



City of Bedford Sign Ordinance

Ordinance No. 00-2536
February 8, 2000

Amendments

Ordinance No. 03-271, September 23, 2003

September 22, 2005, deleted obsolete Section 6-69 (I)
(an expired abatement schedule provision)

Ordinance No. 08-2877, February 12, 2008

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DIVISION 1. GENERAL PROVISIONS

Section 6-66. PURPOSE OF ARTICLE

The purpose of this article is to provide uniform sign regulations for the City of Bedford, and its provisions shall be held to be the minimum requirements in the installation, erection, location, alteration, replacing, improving and maintenance of all signs. It is further intended to encourage signs which are well designed; which preserve locally recognized values of community appearance; which protect public investment in and the character of public thoroughfares; which aid in the attraction of shoppers and other visitors who are important to the economy of the city; which reduce hazards to motorists and pedestrians traveling on the public roadways; and thereby to promote the public health, safety and welfare.

Section 6-67. DEFINITIONS

Abandoned sign: Any sign which pertains to a time, event or purpose which no longer obtains; any sign which was erected for or by the owner, occupant or business on a property and is now unrelated to the present use of this property; any sign, except a real estate sign, which is located on property which becomes vacant and unoccupied for a period of three months or more.

Advertising Matter: The placement on, anchoring of or suspension from any building, pole sign, sidewalk, parkway, driveway, lawn, area or parking area of any goods, wares, merchandise or other advertising object which is, but not limited to, light; inflatable objects, pennants, or flags for the purpose of calling attention to.

Awning: 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 materials may be illuminated. Sign text and logos on awnings are calculated as signage (not the entire awning area).

Balloon: A non-porous, flexible inflated device using inert gas as advertising matter.

Banner Sign: A temporary sign intended to be hung either with or without a frame, possessing characters, letters, illustrations, or ornamentation's applied to paper, plastic, or fabric of any kind.

Billboard: 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. These signs are generally located off premise.

Builder's Directional Sign: A sign providing direction or instruction to guide persons to sites where new homes are under construction, usually off-premise.

Buildings and Standards Commission: A Board composed of members appointed by the City Council to hear and rule upon variance requested to the Sign Ordinance. **Building Official:** The officer or other persons with the City of Bedford charged with the administration and enforcement of the Sign Ordinance.

Business Sign: An on-site sign which directs attention to, and/or used to identify a business, profession, organization, institution, commodity, service, activity, entertainment, or other non-residential use conducted, sold, or offered on these premises, (site) where such sign is located, or within the building to which such sign is affixed.

Canopy: A canopy is a roof like structure that shelters a drive lane use such as, but not restricted to, a gasoline pump island. A canopy is open on two or more sides and maybe supported by either columns or by being attached to the building to which it is accessory.

Changeable Copy Sign: A sign that is utilized year round, but the copy is changed periodically, advertising different specials associated with retail sales. This does not include a portable sign

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that may have changeable copy but is not permanently placed or located at a specific site. However, it does include the following signs:

Message Board Sign: Any sign or portion of a sign that uses changing lights to form a non-pictorial message in text format wherein the sequence of messages and rate of change is electronically programmed and can be modified by electronic process.

Electronic Graphic Display Sign: A sign or portion thereof that displays electronic, static images, static graphics or static pictures, with or without information, defined by a small number of matrix elements using different combinations of light emitting diodes (LED's), fiber optics, light bulbs or other illumination devices within the display and where the image sequence is accomplished immediately or by means of fade, repixelization, or dissolve modes.

Video Display Sign: A sign that changes its message or background in a manner or method of display characterized by motion or pictorial imagery, which may or may not include text and depicts action or a special effect to indicate movement.

Clearance: The vertical distance from the bottom of a sign face to the ground.

Construction Sign: A temporary sign identifying individuals or companies involved in the design, construction, wrecking, or improvements of the premises where work is under construction.

Decorative Flag: A flag or banner that contains no name, initials, or similar items, used to attract attention. Colored flags only.

Dilapidated or Deteriorated Condition: Where structural support or frame members are visibly bent, broken, dented, deteriorated or torn sign copy materials and or paint must be to such an extent that a danger of injury to persons or property is created, or where the sign or the structure is not in compliance with the building code adopted by the City.

Development Sign: A temporary on-site sign providing identification on information pertaining to residential or commercial development to include the builder, property owner, architect, contractor, engineer, or mortgage and project name.

Directional sign: Any sign, other than a highway marker or any sign erected and maintained by public authority, which is erected for the purpose of directing persons to a place, structure or activity not located on the same premises as the sign.

Directory sign: A sign listing the occupants of a building, or group of buildings on the same parcel, and/or identifying the location of and providing directions to any establishment on the same parcel.

Enclosed Frame/Changeable Copy Sign: See Changeable Copy Sign

Erect: To build, construct, attach, hang, place, suspend or affix, and shall also include the painting of the signs on the exterior surface of a building or structure.

Flag: A piece of cloth or fabric usually rectangular in shape, of distinctive color and design, used as a symbol, a standard or signal to attract attention. Exemptions to this are patriotic flags, i.e. U.S., State, and City flags.

Flashing Sign: An illuminated sign on which the artificial source of light is not maintained stationary or constant in intensity and color at all times when such sign is illuminated. For the purpose of the ordinance, any moving illuminated sign affected by intermittent lighting shall be deemed (to be) a flashing sign.

Framework: A support structure which meets all existing wind and load requirements as stated in City of Bedford Ordinance, designed to secure a banner or an inter-changeable copy on all sides.

