

# Quick Sign Guide

## City of Marble Falls Sign Regulations



### Index

Pg. 2 Detached Monument Sign Highway & Non-highway

Pg. 3 Detached Monolith Sign Highway & Non-highway

Pg. 4 Detached Monument, Multi-tenant

Pg. 5 Detached Free Standing/Pole Sign

Pg. 6 Detached Directional Sign

Pg. 7 Detached Retaining Wall Sign

Pg. 8 Detached Wall Sign

Pg. 9 Attached Sign & Awning Sign

Pg. 10 Temporary Banner & Sandwich Board Sign

Pg. 11 Temporary Feather Flag Sign & Plastic Stake Sign

Pg. 12 Temporary Balloons/Gas filled objects & Public Services Sign

NOTE: This guide is intended only to provide a summarization of the permitted sign types within the City of Marble Falls Sign Ordinance, as adopted in Ordinance No. 2013-O-09C. This guide does not represent the entirety of the Sign Ordinance content and is not a replacement for referencing to the entire ordinance content. The Quick Sign Guide is intended to be a tool for persons to quickly evaluate sign types and understand general scope of requirements for each. For specific information within the Sign Ordinance or to review sections in their entirety please refer to directly to the Sign Ordinance document, City of Marble Falls Ordinance No. 2013-O-09C. Contact the City of Marble Falls Development Services Department, 830.798.7095 for permit applications or a copy of the ordinance. The Sign regulations/ordinance can be reviewed online at <http://marblefallstx.gov>.

**Sec. 20-7. Detached Signs**

*\*All construction and re-facing of signs require a permit.*

| Sign Type   | Standard Maximum Size  | Standard Maximum Height  | Standard Setback   | Maximum Size w/ Bonus Allowance   | Maximum Height w/Bonus Allowance  |
|---|--|--|--|---|---|
| <b>Monument</b><br>Highway<br>  | <b>Highway</b><br>Surface Area<br>70 SQFT<br><br>Gross Surface Area<br>90 SQFT<br><br>Width<br>14 FT     | <b>Highway</b><br>8 FT   | <b>Highway</b><br>10 FT<br><br>15 FT from intersecting right-of-way lines  | <b>Highway</b><br>Surface Area<br>5 SQFT per 1 FT additional setback<br>100 SQFT Maximum<br><br>Gross Surface Area<br>10 SQFT per 1 FT additional setback<br>130 SQFT Maximum                                   | <b>Highway</b><br>1 FT per 1 FT additional setback<br>12 FT Maximum     |
|   | <b>Non-Highway</b><br>Surface Area<br>50 SQFT<br><br>Gross Surface Area<br>70 SQFT<br><br>Width<br>12 FT | <b>Non-Highway</b><br>8 FT   | <b>Non-Highway</b><br>10 FT<br><br>15 FT from intersecting right-of-way lines  | <b>Non-Highway</b><br>Surface Area<br>2.5 SQFT per 1 FT additional setback<br>70 SQFT Maximum<br><br>Gross Surface Area<br>5 SQFT per 1 FT additional setback<br>100 SQFT Maximum                               | <b>Non-Highway</b><br>1 FT per 2 FT additional setback<br>10 FT Maximum |
| <b>Monument</b><br>Non-Highway<br><br> | Allocation<br><br>Standard—one (1) monument sign per lot or tract.                                       | Design<br><br>Minimum of 40% solid masonry (stone, brick and/or stucco) to match building(s).<br><br>Address number must be displayed on sign.<br><br>If located near a highway intersection address number and street name must be displayed on sign.<br><br>Address numbers and letters shall be minimum eight (8) inches in height.<br><br>All numbers and letters shall be typeset, attached or printed directly to the face of the sign. Reflective surfaces are not permitted. | Lighting<br><br>Internal sign illumination, individual letter internal illumination or external ground lighting angled at the sign face is authorized. | Incentive<br><br>Any property that erects or maintains a monument sign consistent with these regulations shall receive a 25% square footage bonus to the overall allotment of signage attached to the building. | Additional Information  |

Sec. 20-7. Detached Signs

\*All construction and re-facing of signs require a permit.

