

**ORDINANCE NO. 2018-06  
AMENDMENTS TO SIGN STANDARDS**

**AN ORDINANCE AMENDING THE CODE OF THE CITY OF SEABROOK, “APPENDIX A”, “COMPREHENSIVE ZONING”, ARTICLE 6, “SIGN STANDARDS”, BY DELETING THE EXISTING ARTICLE IN ITS ENTIRETY AND REPLACING IT WITH NEW PREVISIONS UNDER THE SAME CHAPTER TITLE “SIGN STANDARDS”; REPEALING ALL ORDINANCES OR PARTS OF ORDINANCES INCONSISTENT OR IN CONFLICT HEREWITH; PROVIDING FOR A PENALTY IN AN AMOUNT NOT TO EXCEED \$2,000 FOR EACH DAY OF VIOLATION OF ANY PROVISION HEREOF BY INCLUSION INTO THE CODE; AND PROVIDING FOR SEVERABILITY AND NOTICE.**

**WHEREAS**, the City Council of the City of Seabrook is continually reviewing the provisions of the City Code of Ordinances relating to land use and other circumstances which generally impact the health, safety and well-being of residents, citizens and inhabitants; and

**WHEREAS**, the Planning and Zoning Commission of the City of Seabrook has conducted public hearings, received input from staff and is of the opinion and has issued its final report recommending the amendments hereto as necessary for the public safety, health and welfare and for protection of the residents; and

**WHEREAS**, the City Council and the Planning and Zoning Commission of the City of Seabrook have studied the present provisions of the Code of Ordinances of the City of Seabrook and have determined the need to update the provisions relative to permitted land uses; and

**WHEREAS**, all public notices have been published, mailed and provided in accordance with statute and Appendix “A” of the City Code of Ordinances (Zoning Code); and

**NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF SEABROOK, STATE OF TEXAS:**

**SECTION 1. FINDINGS.**

The facts and matters set forth in the preamble of this Ordinance are hereby found to be true and correct.

**SECTION 2. AMENDMENT TO TH SEABROOK CITY CODE, APPENDIX A, “COMPREHENSIVE ZONING”, ARTICLE 6, “SIGN STANDARDS”, BY DELETING THE EXISTING PROVISIONS IN ITS ENTIRETY AND REPLACING IT WITH NEW PROVISIONS UNDER THE SAME CHAPTER TITLE “SIGN STANDARDS”.**

47 The Seabrook City Code, Appendix A, “Comprehensive Zoning” Article 6, “Sign Standards”  
48 is hereby amended by deleting its provisions in its entirety and replacing it with new  
49 provisions under the same Chapter designation entitled, “Sign Standards” as provided  
50 hereinafter:

51

52 **Article 6. – SIGN STANDARDS**

53 **Sec. 6.01. - Purpose and intent.**

54 **The purpose of this article is to create the legal framework for a comprehensive and**  
55 **balanced system of signage in the city without impermissible content based regulation. These**  
56 **regulations are intended to provide an easy and pleasant communication between people and**  
57 **their environment and avoid visual clutter that is potentially harmful to traffic and pedestrian**  
58 **safety, property values, business opportunities, and community appearance. In addition to**  
59 **protecting the health, welfare, and safety of the community, these standards are adopted in**  
60 **order to:**

61 **(1) Maintain and enhance the aesthetics of our community;**

62 **(2) Enhance automobile and pedestrian safety;**

63 **(3) Encourage the integration of signage with landscaping and building design;**

64 **(4) Protect and enhance scenic views and natural landscapes;**

65 **(5) Protect and enhance economic viability of the city's commercial corridors by**  
66 **assuring aesthetic appeal to businesses and residents alike;**

67 **(6) Promote the use of aesthetically pleasing sign materials, colors, and types; and**

68 **(7) Require safe and effective signage including distinguishing between:**  
69 **lighted/unlighted signs; electronic signs with messages that change; distinguishing**  
70 **between private and public property; the placement of signs on commercial and**  
71 **residential property, and on-premises and off-premises signs; and additional rules**  
72 **imposing time restrictions on signs advertising a one-time event and related**  
73 **permissible regulations.**

74

75 **Sec. 6.02. - Definitions.**

76 **The following words, terms and phrases, when used in this article, shall have the**  
77 **meanings ascribed to them in this section, except where the context clearly indicates a**  
78 **different meaning:**

79 **Administrative official.** The department director appointed by the city manager to  
80 **administer this article, or the department director's designee.**

81 **Alter.** To change the size, shape or outline, or type of sign or to change the electrical  
82 **lighting, except for the replacement of lamps not brighter than the original or the replacement**  
83 **of a surface panel.**

84 **Architectural detail.** Any projection, articulation, relief, cornice, column, change of  
85 **building material, window, or door opening on any building.**

86 **Attach.** To stick, tack, nail or otherwise affix a sign to any object.

87 **Awning.** A cloth, plastic, or other nonstructural covering that either is permanently  
88 **attached to a building or can be raised or retracted to a position against the building when not**  
89 **in use.**

90 **Banner. See sign, banner.**

91 **Building. A structure which has a roof supported by walls for the shelter, support, or**  
92 **enclosure of persons, animals, or chattel.**

93 **Certificate of occupancy (C.O.). An official certificate issued by the city which indicates**  
94 **conformance with building, zoning, and health and safety regulations and authorizes legal use**  
95 **and occupancy of the premises for which it is issued.**

96 **Civic organization. An organization which offers community programs to citizen, city or**  
97 **civic affairs groups.**

98 **Commencement of work. For construction of a sign, commencement of work shall be the**  
99 **point in time when the sign has been delivered to the site and attachment to a building has**  
100 **begun or holes are excavated for ground installation.**

101 **Dilapidated or deteriorated condition. Any sign which has any of the following**  
102 **characteristics:**

103 **(1) Where elements of the surface or background can be seen, as viewed from the**  
104 **normal viewing distance, to have portions of the finished material or paint flaked,**  
105 **broken off, or missing, or otherwise not in harmony with the rest of the surface; or**

106 **(2) Where the structural support or frame members are visibly bent, broken, dented, or**  
107 **torn; or**

108 **(3) Where the panel is visibly cracked, or in the case of wood and similar products,**  
109 **splintered in such a way as to constitute an unsightly or harmful condition; or**

110 **(4) Where the sign or its elements are twisted or leaning or at angles other than those at**  
111 **which it was originally erected (such as may result from being blown or the failure of**  
112 **a structural support); or**

113 **(5) Where the message or wording can no longer be clearly read by a person with**  
114 **normal eyesight under normal viewing conditions.**

115 **Distance from R.O.W. Distance of signs from R.O.W. shall mean the shortest horizontal**  
116 **distance from the nearest R.O.W. to a vertical line to the ground from the nearest element of**  
117 **the sign.**

118 **Donation bin. A bin or similar structure used for the collection of clothes or non-**  
119 **perishable food items.**

120 **Erect. To build, construct, attach, hang, place, suspend or affix. This shall also include**  
121 **the painting of signs on the exterior surface of a building or structure.**

122 **Facade. Any separate face of a building, including parapet walls and omitted wall lines, or**  
123 **any part of a building which encloses or covers usable space. Where separate faces are**  
124 **oriented in the same direction, or in the directions within 45 degrees of one another, they are**  
125 **to be considered as part of a single facade.**

126 **Fund raiser. An activity that takes place for the sole purpose of raising funds to support**  
127 **community service organizations, public charities, or nonprofit organizations.**

128 **Height, sign. As applied to a sign, height shall be measured as the vertical distance**  
129 **between the highest part of the sign or its supporting structure, whichever is higher, and**  
130 **finished grade at the center of the base of the sign.**

131 **Height, letter/logo. The height of each individual letter, logo, symbol, and/or icon in a sign.**



132

133 **Illumination.** The enhancement of a sign utilizing electric lights, luminous tubes or other  
 134 **similar means.**

