

# Facts & Background

- To amend Chapter 21 of the City's Zoning Ordinance, entitled Sign
- Staff will display edits, removals, and additions to the Sign Ordinance
- Staff implemented ordinance for Place of Worship and Political Signs as requested by Mayor & Council

# Recommended Definition (Sec. 21-2)

## Sec. 21-2. - Definitions.

*Parapet Wall:* That integral part of a wall that extends above the top of a building.

*Parapet Wall Sign:* A sign attached parallel to but within 12 inches of a parapet wall, painted on a parapet wall, or erected and confined within a parapet wall, which is supported by said parapet wall and which displays only one sign face.

*Shopping center:* Three or more primary retail establishments planned, developed and managed as a unit and providing parking facilities in common on the site.

~~Sign means a device, structure or representation for visual communication which is used for the purpose of bringing the subject thereof to the attention of others. For the purposes of this chapter, the term "sign" shall include the structure upon which a sign face is located. Flags and banners shall be included within this definition only as provided elsewhere herein. Seasonal holiday decorations shall not be included within the definition of the term "sign" and regulated as such.~~

*Sign:* Any device, fixture, placard, display, or structure visible to the general public that uses or is designed to use any color, form, graphic, illumination, symbol, writing, or visual presentation of any kind to advertise, announce, draw attention to, or identify a product, place, activity, person, institution, business, or other entity, or to communicate a message or information of any kind to the public. "Sign" shall include both "sign face" and "sign structure."

*Sign Face:* The portion of a sign on which the copy, message, or other visual image to be communicated is placed or is intended or designed to be placed.

*Subdivision Entrance Sign:* A sign installed at the entrance of a subdivision approved pursuant to the Land Subdivision Ordinance of the City of Stonecrest.

*Temporary Sign:* A sign mounted on a stake or metal frame that is used for a limited time period and without regard to message. Examples of use of temporary signs include, but are not limited to, campaigns, real estate, and construction in progress.

~~Wayfinding~~ *Directional sign* means signage used to assist the public in navigating and locating parking, individual tenants, activity centers, ingress/egress points, and other features internal to a mixed-use development and that is not visible from public rights-of-way.

## What changed?

1. Implemented definition for Parapet Wall
2. Implemented definition for Parapet Wall Sign
3. Implemented definition for Shopping Center
4. Changed definition of sign
5. Implemented definition for Sign Face
6. Implemented definition for Subdivision Entrance Sign
7. Implemented definition for Temporary Sign
8. Change wording from Wayfinding Sign to Direction Sign

Sec. 21-62. – Prohibited signs.

(21) Human signs

(22) Billboard signs

# What changed?

1. Added Human Signs to the prohibited signs list
2. Added Billboards to the prohibited signs list



# Recommended Restrictions In Residential Zoning District (Sec. 21-65)

(4) (A) There shall be a maximum of two monument signs per entrance into any residential subdivision or real estate development in a residential district;

(2) ~~Ground signs are prohibited, with the exception of monument signs;~~

(3) (B) No sign in any residentially zoned district may be illuminated, except for monument signs, subject to the provisions of section 21-76. No monument sign may be internally illuminated;

(4) (C) Monument signs shall not exceed 32 square feet of sign area and shall not exceed six feet in height;

(4) (D) Reserved; and

(4) (E) No electronic signs are allowed in any residential zoning district if that district is designated by city as an historic district. No electronic signs shall be allowed in any other residential zoning district except one electronic sign per property for a place of worship, private all elementary, middle, or high school provided such sign meets all other requirements of this chapter.

Entrance wall signs.

(1) Single-family residential:

One maximum 32-square-foot entry wall or monument sign or two single-faced entry wall or monument signs not to exceed 16 square feet for each side of a platted single family subdivision entrance shall be permitted for each street on which the lot has frontage.

Subdivisions with more than one identifiable section, as shown on an approved preliminary plat, may be allowed internal identification monument signs of 16 square feet on one side of the entrance to each section.

(2) Townhome and multifamily:

Monument signs. One maximum 32-square-foot entry wall or monument sign or two single-faced entrance wall or monument signs not to exceed 16 square feet for each side of the development's entrance shall be permitted for each street on which the multi-family property or property occupied with an institutional use has up to and including 800 linear feet of frontage. The sign shall have a maximum height of six feet (see exception), shall not be internally illuminated unless backlit illumination is used. Except for gas stations, changeable copy shall not be permitted. Notwithstanding the foregoing, monument signs on arterial streets may be ten feet in height.

