterritorial jurisdiction. Such signs include, but are not limited to:

- A. Beacons;
- B. Portable Signs;
- C. Roof signs above the lesser of the height of the structure or allowable freestanding sign height within the District in which it is located;
- D. Strings of lights not permanently mounted to a rigid background, except those exempt under the previous Section;
- E. Inflatable signs and tethered balloons greater than 18 inches in diameter;
- F. Flashing, fluttering, undulating, swinging, rotating, or otherwise moving signs;
- G. Signs, temporary or otherwise, affixed to a tree or utility pole;
- H. Signs violating the "sight triangle" provisions;
- I. Off-premise advertising signs, except as expressly permitted in this Code;
- J. Streamers;
- K. Electronic Message Centers in fixed or traveling mode;
- L. Signs that emit an odor or produce an audible message; and
- M. Unshielded Neon.

Section 10.05 Sign Lighting Standards

- A. No illuminated sign which has a sign area of 150 square feet or less shall have luminance greater than 300 foot candles, nor shall it have luminance greater than 300 foot candles for any portion of the sign within a circle two feet in diameter.
- B. No illuminated sign which has a sign area greater than 150 square feet shall have a luminance greater than 200 foot candles for any portion of the sign within a circle of two feet in diameter.
- C. No unshielded light source may be visible from the edge of the public right-of-way at a height of three feet.

Section 10.06 Sign Design and Area Regulations

10.06.010 Sign Dimensional Standards

Table 10.06.010 Sign Dimensions by District

Zoning District	Classification	Maximum Area Per Sign (sq. ft.)	Maximum Height (feet)	Minimum Setback (feet)	Maximum Number per Lot	Conditions
Downtown Overlay	For detailed guidelines related to signs in this District, see Chapter 9, "Design Guidelines for Signs" in the City's Design Guidelines for the Downtown Overlay District. Monument signs shall be no greater than 5 feet in height and pole signs will not be permitted.					
Williams Drive SP Overlay	Freestanding Monument Sign	48	5	5	1	10.06.030A
Non-Civic Uses in: AG RE RL RS TF	Freestanding Monument Sign	2	5	2	1	10.06.030A
	Governmental Flag	40	25	5	--	10.06.030E
	Building Wall	.5 per lin ft of primary façade	--	--	--	10.06.030C
Civic Uses in: AG RE RL RS TF	Freestanding Monument Sign	32	5	10	1	10.06.030A
	Low Profile Pole Sign	20	5	10	1	10.06.030A
	Governmental Flag	40	25	5	--	10.06.030E
	Building Wall	.5 per lin ft of primary façade	--	--	--	10.06.030C
All Uses in: OF CN PF TH MF	Freestanding Monument Sign	32	5	5	1 per 500' of frontage or fraction thereof	10.06.030A
	Low Profile Pole Sign	20	6	5	1 per 500' of frontage or fraction thereof	10.06.030A
	Governmental Flag	40	25	5	--	10.06.030E
	Building Wall	1 per linear foot of primary façade	--	--	--	10.06.030C

Zoning District	Classification	Maximum Area Per Sign (sq. ft.)	Maximum Height (feet)	Minimum Setback (feet)	Maximum Number per Lot	Conditions
All Uses in: C-1 C-3 BP IN MU-DT (for properties in the MU-DT District, see also Downtown Overlay Design Standards)	Freestanding Monument Sign	1 per lin ft of primary facade not to exceed a max of 48 sq ft per sign face	6	5 (10 in IN District)	1 per 500' of frontage or fraction thereof	10.06.030A 10.06.030F
	Low Profile Pole Sign	20	10	5 (10 in IN District)	1 per 500' of frontage or fraction thereof	10.06.030A
	Governmental Flag	40	25	5	—	10.06.030E
	Building Wall	1 per linear foot of primary facade	—	—	—	10.06.030C 10.06.030F
All properties fronting Williams Drive/ FM 2338 (except for the SP Overlay District, below)	Freestanding Monument Sign	48	5	5	1	10.06.030A 10.06.030F
	Governmental Flag	40	25	5	—	10.06.030E
	Building Wall	1 per linear foot of primary facade	—	—	—	10.06.030C 10.06.030F