135 **Lease space.** An area of a building separated internally and intended for use by an  
 136 **individual tenant.**

137 **Logo.** Any registered or recognized symbol, letter, or combination of symbols and letters  
 138 **used by an organization, individual, company, or product for advertising to identify that**  
 139 **organization, individual, company, or product.**

140 **Masonry materials.** Masonry materials include brick, stucco, cement, concrete tilt wall,  
 141 **stone, or other masonry or materials of equal characteristics.**

142 **Obsolete.** Any sign which:

143 **(1) For at least 30 days, does not identify or advertise a bona fide business, service,**  
 144 **owner, product or activity on the premises on which the sign is located; or**

145 **(2) If the premises is leased, relates to a tenant and at least 30 days have elapsed since**  
 146 **the date the most recent tenant ceased to operate on the premises; or**

147 **(3) No legal owner can be found and relates to a use or purpose that is no longer in**  
 148 **existence.**

149 **Off-Premise Advertising.** The offer or display for sale of any goods, wares, merchandise  
 150 **or services on private property separate and apart from the main building or at a location**  
 151 **where there is no preexisting principal use. The goods, wares, merchandise or services**  
 152 **offered for sale as outdoor sales or services are normally not offered for sale in the main**  
 153 **building on the lot or in association with the principal use.**

154 **Pad site.** A tract, lot, or land lease intended for the single use of a freestanding building  
 155 **typically adjacent to street R.O.W. and may also be a portion of a tractor lot.**

156 **Public property.** Any property which is owned by a governmental entity. It shall also  
 157 **include property for which the primary use is for the operations of a governmental entity.**

158 **Residentially zoned property.** Any platted lot within the R-LD, R-1 or R-2 zoning districts.

159 **Right-of-way (R.O.W).** A strip of land, other than a drainage or utility easement, occupied  
 160 **or intended to be occupied by a street, crosswalk, railroad, road, electric transmission line, oil**  
 161 **or gas pipeline, water main, sanitary or storm sewer main, or for another special purpose.**

162 **Setback.** The distance from the closest portion, whether the support or edge of the sign,  
 163 **to the property line.**

164 **Sidewalk.** A pedestrian walkway that is grade-separated from the adjacent street or drive  
 165 **when located adjacent to a street or drive.**

166 **Sight triangle.** A triangle at an intersection, formed by the two roads or rights-of-way and  
 167 **a third line, which must be kept clear of obstructions such as hedges so that people in one**  
 168 **road can see cars approaching on the other.**

169 **Sign.** An outdoor structure, sign, display, light device, figure, painting, drawing, message,  
 170 **plaque, poster, billboard, or other thing that is designed, intended, or used to advertise or**  
 171 **inform.**

172 Every sign, name, number, identification, description, announcement, declaration,  
 173 demonstration, device, display, flag, banner, pennant, illustration, logo, balloon, streamer,  
 174 valance, advertising display, poster, beacon, light or insignia, and structure supporting any of  
 175 the same, affixed directly or indirectly to or upon any building or outdoor structure, or erected  
 176 or maintained upon a piece of land, which directs attention to any object, project, service,  
 177 place, activity, person, institution, organization, or business.

178 Sign area. A two-dimensional area on a building or other permitted sign structure, that is  
 179 free of architectural details and is the area that encompasses the proposed sign in its entirety.



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182 Sign area, aggregate. The sum total of all the window and interior sign area on the  
 183 aggregate window area available per tenant.

184 Sign, attached. Any sign attached to, applied on, or supported by any part of a building  
 185 (including canopy fascia, walls and awnings) which encloses or covers usable space.

186 Sign, attached business. A permanent attached on-site sign that is used to identify a  
 187 business, profession, organization, institution, service, activity or other nonresidential use  
 188 conducted, sold or offered on the site where such sign is located. This sign may also identify  
 189 the name of the site or development or may identify the occupants within the site or  
 190 development. A primary business sign is attached to a façade facing a street or vehicular  
 191 driveway access.

192 Sign, banner. A temporary on-site sign made of cloth, flexible plastic, canvas or like  
 193 material.

194 Sign, barber pole. An attached sign mounted on the face of the building that is cylindrical  
 195 in shape with striped face, lit internally and rotates during business hours.

196 Sign base. See sign, monument.

197 Sign, blade. An attached sign oriented perpendicular to the face of the building which  
 198 projects more than 12 inches beyond the surface of the building to which it is affixed or  
 199 supported.

200 Sign, advisory board. The planning and zoning commission serves as the advisory board,  
 201 the board's primary responsibility is to make recommendations to the city council on master  
 202 sign plans and sign ordinance amendments.

203 Sign, boxed cabinet. An attached sign that is mounted on the face of a building provides  
 204 for internal illumination and changing of the message of the sign by replacing a single  
 205 transparent or translucent material such as a Plexiglas/lexan face. Also referred to as a "pill  
 206 box" or a "capsule" sign.

207 **Sign, bulletin board.** A permanent ground sign or monument sign within a residential  
208 subdivision for displaying news and information for subdivision residents.

209 **Sign, business monument.** A permanent on-site monument sign that is used to identify a  
210 business, profession, organization, institution, service, activity or other nonresidential use  
211 conducted, sold or offered on the site where such sign is located. This sign may also identify  
212 the name of the site or development or may identify the occupants within the site or  
213 development.

214 **Sign, café umbrella.** A sign painted on or otherwise affixed to an umbrella at an  
215 establishment with outdoor seating.

216 **Sign, channel letter.** A fabricated three-dimensional metal or plastic letter which includes  
217 a light source and a plastic face. Channel letters are mounted to a wall.

218 **Sign, existing commercial building for lease or sale ground.** A temporary ground sign  
219 pertaining to the sale or lease of the building on the lot or tract of land on which the sign is  
220 located, or to the sale or lease of one or more structures, or a portion thereof located thereon.

221 **Sign, corporate flag.** A sign made of cloth or similar material, attached to a pole used to  
222 identify a place of business or organization. This definition does not include the flag of any  
223 country, state, city, county or governmental entity.

224 **Sign, nonresidential development/construction.** A temporary on-site ground sign  
225 identifying the developing new nonresidential tracts or lots and which can also contain the  
226 names of the architects, engineers, contractors and similar artisans in the design or  
227 construction of the structure or project. This sign pertains to a new nonresidential  
228 development that has been approved by the city and is under construction.

229 **Sign, residential development/construction.** A temporary on-site ground sign identifying  
230 the developing new residential tracts or lots and which can also contain the names of the  
231 builders and similar artisans in the design or construction of the project. This sign pertains to  
232 a new residential development of four or more lots that have been approved by the city and is  
233 under construction.

234 **Sign, directional.** A permanent on-site attached sign intended to aid in vehicular  
235 movement on the site.

236 **Sign, directory.** A permanent on-site attached or monument sign providing direction to or  
237 identifying the buildings in the development.

238 **Sign, drive through.** A permanent on-site attached or monument sign located immediately  
239 adjacent to, within, or over a drive through lane that is associated with sales conducted from  
240 an automobile.

241 **Sign, drive through—Non-food service.** A drive through sign associated with sales from  
242 an automobile that are not related to food service sales.

243 **Sign, estate sale.** A temporary ground sign intended to advertise an estate sale,  
244 conducted primarily indoors, on residential property.

245 **Sign, existing building for sale/leasing.** An on-site sign intended to advertise a building or  
246 buildings for sale or lease after the building(s) have been occupied for a year or more.

247 **Sign, exposed string lights.** Exposed visible light bulbs on an electrical cord typically  
248 hung on a patio area for decorative purposes.

249 **Sign face.** The surface of one side of a sign.

250 **Sign, flat panel.** An attached non-internally illuminated sign that contains routed or  
251 embossed text and/or logo affixed on a single metal plate less than two inches in thickness.

252 **Sign, freestanding.** A sign made of permanent materials supported by one or more  
253 columns, poles, uprights, or braces anchored in the ground and not attached to any building.

