

City Council Work Session Handouts

July 30, 2012

- I. Discussion of Ordinance No. 3872
- II. Review and Discuss the Sign Control Board Enhancements to Chapter 18 of the City's Code of Ordinances Concerning Sign Regulations
- III. Review and Discuss the Budget Retreat Follow-Up Items

ORDINANCE NO. 3872

AN ORDINANCE OF THE CITY OF RICHARDSON, TEXAS, ORDERING A SPECIAL ELECTION ON PROPOSED AMENDMENTS TO THE HOME RULE CITY CHARTER OF THE CITY OF RICHARDSON TO BE HELD ON NOVEMBER 6, 2012; PROVIDING FOR THE PUBLICATION AND POSTING OF NOTICE; PROPOSING AMENDMENTS TO THE HOME RULE CITY CHARTER OF THE CITY OF RICHARDSON; AUTHORIZING THE CITY MANAGER TO EXECUTE AN ELECTION AGREEMENT AND ELECTION SERVICES CONTRACT WITH DALLAS COUNTY AND COLLIN COUNTY ELECTIONS DEPARTMENTS, AS APPLICABLE; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City Council has received a petition submitted by and signed by the requisite number of registered voters of the City of Richardson pursuant to Texas Local Government Code Section 9.004 requesting an election be called for the next uniform election date for the voters of the City to vote “for” or “against” proposed amendments to the Charter to provide for the direct election of the office of Mayor for the City of Richardson;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF RICHARDSON, TEXAS:

SECTION 1. That an election is hereby ordered for November 6, 2012, for the hereinafter proposed amendments to the Charter of the City of Richardson, Texas, contained in Exhibit “A” attached hereto and made a part of this Ordinance for all purposes, to be submitted to the qualified voters of the City for their approval or disapproval at an election to be held on November 6, 2012.

SECTION 2. That notice of the election shall be posted on the bulletin board used to post notice of the City Council meetings, be published in a newspaper of general circulation in the City, and include a substantial copy of the proposed amendments. That said notice must be published on the same day in each of two successive weeks, with the first publication occurring no earlier than the thirtieth day and no later than the fourteenth day before the date of the election. A copy of the published notice that contains the name of the newspaper and the date of publication shall be retained as a record of such notice, and such person posting the notice shall make a record of the time of posting, starting date and the place of posting.

SECTION 3. That the election on the proposed Charter amendments shall be conducted in accordance with contracts between the City of Richardson and the Dallas County and Collin County Elections Departments, respectively (“the Election Contracts”), for a special election to be held on November 6, 2012, which contracts, and any amendments thereto, the City Manager, or designee, is hereby authorized to negotiate and execute on behalf of the City.

SECTION 4. That the City Secretary shall present the election returns to the City of Richardson City Council at a City Council meeting for the canvassing of said election in accordance with the Texas Election Code.

SECTION 5. That early voting by personal appearance may be conducted at either the Richardson Civic Center/City Hall, 411 W. Arapaho Road, or at any of the other branch locations established by the Election Contracts. Early voting by personal appearance will be conducted beginning October 22, 2012, and continue through November 2, 2012, at the times and locations specified in the Joint Election Contracts.

SECTION 6. That in accordance with Section 123.001 of the Texas Election Code, the Direct Record and Optical Scan Voting Systems approved by the Secretary of State are hereby adopted for the election on November 6, 2012.

SECTION 7. That pursuant to the Election Contracts, the County Elections Administrators shall serve as Election Administrators for the election. Presiding Election Judges and Alternate Presiding Election Judges appointed to serve at said polling places shall be those election officials furnished by the respective Elections Administrators from the list of proposed elections judges listed in an attachment to the Election Contracts.

SECTION 8. That in compliance with Section 271.006 of the Texas Election Code, the City Secretary is Early Voting Clerk. The County Elections Administrators are appointed as

Chief Deputy Early Voting Clerks. Other deputy early voting clerks will be appointed as needed to process early voting mail and to conduct early voting by personal appearance at the branch locations.

SECTION 9. That an Early Voting Ballot Board shall be created to process early voting results in accordance with Section 87.007 of the Texas Election Code. The Early Voting Ballot Board shall be made up of members appointed in the manner stated in the Joint Election Contract and the Presiding Judge and Alternate Presiding Judge of the Early Voting Board shall be the election officials listed in the Election Contracts.

SECTION 10. That each amendment submitted must contain only one subject, and the ballot shall be prepared in a manner that the voters may vote “for” or “against” any amendment or amendments without voting “for” or “against” all of said amendments. Each such proposed amendment, if approved by the majority of the qualified voters voting at said election, shall become a part of the Charter of the City of Richardson, Texas.

SECTION 11. The ballot propositions for the proposed amendments to the Charter are as follows:

Proposition

Shall Article 3, Section 3.01(a), Section 3.02, Section 3.03, Section 3.07, Article 4, Section 4.02, Section 4.05, Section 4.06, Section 4.08 and Article 5, Section 5.01, Section 5.02, and Section 5.03 of the Home Rule Charter be amended to provide for the direct election of the Mayor of the City of Richardson, Texas?

SECTION 12. That should any word, sentence, paragraph, subdivision, clause, phrase or section of this ordinance be adjudged or held to be void or unconstitutional, the same shall not affect the validity of the remaining portions of said ordinance, which shall remain in full force and effect.

SECTION 13. 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 case provide.

DULY PASSED by the City Council of the City of Richardson, Texas, on the 30th day of July, 2012.

APPROVED:

MAYOR

CORRECTLY ENROLLED:

CITY SECRETARY

APPROVED AS TO FORM:

CITY ATTORNEY
(PGS:7-26-12:56344)

AN OVERVIEW OF ENHANCEMENTS TO CHAPTER 18 OF THE CODE OF ORDINANCES

July 30, 2012

Joint Meeting of the City Council & Sign Control Board

Introduction

□ **City Council 2011-13 Statement of Goals**

- *Economic Development: Ensure that development, redevelopment, and construction requirements are clearly communicated, and the City's processes and procedures are predictable, consistent, easy to understand, and timely.*

Overview of Existing Ordinance

- ❑ First adopted in 1966
- ❑ Last amended in 2004 – Exempted political signs
- ❑ Regulations organized in the following manner:
 - ❑ General regulations (9 subsections)
 - ❑ Prohibitions (12 subsections)
 - ❑ Classification (7 categories, 38 sub-categories)
 - ❑ District Regulations (4 categories)

Shortcomings of Existing Ordinance

- ❑ Ordinance tends to be difficult for business owners and contractors to understand due to classification / use district approach
- ❑ Ordinance prescribes inconsistent regulations for the same or similar uses (churches for instance) that locate in the various use districts
- ❑ Ordinance does not include regulations for new, modern sign types
- ❑ Ordinance does not detail or specify how various sign elements shall be measured
- ❑ All variances require Sign Control Board approval

Enhancement Opportunities

- ❑ Organize regulations by Sign Type
 - ❑ Eliminate classification and use district regulations
- ❑ Amend existing regulations to reflect community standards and business needs
- ❑ Include new Sign Types currently not addressed by existing ordinance
- ❑ Adopt an appendix to include supporting material (pictures, diagrams, etc.)
- ❑ Create a minor modification in addition to the existing variance option

Project Timeline

- ❑ December – City Council (CC) directed staff to work with Sign Control Board (SCB) on a recommendation.
- ❑ February – SCB was provided an overview of the assignment as outlined by CC; Reviewed Article I; Made recommendations.
- ❑ March – SCB reviewed revisions to existing regulations in Articles III & IV; Made recommendations.
- ❑ April – SCB reviewed new sign types; Made recommendations.
- ❑ May – SCB reviewed Article II; Made recommendations; Finalized overall recommendation. Chamber of Commerce Retail Consulting Group briefing.
- ❑ June – CC reviewed the SCB recommendations; Made amendments; Finalized code.



Article I

Definitions

- Added definition of:

- *Abandoned Sign*
- *Landscaping*
- *Logo*
- *Outdoor structure*

- Amended definition of:

- Sign
- Monument Sign

- Deleted definition of:

- Canopy
- Gross surface area

- Separated definition of:

- On-premise / Off-Premise sign
 - Sign, On-premise
 - Sign, Off-premise

Vehicles To Which Signs Are Affixed

- ❑ Vehicles to which signs are affixed shall be parked behind the rear building wall in which the business is legally operating unless the vehicle is actively being used for loading, unloading, or delivering goods, merchandise or services.
- ❑ Vehicles to which signs are affixed that cannot be physically parked behind the rear building wall in which a business is legally operating shall be parked in a single, marked parking space behind said building's front building wall.
- ❑ Vehicles to which signs are affixed that cannot be parked behind said building's front building wall shall be parked in a single, designated parking space a maximum of 100 feet from said business' primary entrance.
- ❑ Vehicles to which signs are affixed must be parked a minimum of 20 feet from any street right of way.

Vehicles To Which Signs Are Affixed

- ❑ Vehicles to which signs are affixed shall be parked completely and wholly in a single designated parking space.
- ❑ Signs attached to a vehicle shall be incidental to the bona fide use for transportation purposes of the vehicle to which the sign is attached.
- ❑ If a vehicle displaying a sign is not a bona fide use for transportation purposes, the vehicle shall be deemed to be a sign and subject to all provisions of this chapter pertaining to signs.
- ❑ It shall be a rebuttable presumption that a vehicular sign is not a bona fide use for transportation if the vehicle is stopped, parked, or allowed to remain at the same location within the site for any period exceeding 24 hours or contains arrows, directional information or promotional advertising relating to the business.



Article II

Abandoned Signs

- Within 180 days after any business has abandoned its location or tenant space, the owner, agent, or person having beneficial use of the building, structure, or the lot or tract where such business was located shall remove all signs relating to such business or have the face replaced with a weatherproof, blank face.

Duration of Variance



- ❑ No variance shall be valid for a period longer than 180 days from the date of the variance approval unless a permit is obtained within such period and the erection or alteration of the sign is started within such period.

Minor Modification

- ❑ In order to provide a method to allow for minor numerical adjustments or consider alternatives for a particular standard of this code, minor modifications may be permitted.
- ❑ Requests for a minor modification pursuant to this ordinance do not constitute a request for a variance and shall not be subject to review by the sign control board.
- ❑ A minor modification may be approved administratively by the Director of Community Services to the following standards:
 - ❑ To consider and authorize an adjustment up to 10% of a square foot or height standard set forth in the code.

