
Signs – Article 3.01

Section 3.01-1 **Definitions**

The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning. Pictures shown are for clarification purposes only; definition will prevail:



A-frame sign means a temporary sign used to identify a business name, telephone number, hours of operation, and/or the business's website. Made of two pieces of wood, metal or other similar material approved by the building official connected at the top by hinges or similar devices. Also referred to as a "sandwich board sign."

Abandonment means intent by the owner to permanently cease using the sign. The following signs shall be deemed abandoned:

- (1) A sign which, for at least six continuous months, does not identify or advertise a bona fide business, lessor, service, owner, product or activity.
- (2) A sign for which no legal owner can be found; or
- (3) A sign which pertains to a time, event or purpose which no longer applies.

Area of sign means the total area within the extreme rectangular perimeter of the attraction area intended to draw attention to the sign. Supporting structures shall not be included in calculations. The area of the sign with two faces, approximately opposed, shall be that of the larger face if such condition prevails; but, if the angle between the panes of the opposing faces exceeds 30 degrees, the total area of both faces shall be considered the sign area. For multisided or circular signs, the calculation shall include all the projected area.



Artistic objects, murals, images and works of art means a structure presenting an artistic, historic, or nostalgic theme or image that does not meet the definition of a sign as defined in this chapter.



Awning/canopy means an architectural projection which provides weather protection, identity, or decoration, and is supported by the building to which it is attached. It is composed of a lightweight rigid or retractable skeleton structure over which another cover is attached, which may be of fabric or other material. Such signs may be raised or retracted to a position against the building, and may be illuminated.



Banner means a sign made of paper, plastic, or fabric, with or without a frame, containing characters, letters, illustrations, or ornamentations applied to paper, plastic, or fabric. The term "banner" does not include a flag.



Billboard means a sign which directs attention to a business, person, organization, activity, event, place, commodity, product, or service conducted, sold, or offered at a location other than the premises on which the sign is located.



Blade means an attached sign oriented perpendicular to the face of the building which projects more than 12 inches beyond the surface of the building to which it is attached or supported.



Builder's directional sign means a temporary sign which provides direction or instruction to guide persons to sites where new homes are under construction, usually off-premises.

Building official means the officer or other designated authority charged with the administration and enforcement of this code.



Civic means a sign pertaining to a city, municipal activity.



Construction sign means a temporary sign identifying individuals or companies involved in design, construction, wrecking, financing, or improvements of the premises where work is under construction.

Commercial message means any message contained on any sign that advertises, promotes, solicits, or endorses a product or service of an establishment, organization, corporation, company, or individual for the purpose of encouraging a consumer to purchase said product or service. This does not apply to messages that contain a specific public or civic announcement and does not advertise, endorse, display, or encourage any purchase of a service or product offered by any establishment, corporation, company, or individual.



Cup sign means those signs which are attached to cyclone fences and have the appearance of drinking cups.

Dilapidated or deteriorated sign means a sign:

- (1) Where any portion of the finished material, surface or message portion of the sign is visibly faded, frayed, flaked, broken off, missing, cracked, splintered, defective, partially, or improperly secured, unsafe, or is otherwise visibly deteriorated or in a state of despair; or
- (2) Whose elements or the structural support or frame members are visibly bent, broken, cracked, dented, torn, twisted, leaning or at angles other than those at which it was originally erected, such as may result from wind damage or by the failure of a structural support.



Directory sign means a sign which indicates:

- (1) The name and/or address of the tenants or occupants.
- (2) The address of the premises; and/or
- (3) Identification of any business or occupation which may exist on the premises.

Elevation means an architectural drawing that shows the style, shape, and complexity of a building or structure.

External illumination means illumination of a sign by an artificial source of light which is not contained within the sign itself.



Feather/bow sign means a temporary sign, the height of which is greater than the width, intended to advertise a business or product, made of fabric, cloth or other flexible or liable material, and designed or intended to move in the wind.



Flag means any fabric containing distinctive color, pattern, or symbols, used as a symbol of a government, political subdivision, nonprofit organization, or corporation that is flown from flagpoles.

Flashing sign means an illuminated sign on which the artificial source of light is not always maintained stationary or constant in intensity and color when the sign is illuminated. For the purpose of this chapter, any moving illuminated sign affected by intermittent lighting shall be deemed to be a flashing sign.

Government community event sign means a temporary stake sign, banner, or other apparatus used to convey information to the public regarding a city-related activity and/or event (i.e. Celebration of Freedom).

Graffiti means pictures, words or slogans, images or other artwork painted, drawn, scratched or applied in any manner to the exterior walls, fences, structures, vehicles, stone, statues,

buildings, or other items in the public view not authorized by the owner of such property or allowed as a mural. **See chapter 34 of the Code of Ordinances.**

Gross surface area.

- (1) The term "gross surface area" means the area of the smallest rectangle/square enclosing the extreme limits of characters, lettering, illustrations, ornamentation, or other fixtures, material, or color forming part of the sign. Gross surface area shall be measured on one side only of a two-faced (back-to-back) sign carrying the same image and message on both faces. Two-faced signs carrying different messages and images on each side shall be considered as separate signs.
- (2) The term "gross surface area" does not include structural supports bearing no sign copy; however, if any portion of the required structural supports become enclosed for decorative or architectural purposes, that portion will be included in the total gross surface area of the sign.



Ground sign means a sign wholly supported on the ground for attachment.

Illuminated sign means a sign which has characters, letters, figures or designs illuminated by electric lights, luminous tubes or other means that are specifically placed to draw attention to, or provide nighttime viewing of, the subject matter on the sign face.

Illumination, external, means lighting by means of an unshielded light source (including neon tubing) which is effectively visible as an external part of the sign.

Illumination, internal, means lighting by means of a light which is within a sign having translucent background, silhouetting opaque letters or designs, on which letters or designs are placed, which themselves are made of translucent material.

Impounded sign means a sign that is legally removed by a city-authorized official, inspector, officer, and other city employee(s) in accordance with the provisions of this chapter.

Incidental signs mean small signs of a noncommercial nature, intended primarily for convenience of the public; included are signs designating restrooms, address numbers, hours of operation, entrances to buildings, directions, help wanted, public telephones and so forth.



Inflatable sign means any display capable of being expanded by air or other gas and used on a temporary basis to advertise a product or event.



Instructional sign means a sign limited to directional messages, principally for pedestrian and vehicular traffic, such as one-way, entrance and exit.



Kiosk sign means a freestanding sign structure located in or adjacent to the public right-of-way that features a city identification panel at the top of each structure and displays directional information and is regulated in section 102-122, by table 1, schedule for permanent signs.

Legal setback line means the line established by ordinance beyond which a building may not be built. A legal setback line may be a property line.