Zoning District	Classification	Maximum Area Per Sign (sq. ft.)	Maximum Height (feet)	Minimum Setback (feet)	Maximum Number per Lot	Conditions
All properties fronting: IH-35 SH-195 SH-130	Freestanding Monument Sign	60	8	5	1 per 200' frontage or fraction thereof	10.06.030A
	High Profile Monument Signs on SH-195 and SH-130	225	28	5	1 per 600" of frontage or fraction thereof	10.06.030F
	High Profile Monument Signs on IH-35	225	28	5	1 per 600" of frontage or fraction thereof, but not less than 400' separation	10.06.030F
	Pole Signs on IH-35	225	28		1 per 600" of frontage or fraction thereof, but not less than 100' separation, w/ 200' from Monument Sign	10.06.030D
	Governmental Flag	40	25	5	–	10.06.030E
	Building Wall	1 per linear foot of primary facade	–	–	–	10.06.030C
Multi-tenant Signs	Multi-tenant Signs are allowed per the provisions of Section 10.06.050.					
Residential Model Homes	Model Home Signs are allowed per the provisions of Section 5.08.020H					
Bed and Breakfast	B&B Signs are allowed per the provisions of Section 5.04.020A					
Office in RS District	Offices in RS District are allowed per the provisions of Section 5.04.020J					
Automobile Sales, Rental or Leasing Facility	Automobile Sales, Rental or Leasing Facility Signs are allowed per the provisions of Section 5.04.020R					

10.06.020 Sign Area Computation

The following describes the computation of sign area and sign height.

A. Computation of Area of Individual Signs

1. The permitted area for all signs pursuant to Table 10.06.010, shall be inclusive of the sign base and sign cabinet. The sign cabinet is the structure or border used to differentiate a sign face from the structure against which a sign face is placed. In no case shall the overall sign structure, including the base, exceed the maximum allowed height nor the maximum allowed sign area.
2. Where a sign consists of individual letters, words, or symbols attached to a surface, building, canopy, awning, or wall and all such elements are located in the same plane, the sign area shall be the area of the smallest rectangle which completely encompasses all such letters, words, or symbols and any accompanying background of a color different than the natural color of the wall. Where such sign includes multiple words, each word located in the same plane shall be computed separately.

B. Computation of Area of Multi-faced Signs

The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces visible from any one point. When two identical sign faces are placed back to back, so that both faces cannot be viewed from any point at the same time, and when such sign faces are substantially similar, and when such sign faces are part of the same sign structure the sign area shall be computed by the measurement of one of the faces.

C. Computation of Height

The height of a sign shall be computed as the mean distance from the base(s) of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lower of (1) existing grade prior to construction or (2) the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign.

D. Computation of Maximum Total Permitted Sign Area

The permitted sum of the area of all individual signs shall be computed by applying the Zoning District formulae contained in Section 10.06.010, Maximum Area per Sign, to the lot frontage, building frontage or wall area, as appropriate. Lots fronting on two or more streets are allowed to calculate the longest street frontage into the allowable allocation to be identified by the Master Signage Plan.

E. Computation of Maximum Number of Signs

Pursuant to Table 10.06.010, each lot is allocated the maximum number of signs allowed per District. Where indicated, additional signs beyond the identified allowance shall be determined by the lineal frontage of the lot.

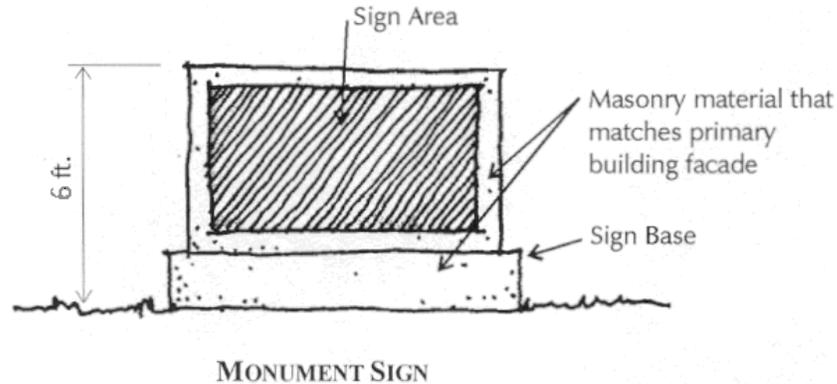
10.06.030 Design Requirements

A. Monument Signs and Low-Profile Pole Signs

Monument signs or low-profile pole signs are the only permanent freestanding sign allowed, except on properties with IH 35, SH 130, or SH 195 frontage, where pole signs are also permitted.