| Sign Type  | Standard Maximum Size   | Standard Maximum Height     | Standard Setback  | Maximum Size w/ Bonus Allowance   | Maximum Height w/Bonus Allowance  |
|--|---|-----------------------------|---|---|---|
| <b>Monolith</b><br>Highway<br> | <b>Highway</b><br>Surface Area<br>70 SQFT<br><br>Gross Surface Area<br>110 SQFT<br><br>Width<br>8 FT    | <b>Highway</b><br>14 FT     | <b>Highway</b><br>10 FT<br><br>15 FT from intersecting right-of-way lines     | <b>Highway</b><br>Surface Area<br>5 SQFT per 1 FT additional setback<br>120 SQFT Maximum<br><br>Gross Surface Area<br>10 SQFT per 1 FT additional setback<br>160 SQFT Maximum | <b>Highway</b><br>1 FT per 1 FT additional setback<br>20 FT Maximum   |
|  | <b>Non-Highway</b><br>Surface Area<br>50 SQFT<br><br>Gross Surface Area<br>80 SQFT<br><br>Width<br>8 FT | <b>Non-Highway</b><br>10 FT | <b>Non-Highway</b><br>10 FT<br><br>15 FT from intersecting right-of-way lines | <b>Non-Highway</b><br>10 FT<br><br>15 FT from intersecting right-of-way lines   | <b>Non-Highway</b><br>Surface Area<br>2.5 SQFT per 1 FT additional setback<br>70 SQFT Maximum<br><br>Gross Surface Area<br>5 SQFT per 1 FT additional setback<br>100 SQFT Maximum |

| Sign Type  | Allocation                                       | Design   | Lighting   | Incentive  | Additional Information |
|--|--|--|--|--|------------------------|
| <b>Monolith</b><br>Non-Highway<br> | Standard—one (1) monolith sign per lot or tract. | Minimum of 40% solid masonry (stone, brick and/or stucco) to match building(s).<br><br>Address number must be displayed on sign.<br><br>If located near a highway intersection address number and street name must be displayed on sign.<br><br>Address numbers and letters shall be minimum eight (8) inches in height.<br><br>All numbers and letters shall be typeset, attached or printed directly to the face of the sign. Reflective surfaces are not permitted.<br><br>Architectural accent into sign design that corresponds with surrounding building(s). | Internal sign illumination, individual letter internal illumination or external ground lighting angled at the sign face is authorized. | Any property that erects or maintains a monolith sign consistent with these regulations shall receive a 20% square footage bonus to the overall allotment of signage attached to the building. |                        |

Sec. 20-7. Detached Signs

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| Sign Type   | Standard Maximum Size   | Standard Maximum Height   | Standard Setback  | Maximum Size w/ Bonus Allowance  | Maximum Height w/Bonus Allowance   |
|---|---|---|---|--|--|
| <p><b>Monument, Multi-tenant</b><br/>Highway</p>  | <p><u>Highway</u><br/>Surface Area<br/>140 SQFT<br/><br/>Gross Surface Area<br/>240 SQFT<br/><br/>Width<br/>16 FT</p> | <p><u>Highway</u><br/>20 FT</p>   | <p><u>Highway</u><br/>10 FT<br/><br/>20 FT from intersecting right-of-way lines</p>   | <p><u>Highway</u><br/><br/>Surface Area<br/>5 SQFT per 1 FT additional setback<br/>200 SQFT Maximum<br/><br/>Gross Surface Area<br/>10 SQFT per 1 FT additional setback<br/>300 SQFT Maximum</p>   | <p><u>Highway</u><br/>1 FT per 1 FT additional setback<br/>30 FT Maximum</p> |
|   | Allocation  | Design  | Lighting  | Landscape  | Additional Information   |
|    | <p>Standard—one (1) monument, multi-tenant sign per lot or tract.</p>   | <p>Minimum of 50% solid masonry (stone, brick and/or stucco) to match building(s).</p> <p>Address number must be displayed on sign.</p> <p>If located near a highway intersection address number and street name must be displayed on sign.</p> <p>Address numbers and letters shall be minimum eight (8) inches in height.</p> <p>All numbers and letters shall be typeset, attached or printed directly to the face of the sign. Reflective surfaces are not permitted.</p> <p>Architectural accent into sign design that corresponds with surrounding building(s).</p> | <p>Internal sign illumination, individual letter internal illumination or external ground lighting angled at the sign face is authorized.</p> | <p>A minimum of 100 sq. ft. of the ground surrounding the base of each sign under this section shall be landscaped in a manner that does not conflict with other provisions of this Code of Ordinances. Landscaping shall be installed and maintained so that the visibility of the address numbers is not obstructed.</p> |  |

