#### **ORDINANCE NO. 2018-O-183**

AN ORDINANCE OF THE CITY OF LAREDO, TEXAS, AMENDING ARTICLE II, CHAPTER 28, SIGN REGULATIONS, OF THE CODE OF ORDINANCES BY AMENDING SECTION 28-23(98) TO PROVIDE FOR SUBDIVISION SIGNS WITHIN CITY RIGHT-OF-WAY UNDER CERTAIN CONDITIONS; PROVIDING FOR TIME, PLACE, AND MANNER REGULATIONS FOR SUCH SUBDIVISION SIGNS; PROVIDING A CUMULATIVE AND REPEALER CLAUSE; PROVIDING A SEVERABILITY CLAUSE; PROVIDING FOR PUBLICATION; AND DECLARING AN EFFECTIVE DATE.

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

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

WHEREAS, the City Council has determined the City's sign regulations should be revised to better reflect modern standards and current trends in the commercial sign industry; and

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

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

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

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

<u>Section 1.</u> The City of Laredo Code of Ordinances, Chapter 28, Article II, Section 28-23(98) is hereby amended as follows:

- **98)** Subdivision Sign <u>Permit Required</u> A sign that identifies a residential development or a planned development, whether residential or non-commercial, and generally refers to the platted name of the subdivision or planned development.
  - a) Subdivision Monument <u>Permit Required</u> A physical improvement such as signs, walls, entry features or other similar improvements constructed to draw attention to or enhance a subdivision or its surrounding area and which includes signage.
    - I. Time. A sign permit is required. A sign permit shall not be issued to erect or place subdivision monument on a property until a site plan is approved by the Planning & Zoning Commission for development of non-residential zoned property, for the development of multifamily properties, or a final plat is approved by the Planning and Zoning Commission for development of single-family or two-family zoned properties. The requirement to prepare the aforementioned plans may be waived should the owner of the property on which the monument is proposed to be located or his representative prepare written documentation and/or graphic illustrations to the satisfaction of city staff to explain the relationship of the proposed monument to future land uses on the property.
    - II. Place. Subdivision monument placed on private property shall observe all building line and setback requirements of the governing zoning district; if not in a zoning district the building line and setback requirements of subdivision monument shall be those of the zoning district that is most similar to the use. A non-habitable monument may encroach into a required setback provided that all visibility clips and easements are observed and the monument is deemed by city staff not to negatively impact fire protection, traffic safety, or existing or future development. One subdivision monument per subdivision entrance may be placed in the right-of-way so long as all other requirements of this article and any other applicable ordinances can be met, excluding TxDOT or other entities right-of-way unless consent is granted. The owner of a subdivision monument within the City right-of-way shall furnish public liability insurance coverage for a minimum of one million dollars (\$1,000,000.00), and shall comply with the application and annual permit requirements of section 28-45. Subdivision monuments may not be erected within an area designated as future right-of-way on the city's thoroughfare plan as it currently exists or may be amended.
    - **III.** Manner. Two subdivision monument signs may be allowed per subdivision entrance, not to exceed a <u>combined</u> total of sixty-four (64) square feet[-]; <u>must</u> <u>be sufficiently offset from the edge of the pavement to provide a safe</u> <u>environment for the travelling public; and must be deemed by city staff not to</u>

<u>negatively impact fire protection, traffic safety, or existing or future</u> <u>development.</u> The developer of the subdivision monument must provide a plan for future maintenance of subdivision monument for the city to review. The maximum height of subdivision monument sign shall not exceed sixteen (16) feet.

- b) Subdivision Identity Sign <u>Permit Required</u> A subdivision identity sign is a sign mounted to a screening wall or engraved into a masonry block which identifies a residential development or a planned development, whether residential or non-commercial, and generally refers to the platted name of the subdivision or planned development.
  - I. Time. A sign permit is required. A sign permit shall not be issued to erect or place a subdivision identity sign on a property until a final plat is approved by the planning and zoning commission for development of the property.
  - **II. Place.** All subdivision identity signs shall be located within the platted limits of a residential subdivision to which it pertains.
  - III. Manner. Subdivision identity signs may be in the form of a sign mounted to a screening wall that does not project from the facia of the wall more than one inch. Alternative types of a subdivision identity sign may be approved as part of a master sign plan. The master sign plan shall be submitted for review with the final plat, landscaping, and screening wall plans for review by the Building Development Services Department. A subdivision identity sign may not be electric or directly lit. Two subdivision identity signs are allowed per entry totaling one per side of the street.

<u>Section 2.</u> This ordinance shall be cumulative of all provisions of ordinances of the City of Laredo, Texas, except where the provisions of this ordinance are in direct conflict with the provisions of such ordinances, in which event the conflicting provisions of such ordinances are hereby repealed.

<u>Section 3.</u> It is hereby declared to be the intention of the City Council that the phrases, clauses, sentences, paragraphs and sections of this ordinance are severable, and if any phrase, clause, sentence, paragraph or section of this ordinance shall be declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, such unconstitutionality shall not affect any of the remaining phrases, clauses, sentences, paragraphs and sections of this ordinance, since the same would have been enacted by the City Council without the incorporation in this ordinance of any such unconstitutional phrase, clause, sentence, paragraph or section.

<u>Section 4.</u> The City Secretary of the City of Laredo is hereby directed to publish the proposed Ordinance as required by Section 2.09 of the Charter of the City of Laredo.

<u>Section 5.</u> The publishers of the City Code of Laredo, Texas are authorized to amend said code to reflect the changes adopted herein and to correct typographical errors and to index, format and number paragraphs to conform to the existing code.

Section 6. This Ordinance shall become effective immediately upon passage.

PETE SAENZ MAYOR

**ATTESTED:** 

JØSE A. VALDEZ, JR ū CITY SECRETARY **APPROVED AS TO FORM:** 

KRISTINA K. LAUREL HALE CITY ATTORNEY

BY:

CRISTIÁN ŘOSAS-GRII/LET ASSISTANT CITY ATTORNEY City Council-Regular Meeting Date: 12/03/2018 Initiated By: Horacio A. De Leon, City Manager Staff Source: Cristian Rosas-Grillet, Assistant City Attorney

## SUBJECT

<u>2018-O-183</u> An Ordinance of the City of Laredo, Texas, amending Article II, Chapter 28, Sign Regulations, of the Code of Ordinances by amending Section 28-23(98) to provide for subdivision signs within city right-of-way under certain conditions; providing for time place, and manner regulations for such subdivision signs; providing a cumulative and repealer clause; providing a severability clause; providing for publication; and declaring an effective date.

#### **PREVIOUS COUNCIL ACTION**

On November 19, 2018, City Council introduced the ordinance.

#### BACKGROUND

N/A

## **COMMITTEE RECOMMENDATION**

N/A

#### STAFF RECOMMENDATION

Staff recommends that City Council approve this ordinance.

**Fiscal Impact** 

Fiscal Year: Bugeted Y/N?: Source of Funds: Account #: Change Order: Exceeds 25% Y/N: FINANCIAL IMPACT: N/A

Attachments

2018-0-183

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#### **B8** | Tuesday, December 18, 2018 | LAREDO MORNING TIMES