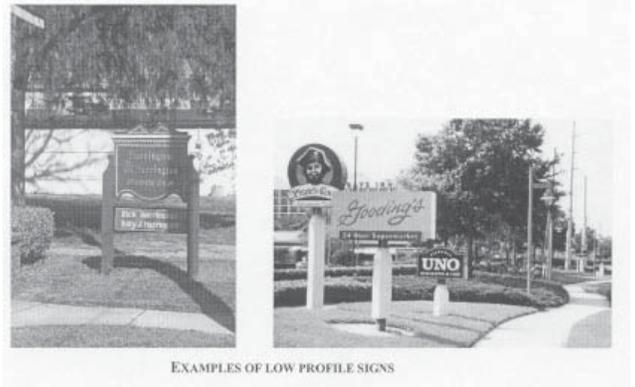
1. Monument Signs

- a. Monument signs shall have only 2 sign faces.
- b. The structure of monument signs shall be constructed of materials and colors compatible with those utilized on the primary building's façade.
- c. Monument signs located on the same property must be spaced a minimum of 80 feet apart from other freestanding signs for which a permit is required.
- d. A shared monument sign is encouraged. Such a monument sign must be located on one of the properties included in the sign text.



2. Low-Profile Pole Signs

- a. Low-profile pole signs are permitted on any property as an alternative to permitted pole or monument signs.
- b. Low profile pole signs may have only two sign faces.
- c. Low-profile pole signs located on the same property must be spaced a minimum of 80 feet apart from other freestanding signs for which a permit is required.
- d. A shared low-profile sign is encouraged. Such a sign must be located on one of the properties included in the sign text.
- e. In the CN, C-1, MU-DT, C-3, BP and IN Districts:



- i. The use of low profile pole signs requires the installation of a landscaped area equal to twice the area of one face of the pole sign. The required landscaping shall consist of four healthy, nursery stock shrubs, five-gallon container size, and ground cover. The required landscaping shall be located at the base of the pole sign. The owner and subsequent owners of the landscaped property shall be responsible for the maintenance of the landscaped area.

- ii. For properties in excess of 500 feet of frontage, additional sign square footage is allowed as determined in Table 10.06.010. The cumulative square footage of allowed signs may be distributed between the maximum number of allowed signs with no one sign exceeding 90 square feet in size.

3. RS, RL, and RE Districts

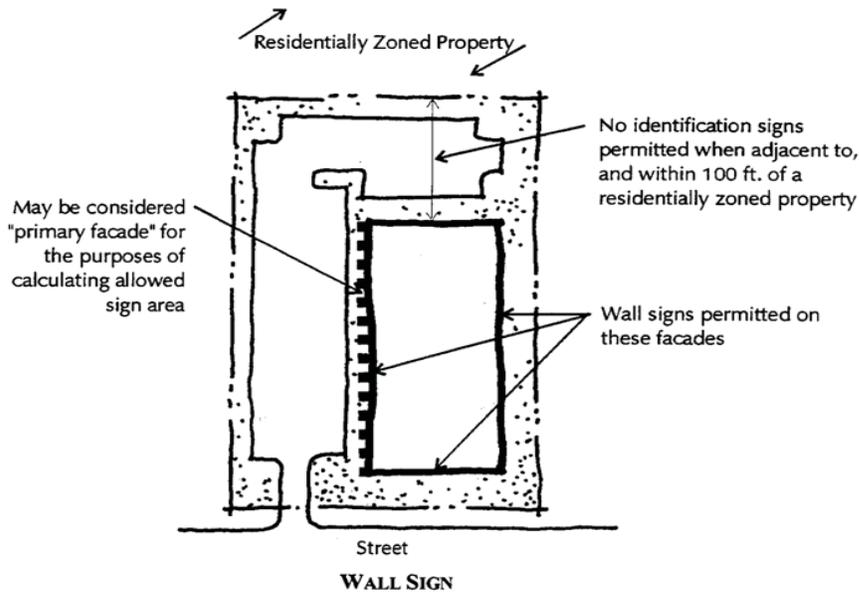
In the RS, RL and RE Districts externally illuminated free standing signs shall only be located adjacent to arterial roadways.