Minor Modification

- ❑ To approve a minor modification, the Director of Community Services must determine that the modification meets the following criteria:
 - ❑ Is an obvious and needed modification;
 - ❑ Meets the general goals of the City and is consistent with the purposes and intent of this Chapter; and
 - ❑ Will not materially or adversely affect adjacent land uses or uses in the immediate vicinity of the proposed sign.

Inspection & Maintenance

- The Director of Community Services or designee shall inspect annually, or at such other times as he deems necessary, each sign regulated by this chapter for the purpose of ascertaining whether the same is secure or insecure, whether it still serves a useful purpose and whether it is in need of removal or repair.
- Signs shall be maintained by the owner and/or person in control of the property in a good state of repair, and in the same condition when such sign was installed, save and except reasonable wear and tear.



Article III

No Change Recommended

- ❑ Address Numbers
- ❑ Construction Signs
- ❑ Employment Signs
- ❑ Flags
- ❑ Fuel Sale Signs
- ❑ Hanging Signs
- ❑ Information Signs
- ❑ Memorial Signs
- ❑ Model Home Signs
- ❑ Nameplates
- ❑ Occupational Signs
- ❑ Real Estate – Residential Signs
- ❑ Real Estate – Temporary Directional Signs
- ❑ Real Estate – Temporary Home Builder Signs
- ❑ Subdivision, Home Builders', Developer Signs

Minor Changes Recommended

- ❑ Educational Institution (Residential District)



Minor Changes Recommended

- ❑ Educational Institution (Residential District)
- ❑ Menu Boards



Minor Changes Recommended

- ❑ Educational Institution (Residential District)
- ❑ Menu Boards
- ❑ Political Signs



Minor Changes Recommended

- ❑ Educational Institution (Residential District)
- ❑ Menu Boards
- ❑ Political Signs
- ❑ Real Estate Signs (Non-Residential)



Minor Changes Recommended

- ❑ Educational Institution (Residential District)
- ❑ Menu Boards
- ❑ Political Signs
- ❑ Real Estate Signs (Non-Residential)
- ❑ Religious Institution (Residential District)



Minor Changes Recommended

- ❑ Educational Institution (Residential District)
- ❑ Menu Boards
- ❑ Political Signs
- ❑ Real Estate Signs (Non-Residential)
- ❑ Religious Institution (Residential District)
- ❑ Residential Subdivision Identification Signs



Minor Changes Recommended

- ❑ Educational Institution (Residential District)
- ❑ Menu Boards
- ❑ Political Signs
- ❑ Real Estate Signs (Non-Residential)
- ❑ Religious Institution (Residential District)
- ❑ Residential Subdivision Identification Signs
- ❑ Temporary Promotional Signs



Minor Changes Recommended

- ❑ Educational Institution (Residential District)
- ❑ Menu Boards
- ❑ Political Signs
- ❑ Real Estate Signs (Non-Residential)
- ❑ Religious Institution (Residential District)
- ❑ Residential Subdivision Identification Signs
- ❑ Temporary Promotional Signs
- ❑ Window Signs



New Sign Types

- ❑ Business District Identification Signs



New Sign Types

- ❑ Business District Identification Signs
- ❑ Community Garden Signs



New Sign Types

- ❑ Business District Identification Signs
- ❑ Community Garden Signs
- ❑ Contractor Signs



New Sign Types

- ❑ Business District Identification Signs
- ❑ Community Garden Signs
- ❑ Contractor Signs
- ❑ Garage Sale Signs



New Sign Types

- ❑ Business District Identification Signs
- ❑ Community Garden Signs
- ❑ Contractor Signs
- ❑ Garage Sale Signs
- ❑ Neighborhood Association Event Signs



New Sign Types

- ❑ Business District Identification Signs
- ❑ Community Garden Signs
- ❑ Contractor Signs
- ❑ Garage Sale Signs
- ❑ Neighborhood Association Event Signs
- ❑ Pole Banners



Attached Signs - Retail, Commercial Zoning Districts

- ❑ An attached sign may have an area not exceeding that calculated by multiplying the length of the building frontage or lease space frontage by two feet. This calculation shall be termed base allowable area. An attached sign may not exceed a maximum base allowable area of 200 square feet except where permissible elsewhere.

- ❑ A permissible sign located at a height above 20 feet is allowed an increase in allowable sign area added to the base allowable area. Such increases shall not exceed:
 - ❑ Two square feet in area for each one foot in height above 20 feet if the sign is located between 20 and 50 feet;
 - ❑ Three square feet in area for each one foot in height above 50 feet if the sign is located between 50 and 100 feet; plus 60 square feet;
 - ❑ Four square feet in area for each one foot in height above 100 feet if the sign is located higher than 100 feet, plus 210 square feet.

Attached Signs - Retail, Commercial Zoning Districts

- ❑ Attached signs may be located on building walls or other outdoor structures other than the building frontage elevation. The sum of the base allowable area of all attached signs combined on these elevations cannot exceed two times the length of the building frontage up to 200 square feet.
- ❑ Retail, commercial zoning districts: Buildings three stories or greater: a maximum of three attached signs on elevations with street frontage; a maximum of one attached sign on elevations without street frontage.

Monument Signs

- ❑ Single-use Monument Signs: 40 square feet in area, 6 feet in height.
- ❑ Multiple-use Monument Signs: 80 square feet in area, 6 feet in height.
- ❑ Monument signs may be located in apartment, office, technical office, industrial, retail and commercial zoning districts.
- ❑ Monument signs must be located a minimum of 200 feet from any single-use monument or pole sign and 250 feet from any multiple-use monument or pole sign. Signs located along two abutting streets may be closer than the provisions above if approved by the Director of Community Services.
- ❑ Monument signs must not be located within 100 feet of any residential zoned property, except where permissible elsewhere.

Pole Signs

- ❑ Pole Signs must be located a minimum of 60 feet from any attached building sign.
- ❑ Pole Signs must be located a minimum of 200 feet from any single-use pole or monument sign and 250 feet from any multiple-use pole or monument sign.
- ❑ Newly installed support poles must be covered by cladding, brick, masonry, stone or other building material approved by the Director of Community Services, so as to completely cover the supporting poles and be architecturally similar or harmonious with the facade on the building or buildings on the site.
- ❑ Pole signs must be located a minimum of 100 feet from any residential zoned property, except where permissible elsewhere.

Electronic Messaging

- ❑ 100% of total allowable sign area as specified in the applicable section; or up to 50% of the total allowable sign area if combined with a non-electronic messaging element.
- ❑ One per street frontage.
- ❑ May be a monument or pole sign.
- ❑ May be located in apartment, office, technical office, industrial, retail and commercial zoning districts.
- ❑ May not be used to display commercial messages relating to products/services that are not offered on the premises.
- ❑ A programmable sign shall be equipped with a properly functioning default mechanism that will cause the sign to revert immediately to a single, fixed, non-transitory image or to a black-screen if the sign malfunctions.

Electronic Messaging

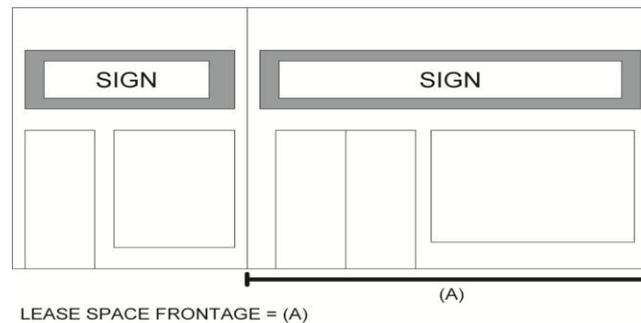
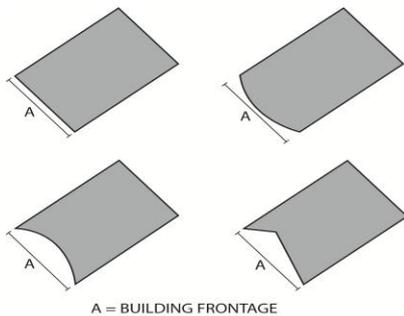
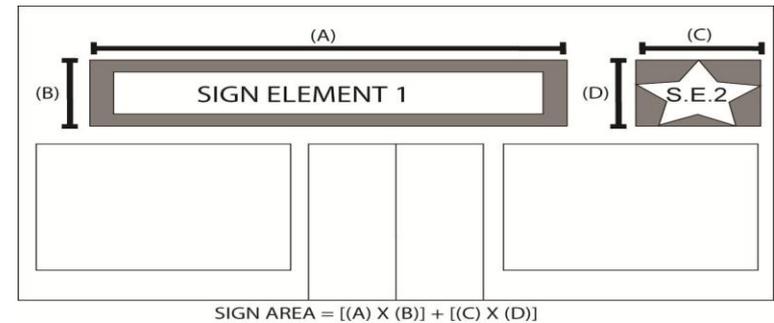
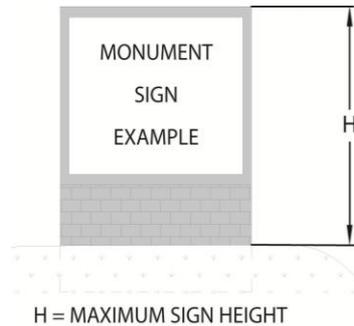
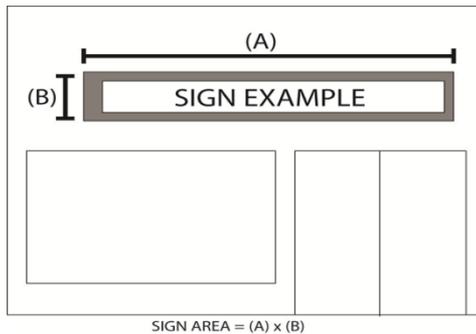
- Electronic component of a sign:
 - May be encased in the same sign cabinet as the non-electronic sign component or;
 - If located to the side of a non-electronic sign component must be the same height as the non-electronic sign component or;
 - If located above or below a non-electronic sign component must be the same width as the non-electronic sign component.
- Moving, flashing, animated, intermittently lighted, changing color, beacons, revolving, scrolling, dissolving, or similarly constructed signs shall not be allowed.
- Each message shall be displayed for at least 10 minutes and a change of message shall be accomplished within 2 seconds or less.



Appendix

Rules of Interpretation

- Principles for computing sign area and sign height are provided.