Light pole sign means a temporary sign that attaches to the specified dimensions of a light pole designed for the displaying of vertically oriented banner sign of no less than 24 inches and no more than 36 inches in height and is attached to the light pole.



Logo means any design or insignia of an organization, individual, company, or product which is commonly used in advertising to identify that organization, individual, company or product.



Marquee means any hood or awning or permanent construction projecting from the wall of a building or other structure containing either permanent or changeable advertising.



Menu board means a sign displaying the menu for a drive-up window for a food establishment.



Monument sign means a permanent ground sign generally constructed out of brick, stone or cast concrete supported on a concrete foundation across the entire base of the structure.



Moving sign means a sign which revolves, rotates swings, undulates, or otherwise attracts attention through the movement of parts or through the impression of movement, including automatic electronically controlled copy changes, but not including flags, banners, or pennants.



Mural means pictures or artwork painted, drawn, or applied on the exterior walls that does not depict or contain advertising, logos, or images of a product or service available on-site or off-location.



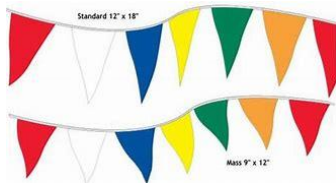
Nameplate sign means an on-premises non-illuminated sign identifying only the name, address and/or profession of the occupant of the premises on which the sign is located on the outside of the building

Nonconforming sign means any sign and its supporting structure that does not conform to all or any portion of this chapter and was in existence and lawfully erected prior to the effective date of this chapter; and was in existence and lawfully located and used in accordance with the provision of any prior ordinances applicable thereto, or which was considered legally nonconforming there under, and has since been in continuous or regular use; or was used on the premises at the time it was annexed into the city and has since been in regular and continuous use.

Obsolete sign means a sign that advertises a business, use, or purpose which was located on the same site as the sign but is no longer in existence at that site.

Off-premises sign means a sign which directs attention to a business, person, organization, activity, event, place, commodity, product, or service not conducted, sold or offered upon the premises on which the sign is located.

On-premises sign means a sign which promotes or advertises a business, organization, activity, event, place, commodity, product, or service which is conducted, sold or offered upon the premises where the sign is located.



Pennant means a wind device usually made of lightweight plastic, fabric, or other material whether or not containing a message of any kind, usually triangular in shape and attached to a single cord.

Permanent sign means a sign which is fixed in nature that is erected, affixed, or maintained on a premises for a period which is regulated in **section 102-122, by table 1**, schedule for permanent signs.



Pole sign or pylon sign means a freestanding ground sign supported by one or more poles columns, uprights, or braces placed in or upon the ground and having no guys or braces to the ground or to any other structure.



Political sign means a temporary sign pertaining to any national, state, county, or local election that supports or opposes an announced candidate, political party or issue of political significance.



Portable sign means any temporary sign supported by the ground but not permanently attached to the ground, building or vehicle, which can be regularly moved from a location at periodic intervals, and which is located upon the premises where the business, profession, activity, commodity, service, or entertainment referred to by the sign is located. The term "portable sign" includes but is not limited to the following:

- (1) A sign which is mounted on a trailer or wheels or is part of a trailer and by its design can be towed from one location to another using attached wheels or by attaching an axle to existing mounts.
- (2) An "A-frame" type sign.
- (3) A sign affixed by pole or poles to a portable base made of wood, metal or concrete.
- (4) A sign suspended or attached to a stand with an inverted T-base; and
- (5) Any sign that the base is inserted into a sleeve mounted or driven into the ground which can be easily extracted from said sleeve by simply lifting or removing bolts.

Premises means a lot or tract, or a combination of contiguous lots or non-platted tracts if the lots or tracts or combination are under a single ownership and are reflected in the plat or deed records of Tarrant County. Multi-tenant locations shall be considered as being one premises.



Projecting sign means a sign suspended from a building or structure and projecting out more than 1 - 2 foot

Qualified street frontage means the width of property along the street of a commercial or industrial development which bears the address of the property.



Reader board sign means a sign comprised of nonpermanent letters, numerals, or symbols which may be changed by adding, removing, or rearranging the letters, numerals or symbols, either manually or electronically.



Real estate sign means a sign relating to the sale, lease, or rental of the premises upon which such a sign is placed.



Roof sign means a sign mounted upon, against, or directly above the roof or parapet line of a building or structure, or that is wholly dependent upon a building for support and that projects above the top walk or edge of a building with a flat roof, the eave line of a building with a gambrel, gable or hip roof, or the deck line of a building with a mansard roof.



Searchlight means a large outdoor lighting apparatus used to attract attention to a business or a specific location.

Secondary sign means a sign located on premises identifying individual uses in a mixed use multitenant commercial shopping center.

Sight triangle means an area of unobstructed visibility on either corner of a street and/or driveway of at least 25 feet in any direction.

Sign means any name, number, identification, description, announcement, declaration, demonstration, device, display, flag, banner, pennant, illustration, logo, balloon, streamer, valance, advertising display, poster, beacon, light or insignia, illuminated or non-illuminated, affixed directly or indirectly to or upon any building, window, door or outdoor structure, which is visible to the general public and calls attention to any business, person, organization, event, commodity, object, product, service, place or activity, including any permanently installed or situated merchandise or facsimile.



Stake sign means a temporary freestanding sign supported by wood or metal material with an end designed to be driven into the ground.

Street grade means the average elevation of the projected corners of a property, adjacent to a dedicated street right-of-way or roadway easement, the elevation of the corners being measured at the top of the curb or the centerline of the street if no curb is present.

Temporary event means an event such as a "grand opening," or a "going out of business sale" which lasts for a period of time not to exceed 60 days.

Temporary sign means a nonpermanent sign constructed of cloth, canvas, light fabric, cardboard, plastic, wood, wallboard, or other like materials with or without a frame designed or intended to be displayed for a short period of time erected, affixed, or maintained on a premises and regulated in section 102-123, by table 2, schedule for temporary signs. Trailer and portable signs are classified as temporary signs.



An undeveloped land sign indicates any undeveloped property within the city limits for which a certificate of occupancy has not been issued by the building official to occupy a building on the property.



Vehicular signs.

- (1) The term "vehicular sign" means any sign, not including bumper stickers, on or in a vehicle moving along the ground or on any vehicle parked temporarily, incidental to its principal use for transportation.
- (2) The term "vehicular sign" does not include signs which are being transported to a site of permanent erection or lettering of company vehicle that advertises only the company name, address, and/or logo, or temporary signs (with an area less than three feet) attached to vehicles which may be removed daily.



Walker sign (temporary human directional sign) means a person on-site, visible from the public right-of-way, that is holding, or wearing a sign, or wearing a costume to draw attention to a business, project, place, or event.