B. Landmark Signs

To be recognized and designated as landmark signs, an individual sign must be approved by the procedures adopted by the Historic and Architectural Review Commission. To be considered for designation, these signs shall exhibit such a unique character, design or historical significance to be recognized as such to the community.

C. Building Wall Signs

1. The calculation of building wall signage shall be based upon a building's primary entrance and building façade as defined in Section 16.02.
2. Building wall signs may be placed on any portion of the building wall, but may not exceed the height of the wall.
3. Building wall signs may be placed on any face of the building, except those directly adjacent to, and within 100 feet of a residential property line within a Residential Zoning District. If the residential zoned property is developed as a Non-Residential use then this restriction shall not apply.
4. Posters, signs, or announcements located in window areas not exceeding 50% of an individual window area shall not be calculated as an element of total allowable site signage. Any sign area in excess of the 50% will cause the entire area of the poster, sign, or announcements to be calculated as an element of total allowable building wall signage.
5. In the RS, RL, and RE Districts externally illuminated building wall signs shall only be located on properties fronting on arterial roadways.



D. Pole Signs on Properties with IH 35 Frontage

Pole signs are permitted on properties with IH 35 frontage, which are zoned C-1, C-3, BP, or IN, provided they meet the following requirements:

1. Height limit shall be 28 feet, but additional height may be allowed using the following as determining factors:
 - a. This additional allowance will be determined by measuring the difference between the elevation of the property at the proposed location of the sign and the elevation of IH 35.
 - b. Determination of the elevational difference shall be measured by projecting a perpendicular line from the center line of the proposed location of the sign to the main IH 35 roadway section nearest the sign.
 - c. The allowance will only apply for properties and sign locations that are determined to be lower in elevation than the IH 35, as determined by "b" above.
2. Maximum area shall be 225 square feet per face.
3. Pole sign shall have only two sign faces.
4. Properties with IH 35 frontage may have only one pole sign for each 600 feet of frontage or fraction thereof. Pole signs shall be spaced a minimum of 100 feet apart.
5. All signs shall maintain a minimum clearance from electric power lines of ten feet horizontally and 15 feet vertically or as otherwise may be required by the utility provider. Any relocation of power lines to provide this clearance will be at the expense of the sign owner.
6. Pole Signs shall be spaced a minimum of 200 feet from a High Profile Monument Sign.

E. Governmental Flags

Flags of the United States, the state, the city, foreign nations having diplomatic relations

with the united States, and any other flag adopted or sanctioned by an elected legislative body of competent jurisdiction are permitted in all zoning districts provided that they meet the following requirements.

1. Unites States flags shall be flown in accordance with the protocol established by the Congress of the United States for the Stars and Stripes, Title 4, Chapter 1 – The Flag.
2. Governmental flags shall not exceed the Maximum Height and Size as provided for in Table 10.06.010 of Section 10.06, Sign Design and Area Regulations. The overall measurement of the flag pole shall not exceed 25 feet in height as measured from the base of the pole to the top regardless of where the governmental flag pole is located.
3. When a flagpole is located on the top of a roof, the placement and attachment of the pole shall meet the building Code for wind and structural loading requirements. The plan design criteria shall provide the proposed location, attachment method to the structure and wind load resistance. A building permit shall be required for this type of installation.
4. Within Zoning Districts CN, C-1, MU-DT, C-3, BP, and IN ground mounted flag poles can exceed the 25-foot height limit but shall not exceed the maximum building height as allowed in that district.

F. Marquee Sign

The following sign design standards shall be used in addition to Table 10.06.010 Sign Dimensions by District for a Marquee sign as defined in Section 16.02. The definition of a sign in Section 16.02 shall also apply for all types of signs used within this section.

1. Wall signs for the advertisement of the business will be allowed for the maximum area per square foot as allowed in the district as provided in Table 10.06.010 and the conditions of 10.06.030 C.
2. Monument signs shall be the only sign allowed per lot as allowed in the district as provided in Table 10.06.010 and the conditions of 10.06.030.A. Exception: Pole signs on properties with IH 35 frontage. For this exception, movie, performing art theaters, or athletic complexes would be allowed on either the Pole sign or the Marquee sign, as defined in Section 16.02 for Marquee.
3. A Marquee sign shall be located on the buildings primary facade and over the main entrance.
4. The calculation for the total square foot area of a Marquee sign shall be based solely upon the number of movie screens or stages provided in the building. In addition to the maximum area per square foot sign allowance for business advertisement, an additional one square foot per linear foot of primary facade for Marquee signs can be allowed. For the purpose of this section a Marquee sign is considered to be a maximum 6' x 24' panel. The ratio would equal 3 movies or stage titles to 1 panel. The maximum area of two square feet per linear foot of primary facade shall not be exceeded. The maximum height shall not exceed 20 feet.
5. Posters or announcements shall be located directly under the Marquee sign and shall not exceed 50% of the area contained within the overall maximum width of the Marquee sign. In this case, these types of signs shall not be calculated as an element towards the total maximum sign area. When located outside, these types of signs shall be located in