(3) Multifamily residential uses.

(g) Multifamily residential uses.

(1) Signs for multi-family residential uses zoned MR-1, MR-2, MR-3, HR-1, HR-2, HR-3 provisions per section 21-72 for nonresidential use sign regulations.

## What changed?

1. Removed second restriction “grounds signs are prohibited with the exception of monument signs”
2. Implemented restrictions for Entrance Wall Signs for single-family residential, townhome and multifamily
3. Implemented restrictions for overall multifamily residential uses

Recommended  
Wall or  
Projecting  
Signs (Sec. 21-  
69)

• Sec. 21-69. - Wall or projecting signs.

(a)

Wall or projecting signs shall be securely fastened to the building surface.

(b)

No wall sign greater than 180 square feet shall be ~~placed below the 12th story of a building~~  
~~confined to the upper 30 feet of the façade.~~

(c)

Projecting signs may project from the building up to two feet, provided that no projecting sign shall be maintained less than ten feet above the ground level when erected over pedestrian walkways or driveways and no less than 14 feet above vehicle access.

(d)

No wall or projecting sign shall extend above the parapet wall.

(e)

~~Only one wall sign shall be allowed on any side elevation of the building and further provided that no building shall contain more than one such sign per side elevation.~~

(f)

~~Wall signs are subject to the prohibition against roof signs. Walls erected on the roof of a building regardless of whether such wall projects above its top are not parapet walls and no such wall may be used as a building signature sign or to support a building signature sign.~~

(Ord. of 8-2017, § 21-69)



# What changed?

1. In second regulations, remove “places below the 12<sup>th</sup> story of a building” and add “confined to the upper 30 feet of the façade”
2. Implemented fifth regulation, “Only one wall sign shall be allowed on any side elevation of the building and further provided that no building shall contain more than one such sign per side elevation”
3. Implemented sixth regulation, “Walls signs are subject to the prohibition against roof signs. Walls erected on the roof of a building regardless of whether such wall projects above its top are not parapet walls and no such wall may be used as a building signature sign or to support a building signature signs”

# Recommended Ground Signs (Sec. 21-70)

- (a) ~~The height of any directional sign shall not be more than three feet above the ground.~~
- (d) ~~all ground signs in the MU-1.5 zoning districts shall be monument signs.~~

Architectural Treatment	
	
<b>Prohibited</b>	<b>Permitted</b>

Prepared by: Tre'Jon Singletary Presented by: Raymond White

## What changed?

1. Changed titled from “Ground Signs” to “Monument Signs”
2. Removed first regulation, “The height of any directional sign shall not be more than three feet above the ground”
3. Removed fourth regulation, “All ground signs in the MU-1 -5 zoning districts shall be monument signs”
4. Add illustration of prohibited vs permitted Monument Signs

# Recommended Nonresidential Zoning District Regulations (Sec. 21-72)

In lieu of the sign regulations of Table 21.72(a) above, a list derived as a planned commercial center shall be allowed the following:

Table 21.72(b)

Sign Type	Monument Sign	Wall Sign	Directional Sign
Max. height	17' for properties over 40 acres, 12'	N/A	7'
Max. width	27'	80% of the wall or canopy width	7'
Max. sq. ft.	80	4 sq. ft. per linear foot of the wall, up to a maximum of 150 sq. ft. for buildings 3 stories or less and up to a maximum of 300 square feet for buildings between 4 and 7 stories. Buildings 8 stories or more shall be presented a maximum sign area of 5% of the total wall area not to exceed 500 square feet. (See <a href="#">section 21.65(b)</a> )	6'

Table 21.72

	Monument Sign	<del>Canopy</del> <del>or Wall</del> Sign	Directional Sign	Window Sign
Max. height	10'	N/A	5'	N/A
Max. width	20'	80 percent of the wall or canopy width	5'	N/A
Max. sq. ft.	80	4 sq. ft. per linear foot of the wall or canopy, up to a maximum of 150 sq. ft. for buildings under 12 stories and up to 500 sq. ft. for buildings 12 stories or more. (See <a href="#">section 21.65(b)</a> )	5'	10 percent of the window space
Max. number allowed	One per <del>façade street</del> <del>frontage</del>	<del>17' primary façade on buildings less than 8 stories; 2' and secondary façade on buildings 8 stories or more.</del>	2 authorized curb cut	N/A

	Monument Sign	Wall Sign	Directional Sign
transmission lines			

(c)

No property zoned for nonresidential use may have more than one ground sign that is oriented towards travelers along the same street.

