



CITY OF SAN ANTONIO  
**DEVELOPMENT SERVICES DEPARTMENT**

**MEMORANDUM**

**To:** DSD Associates  
**From:** Roderick J. Sanchez, Director and Code Official  
**Date:** April 16, 2015

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**INTERPRETATION NUMBER: CI2015-001**

**TITLE:** Residential developer/builder signs

**CODE EDITION:** City Code Ch. 28 - Signs and Ch. 35 - Unified Development Code

**SECTION:** Ch. 28 Section 28-148; Ch. 35, Section 35-389

**QUESTION 1:** Are residential developer/builder signs permitted within a subdivision?

**ANSWER 1:** Yes. Per the City's Unified Development Code Section 35-389, signs advertising the residential developer/builder and the subdivision are permitted within the subdivision as follows:

- 1) A maximum of four (4) advertising signs are permitted within the subdivision.
- 2) The sign(s) are limited to identification of the land developer and to advertising of residences for sale.
- 3) Each sign shall be a maximum of two hundred eighty-eight (288) square feet in area and shall not be of neon or flashing type.
- 4) The signs are permitted to be installed on any lot within the defined subdivision.
- 5) The signs are permitted on a temporary basis for a two-year period or until sales of ninety-five (95) percent of the houses in the subdivision have been consummated, whichever is greater.
- 6) Each sign is to be properly permitted through the Development Services Department before installation of the sign.

\*\*\*Note that temporary signs advertising individual homes for sale are permitted in addition to the four (4) above when limited to a maximum of twelve (12) square feet.

**QUESTION 2:** Are residential developer/builder signs permitted outside a subdivision?

**ANSWER 2:** Yes. Per the City Section 28-148, signs advertising the residential developer/builder and the subdivision are permitted outside the subdivision as follows:

- 1) A maximum of four (4) residential developer and four (4) residential builder owned and operated off-premises signs, not to exceed a total number of eight (8) per residential subdivision, may be erected which advertise only the name of the residential developer/builder and the name of and directions to a residential real estate development.
- 2) Each sign shall be a maximum of sixty four (64) square feet in area and shall not be of neon or flashing type.
- 3) Each sign shall spaced a minimum of one hundred fifty (150) feet from any other off premises sign including any other residential developer/builder off-premises sign.
- 4) Residential developer/builder owned and operated off-premises signs may be permitted only within five (5) miles of the boundaries of the advertised subdivision for up to three (3) years; provided, however, said permits may be renewed for periods of one (1) year each if the residential developer/builder submits evidence to the board to prove the following:
  - a. The existence of a bona fide operational sales office within the subdivision; and/or
  - b. Not more than ninety-five (95) percent of new homes in the subdivision have been sold.
- 5) Each sign is to be properly permitted through the Development Services Department before installation of the sign.
- 6) These signs must be installed by a licensed on-premise sign operator or licensed off-premise sign operator as defined by City Code Chapter 28.



Roderick J. Sanchez, AICP, C.B.O.  
Director and Building Official  
Development Services Department