

---

## Sec. 12-29-1. Definitions.

Unless the context clearly indicates otherwise, the following words and phrases shall have meanings respectively ascribed to them by this section. Where terms are not defined, they shall have their ordinary accepted meanings within the context with which they are used. Webster's Third New International Dictionary of the English Language, Unabridged, copyright 1981, shall be considered as providing ordinarily accepted meanings.

*Building*: means a structure which has a roof supported by columns, walls or air for the shelter, support, or enclosure of persons, animals or chattel.

*Effective area, attached sign*: means the sum of the areas of the minimum imaginary rectangles of vertical and horizontal lines enclosing each word attached to any particular facade. Effective area shall also be referred to as size. If a design, outline, illustration, or interior illumination surrounds or attracts attention to a word, then it is included in the calculation of effective area. (See Appendix Illustration 16)

*Effective area, detached (monument) sign*: means the area within an imaginary rectangle of horizontal and vertical lines that fully contain all extremities of the sign location above the ground including the sign base. The measurement is to be calculated from a viewpoint which gives the largest rectangle of that kind. The effective area shall also be referred to as size. If elements of the sign are movable or flexible, such as a flag or string of lights, the measurement is taken when the elements are fully extended and parallel to the plane of view. (See Appendix Illustration 16)

*Facade*: means any separate face of a building, including parapet walls and omitted wall line, or any part of a building which encloses or covers usable space. Where separate faces are oriented in the same direction, or in the directions with 45 degrees of one another, they are to be considered as a part of a single facade.

*Front facade*: means one of the following:

- (A) The facade (as defined herein) which faces the public street, where the lot on which the facade is located adjoins only one public street right-of-way;
- (B) The combination of facades (as defined herein) each of which faces a public street, where the lot on which the facades are located adjoins more than one public street right-of-way; or
- (C) The facades (as defined herein) which contain one or more doors open to the public during conduct of business, where no facade faces a public street.

*Frontage*: means the total width of the front facade, as defined herein.

*Graffiti*: means any rude or otherwise unauthorized inscription, design, motto, or pictograph, scratched, drawn, painted, or in any way marked on the surface of any wall, fence, rock, escarpment, or any other exposed surface of any public or private property without first having obtained permission from the owner of such property.

*Logo*. Means a graphic emblem or name which has been registered as a trademark or is protected as a common law trademark and used by a business or organization to promote its business or purpose.

*Luminous gaseous tubing*: means exposed tubes used in or as signs and which contain luminescent inert gases including, but not limited to, neon, argon and krypton.

*Model home*: means a single-family dwelling structure that is open for inspection by the general public and is not used as a dwelling.

*Premises*: means a lot or unplatted tract, or a combination of contiguous lots or unplatted tracts if the lot or tract, or combination thereof is under single ownership that is reflected in the plat records of the city.

---

*Premises, dwelling:* means a lot zoned SF, TH, or 2F that is occupied by a residential housing structure.

*Public right-of-way:* means a dedicated road or street including the easement for that road or street.

*Sign:* means any device, flag, banner, light, figure, picture, letter, word, message, symbol, plaque, poster, display, design, painting, drawing, billboard, wind device or other thing visible from outside the premises on which it is located and that is designed, intended or used to inform, to advertise or to attract the attention of persons not on those premises.

*Signs, attached:* means any sign attached to, applied on, or supported by, any part of a building (such as a wall, window, awning, arcade, or marquee) which encloses or covers usable space, with the exception of any window sign as defined herein.

*Sign, banner:* means a sign which is not permanently affixed.

*Sign, blade:* means a small sign less than ten square feet, which is suspended from an overhang, canopy or awning, or is suspended from a mounting attached directly to the building wall, and hangs perpendicular to the building wall.

*Sign, can:* means a sign constructed of a frame, usually steel, surrounded by sheet goods, usually sheet metal and/or plastic, within which light fixtures may be placed.

*Sign, detached:* means any sign connected to the ground that is not an attached, portable or vehicle sign.

*Sign, monument:* means any detached sign which is of monolithic or semi-monolithic construction being made from masonry, concrete materials, wood or plastic provided that a masonry base is incorporated into the sign, with no separation between the base of the sign and grade. (See Appendix Illustration 17)

*Sign, movement control:* means a sign which directs vehicular or pedestrian movement within or onto the premises on which the movement control sign is located.

*Sign, off-premise:* means a sign displaying advertising copy that pertains to a business, person, organization, activity, event, place, service, or product not principally located or primarily manufactured or sold on the premises on which the sign is located.

*Sign, pole:* means any detached sign which is not a monument sign.

