

ORDINANCE #897

AN ORDINANCE AMENDING SECTION 50 OF THE TOWN OF HOLLYWOOD PARK CODE OF ORDINANCE RELATING TO SIGN REGULATION, ADDING A PROVISION FOR CERTAIN OFF-PREMISE SIGNS IN RESIDENTIAL AREAS AND IMPOSING A PERMIT AND FEE SYSTEM FOR SUCH OFF-PREMISE SIGNS WITHIN THE TOWN OF HOLLYWOOD PARK.

WHEREAS, the Town adopted Section 50 to ensure the orderly development of land and use of property within its corporate limits and to provide for uniform sign standards and regulations in order to ensure public safety, efficient communication and promote a positive city image reflecting order, harmony, and pride, thereby strengthening the economic stability of the Town of Hollywood Park's business, cultural, historical, and residential areas; and

WHEREAS, the Town of Hollywood Park continues to seek to maintain the value of the Town of Hollywood Park's scenic and natural resources, which are the keystones of the Town's economic strength and quality of life, through a comprehensive regulatory program that includes land use and development ordinances regulating signs; and

WHEREAS, the Town of Hollywood Park attempts to balance the scenic and natural resources with ever changing circumstances surrounding the Town such as roadway modifications from the State of Texas, other political subdivisions, and varying traffic concerns;

WHEREAS, the Town of Hollywood Park finds that proper regulation of off-premise signs is in the best interest of the Town and its citizens and services scenic, natural, economic, and health and safety purposes; and

WHEREAS, the City Council finds that section of Chapter 50 of the Town of Hollywood Park Code of Ordinances should be amended to address the issues of off-premise signs in residential areas.

Now Therefore: Be it ordained by the City Council of the Town of the Hollywood Park of Texas that the below sections and subsections of Chapter 50 of the Town of Hollywood Park Code of Ordinances are hereby amended as follows:

Sec. 50-1. Commercial Advertising Signs – Generally.

Commercial advertising signs on business premises occupied by retail stores, business concerns, and gasoline stations are permitted on such premises subject to the following regulations:

- (1) The display area of such sign shall be restricted to advertising only the particular business operating on the property on which the sign is installed.
- (2) No moving, rotating, strobe, or flashing advertising signs shall be permitted.

(3) Commercial advertising signs shall be prohibited in residential areas except that a contractor performing services for a resident may place its sign in the yard of the resident he is performing services for a period not to exceed 14 calendar days after the date the permit is issued. No moving, rotating, strobe, or flashing advertising signs shall be permitted in residential areas. These signs shall be designated as residential advertising signs for purposes of this ordinance.

Sec. 50-2 – Same –Limitations.

- (a) The maximum size of the display area of any advertising sign shall be:
 - (1) Twenty feet high by 24 feet wide; or
 - (2) Twenty-four feet high by 20 feet wide.
- (b) In no event shall any such display area exceed 480 square feet.
- (c) The maximum height of any such advertising sign shall not exceed 55 feet from ground level.
- (d) Notwithstanding subsection (a) above, the maximum size of the display area of any residential advertising sign shall be 24 inches by 36 inches, and the maximum height of any residential advertising sign shall not exceed 36 inches. **Sec. 50-3.-Same—**

Permits.

- (a) No commercial advertising signs shall be erected on business premises within the town unless a building permit for such sign has first been issued by the building inspector. No residential advertising sign shall be erected or placed anywhere in the City without first obtaining a sign permit from the City.
- (b) An electrical permit shall be additionally required for an advertising sign requiring the use of electricity in the operation of such sign.
- (c) Before any permit is granted and before any work is begun, the person making such application for such sign permit shall pay to the city secretary a fee in such amount as specified in the schedule of fees, as approved by the city council, on file in the office of the city secretary. No fee shall be charged for a residential advertising sign.
- (c) No person may reconstruct, move, alter, modify, or relocate any commercial advertising sign, including but not limited to permitted non-conforming signs, without first obtaining a sign permit from the Town of Hollywood Park. Changing of the complete sign message, alterations to the sign, or major repairs (replacement of more than 20 percent of the original sign) shall not be considered normal maintenance and will require a permit. Each application for a sign permit must be accompanied by the appropriate fee established by the city. Merely changing the price of advertised goods or services, such as the daily price of gasoline per gallon, is not deemed to be "changing of the complete sign message", and shall not require an additional permit.

It is so ordered and declared.

It is hereby declared to be the intention of the City Council that the phrases, clauses, sentences, paragraphs and sections of this ordinance be severable, and if any phrase,

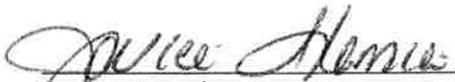
clause, sentence, paragraph or section of this ordinance shall be declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, such unconstitutionality shall not affect any of the remaining phrases, clauses, sentences, paragraphs or sections of this ordinance, and the remainder of this ordinance shall be enforced as written.

PASSED AND APPROVED, this, the 21 day of JUNE, 2011.



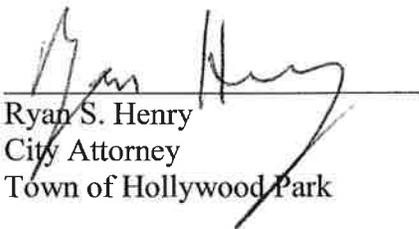
Mr. Bob Sartor
Mayor
Town of Hollywood Park

ATTEST:



Janice Alamia
City Secretary
Town of Hollywood Park

APPROVED AS TO FORM:



Ryan S. Henry
City Attorney
Town of Hollywood Park