254 **Sign, freestanding suspended sign.** A sign mounted above grade adjacent to a business,  
 255 affixed to a beam or overhang.



256

257 **Sign, garage/yard sale.** A temporary ground or banner sign intended to advertise garage  
 258 sales or yard sales.

259 **Sign, gasoline pricing.** Permanent on-site monuments sign which displays the price per  
 260 gallon of fuel sold by that business, and which may be periodically changed to reflect changes  
 261 in fuel prices.

262 **Sign, government.** A sign erected by or on behalf of a federal, state or local government  
 263 or an agency thereof.

264 **Sign, grand opening banner.** A banner to advertise grand opening celebrations for  
 265 individual businesses.

266 **Sign, ground.** Any sign connected to the ground by legs, poles, or other supports and  
 267 which is not an attached, portable, monument, or vehicular sign.

268 **Sign, holiday.** Any sign that is associated with the celebration of a recognized holiday or  
 269 celebration.

270 **Sign, home occupation.** An attached on-site sign at the entrance of a home occupation.

271 **Sign, land.** A temporary on-site ground sign on vacant land intended to advertise land for  
 272 sale including un-platted tracts of land.

273 **Sign, light pole banner.** A banner sign attached to a light pole along a public street or  
 274 within a public park.

275 **Sign, menu-board.** A drive through sign associated with menu and pricing for food  
 276 services and may include an audible speaker and microphone integral to the sign.

277 **Sign, model home.** A temporary on-site real estate sign identifying a homebuilder's model  
 278 home open for inspection.

279 **Sign, monument.** Any sign which is connected to the ground and which has no clear  
 280 space for the full width of the sign between the bottom of the sign and the surface of the  
 281 ground. A monument sign includes a sign face and sign structure, and may also include a  
 282 sign base and sign cap as described below:

283 (1) **Sign base.** The above-ground foundation of the sign, which includes the exposed  
 284 concrete footing for the sign.

285 (2) **Sign face.** The surface of the sign in which the sign message is located.

286 (3) **Sign structure.** The structure surrounding the sign face.

287 (3) **Sign cap.** A part of the sign structure located above the sign face that is constructed  
 288 of a different masonry material and/or extends horizontally from the rest of the sign  
 289 structure.

290 **Sign, new construction for sale/leasing.** A temporary on-site sign intended to advertise a  
 291 newly constructed existing building or buildings for sale or lease.

292 **Sign, off-premise.** A sign displaying advertising copy that pertains to a business, person,  
 293 organization, activity, event, place, service, or product not principally located or primarily  
 294 manufactured or sold on the premises on which the sign is located.

295 **Sign, on-premise.** A freestanding sign identifying or advertising a business, person, or  
 296 activity, and installed and maintained on the same premises as the business, person, or  
 297 activity.

298 **Sign panel.** Any separate, single panel or piece of material containing a word or symbol  
 299 legend or individual message that is affixed to the face of a sign. Each sign panel shall be  
 300 uniform in size.

301 **Sign, panel replacement.** The replacement of a panel on an existing sign that does not  
 302 alter the sign.

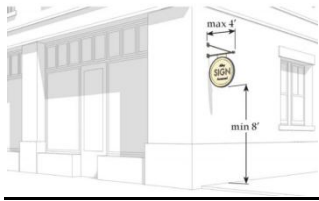
303 **Sign permit.** The official authorization by the city to alter, erect, or display any sign not  
 304 exempted by this article.

305 **Sign, political.** A type of off-site sign which refers only to the candidates or issues  
 306 involved in a political election. This type of sign is subject to the regulations contained in  
 307 Texas Local Government Code 216.903.

308 **Sign, portable.** Any sign which is not attached or affixed to the ground, a building,  
 309 vehicle, or other fixed structure or object. Portable signs include those signs installed on  
 310 wheels, trailers, skids, and similar mobile structures.

311 **Sign, projecting.** A sign mounted perpendicular to an exterior wall of a business.

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314 **Sign, reader-board.** A sign that utilizes alternating electronic data control components or  
 315 a sign comprised of non-permanent letters, numerals or symbols, which allows a change of  
 316 sign copy by adding, removing or rearranging said letters, symbols or numerals.

317 **Sign, residential builder.** A temporary on-site sign identifying the builder or general  
 318 contractor of a residential construction site.

319 **Sign, residential real estate.** A temporary on-site sign identifying existing residential  
 320 buildings and/or lots for sale or lease on all residentially zoned and platted lots.

321 **Sign, restricted parking.** A temporary or permanent sign in a parking lot that restricts  
 322 parking for any reason.

323 **Sign, reverse channel.** A sign that has opaque channel letter faces and sides with  
 324 illumination inside the letter cavity that shines out the back of the letter. These back lit letters  
 325 are mounted away from the wall so a halo forms behind them. A clear polycarbonate back  
 326 prevents animals from nesting inside the letter. These types of signs are also called "halo lit"  
 327 or "backlit" letters.

328 **Sign, roof.** Any sign that is:

329 (1) Erected on a vertical framework supported by and located immediately and entirely  
 330 over the roof of a building; or

331 (2) Attached to a fascia extending above or below the projection of the fascia; or

332 (3) Painted or otherwise affixed on a roof; or



333 **(4) Displayed above the eave line of a sloped roof or parapet of a flat roof.**



334

335 **Sign, sandwich board. A portable sign consisting of two panels of equal size, which are**  
336 **hinged at the top and placed on the ground or pavement so as to be self-supporting.**

337 **Sign, service entrance door. Signs attached to an entrance door are allowed for building**  
338 **identification with lettering not to exceed four inches in height and no greater than two square**  
339 **feet. The sign may include the telephone number, business name and suite number.**

340 **Sign, special purpose. A temporary sign that is either on-site or off-site that provides**  
341 **identification or information pertaining to a special event or occurrence sponsored by a**  
342 **nonprofit or civic organization.**

343 **Sign, spectacular. A sign with flashing, rotating or blinking lights, any sign which mimics**  
344 **a traffic control device or in any way interferes with the safe operation of a motor vehicle.**  
345 **Also, any electronic reader board whose message changes faster than once every eight**  
346 **seconds shall be considered a spectacular sign.**

347 **Sign structure. See sign, monument.**

348 **Sign, subdivision entry. Any permanent on-site sign identifying a residential subdivision.**



349

350 **Sign, subdivision marketing/open house. A temporary sign used to market or advertise**  
351 **residential subdivisions/open houses within the city and to direct interested persons to the**  
352 **subdivision/open house location.**

353 **Sign, temporary. Any sign constructed of cloth, canvas, light fabric, cardboard,**  
354 **wallboard, or other like materials, with or without frames, and any type sign not permanently**  
355 **attached to the ground, wall, or building, intended to be displayed for a short period of time**  
356 **only.**

357 **Sign, upper story. An attached sign located on a multistory building that is either**  
358 **displayed above the ceiling level of the first story and/or displayed 20 feet or more above**  
359 **grade of the closest roadway surface.**

360 **Sign, vehicular. Any sign which is attached to or supported by a vehicle, trailer, other**  
361 **sign apparatus, or is located within a vehicle and is visible.**



362

363 **Sign, wall.** A sign attached to the wall or face of a building, or constructed as part of such  
 364 wall or face, to identify a business or product sold or services within the building.

365 **Sign walker/spinner (human directional sign).** A person, on the public R.O.W. that is  
 366 holding, twirling, or wearing a sign, wearing lights, or wearing a costume to advertise/draw  
 367 attention to a business, project, place, or event.

368 **Sign, wayfinding.** A government sign that provides direction to locations and facilities.

369 **Sign, window.** Any sign affixed to any internal and/or external surface of a window or is  
 370 located less than ten feet from the window of any establishment. In addition, any sign  
 371 displayed in window area that is used to describe in-store sales, promotions, etc.



372

373 **Sign, window display.** Any display of goods, merchandise, products or lifestyle images as  
 374 in a window designed to attract customers.