protective cases. An excess of the 50% will cause the entire area to be calculated as an element of total allowable site signage. The Section 10.03.020 K for Provisionally Exempt Signs shall also apply to this section.

G. High Profile Monument Signs

High profile monument signs are permitted on properties with SH 130, SH 195, and IH-35 frontage, which are zoned C-1, C-3, BP, or IN, provided they meet the following requirements:

1. Height limit shall be 28 feet but additional height may be allowed using the following as determining factors:
 - a. This additional allowance will be determined by measuring the difference between the elevation of the property at the proposed location of the sign and the elevation of the main lanes.
 - b. Determination of the elevation difference shall be measured by projecting a perpendicular line from the center line of the proposed location of the sign to the center line of the main lanes nearest the sign.
 - c. The allowance applies only to properties and sign locations that are determined to be lower in elevation than the main lanes, as measured by subsection "b" above.
2. Maximum area shall be 225 square feet per face.
3. High profile monument signs shall have only two sign faces.
4. Properties with SH 130 or SH 195 frontage may have only one high profile monument sign for each 600 feet of frontage. High profile monument signs shall be spaced a minimum of 600 feet apart. If a property or commercial or industrial subdivision has less than 600 feet of frontage on SH 130 or SH 195 a high profile monument sign shall not be permitted.
5. Properties with IH-35 frontage may have only one high profile monument sign for each 600 feet of frontage or fraction thereof. High profile monument signs shall be spaced a minimum of 400 feet apart.
6. High Profile Monument Signs shall be spaced a minimum of 200 feet from a Pole Sign.
7. All signs shall maintain a minimum clearance from electric power lines of ten feet horizontally and 15 feet vertically or as otherwise may be required by the utility provider. Any relocation of power lines to provide this clearance will be at the expense of the sign owner.



10.06.040 Municipal Wayfinding Signs

Notwithstanding any conflicting provisions, the City shall allow directional signs, including subdivision directional signs, consistent with the City of Georgetown's Wayfinding Sign Program, as may be amended from time to time. The location, design, construction, installation, and maintenance of these signs shall be the responsibility of the City of Georgetown.

10.06.050 Multi-Tenant Signs

Developments containing two or more businesses, whether in a single building or multiple buildings, shall share a sign structure for advertisement of multiple businesses located within the development. This provision is applicable to businesses located on the same lot upon which the sign is located as well as to businesses located upon different lots within the development. Such signs shall comply with the following:

- A.** The lot or lots involved must be contiguous with one another, and constitute a single cohesive development;
- B.** The sign(s) must be located on a lot that one of the advertised businesses occupies;
- C.** The sign shall be designed in the overall architectural style of the buildings within the development;
- D.** The signs may be any sign type that is otherwise allowed by this ordinance;
- E.** Private streets within the boundaries of the development are treated as public rights-of-way for purposes of determining allowable signage;
- F.** Individual pad or lease sites, defined in the approved Site Plan, are treated as separate lots for purposes of determining allowable signage;
 - 1.** Businesses shall not be allowed advertising on both the multiple tenant (shared) sign and another free standing business identification sign;
 - 2.** Monument Signs, used as multi-tenant signs for developments with four or more tenants, may have an allowable sign area not to exceed 64 square feet.
- G.** In addition to signage that would otherwise be allowed on a lot for business identification purposes, one additional monument sign not exceeding five feet in height and 32 square feet in area may be located at each intersection of public roadways and/or private roadways for purposes of directing traffic to various areas and businesses within the development;
- H.** All other provisions of this ordinance shall be applicable to this sign category, including but not limited to, allowed number based on road frontage (multiple lot developments are treated as a single lot for this purpose), allowable size as a function of Zoning District, spacing, illumination, materials, etc.