Wall sign means a sign attached or affixed to an exterior wall of a building or structure or dependent upon a building for support with the exposed face of the sign located in a place substantially parallel to the exterior building wall to which it is attached or by which it is supported and not extending more than 12 inches from said wall. A wall sign shall not extend above the wall or parapet to which the sign is attached. For the purpose of this section, awnings, canopy fascia and mansards extending along a building side shall be considered a part of the wall.

Warning sign means a sign containing no advertising material, warning the public of the existence of danger.



Wayfinding sign means a sign installed, erected or placed by the city, state, or federal government or other authority charged by law with regulating traffic safety, which sign is designed to direct either vehicular or pedestrian traffic to specific public facilities or other locations of interest.



Window sign means a sign attached to, placed upon, or painted on the exterior or interior of a window or door of a building, which is intended for public viewing from the exterior of such building.



Yard sign means a temporary stake sign used to publicize the arrival of a newborn, participation of a family member in a school activity or sport or military activity. Other than a development, real estate, builders or construction sign, which includes the advertisement of a service which has been performed on premises, or construction/repair that has been performed on premises.

Sec. 301-2 - Purpose.

The regulations established in this chapter are intended to provide minimum standards to safeguard life, property, and public welfare regulating and controlling the use, materials, construction, location, number, maintenance, and the permitting of certain signs and sign structures. In addition, this chapter is intended to enhance the beauty of the city by limiting visual clutter. The provisions of this chapter are not intended to permit a violation of any provision of any other ordinance or federal or state law.

(Ord. No. 05-2015-255, § 1(exh. A), 5-7-2015)

ARTICLE II. PERMIT

Sec. 301-3. Required.

Except as provided in this chapter, no permanent sign shall be erected, placed, displayed or located without first obtaining a sign permit from the city. No sign permit shall be approved unless an application for a certificate of occupancy has been approved by the building official. Exception: "For Lease" and "Coming Soon," banners which shall be on a month-to-month basis.

(Ord. No. [REDACTED])

Sec. 300-4. Application.

- (a) Application for a permit for permanent sign shall be made in writing upon forms furnished by the building inspections department. Such application shall contain the location by street and address number of the proposed sign structure, height, area, sign function, as well as the name, address and phone number of the owner and sign contractor or erector. The building official may require the filing of plans or other pertinent information which, in the building official's opinion, is necessary to ensure compliance with this chapter.
- (b) Applications for portable/temporary sign permits presented to the building inspections department must include the following information: name, address, phone number of the owner of the property, the renter of the sign, and the owner of the sign; the proposed dates the sign would be located on the property, the signature of the sign owner responsible for removal of the portable sign; and a drawing including the legal description of the property all applicable driveways, and accurately showing the proposed location of the portable sign ensuring the 25-foot by 25-foot P.O.S.E. (point of sight easement) is not encroached upon. The owner of any portable sign shall be responsible for obtaining the permit required herein, shall be responsible for any violations of this chapter whether the sign is leased or rented to another or not, and shall be responsible for any damages which may result from the placement of the sign.

(Ord. No. [REDACTED])

Sec. 301.5. Termination.

A sign permit may be terminated in accordance with the following provisions:

- (1) A permit shall be active for the life of the sign, as long as it is in compliance with this chapter.
- (2) A permit shall be terminated if the sign for which it has been issued has not been constructed within 180 days from the date of issuance.
- (3) A permit issued for any sign including its supporting structure shall automatically terminate in the event the sign shall fall and not be corrected within 60 days.
- (4) Permit fees. A sign permit fee shall be paid to the city in accordance with appendix A to this Code.

(Ord. No. [REDACTED])

Sec. 301.6. Fees.

- (a) Application and permit fees for each sign shall be as established by the city Manager. Application fees shall be nonrefundable. Each application for a sign permit shall be accompanied by the applicable fees, in accordance with Appendix A, Schedule of Rates, Fees and Charges.
- (b) A permit shall not be issued to persons previously failing to pay fees: The building official shall not issue a sign permit to any person who has previously failed or refused to pay any fees or costs assessed against him under the provisions of this chapter, until such fees are paid.

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- (c) In accordance with International Building Code, Section 108.4 Fees: Any person who commences any work on a building, structure, electrical, gas, mechanical or plumbing system before obtaining the necessary permits shall be subject to a fee established in Appendix A, Schedule of Rates, Fees, and Charges that shall be in addition to the required permit fees. For signs, this fee shall be doubled the original fee in accordance with Appendix A, Schedule of Rates, Fees, and charges.

Sec. 301-7. Inspections.

The building official shall periodically inspect each sign regulated by this chapter for the purpose of ascertaining whether the same is obsolete and whether it needs repair or removal.

Sections 102 – 8 - 14 Reserved.

ARTICLE III. NONCONFORMING SIGNS

Sec. 301-14. Purpose; requirements.

Any existing sign that does not conform to the regulations stated in this chapter shall be deemed a nonconforming sign and shall be subject to the provisions of section 301.17. It is the declared purpose of this chapter that nonconforming signs and signs directing attention to nonconforming uses eventually discontinue and the signage comply with the regulations stated herein, having due regard for the investment in such signs. The city Manager may order nonconforming signs which:

- (1) Are permanently affixed to the ground on the effective date of the ordinance from which this chapter is derived.
- (2) Were erected in conformity with city ordinances in effect at the time of their erection; and
- (3) Remain in place after six months from the effective date of the ordinance from which this chapter is derived.

to be removed upon and subject to compliance with **V.T.C.A., Local Government Code chapter. 216**. Any lawfully existing nonconforming use or building may erect and maintain a sign in accordance with the regulations contained herein.

Sec. 102-61. Appeals and variances.

- (a) A person may request a variance from this the provisions of this chapter by filing a request with the building official or their designee. A person wishing to request a variance shall submit a completed application form that includes an explanation of the reasons the variance is necessary and a nonrefundable fee in accordance with Appendix A, Schedule of Rates, Fees, and charges.
- (b) Upon request of an interested party, the city Manager shall hear and shall seriously and fairly consider a request for a variance, or an appeal under this section.
 - (1) *Appeals.* A person aggrieved by any decision rendered by the building official under this chapter may appeal to the city Manager. The appeal must be received within ten days after the placement of a letter of notification from the building official in the U.S. mail addressed to the owner of the sign. The appeal shall be filed in writing with the city secretary and must specify the grounds on which the appeal is based. The city Manager shall review the appeal at

a city Manager meeting as soon as practical, but not later than 45 days from receipt of the appeal. The decision by the city Manager is final.

