

**CITY OF EASTLAND, TEXAS
ORDINANCE NO. 26-929**

AN ORDINANCE OF THE CITY OF EASTLAND, TEXAS AMENDING CHAPTER 19 "ZONING", ARTICLE I "ZONING ORDINANCE" OF THE EASTLAND CODE OF ORDINANCES BY AMENDING SEVERAL SUBSECTIONS OF SECTION 19-14 "SIGN REGULATIONS"; AUTHORIZING THE CHIEF OF POLICE OR DESIGNEE TO REMOVE OBSCENE SIGNS; ALLOWING FOR DIRECTIONAL OFF PREMISE SIGNS AND PROVIDE REGULATIONS FOR SAME; PROVIDING FOR BANNER SIGNS FOR SPECIAL EVENTS AND ESTABLISHING REGULATIONS FOR SAME; PROVIDING A PENALTY; PROVIDING REPEALING AND SEVERABILITY CLAUSES; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, under the laws of the State of Texas, authority is conferred upon the City of Eastland (the "City") to enact a zoning ordinance and to provide for its administration, enforcement, and amendment and, pursuant to such authority, the City Commission of the City (the "City Commission") has adopted a comprehensive zoning ordinance which is codified as Article I of Chapter 19 of the Eastland Code of Ordinances (the "Zoning Ordinance");

WHEREAS, City staff has proposed to amend the Zoning Ordinance to authorize the Police Chief or their designee to take immediate action regarding obscene signs and add provisions allowing directional off premise signs and banner signs for special events and provide regulations regarding said signs;

WHEREAS, after public notice was given in compliance with State law, a public hearing before the Planning and Zoning Board (the "Zoning Board") was conducted on March 9, 2026, and after considering the information submitted at that public hearing and all other relevant information and materials, the Zoning Board has recommended to the City Commission that the Zoning Ordinance should be amended as set forth in this Ordinance; and

WHEREAS, after complying with all legal notices, requirements, and conditions, a public hearing was held before City Commission on March 16, 2026 at which the City Commission considered the recommendation of the Zoning Board, and among other things, the comprehensive plan and the necessity for orderly and appropriate regulations of the use of land and the erection of structures thereon, and the City Commission does hereby find that the amendments to the Zoning Ordinance approved hereby accomplishes such objectives.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF EASTLAND, TEXAS THAT:

- I. **Incorporation of Premises.** The above and foregoing premises are true and correct and are incorporated herein and made a part hereof for all purposes.
- II. **Findings.** After due deliberations and consideration of the recommendation of the

Planning and Zoning Board and the information and other materials received at the public hearing, the City Commission has concluded that the adoption of this Ordinance is in the best interests of the City of Eastland, Texas, and of the public health, safety, morals, and welfare of its citizens.

III. **Amendment of Section 19-14.** Chapter 19 “Zoning”, Section 19-14 “Sign Regulations” of the Eastland Code of Ordinances is hereby amended in the following, and all other articles, chapters, divisions, sections, paragraphs, sentences, phrases, and words not expressly amended hereby are hereby ratified and affirmed.

A. Division 2 “Permitted Uses and Area Regulations”, Section 19-14 “Sign Regulations”, Subsection 19-14(2) “Administration and Enforcement – General” of is hereby amended to read as follows and all other subsections of said Section not amended by this Ordinance shall remain in full force and effect:

(2) Administration and enforcement – General.

(a) Enforcement. The provisions of this section shall be administered and enforced by the city code official, the Chief of Police or their designee, and such representatives as they may designate. All other officers or employees of the city shall assist and cooperate with the city code official, Chief of Police or their designee in administering and enforcing the provisions of this section.

(b) Violations.

(i) Except as otherwise provided in this article, the city code official shall notify by certified mail an owner of a sign which violates provisions of this article. The owner shall remove the sign within 30 days of notification or the code official may do so according to subsection (7) of this section.

(ii) The Chief of Police or designee may order that a person immediately remove a sign in violation of Sec. 19-14(6)(m).

(c) Permit Required. No person shall erect, reconstruct, alter, relocate or place any sign within the city except as permitted by this section. A separate permit shall be required for a sign for each business entity, and a separate permit shall be required for each group of signs on a single supporting structure. All signs shall be constructed and maintained in compliance with this article, the building and electrical codes, and all other applicable ordinances of the city.

B. Division 2 “Permitted Uses and Area Regulations”, Section 19-14 “Sign Regulations”, Subsection 19-14(6) “Prohibited Signs” is hereby amended to read as follows and all other subsections of said Section not amended by this Ordinance shall remain in full force and effect:

(6) Prohibited signs. The following signs are prohibited:

(a) Wheeled signs.