10.06.060 Subdivision Entry Signs

Subdivision entry signs are allowed at the primary entrance into a subdivision, subject to the following standards:

- A.** Subdivision entry signs are allowed at one primary entrance unless the subdivision has entrances on two different major arterials, in such case an entrance sign may be placed on each of the major arterial roadways.
- B.** Subdivision entry signs must be monument signs, subject to the definition of this Code, and may contain a maximum of 40 square feet per sign face with a maximum height of six feet.
- C.** Subdivision entry signs must be constructed of stone, brick, or other masonry material(s) compatible with surrounding development.

- D. Subdivision entry signs must be set back a minimum of five feet from the property line outside of the required sight triangle. (Section 12.03.050.E.1) and located outside of any drainage easement.
- E. Subdivision entry signs must provide a landscaped area equal to twice the area of the sign face, providing one, five gallon shrub for every ten square feet of landscaped area.
 - 1. Irrigation must be provided consistent with the standards of Section 8.06.050.
 - 2. The owners and subsequent owners of the landscaped property shall be responsible for the maintenance of the landscaped area.

Section 10.07 Temporary Signs

All temporary signs shall be required to receive a Temporary Sign Permit, following the procedures of Section 3.18 of this Code. Temporary signs may be allowed for permanent uses, temporary uses or for Temporary Events, all of which may be addressed separately in this Section. All temporary signs shall be designed, constructed, and maintained in accordance with the following standards:

- A. All signs shall comply with applicable provisions of the City Code at all times.
- B. Except for banners, flags, temporary signs, and window signs conforming in all respects with the requirements of this Code, all signs shall be constructed of durable materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.
- C. All signs shall be maintained in good structural condition, in compliance with all building and electrical Codes, and in conformance with this Code, at all times.
- D. All signs shall maintain a minimum clearance from electric power lines of ten feet horizontally and 15 feet vertically or as may otherwise be required by the utility provider. Any relocation of power lines to provide this clearance will be at the expense of the sign owner or as otherwise required by the electrical utility.
- E. Any spotlights allowed to illuminate signs or sign illumination shall be shielded such that their light source cannot be seen from abutting roads or properties.

10.07.010 Temporary Signs on Private Property

Temporary signs on private property, not including those for Temporary Events, are limited to banners and non-exempt window signs and shall be subject to the following requirements:

A. Term

A temporary sign permit allows the use of a temporary sign for no more than 45 days from date of issuance.

B. Number

Only one temporary sign per lot shall be allowed.

C. Other Conditions

A temporary sign is allowed only in designated Districts as set forth in this Chapter and shall be subject to all other requirements of that District.

10.07.020 Temporary Street Banners

The City Manager is authorized to establish procedures for the permitting and installation of temporary street banners placed in public right-of-way. Such banners shall be allowed for the following public events upon compliance with the established procedures:

- A. Events of a charitable or humanitarian nature;
- B. Events of an educational, scholastic, or artistic nature;
- C. Other events of community or public interest which are non-political in nature and are for the benefit of a non-profit group.

10.07.030 Light Pole Mounted Banners

Light pole mounted banners, as defined in Section 16.02, shall be allowed pursuant to subsections (A) and (B) below. For purposes of this subsection only, light pole mounted banners shall be collectively referred to as “banners”.

A. All banners shall comply with the following:

- 1. Limited to not more than one banner on any light pole;
- 2. Limited to no more than 2 feet x 6 feet in exterior dimension and 12 square feet in area per banner;
- 3. Minimum height of 6 feet as measured from adjacent grade to the bottom of the banner;
- 4. Maximum height of 12 feet to the top of the banner;
- 5. Banners shall be maintained in good repair; should they become excessively faded, tattered, or torn, they shall be replaced or removed;
- 6. Banners shall not be illuminated, except for indirect lighting associated with the main lamp of the light pole to which it is mounted.



B. The following light-pole mounted banners shall be allowed:

1. Banners in the Downtown

Banners are allowed in the Downtown, but are limited to the advertising of community events, seasonal themes, etc. sponsored by a government entity or by a non-profit community organization with approval by the City pursuant to established special permitting procedures (City Manager or Special Events Committee approval).