Sec. 20-7. Detached Signs

\*All construction and re-facing of signs require a permit.

| Sign Type   | Standard Maximum & Minimum Size   | Standard Maximum & Minimum Height                                     | Standard Setback  | Maximum Size w/ Bonus Allowance   | Maximum Height w/Bonus Allowance   |
|---|---|---|---|---|--|
| <p><b>Freestanding or Pole</b><br/>Highway</p>  | <p><u>Highway</u><br/>One (1) SQFT to each two (2) linear foot of building front, not to exceed 100 SQFT<br/><br/>A minimum of 32 SQFT is authorized regardless of building front</p> | <p><u>Highway</u><br/>Maximum<br/>20 FT<br/><br/>Minimum<br/>8 FT</p> | <p><u>Highway</u><br/>10 FT from adjoining right-of-way lines<br/><br/>35 FT from intersecting right-of-way lines</p> | <p>No bonus available.</p>  | <p>No bonus available.</p>   |
|   | <p>Allocation</p>   | <p>Design</p>   | <p>Lighting</p>   | <p>Additional Information</p>   | <p>One (1) freestanding or pole sign per lot or tract</p> <p>A single vertical pole shall be clad or skirted from the base/ground to the sign frame. Cladding or skirting shall be one or a combination of the following materials; metal/aluminum panels or plastic clad panels with a steel frame assembly, stucco finish, or masonry, or stone. Cladding shall be a minimum width of thirty percent (30%) of the sign frame width mounted at the top of the pole, however the cladding shall not exceed six feet (6') in width; or;</p> <p>Two (2) vertical support poles or columns shall support the sign shall be supported by two vertical support columns or posts. Support columns or posts shall be set apart or separated by a minimum distance of fifty percent (50%) to eighty percent (80%) of the total sign frame width mounted on the support poles. Columns or posts shall have an architectural horizontal connecting element spanning the distance between the posts that adds character to the structure.</p> <p>Any exposed support poles or columns shall be painted a flat black.</p> <p>Address number must be displayed on sign</p> <p>Address numbers and letters shall be minimum eight (8) inches in height</p> <p>All numbers and letters shall be typeset, attached or printed directly to the face of the sign. Reflective surfaces are not permitted.</p> <p>Signs proposing alternative designs utilizing other materials or colors may be approved by the City Manager or Designee.</p> |
|    |   |   |   | <p>Internal sign illumination, individual letter internal illumination or external ground lighting angled at the sign face is authorized.</p> | <p>Freestanding/Pole signs are prohibited on properties within the City, except those with frontage on Highways.</p>   |

**Sec. 20-7. Detached Signs**

*\*All construction and re-facing of signs require a permit.*

| Sign Type  | Standard Maximum & Minimum Size  | Standard Maximum & Minimum Height | Standard Setback  | Maximum Size w/ Bonus Allowance | Maximum Height w/Bonus Allowance |
|--|--|-----------------------------------|---|---------------------------------|----------------------------------|
| <p><b>Directional Signs</b></p>  | 10 SQFT  | Maximum<br>4 FT                   | 5 FT<br><br>ZERO— if sign is less than<br>3FT in height   | No bonus available.             | No bonus available.              |
|                                 | Allocation   | Design                            |   | Lighting                        | Additional Information           |
| <p>One (1) per driveway/ entrance/exit to business or development.</p>   | <p>Directional Signs shall be erected on a solid masonry (stone, brick and/or stucco) base to match the building(s), and shall not be mounted on a pole(s).</p> <p>No goods or services for sale or other advertising may be displayed on a Directional sign.</p> <p>Directional Signs may include but are not specifically limited to arrows, words, or logos.</p> <p>All letters and numbers shall be Typeset, and address numbers shall be attached directly to the face of the sign. Reflective surfaces are not permitted.</p> <p>Signs proposing to use alternative materials consistent with the building architecture may be approved by the City Manager or Designee.</p> |                                   | <p>Internal sign illumination, individual letter internal illumination or external ground lighting angled at the sign face is authorized.</p> |                                 |                                  |