Freestanding Sign: A sign not attached to a building. A freestanding sign may be either a pole (pylon) sign or a monument sign.

Gasoline Pricing Sign: An outdoor advertising display with changeable copy letters and numerals that displays the current price of fuel or gasoline for sale.

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Hawkers: A person holding a sign or in costume to advertise a business or encouraging stopping or buying products at a location.

Height Measurement: The height of any sign shall be measured vertically at 90 degrees from the ground at the base of the sign.

Illegal Signs: The Building Official or his designated representatives shall be authorized to abate or impound any temporary or permanent sign which is in violation of these regulations. Inclusive of advertising matter that constitutes a violation of the Bedford Sign Ordinance.

Illuminated Sign: A sign which has characters, letters, figures, or designs illuminated by electric lights, luminous/neon 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, Internal: Lighting by means of a light which is within a sign having translucent background, silhouetting opaque letters or designs, on which is letters or designs, which are themselves made of translucent material.

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

Incidental Sign: Small sign, less than two (2) square feet in surface area, of a non-commercial nature, intended primarily for the 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. Also included in this group of signs are those designated to guide or direct pedestrians or vehicular traffic to an area or place on the premises of a business building by means of a directory designating names and addresses only.

Lighted Sign: See Illuminated Sign.

Logo: A “logo” is 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.

Maintenance: All signs and support structures, together with all their supports, braces, guys, and anchors, shall be kept in good repair and in proper state of preservation. The display surfaces of all signs shall be kept neatly painted or posted at all times. No sign will be allowed to become frayed, discolored or torn.

Menu Board: A sign displaying the menu for a drive up window for an establishment such as a food establishment or car wash.

Message Board Sign: a sign composed of a matrix of individual bulbs or lights which are capable of displaying lights in a running or continuous fashion so as to provide transient pictures or information.

Monument Sign: A permanent ground sign generally constructed out of brick, stone, or cast concrete foundation across the entire base of the structure not to exceed seven (7) feet in height, measured from the finished grade to the top of the sign.

Movable Sign: See Portable Sign.

Nonconforming Sign: Any sign lawfully constructed which fails to conform to the provisions of this article.

Off-Premise Sign: The term “off-premise sign” means a sign which is issued or intended to be used to attract attention to activities, commodities, services or other endeavors not offered on the premise on which the sign is located.

On-Premise Sign: The term “on-premise sign” means a sign which promotes or advertises activities, commodities, services, or endeavors which are offered on the premise on which such sign is located.

Pennant: A wind device usually made of a 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.

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Pole Sign: A freestanding sign supported by a pole or poles having no guys or braces to the ground or to any other structure.

Political Sign: A temporary sign pertaining to any national, state, county or local election. A sign that contains primarily a political message.

Portable (or moveable) Sign: Those signs that are not firmly attached to the ground, a building, or other structure, and those that can be easily moved or carried about and reused numerous times at different locations.

Primary Signage Wall: The wall determined to be the primary signage wall, subject to its incorporating either the major entrance or the common street address.

Projecting Sign: A sign that projects from a building or wall, to which it is affixed, by more than twelve (12) inches.

Reader-board Sign: A changeable copy sign with strips attached to the face of the sign to hold removable displays letters and numerals for the purpose of identifying products sold or services provided by the related business tenant on the same premise.

Real Estate Sign: A temporary sign pertaining to the sale, lease or rental of real property.

Roof Sign: A sign erected upon or above a roof or parapet of a building or structure.

Sandwich Board or Sidewalk Sign: A moveable sign, typically an "A" frame, not secured or attached to the ground or surface which it is located.

Secondary Signage Wall: The wall of a building which is determined to be of secondary importance to the business or establishment occupying the premises, and shall include any wall not designated as a primary wall; and shall not limit the number of secondary signs placed on the building.

Setback: The distance from the property line or right-of-way line of all streets adjacent to the premises on which the sign is located.

Sign: Every sign, name, number, identification, description, announcement, declaration, demonstration, device, display, flag, banner, pennant, illustration, logo, balloon, streamer, valance, advertising display, poster, beacon, light or insignia, affixed directly or indirectly to or upon any building, window, door or outdoor structure, calling attention to any object, product, service, place, or activity.

Sign Area: Calculation means the area of the sign to be computed by drawing a line or lines around the sign in such a way as to form a rectangle oriented horizontally. The sum square footage of these figures shall be considered as the total area of the sign face. A sign face may be single sided or double sided, as with a typical pole sign; however, to calculate the area of a multi-sided sign, the sum of all sides of the sign shall not exceed twice the area specified for sign face.

Sign Box: The rectangle used to calculate the sign area.

Temporary Sign: Any sign constructed of cloth, canvas, plastic, light fabric, wallboard or other material with or without frames intended to be displayed for a limited period of time only.

Vehicular Sign: Any sign attached to a trailer, skid, or similar mobile structure, where the primary use of such structure is to provide a base for such sign or constitute the sign itself.

Vertical Banner: Any sign of a lightweight fabric or similar material that is mounted to a pole in a vertical fashion secured at top and bottom of banner.

Wall Area: The area of the wall from the finished floor elevation (or top of foundation) to the top of the parapet wall or to the bottom of the eave, which ever is highest. This wall area is as shown on the architectural elevation of the wall including glass area and recessed wall areas.

Wall Area, Multistory Building: The sign wall area calculation for multistory buildings shall be based upon the height of the first story (including any mezzanine level).