375 **Sign, wind-driven.** Any sign, pennant, flag (other than official flags), ribbons, spinners,  
 376 streamers or captive balloons, or other objects or material fastened in such a manner as to  
 377 move upon being subjected to pressure by wind and drawing attention to a business, product,  
 378 service or activity whether it contains a message or not.

379 **Site.** A lot, tract or building pad.

380 **Temporary structure.** A structure without any foundation or footings.

381 **Window area, aggregate.** The sum total of all the window area on a façade per tenant.



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### 383 **Sec. 6.03. - Applicability.**

384 With the exception of the exemptions set forth in subsection (3) of this section, no sign  
 385 shall be erected, altered, or displayed within the city without a duly approved sign permit.

386 (1) **Nonconforming existing signs.** All signs that are lawfully in existence on the date of  
 387 adoption of this article may exist in their present form, but no such signs shall be  
 388 altered or moved unless a permit is issued pursuant to the provisions of this article.  
 389 Permits granted prior to the passage of this article shall be renewed only if the  
 390 applicant complies with all provisions of this article.

391 Any legal, nonconforming sign which has been substantially destroyed or dismantled  
 392 for any purpose other than maintenance shall be deemed as completely destroyed if  
 393 the cost of repairing the sign is more than 60 percent of the cost of erecting a new  
 394 sign of the same type at the same location. Under this provision, the sign shall be  
 395 removed and a permit shall be required to erect a new sign.

396 (2) **Prohibited signs.** All of the following signs are prohibited.

- 397 a. Signs attached to light fixtures, poles, curbs, sidewalks, gutters, streets, utility  
398 poles, public buildings, fences, railings, public telephone poles, or trees,  
399 excluding political signs on private property as provided by applicable statute.
- 400 b. Signs which prevent free ingress to or egress from any door, window, or fire  
401 escape.
- 402 c. Signs erected or displayed in such a manner as to obstruct free and clear vision  
403 at any location, street, intersection, or driveway. All signs placed at any  
404 intersection shall prevent such problem by observing a sight triangle as  
405 provided for in section 6.02., Definitions.
- 406 d. Any sign which interferes with vehicular or pedestrian traffic as a result of the  
407 position, size, shape, movement, color, fashion, manner, or intensity of  
408 illumination or any other characteristics causing such interference. No person  
409 shall erect or allow to be displayed any sign in such a manner as to interfere  
410 with, obstruct the view of, or be confused with any authorized traffic sign, signal,  
411 or device, including, without limitation, signs making use of the words "stop,"  
412 "go," "look," "slow," "danger," or any other similar word, phrase, symbol or  
413 character, or employ any red, yellow, green, or other colored lamp or light in  
414 such a manner as to cause confusion or otherwise interfere with vehicular or  
415 pedestrian traffic.
- 416 e. Signs erected or displayed on or over public right-of-way (R.O.W) or other public  
417 property, excluding approved way-finding signs and signs erected by the city,  
418 county, state or other authorized governmental agency, or with the permission  
419 of the city, for public purposes.
- 420 f. Signs directly painted on buildings, except for signs less than a five-square-foot  
421 area used for building identification.
- 422 g. Obscene signs in which the dominant theme of material taken as a whole  
423 appeals to a prurient interest in sex, or is patently offensive because it affronts  
424 community standards relating to the description or representation of sexual  
425 matters, and is utterly without redeeming social value.
- 426 h. Portable signs
- 427 i. Signs illuminated to such intensity or in such a manner as to cause a glare or  
428 brightness to a degree that it constitutes a hazard or nuisance to traffic.
- 429 j. Exposed LED lights or other similar lighting installed on or around the framing  
430 of windows.
- 431 k. Signs that move or flash or have moving or flashing components; signs that are  
432 intermittently lighted or have changing colors; signs that revolve; or any other  
433 similarly constructed signs.
- 434 l. Illuminated signs erected or displayed within 150 feet of a single-family  
435 residentially zoned property unless the lighting is shielded from view of the  
436 residentially zoned property.
- 437 n. Any sign attached to a trailer, skid, or similar mobile structure, or vehicle sign  
438 where the primary use of such structure is to provide a base for such sign or to  
439 constitute the sign itself. This provision shall not be interpreted to prohibit  
440 identification signs on vehicles used for normal business purposes, nor shall it  
441 be interpreted to prohibit bumper stickers. Vehicles with signage are in violation  
442 of this article if the vehicle is parked in a manner for an extended period or off-  
443 site from the business location such as overnight in a manner where it is visible  
444 from the street.
- 445 o. Sign walkers/spinners.

- 446 p. Structural, non-structural additions or attachments to monument signs,  
447 excluding structural modifications for which a valid permit has been issued.
- 448 g. Any lighting projected onto a building, excluding customary exterior building  
449 and site illumination and permitted sign illumination.
- 450 r. Upper story signs, unless approved as part of a master sign plan or variance.
- 451 s. Sign attached to a vehicle advertising the sale of the vehicle in the R.O.W. or  
452 where the vehicle is parked in such a way that the sign attracts the attention of  
453 or informs persons using the public right-of-way.
- 454 t. Graffiti is specifically prohibited within the city. The owner of property on which  
455 graffiti is located shall remove all graffiti with 72 hours of notice.
- 456 u. No new off-premises signs shall be erected or re-erected within the city limits  
457 except as provided for in this article or except as installed by the City of  
458 Seabrook. This provision does not prohibit the ordinary maintenance of such  
459 previously erected signs, but such signs shall not be improved. If a sign is 60  
460 percent or more destroyed, as determined by the code enforcement officer, it  
461 shall be removed by the owner and not re-erected.
- 462 v. Spectacular signs are prohibited.
- 463 w. Signs advertising services or commercial operations are prohibited within  
464 residential zoning districts. Exception: On-premises signage advertising  
465 services or commercial operations for a church and/or a public school.
- 466 y. Inflatable signs.
- 467 z. Roof mounted signs
- 468 (3) Exemptions. The following signs are exempt from the requirements of this article:
- 469 a. Warning and security signs, including signs placed by a public utility for the  
470 safety, welfare, or convenience of the public, including, but not limited to signs  
471 identifying high voltage, public telephone, or underground cables.
- 472 b. Government signs including flags, insignia, legal notices, informational,  
473 directional, and traffic signs which are legally required or necessary to the  
474 essential functions of government agencies.
- 475 c. "No Dumping" and "No Trespassing" signs, less than two square feet in area per  
476 sign face.
- 477 d. Signs in public parks placed inside ball field fencing by the city, which are  
478 intended for advertising to raise funds for recreation programs which have copy  
479 on only one face with the copy facing toward the interior of the field.
- 480 e. Signs attached to a donation bin.
- 481 f. Signs approved as associated with a city manager approved special event  
482 permit.
- 483 g. Non-illuminated names of buildings, dates of erection, monument statues,  
484 commemorative tablets and the like when carved into stone, concrete, metal, or  
485 any other permanent type of construction and made an integral part of an  
486 allowed structure or made flush to the ground. Monumental commemorative  
487 sculpture and/or graphic art in any medium and including images depicting real  
488 or allegorical persons, non-commercial themes or symbols, historical scenes  
489 and events or idealized scenes, and inscribed dedications or quotations,  
490 permanently attached to and incorporated into the overall design of all or part of  
491 one or more facades.

- 492 h. Any traffic sign, public notice or warning required by a valid and applicable
- 493 federal, state, or local law, regulation, or ordinance.
- 494 i. Traffic control signs on private property, such as stop, yield, and similar signs,
- 495 and which contain no commercial message.
- 496 j. Address signs
- 497 k. Retail store window displays of merchandise, freestanding three-dimensional
- 498 promotional items (with or without proprietary words or symbols solely
- 499 describing the merchandise and/or merchandise that is sold in the store), and/or
- 500 display fixtures not affixed to windowpanes.
- 501 l. Holiday season decorations, school, religious organizations and college periodic
- 502 event signs with no commercial message.
- 503 m. Restricted parking signs required or authorized by city ordinance or by law,
- 504 including but not limited to handicap parking signs.
- 505 n. Outdoor exposed string lights (patio lights) are permitted in commercial outdoor
- 506 dining/patio areas.
- 507 (4) Limited exemptions. The following signs are exempt from the requirement for a
- 508 sign permit as long as they meet the corresponding standards, as listed in
- 509 Tables 1 and 2.