- (2) *Variances.* The city Manager may authorize a variance to any regulation established in this chapter, including, but not limited to, the number, type, area, height, material, construction, or any other aspect involved in the sign permitting process. In granting a variance, the city Manager shall consider the following:
- a. Special conditions exist which are peculiar to the land, structure or building involved and are not applicable to other lands, buildings, or structures in the same zoning district. The city may attach such conditions to granting all or a portion of any variance necessary to achieve the purpose of this chapter.
 - b. The strict interpretation of the provisions of the chapter would deprive the applicant of rights commonly enjoyed by other properties in the same zoning district under the terms of this chapter.
 - c. The special conditions and circumstances do not result from the actions of the applicant and such conditions and circumstances do not merely constitute a pecuniary hardship or inconvenience.
 - d. Granting the variance will meet the objectives and intent of this chapter and not injure the adjoining property owners or be detrimental to the public welfare.
 - e. The request will be the minimum variance necessary to alleviate the special hardship or practical difficulties faced by the applicant in meeting the requirements of this chapter; and
 - f. Granting the variance will be in harmony with the spirit and purpose of this chapter.
 - g. It is not the intention of these criteria to discourage innovation. It is entirely conceivable that signage proposals could be made that, while clearly nonconforming to this chapter and thus not allowable under these criteria, have obvious merit in not only being appropriate to the particular site or location, but also in making a positive contribution to the visual environment.
- (c) In granting a variance, the city Manager may impose such conditions as will reasonably accomplish the purposes of this chapter.

Sec. 301.16. Prohibition.

All signs not specifically authorized herein are prohibited. The administrative official shall have the authority to remove any sign in violation of this chapter which is not permanently affixed to the ground on the effective date of the ordinance from which this chapter is derived, May, 7, 2015.

Sec. 301-17. Amortization of nonconforming signs.

- (a) The city may from time to time, on its own motion or upon cause presented by interested persons, inquire into the possible amortization of any nonconforming sign within the city. The city Manager may take specific action regarding amortization of a nonconforming sign under the guidelines established in this section. The concurring vote of four members of the Manager shall be necessary to take any such action.
- (b) The city Manager may order the immediate termination of a nonconforming sign if the Manager determines that the owner's investment in the nonconforming use or structure has been recouped through amortization over time.
- (c) Alternatively, if the city Manager determines that the owner's investment in the nonconforming use or structure has not been recouped through amortization at the time of the hearing, the Manager may order the termination of a nonconforming sign on such future date on which the Manager determines the owner's investment in the nonconforming use or structure will be recouped through amortization.
- (d) In making any determination under this section, the city Manager shall first hold a public hearing. The building official shall provide the owner of any nonconforming use or structure for which termination or amortization is sought with at least 15 days prior written notice of the action sought.
- (e) In making any determination under this section, the city Manager shall consider the investment of the owner in the nonconforming sign, the reasonable expected useful life of a sign of similar construction, the past and/or anticipated future profitability of or income production from the nonconforming sign, the desirability for all property to conform to the city's sign regulations, the character of the area surrounding the nonconforming sign, the adverse impacts, if any, of the nonconforming sign on the surrounding property and neighborhood, the diminishment of value, if any, of the surrounding property and neighborhood due to the continuance of the nonconforming sign, the property rights both of the owner of the nonconforming sign and the owners of adjacent and nearby properties, and the public welfare.
- (f) The city will bear the burden of proof and persuasion on the desirability for all property to conform to the regulations of the city's sign regulations, the character of the area surrounding the nonconforming sign, the adverse impacts, if any, of the nonconforming sign on the surrounding property and neighborhood, the diminishment of value, if any, of the surrounding property and neighborhood due to the continuance of the nonconforming sign, the property rights of the owners of adjacent and nearby properties, and the public welfare. The owner of the nonconforming structure or use will bear the burden of proof and persuasion on the owner's property rights, the investment of the owner in the nonconforming sign, and the past and/or anticipated future profitability of or income production from the nonconforming sign. The decision of the city Manager shall be final.

Secs. 301-18 --64. Reserved.

ARTICLE IV. PROHIBITED SIGNS

Sec. 301-65. Enumerated.

The following signs are prohibited from installation, construction, repair, alteration, or relocation within the city, except as otherwise permitted in this chapter:

- (1) Balloons or inflatable signs.
- (2) Moving, flashing, animated, or rotating signs, signs with moving lights, or signs which create the illusion of movement, except for reader boards which convey a message.
- (3) Vehicular signs.
 - a. Any sign attached to a trailer, skid, vehicle, or similar mobile structure, where the primary use of such structure is to provide a base for such sign or constitute the sign itself, provided, however, that this provision does not restrict signs on vehicles routinely used for any bona fide business activity.
 - b. Vehicles upon which signs are displayed shall have a current license and inspection according to the licensing regulations of the state and shall be in operable condition.
 - c. No person shall park any vehicles with a vehicle sign in the same location, or in the same vicinity, at frequent or extended periods of time, for purposes of advertising an establishment, service, or product, whether on a permanent or temporary basis. It shall be prima facie evidence that a sign is used to advertise a product or direct people to a business or activity in violation of this subsection if the vehicle or trailer is parked at the same location in an area visible to a public right-of-way for a continuous period exceeding 72 hours, or is parked in an area visible to a public right-of-way during normal and customary business hours of the business in question for three consecutive business days, with the following exceptions:
 1. Construction trailers temporarily placed on active, permitted construction sites which advertise the business constructing facilities on the site; and
 2. Signs on governmental law enforcement and emergency response vehicles.
- (4) Signs attached to utility poles or other surfaces which are not the property of the utility or serve a public purpose located within a public right-of-way or easement.
- (5) Permanent off-premises signs (billboards).
- (6) Obscene signs. No person shall erect or display on any site a sign in which the dominant theme of material taken as a whole appeals to a prurient interest in sex or is patently offensive because it affronts community standards relating to the description or representation of sexual matters or is utterly without redeeming social value.
- (7) Obstructing doors, windows, or fire escapes. No person shall erect or display on any site a sign which prevents free ingress to or egress from any door, window, or fire escape.
- (8) No person shall erect, paint, or display a sign on a fence, sidewalk, tree, shrub or public right-of-way.

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- (9) No person shall erect or display a wind device sign, except for feather, bow, or sails with an approved permit.

Sec. 301-66. Exempted.