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Wall Sign: A sign which is attached or affixed to the wall of a building or is an integral part of the wall of a building with the exposed face of the sign in a plane parallel to and not extending more than twelve (12) inches from said wall. A wall sign shall not extend above, the wall/parapet to which the sign is attached. For the purpose of this section, awnings, canopy fascias, mansards extending along a building side shall be considered a part of the wall. The roof (including mansard and fake mansard roofs) and roof area are not included in the wall area.

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

Section 6-68. ADMINISTRATION & ENFORCEMENT

- (a) Building Official: The provisions of this article shall be administered and enforced by the building official and such representatives as he may designate. All other officers and employees of the city shall assist and cooperate with the building official in administering and enforcing the provisions of this article.
- (b) Permits required. No sign shall be erected, re-erected, constructed, attached, altered, painted on, or maintained, except as provided by this article and after a permit for the same has been issued by the building official. A separate permit shall be required for a sign for each business entity, and a separate permit shall be required for each group of signs on a single supporting structure. In addition, electrical permits shall be obtained for electric signs.
- (c) Application for permit. The application for a sign permit shall be in a form approved by the Building Official which shall contain the following information:
1. Sign use classification.
 2. Name, address and telephone number of the applicant.
 3. Name, address and telephone number of the owner of the property on which the sign is to be located.
 4. Name, address and telephone number of the lessee the sign is to benefit, if any.
 5. Name, address and telephone number of the person erecting the sign.
 6. Scaled site plan showing:
 - a. location of the building, structure or tract to which or upon which the sign is to be attached or erected,
 - b. the position of the sign in relation to nearby structures or other signs, and
 - c. dimensions of setbacks, building lines, distances between sign and streets and property lines.
 7. Scaled drawing of the sign including the height, width, area, design and text.
 8. Engineered drawings
 9. Such other information as may be requested by the Building Official.
- (d) Fees. Sign permit fees and plan review fees shall be paid in accordance with the sign permit fee schedule established by the Bedford City Council. Sixty-five percent of the sign permit fee shall be charged as a plan review fee.
- (e) Exemptions from Requirement for Permit: A permit shall not be required for erection of any of the following signs; provided, however, such signs shall otherwise comply with all other applicable provisions of the sign code:
1. In all zoning districts, with the exception of residential and multi-family districts, for a sign not exceeding eight (8) square feet in area, which advertises the sale, rental or lease of the premise shall be exempt. The sign shall be removed upon the completion of the sale or lease of the premises.

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2. Nameplates not exceeding one (1) square foot in area.
 3. Construction signs, not exceeding a total of sixteen (16) square feet in area, denoting the architect, engineer or contractor, and placed upon the premises under construction. Said construction signs shall not be placed on the premises prior to construction and shall be immediately removed upon completion of construction.
 4. Occupational signs, not exceeding two (2) square feet in area, denoting only the name and profession of an occupant in a commercial building or public institutional building. There shall not be erected more than one occupational sign per person.
 5. Standard maintenance, painting, repainting or cleaning of an advertising structure or message thereon for an ongoing entity for which no structural changes are required. Painting, repainting or cleaning of an existing advertising structure or message for a new business is not included in this exception. Lighted signs are not included in this exception except for theater marquees and similar signs that are specifically designed for the use of replaceable copy.
 6. Political signs as defined in Section 6-67.
 7. Signs that are permitted through the Zoning Board of Adjustment for Special Events outside sales and storage of merchandise.
 8. Non-illuminated commercial directional signs not exceeding four (4) square feet in area or three (3) feet in height, provided that such directional signs do not contain advertising and are not used as such.
 9. "Now hiring" signs. Employment ads are exempt.
 10. Flags, emblems and insignia of any governmental body and decorative displays for holidays or public demonstrations which do not promote or identify any person or the goods and services supplied by a person.
 11. Window signs as defined in Section 6-67.
- (f) Sign Maintenance Required. All signs and sign support structures, together with all of their supports, braces, guys and anchors, shall be kept in good repair and in proper state of preservation. The display surfaces of all signs shall be kept neatly painted or posted at all times.
- (g) Double permit fee: The permit fee for a sign permit shall be doubled when the installation or alteration of a sign is commenced or completed before the necessary permit is obtained.
- (h) Time limit for exercise of sign permit: In all cases where a sign permit has been approved, the sign permit shall be obtained and the sign(s) erected within a period not to exceed 180 days from the date of approval. In the event such sign or signs are not erected within this period the permit shall become null and void.
- (i) Only permitted signs to be erected: No person shall erect, reconstruct, alter, relocate or place any sign within the city except such signs as are permitted by this article. All signs, including the frames, braces or supports thereof, shall be constructed and maintained in compliance with this title, the building and electrical codes, the zoning ordinance and all other applicable ordinances of the city.
- (j) Inspections: All signs for which permits are required shall be subject to inspection by the building official. Footing inspections may be required by the building official for all signs having footings. All signs containing electrical wiring shall be subject to the provisions of the governing electrical code, and the electrical components used shall bear the label of an approved testing agency. The building official may order the removal of any sign that is not maintained in accordance with the provisions of this section. All signs may be reinspected at the discretion of the building official.
- (k) Fines for Noncompliance: Violators of any provision of this section shall be subject to fines set forth in this Code and/or signs may be removed by agents and employees of the city and may be either stored or destroyed without liability to the city or its agents or employees. The owner of a sign confiscated by the city may claim the sign if it is still in the custody of the city upon payment to the city of an

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administrative fee of \$10.00 per sign. Violators are subject to municipal action for signs confiscated by the City and are subject to a fine as provided by State law.