510 **Table 1: Summary of Sign Regulations for Signs Exempt from the Requirement of a**

511 **Sign Permit**

- 512 1. The angle for V-shaped ground signs shall not exceed 90 degrees.
- 513 2. Temporary ground signs may be displayed at or behind the property line. Temporary
- 514 ground signs may not be displayed on public R.O.W., including medians.
- 515 3. For temporary ground signs, sign height is measured as the vertical distance
- 516 between the grade of the closest roadway surface and the top of the sign.
- 517 4. Signs exceeding 32 square feet in area shall be accompanied by a signed and sealed
- 518 drawing prepared by an engineer licensed to practice in the state of Texas attesting
- 519 to the fact that the structure will meet the wind loading requirements of the City of
- 520 Seabrook.

<u>Type of Sign</u>	<u>Temporary /Permanent</u>	<u>Sign Structure Permitted/Type</u>	<u>Maximum Height</u>	<u>Maximum Area</u>	<u>Number of Signs</u>	<u>Duration/Time Limitation</u>	<u>Other Standards</u>
<u>Model home / residential sales trailer</u>	<u>Temporary</u>	<u>Ground - Monument</u>	<u>5 ft</u>	<u>64 sf for a two sided sign; 32 sf per sign face</u>	<u>1 per site</u>	<u>Must be removed upon sale of the house</u>	<u>N/A</u>

<u>Subdivision marketing/open house</u>	<u>Temporary</u>	<u>Ground</u>	<u>3 ft</u>	<u>8 sf; 4 sf per sign face</u>	<u>1 on-site. Not to exceed 4 off-site</u>	<u>Signs may be displayed between noon on Friday to 7:30 a.m. Monday</u>	<u>All signs must display the telephone number of the real estate broker, sales agent, homeowner, or builder and shall be located on private property</u>
<u>Residential builder</u>	<u>Temporary</u>	<u>Ground</u>	<u>3 ft</u>	<u>8 sf; 4 sf per sign face</u>	<u>1 per site</u>	<u>Installed after issuance of building permit; must be removed upon issuance of CO</u>	<u>N/A</u>
<u>Single-family real estate "R-1/R-2 Zoning Districts"</u>	<u>Temporary</u>	<u>Ground</u>	<u>3 ft</u>	<u>6 sf; 3 sf per sign face</u>	<u>1 per site</u>	<u>Must be removed upon sale/lease of the property</u>	<u>N/A</u>
<u>Temporary on-premises real estate - Other than those established in R-1 and R-2 Zoning Districts "Tracts up to 1 acre"</u>	<u>Temporary</u>	<u>Ground</u>	<u>8 ft as measured from the finished grade of the street in front of the sign</u>	<u>64 sf; 32 sf per sign face</u>	<u>1 per street frontage</u>	<u>Must be removed within 30 days of the completion of construction or sale of property</u>	<u>May be located anywhere on property for sale and/or under construction provided they are set back a minimum of 25 ft from another freestanding sign and 10 ft from the side property line.</u>
<u>Temporary on-premises real estate - Other than those established in R-1 and R-2 Zoning Districts "Tracts greater than 1 acre and up to 5 acres"</u>	<u>Temporary</u>	<u>Ground</u>	<u>10 ft as measured from the finished grade of the street in front of the sign</u>	<u>64 sf; 32 sf per sign face</u>	<u>2 per street frontage</u>	<u>Must be removed within 30 days of the completion of construction or sale of property</u>	<u>May be located anywhere on property for sale and/or under construction provided they are set back a minimum of 25 ft from</u>

							<u>another freestanding sign and 10 ft from the side property line.</u>
<u>Temporary on-premises real estate - Other than those established in R-1 and R-2 Zoning Districts "Tracts greater than 5 acres"</u>	<u>Temporary</u>	<u>Ground</u>	<u>10 ft as measured from the finished grade of the street in front of the sign</u>	<u>128 sf; 64 sf per sign face</u>	<u>3 per street frontage</u>	<u>Must be removed within 30 days of the completion of construction or sale of property</u>	<u>May be located anywhere on property for sale and/or under construction provided they are set back a minimum of 25 ft from another freestanding sign and 10 ft from the side property line.</u>
<u>Political</u>	<u>Temporary</u>	<u>No limitation</u>	<u>8 ft</u>	<u>72 sf; 36 sf per sign face</u>	<u>No limit</u>	<u>Signs associated with an election must be removed within 10 days after the election</u>	<u>Signs shall not be displayed on city property or on public or TXDOT R.O.W</u>
<u>Replace sign panel</u>	<u>Temporary/Permanent</u>	<u>Ground</u>	<u>Monument, ground, or attached</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>No permit is required as long as the sign is not altered (see definition of "alter")</u>
<u>Vehicular</u>	<u>Temporary/Permanent</u>	<u>Vehicular</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>Vehicles, trailers, and other sign apparatus parked overnight shall not be located in front of the building or lease space and, when possible, shall be located to the rear or side of the building not facing a public street. Vehicles may be parked in front of the lease space during active business hours for loading and unloading only for no more than 4 hours. All vehicles must bear current license plates, registration and be operational</u>	

<u>Café umbrella</u>	<u>Temporary</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>Letter/logo height is limited to 8 in. Signage may only be displayed on the flap of the umbrella</u>
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523 **Table 2: Standards for Window Signs**

524 Window signs that meet the following standards shall be exempt from permit  
525 requirements. Window signs that do not meet the following standards shall be prohibited  
526 unless approved as part of a master sign plan.

<u>Number of Signs per Window*</u>	<u>Maximum Aggregate Area** for All Signage</u>	<u>Comments</u>
<u>4</u>	<u>20% of the window area</u>	<u>The following shall be exempt from this limitation:</u> <ul style="list-style-type: none"> <li><u>• Addresses, non-illuminated closed/open signs, hours of operation, credit card logos, real estate signs, and now hiring signs.</u></li> <li><u>• Mannequins and storefront displays of merchandise sold (any signs describing in-store promotions, sales, etc. shall be considered to be window signs and not part of the display and must meet the window sign requirements of this article).</u></li> <li><u>• Interior directory signage identifying shopping aisles and merchandise display areas.</u></li> </ul>

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\* Aggregate sign area is defined as a sum total of all the window and interior sign area on the aggregate window area available per tenant.

