

**Zoning and Development Code Amendment
Code of Ordinances, City of Round Rock**

DATE OF REVIEW: July 15, 2026

CODE REFERENCES: Section 8-87 (g)(1)(b) City Council Action – Real Estate Marketing Signs

STAFF REVIEW AND ANALYSIS:

Background: Section 8-87. - Real estate marketing signs establishes the permitting process and guidelines for the placement of open house signs. The guidelines establish the location, date and times signs are permitted.

Proposed Revision: Staff proposes amendments to the Zoning & Development Code to change the start time of sign placement from noon to 6am.

Justification for Change: The City seeks the earlier placement to allow real estate agents additional time to set out their signs and prepare for the open house event. This was based on feedback staff received from the real estate community. This does not change practice nor process and even aligns with code enforcement activity.

RECOMMENDED MOTION:

Staff recommends approval of the code amendment.

1 Sec. 8-87. - Real estate marketing signs.

2 (a) *Subdivision marketing.* For the purpose of marketing lots within a recorded subdivision, one on-
3 premises sign of not more than 256 square feet for each road abutting the respective subdivision shall
4 be allowed, provided that such sign shall not exceed 30 feet in height.

5 (b) *Model home signs.* Model home signs shall meet the following standards:

6 (1) Each model home complex shall be allowed one freestanding sign and each individual model
7 home shall be allowed one freestanding sign or one wall sign located on the site of a model home.

8 (2) Freestanding signs shall require a permit. Model home wall signs shall not require a permit.

9 (3) Freestanding model home signs shall be a monument, pedestal, armature or post/panel sign.

10 (4) Each model home sign shall not exceed four square feet in sign display area and five feet in
11 height.

12 (5) Model home complex freestanding signs shall be located a minimum of ten feet from street
13 property lines.

14 (c) *Single-family and two-family marketing.* In areas zoned SF-1, SF-2, SF-3, SF-D, or TF, for the
15 purposes of marketing a building for sale or lease, one on-premises sign of not more than four square
16 feet shall be allowed. No permit shall be required for such sign.

17 (d) *Business use real estate marketing sign.* For the purpose of marketing a building or portion thereof,
18 for sale or lease, on a site with commercial, office, business park, industrial or multifamily uses, one
19 on-premises real estate marketing sign shall be allowed. No permit shall be required for such sign(s).
20 The size of a real estate marketing sign shall be determined as follows:

21 (1) On a zoned lot of less than one acre. On a site of less than one acre, the display area of a real
22 estate marketing sign shall not exceed 16 square feet and eight feet in height.

23 (2) On a site of one acre or more, the display area of a real estate marketing sign shall not exceed
24 32 square feet and eight feet in height.

25 (3) On a site for new construction or major renovation on three acres or more one on-premises real
26 estate marketing sign shall be allowed. Such sign shall have a sign display area of more than 128
27 square feet and a height of not more than 16 feet. The sign must be removed after two years or
28 when 80% percent of all buildings on the site have been sold or leased, as measured by gross
29 floor area, whichever occurs first. The time period for the sign will begin when the first building
30 permit is issued. After the 128 square foot sign is removed, it may be replaced by a 32 square
31 foot sign. Any freestanding sign greater than 32 square feet shall be constructed of a rigid material
32 and shall not be a banner.

33 (e) *Building construction sign.* During construction of a business use, one non-illuminated building
34 construction sign per frontage advertising contractors or architects working on such premises shall be
35 permitted in addition to real estate marketing signs permitted in this subsection. Such sign(s) shall not
36 be more than 32 square feet in area and shall be set back at least ten feet from the front property line.
37 Such sign(s) shall be removed immediately upon the completion of the building.

38 (f) *Coming soon sign.*

39 (1) During construction of a business use that is on a site that is less than five acres, one non-
40 illuminated post and panel sign per frontage advertising that one or more businesses will open
41 soon shall be permitted in addition to real estate marketing signs permitted in this subsection.
42 Such sign shall be made of a rigid material, have a sign display area of not more than 32 square
43 feet, and shall be no more than six feet tall.

44 (2) During construction of a business use that is on a site that is at least five acres but less than 100
45 acres, one non-illuminated sign per frontage advertising that one or more businesses will open
46 soon shall be permitted in addition to real estate marketing signs permitted in this subsection.