Sign Height - Attached Buildings



X=Sign height on building from grade
Y=2 times linear store front; maximum 200

Next Steps

- Ordinance will be on City Council's August 13th Consent Agenda
- Community Services will begin promoting new regulations shortly thereafter
 - ▣ Richardson Today
 - ▣ Week in Review
 - ▣ Chamber of Commerce
- Community Services will launch new online resources
 - ▣ Sign regulations by type
 - ▣ Pictures inventory

AN OVERVIEW OF ENHANCEMENTS TO CHAPTER 18 – SIGN ORDINANCE

JOINT METING OF THE CITY COUNCIL & SIGN CONTROL BOARD



ORDINANCE NO. _____

AN ORDINANCE OF THE CITY OF RICHARDSON, TEXAS, AMENDING THE CODE OF ORDINANCES BY AMENDING CHAPTER 18, SIGN REGULATIONS, BY AMENDING DEFINITIONS, AREA REGULATIONS, SIGN CLASSIFICATIONS AND OTHER STANDARDS; PROVIDING A REPEALING CLAUSE; PROVIDING A SEVERABILITY CLAUSE, PROVIDING A SAVINGS CLAUSE; PROVIDING FOR A PENALTY OF FINE NOT TO EXCEED THE SUM OF TWO THOUSAND DOLLARS (\$2,000.00); AND PROVIDING FOR AN EFFECTIVE DATE.

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

SECTION 1. That the Code of Ordinances of the City of Richardson, Texas, be and the same is hereby amended by amending Chapter 18, Sign Regulations, in part by amending definitions, area regulations, sign classifications and other standards, to read as follows:

“ARTICLE I. IN GENERAL

Sec.18-1. Short title.

This chapter shall hereafter be known and cited as the “Sign Regulations.”

Sec. 18-2. Definitions.

The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Abandoned Sign means a sign that depicts or refers to a product, business, service, activity, condition or occupation which has changed in such a manner that the sign no longer properly or appropriately identifies or describes said product, business, service, activity, condition or occupation, which no longer exists at the location referred to in the sign, or no longer exists or operates at any location.

Alter means to change the size, shape or outline, copy, nature of message, intent or type of sign.

Board means the Sign Control Board.

Bulletin board means a sign containing information where a portion of such information may be periodically changed, providing that such change shall be effected by the replacement or interchange of letters, numbers, or other graphic symbols by insertion, attachment or similar means. The use of slate, chalkboard, cardboard or similar material with pencil, chalk, crayon or similar types of marking is prohibited.

Copy means logos, characters, symbols or any other portion of a sign which conveys a message or information.

Director of Community Services means the officer or person within the city charged with the administration and enforcement of this chapter.

Erect means to build, construct, attach, hang, place suspend or affix, and shall also include the painting of signs on the exterior surface of a building or structure, and also includes the painting or affixing of signs to the exterior or interior surface of windows, and includes signs located interior to a building but readily visible from the exterior.

Facing or *surface* means the surface or surfaces of the sign upon, against or through which the message is displayed or illustrated on the sign.

Freeway means any major thoroughfare where right-of-way is 250 feet or greater and so designated by the city master street plan.

Illuminated sign means any sign which has characters, letters, figures, designs or outline illuminated directly or indirectly by electric lights, luminous tubes or other means.

Landscaping means any plant materials including, but not limited to, live trees, shrubs, groundcovers, grass, flowers, and native landscape materials; also including, but not limited to, inorganic features such as planters, stone, brick, and aggregate forms, water, or other landscape elements approved by the Director of Community Services.

Logo means any design, insignia or other marking of a company, business or product, which is used in advertising to identify the company, business or product.

Monument sign means any sign that is contiguous to the ground and not elevated above grade by use of poles, struts, or wires and has no clear space for the full width of the sign between the bottom of the sign and the surface of the ground. A monument sign may include a sign face, sign structure, a sign base and sign cap.

Noncombustible material means any material which will not ignite at or below a temperature of 1,200 degrees Fahrenheit and will not continue to burn or glow at that temperature or shall have a flame spread of 25 or less.

Outdoor Structure means anything constructed or erected which requires a permanent location on the ground or which is attached to something having a fixed location on the ground, designed and intended to provide identity, decoration or protection from the elements, including, but not limited to, supporting walls, canopies, awnings, porte-cocheres, appurtenances or other permitted structures as determined by the Director of Community Services.

Projecting structures means covered structures of a permanent nature which are constructed of approved building material, specifically excluding canvas or fabric material, and

where such structures are an integral part of the main building or permanently attached to a main building and do not extend over public property. “Projecting structures” includes marquee, canopy and fixed-awning-type of structures.

Roof line means the height which is defined by the intersection of the roof of the building and the wall of the building; except, for mansard-type roofs, the “roof line” means the top of the lower slope of the roof. Roofs with parapet walls completely around the building and not exceeding four feet in height may be considered as the “roof line” for the purposes of this chapter.

Sign means an outdoor structure, display, light device, figure, painting, drawing, message, plaque, poster, billboard, name, announcement, insignia, banner, mural, description, logo, illustration, neon tube or other thing that is designed, intended or used to advertise or inform about an activity, place, product, person, organization, business or other legally-permitted service.

Sign, on-premises, means a sign identifying or advertising a business, person, organization, activity, event, place, service or product on the same premises as the business, person, organization, activity, event, place, service or product that is principally located or primarily sold or manufactured.

Sign, off-premises, means a sign identifying or advertising 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.

Structural trim means the molding, battens, cappings, nailing strips, latticing and platforms which are attached to the sign structure.

Vehicle means any automobile, truck, camper, tractor, van, trailer or any device capable of being transported and shall be considered a “vehicle” in both moving and stationary modes, irrespective of state of repair or condition.

Sec. 18-3. Responsibility for violation.

The owner of the sign, the owner of the land or structure, or the person in charge of erecting, altering, replacing, relocating or repairing the sign or structure are all subject to the provisions of this chapter and, therefore, subject to the penalty provided for the violation of this chapter.

Sec. 18-4. Penalties.

Any person violating any provision of this chapter shall be punished as provided in section 1-8.

Sec. 18-5. Prohibited signs.

It shall be unlawful for any person to erect, cause to have erected, or allow to remain erected any sign or condition prohibited in this section and shall remove such sign or correct such condition immediately upon notice by the building official:

- (1) It shall be unlawful for any person to display or advertise upon any sign any obscene, indecent or immoral matter.
- (2) No person shall erect, maintain or permit the erection of any balloon or other floating device anchored to the ground or to any structure, except as allowed by other provisions of this chapter.
- (3) No person shall attach any sign, paper or other material or paint, stencil or write any name, number (except house numbers) or otherwise mark on any sidewalk, curb, gutter, street, tree, tower, utility pole, public building, public fence or public structure for advertising purposes, except such signs as are permitted by this chapter to be placed in the public right-of-way. Any sign placed on public property, or public right-of-way may be removed without prior notice.
- (4) No sign located internal or external to a building or vehicle shall be illuminated to an intensity to cause glare or brightness to a degree that could constitute a hazard or nuisance. Moving, flashing, animated, intermittently lighted, changing color, beacons, revolving or similarly constructed signs shall not be allowed except where permissible in this chapter. Jump clocks or digital display devices showing time or temperature may be allowed only by a special permit of the sign control board.
- (5) No person shall place on or suspend from the exterior of any building, pole, structure, projecting structure, parkway, driveway or parking area any goods, wares, merchandise or other advertising object or structure for the purpose of advertising such items, other than a sign as defined, regulated and prescribed by this chapter except as otherwise allowed by ordinance controlling the outside storage and display of goods, wares or merchandise.
- (6) No cloth, paper, banner, flag, device or other similar advertising matter shall be permitted to be attached, suspended from or allowed to hang loose from any sign, building or structure, except as allowed by other provisions of this chapter.
- (7) No lighted sign shall be erected within 150 feet of a residential property line unless lighting is shielded from view in the direction of the residential district. Signs erected at a public school that are regulated by an automated timer that limits the period of illumination from 6 a.m. to 10 p.m. shall be permitted to be erected 50 feet or more from a residential property line.
- (8) No signs attached to a trailer, skid or similar mobile structure, where the primary use of such structure is for sign purposes, will be permitted. This provision does

not restrict the identification signage on vehicles used for delivery service, interstate commerce or any bona fide transportation activity.

- (9) Vehicles to which signs are affixed shall be parked behind the rear building wall in which the business is legally operating unless the vehicle is actively being used for loading, unloading, or delivering goods, merchandise or services. Vehicles to which signs are affixed that cannot be physically parked behind the rear building wall in which a business is legally operating shall be parked in a single, marked parking space behind said building's front building wall. Vehicles to which signs are affixed that cannot be parked behind said building's front building wall shall be parked in a single, designated parking space a maximum of 100 feet from said business' primary entrance. Vehicles to which signs are affixed must be parked a minimum of 20 feet from any street right of way. Vehicles to which signs are affixed shall be parked completely and wholly in a single designated parking space. Signs attached to a vehicle shall be incidental to the bona fide use for transportation purposes of the vehicle to which the sign is attached. If a vehicle displaying a sign is not a bona fide use for transportation purposes, the vehicle shall be deemed to be a sign and subject to all provisions of this chapter pertaining to freestanding signs. It shall be a rebuttable presumption that a vehicular sign is not a bona fide use for transportation if the vehicle is stopped, parked, or allowed to remain at the same location within the site for any period exceeding 24 hours or contains arrows, directional information or promotional advertising relating to the business.
- (10) A-frame signs and sandwich-board signs are prohibited. Similar types of portable signs are prohibited except where specifically permitted in article III of this chapter.
- (11) No person shall erect, maintain or permit the erection of portable lighting displays including, but not limited to, laser lights and displays and searchlights.
- (12) A canopy may not be illuminated in a manner to allow the transmission of light through the canopy material unless allowed by a special permit of the sign control board.
- (13) Signs that are held by or attached to a human being, with the exception of political signs, are prohibited. A human sign includes a person dressed in costume for the purpose of advertising or otherwise drawing attention to an individual, business, commodity, service, activity, or product.

Sec. 18-6. General regulations.