\*\* An individual window is defined as an area of fenestration that is totally bounded by the principal

The following standards shall apply to illuminated open signs:

<u>Number of Illuminated Open Signs</u>	<u>Maximum Sign Face Area</u>	<u>Additional Regulations</u>
<u>1 per street frontage</u>	<u>4 sf</u>	<ul style="list-style-type: none"> <li><u>• Sign(s) shall only read "OPEN".</u></li> <li><u>• Sign(s) shall only be located in the window of the business.</u></li> <li><u>• Sign(s) shall be placed no higher than 7 feet above the finished floor.</u></li> <li><u>• Sign(s) shall not blink, flash, oscillate or intermittently turn on and off.</u></li> </ul>

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**Table 2.1: Standards for Service Entrance Door Signs**

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**Signs attached to a service entrance door for building identification:**

<u>Number of Signs</u>	<u>Maximum Sign Face Area</u>	<u>Additional Regulations</u>
<u>1 per service door</u>	<u>2 sf</u>	<ul style="list-style-type: none"> <li>• <u>Lettering not to exceed 4" in height</u></li> <li>• <u>Limited to 2 square feet in area</u></li> <li>• <u>Sign limited the telephone number, business name and suite number and logos.</u></li> </ul>

536

**Sec. 6.04. - Permitted temporary signs and specific sign regulations.**

537

**(a) Temporary signs requiring a permit.**

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**(1) Signs exceeding 32 square feet in area shall be accompanied by a signed and sealed drawing prepared by an engineer licensed to practice in the state of Texas attesting to the fact that the structure will meet the wind loading requirements of the City of Seabrook.**

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**(2) The sign regulations for temporary signs requiring a permit are outlined in Table 3.**

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**Table 3: Regulations for Temporary Signs Requiring a Permit**

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<u>Sign Type</u>	<u>Permitted Sign Structure</u>	<u>Max. Sign Height</u>	<u>Maximum Sign Face Area</u>	<u>Number of Signs</u>	<u>Location/ Minimum Setback</u>	<u>Duration</u>	<u>Additional Regulations</u>
<u>Banner</u>	<u>Attached</u>	<u>NA</u>	<u>0.5 sf for every 1 foot of width of building or lease space, but not limited to less than 20 sf and not to exceed 60 sf</u>	<u>1 per lease space</u>	<u>Attached to the building and shall not project above the roofline or parapet of the building.</u>	<u>15 days, four per calendar year with a 30 day separation between permits.</u>	<u>The width of the sign shall not exceed the storefront width.</u>

<p><u>Grand Opening Signage</u></p>	<p>NA</p>	<p>NA</p>	<p><u>Grand Opening Banner, 0.5 sf for every 1 foot of width of building or lease space, but not limited to less than 20 sf and not to exceed 60 sf</u></p> <p><u>Wind-driven signs, flags, ribbons, streamers, shall be considered grand opening signs.</u></p>	<p>NA</p>	<p><u>Attached to the building and shall not project above the roofline or parapet of the building.</u></p>	<p><u>15 days. May be displayed one time within 1 year of issuance of CO.</u></p>	<p><u>Inflatable and spectacular signage is prohibited.</u></p>
<p><u>Light pole banners</u></p>	<p><u>Attached</u></p>	<p>NA</p>	<p><u>10 sf per sign face</u></p>	<p><u>1 per light pole</u></p>	<p>NA</p>	<p></p>	<p></p>
<p><u>Sandwich board signs</u></p>	<p>NA</p>	<p><u>4 feet</u></p>	<p><u>18 sf; 9 sf per sign face</u></p>	<p><u>1 per lease space</u></p>	<p><u>Permitted only on sidewalks along Main Street within the (OS) Zoning District.</u></p>	<p><u>Sign shall be removed every day after the business is closed.</u></p>	<p><u>• Sign may not exceed 3 feet in width.</u> <u>• A minimum of 4 feet of sidewalk shall remain clear.</u> <u>• Chalkboards may be used for daily changing of messages.</u></p>
<p><u>Garage/yard/estate sale</u></p>	<p><u>Temporary</u></p>	<p><u>Ground</u></p>	<p><u>3 ft</u></p>	<p><u>6 sf; 3 sf per sign face</u></p>	<p><u>4 per sale, not more than 3 off-site</u></p>	<p><u>Noon on Thursday to noon on Monday or any legal holiday. Not to exceed 5</u></p>	<p><u>Signs shall not be displayed on city property or on public or TXDOT R.O.W</u></p>

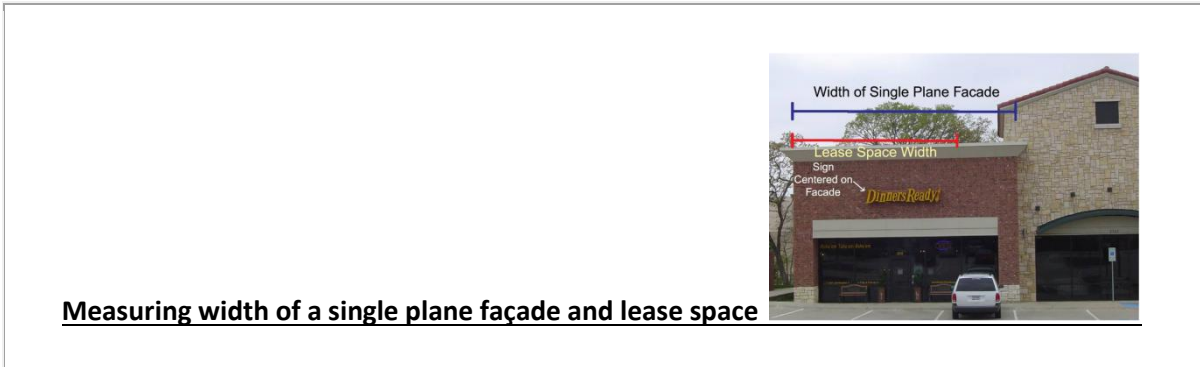


<u>signage is permitted</u>	<u>exceed 2 square feet for every linear foot of the front or main facade, not to exceed a total area of 200 square feet.</u>
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562 \* Attached/wall mounted signage shall not project above the roof or a parapet.

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**Table 5: Free Standing Signs**

566 (1) The sign base and sign structure for a monument sign shall be brick, stone, or  
567 masonry material matching the front façade of the building. The sign face shall be  
568 framed by a minimum of six inches of brick, stone, or masonry material matching the  
569 front façade of the building.

570 (2) Signs with changeable electronic copy shall not change more than once every 10  
571 seconds and shall not flash, rotate, blink, or mimic traffic control device or in any  
572 way interfere with the safe operation of a motor vehicle. Additionally, each text shall  
573 change be instantaneous. During daylight hours between sunrise and sunset,  
574 luminance shall be no greater that five thousand nits (candela per square meter). At  
575 all other times, luminance shall be no greater than two hundred fifty nits (candela per  
576 square meter). Each sign shall have a light sensing device that will automatically  
577 adjust the brightness of the display as the natural ambient light conditions change,  
578 to comply with the limits set herein.

579 (3) Maximum total height is measured from the finished grade at the center of the sign. If  
580 the finished grade at the center of the sign is higher than the finished grade of the  
581 closest paved surface, then the height shall be measured from the finished grade of  
582 the closest paved surface.

583 (4) The monument base shall be a maximum of two feet in height and shall be included  
584 in the calculation of total height.

585 (5) Illuminated, internal, backlit or externally lit address numbers are required on  
586 business monument signs and shall be located within the top 20 percent of the sign  
587 structure. Address numbers must be a minimum of eight inches in height along State  
588 Highway 146 and Nasa Parkway and a minimum of six inches in height on all other  
589 streets.

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- (6) For multi-tenant developments, the development name, if included as an integral part of the monument structure (i.e., not a separate panel), will not count toward the maximum sign face area as long as the area of the development name does not exceed 20 percent of the allowable maximum sign face area.**
- (7) For signs with multiple sign panels, the background color for all sign panels on the sign shall be consistent.**
- (8) No sign or portion thereof shall be permitted within the clear sight triangle at any intersection of streets or an intersection of a driveway with a street. A clear sight triangle of seventy-five feet shall be measured along the center lines from the point of intersection. No sign, other than an official government exempt sign, shall be erected or maintained within the legal right of way of any street.**

<u>Street Typology</u>	<u>Sign Type</u>	<u>Number of Signs</u>	<u>Maximum/Minimum Total Height (feet)</u>	<u>Maximum Height of Sign Face</u>	<u>Maximum Width</u>	<u>Maximum Sign Face Area (square feet)</u>	<u>Minimum Required Setbacks</u>
<u>State Highway 146.</u>	<u>Monument.</u>	<u>1 per every 500 feet of frontage</u> :	<u>12 feet maximum.</u>	<u>10 feet.</u>	<u>24 feet.</u>	<u>160 sf (total) and 80 sf per sign face.</u>	<u>All parts of the sign shall be setback a minimum of 5 feet from all property lines.</u>
<u>Nasa Parkway.</u>	<u>Monument.</u>	<u>1 per every 500 feet of frontage</u> :	<u>8 feet maximum.</u>	<u>6 feet.</u>	<u>16 feet.</u>	<u>120 sf (total) and 60 sf per sign face</u>	<u>All parts of the sign shall be setback a minimum of 5 feet from all property lines.</u>
<u>Main Street.</u>	<u>Attached projecting Sign.</u>	<u>One per street frontage</u> :	<u>Minimum height 8 feet above finished grade.</u>	<u>15 feet.</u>	<u>4 feet.</u>	<u>32 sf (total) and 16 sf per sign face.</u>	<u>N/A.</u>

