

# HORSESHOE BAY and HORSESHOE BAY WEST Architectural Standards Guide

## SIGN POLICY INTRODUCTION

Revised as of May 2011

The following policies and procedures have been drafted to assist in the design guidelines for signs within the developments that fall under the Horseshoe Bay Declaration of Reservations and Restrictions. This policy does not address all policies or procedures of the Architectural Committee but has been drafted to serve as an informative guideline.

SIGN PACKAGE:

When signage is proposed for a building or building site a “Sign Package” shall be provided to the Architectural Committee. This package will identify all anticipated signage on the property, including purpose, design rendering, sign location, size, color, copy, illumination, mounting, and materials intended.

#### SIGN STYLES:

Must compliment the ambiance of Horseshoe Bay’s various community zoning regulations, declarations, and architectural sign policy based on area classifications (Sign Districts)

#### SIGN DISTRICTS:

Dictate sign procedures, policy and guidelines by location (District).

#### DISTRICTS:

**Commercial District** signs are to adhere to the Architectural Committee sign policy and City of Horseshoe Bay sign ordinances and zoning regulations. Signs are to reflect the architectural design of the surrounding improvements and the character of the District. Commercial signage use is limited to 911 addresses, building name and name of business. Commercial District is broken down into various sub-categories: Entertainment District / Hotel District / Recreational District / Municipal District and General Commercial District.

#### Signage not permitted in Commercial Districts:

- Real Estate Signs ( noting for sale, for lease, or for rent)
- Product or service advertising
- Phone numbers/e-mail addresses
- Promotional signs
- Maintenance and/or Repair being performed by advertising
- Window or exterior merchandise, sales or services advertising
- Non approved temporary signs
- Fence mounted signs
- Handmade signs
- Promotional flags and/or banners
- Any and all other signs considered not appropriate by the Architectural Committee

**Residential District** signs are to compliment the architectural design of the building site as well as the theme of the development (subdivision) within the spirit and guidelines of the Architectural Committee and City of HSB sign policies. Residential District signage use is limited to 911 addresses / subdivision identification and project name for multi-family complexes of more than 8 units.

#### Signage not permitted in Residential Districts:

- Real Estate signs (noting for sale, for lease or for rent)
- School spirit signs
- Service and/or product advertising
- Maintenance and/or repair being performed by advertising
- Fence mounted signs
- Any and all other signs considered not appropriate by the Architectural Committee and City of Horseshoe Bay

# ARCHITECTURAL GUIDELINES

## ILLUMINATION:

Acceptable forms of lighting are to insure design does not produce a scatter glare to adjacent properties, vehicle and/or pedestrian traffic. All illumination is to be designed as to protect the ambiance of the Hill Country and reflect upon a non commercial non urban community profile and lifestyle. Illumination design and specs are to be supplied as part of sign package submitted to the Architectural Committee.

## PLACEMENT FOOTPRINT:

Sign package request are to include a Sign Placement Footprint of requested signage in relationship to the property and/or improvements thereon.

## MOUNTING:

- **Building Mounted (On Premises)** - sign placement on buildings within permitted districts is limited in number and placement. Placement is restricted to building fascia and is further limited to building fronts. Side and/or back property line signs are not permitted on property or property improvements. Building mounted signs are limited in size, illumination, color and subject to other Architectural Committee guidelines and policies.

Canopy signs (a sign mounted on a marquee or canopy) may be permitted within permitted Commercial Districts and are restricted to flush mount parallel with the building fascia.

- **Ground Mounted (On and Off Premises)** – sign placement within permitted district are limited in number and placement. Placement is restricted to front property lines and within the boundaries of tract or lot. Front property line shall be defined as property line abutting a street. Placement within the utility easements relating to such property is not permitted. Off Premises signs are limited to way finding signs (reader seeks to get from wherever he or she currently is, to a point where he or she wishes to go). Off premises sign use and locations are restricted within the various districts and communities. Way finding sign use is restricted to use only by the HSB Declarant, HSB Amenities Owner, HSB POA, HSB City, HSB Medical/EMS and HSB Religious entities. Additional permitted uses of off premises signage may include recognition of historical and natural interest and artistic references.