The following signs are exempt from the provisions and regulations of this article:

- (1) *Public signs.* Signs required by governmental bodies or specifically authorized for a public purpose by any law, statute, or ordinance. Such public signs may be of any type, number, area, height, location, or illumination, as required by law, statute, or ordinance.
- (2) *Signs on vehicles.* Signs placed on or affixed to vehicles and/or trailers where the sign is incidental to the primary use of the vehicle or trailer as transportation and is removed from the premises on a daily basis.
- (3) *Warning sign.* Signs warning the public of the existence of danger but containing no advertising material; to be removed within three days upon the subsidence of danger. Such warning signs may be of any type, number, area, height, location, or illumination as deemed necessary to warn the public of the existence of danger.
- (4) *Flags.* Flags of governmental entities or nonprofit organizations. Nothing in this chapter shall be construed to prevent the display of a national or state flag, or to limit flags, insignias, or legal notices, or informational, directional or traffic signs which are legally required and necessary to the essential functions of government agencies.
- (5) *Governmental signs.* Signs of a duly constituted governmental body, including traffic or similar regulatory devices, legal notices, warnings at railroad crossings, and other instructional or regulatory signs having to do with health, hazards, parking, swimming, dumping, etc.
- (6) *Address numerals.* Address numerals and other signs required to be maintained by law or governmental order, rule, or regulation are allowed, provided that the content and size of the sign do not exceed the requirements of such law, order, rule, or regulation.
- (7) *Athletic signs.* Signs used as scoreboards in athletic stadiums.
- (8) *Directional signs.* Signs which direct vehicles and pedestrian traffic, which may display arrows, words, or other symbols to indicate direction of facilities.
- (9) *Directory signs.* Signs which are in or adjacent to entrances or foyers.
- (10) *Instructional signs.* Signs providing no advertising of any kind, which provides direction or instruction to guide persons to facilities, intended to serve the public, including, but not specifically limited to, the signs identifying restrooms, public telephones, public walkways, parking areas and other similar facilities.
- (11) *[Holiday decorations.]* Holiday lights and decorations with no commercial message, provided they are maintained in accordance with applicable regulations.
- (12) *[Joshua Economic Development Corporation signage.]* Informational and/or welcome signs erected by the Joshua Economic Development Corporation on private or public property with owner's authorization, but not on street right-of-way. Such signs may not exceed 120 square feet in area or ten feet in height, unless otherwise approved by the city Manager. Such signs may include information on commercial and nonprofit organizations within the city, provided that the area provided for each organization does not exceed four square feet and that the

total area provided for commercial and/or nonprofit organizations does not exceed 51 percent of the total sign area.

(13) *[A-frame signs.]* A-frame or sandwich board, and sidewalk or curb signs that will be removed from the premises daily.

(14) *[Bench signs.]* Bench signs on benches placed by the City of Joshua.

Secs. 301-67—301-111. Reserved.

ARTICLE V. GENERAL STANDARDS

Sec. 301-112. Height of signs.

Sign height shall be measured from ground level (grade) to the highest part of the sign.

Sec. 301-113. Building and electrical codes applicable.

All signs must conform to the regulations and design standards of the current building code and other ordinances of the city. The wiring of all electrical signs must conform to the current electric code of the city.

Sec. 301-114. Illumination of signs.

Signs shall be designed, located, shielded, and directed to prevent the casting of glare or direct light from artificial illumination upon adjacent public right-of-way and surrounding property.

Sec. 301-115. Requirement to repair.

Whenever a sign is damaged by wind, is inadequately maintained, is of faulty construction, or is damaged by any other cause, it shall be considered a public nuisance and the owner shall be required to repair such sign substantially to its original condition as determined by the building official, or at the owner's election such sign shall be removed. A sign which has been permitted to remain in place as a nonconforming use shall be removed when the sign, or a substantial part of it, is blown down or otherwise destroyed or dismantled for any purpose other than maintenance operations or for changing the letters, symbols, or other material on the sign. For purposes of this chapter, a sign or a substantial part of it is considered to have been destroyed if the cost of repairing the sign is more than 60 percent of the cost of erecting a new sign of the same type at the same location.

Sec. 102-116. Placement of signs.

No sign may be erected or placed on public right-of-way. Any signs so erected or placed may be removed by the building official without notice. No sign may be erected or placed on vacant lots or tracts unless written permission has been given by the property owner and such documentation is provided to the building official upon the official's request.

Sec. 301-117. Sight triangle.

No permanent or temporary sign shall be located to block the visibility in the required sight triangle as defined in section 301-1.

Sec. 301-118. Noncommercial messages.

Any sign authorized in this chapter is allowed to contain a noncommercial message in place of any other authorized message.

Sec. 301-119. Off-premises signs.

The following off-premises signs that shall be allowed in the city:

- (1) Builders' directional signs.
- (2) Instructional signs.
- (3) Temporary off-premises signs; and
- (4) Civic and religious signs.

subject to the regulations provided in section 301-123, and when written permission has been given by the property owner and such documentation is provided to the building official.

Sec. 102-120. Works of art, murals.

Works of art, murals or building identification signs that do not include a commercial message shall be reviewed by the building official prior to being presented to the city Manager for a special use permit. Words and/or symbols may only be ten percent of the size of the entire mural.

Sec. 301-121. Weekend advertising.

The city policy for weekend advertising, as expressed in this chapter, is extended to homebuilders for the purpose of guiding the weekend motoring public to available residential properties in the city. The policy is intended as a benefit also to the buying public. These provisions are designed to allow temporary directional signs without resulting in excess that may prove offensive to others of the public.

- (1) *Registration.* In order for a builder/developer to be eligible to participate in this weekend advertisement they must be registered with the building inspection office. An annual fee as provided in Appendix A, Schedule of Rates, Fees and Charges must be paid by each builder/developer/owner wishing to advertise under this section. Such annual fee must be paid and/or renewed during the month of January each year.
- (2) *Schedule.* Signs will be allowed between 12:00 noon Friday and 12:00 noon Monday. A holiday falling on Friday or Monday will be considered part of the weekend.
- (3) *Sign size.* Signs shall not exceed 24 inches by 30 inches in size, not to exceed three feet above grade.
- (4) *Spacing of signs.* A minimum of five feet must be held between all signs, and signs for one advertiser must be at least 40 feet apart.
- (5) *Sign location.* Individual sign locations shall adhere to the following criteria:
 - a. No closer than 40 feet to a street intersection or median opening.
 - b. Signs may be placed in the city right-of-way, but no closer than three feet from the edge of the sign to the street curb or edge of the pavement. Signs should not encroach upon either the sidewalks or the street.
 - c. No sign shall be placed in a visibility triangle. Generally, if a sign is close to blocking motorist visibility, it should be removed.
 - d. No signs should be placed further than three miles from the subject property.
- (6) *Sign construction and criteria.* Signs should be rigid, two-dimensional displays that advertise new residential property, guiding the motorists to a specific location in the city. These are the guidelines under which this policy will be administered, relating particularly to the weekend/motoring customer. It is the responsibility of the builder/owner to secure permission of the property owner for placement of the signs on private property. This policy does not grant unlimited access and use of the city right-of-way. Violations of this policy will be cause for confiscation of the signs. Any signs which are confiscated by the building official and/or their appointee may be reclaimed by the owner of such sign, but each sign so confiscated will be subject to a redemption fee, per sign, as provided in appendix A to this Code. If signs remain unclaimed for a period of 30 days, the city will dispose of such signs as may be appropriate. Excessive general violations may require that the policy be suspended for a period of time. The building official shall notify the city Manager if the suspension of this policy is put into effect indicating the causes and the period of the suspension. All builders/owners are offered the use of the provisions of this section equally. In so doing, the city asks that the builders/owners aid in maintaining a neat and orderly appearance throughout the entire city.