*Sign, political:* means any type of sign which refers only to the issues or candidates involved in a political election.

*Sign, portable:* means a sign that is not securely connected to the ground in such a way that it cannot easily be moved from one location to another, and that is not an attached sign, vehicular sign, or a sign that refers solely to the sale or lease of the premises.

*Sign, premise:* means a sign identifying or advertising a business, person, or activity, and installed and maintained on the same premises as the business, person or activity.

*Sign, protective:* means any sign which is commonly associated with safeguarding the permitted uses of the occupancy, including, but not limited to, "bad dog," "no trespassing," and "no solicitors."

*Sign, Pylon:* means a freestanding sign supported by two vertical pole supports encased in brick, stone or other appropriate materials.

*Sign, subdivision:* means a sign that identifies the name of the subdivision only.

*Sign support:* means any pole, post, strut, cable, or other structural fixture or framework necessary to hold and secure a sign, providing that said fixture or framework is not imprinted with any picture, symbol or word using characters in excess of one inch in height, nor is internally or decoratively illuminated.

---

*Sign, vehicular:* means any sign on a vehicle moving along the ground or on any vehicle parked temporarily, incidental to its principal use for transportation. This definition shall not include signs which are being transported to a site of permanent erection.

*Sign, window:* means any sign not government mandated, which is attached to either side of the glass within a window or which is located within a window opening and, as viewed from outside, is forward of the plane of the inside face of an exterior wall.

*Zoning district, business:* means any zoning district designated by this ordinance as O, R, C, TC, HC, or LI. Any PD district with the previous listed zoning prefix is also included in this list, unless specifically excluded by this provision.

*Zoning district, non-business:* means any zoning district not designated as a business district as defined herein.

(Ord. No. 91500-A-129; Ord. No. 91500-A-321, § 1, 4-9-02; Ord. No. 91500-A-606, § 1, 12-11-12 ; Ord. No. 2014-1380, § 3 , 7-8-14)

## **Sec. 12-29-4. Provisions for business zoning districts.**

Signs are permitted in any business zoning district subject to the following restrictions.

1. *Signs adjoining non-business district boundaries:* Signs which are located within 25 feet of a non-business district boundary shall conform to the requirements of non-business zoning district signs found in section 12-29-5.
2. *Monument signs:* Monument signs are permitted in business zoning districts as follows.
  - (A) Monument signs must be built on a monument base, as opposed to a pole base, with no separation between the base of the sign and natural grade. A monument sign shall contain only the name, logo, address, product or service of the establishment except as provided herein:
    - i. In the case of ~~gasoline-fuel~~ service stations only, the price per gallon of ~~gasolinefuel~~;
    - ii. In the case of governmental, ~~public and private schools~~ and religious organizations only, ~~information concerning forthcoming public events~~ changeable letters are permitted.
    - iii. In the case of multi-tenant office and/or retail buildings, the individual tenant names may be listed subject to:
      - (a) All individual tenant name plates must be the uniform size, color and font, in accordance with this ordinance.
      - (b) Minimum letter size shall be six inches,
      - (c) If a tenant vacates the lease space, the name plate must be removed within 30 days of such vacancy by the monument sign owner, owner of the property where the sign is located, or other party having control over such sign.

No other advertising or promotional information is permitted thereon. Such sign may be single or double faced. Can signs made of plastic or similar materials are not permitted as detached (monument) signs. Backlit plastic is not permitted within detached (monument) signs.
  - (B) One monument sign is permitted on the premises as follows:
    - i. On sites greater than two acres in area.  
Maximum size—60 square feet.

---

Maximum height—Six feet.

Minimum setbacks:

- a. 15 feet from street right-of-way. Where parking perpendicular to the street exists in the front yard, then the monument sign may be located 10 feet from the right-of-way line to allow for additional visibility.
- b. 75 feet from property lines other than those property lines fronting the street right-of-way. In the event that the lot is less than 150 feet wide, then the sign must be located at the midpoint of the lot. If the director of planning determines that the sign may not be placed at the midpoint of the lot, the monument sign may be placed anywhere along the frontage but not closer than 20 feet from the side property lines.

- ii. On-sites two acres in area or less.

Maximum size—40 square feet.

Maximum height—Four feet.

Minimum setbacks:

- a. 15 feet from street right-of-way. Where parking perpendicular to the street exists in the front yard, then the monument sign may be located 10 feet from the right-of-way line to allow for additional visibility.
- b. 75 feet from property lines other than those property lines fronting the street right-of-way. In the event that the lot is less than 150 feet wide, then the sign must be located at the midpoint of the lot. If the director of planning determines that the sign may not be placed at the midpoint of the lot, the monument sign may be placed anywhere along the frontage but not closer than 20 feet from the side property lines.