- (l) Permit Revocable: The Building Official may suspend or revoke any sign permit whenever it is determined that the permit has been issued in error or on the basis of incorrect or false information supplied, or whenever such permit was issued in violation of any provision of this ordinance, any other ordinance of the City, the laws of the State of Texas or the federal government. Such revocation shall be effective when communicated in writing to the person to whom the permit is issued or the owner of the sign or the owner of the premises on which the sign is located. Any sign the subject of a revoked permit shall be immediately removed by the person in control of the sign or premises upon which the sign is located within 15 days of written notice of revocation.
 1. A person may appeal the revocation of the sign permit to the Building and Standards Commission by filing with the Building Official written notice of an intention to appeal within 10 days after receipt of written notice of revocation. The decision of the Building and Standards Commission is final.
 2. Notice of revocation shall be deemed to have been received when deposited in the mail, postage prepaid, addressed to the owner of the premises, the owner of the sign, and the tenant for whose benefit the sign is erected as listed in the permit application.
- (m) Sign Removal: The owner of any property upon which any of the following signs are located shall immediately remove the sign upon notice from the Building Official:
 1. Any illegal, non-conforming sign.
 2. Any legal, non-conforming sign which has been substantially destroyed or dismantled for any purpose other than maintenance operations or for changing letters, symbols or other matters on the sign. The sign shall be deemed to be substantially destroyed or dismantled if the cost of repairing the sign is more than 60% of the cost of erecting a new sign of the same type at the same location.
 3. Repair of or removal of dilapidated or deteriorated signs. Upon determination by the Building Official that a sign is in a dilapidated or deteriorated condition, the Building Official shall give notice of said determination to the owner of the sign, or the owner of the property on which the sign is erected, and the lessee that the sign is to benefit. Said notice shall further specify a time period in which said dilapidated or deteriorated condition must be corrected. In the event the dilapidated or deteriorated condition is not corrected within the time provided in the notice of the Building Official, then the owner of the property on which said sign is erected and the owner of the sign shall immediately remove the sign.
 4. Removal by City: In the event any owner of property on which a sign is situated fails to comply with any order issued by the Building Official for removal of a sign under the provisions of this ordinance, then the City may undertake to remove said sign in compliance with the order. The owner of the land on which the sign is situated and the owner of the sign shall pay all costs incurred by the City in the removal of the sign.
- (n) Relief by the Building and Standards Commission: In order to prevent or lessen practical difficulties and unnecessary hardship inconsistent with the objectives of this article, the Building and Standards Commission may grant relief in the form of a waiver from the regulations prescribed herein relating to the height, area, location or number of signs; in such cases, however, the following circumstances shall be found to apply when granting a waiver:
 1. Any waiver granted shall be subject to such conditions as will assure that the waiver thereby granted shall not constitute a special privilege inconsistent with the limitations upon other properties in the vicinity and district in which the subject property is situated; and
 2. Due to special circumstances applicable to the subject property, including size, shape, topography, street frontage, location or surrounding land use, the size or height of the building on which the sign is to be located; the classification of the street or highway on which the sign is located or designed primarily to be viewed from, the strict application of sign regulations is found to deprive

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subject property of privileges enjoyed by other properties in the vicinity and under identical zone classification.

- (o) **Appeal- Decision of Building Official:** All questions of interpretation and enforcement shall be first presented to the building official and such questions shall be presented to the Building and Standards Commission (established by Section 22-31 of this Code), only on appeal from the decision of the administrative official. Any person aggrieved by any interpretation or by any decision or ruling of the building official under the Sign Ordinance, shall have the right to make an appeal to the Building and Standards Commission. Notice of appeal shall be in writing and must be filed within 30 days. A fee of \$100.00 shall accompany such notice of appeal. Such an appeal shall be considered at a commission meeting and shall be subject to the regulations contained herein for commission meetings.
- (p) **Building and Standards Commission Appeal Hearing:** Within a period of 30 days from the filing of the appeal, the commission shall hear the appeal, together with the testimony of all parties concerned, and render a decision thereon within three (3) days thereafter. In hearing such an appeal, the commission shall not have the power to unconditionally waive or set aside the requirements of the sign ordinance, but shall have the power to interpret its provisions, and in case of alternate signage, shall determine whether such alternate signage is in fact equal to the standards of the sign ordinance, considering adequacy, stability, strength and safety to the public health and welfare.
- (q) **Appeal to District Court:** Any person who may be aggrieved by the decision of the Building and Standards Commission from a public hearing shall have a right of appeal to the District Court within ten (10) days from the date of the commission decision.
- (r) **Precedent of Regulations:** Where the rules and regulations of any other ordinance conflicts with these sign regulations, the regulations contained herein shall prevail and take precedence over any other regulation, including provisions as recorded in any zoning overlay district; however, with the exception of any Planned Unit Development district adopted after the effective day of this sign regulation.