### Mounting Locations Not Permitted:

1. Mountings facing Lake LBJ and/or golf course property
2. Mountings along back or side property lines in Residential Districts
3. Mountings on fences

## LETTERING / COPY / FONT / NEGATIVE SPACE:

- **Lettering** - Dimensional letters are desirable (but not required) on primary signs as they stand out and are not on the same plane as sign background-creating depth and a more upscale look than painted or vinyl's. Dimensional letters are more durable and add class and distinction. Lettering colors and materials are limited per Architectural Guidelines.

- **Copy** – Commercial application copy is limited to building and/or business name and address. Hours of operation information is limited to wall plaque or door mounted lettering as approved by Architectural Committee. Open and/or closed illuminated signs are not permitted. Logo elements are to compliment the sign message and not overpower the sign. Letter size to overall sign ratio is subject to Architectural Guidelines.
- **Font Style** – Fonts should be limited to no more than 2 per sign package and choosing the proper font style and size determines a signs rhythm as much as how a sign fits in with the surrounding community, project master plan, building architecture, landscaping and existing on premises signs. Architectural Committee may impose standard font styles within a specific development project.
- **Negative Space** - Retaining a high degree of negative space (background) is as an important of a legibility tool as letter size alone.. Negative space (background ) ratio to sign face, material and color are to reflect architectural guidelines.

## SIGN USE PHILOSOPHY:

Signs should serve as a location announcement, building and business identification, and basic communication of hours of service. A connectivity device not an overstated communication designed to promote a specific product or service. Horseshoe Bay Architectural Committee does not assign a universal aesthetic standard in the contents of signage design (except within the scope of a single project) in hopes to allow for diversity while not decreasing the master plan lifestyle associated with a resort destination and restricted residential community.

## SIGNS NOT PERMITTED

Animated Signs – Flashing Signs – Neon Signs - Banner Signs – Changeable Copy Panel Signs – Colored Tubing Signs – Electronic Message Center Signs – Marquee Signs – Exterior Menu Board Signs – Mobile Signs – Exterior or Visible from Exterior Point-of-Purchase Signs – Portable Signs – Roof Signs – Sidewalk/Sandwich Signs – Exterior Furniture Signs – Temporary Signs (exception Open House Signs) – Time and Temperature Display Signs – Variable Message Signs – Window Signs – Door Signs (exception Hours of Operations) - Event Signs – Paper Signs – Cardboard Signs – Cloth Signs (exception flag pole mounted flags) – Painted Wall Signs – Painted Window Advertisement Signs - For Sale Signs – For Rent or Lease Signs – Available Signs – Estate or Garage Sale Signs – School Spirit Signs – Open/Closed Signs (exception door or entry area signs) – Help Wanted Signs –Sale/Discount Signs – Coming Soon Signs – Product Advertising Signs – Interior Signs viewed from walkways/decks/patio's/parking lots, roadways and/or general public.

In general all signs that in the opinion of the Architectural Committee are determined not to be in the best interest of the development, development ambiance or lifestyle of Horseshoe Bay and its citizens.

## SIGNS PERMITTED

## COMMERCIAL RESTURANTS, RETAIL AND OFFICE FACILITIES C-2 ZONING

Signage should provide the following:

- Address
- Building or Complex Name
- Identification of a Business by Name Only

**Monument Signs** – free standing sign signifying name of development, amenity or business.

Copy limited to:

- Address
- Building Name
- Listing of businesses located within development (optional)

**Flush Mounted Building Signs** - signs signifying name of building, address and name of businesses located within building complex..

**Canopy Mounted Building Signs** – signs signifying name of business located within building complex. Canopy signs may be cloth or other approved construction materials as approved by Architectural Committee.

**Building Fascia Signs** – signs signifying name of building and address and names of businesses located within building complex.

**Building and/or Post Mounted Parking Signs** – approved on-site handicap signs only (reserved business signs not permitted)

**Post Mounted Traffic Control Signs** – approved on-site stop and yield and other regulatory signs

**Small Free Standing Mounted Signs** - approved on-site directional signs

## RESIDENTIAL

Signage may provide the following:

- 911 address (required)
- Street name (optional)
- Residents name (optional)

911 Address / Street Name / Residents Name Mounting Locations:

- Horseshoe Bay Post Light Mounted Addresses and Unit Identification
- Building Flush Mounted Complex Name and Unit Identification
- Rock Mounted Complex Name, Address and Unit Identification
- Gate Entry Mounted Name, Address and Unit Identification

