



Architectural Standards: Sign Policy

Prelude

The following policies set forth the design criteria for signs located within the city limits of Horseshoe Bay. All signs must be approved by the Architectural Control Committee (ACC) that governs the subdivision or district where the sign is to be installed.

Signs should serve as a location announcement, building and business identification, and for basic communication of hours of service. The ACC does not assign a universal aesthetic standard in the contents of signage design, except within the scope of a single project. The Committee allows for diversity of design while not decreasing the master plan lifestyle associated with a resort destination and restricted residential community.

These policies will be administered by the ACC in accordance with procedures set forth in certain Declaration of Reservations (DR) and any of their amendments. In the event of a conflict between sign policies and DR's, the most restrictive shall govern.

The ACC reserves the right to require design modifications or additions that, though not specifically contained in the text, are within the spirit and intent of these policies and design objectives of the Community. These policies are binding on any person, company or firm that intends to construct, rebuild or modify any sign in the Community.

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Chapter 1: Permissible and Prohibited Signs

All permissible signs have specific size, location and design criteria specified in this document. Signs are also governed by city lighting, sign and image corridor ordinances. It is the owner and their design team's responsibility to ensure their signs comply with all applicable standards prior to submitting the project for architectural approval.

1.1 Commercial, Governmental, Church or Similar Signs

- Monument and ground mounted signs
- Building mounted (flush-fascia mounted) and canopy signs
- Directional and way finding signs
- Traffic control and temporary construction control and other required regulatory signs such as handicap and fire lane signs
- Construction identification signs

1.2 Subdivision and Multi-family Signs

- Monument and ground mounted signs
- Directional and way finding signs
- Traffic control and temporary construction control and other required regulatory signs such as handicap and fire lane signs
- Construction identification signs

1.3 Residential Signs

- Open house signs
- Model home signs
- Construction identification signs

1.4 Temporary Event Signs

- Require architectural approval prior to installation
- Must be removed daily
- Placement is restricted to one (1) on-site street side location and a maximum of three (3) off-site directory signs.

1.5 Prohibited signs:

- Any sign listed under the "Prohibited Signs" section of the city's sign ordinance.
- Real estate signs (for sale, for lease, for rent, staked or wall mount brochure boxes)
- Any sign that contains phone numbers, email addresses, promotional materials, maintenance/repair advertising, merchandise sales or services advertising, handmade signs, promotional flags or banners, fence mounted signs.

- Animated signs, billboards, pan face signs, flashing signs, neon signs, banner signs, changeable copy panel signs, electronic message center signs, marquee signs, menu boards or sandwich boards, point of purchase signs, temporary-bandit signs, window and door signs (excepting address and hours of operation), help wanted signs, open/closed signs, garage or estate sale signs.
- In general, all signs that in the opinion of the ACC are determined not to be in the best interest of the development or lifestyle of Horseshoe Bay and its citizens.

Chapter 2: Design Criteria

2.1 General Requirements

- (a) Signage is to be kept to a minimum. The number and location of off-premises signs are limited and subject to committee review and approval.
- (b) Design criteria, location and number of signs will differ based on sign type. Refer to specifications by sign type later in this section.
- (c) Door signage is limited to painted, vinyl or etched lettering and is limited to the lots located in commercial districts. Content is limited to business name, address and hours of operation. Open and closed signage or descriptions of services or products are prohibited.
- (d) The use of Horseshoe Bay and Horseshoe Bay Resort logos are restricted. Special permission is required for their use.
- (e) National trademarks and logos must adhere to all guidelines and shall require approval by the review committee.
- (f) All background, letter color and materials within a single complex shall match in design, size, color and mounting.
- (g) Cloth canopy signs are permitted but are required to be maintained structurally sound and in good aesthetic condition. Damaged or torn signs shall be taken down and/or replaced within a reasonable time. Replacement signs shall be submitted to the committee for approval, even when replacing like for like.
- (h) The following installation locations are prohibited:
 - Mountings facing Lake LBJ, golf course and/or amenities
 - Mountings along back or side residential property lines
 - Mountings on fences or utility poles

2.2 Illumination

- (a) All sign illuminations must comply with the city's sign and lighting ordinances.
- (b) Backlit (silhouette/halo) channel letter illumination is permitted on building mounted signs.
- (c) Backlit (silhouette/halo) signs are restricted to commercial zone lots, and to entertainment/hotel/amenity districts.
- (d) Monument signs may have ground-mounted, full shielded fixtures that meet the city's lighting ordinance parameters.
- (e) Signs may only be lit by a steady and stationary light source. The light source must be on a timer that turns the lights off when the business is closed, and/or a light sensitive switch that turns the lights off at dusk.