DIVISION 2. CONSTRUCTION; INSTALLATION

Section 6-69. GENERAL REGULATIONS

- (a) **Existing Signs:** Each establishment shall be entitled to sign area within the as set forth herein limitations. However, the area of all existing signs to remain on the premises occupied by the establishment shall be reported by the applicant and shall be added to the proposed new sign(s) for comparison with these limitations, which shall govern total sign area, existing and proposed.
- (b) **Setback Limitation:** There shall be a separation of ten feet between stand-alone signs. In addition, no, part of any sign shall overhang the property line into the public right-of-way or into the adjacent property.
- (c) **Street Visibility Triangle:** No sign or other advertising structure shall be erected in the 25' by 25' visibility triangle at the intersection of two streets. The street visibility triangle is formed by the property lines and a diagonal line connecting them at points twenty-five feet (25') from the intersection of the property lines in compliance with the provisions of Section 31 (5.7) of the Bedford Zoning Ordinance. Any sign projecting into the visibility triangle shall have a clearance of at least ten feet above the centerline grades of the intersecting streets.
- (d) **Driveway Visibility Triangle:** No sign or other advertising structure shall be erected in the 7' by 60' visibility triangle at the intersection of driveway with a street. The driveway visibility triangle is formed by the property line, the edge of the driveway and a diagonal line connecting a point seven feet (7') along the edge of driveway from the right-of-way and a point 60 feet along the right-of-way line from the edge of driveway. This driveway visibility triangle shall be in compliance with the provisions of Section 31 (5.7) of the Bedford Zoning Ordinance. Any sign projecting into the visibility triangle shall have a clearance of at least ten feet above the centerline grades of the intersecting streets.

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- (e) Traffic hazard: No sign shall be erected at any location where, by reason of the position, shape or color it may interfere with, obstruct the view of, or be confused with any authorized traffic sign or signal device; or which makes use of the words “stop”, “go”, “caution”, “look”, “danger”, or any other word, phrase, symbol or character in such a manner as to interfere with, mislead or confuse traffic. Nor shall any person or individual (hawker) carry a temporary sign adjacent to or in a public right-of-way.
- (f) Pedestrian hazard: All signs or other advertising structures, which are erected at any point where pedestrians might be endangered, shall have a smooth surface and no nails, tacks or wires shall be permitted to protrude therefrom.
- (g) Lighting restrictions: Illuminated signs shall be erected in such a manner as not to interfere with traffic or pose other health or safety hazards.
- (h) Wind Pressure and dead load requirements: All signs shall be designed and constructed to withstand wind pressure of not less than 90 mph wind load factor and shall be constructed to receive loads as required by the Building Code.
- (i) Site plan. Whenever a site plan is required to be filed, the site plan shall show the proposed location of any signs to be erected on the property and shall define the size and height of the signs with dimensions and elevation views.
- (j) Sign Buffer Area at edge of a building: The edge of a wall sign may be a minimum distance of one foot from the edge of the building wall or tenant space divider.
- (k) Wall Sign Setback Bonus. Wall signs that are setback from the public street right-of-way over one hundred and fifty feet (150') can increase the maximum primary wall signage size by 25%, and increase it an additional 25% for every additional one hundred feet (100') of setback; up to a maximum of 200% of the allowed sign area (i.e. 20% of the primary wall area) at four hundred and fifty feet (450').
 - 1. Over 150' setback, 125% of allowed sign area, or 12.5% of primary wall area,
 - 2. Over 250' setback, 150% of allowed sign area, or 15% of primary wall area,
 - 3. Over 350' setback, 175% of allowed sign area, or 17.5% of primary wall area,
 - 4. Over 450' setback, 200% of allowed sign area, or 20% of primary wall area*

*Under no circumstances shall the primary wall signage exceed 400 square feet regardless of wall size or increased setbacks.

Section 6-70. SPECIAL SIGN TYPES

- (a) Message Board Signs: are subject to the same size and location restrictions as other signs regulated by this article. In addition, a message board sign is subject to the following restrictions:
 - 1. Any change of pictures or information on the message board sign shall not produce the illusion of moving objects, expanding or contracting shapes, rotation or any similar effect of animation.
 - 2. Any change of pictures or information on the message board sign shall not change more often than once each three seconds for those portions of the sign, which convey time or temperature, or once each three (3) seconds for all other portions of a sign.
 - 3. Message board signs shall only be allowed to be placed in areas zoned “S”, “L”, “H” or “T” with frontage along the rights-of-way of arterial and collector roadways shown on the Thoroughfare Plan.
 - 4. All applications for message board signs must be accompanied with a certificate of approval of such sign from the state department of transportation in accordance with state law.
 - a. The determination of a health or safety hazard caused by a lighted sign or a message board sign shall be made by the traffic coordinator for the city and shall be controlling.
 - b. Any electrical wiring required for a sign to be lighted shall meet the electrical code of the city as determined by the building official or a designated representative.