**DECLARANT / PROPERTY OWNERS ASSOCIATION/ AMENITY OWNER/ CITY**

#### POA

- Monument Signs
- Way Finding Signs
- Off Premise Signs

#### Declarant

- Monument Signs
- Way Finding Signs
- Off Premise Signs

#### Subdivision

- Monument Signs
- Way Finding Signs
- Off Premise Signs

#### Amenity Owner

- Monument Signs
- Way Finding Signs
- Off Premise Signs

#### City

- Monument Signs
- Way Finding Signs
- Off Premise Signs
- Architecturally Approved Traffic Control Signs
- Architecturally Approved Regulatory Signs
- Street Signs

#### Residential Multi Family

- Monument Signs
- On Site Way Finding Signs

#### Church

- Monument Signs
- Way Finding Signs
- Off Premise Signs

#### Realty Company

- Approved Temporary Open House Signs (On and Off Premise)

## SIGN REFERENCE GUIDE

### GENERAL

- All signs are subject to Architectural Committee Approval;

- All commercial signs are subject to City Permitting;
- Signs are to be in harmony with natural surrounding and neighboring structures, sign district policy, declaration of reservations, and city zoning;
- Signage approval and permitting process is subject to location of sign, type of sign, sign copy, sign colors, sign size, and sign purpose;
- Signage is to be kept at a minimal;
- Door signage is limited to vinyl or etched business name, address and hours of operations. Door signage is restricted to Commercial Districts;
- Door signage is limited to painted or etched application and may not include open or closed signage or description of services or products offered;
- Sign colors are restricted (as defined);
- Sign size and lettering sizes are restricted (as defined) by districts, zones, commercial vs. residential as well as site locations and installation;
- Sign locations are restricted (as defined) by districts, zones, commercial vs. residential as well as site locations and installation;
- Number of signs are limited and based on placement and district/zoning restriction;
- Building mounted signs are restricted to flat fascia placement;
- Building canopy mounted signs are restricted to flat and/or under mount placement parallel to building fascia;
- Door vinyl and/or etched lettering copy, # of signs, materials, color and size (as defined). Are subject to Architectural submittal and approval;
- Monument signs are restricted to user classification, location, number, materials, color and size (as defined). Are subject to Architectural Approval and City permitting;
- Off-Premises and Way Finding signs are restricted to user classification, location, number, materials, color and size and subject to Architectural Approval and City permitting;
- Use of Horseshoe Bay and Horseshoe Bay Resort name, logo and typeset is restricted and permission to use must be obtained from Declarant and Amenity Owner;
- Sign mounting guidelines (as defined) are to be adhered to including height above grade, overall height and acceptable construction materials as established by the Architectural Committee;

- Use of sign illumination is subject to acceptable forms of lighting as established by the Architectural Committee and city;
- Landscape and Lighting proposals are required to be presented as part of sign package plan and approval process;
- National trademarks, logo's and colors are not automatically or typically acceptable and must adhere to the Architectural Committee policy and guidelines;
- Exclusions – Signs belonging to the Declarant; Lake LBJ Improvement and Amenities Owner have certain rights and privileges granted in the Declaration of Reservations and the Easement, Covenant and Declaration of Restrictions, Road Assignment;
- Other Agreements and Rights as such may be applicable to Federal, State County and City Governments so long as Local Government ordinances do not decrease the standards or rights granted and/or stated in the Declaration of Reservations, Covenant, and Declaration of Restrictions, Road Assignment Agreement and/or any other rights covenant with the land and deed restrictions thereon;

**SIGN SPECIFICATIONS  
ILLUMINATED CANOPY PAN FACE**

**BUILDING MOUNTED INTERNALLY ILLUMINATED CANOPY PAN FACE SIGNS**

Application: Above open portion of canopy flush fascia mounted and/or canopy flush under mount

Zone Restriction: Highway 2147 Commercial Zone Only



Use Restriction: Building Name/Business Name and Nature of Business

Size Restriction: Max 18" High x 60" Wide x 6" Deep

Materials: Metal Box Frame and Plastic Molded Sign Face

Design Restrictions: Size/Color/Materials/Location/ Single Face Flush Mounted. No Neon, Message Boards, Banner, Changeable Copy, Electronic Message Center, Flashing Signs

Background Colors: (Negative Space) – Brown

Lettering Colors: Tan

Lettering Materials: Pan Face Painted Lettering and/or Vinyl Lettering and Metal Finishes

Note: All background, lettering colors and materials within a single complex shall match in design, size, color and mounting.