- (b) Off-premise signs located within the city.
- (c) All signs in public street rights-of-way, public easements, alleys or upon any utility pole, except those signs that are exempt pursuant to subsection (5) of this section (Exempt signs).
- (d) Signs that contain flashing lights that resemble emergency lights, strobe lights or any light(s), which may resemble a governmental emergency beacon or traffic-control device.
- (e) Billboards.
- (f) Neon signs on the exterior of any building located within the Local Business District (C1).
- (g) Signs which use supports such as trees, rocks, bridges, fences, windmill towers, and dilapidated buildings.
- (h) Signs with flashing, blinking, or traveling lights, which exceed thirty-five (35) watt lightbulbs.
- (i) Signs, sign structures, or supports, that project over any property line, except a sign placed flat against the wall of the building, which is on the property line, may project eighteen inches (18") over the property line.
- (j) Sidewalk signs or curb signs.
- (k) Any signs which resemble an official traffic sign or signal.
- (l) Any sign which emits sound, odor, or visible matter, which serves as a distraction to persons within the public right-of-way.
- (m) Signs which contain statements, words, or pictures of an obscene, indecent, or immoral character that would offend public morals or decency are prohibited. This includes, but is not limited to, organizations, clubs, support groups, or persons affiliated with criminal activities or with histories of violence.
- (n) Signs placed on the side or rear of any building or property when such sign faces upon a contiguous residential area.

C. Division 2 "Permitted Uses and Area Regulations", Section 19-14 "Sign Regulations" is hereby amended by adding Subsection 19-14(12) "Directional Off Premise Sign" to read as follows:

- (12) Directional off premise sign.

- (a) Definition. Directional off premise sign shall mean a minimalistic pole sign that provides directions to a business that is not located on Main Street.
- (b) Sign size. Directional off premise signs shall be allowed a maximum height of four (4) feet and a maximum width of eight (8) feet. Sign height must be consistent with *Section (10) Measurement of signs* in this Section.
- (c) Location of sign. Directional off premise signs shall be allowed in General Business Zoning District (C2), only along the right-of-way of West Main Street and East Main Street. No more than one (1) directional off premise sign is allowed per business. Signs must be placed so as not to be a hindrance to visibility to drivers on any road or driveway.
- (d) Sign Components. Directional off premise signs may only contain the name and logo of the business being advertised, an arrow showing the direction of travel off of Main Street to the business, and up to two (2) of the following components: street address, phone number, or distance from the sign.
- (e) Prohibited sign components. Directional off premise signs shall not use any color, font, or other markings resemble an official TxDOT sign. The sign shall not have any flashing lights, reflective streamers or flags, or any other component that would be in violation of TxDOT sign regulations or cause drivers to be distracted from driving in a safe manner.
- (f) Permit requirements. Directional off premise signs may not be placed unless a sign permit has been approved after an application has been submitted with a visual rendering of the sign's appearance. A copy of written permission from the owner of the property where the sign is proposed to be placed, including the owner's signature with printed name, date of approval, phone number, and address of the location, must be included with the permit application.

D. Division 2 "Permitted Uses and Area Regulations", Section 19-14 "Sign Regulations" is hereby amended by adding Subsection 19-14(13) "Special Event Banner Sign" to read as follows:

(13) Special event banner sign.

- (a) Definition. A special event banner sign is a banner style sign used to temporarily advertise a special event, cultural event or show, religious event, rodeo, or other event as approved by city manager or their designee.
- (b) Sign size. Special event banners shall be allowed a maximum height of four (4) feet and a maximum width of eight (8) feet.

- (c) Location of sign. Special event banners may be placed either at the location of the event, at the off premise location of a commercial business if it is a sponsor of the event, or at an off premise commercial location in Local Business District (C1) or General Business District (C2) with written permission from the property owner. Special event banners shall not be permitted in any city or state right of way and the signs must not be a hindrance to visibility to drivers on any road or driveway.
- (d) Time limit for sign display. Special event banner signs may be placed after a permit application has been approved and no sooner than one (1) week prior to the event, and must be removed no later than one (1) week after the event.
- (e) Prohibited sign components. Special event banners shall not use any color, font, or other markings resemble an official TxDOT sign. The sign shall not have any flashing lights, reflective streamers or flags, or any other component that would be in violation of TxDOT sign regulations or cause drivers to be distracted from driving in a safe manner.
- (f) Permit requirements. Special event banners may not be placed unless a sign permit has been approved after an application has been submitted with a visual rendering of the sign's appearance. A copy of written permission from the owner of the property where the sign is proposed to be placed, including the owner's signature with printed name, date of approval, phone number, and address of the location, must be included with permit application paperwork.

IV. **Penalty.** Any person, firm, entity or corporation who violates any provision of this Ordinance shall be deemed guilty of a misdemeanor, and upon conviction therefore, shall be fined in a sum not exceeding Two Thousand Hundred and No/100 Dollars (\$2,000.00). Each continuing day's violation shall constitute a separate offense.

V. **Severability.** The provisions of this Ordinance are declared to be severable. If any section, sentence, clause, or phrase of this Ordinance shall for any reason be held to be invalid or unconstitutional by a court of competent jurisdiction, such decision shall not affect the validity of the remaining sections, sentences, clauses, or phrases of this Ordinance, but they shall remain in effect notwithstanding the invalidity of any other part.

VI. **Repeal.** All provisions of any ordinance in conflict with this Ordinance are hereby repealed to the extent they are in conflict. Any remaining portions of said ordinances shall remain in full force and effect.

VII. **Effective Date.** This Ordinance becomes effective immediately upon its adoption on second reading and after publication as required by law.

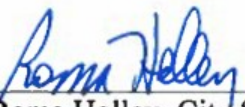
Passed upon first reading this the 16th day of March, 2026.

Passed, approved, and adopted upon second and final reading this the 27th day of March, 2026.



Larry Vernon, Mayor

ATTEST:



Roma Holley, City Secretary