- iii. In LI districts, one monument sign shall be allowed at each curb entrance with a minimum distance of 125 feet from center to center, on the same lot.

- (C) Two monument signs are permitted on the premises as follows:

- i. Provided that the premises is not a corner lot, two monument signs are permitted on premises greater than two acres in size having frontage on two or more streets, as follows:

Maximum size—40 square feet.

Maximum height—Four feet each.

Minimum setbacks:

- a. 15 feet from street right-of-way. Where parking perpendicular to the street exists in the front yard, then the monument sign may be located 10 feet from the right-of-way line to allow for additional visibility.
- b. 75 feet from property lines other than those property lines fronting the street right-of-way. In the event that the lot is less than 150 feet wide, then the sign must be located at the midpoint of the lot. If the director of planning determines that the sign may not be placed at the midpoint of the lot, the monument sign may be placed anywhere along the frontage but not closer than 20 feet from the side property lines.

Maximum number of signs—One per street frontage.

---

Maximum total number—Two.

- ii. Provided that the premises has frontage on more than one street and that the frontage on each street is 500 feet or more, two monument signs are permitted on premises greater than five acres in size as follows:

Maximum size—60 square feet.

Maximum height—Six feet each.

Minimum setbacks:

- a. 15 feet from street right-of-way. Where parking perpendicular to the street exists in the front yard, then the monument sign may be located 10 feet from the right-of-way line to allow for additional visibility.
- b. 75 feet from property lines other than those property lines fronting the street right-of-way. In the event that the lot is less than 150 feet wide, then the sign must be located at the midpoint of the lot. If the director of planning determines that the sign may not be placed at the midpoint of the lot, the monument sign may be placed anywhere along the frontage but not closer than 20 feet from the side property lines.

Maximum number of signs—One per street frontage.

Maximum total number—Two.

- iii. Provided that the premises is zoned for industrial uses, has frontage on more than one street and that the frontage on each street is 500 feet or more, one monument sign shall be permitted for each ten acres. In any event, no more than one monument sign shall be permitted per building per each adjacent public street with a maximum of two signs per building as follows:

Maximum size—60 square feet.

Maximum height—Six feet each.

Minimum setbacks—15 feet from street right-of-way, 75 feet from property lines, other than those property lines fronting a street right-of-way.

All monument signs within the development shall be constructed of the same material and design.

- iv. A maximum of two Industrial Park identification signs are permitted for master planned industrial parks exceeding 100 acres, as follows:

Maximum size—60 square feet.

Maximum height—Six feet each.

Minimum setbacks—15 feet from street right-of-way, 75 feet from property lines, other than those property lines fronting a street right-of-way.

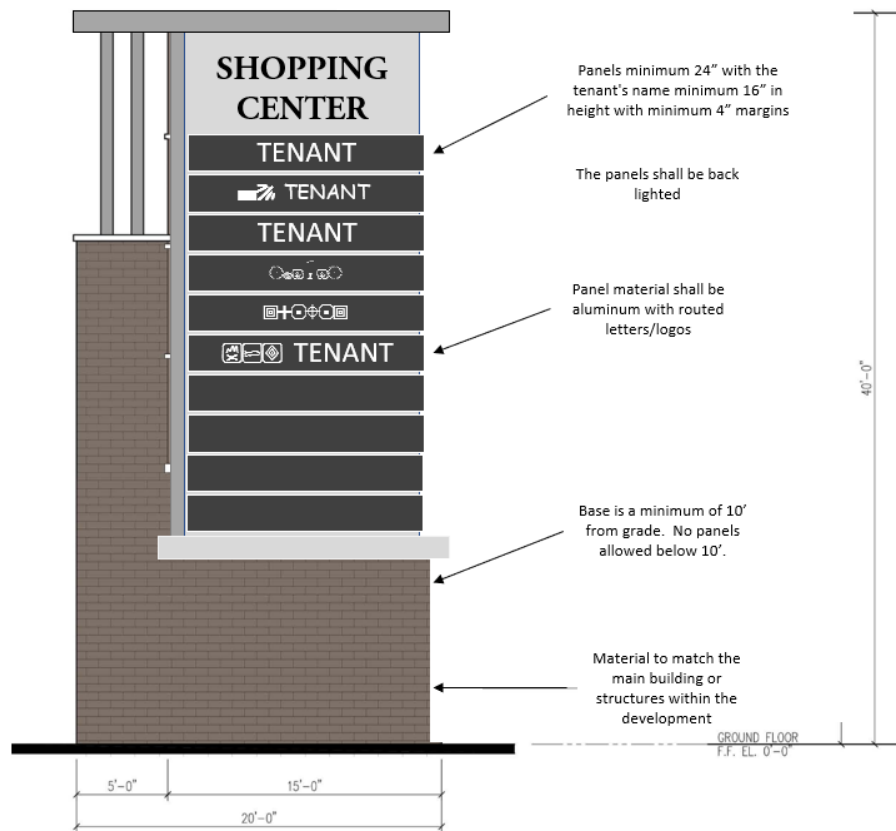
All monument signs within the development shall be constructed of the same material and design.