Sec. 301-122. Schedule for permanent signs.

No permanent sign shall be erected, placed, displayed, or located except in accordance with the following table:

Table 1. City Permanent Signs						
Type of Sign	Permit Required	Districts Permitted	Maximum Area	Maximum Height	Number of Signs	Requirements
Blade	Yes				1 per outside wall	No less than 12 inches from the surface of the building. Must be supported by the building
Awing/canopy	Yes	Nonresidential				
Pole/pylon (ground sign)	Yes		1 sq. ft. per linear feet of qualified street frontage, 300 sq. ft. max. per sign	25 feet, plus 1 foot for each foot setback from property lines to a max. of 50 feet	1 per 300 linear feet of qualified street frontage	50 feet min. qualified street frontage, must be permanently attached to ground, height may not exceed 35 feet
Freestanding monument commercial	Yes		150 sq. ft.	6 feet	1 per development (choice of ground, monument, roof or projecting sign)	Different regulations for monument signs in residential districts

Roof (attached)	Yes		1 sq. ft. per linear feet of qualified street frontage, 200 sq. ft. max.	10 feet, above apparent flat roof or eaves line height	1 per development (choice of ground, monument, roof or projecting sign)	Shall not project horizontally over edge of roof or eaves
Projecting (attached)	Yes		1 sq. ft. per linear feet of qualified street frontage, 100 sq. ft. max.	5 feet, above apparent flat roof or eaves line height	1 per development (choice of ground, monument, roof or projecting sign)	Shall not extend more than 4 feet from any wall facing
Theater marquee	Yes		1 sq. ft. per linear feet of qualified street frontage, 300 sq. ft. max. per sign	10 feet, above apparent flat roof or eaves line height	1 per development	May be substituted for projecting sign
Ground for auto dealership	Yes		1 sq. ft. per linear feet of qualified street frontage, 300 sq. ft. max. per sign	25 feet, plus 1 foot for each feet setback from property lines to a max. of 50 feet	1 per 150 linear feet of qualified street frontage	50 feet min. qualified street frontage, must be permanently attached to ground, height may not exceed ½ distance to nearest AG or residential zoning
Commercial wall (attached)	Yes		15 percent of wall area	Not above apparent flat roof or eaves line height	Signage area can be composed of multiple signs	Includes any valance or permanent window signs

Canopy	Yes		15 percent of canopy fascia area	Top of parapet wall or roof eave height	Signage area can be composed of multiple signs	Includes signs suspended on the canopy supports
Residential freestanding monument	Yes		50 sq. ft.	4 feet	2 matching at main entrance to subdivision	Monument signs not allowed in AG district
Multifamily wall or ground	Yes	R3, R4	50 sq. ft. total	Ground, 4 feet Wall, height of masonry screening wall	1 per street frontage	For identification purposes only, no encroachment into sight triangle
Menu board— Directional	Yes	C1, C2			Directional signs will be determined at site plan— (1) Menu Board	Sign placement will approved with the Site Plan Review
Residential wall (attached)	Yes		2 sq. ft. each	Roof eave height	2 per occupancy	No encroachment into sight triangle, no permit required
Mural/works of art	SUP	Nonresidential				
Private traffic control	Yes		2 sq. ft.	3 feet	No number specified	Vehicular or pedestrian, no logos symbols or shapes
Kiosk signs	Yes					Must meet all specifications as

						listed in section 102-126
Commercial flag poles	Yes	C1, C2, I	Company and award flags 100 sq. ft. or less than U.S. and state flags	40 foot	1 flag of each type per site	U.S. and state flags; corporate logo flag
Flag poles in residential	No, unless electrical is needed	A, R1, R1L, R2, R3, R4, MH	No area maximum	Not to exceed 30 feet	1 flag of each type per site	U.S. and state flags; POW; Active Military and Branch of Military; School or Team Affiliation
Reader board signs	Yes				1 per street frontage	Text message only. The message rate shall not change at a rate faster than one message every 5 seconds. Any visual effects shall not compromise or interfere with vehicular traffic

Sec. 301-123. Schedule for temporary signs.

No temporary sign shall be erected, placed, displayed, or located except in accordance with the following table:

Table 2. City Temporary Signs						
Type of Sign	Permit Required	Districts Permitted	Maximum Area	Maximum Height	Time Limit	Requirements
Civic and religious	Yes	Nonresidential	50 sq. ft.	8 feet	Up no more than 30 days prior to event	Not to exceed 5 signs per event. Must be removed 3 days following event
Inflatables	Yes	Nonresidential		10 feet	15 days prior to event	Remove within 3 days after the event
Temporary off-premises	Yes	Nonresidential	50 sq. ft.	8 feet	Up no more than 90 days 30 Days between	Must have property owners' permission in writing
Bow/feather	Yes	Nonresidential			30 days 4 times a year	2 per address; 10 foot apart. choice of blade/bow/feather or portable per address
Temporary sale (garage, estate sales)	Yes	All Residential	6 sq. ft.	3 feet	5 days prior and remove within 24 hrs. after	One per address, no others are allowed to be placed within the city limits

Portable	Yes	Nonresidential	50 sq. ft.	8 feet	30 days with 60 days between	Per address; 150 feet separation 20 feet from right-of-way. Choice of banner or portable per address at one time
Real estate	No	All	5 sq. ft.	3 feet	Remove within 1 week of sale or lease	1 per lot, not in right-of-way.
Commercial real estate	Yes	Nonresidential OC, GC, I and PD	100 sq. ft.	15 feet	Remove within 1 week of sale or lease	1 per street frontage, unlighted
Undeveloped property	Yes	All	1 sq. ft. per linear feet of street frontage or 100 sq. ft. whichever is smaller	15 feet		1 per street frontage, unlighted
Builders' directional signs within city limits	Yes, annual fee	All	5 sq. ft. 24"x30"	3 feet	12 noon Friday until 12 noon Monday, except holidays	3 feet from curb, 10 feet spacing, 40 feet min. from intersection, or commercial drive, no lighting, within 3 miles of site.