All sign types, where permitted, shall conform to the general regulations listed in this chapter:

- (1) No sign shall be erected, relocated or maintained so as to prevent free ingress to or egress from any door, window or fire escape. No sign of any kind shall be attached to a standpipe or fire escape except signs relating directly to such.
- (2) Traffic or other municipal signs, legal notices, railroad crossing signs, danger and such emergency, temporary signs are not subject to the provisions of this chapter.
- (3) In order to obtain and secure reasonable traffic safety, it shall be unlawful for any person to erect or maintain any fluttering, undulating, swinging, rotating or otherwise moving sign or any flashing sign. No sign shall be erected or maintained in such a manner as to obstruct free and clear vision; or at any location where, by reason of position, shape, color, degree, manner or intensity of illumination, it may interfere with vehicular or pedestrian traffic. Pursuant to the foregoing, no sign shall be erected or maintained in such manner as to be likely to interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device. Accordingly, no sign shall make use of the words "stop," "go," "look," "slow," "danger" or any other similar word, phrase, symbol or character, or employ any red, yellow, orange, green or other colored lamp or light in such a manner as to interfere with, mislead or confuse traffic, whether located exterior or interior to a building or structure.
- (4) All signs which are constructed on street lines, or within five feet thereof, shall have a smooth surface and no nails, tacks or wires shall be permitted to protrude therefrom, except electrical reflectors and devices which may extend over the top and in front of the advertising structures, where subject to reach of pedestrian traffic.
- (5) Gooseneck reflectors and lights shall be permitted on ground signs, roof signs and wall signs; providing, however, the reflectors shall be provided with proper glass lenses when necessary to concentrate the illumination upon the area of the sign so as to prevent glare upon the street or adjacent property.
- (6) The permittee or owner of any sign shall maintain all parts and supports of such sign in good condition to prevent deterioration, oxidation, rust, paint peeling and other unsightly conditions.
- (7) All illuminated signs shall be subject to the provisions of the electric code of the city as may be amended. In addition, all internally illuminated signs shall be listed by an accredited listing agency and shall be installed in accordance with chapter 600 of the National Electric Code, unless otherwise approved by special permission.
- (8) Signs for locations granted a special use permit under article XXII-A of the zoning ordinance of the city [appendix A to this Code] shall be based on the applicable zoning classification of the use in lieu of the base zoning. Example: A tract of land has a zoning of O-M and has been rezoned as O-M with a special permit for an industrial use. Signing shall be based on I-M(1) zoning unless

otherwise specified in the special use ordinance. The Sign Regulations in Article III of this Chapter pertaining to signs in local retail and commercial zoning districts shall be applicable in any zoning district if more than 50 percent of the building or buildings are used for retail or commercial use.

Secs. 18-7 -- 18-25. Reserved.

ARTICLE II. ADMINISTRATION AND ENFORCEMENT

DIVISION 1. GENERALLY

Sec. 18-26. Nonconforming existing signs.

A sign that, having been permitted to remain in place as a nonconforming use under the provisions of this chapter, is blown down or otherwise destroyed or dismantled for any purpose, other than maintenance operations or for changing the letters, symbols or other matter on the sign, shall not be repaired, rebuilt or reconstructed. For purposes of this section, a sign or a substantial part of a sign is considered to have been destroyed only if the cost of repairing the sign is more than 60 percent of the cost of erecting a new sign of the same type at the same location.

Sec. 18-27. Variance fees and notification.

An application for a variation to the conditions of this chapter shall be accompanied by a variance application fee set in accordance with a resolution of the city council enacted from time to time for this purpose. Such application for a variance may cover more than one sign, but shall apply to one applicant and one location. The notification for a variance application must appear in the official newspaper of the city at least seven days prior to the date on which the request is heard by the sign control board. The variation application must contain the following information:

- (1) Name, address and telephone number of the applicant.
- (2) Location of building, structure or lot to which or upon which the sign is to be attached or erected.
- (3) Position of the sign in relation to nearby buildings or structures, including other signs.
- (4) The specific variation requested and the reasons and justification for such requests.
- (5) An electronic copy of sign specifications and site plans or eleven paper copies of the sign specifications and site plans shall be required.

Sec. 18-28. Inspection.

The Director of Community Services or designee shall inspect annually, or at such other times as he deems necessary, each sign regulated by this chapter for the purpose of ascertaining whether the same is secure or insecure, whether it still serves a useful purpose and whether it is in need of removal or repair. Signs shall be maintained by the owner and/or person in control of the property in a good state of repair, and in the same condition when such sign was installed, save and except reasonable wear and tear.

Sec. 18-29. Exempt signs.

A political sign that has an effective area of 36 square feet or less, is not more than eight feet in height and which is not illuminated, or have any moving parts, other than a sign including a billboard, that contains primarily a political message on a temporary basis and that is generally available for rent or purchase to carry commercial advertising or other messages that are not primarily political, is exempt from the provisions of Chapter 18.

Sec. 18-30. Abandoned signs.

Within 180 days after any business has abandoned its location or tenant space, the owner, agent, or person having beneficial use of the building, structure, or the lot or tract where such business was located shall remove all signs relating to such business or have the face replaced with a weatherproof, blank face.

Secs. 18-31 -- 18-45. Reserved.

DIVISION 2. SIGN CONTROL BOARD

Sec. 18-46. Creation, composition.

There is hereby established a sign control board consisting of five members and two alternate members appointed by the city council. Members and alternates may participate, except that only members will vote. In the event of a member's absence, the alternate will fulfill those duties.

Sec. 18-47. Qualification of members.

Members of the sign control board shall be owners of record of real property in the city.

Sec. 18-48. Terms of members.

Members of the sign control board shall be appointed for a period of two years. In the event of a vacancy, the city council shall appoint a member to serve the unexpired term. In the event a replacement or reappointment has not been made at the end of a member's designated term, such member will continue to serve until reappointed or replaced.

Sec. 18-49. Compensation.

Members of the sign control board shall serve without compensation.

Sec. 18-50. Officers.

The city council shall designate the following sign control board officers and their respective term of office shall run concurrent with their respective term of appointment.

- (1) *Chairman.* The chairman shall preside at all meetings where he is present. The chairman shall implement or cause to have implemented any practice or procedure in the calling of meetings, conduct of meetings or reporting of activities that he considers in the best interest of the board and shall so inform the city council or consult with the city council when requested and at such times when it appears necessary or desirable.
- (2) *Vice-chairman.* The vice-chairman shall assist the chairman in directing the total affairs of the board. In the absence of the chairman, the vice-chairman shall assume all duties of the chairman.

Sec. 18-51. Temporary chairman; quorum.

In the event of the absence of the chairman and vice-chairman of the sign control board, the three members constituting the quorum shall elect, for that meeting, a member to preside as acting chairman and assume all duties of the chairman. All motions shall be decided by a simple majority of the members present. A tie vote shall constitute failure of the motion.

Sec. 18-52. Meetings.

The sign control board shall establish one stated meeting per month and shall call special meetings as required to conduct its duties. All stated meetings shall be open to the public. The board shall establish the date, time and place of the meetings.

Sec. 18-53. Records.

All proceedings of the sign control board shall be recorded in minutes of meeting approved by the board and made a matter of public record.

Sec. 18-54. Powers, duties.

The sign control board shall have the following powers and perform the following duties:

- (1) The city council authorizes the sign control board to sit as a board of appeals in public hearings for purposes of this chapter. In considering the requests for variation to requirements of this chapter, the sign control board shall consider, but not be limited to, the degree of variance, the reasons for variance requested, the

location of variance request, the duration of the requested variance, the effect on public safety, protection of neighborhood property, the degree of hardship or injustice involved, and the effect of the variance on the general plan for signing within the city. The sign control board shall grant the variance requested, grant a variance of a greater or lesser nature than requested, or deny a variance request.

- (2) All action on variance requests shall be submitted to the city council for review and such decisions of the board shall become final unless reversed or modified by the city council no later than at the second city council meeting following the sign control board meeting at which formal action was taken by the board. In reviewing the action of the board, or variance requests, the council shall consider the records made at the hearing before the sign control board.
- (3) The sign control board shall conduct continuing studies of sign ordinances in neighboring municipalities as well as other cities where such study will assist in upgrading the function of signing within the city and make recommendations to the city council where appropriate.
- (4) The sign control board will conduct a continual review of all nonconforming signs and all variances granted and determine their desirability and effects upon the neighborhood and city and make recommendations to the city council where appropriate.
- (5) The sign control board will evaluate new signing techniques as such are developed and recommend to the city council their benefits or disadvantages in the city.
- (6) The sign control board may discuss the planning of signing in new or existing developments upon request of the developer.
- (7) The sign control board shall conduct studies, prepare opinions and general plans as requested by the city council.
- (8) The sign control board shall perform any duties specified elsewhere in this chapter.
- (9) The sign control board may, from time to time, recommend to the city council amendments or changes to this chapter.

Secs. 18-55 -- 18-75. Reserved.

DIVISION 3. SIGN PERMIT

Sec. 18-76. Required.

- (1) *Erect, alter, replace or relocate.* For those signs that require a permit, it shall be unlawful for any person to erect, alter or relocate within the city any permissible sign, without first obtaining a sign permit from the Director of Community Services or designee and

making payment of the fee required. The permit may cover more than one sign, but shall apply to only one applicant and one location.

- (2) *Repair.* It shall be unlawful for any person to repair any sign requiring a permit when the value of such work exceeds \$200.00 without first obtaining a repair permit from the Director of Community Services or designee and making payment of the fee required.

Sec. 18-77. Application.

- (1) *Erect, alter, replace or relocate.* Applications for permits to erect, alter, replace or relocate a sign shall contain or have attached thereto the following information:
- a. Name, address and telephone number of the applicant.
 - b. Location of building, structure or lot to which or upon which the sign is to be attached or erected.
 - c. Position of the sign in relation to nearby buildings or structures, including other signs.
 - d. Two blueprint or ink drawings of the plans and specifications are required, including electrical wiring, construction, type of materials, method of attachment to building or structure and foundation for freestanding signs.
 - e. Copy of stress sheets and calculations showing the structure is designed for dead load and wind pressure in any direction in the amount required by this and all other laws and ordinances of the city. The designing engineer for a pole or monument sign shall seal his design calculations and stress sheets.
 - f. Name and address of the person erecting the sign.
 - g. Such other information as the Director of Community Services or designee shall require to show full compliance with this and all other laws and ordinances of the city.
- (2) *Repair.* Application for sign repair permits shall contain or have attached thereto the following information:
- a. Name, address, and telephone number of the sign owner.
 - b. Name, address and telephone number of the person providing the repair service.
 - c. Location of building, structure or lot upon which sign is located.
 - d. Description of the repair activity to be performed.

- e. Such other information as the Director of Community Services or designee shall require to show full compliance with this and all other laws and ordinances of the city.
- (3) Internally illuminated signs. Electric signs, sign sections, and outline lighting shall be listed by an accredited listing agency and shall be installed in accordance with chapter 600 of the National Electric Code, unless otherwise approved by special permission. The electrical inspector may examine the plans and specifications submitted with the sign application and disapprove the application if it does not comply with the electrical code of the city.