2.3 Lettering/Copy/Font/Negative Space

- (a) Letter color, background color, font size, sign and mounting materials will differ based on sign type. Refer to each sign category for specific criteria.
- (b) Dimensional letters are preferred, but not required, on primary signs.
- (c) Fonts shall be limited to no more than two (2) per sign package. The committee may impose standard font styles within a specific development.
- (c) Business or subdivision sign copy is limited to subdivision name, building and/or business name and address. Hours of operation are limited to wall plaque or door mounted lettering as approved by the committee.
- (d) Construction identification sign copy is limited to contractor, architect, and lender names, and/or a rendering of the structure.

2.4 Monument Signs

- (a) Maximum size is six (6) feet high by five and one-half (5 ½) feet wide. The base may not exceed three (3) feet above grade and is calculated into the overall height and width.
- (b) Base material may be stone, brick, or stucco.
- (c) Sign face material may be metal, wood, stone, brick or stucco.
- (d) Letter materials may be metal, metal finish, painted plastic. Color may be any color stipulated for the background. Custom colors may be submitted to the committee for approval.
- (e) Background colors may be bronze, rust/patina, brown, tan, cream, moss green, Horseshoe Bay gray, charcoal/gray, black, brushed or flat gold or silver, brushed stainless steel.
- (f) Signs are restricted to commercial and multi-family zone lots, subdivision entrances, and the entertainment/hotel/amenity districts.

2.5 Ground Mounted Signs (Permanent)

- (a) Maximum sign size is six (6) feet high by five and one-half (5 ½) feet wide. The bottom of the sign may not exceed three (3) feet above grade and is calculated into the overall height.
- (b) Maximum wooden post size is eight (8) inches by eight (8) inches.
- (c) Post materials are limited to cedar, brick, stone, or stucco.
- (d) Sign face material may be metal, wood, stone, brick or stucco.
- (e) Letter materials may be metal, metal finish, painted plastic. Color may be any color stipulated for the background. Custom colors may be submitted to the committee for approval.
- (f) Background colors may be bronze, rust/patina, brown, tan, cream, moss green, Horseshoe Bay gray, charcoal/gray, black, brushed or flat gold or silver, brushed stainless steel.
- (g) Signs are restricted to commercial and multi-family zone lots, subdivision entrances, and the entertainment/hotel/amenity districts.

2.5 Building Mounted (flush-fascia mounted) and Canopy Signs

- (a) Maximum sizes are three (3) feet high by five (5) feet wide; or five (5) feet high by three and one half (3 ½) feet wide.
- (b) Sign face material may be metal, wood or plastic.
- (c) Building mounted signs may lay flat and horizontal with the building and not protrude perpendicularly therefrom and not extend above the parapet of the building. Sign mounting is restricted to flat fascia placement.
- (d) Canopy sign sizes will be determined by the size of the building face they are to be installed upon and the material they are constructed of.
- (e) Letter materials may be metal, wood, plastic, or vinyl. Color may be any color stipulated for the background, or white, dark blue, or dark green.
- (f) Background colors may be bronze, rust/patina, brown, tan, cream, moss green, Horseshoe Bay gray, dark mustard.
- (g) Signs are restricted to commercial and multi-family zone lots, and the entertainment/hotel/amenity districts.

2.6 Directional and Way Finding Signs

- (a) Sign sizes shall be determined by the location of which they are to be installed. The committee, in its sole discretion, shall determine if the size is of a suitable scale that is appropriate for the area it is to be installed in.
- (b) Directional and way finding signs must have a masonry base.

- (c) Advertising is not permitted on directional or way finding signs.
- (d) Sign face material may be metal, wood, stone, brick or stucco.
- (e) Letter materials may be metal, metal finish, painted plastic. Color may be any color stipulated for the background. Custom colors may be submitted to the committee for approval.
- (f) Background colors may be bronze, rust/patina, brown, tan, cream, moss green, Horseshoe Bay gray, charcoal/gray, black.
- (g) Signs are restricted to commercial and multi-family zone lots, subdivision entrances, and the entertainment/hotel/amenity districts.
- (h) Way finding sign locations are subject to committee approval.

2.7 Traffic Control/Misc. Governmental Signs and Temporary Construction Control Signs

- (a) Size, color and material as may be required by federal or state government regulations.
- (b) May be mounted on wood or metal posts or frames. Metal frames are only permitted for temporary construction control signs.
- (c) Posts may not exceed eight (8) inches by eight (8) inches.
- (c) Size may not exceed three (3) feet by five (5) feet, and the bottom of the sign may not exceed two (2) feet above grade.