Max. number allowed	1 street frontage	1 facade buildings less than eight stories, 2 facade on buildings eight stories or more	2 authorized curb cut
Max. projection from structure	N/A	0'	N/A
Required setback from electrical	17'	N/A	0'

Required setback from electrical transmission lines	10'	N/A	0'	N/A
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Prepared by: Tre'Jon Singletary Presented by: Raymond White

## What changed?

1. Removed “Canopy” from 3<sup>rd</sup> column
2. Changed maximum number of allowed signs for Monument Sign, “one per street frontage”
3. Changed maximum number of allowed signs for Wall Sign, “1/ façade on buildings less than 8 stories; 2 / façade on buildings 8 stories or more”



# Recommended Wayfinding Signage (Sec. 21-82)

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## Sec. 21-82. - ~~Wayfinding signage—~~Directional Signs

- (a) *Location.* ~~Wayfinding Directional~~ signs shall not be affixed or otherwise attached to trees, traffic signals, benches, street signs, or fencing, and shall be subject to the following regulations:
  - a. Signs must allow for a minimum five-foot-wide clear pedestrian pathway to and from all building entrances and exits.
  - b. Signs for courtyard entries shall be limited to one sign for all businesses located within the courtyard, utilizing the same common entry. Signs shall be located within ten feet of the courtyard entrance.
- (b) *Size.* ~~Wayfinding Directional~~ signs shall be a maximum of 16 square feet in area and ten feet in height.
- (c) *Design.* ~~Wayfinding Directional~~ signs shall have a compatible design, be constructed of durable materials with a substantial base and landscape plantings, and colors that complement the existing allowable signage for the center subject to the approval of the director or his designee.
- (d) *Miscellaneous.*
  - a. Signs shall not be internally illuminated;
  - b. A sign permit is required for the ~~wayfinding directional~~ package for a mixed-use development.

# What changed?

1. Changed all wordings from “Wayfinding Signs” to “Directional Signs”

# Recommended Temporary Construction Signs (Sec. 21-83)

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## Sec. 21-84 Temporary Construction Signs

Temporary Signage During Construction: Temporary signage during construction shall be permitted as follows:

- (1) In R-100 through R-5 and RNC zoning districts, unilluminated signs are permitted in single-family, two-family, and multi-family-housing districts provided they are placed no earlier than the start of construction and removed within 30 days of issuance of a certificate of occupancy. Such signs shall be limited to one sign per dwelling not to exceed six square feet per contractor or subcontractor.
- (2) All other zoning districts: In all other zoning districts, unilluminated signs are permitted provided they are placed no earlier than the start of construction and removed whenever a certificate of occupancy issued. Such signs shall be limited to one sign per job site not to exceed 16 square feet per contractor and six square feet per subcontractor.
  - (a) A temporary construction fence around an active construction site may be decorated with colors, graphics, symbols, writing, or other visual presentations. A temporary construction fence is permitted only if it is placed no earlier than the start of construction and removed whenever a certificate of occupancy is issued.

## What changed?

1. Implemented a new section of the zoning ordinance, entitled “Temporary Construction Signs”
2. Implemented regulations for Temporary Construction Signs



# Recommended Temporary Signs (Sec. 21-84)

## Sec. 21-85 Temporary Signs

Temporary signs permit the following temporary signs are permitted following issuance of a temporary sign permit.

- (1) Informational Signs. A temporary sign or attention calling device used to advertise a temporary special event.
  - (a) Air, pressurized balloons or other devices that have a capacity for air or gas that does not exceed 3 cubic feet.
  - (b) Banners, streamers, and streamers and banners, a maximum size of 12 square feet, extend official government signs.
  - (c) A maximum sign can be used for a period not exceeding 10 consecutive days.

- (2) Real Estate Signs. A temporary sign used to advertise a real estate sale.
  - (a) No sign can be located within the public right-of-way.
  - (b) Signs must be on private property with the property owner's consent.
  - (c) No sign is allowed on a telephone pole, tree or utility pole.
  - (d) The maximum size of a sign is 4 square feet per sign.
  - (e) Signs are permitted 2 days prior to sale and must be removed the day after the sale.
  - (f) The temporary sign permit must be obtained upon the request of any municipal officer or other responsible personification or agent of jurisdiction for the real estate sale.
  - (g) A maximum of 4 signs per yard for real estate sale are allowed.
  - (h) The temporary sign permit is valid only for family use and may not exceed 3 per year.