2. Banners in residential subdivision street right-of-way

Banners are allowed along collector-level or higher classification streets within the platted boundaries of a residential subdivision and shall be designed with one overall, uniform design scheme. Such banners are limited to subdivision identification or seasonal decorations and works of art, and shall not be spaced closer than 300 feet apart. Such banners require the approval of the applicable electrical utility and the custodian of the public right of way, in addition to a sign permit from the Division of Community Development.

3. Banners in commercial subdivision street right-of-way

Banners are allowed along collector-level and higher classification streets within the platted boundaries of a commercial subdivision and shall be designed with one overall, uniform design scheme. Such banners are limited to subdivision identification, shopping center or campus identification or seasonal decorations and works of art, and shall not be spaced closer than 300 feet apart. Such banners must be approved by the applicable electric utility and the custodian of the public right of way, in addition to receiving a permit from the Division of Community Development.

4. Banners on perimeter of private property

Banners identified in (2) and (3) above and subject to all the provisions identified therein except message and spacing, may be installed along the periphery within 10 feet of property lines fronting public or private streets of collector-level or higher classification in lieu of the public right of way. Such banners may advertise products and services available on the site. Spacing shall be no closer than 80' between banners. Such banners shall be allowed in addition to site signage otherwise allowed by this ordinance, and shall require approval of a sign permit. Fees shall be based on the overall banner package, not on a per-banner basis.

5. Banners on the interior of private property

In addition to banners authorized in (1) through (4) above, banners shall be allowed within the interior of the parking lot zoned C-3 or more permissive, and may advertise products and services available on the site. The number of banners shall not exceed one per 50 vehicle parking spaces. Such banners shall be allowed in addition to site signage otherwise allowed by this ordinance, and shall require approval of a sign permit. Fees shall be based on the overall banner package, not on a per-banner basis.

10.07.040 Temporary Signs for Temporary Events

A. Applicability

This section applies only to "Events" as that term is defined in Section 12.24.010 of the Georgetown Code of Ordinances or as a public gathering held on public or private property. These events may include, for example, gem and mineral shows, quilt shows, etc. but do not include promotional sales events for existing commercial uses. Specific events, activities or sign regulations that are expressly addressed elsewhere in this Code shall apply and nothing in this Section shall modify those other provisions or standards.

B. Temporary Event Sign Limitations

Temporary Event signs must meet the following criteria:

1. Location

- a. Signs may not be placed in any State rights-of-way maintained by the Texas Department of Transportation.
- b. Signs placed on private property must be approved by the property owner.
- c. Signs must be placed at least three feet from the edge of the pavement or curb.

2. Size and Height Restrictions

- a. Signs placed in the public right-of-way shall be limited in area to four square feet. Height is limited to three feet from grade.
- b. Signs placed on private property must meet design regulations relating to size and height of the particular zoning district of the property.

3. Duration of Signage Allowed

- a. Signs in the public right-of-way shall be in place no more than 24 hours prior to the first day of the event and must be removed within 24 hours following the last day of the event.
- b. Signs placed on private property shall be erected no more than 15 days prior to the event and must be removed within three days following the last day of the event.
- c. No temporary event signage shall be in place longer than 30 days.

4. Restrictions

- a. Signs shall not be placed in a manner that inhibits or interferes with vision or otherwise affects public health, safety, and welfare.
- b. No lighting, balloons, streamers, or other devices or materials may be attached to the sign.
- c. Signs may not be placed on any roadway appurtenances, including but not limited to bridges, traffic control devices, official signs, sign supports, light standards, poles, and delineators.
- d. Sponsorships of the event may be indicated on the signs, but must be secondary to the promotion of the event.
- e. Signs may be placed no more than one time in six months for the same event.

5. Spacing

Signs for the same temporary event may not be placed less than 100 yards apart along a street right-of-way.

10.07.050 Temporary Off-Premise Signs for Open Houses and Model Homes

A. Applicability

The City has established a program whereby homeowners, realtors, and builders may place temporary off-premise signs in certain City rights-of-way for the sole purpose of directing prospective buyers to an "Open House" or builder's "Model Home" for sale of a new or existing Single-family or Two-family home or condominium intended for residential occupancy. A License Agreement for these open house signs in City right-of-way shall be required for such signs before being erected. Except as noted in this Section, off-premise signs for Open Houses and builder Model Homes shall not be permitted.

B. Temporary Open House Sign Limitations

Temporary Open House signs must meet the following criteria:

1. Eligibility

Those eligible to utilize such signs are a homeowner acting as own realtor, realtor, or builder.