1 Such sign shall be made of a rigid material, have a sign display area of not more than 64 square
2 feet, and shall be no more than ten feet tall.

3 (3) During construction of a business use that is on a site that is 100 acres or larger, two signs per
4 frontage advertising that a business will open soon shall be permitted in addition to real estate
5 marketing signs permitted in this subsection. Materials and illumination shall be approved by the
6 zoning administrator. Such signs shall have a sign display area of not more than 256 square feet
7 each and shall be no more than 30 feet tall.

8 (4) Coming soon signs shall be removed prior to the installation of permanent signs.

9 (g) *Open house sign.* Open house signs shall be permitted in certain city rights-of-way in accordance
10 with the following standards:

11 (1) *Sign placement requirements.* For each residence offered for sale, one open house sign may be
12 placed on city property at the locations and times specified below:

13 a. *Location.* In city-owned or controlled public rights-of-way that is also within 75 feet of the
14 center point of the intersection of any city controlled local street or collector and the following
15 city controlled arterial roadways:

16 A.W. Grimes Boulevard;

17 Bowman Road;

18 University Boulevard;

19 County Road 112;

20 Creek Bend Boulevard;

21 Double Creek Drive;

22 Forest Creek Drive (west of Red Bud Lane (County Road 122) only);

23 Gattis School Road;

24 Greenlawn Boulevard (south of Gattis School Road only);

25 Hesters Crossing Road;

26 High Country Boulevard;

27 McNeil Road;

28 Old Settlers Boulevard (east of Mays Street only);

29 Red Bud Lane (County Road 122);

30 Sam Bass Road;

31 Sunrise Road; and

32 Wyoming Springs Drive;

33 Open house signs shall not be placed at any intersection of any two of the above-listed
34 arterials or at the intersection of any state or federal highway and any of the above-listed
35 arterials.

36 b. *Date and time.* On Saturdays, Sundays, and federal holidays between the hours of 6:00 a.m
37 ~~12:00 noon~~ and 6:00 p.m.

1 c. *Number.* Only one open house sign shall be placed at any of the above-described locations.
2 If more than one property is offered for sale for which an open house is being conducted,
3 more than one open house sign may be placed at any of the above-described locations,
4 provided that each such open house sign shall show the address of the property offered for
5 sale.

6 (2) *Sign contents.* An open house sign shall contain only the following information:

- 7 a. The words "Open House";
- 8 b. The words "For Sale by Owner" or the real estate agent's name and/or logo;
- 9 c. The address of the open house; and
- 10 d. A directional arrow.

11 (3) *Other provisions.*

- 12 a. *Condition of signs.* Each open house sign shall be in good condition and any unsightly or
13 damaged sign shall be immediately replaced as requested by the city.
- 14 b. *Indemnification.* The sign owner agrees to hold harmless, defend, and indemnify the city for
15 and from any third-party claims or liability (including any reasonable defense costs and
16 attorneys' fees) to the extent it arises from the sign owner's placement of a sign in the city's
17 right-of-way.

18 II.

19 **A.** All ordinances, parts of ordinances, or resolutions in conflict herewith are
20 expressly repealed.

21 **B.** The invalidity of any section or provision of this ordinance shall not
22 invalidate other sections or provisions thereof.

23 **C.** The City Council hereby finds and declares that written notice of the date,
24 hour, place and subject of the meeting at which this Ordinance was adopted was posted
25 and that such meeting was open to the public as required by law at all times during which
26 this Ordinance and the subject matter hereof were discussed, considered and formally
27 acted upon, all as required by the Open Meetings Act, Chapter 551, Texas Government
28 Code, as amended.

29
30 Alternative one.

31 By motion duly made, seconded and passed with an affirmative vote of all the

1 Council members present, the requirement for reading this ordinance on two separate
2 days was dispensed with.

3 **READ, PASSED, and ADOPTED** on first reading this ____ day of
4 _____, 2026.

5 Alternative 2.

6 **READ** and **APPROVED** on first reading this the ____ day of
7 _____, 2026.

8 **READ, APPROVED and ADOPTED** on second reading this the ____ day of
9 _____, 2026.

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CRAIG MORGAN, Mayor
City of Round Rock, Texas

ATTEST:

ANN FRANKLIN, City Clerk