Walker/human	No	C-1, C-2, JSOD, HOD				Located on private property where sale/event/promotion is taking place. Not within the right-of-way. Not to exceed 7 consecutive days
New subdivision development	Yes		150 sq. ft.	15 feet	1 year or completion of project, 1 year renewal available	1 on-site at each entrance of subdivision, 25 feet behind curb, 200 feet apart maximum of 3 signs per builder
Trade construction sign	Yes	All	50 sq. ft.	4 feet	Removed prior to certificate of occupancy or 5 days after final inspection	Approved by building official
Horizontal banner	Yes	Nonresidential,	50 sq. ft.	Attached to building height of wall	30 days each 3 times per year with 45 days between	Only one allowed per address, no lighting; choice of banner or portable per address
Vertical banner	Yes	C1, C2, I, JSOD, HOD	36 sq. ft. 3'x12'	25 feet max., 6 feet min. to bottom of vertical banner	30 days each 3 times per year with 45 days between	50 feet min. spacing, 100 feet min. street frontage; choice of banner or portable per address

Yard sign	No	Residential	6 sq. ft.			Only on occupied residential lots. At least 5' back from street
Political	No	All	50 sq. ft.	6 feet	30 days prior to local, 60 days prior to state, 90 days prior to national	No lighting, removed 7 days, after election or runoff
Stake sign	Yes	OC, GC, I, CP	5 sq feet	3 feet	14 days prior to event; remove within 3 days after	On premises. Not in right-of-way, not a traffic hazard; at least 5' separation
Cup signs	Yes	All			30 days up with 60 days between	3 times a year

Sec. 301-125. Pole and monument not to be used in combination.

Pole and monument signs shall not be used in combination on the same premises. Each premises shall be permitted only one pole sign or one monument sign. A pole sign or monument sign may be used in combination with other permanent signs listed in section 102-123, the schedule for permanent signs.

Sec. 301-126. Effective date for portable signs.

If a portable sign was leased for a term beginning before the effective date of the ordinance from which this chapter is derived, the effective date of enforcement of this section as it pertains to that sign shall be at the termination of the lease or six months, whichever occurs first. (This chapter applies to all other portable signs as of the effective date of the ordinance from which this chapter is derived.)

Sec. 301-127. Kiosk signs.

- (a) The city Manager may, by duly executed license agreement, grant the exclusive right to design, erect and maintain kiosk signs within the city limits of the city.
- (b) Kiosk signs shall be designed and constructed in accordance to the specifications contained in the aforementioned license agreement and in this section.
- (c) Prior to erecting any kiosk sign, the licensee shall submit a sign location map to the city Manager for approval. The sign location map shall contain the location, orientation, and number of individual location signs available for each kiosk sign.
- (d) Kiosk sign installation shall include break-away design features as required for traffic signs in the street right-of-way.
- (e) Advertisement of price information shall be prohibited on kiosk signs.
- (f) No additional or extraneous signs, pennants, flags or other devices for visual attention or other appurtenances shall be attached to kiosk signs.
- (g) Kiosk signs shall not be illuminated.
- (h) Individual sign panels on kiosks shall have a uniform design and color.
- (i) Kiosk signs shall not:
 - (1) Interfere with the use of sidewalks, walkways, bike and hiking trails;
 - (2) Obstruct the visibility of motorists, pedestrians or traffic control signs; and
 - (3) Be installed in the immediate vicinity of street intersections.
- (j) Signs shall comply with the visibility triangle requirements contained in the subdivision regulations or other visibility easements provided by code or subdivision plat.
- (k) Kiosk sign plazas may be located on private premises along FM 1187 and FM 731 corridors, or other state-maintained roadways, provided written permission is obtained from the premises owner.
- (l) Kiosk signs are intended to create a uniform coordinated method of providing direction for homebuyers and citizens to the location of home subdivisions, housing developments, and homebuilders. The signs are also intended to provide direction to municipal or community facilities, community events, school district facilities, businesses and other Noncommercial establishments and locations within the city limits while discouraging the placement of other unsightly and hazardous off-site directional signs.
- (m) The licensee shall administer the kiosk signs and shall fill the individual location sign spaces in accordance with the following criteria:

- (1) The spaces shall be filled according to the date the requesting location submits an application or request is received by the licensee on a first come, first served basis.
- (2) The number of kiosk signs and spaces on each sign shall be set by the sign location map approved by the city Manager. The licensee may request the placement of additional kiosk signs only if the number of unserved requests will fill an additional sign.
- (3) The licensee shall have no discretion to award or not award a space on a kiosk sign based on the type of organization or business that requests placement on a kiosk sign.
- (4) The locations listed on a kiosk sign must be within the city limits of the City of Joshua.
- (n) In accordance to the specifications contained in the aforementioned license agreement a percentage of the kiosk sign panels shall be reserved for the city to use as directional signage to municipal or community facilities or locations or community events.
- (o) The licensee shall be responsible for all construction, installation, maintenance and repair of the kiosk signs at no cost to the city.
- (p) Notwithstanding anything contained herein to the contrary, any sign authorized under this section to contain commercial copy may contain noncommercial copy in lieu of commercial copy.

Sec. 301-128. Civic and religious signs.

The building official or his designee, on an administrative level, may permit temporary signs announcing civic or religious events of widespread community interest to be placed on certain public property, right-of-way or private property, subject to the following requirements:

- (1) Only those civic and/or religious organizations which are located within the city limits may be granted such permission to place a temporary sign for a requested event.
- (2) There can be no more than five temporary signs for one particular event throughout the city.
- (3) Such signs must have the prior written permission of a private property owner to be placed on such private property.
- (4) Such signs shall be located so as not to present a safety or traffic hazard.
- (5) Such signs shall be permitted at no cost.
- (6) Such signs shall only be permitted for the time specified by the building official or his designee, not to exceed a maximum of 30 days prior to the event.
- (7) Such signs must be picked up and removed by the organization within three days following the conclusion of the event.
- (8) The building official or his designee may elect to present any such temporary sign request to the city Manager for approval.

Sec. 301-129. Master sign plan.

- (a) *Purpose.* The purpose of a master sign plan is to allow an applicant, subject to approval of the city Manager, the option of designating an area that will define unique characteristics in all sign elements including: type, design, and location based on a specific performance criteria. The goal of a master sign plan is to:
 - (1) Promote consistency among signs within a development creating visual harmony between signs, buildings and the other components of the property;