Sec. 18-78. Issuance and term.

- (1) It shall be the duty of the Director of Community Services or designee, upon the filing of an application for a sign permit, to examine such plans and specifications and other data and the premises upon which it is proposed to erect or repair the sign, and if it shall appear that the proposed structure is in compliance with all the requirements of this chapter, the building code and all other laws and ordinances of the city, he shall then issue the sign permit. If the work authorized under a sign permit has not been completed within six months after date of issuance, the permit shall become null and void.
- (2) No variance shall be valid for a period longer than 180 days from the date of the variance approval unless a permit is obtained within such period and the erection or alteration of the sign is started within such period.

Sec. 18-79. Fees.

Fees for the issuance of a sign permit shall be determined from time to time by appropriate resolution of the city council.

DIVISION 4: MINOR MODIFICATION

Sec.18-80. Generally.

In order to provide a method to allow for minor numerical adjustments or consider alternatives for a particular standard of this code, minor modifications may be permitted. Requests for a minor modification pursuant to this chapter do not constitute a request for a variance and shall not be subject to review by the sign control board.

Sec. 18-81. Applicability.

The following minor modification may be approved administratively by the Director of Community Services: to consider and authorize an adjustment of up to 10% of a square foot or height standard set forth in the sign code.

Sec. 18-82. Approval Criteria.

To approve a minor modification, the Director of Community Services must determine that the modification meets the following criteria:

- (1) Is an obvious and needed modification;
- (2) Meets the general goals of the City and is consistent with the purposes and intent of this Chapter; and
- (3) Will not materially or adversely affect adjacent land uses or uses in the immediate vicinity of the proposed sign.

Secs. 18-83 -- 18-95. Reserved.

ARTICLE III. SIGN TYPES

Sec. 18-96. Sign Types described.

This article concerns some of the types of permanent and temporary signs under the provisions of this chapter. This article further includes the purpose of each sign type, maximum size, number, location, landscaping requirements, design, and permit provisions for each type of sign. The criteria set forth in this article shall be in addition to all other criteria as applicable and provided in this chapter.

- (1) **ADDRESS NUMBERS**
 - a. **Definition/Purpose:** Signs containing street address numbers.
 - b. **Size:** 12 inches in height.
 - c. **Number:** Two sets per building.
 - d. **Location:** N/A
 - e. **Landscaping:** N/A
 - f. **Design:** N/A
 - g. **Permit Required:** No.

- (2) **ATTACHED SIGNS**
 - a. **Definition/Purpose:**
 - i. Any sign not defined as a window sign and affixed directly or indirectly to the exterior of any surface of any building, to a projecting structure of a building, or to any outdoor structure.
 - ii. Any sign painted or attached directly on the roof surface of a building intended to be visible from the air where such roof surface, when projected to ground level, forms an angle with the ground plane of less than 25 degrees, providing such signs shall contain only the identification of an establishment, directional information of value to air transportation, and services available and of interest to air transportation users.

b. Size:

- i. Apartment zoning districts: 40 square feet in area.
- ii. Office, technical office, and industrial zoning districts:
 1. For single story buildings intended for multiple occupancy and where the integral architectural design provides for separate features for attaching signs: 15 square feet in area for each tenant.
 2. All other buildings: Five percent of the wall area on which it is erected or lease space frontage.
- iii. Retail, commercial zoning districts:
 1. An attached sign may have an area not exceeding that calculated by multiplying the length of the building front or lease space frontage by two feet. This calculation shall be termed base allowable area. An attached sign may not exceed a maximum allowable area of 200 square feet except where permissible in 2(a), 2(b), or 2(c) below.
 2. A permissible sign located at a height above 20 feet is allowed an increase in allowable sign area added to the base allowable area. Such increases shall not exceed:
 - a. Two square feet in area for each one foot in height above 20 feet if the sign is located between 20 and 50 feet;
 - b. Three square feet in area for each one foot in height above 50 feet if the sign is located between 50 and 100 feet, plus 60 square feet;
 - c. Four square feet in area for each one foot in height above 100 feet if the sign is located higher than 100 feet, plus 210 square feet.
 3. Attached signs may be located on building walls or other outdoor structures other than the building frontage. The sum of the base allowable area of all attached signs combined on these elevations cannot exceed two times the length of the building frontage up to 200 square feet.

c. Number:

- i. Apartment zoning districts: No more than one attached sign per adjacent public street shall be permitted.
- ii. Office, technical office, and industrial zoning districts:
 1. Buildings with single street frontage: two attached signs.
 2. Buildings with frontage on more than one street: One sign per street frontage with a maximum of two signs on any given elevation.
 3. Buildings with separate entrances for individual lease spaces: N/A
- iii. Retail, commercial zoning districts: Buildings three stories or greater; maximum of three attached signs on any elevation with

street frontage; one attached sign on elevations without street frontage.

d. Location:

- i. Apartment zoning districts: Signs shall not extend above the roofline.
- ii. Office, technical office, and industrial zoning districts: Signs shall only be attached entirely below the roofline.
- iii. Retail, commercial zoning districts:
 1. Signs shall not extend above the roofline of a mansard-type roof.
 2. Signs extending more than four feet above the roofline on buildings with non-mansard roof structures shall be directly affixed to and not extending above or beyond an integral part of the structure of the building other than the roof.

e. Landscaping: N/A

f. Design:

- i. Attached signs shall be constructed only of materials that are noncombustible or slow-burning in the case of plastic inserts and faces.
- ii. Combustible materials may be used, providing the sign is attached to a wall with a minimum of two-hour fire resistive rating.
- iii. Attached signs placed on heavy wood construction may be of combustible materials, but in no case shall they be internally illuminated.
- iv. Signs extending more than four feet above the roofline shall be attached without the use of supporting poles, towers, guys or braces of any type. Such signs shall be designed, constructed and attached to withstand a wind pressure of not less than 30 pounds per square foot.

g. Permit Required: Yes.

(3) BUSINESS DISTRICT IDENTIFICATION SIGNS

- a. Definition/Purpose:** Signs used to identify a center, complex, occupants, services, products, occupation, district, or institution.
- b. Size:** N/A
- c. Number:** N/A
- d. Location:** On-premise, or off-premise, or public right-of-way.
- e. Landscaping:** N/A
- f. Design:** N/A
- g. Permit:** May be allowed only by a special permit of the sign control board.

(4) COMMUNITY GARDEN SIGNS

- a. Definition/Purpose:** Signs advertising the location of a community garden.
- b. Size:** 40 square feet; 6 feet in height.

- c. **Number:** One. Does not count towards allowable number of monument or other freestanding signs on premises.
- d. **Location:**
 - i. Signs must be located on-premise.
 - ii. Signs must be located a minimum of 30 feet from an adjoining property line.
- e. **Landscaping:** N/A
- f. **Design:**
 - i. Signs taller than 4 feet shall meet the design standards for pole or monument signs.
 - ii. Wood or non-painted steel supports are permissible, if approved by the Director of Community Services.
 - iii. No sign shall obstruct the vision of traffic on any public street or be constructed so as to interfere with sight lines at elevations between 2 ½ feet and 8 feet above the top of the adjacent roadway curb within a triangular area formed by the intersection of adjacent curb lines from a point on each curb line 20 feet from the intersection.
- g. **Permit Required:** Yes.

(5) **CONTRACTOR SIGNS (RESIDENTIAL ZONING DISTRICTS)**

- a. **Definition/Purpose:** To denote the owner, architect, general contractor, or subcontractor conducting approved work at a residential property; excludes subdivision, home builder, construction, or development signs.
- b. **Size:** 4 square feet; 4 feet in height.
- c. **Number:** One.
- d. **Location:** On-premise.
- e. **Landscaping:** N/A
- f. **Design:** N/A
- g. **Permit Required:** No. Sign must be removed within 14 days after project completion.

(6) **CONSTRUCTION SIGNS**

- a. **Definition/Purpose:**
 - i. Temporary signs denoting the architect, engineer, contractor, subcontractor, and/or financier.
 - ii. Temporary signs denoting the future location of a particular business, retail center or institution.
- b. **Size:** 32 square feet in area, 15 feet in height.
- c. **Number:** One construction sign and one future location sign per adjacent street.
- d. **Location:** Signs must be located on the premises where construction or location being advertised is or will be occurring.
- e. **Landscaping:** N/A
- f. **Design:** N/A

- g. Permit Required:** No. Signs shall be removed upon issuance of any occupancy permit.

(7) EDUCATIONAL INSTITUTION SIGNS

- a. Definition/Purpose:** Signs that identify educational, public or charitable institutions.
- b. Size:**
 - i. Pole or Monument Signs: 60 square feet in area, 6 feet in height.
 - ii. Attached Signs: 40 square feet in area, letters not to exceed 12 inches in height.
 - iii. Bulletin Boards: 25 square feet in area.
- c. Number:** One pole or monument sign, one attached sign, and one attached bulletin board.
- d. Location:**
 - i. Attached signs must be located entirely below the roof line of the building.
 - ii. Pole or Monument Signs:
 - 1. Signs must be located a minimum of 30 feet from adjoining private property lines.
 - 2. No sign shall obstruct the vision of traffic on public streets or be constructed so as to interfere with sight lines at elevations between 2 ½ feet and 8 feet above the top of the adjacent roadway curb within a triangular area formed by the intersection of adjacent curb lines from a point on each curb line 20 feet from the intersection.
- e. Landscaping:** Landscaping is required around the base of the sign in an area equal to 4 square feet for each square foot of sign and base area.
- f. Design:** Signs must be an integral part of the site architecture or landscaping.
- g. Permit Required:** Yes.

(8) ELECTRONIC MESSAGING

- a. Definition/Purpose:** Provide identification or advertisement of a specific business, service, product, activity, person, organization, place or building.
- b. Size:**
 - i. Pole Sign: 100% of total allowable sign area, as specified in 18-96(23)(b), or only up to 50% of the total allowable sign area if mixed with a non-electronic messaging element.
 - ii. Monument Sign: 100% of total allowable sign area, as specified in 18-96(19)(b), or only up to 50% of the total allowable sign area if mixed with a non-electronic messaging element.
- c. Number:** One per street frontage.