**SIGN SPECIFICATIONS**  
**BACKLIGHTED (SILHOUETTE/HALO) ISSUMINATED**  
**BUILDING MOUNTED BACKLIGHTED (Silhouette/Halo) ILLUMINATED SIGNS**

Application: Above open portion of canopy flush fascia mounted

Zone Restriction: Highway 2147 Commercial Zone, Entertainment District, Hotel District, Amenity District

Use Restriction: Building Name and/or Name of Business

- Size Restriction: Max 24" High x 60" Wide x 6" Deep
- Materials: Backgrounds (Negative Space) – Metal, Wood, Rock, Stone, Brick, Stucco, Plaster
- Design Restrictions: Size/Color/Materials/ Location/Single Face/Flush Mounted. No Neon, Message Boards, Banner, Changeable Copy, Electronic Message Center, Flashing Signs
- Lettering Materials: Metal, Metal Finish, Plastic Painted Finish, Wood
- Lettering Colors: Same as background colors plus custom colors based upon approved color tones
- Background Colors: Background (Negative Space) – Bronze, Rust,. Patina, Brown, Tan, Cream, Moss Green, Black, HSB Gray, Gold, Stainless, Silver

## SIGN SPECIFICATIONS MONUMENT

### MONUMENT SIGNS . . . Freestanding Ground Mounted Low Overall Height

#### MAJOR MONUMENT SIGNS

Application # 1: Flush Ground Mounted with Stone/Rock/Brick/Stucco, or Plaster Base. Required on all major development signs, commercial, signs, subdivision announcement signs, Amenity Owner, Declarant, and City Monument Signs.

#### SECONDARY MONUMENT SIGNS

Application # 2: Pole Mounted Free Standing Sign with Visible Support Structure Showing. Pole Mounted Signs Are Limited To Cedar Post Materials, Stone, or Stucco Materials Ranging In Size From 4"x4" Single Pole Mounting for Small Signs and 6"x 6" Double Pole Mounting for Medium Signs and 8" x 8" for Large Signs. Permitted on all secondary monument signs such as multi family complexes and small commercial complexes.

Zone Restrictions: Highway 2147, Commercial Zone, Entertainment District, Hotel District, Amenity District Residential Multi-Family Zones

Use Restrictions: Building Name/Business Name/Nature of Business/Unit Identification

Size Restrictions:	Large	Sign Face Overall Height:	Maximum – 48" High x 60" Wide Maximum - 72" High
	Med.	Sign Face Overall Height	Maximum – 42" High x 54" Wide Maximum - 54" High
	Small	Sign Face Overall Height	Maximum - 36" High x 48" Wide Maximum – 48" High

Materials: Background (Negative Space) – Metal, Wood, Rock, Stone, Brick, Stucco, Plaster

Design Restrictions: No Pan Face, Neon, Message Boards, Banners, Canopy, Changeable Copy, Electronic Message Center, Flashing Signs, Back lighted Signs. Signs are restricted by Size/Color/Material/Location

Lettering Materials: Metal, Metal Finish, Plastic Painted Finish

Lettering Colors: Same as background plus custom colors based upon approved color tones.

Background Colors: (Negative Space) – Bronze, Rust, Patina, Brown, Tan, Cream, Moss Green, Black, HSB Gray, Gold, Stainless, Silver

## SIGN SPECIFICATIONS POST and PANNEL

POST / PANNEL SIGNS (Sign Fabricated by Using One or More Visible Post and/or Solid Base Footing for sign body support)

Application: Flush Ground Mounted on Stone/Brick/Stucco/Plaster/and or other Approved Base Material;  
Post Mounted Free Standing Sign

### BUILDING MOUNTED SIGNS (Flush Mounted Building Fascia Signs)

Application: Flush Mounted Wall Signs Mounted on Wood, Stone, Brick, Stucco, Plaster Siding.