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- c. No lighted sign or message board sign shall have a luminance of greater than 300 foot-candles, nor shall any such sign have a luminance greater than 200 foot-candles for any portion of the sign within a circle two feet in diameter. The restriction of luminance in this section shall be determined from any other premises or from any public right-of-way.
- (b) Electronic Graphics Display Signs: shall be permitted by granting of a waiver to the Special Sign Types regulations on a site-specific basis upon approval of the Building and Standards Commission.
- (c) Video Display Signs: shall be permitted by granting of a waiver to the Special Sign Types regulations on a site-specific basis upon approval of the Building and Standards Commission.
- (d) Portable or moveable signs: Determination by the building official or his designated representative as to whether any sign is portable or moveable shall be controlling. It is expressly provided that such signs are prohibited in any residential zoning district or within any right-of-way or city easement within the city. The following additional provisions shall apply to portable or moveable signs:
 - 1. Only one such sign for each tenant on a multi-use lot or per business on a single use lot shall be permitted for display at one time.
 - 2. Signs on a multi-tenant lot shall be separated by a minimum of two-hundred and fifty (250) feet.
 - 3. Any such sign shall be permitted on premises only. No such sign shall exceed a total area of 50 square feet.
 - 4. No such sign shall be lighted. Any such sign may be displayed a maximum of 120 days per calendar year; with a maximum time period of 30 days, and a minimum interval period of 30 days.
 - 5. Written permission from the property owner or management regarding number of days allocated for "lot" is required.
 - 6. Any such sign must be located in the required street yard as provided by the setback regulations of the zoning district in which it is placed; and may not be located in any designated parking space.
- (e) Vehicular Signs.
 - 1. It shall be unlawful to attach any sign to a trailer, skid, or similar mobile structure, where the primary use of such structure is to provide a base for such sign or constitute the sign itself. This provision does not restrict the identification signs on vehicles used for bona fide transportation activity.
 - 2. Sign attached to or upon any vehicle shall be prohibited where any such vehicle is allowed to remain parked in the same location, or in the same vicinity, a period of time in excess of three business days. Specifically, where the intent is apparent to be one of using the vehicle and signs for purposes of advertising an establishment, service or product. Government vehicles and vehicles operating under a city franchise shall be excluded from this provision.
 - 3. Signs placed on or affixed to vehicles and or trailers which are parked on public right-of-way, public property, or private property so as to be visible from a public right-of-way where the apparent purpose is to advertise a product or direct people to a business or activity located on the same or nearby property are prohibited.
- (f) Grand Opening. Grand opening events may utilize inflatable objects, pennants, flags and banner signs for a period not to exceed 30 days. Grand opening events are limited to the first 90 days after a certificate of occupancy has been issued. No searchlights or flashing type lights are allowed and are strictly prohibited during these events. When an existing business has substantially remodeled, as determined by the building official, the business will have the option of having a Re-Grand Opening. Permit is required.

Article III. Signs*

Section 6-71. PERMANENT SIGNS

PERMANENT SIGNS					
TYPE OF SIGN	DISTRICTS PERMITTED	MAXIMUM AREA	MAXIMUM HEIGHT & CLEARANCE	NUMBER OF SIGNS	REQUIREMENTS
Primary Wall Sign (Attached)	Non-residential “S”, “L”, “H” & “T”	Two square feet of sign area for each foot of store front width. Maximum height of any sign is 6 feet	Top of parapet wall or roof eave height.	Not applicable, Signage area can be composed of multiple signs	Min. horizontal and/or vertical separation between signs shall be a minimum of two feet. Also see Setback Bonus.
Secondary Wall Sign (Attached)	Non-residential “S”, “L”, “H” & “T”	50% of allowed Primary wall sign area	Top of parapet wall or roof eave height	Not applicable, Signage area can be composed of multiple signs	Min. horizontal and/or vertical separation between signs shall be a minimum of two feet. No sign permitted to face a residential property
Freestanding Freeway Pole (Pylon)	Non-residential “S”, “L”, “H” & “T” (in “HC” must be within 25’ of frontage road)	200 s.f. each side	50 ft. max height with 10 ft. minimum ground clearance	1 freestanding (either pole or monument) sign per street frontage	Not allowed in or projecting into public R.O.W., Secondary sign may only be 50% of height & area of Primary sign
Freestanding Non-Freeway Pole (Pylon)	Non-residential “S”, “L”, “H” & “T” (except Cheek Sparger Overlay dist)	100 s.f. each side	25 ft. max height with 10 ft. minimum ground clearance	1 freestanding (pole or monument) sign per street frontage, 2 max	Not allowed in or projecting into public R.O.W., Secondary sign may only be 50% of the area of the Primary sign
Message Board	Non-residential “S”, “L”, “H” & “T”, with 183, 121 or 157 frontage	Same as pole sign regulations	Same as pole sign regulations	Same as pole sign regulations	See Section 6-70
Freestanding Monument	Non-residential “S”, “L”, “H”, & “T”	75 sq. ft.	7 feet	1 per “main” entrance	Lighting allowed
Canopy (covering gas pumps, drive thru lanes or parking areas)	Non-residential “S”, “L”, “H” & “T”	30 square feet per side with maximum of 18 inch letters	Top of canopy fascia	On 3 sides of canopy only	Canopies not considered separate buildings for signage purposes

Article III. Signs*

PERMANENT SIGNS					
TYPE OF SIGN	DISTRICTS PERMITTED	MAXIMUM AREA	MAXIMUM HEIGHT & CLEARANCE	NUMBER OF SIGNS	REQUIREMENTS
Mural	Non-residential "S", "L", "H" & "T"	Not applicable	Not applicable	Not applicable	No name, logo, text or slogan. Murals are considered <u>Art</u> , not advertising
Enclosed Frame/Changeable Copy	Non-residential "S", "L", "H" & "T"	12 s.f. with no dimension greater than 4 ft.	Not applicable	2 per wall max., 4 per site max.	Enclosed frame permanently attached to wall
Multifamily Entry Monument	Multifamily: all MD & MF	75 s.f.	7 ft.	1 per "main" entrance	Lighting allowed
Subdivision Entry Monument	Residential: all R	75 s.f. each	7 ft.	1 <u>pair</u> per "main" entrance	Lighting allowed
All signs are subject to setback regulations as set forth in Section 6-69 (b).					