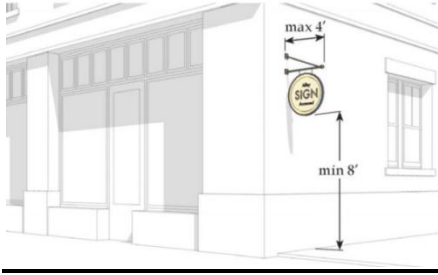
<p><b><u>Point Overlay District.</u></b></p>	<p><b><u>Freestanding Suspended Sign.</u></b></p>	<p><b><u>One per street frontage</u></b> :</p>	<p><b><u>Maximum height 14 feet above finished grade.</u></b></p>	<p><b><u>8 feet.</u></b></p>	<p><b><u>4 feet.</u></b></p>	<p><b><u>32 sf (total) and 16 sf per sign face.</u></b></p>	<p><b><u>All parts of the sign shall be setback a minimum of 5 feet from all property lines.</u></b></p>
<p><b><u>Seabrook Town Center Commercial Overlay District.</u></b></p> <p style="text-align: center;"><b><u>See Article 4. Special Use Regulations, Section 4.16 The Seabrook Town Center Commercial Overlay District Regulations, Subsection 4.16.15 Signage.</u></b></p>							
<p><b><u>All other streets where signage is permitted.</u></b></p>	<p><b><u>Monument.</u></b></p>	<p><b><u>1 per street frontage</u></b> :</p>	<p><b><u>6 feet 6 inches maximum.</u></b></p>	<p><b><u>4 feet.</u></b></p>	<p><b><u>13 feet.</u></b></p>	<p><b><u>100 sf (total) and 50 sf per sign face.</u></b></p>	<p><b><u>All parts of the sign shall be setback a minimum of 5 feet from all property lines.</u></b></p>



602

603 **Elements of a Monument Sign**

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606 **Projecting Sign**



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608 **Freestanding Suspended Sign**

608

609 **Sec. 6.06. - Master sign plans.**

610 **(a) Purpose. The purpose of a master sign plan is to allow an applicant, subject to approval**  
611 **of the city council, the option of designating an area that will define unique**  
612 **characteristics in all sign elements including type, design, and location based upon**  
613 **specific performance criteria. The goal of a master sign plan is to:**

614 **(1) Promote consistency among signs within a development thus creating visual**  
615 **harmony between signs, buildings, and other components of the property;**

616 **(2) Enhance the compatibility of signs with the architectural and site design features**  
617 **within a development; and**

618 **(3) Encourage signage that is in character with planned and existing uses thus creating**  
619 **a unique sense of place.**

620 **(4) Encourage multi-tenant commercial uses to develop a unique set of sign regulations**  
621 **in conjunction with development standards.**

622 **(b) Application process.**

623 **(1) The applicant shall develop a master sign plan for all sign elements in the**  
624 **development based on the sign design guidelines established in subsection (d) of**  
625 **this section.**

626 **(2) The administrative official shall forward the applicant's master sign plan to the**  
627 **planning and zoning commission for review and recommendation. A master sign**  
628 **plan application will be considered by the city council following a recommendation**  
629 **by the Planning and Zoning Commission. The city council shall make the final**  
630 **determination on the master sign plan.**

631 **(3) After approval of a master sign plan for a particular development, all signs in that**  
632 **development shall meet the standards approved in that specific master sign plan.**

633 **(c) Application requirements. A master sign plan application shall be a written and/or**  
634 **illustrated document to depict the proposed signs which shall include:**

635 **(1) Proposed sign palette which may include:**

636 **a. Attached building signs.**

637 **b. Upper story signs.**

638 **c. Monument signs.**

639 **d. Window signs.**

640 **e. Directional signs/wayfinding.**

641 **f. Directory signs.**

642 **g. Pedestrian oriented signs.**

643 **h. Other.**

644 **(2) Location of all proposed signs included in the sign palette.**

645 **(3) Size and number of all proposed signs including maximum area, letter height,**  
646 **number, height, etc.**

647 **(4) Materials proposed for all signs and sign structures.**

648 **(5) Color and style palette for all signs (letter colors, background colors, text fonts, etc.)**  
649 **including context of where signs are to be placed on any given façade.**

650 **(6) Type of illumination proposed (external, internal, etc.)**

651 **(7) Landscaping and/or ornamental structures including fences, fountains, public art,**  
652 **ground cover, and other landscaping elements that are intended to complement the**  
653 **proposed sign palette and design.**

654 **(8) Any other information as required by the decision making bodies.**

655 **(d) Design guidelines—Master sign plans. Commercial signage is an integral part of the**  
656 **urban design fabric of Seabrook. It is absolutely necessary and shall be deemed as a tool**  
657 **that helps promote the health, safety and welfare of the general public by providing**  
658 **guidance to both the vehicular driver and pedestrian. Due to its visual prominence and**  
659 **effect on the overall design character of our city, signage as part of master sign plans**  
660 **must be considered on the broader scale of community rather than on an individual site**  
661 **basis. Signage is an integral part of the visual urban streetscape and shall not be**  
662 **designed to visually compete with its surroundings, but rather serve to build on the**  
663 **quality of the traveler's and pedestrian's experience.**

664 **Design Goals:**

665 **(1) To develop organized hierarchies of signage design types that help identify the**  
666 **location and size standards for individual signs without infringing on the**  
667 **capability of creative design.**

668 **(2) To establish design criteria that promote the overall visual quality of the**  
669 **streetscape environment for the general public while providing reasonable and**  
670 **improved standards for identification of individual properties.**

671 **(3) To improve the overall visual cohesive appearance of the site through signage**  
672 **guidelines, with strong consideration that the visual streetscape.**

673 **(4) To promote a "sense of place" for the City of Seabrook while promoting creative**  
674 **design for individual developments.**



675 (5) To promote signage as an architectural complement rather than being visually  
676 and thematically disconnected.

677 Master Signage Plan Application: The master signage program application shall include,  
678 at a minimum, the following to be deemed a completed application:

679 (1) A master site plan showing a location of each of the proposed signage type(s).  
680 Dimension and label the sign types and include distance measurement of the  
681 signs location from the nearest public right-of-way.

682 (2) Provide signage elevations (dimensioned and labeled) indicating proposed text  
683 areas, materials, material finishes, colors, lighting and identifiable references as  
684 to how the signage design relates to the proposed architecture. Identify any  
685 landscaping elements proposed.

686 (3) For all signage is to be mounted on building façades, provide accurate building  
687 elevations that show signage dimension, signage location, text areas, materials,  
688 material finishes, colors and identifiable references as to how the signage  
689 design relates to the proposed architecture.

690 (4) A master sign plan application will be considered by the city council following a  
691 recommendation by the Planning and Zoning Commission.

692 Sec. 6.07. - Administration.

693 (a) Role of the administrative official. The city manager shall appoint the administrative  
694 official who shall administer and enforce the terms and conditions of this article.

695 (b) Sign permit required. No signs, unless exempted under section 6.03. (3) and (4), shall be  
696 erected, displayed, or altered within the city without a duly approved sign permit from the  
697 city. The administrative official or designee shall ensure that all sign permits are granted  
698 only in compliance with the provisions of this article.

699 (c) Application. Application for a permit shall be made as required by this article and the  
700 following information shall be submitted as separate documents:

701 (1) Application form shall be completed.