Zone Restrictions: Commercial, Amenity Buildings and Multi-Family

Use Restrictions: Building Identification/911 Address Data/Unit Identification/Business Name/Nature Of Business/Safety and Warning Signs

Size Restrictions: Building Identification/Business Name  
Maximum: 36" High x 60" Wide  
or 60" High x 42" Wide  
911 Address/Unit Identification/Safety and Warning Signs  
Maximum: 24" High x 30" Wide  
or 30" High x 24" Wide

Materials: Background (Negative Space) Metal, Wood, Plastic

Design Restrictions: No Pan Face, Neon, Message Boards, Banners, Canopy, Changeable Copy, Electronic Message Center, Flashing Signs

Lettering Materials: Metal, Wood, Plastic, Vinyl

Lettering Colors: (Same as background plus) White, Dark Blue, Dark Green, Barn Red. Barn Red restricted to traffic control signs. Custom Colors Based Upon Approved Color Tones

Background Colors: (Negative Space) – Bronze, Rust patina, Brown, Tan, Cream, Moss Green, HSB Gray, Dark Mustard, Gold, Stainless, Silver, Barn Red. Barn Red restricted to traffic control signs.

## TEMPORARY SIGNS

### REAL ESATE / CONTRACTOR SIGNS

Application: Building or Grounds Mounted Pole Free Standing.

Zone Restrictions: None

Use Restrictions:

Commercial and Residential Zone Real Estate –

- Temporary architecturally approved portable signs only
- Removed daily
- Permitted only when open house is manned by agent or agent representative
- Placement is restricted to one (1) on-site street side location and maximum of three (3) off-site directory signs
- Signs are limited to following copy: OPEN HOUSE with ARROW.

Residential Zone Contractor Construction Signs –

- Temporary ground mounted architecturally approved signs representing new construction only from pouring of slab for a maximum period of twelve (12) months
- Copy limited to naming of Contractor / Architect / Interior Designer / Lender and Rendering of Residence
- Placement is restricted to on-site location one (1) sign per property
- Placement is restricted to street side location

Commercial Zone Contractor Construction Signs –

- Temporary ground mounted signs architecturally approved sign representing new construction only from pouring of slab for a maximum period of fifteen (15) months
- Copy limited to naming of Contractors / Architects / Interior Designer / Lender and Rendering of Structure
- Placement is restricted to on-site location one (1) sign per property
- Placement is restricted to highway side location only

Size Restrictions Contractor Construction Signs:

- Residential - Maximum: 60" High x 60" Wide
- Commercial - Maximum: 72" High x 72" Wide
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Size Restrictions Realty Open House Signs:

- Residential/Commercial Maximum: 18" High x 30" Wide

Material Restrictions Contractor Construction Signs:

Wood freestanding signs mounted on post or pylon cover base. Recommend sign be mounted on stone, rock, brick, stucco or plaster Base but not required. Signs are to be framed. Signs may not be illuminated.

Lettering Materials:

- Routed Wood, Painted, Vinyl

Lettering Colors:

- Bronze, Rust, Patina, Brown, Tan, Cream, Gold, Copper, HSB Gray, Black, White

Background Color (Negative Space):

- Bronze, Rust, Patina, Brown, Tan, Cream, Moss Green, Black, HSB Gray, Gold, Copper

Material Restrictions Realty Signs:

Wood freestanding fold-up signs

Lettering Materials:

- Routed Wood, Painted, Vinyl

Lettering Colors:

- Horseshoe Bay Brown, Black

Background Color:

- Horseshoe Bay Gray

## SIGN PERMIT

Evidence of approval by the Horseshoe Bay Architectural Committee must be obtained by a landowner and/or landowner representative before construction and erection of signs on real property that falls under the Horseshoe Bay and Horseshoe Bay West Architectural Committee approval and permitting authority. Horseshoe Bay Architectural Committee shall upon submittal and approval issue a sign design approval permit. Individual is then to submit sign design approval permit to the City of Horseshoe Bay for a sign construction and erection permit.

## SPECIAL PROVISIONS

Horseshoe Bay Declarant; Lake LBJ Improvement; and Horseshoe Bay Resort Amenities Owner and their assignees per the land covenants (Declaration of Reservations as Amended) and other documents have been granted certain rights and privileges. Such rights and privileges if in conflict with is Sign Policy Statement such rights and privileges granted in the Declaration Of Reservations shall supersede any and all restrictions of this policy statement regarding Declarant, Amenities Owner and their assignees.

The Horseshoe Bay Architectural Committee has adopted this sign policy. However, it reserves the right to grant variances, amend and/or restate adopted sign policy.