- d. **Location:**
 - i. May be an attached, monument or pole sign.
 - ii. In apartment, office, technical office, industrial, retail and commercial zoning districts. May be located in residential zoning district as provided as permitted elsewhere in this chapter.
- e. **Landscaping:** Required for monument or pole signs. See provisions under appropriate sign type.
- f. **Design:**
 - i. Moving, flashing, animated, intermittently-lighted, changing color, beacons, revolving, scrolling, dissolving, or similarly constructed signs shall not be allowed.
 - ii. Each message shall be displayed for at least 10 minutes and a change of message shall be accomplished within 2 seconds or less.
 - iii. Electronic component of a sign:
 - 1. May be encased in the same sign cabinet as the non-electronic sign component or;
 - 2. If located to the side of a non-electronic sign component must be the same height as the non-electronic sign component or;
 - 3. If located above or below a non-electronic sign component must be the same width as the non-electronic sign component.
 - iv. Intensity of display brightness will automatically adjust to natural light conditions. Brightness cannot interfere with the vision of traffic on an adjacent road.
 - v. A programmable sign shall be equipped with a properly functioning default mechanism that will cause the sign to revert immediately to a single, fixed, non-transitory image or to a black-screen if the sign malfunctions.
 - vi. The illumination intensity of the display of a digital display shall not exceed one foot candle measured at the property line.
 - vii. Signs erected at a public school (except scoreboards), religious institution, or other lawful nonresidential use in a residential zoned district must be regulated by an automated timer that limits the period of illumination from 6 a.m. to 10 p.m. Signs must be erected a minimum of 50 feet from an adjacent residential property line.
 - viii. Signs located in a non-residential zoned district must be located a minimum of 150 feet from a residential zoned property.
 - ix. May not be used to display commercial messages relating to products/services that are not offered on the premises.
 - x. See additional provisions under the appropriate sign type.
- g. **Permit Required:** Yes.

(9) **EMPLOYMENT SIGNS**

- a. **Definition/Purpose:** Signs in any zoning district advertising available employment.

- b. **Size:** 3 square feet in area.
- c. **Number:** N/A
- d. **Location:** On premise.
- e. **Landscaping:** N/A
- f. **Design:** N/A
- g. **Permit Required:** No.

(10) FLAGS

- a. **Definition/Purpose:**
 - i. Flags, emblems and insignia of the United States, federal agencies and any state or local governmental body including corporate and logo flags.
 - ii. Decorative displays for holidays or legal public demonstrations which do not contain advertising and are not used as such.
- b. **Size:** Corporate Logo Flags only.
 - i. Sites less than one acre: 40 square feet.
 - ii. Sites more than one acre but less than five acres: 60 square feet in area.
 - iii. Sites more than five acres: 96 square feet in area.
 - iv. Residential zoned districts regardless of acreage: 40 square feet in area.
- c. **Number:** One corporate flag per site when accompanied by a U.S. and/or state flag of equal size or larger.
- d. **Location:** N/A (Site Plan approval is required)
- e. **Landscaping:** N/A
- f. **Design:** N/A
- g. **Permit Required:** No.

(11) FUEL SALES SIGNS

- a. **Definition/Purpose:** Signs which advertise prices for fuel.
- b. **Size:** 16 square feet in area, 6 feet in height.
- c. **Number:** One fuel sales sign per street frontage.
- d. **Location:** Signs must be located on premise.
- e. **Landscaping:** N/A
- f. **Design:** Sign shall be permanently attached to a structure.
- g. **Permit Required:** No.

(12) GARAGE/OCCASIONAL SALE

- a. **Definition/Purpose:** Identify the location of a permitted garage/occasional sale at a residential property or multi-family complex.
- b. **Size:** 4 square feet; 4 feet in height.
- c. **Number:**
- d. **Location:** Signs may be located off-premises on private residential property, provided the approval of the owner of such off-premises location is first obtained. Signs may not be placed in any street right-of-way,

median, highway interchange, public park or at other publicly owned facilities, or obstruct vision of traffic or pedestrians.

- e. **Landscaping:** N/A
- f. **Design:** N/A
- g. **Permit Required:** No.

(13) HANGING SIGNS

- a. **Definition/Purpose:** Signs suspended from the underside of a project structure.
- b. **Size:** 3 square feet in area.
- c. **Number:** N/A
- d. **Location:** Attached to the underside of a projecting structure.
- e. **Landscaping:** N/A
- f. **Design:** Signs must provide 8 feet of clearance above any walkways.
- g. **Permit Required:** No.

(14) INFORMATION SIGNS:

- a. **Definition/Purpose:** Signs identifying emergency telephone numbers, hours and security information.
- b. **Size:** 1 square foot in area.
- c. **Number:** N/A
- d. **Location:** Signs shall be affixed to windows or doors.
- e. **Landscaping:** N/A
- f. **Design:** N/A
- g. **Permit Required:** No.

(15) MEMORIAL SIGNS

- a. **Definition/Purpose:** Signs or tablets denoting the name of a building and date of erection.
- b. **Size:** 4 square feet in area for each wall facing a street.
- c. **Number:** N/A
- d. **Location:** N/A
- e. **Landscaping:** N/A
- f. **Design:** Sign copy shall be cut into a masonry surface, bronze, or other noncombustible materials.
- g. **Permit Required:** No.

(16) MENU BOARDS

- a. **Definition/Purpose:** Signs providing outdoor menu visibility at eating establishment with drive-thru service, including preview menu boards.
- b. **Size:** 45 square feet in area, 8 feet in height.
- c. **Number:** Two menu boards shall be permitted per service/drive thru lane.
- d. **Location:**
 - i. All menu boards must be placed on site.
 - ii. Menu boards shall be located a minimum of 30 feet from adjoining private property lines.

- e. **Landscaping:** N/A
- f. **Design:**
 - i. Menu boards must comply with the design standards for all Pole Signs.
 - ii. May include an electronic digital display.
- g. **Permit Required:** Yes.

(17) MODEL HOME SIGNS

- a. **Definition/Purpose:** Signs which identify a new home in a single family, duplex, or apartment district as being a builder's or contractor's model open to the public for inspection.
- b. **Size:** 24 square feet in area, 6 feet in height.
- c. **Number:** Each building in a subdivision may have one model home sign.
- d. **Location:** N/A
- e. **Landscaping:** N/A
- f. **Design:** N/A
- g. **Permit Required:** No. Signs must be removed prior to the home being occupied.

(18) MONUMENT SIGNS

- a. **Definition/Purpose:**
 - i. Single-use Monument Signs: Monument signs that provide identification or advertisement of a specific business, service, product, person, organization, place or building.
 - ii. Multiple-use Monument Signs: Monument signs that provide identification or advertisement of multiple businesses, services, products, persons, organizations, places or buildings.
- b. **Size:**
 - i. Single-use Monument Signs: 40 square feet in area, 6 feet in height.
 - ii. Multiple-use Monument Signs: 80 square feet in area, 6 feet in height.
- c. **Number:**
- d. **Location:**
 - i. Monument signs may be located in apartment, office, technical office, industrial, retail and commercial zoning districts. May be located in residential zoning district as provided as permitted elsewhere in this chapter.
 - ii. Monument signs must be located a minimum of 30 feet from adjoining private property lines.
 - iii. Monument signs must not be located within 100 feet of any residential zoned property, except where permissible in this section.
 - iv. If in a residential district, the sign must be on a property that contains and operates as a lawful nonresidential use as allowed by

the zoning classification for that site and must be located a minimum of 50 feet from any other residential zoned property.

- v. Monument signs must be located a minimum of 200 feet from any on premise single-use monument or pole sign and 250 feet from any on premise multiple-use monument or pole sign. Signs located along two abutting streets may be closer than the provisions above if approved by the Director of Community Services.
 - vi. No monument sign shall obstruct the vision of traffic on public streets or be constructed so as to interfere with sight lines at elevations between 2 1/2 feet and 8 feet above the top of the adjacent roadway curb within a triangular area formed by the intersection of adjacent curb lines from a point on each curb line 20 feet from the intersection.
- e. **Landscaping:** Landscaping is required around the base of the sign in an area equal to four square feet for each square foot of sign and base area.
- f. **Design:**
- i. Monument signs shall be designed and constructed to withstand a wind pressure of not less than 30 pounds per square foot of area and shall be constructed to receive dead load as required in the building code or other ordinances of the city.
 - ii. All monument signs shall be placed in concrete bases or footings.
 - iii. Monument signs may be constructed only of materials that are noncombustible or slow-burning in the case of plastic inserts and faces. Signs may be supported by noncombustible material only and finished in a presentable manner.
 - iv. Wood or non-painted steel supports are specifically prohibited.
 - v. Heavy timber and other materials may be used if approved by Director of Community Services.
 - vi. All monument signs throughout a center or complex on the site shall be constructed of the same material and design.
- g. **Permit Required:** Yes. Letter from property owner is also required.

(19) **NAMEPLATES**

- a. **Definition/Purpose:** To identify and display the name of a person or business.
- b. **Size:** One square foot in area or less.
- c. **Number:** N/A
- d. **Location:** N/A
- e. **Landscaping:** N/A
- f. **Design:** N/A
- g. **Permit Required:** No.

(20) NEIGHBORHOOD ASSOCIATION EVENT SIGNAGE

- a. **Definition/Purpose:** To identify seasonal, occasional or special community, social, civic, or educational events sponsored by a recognized homeowners or neighborhood association.
- b. **Size:** 4 square feet; 4 feet in height.
- c. **Number:** N/A
- d. **Location:**
 - i. May be located on private property and medians within the subdivision or in homeowners or neighborhood Association maintained areas.
 - ii. Cannot obstruct vision of traffic or pedestrians.
- e. **Landscaping:** N/A
- f. **Design:** N/A
- g. **Permit Required:** No.

(21) OCCUPATIONAL SIGNS

- a. **Definition/Purpose:** Signs denoting only the name and profession of an occupant in a commercial, public, office or institutional building.
- b. **Size:** Three square feet in area.
- c. **Number:** N/A
- d. **Location:** N/A
- e. **Landscaping:** N/A
- f. **Design:** Signs may not extend above the roofline.
- g. **Permit Required:** No.

(22) POLE BANNERS

- a. **Definition/Purpose:** Signs used to identify a center, complex, occupants, or district.
- b. **Size:** The size of a banner shall be limited to a maximum of 3 feet x 7 feet per banner.
- c. **Number:** N/A
- d. **Location:** Can only be located on light poles on the interior of the property.
- e. **Landscaping:** N/A
- f. **Design:**
 - i. Banners must provide 9 foot clearance over any driveway, parking space, sidewalk or other public or private right-of-way for the passage of vehicles or pedestrians.
 - ii. No more than two signs on any given light pole.
 - iii. Signs must be maintained in good condition to prevent deterioration, tearing, tattering, or other unsightly condition.
- g. **Permit Required:** No.
 - i. Banners that are used to advertise promotions are addressed under temporary promotional signs.
 - ii. Banners that contain seasonal decorations are not considered signs.