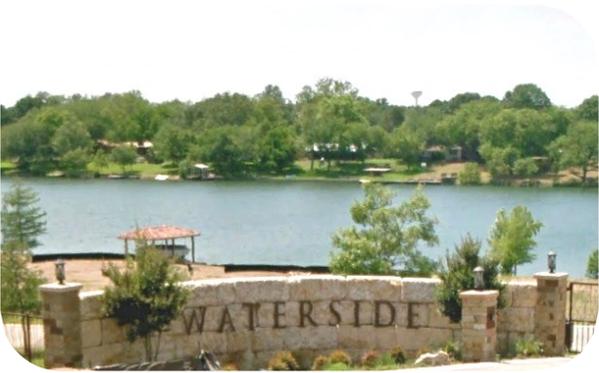
**Sec. 20-7. Detached Signs**

*\*All construction and re-facing of signs require a permit.*

| Sign Type  | Standard Maximum & Minimum Size  | Standard Maximum & Minimum Height  | Standard Setback   | Allocation   |
|--|--|--|--|--|
| <p><b>Retaining Wall Sign</b></p>  | <p>40 SQFT</p>   | <p>The Wall Sign shall not project above the top of the retaining wall it is constructed upon.</p> | <p>ZERO</p>  | <p>One (1) retaining wall sign per lot or tract.</p>   |
|  | <p><b>Design</b></p> <p>The Retaining Wall Sign shall be a minimum of 50% solid masonry (stone, brick and/or stucco) to match the building(s) for a minimum of 10 FT to each side of the surface area of the sign.</p> <p>The building address must be displayed on any sign fronting the street from which the address is derived. Address numbers and letters shall be a minimum of 8 inches in height. If the sign is located near an intersection, the address number must include the street name as part of the address displayed. In order to prevent confusion and the delay of emergency services, the address shall be displayed so as to face only the street which the building represented by the sign fronts.</p> <p>All letters and numbers shall be Typeset and address numbers shall be attached or printed directly to the face of the sign. Reflective surfaces are not permitted.</p> <p>Signs proposing to use alternative materials consistent with the building architecture may be approved by the City Manager or Designee.</p> |  | <p><b>Lighting</b></p> <p>Internal sign illumination, individual letter internal illumination or external ground lighting angled at the sign face is authorized.</p> | <p><b>Additional Information</b></p> <p>If located in a public utility easement, the owner of the property is responsible for removal, relocation or replacement at a utility company's or City's request.</p> |

**Sec. 20-7. Detached Signs**

*\*All construction and re-facing of signs require a permit.*

| Sign Type  | Standard Maximum & Minimum Size   | Standard Maximum & Minimum Height  | Standard Setback   | Allocation  |
|--|---|--|--|---|
| <p><b>Wall Sign</b></p>  | <p>30 SQFT</p>  | <p>The Wall Sign shall not project above the top of the retaining wall it is constructed upon.</p>   | <p>ZERO</p>  | <p>One (1) Wall Sign per lot or tract is permitted.</p> |
|                         | <p><b>Design</b></p> <p>The Wall shall be a minimum of fifty percent (50%) solid masonry (stone, brick and/or stucco) to match the building(s), and a minimum of one-hundred (100%) solid masonry (stone, brick and/or stucco) for a minimum of ten (10) feet to each side of the Surface Area of the Sign.</p> <p>The building address must be displayed on any sign fronting the street from which the address is derived. Address numbers and letters shall be a minimum of 8 inches in height. If the sign is located near an intersection, the address number must include the street name as part of the address displayed. In order to prevent confusion and the delay of emergency services, the address shall be displayed so as to face only the street which the building represented by the sign fronts.</p> <p>All letters and numbers shall be Typeset and address numbers shall be attached or printed directly to the face of the sign. Reflective surfaces are not permitted.</p> <p>Signs proposing to use alternative materials consistent with the building architecture may be approved by the City Manager or Designee.</p> | <p><b>Lighting</b></p> <p>Internal sign illumination, individual letter internal illumination or external ground lighting angled at the sign face is authorized.</p> | <p><b>Additional Information</b></p> <p>If located in a public utility easement, the owner of the property is responsible for removal, relocation or replacement at a utility company's or City's request.</p> |   |