Section 6-72. TEMPORARY SIGNS

TEMPORARY SIGNS						
TYPE OF SIGN	PERMIT REQ.	DISTRICTS PERMITTED	MAXIMUM AREA	MAXIMUM HEIGHT	TIME LIMIT	REQUIREMENTS
Portable	Yes	Non-residential "S", "L", "H" & "T"	50 s.f.	6 ft.	120 days per calendar year, 30 days period maximum, 30 day interval period	1 per tenant or per business on single lot, Separation between other portable signs of 250 ft. On-premises only, No lighting
Horizontal Banner	Yes	Non-residential "S", "L", "H" & "T"	50 s.f.	Highest point of roof, Attached to building	60 days per calendar year, in a minimum of 10 day increments	Only one allowed, No lighting, not used with Portable sign

Article III. Signs*

TEMPORARY SIGNS						
TYPE OF SIGN	PERMIT REQ.	DISTRICTS PERMITTED	MAXIMUM AREA	MAXIMUM HEIGHT	TIME LIMIT	REQUIREMENTS
Vertical Banner	Yes, per each change out	Non-residential "S", "L", "H" & "T"	35 s.f. freeway frontage, 12 s.f. for non-freeway	35 ft. max., 6 ft. min. to bottom of vertical banner	Not applicable	50 ft. min. spacing, 100 ft. min. street frontage, 25' min. to side prop. Line
New Business "Coming Soon"	Yes	Non-residential "S", "L", "H" & "T"	50 s.f.	Highest point of roof, Attached to building	During lease space finish out, 60 day max. or 30 day max. with no finish out	1 sign per lease space, on building, No lighting
New Business "Now Open"	Yes	Non-residential "S", "L", "H" & "T"	50 s.f.	Highest point of roof, Attached to building	30 days from C.O.	Must be affixed to store front
Pennants	Yes	MF & Non-residential "S", "L", "H" & "T"	Not applicable	Highest point of roof	During event	Only during approved Special Events or Grand Openings
Balloons over 24" diameter	Yes	MF & Non-residential "S", "L", "H" & "T"	Not applicable	50 ft.	During event	Only during approved Special Events or Grand Openings
Inflatable objects	Yes	MF & Non-residential "S", "L", "H" & "T"	Not applicable	25 ft.	During event	Only during approved Special Events or Grand Openings
Window	No	Non-residential "S", "L", "H" & "T"	25% of window area	Not applicable	Not applicable	Enclosed frame/changeable copy signs encouraged
Vehicle	No	Not applicable	Not applicable	Not applicable	Not applicable	See Section 6-70

Article III. Signs*

TEMPORARY SIGNS						
TYPE OF SIGN	PERMIT REQ.	DISTRICTS PERMITTED	MAXIMUM AREA	MAXIMUM HEIGHT	TIME LIMIT	REQUIREMENTS
Weekend Builders Advertising	Yes	All	6 s.f.	3 ft.	12 noon Friday till 12 noon Monday, except holidays	25 max., 3 ft. from curb, 200 ft. or 1 block apart, 40 ft. min. from intersection, No lighting
Open House Advertising	Yes	All	4 s.f.	3 ft	Signs can be displayed one hour before and removed within an hour after the "Open House."	Open houses can be Saturday and Sunday ONLY. A maximum of 5 signs in addition to 1 on premise sign allowed Signs must say, "Open House" with a directional arrow and the company name, logo, and/or home address. Permit sticker must be attached to the signs.
Rent or Lease	No	Residential and Multi-Family Districts	4 s.f.	3 ft	From Friday 5:30 PM till Monday 9:30AM	Can be Saturday and Sunday ONLY. A maximum of 5 on premise signs allowed. Signs must say, "For Rent" or "For Lease".
Political	Yes, but no fee	All	32 s.f.	10 ft.	30 days	On private property, not on R.O.W., No lighting, Removed 24 hr. after election or runoff
Church, charity & civic, <u>On</u>-Premises	Yes, but no fee	All	50 s.f.	15 ft.	10 days prior to event & during event, 30 days max.	On private property, not on R.O.W., No lighting, Removed 24 hr. after event
Church, charity/civic, <u>Off</u>-Premises	Yes, but no fee	All	12 s.f.	3 ft.	10 days prior event & during event, 30 days max.	On private property, not on R.O.W., No lighting, Removed 24 hr. after event
US, Texas or Patriotic Flag	No	MF & Non-residential "S", "L", "H" & "T"	100 s.f.	35 ft.	Not applicable	1 per flag type, No spacing requirements
Decorative Flag (color only, Logo allowed, no text allowed)	No	MF	6 s.f.	25 ft. max., 6 ft. min. to bottom of flag	Not applicable	Street frontage 0-150' 4 flags 151-200' 5 flags 201-250' 6 flags 251-300' 7 flags over 300' 8 flags

Article III. Signs*

TEMPORARY SIGNS						
TYPE OF SIGN	PERMIT REQ.	DISTRICTS PERMITTED	MAXIMUM AREA	MAXIMUM HEIGHT	TIME LIMIT	REQUIREMENTS
Real Estate Land Sale	Yes	All	100 s.f.	15 ft.	Remove prior to development	1 acre min., 2 sign max., 1 sign per frontage, No lighting
Residential Construction	Yes	Residential: all R, all MD & MF	100 s.f.	15 ft.	Till project 80% complete	1 sign per major existing street frontage, No lighting
Multifamily Units for Rent or Lease Banner	Yes	Multifamily: all MD & MF	50 s.f.	Highest point of roof on building, or 15 ft. max. for free-standing signs	180 days per year, in 10 day periods	1 per street frontage maximum 2, No lighting
Commercial Complex Sale or Lease Free-Standing	Yes	Non-residential "S", "L", "H" & "T"	50 s.f.	6 ft.	Complex sold or leased	1 sign, No lighting
Com. Unit(s) Sale or Lease Wall Sign	Yes	Non-residential "S", "L", "H" & "T"	50 s.f.	Highest point of roof	Unit sold or leased	1 sign per unit, No lighting
New Commercial Building	Yes	Non-residential "S", "L", "H" & "T"	100 s.f.	15 ft.	Till 80% complete	1 sign per major ex. street frontage, Lighting allowed
New Com. Building on 183, 121 or 157	Yes	Non-residential "S", "L", "H" & "T"	1 s.f. per l.f. of street frontage up to 600 s.f.	50 ft.	1 year	1 sign per complex or development