- (2) Enhance the compatibility of signs with the architectural and site design features within a development;
 - (3) Encourage signage in character with planned and existing uses, creating a unique sense of place;
 - (4) Encourage multi-tenant commercial uses to develop a unique set of sign regulations to compliment the development standards; and
 - (5) Facilitate the permitting of signage that may be at variance with the strict application of the other regulations contained in this article, but still consistent with the purposes of this article, thereby allowing a developer sufficient flexibility to accomplish reasonable commercial goals while maintaining the quality of life of the residents of the city.
- (b) *Eligibility.* Only the developer or owner(s) of a designated area of at least five acres in size which is developed or redeveloped as a master-planned commercial or industrial site may apply for a master sign permit.
- (c) *Master sign plan application.*
- (1) The applicant shall develop a master sign plan for all sign elements in the development based on the sign design guidelines in subsection (d) below.
 - (2) The applicant shall pay all fees established in Appendix A, Schedule of Rates, Fees and Charges.
 - (3) The building official shall forward the complete master sign plan application to the city secretary for action, by the city Manager after evaluating the master sign plan based on the design guidelines in subsection (d). The city Manager shall make the final determination on all master sign plans, considering the purposes of this section and the design guidelines.
 - (4) Application requirements shall include a site plan of the proposed sign locations and illustrated drawings of the proposed signs and shall include:
 - a. Size, number and type of all proposed signs including the maximum height, width, area, etc.
 - b. Materials proposed for all signs and sign structures.
 - c. Color and style for all signs, including the context of where signs are to be placed on any given facade.
 - d. Type of illumination proposed (external, internal, etc.).
 - e. Landscaping and/or any ornamental structures including public art, fencing, ground cover, water features, other landscaping elements that are to be used to complement the proposed master sign plan design.
 - f. Any additional information required by the city Manager.
- (d) *Design guidelines.* The design guidelines are to help ensure quality signs that communicate their message in a clear fashion. The building official and city Manager may interpret the design guidelines with flexibility in their application to specific signs and projects, as not all design criteria may be workable or appropriate for each sign or project. In some circumstances, one guideline may be relaxed to facilitate compliance with another guideline determined by the building official and city Manager to be more important in the particular case. The overall objective is to ensure that the intent of the design guideline is followed.
- (1) *Compatibility with surroundings.*
- a. *Proportional size and scale.* The scale of signs should be based on the building facade on which it is placed and the area in which it is located. The size and shape of a sign should be in proportion with the scale of the structure. Large storefronts such as a "big box" will be allowed to have a

proportionally larger sign than a smaller storefront. Signs should not overwhelm the section of the building facade on which it is placed.

- b. *Integrate signs with the building.* Signs should be designed so that they are integrated with the design of the building. A well-designed building facade or storefront is created by the coordination of sign and architectural design and coordinated color scheme. Signs in multi-tenant buildings should be designed to complement or enhance the other signs in the building. Sign placement and design should be reviewed within the context of the building design.
- c. *Corporate franchise signs.* Corporate franchise signage should conform to the community's visual desires while maintaining the elements of the corporate identity. Corporate logos should fit the context, color, scale and building elements.

(2) *Location and mounting.*

- a. Signs should be mounted in locations that respect the design of a building and site, including the arrangement of bays and openings. Signs should not obscure windows (including second story windows), window trim or molding, grillwork, piers, pilasters, and other ornamental features of the building.
- b. Attached signs on fascia above storefront windows should be sized to fit within existing friezes, lintels, spandrels, and other such features and not extend above, below, or beyond them. Typically, attached signs should be centered on horizontal surfaces (e.g., over storefront openings).
- c. When a large building contains several storefronts, signs for the individual businesses should relate well to each other in terms of locations, height, proportion, color, and illumination. Maintaining continuity will reinforce the building's facade composition, while still retaining each business's identity.

(3) *Color.*

- a. *Avoid using too many colors.* Colors or combinations of colors that interfere with legibility of the sign copy or that interfere with viewer identification of other signs should be avoided.
- b. *Use contrasting colors.* Contrast is an important influence on the legibility of signs. A substantial contrast should be provided between the color and material or the background and the letters or symbols to make the sign easier to read in both day and night. Light letters on a dark background or dark letters on a light background are the most legible. Light letters on a dark background work best for both day and nighttime use.

(4) *Materials.*

- a. *Compatibility of materials.* Sign materials should be compatible with the design of the facade on which they are placed. The architectural design of the building's facade shall be considered in the selection of materials that complement the design. The selected materials should also contribute to the legibility of the sign. Example: glossy finishes are often difficult to read because of glare and reflection.
- b. *Appropriate materials.* Sign materials should be durable. Paper or cloth signs are not suitable for exterior use, except on awnings, because they deteriorate quickly. Any wood used should be properly sealed to prevent moisture from soaking into the wood, causing deterioration of the sign and lettering.

(5) *Sign legibility.*

- a. *Name identification.* A sign with limited lines of copy and names should be used whenever possible. The amount of time a person in a vehicle traveling along a roadway has to identify and read a sign is limited. The fewer the words the more effective the sign will be. A simple sign is easier to read and looks more attractive because it is less cluttered.
- b. *Symbols and logos.* Symbols and logos can be used in place of words when appropriate. Picture images usually register more quickly in viewer's minds than a written message.
- c. *Limit the number of letter styles.* Limit the number of lettering styles to increase legibility. Generally, no more than two letter types should be used on small signs and three for larger signs. Greater numbers of letter types reduce the sign's ability to communicate the message.

(6) *Sign illumination.*

- a. *Internal illumination.* Individually illuminated letters, either internally or backlit solid letters are preferred. Individual letters mounted directly on a structure can also be used, and when mounted to a distinctive element of the structure's facade as the backdrop can provide better integration of the sign with the structure. Cabinet signs using internal illumination are required to have an opaque background so that only the lettering appears to be illuminated. Neon lights as illumination are not allowed.
- b. *Projected light source.* Signs along roadways with slower traffic speeds or in pedestrian-oriented environments should consider illuminating with a projected light source (spotlight). Projected lighting is generally a better alternative because the sign will have the appearance of being integrated with the building's architecture. The use of small, unobtrusive fixtures is recommended. Large or oversized fixtures can overpower and be out of scale with the sign and structure. Care should be taken to shield the light source from spilling into the sky, residential areas, and public rights-of-way or roadways. Signs should only be illuminated to the minimum level required for nighttime readability.
- c. *Electrical raceways and conduits.* Electrical transformers, junction boxes, raceways, and conduits are required to be concealed from public view. If these are not able to be mounted internally behind the finished exterior wall, all exposed portions should be finished to match the exterior wall or integrated into the sign design. All exposed equipment should be as small/narrow as possible and should never extend beyond the area of the sign's lettering or graphics.

(7) *Monument signs for single/multiple occupancy buildings.*

- a. Individual tenant sign panels should be uniform in size and complement or enhance the other panels. The address, center name or major tenant may have a larger panel.
- b. The sign structure should be architecturally designed and incorporate design details, materials, and colors of the buildings.
- c. The speed of the roadway traffic viewing the sign and the distance from the roadway should be considered in the sizing of the sign.
- d. Signs should have a landscape element included.

(8) *Individual store signage in multiple occupancy buildings.* Sign designs should be consistent in color, size, and complement or enhance other tenant signs in the building.

- (e) *[Application approval; denial.]* If the city Manager grants the application for a particular development, all signs in that development shall conform to the standards approved in that master sign plan, and the approved master sign plan shall constitute a variance from the other provisions of this chapter. If the Manager grants the application in part, the applicant may elect to accept such approval, and if so accepted, the master sign plan as approved by the Manager and accepted by the applicant shall

constitute a variance from the other provisions of this chapter. If the Manager denies the application, or if the applicant elects not to accept the master sign plan as approved by the Manager, the other provisions of this chapter will govern all signs within the development.