(23) POLE SIGNS

- a. Definition/Purpose:** Signs used to identify a center, complex, occupants, services, products, occupation, district, or institution.
- b. Size:**
 - i. Apartment zoning district: 25 square feet in area, 8 feet in height and can only identify the complex, center, establishment or institution.
 - ii. Office, technical office, and industrial zoning districts:
 - 1. Sites less than 10 acres: 25 square feet in area, 6 feet in height.
 - 2. Sites ten acres or more: 60 square feet in area, 20 feet in height.
 - iii. Retail, commercial zoning districts:
 - 1. Single-use signs: 60 square feet in area, 20 feet in height.
 - 2. Multiple-use signs: 80 square feet in area, 20 feet in height.
- c. Number:**
 - i. Apartment zoning district: No more than one pole (or attached) sign per adjacent public street shall be permitted.
 - ii. Office, technical office, and industrial zoning districts:
 - 1. Sites less than 20 acres: one pole sign.
 - 2. Each additional 10 acres over 20: one additional pole sign.
 - 3. No more than one pole sign shall be permitted per industrial building per each adjacent public street.
 - iii. Retail, commercial zoning districts:
 - 1. Sites less than 10 acres: one single-use pole sign.
 - 2. Sites 10 acres but less than 15 acres: two single-use pole signs or one single-use and one multiple-use pole sign.
 - 3. Sites more than 15 acres: three single-use pole signs, one multiple-use and 2 single-use pole, or two multiple-use pole. Only one multiple use pole may be located per public street frontage.
- d. Location:**
 - i. All Pole Signs must be located on site.
 - ii. Pole Signs must be located a minimum of 30 feet from an adjoining private property line.
 - iii. Pole Signs must be located a minimum of 60 feet from any attached building sign.
 - iv. Pole Signs must be located a minimum of 200 feet from any on premise single-use pole or monument sign and 250 feet from any on premise multiple-use pole or monument sign.
 - v. Pole Signs must be located a minimum of 100 feet from any single-family residential zoned property.
- e. Landscaping:**
 - i. Signs over 8 feet in height: N/A

- ii. Signs 8 feet or less from ground level: landscaping is required around the base of the sign in an area equal to four square feet for each square foot of sign and base area.

f. Design:

- i. Pole Signs shall be designed and constructed to withstand a wind pressure of not less than 30 pounds per square foot of area, and shall be constructed to receive dead load as required in the building code or other ordinances of the city.
- ii. All Pole Signs shall be placed in concrete bases or footings.
- iii. Pole Signs may be constructed only of materials that are noncombustible or slow-burning in the case of plastic inserts and faces and may be supported by noncombustible material only and finished in a presentable manner; wood or non-painted steel supports are specifically prohibited.
- iv. Heavy timber and other materials may be used if approved by the Director of Community Services.
- v. Newly installed support poles must be covered by cladding, brick, masonry, stone or other building material approved by the Director of Community Services, so as to completely cover the supporting poles and be architecturally similar or harmonious with the facade on the building or buildings on the site.
- vi. Pole Signs shall be protected by wheel or bumper guards when required by the Director of Community Services.
- vii. Pole Signs shall not have attached any guys or braces.
- viii. No pole sign shall be constructed so that the minimum clearance thereof is less than nine feet if any portion thereof overhangs a driveway, parking space, sidewalk, or other public or private right-of-way for the passage of vehicles or pedestrians.
- ix. No pole sign shall obstruct the vision of traffic on public streets or be constructed so as to interfere with sight lines at elevations between 2 1/2 feet and 8 feet above the top of the adjacent roadway curb within a triangular area formed by the intersection of adjacent curb lines from a point on each curb line 20 feet from the intersection.

- g. **Permit Required:** Yes. Letter from property owner is also required.

(24) POLITICAL SIGNS (Temporary)

- a. **Definition/Purpose:** Signs which are political in nature.
- b. **Size:** 36 square feet, 8 feet in height.
- c. **Number:** N/A
- d. **Location:**
 - i. Must be located on real private property with the consent of the property owner.
 - ii. No signs may be placed in any location that obstructs vision for traffic.
- e. **Landscaping:** N/A

- f. **Design:** No political sign may be illuminated or have moving parts.
- g. **Permit Required:** No. Any sign, on private property, in violation of the provision of this section may be removed by the Community Services Department 10 days after written notice to the property owner. Any sign placed on public property or in public right-of-way may be removed without prior notice. The owner of the property and/or sign may be held responsible for any expenses incurred for the removal of any sign.

(25) REAL ESTATE SIGNS (Non-residential)

- a. **Definition/Purpose:** Signs advertising the sale, rental or lease of properties in all zoning districts except single-family, duplex, and apartment properties.
- b. **Size:** 32 square feet in area, 8 feet in height (if freestanding)
- c. **Number:**
 - i. Tracts, sites or complexes having less than 200 feet abutting public or internal circulation streets: one real estate sign.
 - ii. Tracts, sites or complexes having 200 feet abutting public or internal circulation streets: two real estate signs.
 - iii. Each additional 100 feet of abutment over 200 feet: one additional real estate sign.
 - iv. In no event may the number of such signs exceed four for a given tract.
- d. **Location:** All signs must be placed on the site that is being advertised.
- e. **Landscaping:** N/A
- f. **Design:** N/A
- g. **Permit Required:** No. Signs shall be removed upon issuance of any occupancy permit.

(26) REAL ESTATE SIGNS (Residential)

- a. **Definition/Purpose:** Signs advertising the sale, rental or lease of single-family, duplex, and apartment properties.
- b. **Size:** 8 square feet in area, 4 feet in height.
- c. **Number:** One per lot per complex per adjacent public street.
- d. **Location:** All signs must be placed on the site that is being advertised.
- e. **Landscaping:** N/A
- f. **Design:** N/A
- g. **Permit Required:** No.

(27) REAL ESTATE SIGNS (Temporary Directional Signs)

- a. **Definition/Purpose:** Signs advertising the sale of real estate.
- b. **Size:** 4 square feet in area.
- c. **Number:** N/A
- d. **Location:**
 - i. Signs may be located off-premise.
 - ii. Signs may not be located in street medians or obstruct vision of traffic or pedestrians.

- e. **Landscaping:** N/A
- f. **Design:**
 - i. Signs may contain the word “open” and may contain a directional indicator.
 - ii. Signs may not be constructed of cardboard.
 - iii. Signs must be kept well painted and in good condition.
- g. **Permit Required:** No. Signs may be utilized only from Friday at 12:00 noon until the following Monday at 12:00 noon.

(28) REAL ESTATE SIGNS (Temporary Home Builder Directional Signs)

- a. **Definition/Purpose:** Signs that provide direction to a home builder site.
- b. **Size:** 4 square feet in area.
- c. **Number:** No more than one sign per block for each builder.
- d. **Location:**
 - i. Signs may be located off-premise.
 - ii. Signs may not be located in street medians or obstruct vision of traffic or pedestrians.
- e. **Landscaping:** N/A
- f. **Design:**
 - i. Signs must contain the name of the subdivision, the name of the builder or the name of the building corporation.
 - ii. Signs may contain the corporation logo.
 - iii. Signs may contain a directional indicator.
 - iv. Signs may not be constructed of cardboard.
 - v. Signs must be kept well painted and in good condition.
- g. **Permit Required:** No. Signs may be utilized only from Friday at 12:00 noon until the following Monday at 12:00 noon.

(29) RELIGIOUS INSTITUTION SIGNS (Residential District)

- a. **Definition/Purpose:** Signs that identify religious institutions in a residential district.
- b. **Size:**
 - i. Attached Signs: 40 square feet in area
 - ii. Monument Signs: 60 square feet in area, 6 feet in height.
 - iii. Pole Signs: 60 square feet in area, 6 feet in height.
 - iv. Bulletin Boards: 25 square feet in area.
- c. **Number:** One pole or monument sign, one attached sign, and one attached bulletin board.
- d. **Location:**
 - i. Attached signs must be located entirely below the roof line of the building.
 - ii. Pole and Monument signs:
 - 1. Signs must be located a minimum of 30 feet from adjoining private property lines.
 - 2. No sign shall obstruct the vision of traffic on public streets or be constructed so as to interfere with sight lines at

elevations between 2 ½ feet and 8 feet above the top of the adjacent roadway curb within a triangular area formed by the intersection of adjacent curb lines from a point on each curb line 20 feet from the intersection.

- e. **Landscaping:** Landscaping is required around the base of the sign in an area equal to 4 square feet for each square foot of sign and base area.
- f. **Design:** Sign must be an integral part of the site architecture or landscaping.
- g. **Permit Required:** Yes.

(30) RESIDENTIAL SUBDIVISION IDENTIFICATION SIGNS

- a. **Definition/Purpose:** Signs that identify residential subdivision.
- b. **Size:** 40 square feet in area, 6 feet in height.
- c. **Number:** Two per adjacent public street.
- d. **Location:** The signs shall be attached to a screening wall or landscape planter.
- e. **Landscaping:** N/A
- f. **Design:** Signs must be an integral part of the site architecture or landscaping.
- g. **Permit Required:** No.

(31) SUBDIVISION, HOME BUILDER, DEVELOPER SIGNS

- a. **Definition/Purpose:** Freestanding signs identifying the location of or direction to a subdivision, home builders' and developers' sites.
- b. **Size:**
 - i. Onsite: 96 square feet in area, 15 feet in height.
 - ii. Offsite: 32 square feet in area, 15 feet in height.
- c. **Number:**
 - i. Sites 30 acres or less: one sign.
 - ii. Each additional 30 acres, or any part there of: one additional sign.
- d. **Location:** Signs may be placed onsite or offsite.
- e. **Landscaping:** N/A
- f. **Design:** N/A
- g. **Permit Required:** Yes.
 - i. Permits shall be granted for a maximum period of six-month intervals.
 - ii. Nonresidential signs shall be removed upon issuance of an occupancy permit for the nonresidential structure.

(32) TEMPORARY PROMOTIONAL SIGNS

- a. **Definition/Purpose:** Signs, banners, flags, balloons or pennants designed, intended or used to advertise or inform about an activity, place, product, person, organization, business, service, a merchandise program, opening of a retail or commercial establishment, special program of a public institution, or the opening of a single-family subdivision or multifamily complex.