2.8 Construction Identification Signs

- (a) Maximum sign size:
 - Residential signs may not exceed five (5) feet high by three (3) feet wide. The bottom of the sign may not exceed two (2) feet above grade.
 - Commercial signs may not exceed six (6) feet high by six (6) feet wide. The bottom of the sign may not exceed two (2) feet above grade.
- (b) Placement is restricted to one (1) on-site sign per property, within ten (10) feet of the construction entrance. Off premises signs are not permitted.
- (c) Signs require permanent connection to the ground.
- (d) Signs may not be illuminated.
- (e) Sign materials are wood or metal within a wood frame.
- (f) Letters may be routed, painted or vinyl. Color may be any color stipulated for the background. Custom colors may be submitted to the committee for approval.
- (g) Background colors may be bronze, rust/patina, brown, tan, cream, moss green, Horseshoe Bay gray, charcoal/gray, black, brushed or flat gold or silver, brushed stainless steel.

2.9 Open House Signs

- (a) Maximum sign size is eighteen (18) inches high by thirty (30) inches wide.
- (b) Signs must be freestanding, wooden fold-up signs.
- (c) Sign copy is limited to “Open House” with an arrow.
- (c) Letter materials may be routed or painted. Color may be brown or black.
- (d) Background color may be Horseshoe Bay Gray.
- (e) Location and number of signs are restricted to two (2) off-site signs and one (1) sign at the property for sale.
- (f) Signs are not permitted on the waterfront or facing or viewed from the golf course.
- (g) Signs must be removed when the open house is not manned, the house is locked or during the overnight period.

2.10 Model House Signs

- a) Maximum sign size is eighteen (18) inches high by thirty (30) inches wide.
- (b) Signs must be freestanding, wooden fold-up signs.
- (c) Sign copy is limited to “Model Home” and developer name.
- (c) Letter materials may be routed or painted. Color may be brown or black.
- (d) Background color may be Horseshoe Bay Gray.
- (e) Signs must be removed when the model home is not manned, the house is locked, or during the overnight period.

Chapter 3: Design Review-Permitting

Signs are to reflect the architectural design of the surrounding improvements and character of the district. All signs, including temporary signs, must be approved by the committee prior to installation.

3.1 Submission Requirements:

- a) Application (available at www.horseshoebayacc.com)
- b) Site plan showing the location of the sign.
 - The site plan must be dimensioned and have a working scale.
 - The site plan must indicate the position of the proposed sign and other existing advertising structures in relation to nearby buildings or structures, a north arrow, property lines, curblines, adjacent streets, setbacks and ROW location.

- If signs are building mounted, show building location and include details of sign placement on the building demonstrating sign scale in relation to building face.
- c) Sign design criteria including:
 - Material, colors, font type and size
 - Sign size; overall height and width (monument signs and way finding signs must factor the base dimensions into the overall height).
 - Signs must comply with the city's sign policy and image corridor ordinances. When a discrepancy between architectural guidelines and city ordinances occurs, the most stringent criteria shall govern.
 - Indicate whether the sign is to be lit. If so, please include the following:
 - Type of lighting (backlit, ground mounted, etc.)
 - Image of the light fixture
 - Number of fixtures
 - Fixture lumen and kelvin details
 - Show electrical line location on site plan
 - All signs must comply with the city's lighting restrictions as set forth in the outdoor lighting and image corridor ordinances.

Chapter 4: Maintenance

- (a) Ordinary maintenance of all signs is permitted without the necessity of obtaining a permit.
- (b) In the event of a change in use, occupancy or ownership necessitates the alteration of a sign in any manner, the entire sign must then comply with any provisions in these policy guidelines.
- (c) Nonconforming signs which have been damaged, blown down, become faded, or are otherwise dismantled for any purpose, require a permit to reconstruct in accordance with these policy guidelines.

Chapter 5: Right of Waiver

- (a) Variance approval to deviate shall not set a precedent for other applicants seeking a similar solution and shall not be used to justify a request to deviate. Each variance approval shall stand on its own based on its unique circumstances.
- (b) Deviations must demonstrate the designs are consistent with the overall objectives in the Sign Policy and Design Guidelines, and that they will not adversely affect adjoining parcels or the communities they are located in.
- (c) The Committee may waive, at its discretion, any procedural steps outlined in these policies provided the owner, contractor or developer can demonstrate there is good cause to deviate.
- (d) Some variance requests may require additional approval from the City of Horseshoe Bay.

Chapter 6: Definitions

Advertising.

The act of calling something to the attention and notice of the public or selected members of the public, for commercial, entertainment, or any other communication purpose except the giving of directions or similar guidance.

Backlighting (silhouette/halo) illuminated channel letters sign.

A sign that is backlit and has darker colors to reflect the illuminating light back against the wall instead of through the letters

Banner.

A sign intended to be hung without frames, made of paper, plastic, or fabric of any kind, which may possess colors, characters, letters, illustrations, or ornamentations. Flags of governmental jurisdictions, flags carrying the emblem of a business or institution, and noncommercial flags on private property are not to be considered a banner for the purpose of this article.