(D) ~~Gasoline-Fuel~~ service stations shall mount price per gallon signs on monument signs only.

3. Pylon signs: Pylon signs are permitted in the Highway Commercial zoning district as follows.

- 
- (A) One pylon sign, in addition to the allowable monument signage, is permitted for each Conceptual Planned Development fronting on SH 121, Sam Rayburn Tollway or IH 635, as follows:
- i. Maximum size per elevation—800 square feet.
  - ii. Maximum height—40 feet.
  - iii. Minimum setbacks—15 feet from street right-of-way (measured from the closest point), 75 feet from property lines, other than those property lines fronting a street right-of-way, 200 feet from residentially zoned property.
  - iv. Signs shall be located within 50 feet from the street right-of-way (measured from the farthest point).
  - v. Signs located within 300 feet from residential districts:
    - a. shall submit a visibility study showing that it is not directly visible from a residence.
    - b. may not be illuminated between the hours of 11 pm and 7 am.
  - vi. Pylon signs shall be double sided, shall have a minimum 10-foot masonry (brick or stone) base and be architecturally compatible with the main building or structures within the development. If monument signs are present or proposed, then the pylon sign shall be of a similar design. The materials shall be of a neutral/earth tone color.
  - vii. There shall be a minimum 5-foot landscape area around the pylon sign to soften the appearance at ground level.
  - viii. The sign structure, if illuminated, shall be from the top downward.
  - ix. The illumination source shall be shielded from adjacent properties. No light from the sign shall be above .25 foot candles at the adjacent property line where residentially zoned.
  - x. Pylon Signs shall be allowed only to include tenant names within the overall development, including those considered off-premises provided that they are within the Conceptual Planned Development.
  - xi. Tenant names shall be on dark, neutral color, aluminum panels (no channel lettering). Panel width shall be a minimum size of 24 inches. Text/Logo shall be routed-out from the panel, no less than 16 inches in height and the verbiage shall be white, contrasting in color from the background. There shall be a minimum of a 4-inch margin on each panel to create separation between tenant names for better legibility.
  - xii. Panels shall be single stacked (not side by side) and illuminated from behind with a white light.
  - xiii. The lowest panel shall be a minimum 10 feet from the bottom of the sign, measured from grade.
  - xiv. No temporary signs may be affixed to the pylon sign.
  - xv. A tenant name shall be removed within 90 days and replaced with a blank panel if the tenant is no longer in operation.

Example:



4. *Attached signs:* Attached signs are permitted in business areas in accordance with the following provisions:
- (A) Mounting: All signs shall be mounted parallel to the building surface to which they are attached, and shall project no more than 18 inches from that surface. Signs shall not be mounted on or to the roof surface and support members shall not project above the roof.
  - i. Attached signs shall consist of individually-mounted channel letters and comply with the following rules:
    - a. If the sign consists of a logo only, the logo may cover 100 percent of the sign and use any color.
    - b. If the sign only contains words and no logo, the lettering may occupy 100 percent of the sign and must be black, white, ivory, or neutral colors.
    - c. If the sign has lettering and a logo, the logo may only cover 20 percent of the sign and the letters must be white, ivory, black or neutral colors.