702 (2) General plan that illustrates:

703 a. Location of the building, structure, or tract to which or upon which the sign is to  
704 be attached or erected.

705 b. Position of the sign in relation to rights-of-way, easements, buildings,  
706 structures, existing signs, etc.

707 c. Sign drawing that illustrates height, length, width, and all other dimensions  
708 associated with the sign.

709 (3) Signature of the owner of the property or the owner's representative stating that the  
710 applicant has permission to erect such signs.

711 (d) Fees. All fees for sign permits shall be in accordance with the current master fee  
712 schedule adopted by the city council.

713 (e) Permit expiration. If the work authorized by a permit issued under this article has not  
714 been commenced within 180 days after the date of issuance, the permit shall become null  
715 and void.

716 (f) Responsibility for enforcement. It is the responsibility of the administrative official to  
717 interpret and administer the requirements of this article.

718 (1) The administrative official may suspend or revoke any permit issued under the  
719 provisions of this article whenever it is determined that the permit is issued in error  
720 or on the basis of incorrect or false information supplied, or whenever such permit is

721 issued in violation of any of the provisions of this article or any other ordinance of  
722 this city or laws of this state or the federal government. Such suspension or  
723 revocation shall be effective when communicated in writing to the person to whom  
724 the permit is issued, the owner of the sign, or the owner of the site upon which the  
725 sign is located. Upon such revocation, all construction related to the revoked permit  
726 shall cease.

727 (2) The administrative official shall periodically inspect each sign regulated by this  
728 article for the purpose of ascertaining whether the same is obsolete and whether it is  
729 in need of removal or repair.

730 (3) Whenever any work for which a permit is required by this article has been  
731 commenced or completed without first obtaining a permit, a special investigation  
732 shall be made before a permit may be issued for such work.

733 (4) The following signs shall be removed based on the determination of the  
734 administrative official:

735 a. *Unsafe dilapidated or deteriorated signs.* If the administrative official determines  
736 that any sign is unsafe or insecure, or is dilapidated or deteriorated, he shall  
737 give written notice to remove or replace (in accordance with this article) said  
738 sign to the person or persons responsible for such sign. If the permit holder,  
739 owner of the sign or owner of the site on which the sign is located fails to  
740 remove or repair the sign within ten days after such notice or to file an appeal of  
741 the decision in accordance with this article, the administrative official is hereby  
742 authorized to cause the removal of such sign. Nothing contained herein shall  
743 prohibit the immediate removal, without notice, of any sign or portion of a sign  
744 which is determined by the administrative official to be an immediate threat or  
745 danger to the public health, safety, or welfare. Any expense incident to the  
746 removal of a sign pursuant to this paragraph shall be paid by the permit holder,  
747 owner of the sign or owner of the site on which the sign is located in addition to  
748 any fine hereunder. The removal of the sign or portion of the sign shall be  
749 limited to the extent necessary to eliminate the threat to the public health, safety,  
750 and welfare.

751 b. *Signs on utility poles.* Any sign that is erected constructed or otherwise attached  
752 to a utility pole located upon any public right-of-way or utility easement may be  
753 removed by the city unless otherwise permitted by this article. Any such sign  
754 removed by city personnel may be held for a period of 24 hours and upon  
755 expiration of such time may be disposed. The city is not required to notify the  
756 permit holder or owner of the sign that it has been picked up or that disposal of  
757 the sign is imminent.

758 c. *Signs in right-of-way and/or on public property.* Any sign that is erected,  
759 constructed, or otherwise located within or upon public right-of-way or on public  
760 property unless otherwise permitted by this article may be removed by the city.  
761 Any such sign removed by city personnel may be held for a period of 24 hours  
762 and upon expiration of such time may be disposed. The city is not required to  
763 notify the permit holder or owner of the sign that it has been picked up or that  
764 disposal of the sign is imminent.

765 d. *Illegally erected signs.* Any sign that is erected, constructed or otherwise  
766 displayed, which the administrative official determines to be in violation of this  
767 article, may be removed by city personnel. Any such sign removed by city  
768 personnel may be held for a period of 24 hours and upon expiration of such time  
769 may be disposed. The city is not required to notify the permit holder or owner of  
770 the sign that it has been picked up or that disposal of the sign is imminent. For  
771 permanent signs, the sign must be removed by the permit holder, owner of the  
772 sign, or owner of the site on which the sign is located within a reasonable time

773 period as determined by the administrative official. Upon failure to comply with  
774 such notice or to file an appeal of the decision in accordance with this article,  
775 the administrative official is authorized to cause the removal of such sign, and  
776 any expense incident thereto shall be paid by the permit holder, owner of the  
777 sign or owner of the site on which the sign is located in addition to any fine  
778 hereunder.

779 e. Signs advertising businesses which have closed or have moved. Signs which  
780 advertise or otherwise direct attention to a product, service, activity, person,  
781 institution, or business which no longer occupies or is conducted, sold,  
782 manufactured, produced, or offered upon the premises where the sign is  
783 displayed shall be removed within 30 days of notification.

#### 784

#### 785

#### 786

#### 787 **SECTION 4. INCORPORATION INTO THE CODE; PENALTY CLAUSE.**

#### 788

789 This ordinance is hereby incorporated and made a part of the Seabrook City Code.  
790 Violation of this Ordinance is subject to the penalty section of said Code including, Section  
791 11.06, "Criminal Enforcement" which provides that any person who shall violate any  
792 provision of this Ordinance shall be deemed guilty of a misdemeanor and, upon conviction,  
793 shall be fined in an amount not to exceed \$2,000.00. Each day of violation shall constitute a  
794 separate offense.

#### 795

#### 796 **SECTION 5. REPEAL OF CONFLICTING ORDINANCES.**

#### 797

798 All ordinances or parts of ordinances in conflict or inconsistent with this Ordinance are  
799 hereby expressly repealed. This Ordinance shall in no manner amend, change, supplement,  
800 or revise any provision of any ordinance of the City of Seabrook, save and except the change  
801 in zoning classification and specific uses/structures approved in the Plan, as provided herein.  
802

#### 803 **SECTION 6. SEVERABILITY.**

#### 804

805 In the event any clause phrase, provision, sentence, or part of this Ordinance or the  
806 application of the same to any person or circumstances shall for any reason be adjudged  
807 invalid or held unconstitutional by a court of competent jurisdiction, it shall not affect,  
808 impair, or invalidate this Ordinance as a whole or any part of provision hereof other than the  
809 part declared to be invalid or unconstitutional; and the City Council of the City of Seabrook,  
810 Texas, declares that it would have passed each every part of the same notwithstanding the  
811 omission of any such part thus declared to be invalid or unconstitutional, whether there be  
812 one or more parts.

#### 813

#### 814 **SECTION 7. NOTICE.**

#### 815

816 The City Secretary shall give notice of the enactment of this Ordinance by promptly  
817 publishing it or its descriptive caption and penalty after final passage in the official  
818 newspaper of the City; the Ordinance to take effect upon publication.  
819

820

821 **PASSED AND APPROVED** on first reading with a quorum present, by an affirmative vote  
822 of a majority of Councilmembers present, in accordance with Seabrook City Charter Section  
823 2.10 on this 6<sup>th</sup> day of February, 2018.

824

825 **PASSED, APPROVED, AND ADOPTED** on final reading with a quorum present, by an  
826 affirmative vote of a majority of Councilmembers present, in accordance with Seabrook City  
827 Charter Section 2.10 on this 20<sup>th</sup> day of February, 2018.

828

829

830

831

By: \_\_\_\_\_

832

Thomas G. Kolupski

833

Mayor

834 ATTEST:

835

836

837 By: \_\_\_\_\_

838 Robin Hicks, TRMC

839 City Secretary

840

841 APPROVED AS TO FORM:

842

843

844 By: \_\_\_\_\_

845 Steven L. Weathered

846 City Attorney