Entrance.

A point or place intended for entry by vehicles or pedestrians into a subdivision, distinct portion of a subdivision park, golf course, amenity, parking lot, shopping area, or similar discreet area within the city

Horseshoe Bay Brown.

A custom color created for Horseshoe Bay. Pantone 476C. Oracle 751 Series 080.

Horseshoe Bay Gray.

A custom color created for Horseshoe Bay. Pantone 2309C. Oracle 751 Series 018.

Maintenance. The refurbishment of signs as they exist with no substantial alterations. Replacement or reconstruction of any part of a sign shall not be considered maintenance.

Nonconforming sign.

A sign that does not conform to the regulations of this or other city ordinances, but which was placed or constructed in accordance with sign policies or city ordinances existing at the time of its placement or construction or prior to any city ordinances being adopted.

Sign, awning.

An on-premises sign that is mounted or painted on or attached to an awning, canopy or marquee such that the sign does not project above, below or beyond the physical dimensions of the awning, canopy, or marquee.

Sign, bandit.

A sign made of any material when such sign is tacked, nailed, posted, pasted, glued, or otherwise attached to trees, poles, stakes, fences, or other objects, and the advertising matter appearing thereon is not applicable to the use of the premises upon which such sign is located.

Sign, bench.

Any sign attached to, painted on, or otherwise located upon or made a part of community service amenities including, but not limited to, benches, trash containers, shuttle stops, shelters and fences.

Sign, canopy.

An on-premises sign that is mounted or painted on or attached to an awning, canopy or marquee that extends over a public right-of-way that is attached to or is an extension of a building such that the sign does not project above, below or beyond the physical dimensions of the awning, canopy, or marquee. Canopy sign definition shall include signage associated with gasoline service stations and shall be limited to gas price, name, and company identification.

Sign, commercial project.

A permanent on-premises sign, attached or detached, indicating information such as logo, name of building, name or type of business(es) and address of the project.

Sign, community service (public service).

A sign which solicits support for or advertises nonprofit community use, social institution, or public use. Such signs may include, but shall not be limited to, school activities, charitable programs, religious activities, or location of places or events of community interest.

Sign, construction control.

Temporary signs placed on a new construction site providing notice of construction activities as may be necessary for the safety of workers and visitors to the site and as may otherwise be required by insurance carriers, OSHA or other governmental authorities.

Sign, construction identification.

A temporary sign placed on a new construction site identifying the project, and/or identifying the property owner, architect, contractor, developer, engineer, landscape architect, decorator or mortgagee engaged in the design, construction or improvement of the premises on which the sign is located and may include other information regarding the project.

Sign, damaged.

A sign, which is unsafe, unsecured, disfigured, or broken.

Sign, directional.

A sign that is freestanding, the primary purpose of which is to direct a person to any specific location in the city or within its subdivisions. For example, the directional sign at the entrance to HSB West could include the following (among others): Cap Rock Club House, Applerock Golf Course and Pecan Creek. Advertising is prohibited on any directional sign.

Sign, flashing.

A sign, the direct or indirect illumination of which is not constant in intensity when in use, but not including illuminated signs that indicate the date, time or temperature, or other public service information shall be considered a flashing sign.

Sign, marquee.

A sign hung from or affixed to a marquee. it shall be synonymous with a canopy sign.

Sign, monument.

A permanent ground sign independent of the principal building or structure on the property generally cast out of stone, brick or cast concrete material supported on a concrete foundation across the entire base of the structure.

Sign, moving.

Any sign which moves or has moving parts.

Sign, off-premises.

A sign, including a billboard, displaying advertising copy that pertains to a business, person, organization, activity, event, place, service, or product not principally located or primarily produced, manufactured or sold on the premises on which the sign is located. The term also includes a sign that does not refer exclusively to the name, location, persons, accommodations, sale, lease, construction, or activities of or on the premises where it is erected. The premises of a shopping center include the outparcels.

Sign, on-premises.

A freestanding sign identifying or advertising a business, person, or activity, and installed and maintained on the same premises as the business, person, or activity.

Sign, open house.

A temporary portable sign on a property offered for sale, lease or rent identifying that the home is available for public viewing and may contain a directional arrow.

Sign, property identification.

A sign that displays the address of the residence, building, business, lot, or other property on which it is located, and which serves no other purpose than to inform the public of the identity, location, or address of that property.

Sign, realty.

A sign which is used to offer real property for sale, lease, or rent.

Sign, temporary.

Any sign that is used temporarily and is not permanently mounted, constructed of cardboard, cloth, canvas, paper, plastic, fabric of any kind, plywood, wood, or similar lightweight material, or metal, which may possess colors, characters, letters, illustrations, or ornamentations. A portable sign is not a temporary sign.