2. Location and Spacing

- a. Signs may be located in the City owned or controlled public right-of-way that is also within 75 feet of the center point of the intersection of any City controlled local or collector street other than those noted in paragraphs (b and c) below.
- b. Signs shall not be placed on Austin Avenue right-of-way between Williams Drive and Leander Road; University Avenue right-of-way between Hutto Road and Scenic Drive (if University becomes City right-of-way); nor within the area bounded by 6th Street, Rock Street, 9th Street, and Church Street.
- c. Signs shall not be placed in any State rights-of-way maintained by the Texas Department of Transportation, including the following:
 - i. F.M. 2243 (Leander Road)
 - ii. F.M. 2238 (Williams Drive from F.M. 3405 west)
 - iii. F.M. 1460
 - iv. F.M. 971
 - v. State Highway 29 (University Avenue)
 - vi. State Spur 26 (South Austin Avenue from Leander Road south)
 - vii. State Spur 158 (North Austin Avenue from Williams Drive north)
 - viii. Interstate Highway 35
 - ix. State Highway 130
 - x. State Highway 195
- d. Open House signs shall not be permitted to interfere with the sight triangle between heights of three feet and seven feet as measured from the crowns of the adjacent streets. See Section 12.03.050.E.1.c of this Code.
- e. Open House signs shall be placed at least three feet from the edge of pavement.
- f. The City reserves the right to require that signs be moved to other locations in the public right-of-way as to address safety concerns or to limit the undue accumulation of signs at any particular location.

3. Size and Height Restrictions

Open House signs shall not exceed three square feet. Height is limited to three feet from grade.

4. Duration of Signage Allowed

Open House signs shall be in place no earlier than the 12:00 noon on Saturdays or Sundays and removed no later than 6:00 p.m. on Saturdays or Sundays. Between the hours of 6:00 p.m. on Saturday and 12:00 noon on Sunday the signs must be taken down.

5. Number of Signs Permitted

Except as provided below, an applicant shall place only one Open House/Model Home Sign at any approved off-premise location. If a realtor or builder has more than one property offered for sale in the same neighborhood for which the realtor/builder is conducting an open house, they may place more than one sign at any location, provided that each such sign shall show the address of the property offered for sale. A maximum of three directional signs per open house/model home is allowed off-premise.

6. No lighting, balloons, streamers, or other devices or materials may be attached to the sign.
7. Signs may not be placed on any roadway appurtenances, including but not limited to bridges, traffic control devices, official signs, sign supports, light standards, poles, and delineators.
8. The holder of the license shall receive written permission from the property owner adjacent to the City's right-of-way prior to locating a sign in said right-of-way. If requested, the licensee shall provide the City with a copy of the written permission. If a property owner indicates that they did not grant permission for the sign placement, the City has the right to require that the sign be removed or to cause it to be removed.

C. Definitions

See Section 16.02 of this Code for definitions of the following terms as they relate to this Section:

1. Homeowner acting as own realtor
2. Open House/Model Home Sign
3. Property
4. Realtor
5. Home Builder

D. Review Process

Review of the Temporary Off-Premise Signs for Open Houses and Model Homes and the companion License Agreement shall follow the Administrative Review procedures set forth in Section 3.03.040.

E. Submission Requirements

In addition to a completed License Agreement, the applicant shall submit all of the information required in the UDC Development Manual for sign permits.

F. Responsibility for Final Action

The Building Official or designee, is responsible for final action on the License Agreement and issuing the permit for a temporary open house sign. For each License purchased, the applicant will be issued a sticker which shall be placed on each of the Open House/Model Home Signs permitted. Each sign placed in the right-of-way must have a sticker attached issued in accordance with this Section.

G. Expiration

Unless terminated sooner, the License shall expire one year from the effective date of the Agreement.

H. Termination

The City has the right to terminate the License Agreement. The City shall provide written notice at least 45 days in advance to the Licensee of the City's intent to terminate the License Agreement. If the License Agreement is terminated, all signs shall be removed immediately by the Licensee. Any signs not removed within 48 hours of the termination date shall become the property of the City. The Licensee shall be entitled to a pro-rate refund of any fees paid if the termination is within 180 days of the issuance of the License Agreement. Otherwise, the Licensee will not be entitled to a refund

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