- 
- d. In the event that a building has existing attached signs of all one color, not compliant with the colors specified herein, then the new sign may either match the color of the existing signs on the building, or be white, ivory, black or neutral. It is the intent of this provision that all tenant signage be the same color in any individual building.
  - e. Raceways shall match the color of the materials to which they are mounted.
  - f. All illumination shall be limited to white or off white. No illumination shall have exposed bulbs whether they are LED or any other type.
  - g. Logos in any color shall be permitted, but shall not exceed 20 percent of the area of the sign. If the logo does not contain any letters, the 20 percent area of the sign limitation does not apply.
  - h. Attached signs in areas zoned Light Industrial are exempt from the color and logo size restrictions. Refer to section 12-29-4.3(D) for additional regulations on attached signs in Industrial zoned areas.
- (B) Effective area: Attached signs shall not exceed the following:
- i. For buildings and leaseholds with one front facade, (front facade being defined as the building surface directly facing a dedicated street, or where street frontage does not exist, it shall be defined as the width of the lease space which contains the main entry), attached signs located at a height of 36 feet or less are permitted a maximum aggregate effective area equal to one-square foot per lineal foot of building or leasehold frontage as applicable, or 300 square feet, whichever is less.
  - ii. For buildings and leaseholds with one front facade, (front facade being defined as the building surface directly facing a dedicated street, or where street frontage does not exist, it shall be defined as the width of the lease space which contains the main entry), attached signs located at a height of 36 feet or less are permitted a maximum aggregate effective area equal to one square foot per linear foot of building or leasehold frontage as applicable, or 300 square feet, whichever is less. If a building or business has multiple facades that face two public streets, the signs can have an aggregate effective area equal to 0.5 square foot per aggregate linear foot of footage on all streets. In no case shall any sign exceed a 1 square foot per linear foot facade width ratio. The total shall not exceed 300 square feet. The signage may be placed on both facades. A leasehold may not use this provision and the expanded area allowed by Subsection IV of this Section.
  - iii. Attached signs located at a height above 36 feet shall be permitted an increase in maximum effective area. Such increase shall not exceed four square feet of effective area for each additional one foot of height above 36 feet measured from the base of the sign. Such signs may be increased to a maximum effective area of 400 square feet.
  - iv. Attached signs for lease spaces less than 5,000 square feet which are in retail buildings whose facade is located greater than 300 feet from a right-of-way in which it fronts, may increase the size of the attached sign up to ten percent over the maximum aggregate effective area as permitted based on the ratio of one-square foot per lineal foot of building or leasehold frontage as applicable. A leasehold may not use this provision and the allowances under Subsection ii. of this section.
- (C) Canopies: Signs shall not be attached to canopies, e.g. gasoline service station canopies.



- (D) Industrial zoned property: Buildings located within an area zoned LI are permitted to have attached signs as follows:

- i. Letter/logo height and effective area:

Wall Height Above Grade	Maximum Letter/Logo Height	Maximum Effective Area
0—50 feet	48 inches	200 square feet
50—100 feet	60 inches	250 square feet
100—150 feet	72 inches	300 square feet
150—200 feet	84 inches	350 square feet
Above 200 feet	96 inches	400 square feet

- (a) Horizontal and vertical signs shall not exceed 75 percent of the wall width (or height, if vertical) of such building or store front.
- (b) One letter or one logo may be 25 percent taller than maximum letter/logo height.

- ii. Maximum number of signs: One sign per elevation per business. Rear wall signs are prohibited.

**45.** *Window signs:* On any one facade of a building, the aggregate area of window signs shall be limited to ten percent of the aggregate area of all windows within that facade. The outlining of a window on two or more of any sides with lighting, luminescent gaseous tubing, or by any similar means shall constitute 100 percent of the total window area as a sign.

**56.** Employees wanted/now hiring signs are allowed but may not exceed ten square feet.

**67.** *Blade signage:* Externally illuminated blade signage shall be allowed in addition to other permitted attached signage and shall not exceed ten square feet in area. An eight-foot clearance is required between a blade sign and finished grade and the sign shall not project more than five feet from the building wall to which it is mounted.

(Ord. No. 91500-A-129; Ord. No. 91500-A-319, § 3, 3-19-02; Ord. No. 91500-A-321, §§ 3, 7, 4-9-02; Ord. No. 91500-A-376, § 1, 5-11-04; Ord. No. 91500-A-388 § 1, 9-14-04; Ord. No. 91500-A-419, § 1, 10-11-05; Ord. No. 91500-A-473, § 1, 8-14-07; Ord. No. 91500-A-494, § 2, 4-8-08; Ord. No. 91500-A-606, § 1, 12-11-12 ; Ord. No. 2014-1380, § 4 , 7-8-14)

...

#### **Sec. 12-29-7. Digital Signs**

Notwithstanding anything to the contrary herein, pursuant to a public project two (2) new off-premises advertising sign structures totaling no more than four (4) faces shall be permitted within the City adjacent to IH-635 on Right-of-Way owned or controlled by the Dallas Area Rapid Transit Authority (DART). Such new signs shall be subject to the following conditions:

1. New sign faces may be electronic or printed, at the sign owner's option.
2. All electronic signs shall operate in accordance with the standards set by the Texas Department of Transportation and shall conform to any federal regulations applicable to I-635.

- 
3. Public benefits shall be provided in the form of public service and emergency messaging on the new electronic sign faces.
  4. The City Manager or designee(s) may issue the appropriate sign and building permits a provided in the Code of Ordinances.