## (3) Yard Clearance Sale Signs.

A temporary sign used to advertise a yard clearance sale.

- (a) No sign can be located within the public right-of-way.
- (b) Signs must be on private property with the property owner's consent.
- (c) No sign is allowed on a telephone pole, tree or utility pole.
- (d) The maximum size of a sign is 4 square feet per sign.
- (e) Signs are permitted 2 days prior to sale and must be removed the day after the sale.
- (f) The temporary sign permit must be obtained upon the request of any municipal officer or other responsible personification or agent of jurisdiction for the yard clearance sale.
- (g) A maximum of 4 signs per yard for yard clearance sale are allowed.
- (h) The temporary sign permit is valid only for family use and may not exceed 3 per year.

## (4) Real Estate Signs.

A temporary sign used to advertise a real estate sale.

- (a) On-premises temporary signs relating to the initial opening or final closing of a business or service are allowed, provided each sign does not exceed 12 square feet each and is not located in the public right-of-way.
- (b) The Director of Planning & Zoning can approve signs for a maximum period of 2 weeks for initial opening signs and 4 weeks for final closing signs, after which all signs must be removed.
- (c) Off-Site Real Estate Directional Signs. A temporary sign erected by the owner, or their agent, conveying the route to real property, but not located on the property itself.
  - (i) Signs are allowed for a maximum period of 4 consecutive days in any one week.
  - (ii) A maximum of 3 signs per household are allowed.

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- (b) The Director of Planning & Zoning can approve signs for a maximum period of 2 weeks for initial opening signs and 4 weeks for final closing signs, after which all signs must be removed.
- (c) Off-Site Real Estate Directional Signs. A temporary sign erected by the owner, or their agent, conveying the route to real property, but not located on the property itself.
  - (i) Signs are allowed for a maximum period of 4 consecutive days in any one week.
  - (ii) A maximum of 3 signs per household are allowed.
  - (iii) Signs must be located within 2 miles of the property to which they refer, as measured along existing streets.
  - (iv) No sign can be located within the public right-of-way.
  - (v) Signs cannot exceed a maximum area of 4 square feet per sign.
  - (vi) Not more than 1 sign is allowed at any "T" intersection and no more than 2 signs are allowed at any 4-way intersection.
  - (vii) Signs cannot have any balloons, streamers, and pennants attached to them.
  - (viii) Signs must be illuminated.
  - (ix) Signs can only be placed in proximity with the owner's consent or other permission.
- (d) Off-Site Real Estate Signs. A temporary sign erected by the owner, or their agent, advertising the real property upon which the sign is located for rent, lease, or for sale.
  - (i) Signs cannot have any balloons, streamers, and pennants attached to them.
  - (ii) Signs must be illuminated.
  - (iii) Signs can only be placed in proximity with the owner's consent or other permission.

## (5) Mobile Family Residential Plots.

A temporary sign used to advertise a mobile family residential plot.

- (a) Only one sign is permitted per lot or house for sale.
- (b) The sign cannot be illuminated.
- (c) The sign cannot exceed 4 square feet in area.
- (d) Signs must be removed within 10 days after the lot or building is leased or sold.

## (6) Other Signs.

- (i) Signs are permitted for use for sale or lease, except that corner lots may have 2 signs per frontage, required by not less than 50 feet.
- (ii) Signs are permitted on a parcel on an existing monument sign or placed in the window of an existing front porch.
- (iii) The sign cannot be illuminated.
- (iv) Each sign cannot exceed 12 square feet in area and 10 feet in height.
- (v) Signs must be removed within 10 days after the lot or building is leased or sold.
- (vi) Signs cannot be located within the public right-of-way.

## (7) Temporary Signs Not Requiring a Permit. The following temporary signs are allowed without the issuance of a temporary sign permit, provided they meet the specified standards below.

- (a) Political Signs. A sign identifying or seeking voter support for a particular election issue, political party, or candidate for public office. A political sign cannot exceed 12 square feet in area and 8 feet in height. Signs must be removed the day after election.
- (b) Child or Educational Institutions. Temporary signs not exceeding 4 feet in area pertaining to school or events of child, youth, or educational institutions are allowed, provided signs are posted not more than 7 days before the event and removed the day after the event.



## What changed?

1. Implemented a new section of the zoning ordinance, entitled “Temporary Signs”
2. Implemented regulations for Temporary Signs including Political Signs, Promotional Signs, Banners, and more.