**Sec. 20-9. Attached Signs**

*\*All construction and re-facing of signs require a permit.*

| Sign Type   | Standard Maximum Size  | Standard Maximum & Minimum Height   | Lighting   | Design   | Additional Information  |
|---|--|---|--|--|---|
| <p><b>Attached Sign</b></p>  | <p>One (1) SQ FT per one (1) linear foot of building front</p> | <p>Shall not extend past the ends of the building or above the roof line more than two (2) feet nor cover more than fifty percent (50%) of the front or side of building.</p> | <p>Internal or external lighting of attached signs is allowed.</p> | <p>All letters and numbers shall be Typeset and address numbers shall be attached directly to the face of the sign. Reflective surfaces are not permitted.</p> | <p>Buildings adjacent to a side street shall be allowed to include the linear footage of the side of the building adjacent to an improved side street when calculating the total allowable sign area.</p> |

| Sign Type  | Standard Maximum Size  | Standard Maximum & Minimum Height  | Lighting   | Design   | Additional Information  |
|--|--|--|--|--|---|
| <p><b>Awning Sign</b></p>  | <p>One (1) SQ FT per one (1) linear foot of building front</p> | <p>Shall not extend above the roof line of such building for more than two (2) feet.</p> | <p>Internal or external lighting of attached signs is allowed.</p> | <p>All letters and numbers shall be Typeset and address numbers shall be attached directly to the face of the sign. Reflective surfaces are not permitted.</p> | <p>Any exposed support poles or columns shall be painted a flat black.<br/><br/>Signs proposing an alternative designs utilizing other materials or colors may be approved by the City Manager or Designee.</p> |

**Sec. 20-10. Temporary Signs**

*\*All construction and re-facing of signs require a permit.*

| Sign Type  | Standard Maximum Size | Max Height and Width         | Allocation     | Permit Time Frame                    | Removal and Storage   |
|--|-----------------------|------------------------------|----------------|--------------------------------------|---|
| <b>Banner Sign</b><br>           | 32 SQ FT              | NA                           | 1 per business | 45 days                              | Permit expiration, hazardous weather conditions &/ or visible damage or wear and tear |
| Sign Type  | Standard Maximum Size | Max Height and Width         | Allocation     | Permit Time Frame                    | Removal and Storage   |
| <b>Sandwich Board Sign</b><br> | 24SQ FT               | Height : 6 FT<br>Width: 4 FT | 1 per business | 45 days                              | Daily   |
|  |                       |                              | 2 per business | 30 days                              |   |
|  |                       |                              | 1 per business | 1 day a week for a year              |   |
|  |                       |                              | 2 per business | Weekend days accumulating to 30 days | Permit expiration, hazardous weather conditions &/ or visible damage or wear and tear |
| <b>Sandwich Board Sign<br/>Main Street District</b>  | 5 SQ FT               | Height : 4 FT<br>Width: 3 FT | 1 per business | 1 year                               | Daily   |

**Sec. 20-10. Temporary Signs**

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| Sign Type   | Standard Maximum Size | Max Height and Width         | Allocation     | Permit Time Frame       | Removal and Storage  |
|---|-----------------------|------------------------------|----------------|-------------------------|--|
| <b>Feather Flag</b><br> | 48 SQ FT              | Height: 16 FT<br>Width: 3 FT | 2 per business | 6 months                | Permit expiration, hazardous weather conditions &/or visible damage or wear and tear |
|   |                       |                              | 2 per business | 1 day a week for a year |  |

| Sign Type  | Standard Maximum Size | Max Height and Width | Allocation     | Permit Time Frame                       | Removal and Storage  |
|--|-----------------------|----------------------|----------------|---|--|
| <b>Plastic Stake Sign</b><br> | NA                    | NA                   | 1 per business | Openings: 30 days<br>Occasions: 14 days | Permit expiration, hazardous weather conditions &/or visible damage or wear and tear |

**Sec. 20-10. Temporary Signs**

*\*All construction and re-facing of signs require a permit.*

| Sign Type  | Standard Maximum Size | Max Height and Width | Allocation     | Permit Time Frame                               | Removal and Storage   |
|--|-----------------------|----------------------|----------------|---|---|
| <p><b>Balloons/gas filled objects</b></p>  | NA                    | NA                   | 1 per business | <p>Openings: 30 days<br/>Occasions: 14 days</p> | Permit expiration, hazardous weather conditions &/ or visible damage or wear and tear |

| Sign Type  | Standard Maximum Size | Max Height and Width | Allocation     | Permit Time Frame | Removal and Storage   |
|--|-----------------------|----------------------|----------------|-------------------|---|
| <p><b>Community/Public Service Sign</b></p>  | 32 SQ FT              | NA                   | 1 per business | 1 year            | Permit expiration, hazardous weather conditions &/ or visible damage or wear and tear |