

AN ORDINANCE OF THE CITY OF COPPELL, TEXAS

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY OF COPPELL, TEXAS, AMENDING THE CODE OF ORDINANCES BY AMENDING CHAPTER 12 “ZONING”, ARTICLE 29 “SIGN REGULATIONS” BY AMENDING SEC 12-29-1 ‘DEFINITIONS’ BY ADDING DEFINITION FOR ‘SIGN PYLON’, BY AMENDING SECTION 12-29-4 ‘PROVISIONS FOR BUSINESS ZONING DISTRICTS’; BY AMENDING SECTION 12-29-7 FROM ‘RESERVED FOR FUTURE USE’ TO ‘DIGITAL SIGNS’; PROVIDING A REPEALING CLAUSE; PROVIDING A SEVERABILITY CLAUSE; AND PROVIDING AN EFFECTIVE DATE.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF COPPELL, TEXAS:

SECTION 1. That Chapter 12 ‘Zoning’ of the Code of Ordinances, Article 29 “Sign Regulations” by amending section 12-29-1 ‘Definitions’ by adding a new definition of ‘Sign Pylon’ to read as follows:

“CHAPTER 12 – ZONING

ARTICLE 29. – SIGN REGULATIONS

Sec. 12-29-0. – Purpose

.....

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.

Building: means

.....

Sign, protective: means

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

Sign, subdivision: means”

SECTION 2. That Chapter 12 ‘Zoning’ of the Code of Ordinances, Article 29 “Sign Regulations” by amending section 12-29-4 “Provisions for business zoning districts’ by amending Subsection 2(A)(i) and (ii) and Subsection (D) and by repealing and replacing Subsection 3 in its entirety and replacing it with a new Subsection 3 to read as follows:

“CHAPTER 12 – ZONING

ARTICLE 29. – SIGN REGULATIONS

Sec. 12-29-0. – Purpose

.....

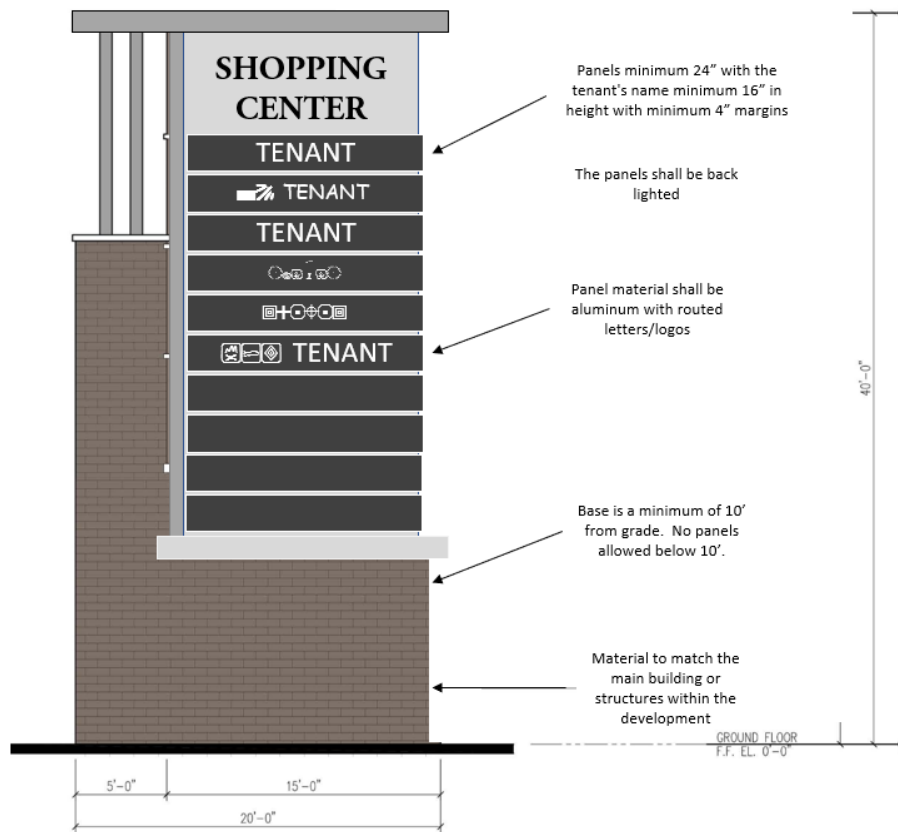
Sec. 12-29-4. Provisions for business zoning districts

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

1. *Signs adjoining non-business district boundaries:*
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 fuel service stations only, the price per gallon of fuel;
 - ii. In the case of governmental, public and private schools and religious organizations only, changeable letters are permitted.
 - iii.
 - (B)
-
- (D) 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.
5. *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.
 6. Employees wanted/now hiring signs are allowed but may not exceed ten square feet.
 7. *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.”

SECTION 3. That Chapter 12 ‘Zoning’ of the Code of Ordinances, Article 29 “Sign Regulations” by amending Section 12-29-7 from “Reserved for future use” to “Digital Signs” to read as follows:

“CHAPTER 12 – ZONING

ARTICLE 29. – SIGN REGULATIONS

Sec. 12-29-0. – Purpose

.....

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 as provided in the Code of Ordinances.

Sec. 12-29-8. – Variances”

SECTION 4. That all provisions of the Code of Ordinances of the City of Coppell, Texas, in conflict with the provisions of this ordinance be, and the same are hereby, amended, and all other provisions not in conflict with the provisions of this ordinance shall remain in full force and effect.

SECTION 5. That should any word, phrase, paragraph, section or phrase of this ordinance or of the Code of Ordinances, as amended hereby, be held to be unconstitutional, illegal or invalid, the same shall not affect the validity of this ordinance as a whole, or any part or provision thereof

other than the part so decided to be unconstitutional, illegal or invalid, and shall not affect the validity of the Code of Ordinances as a whole.

SECTION 6. An offense committed before the effective date of this ordinance is governed by prior law and the provisions of the Code of Ordinances, as amended, in effect when the offense was committed and the former law is continued in effect for this purpose.

SECTION 7. That this ordinance shall take effect immediately from and after its passage and the publication of the caption, as the law and charter in such cases provide.

DULY PASSED by the City Council of the City of Coppell, Texas, this the _____ day of _____, 2022.

APPROVED:

WES MAYS, MAYOR

ATTEST:

ASHLEY OWENS, CITY SECRETARY

APPROVED AS TO FORM:

ROBERT E. HAGER, CITY ATTORNEY