Section 6-73. EXEMPTED SIGNS

The following types of signs are exempted from the sign regulations. These signs are not required to submit a sign application, are not required to be permitted and not required to pay a permit or review fee.

- (a) Traffic control signs erected by the City or state.
- (b) Directional signs less than three square feet (4 s.f.) in area and less than three feet (3') in height.
- (c) Menu board signs for drive-thru lanes at restaurants.
- (d) Gasoline pricing signs less than fifteen square feet (15 s.f.)
- (e) US, Texas or Patriotic Flags
- (f) Window signs as defined in Section 6-67
- (g) Signs that are allowed by approval of the Zoning Board of Adjustment for Special Events or for outside sales and storage of merchandise.
- (h) Balloons less than 24 inches in diameter

Article III. Signs*

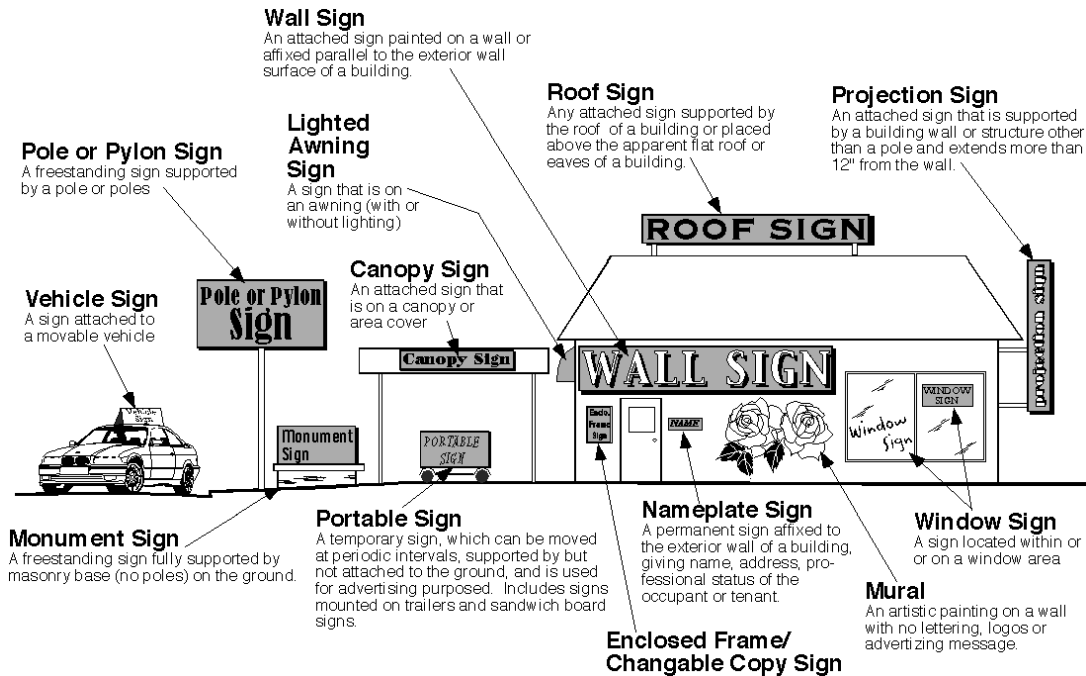
Section 6-74. PROHIBITED SIGNS

- (a) Off-Premises advertising sign (billboard), except as otherwise permitted.
- (b) Roof signs, however, signs are allowed on building towers or other architectural features of the building.
- (c) Projecting signs (signs projecting more than 12" from the wall to which it is attached).
- (d) Search lights or flashing lights (other than Message Board signs).
- (e) Signs on utility poles

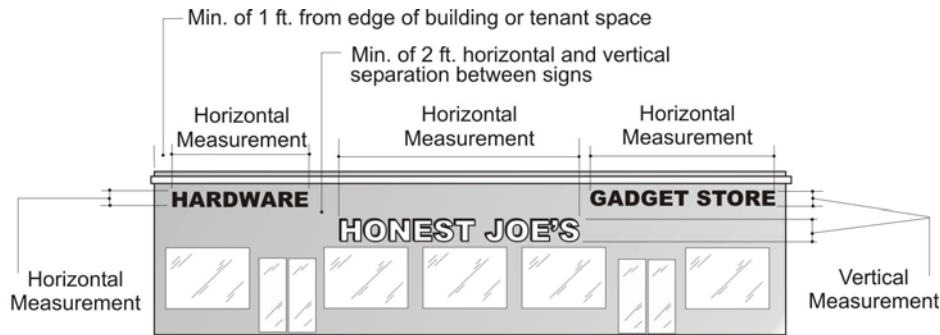
Article III. Signs*

Sign Types Graphic

Sign Graphics



Wall Sign Example



NOTE: Two sq.ft. of sign area for each one linear foot of store front or tenant front

Article III. Signs*

Pole Sign Measurement Examples