- b. **Size:** The size of a banner shall be limited to one square foot per length of lease space up to a maximum of 200 square feet.
- c. **Number:** N/A
- d. **Location:** On premise.
- e. **Landscaping:** N/A
- f. **Design:** Temporary promotional signs are limited to permissive signs in this chapter.
- g. **Permit Required:** Yes.
 - i. Subsequent to a building permit being issued, a permit may be obtained for a “coming soon” sign for a maximum single use period of 30 days.
 - ii. Subsequent to a certificate of occupancy being issued, a permit may be obtained for a “grand opening” sign for a maximum single use period of 30 days. The use of balloons shall be restricted to the grand opening permit.
 - iii. Signs shall have a minimum period between permits of seven days.
 - iv. Excluding signs permitted under subsections (a) and (b), a maximum of four temporary permits may be issued per year for a maximum single use period of 30 days. The Director of Community Services may approve an additional 30 day permit for a Grand Reopening.
 - v. Permit application shall include, but not be limited to, a drawing or sketch showing the type, size, height and location of the temporary promotional sign (including banners, flags and pennants) along with a description of the means of attachment or support, and the stated purposes of the promotion.
 - vi. A promotion for a site, center, complex or subdivision shall not be interpreted as a promotion for each and every establishment within such site, center, complex or subdivision.
 - vii. Banners attached to private light poles must have a minimum 9 foot clearance over any driveway, parking space, sidewalk or other public or private right-of-way for the passage of vehicles or pedestrians. Each banner cannot exceed 3 feet by 7 feet and there cannot be more than two signs per light pole. A Written letter from the property owner or manager, granting permission, required.

(33) TRAFFIC-RELATED SIGNS

- a. **Definition/Purpose:**
 - i. Onsite Directional Signs: Signs containing directional information that do not contain advertising and are not used as such. Signs may include business name and arrows.
 - ii. Ingress/Egress Signs: Signs denoting locations for ingress or egress or prohibiting ingress or egress that do not contain advertising and are not used as such. Signs may or may not include directional information.

- b. Size:**
 - i. Onsite Directional Signs: 8 square feet in area.
 - ii. Ingress/Egress Signs: 8 square feet in area, 4 feet in height.
- c. Number:** N/A
- d. Location:** Signs may be placed on properties in all districts.
- e. Landscaping:** N/A
- f. Design:** N/A
- g. Permit Required:** No. Plans for proposed signs must be submitted to the Director of Community Services and approved by the traffic engineer. Submission to the Director of Community Services shall include, but not be limited to, a site drawing showing the location of the proposed sign, a dimensional drawing showing size of signs and content of signs, a designation of the material or materials to be used, and the proposed method of erection.

(34) WINDOW SIGNS:

- a. Definition/Purpose:** Signs located on the internal or external surface of a window.
- b. Size:** Signs may not obscure more than 25 percent of the total visible window area of each façade.
- c. Number:** N/A
- d. Location:** Retail, commercial, office, technical office, and industrial zoning districts.
- e. Landscaping:** N/A
- f. Design:**
 - i. Signs painted on the external or internal surface of the window of an establishment in commercial or retail districts with water-durable paint on external surfaces.
 - ii. Signs (except posters), banners, perforated window screens or displays located on the internal surface of the window of an establishment in commercial or retail zoning districts only.
 - iii. Posters, providing such posters are not located on the external surface of the window.
 - iv. Decorations intended to direct attention to and stimulate citizens' interest in public events, providing such signs are painted on the external surface of the window and a 25 percent visibility requirement is maintained.
 - v. Signs attached to the external surface of a window of a retail or commercial establishment made of a noncombustible material.
 - vi. Signs attached to the internal surface of a window which define the name, proprietor, telephone number or address of such retail or commercial establishment.
 - vii. Signs identifying emergency telephone numbers, hours and security information that do not exceed 1 square foot in area.

viii. Signs advertising the sale of alcohol must comply with Texas Alcoholic Beverage Code requirements in addition to provisions of this chapter.

g. **Permit Required:** No.

ARTICLE IV. RULES OF INTERPRETATION

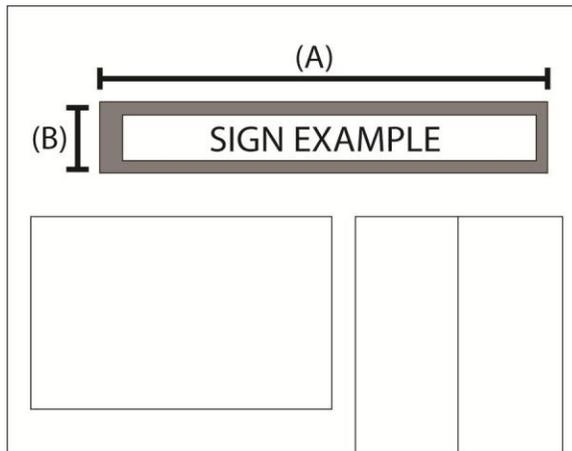
Sec. 18-121. Generally.

Principles for computing sign area and sign height as required by this Chapter are provided in this Article. Section headings or captions are for reference purposes only. Illustrations and principles of interpretation included in the code shall be used in interpreting the relevant provision, but where the text conflicts with an illustration or stated principle, the text shall control.

Sec. 18-123. Sign Calculations.

(1) **Attached Signs:** The information therein are provisions for calculating signage for attached, window, or any other attached sign contained in this chapter.

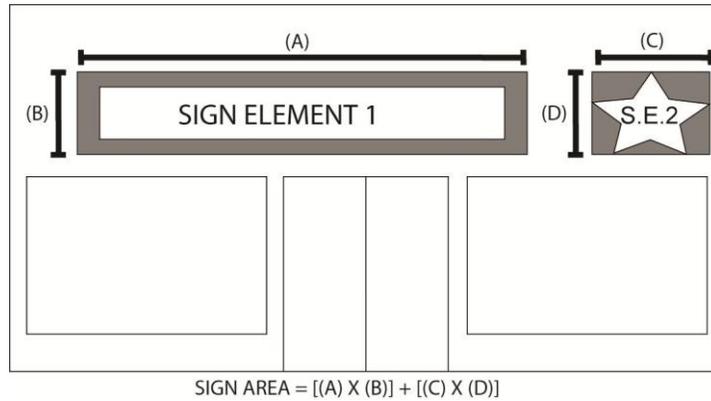
a. **Sign Area, Attached Sign (Single Element):** Shall include the entire area within a single perimeter composed of squares or rectangles. Sign copy mounted or painted on a background panel or area distinctively painted, textured or constructed as a background for the sign copy shall be measured as the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the background panel or surface, including sign trim or frame.



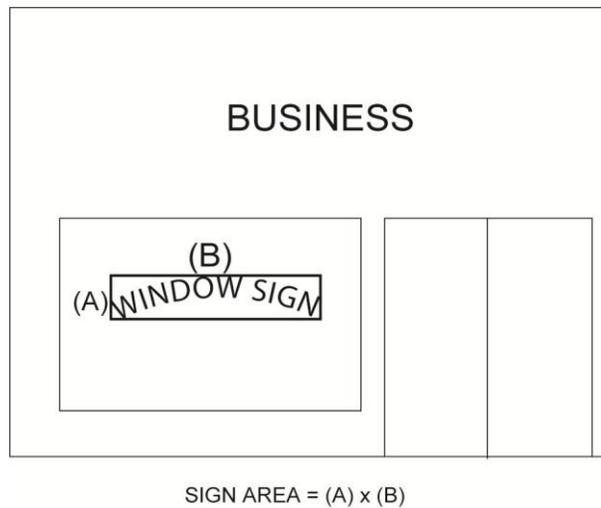
SIGN AREA = (A) x (B)

b. **Sign Area, Attached Sign (Multiple Elements):** When signs are constructed of individual elements, the area of all sign elements, which together convey a single, complete message, shall be considered as a single sign. The sign area is

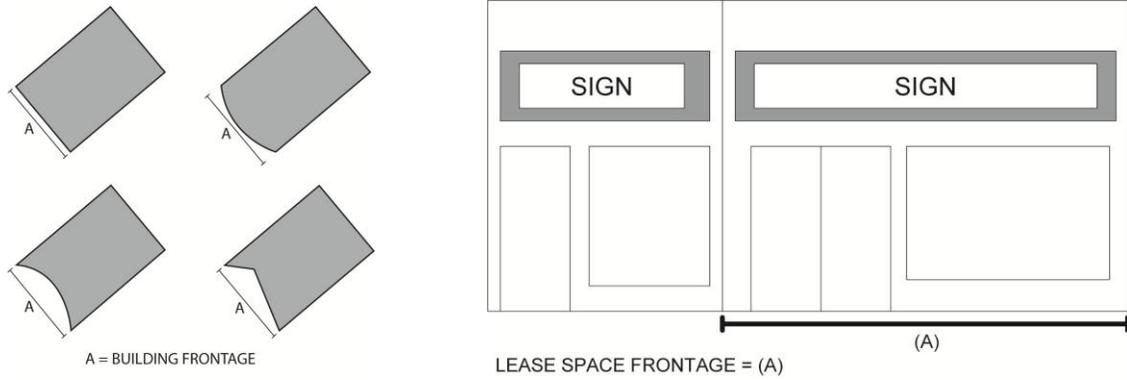
determined by calculating the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the background panel or surface, including sign trim or frame.



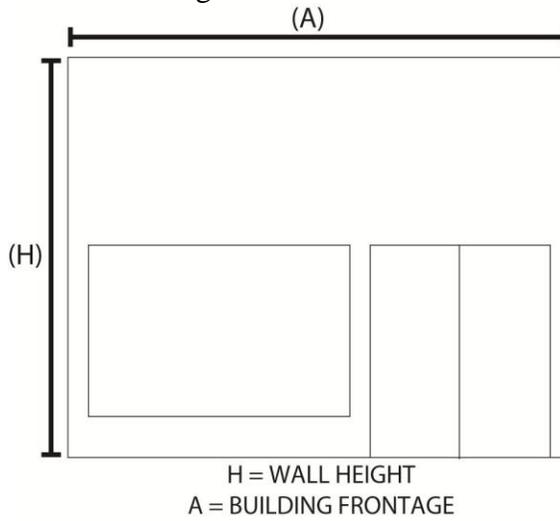
- c. **Measurement of Signage on the Window:** The sign area is determined by calculating the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the sign display.



- d. **Measurement of Building Frontage:** The building frontage shall be calculated using the width of the first story exterior wall. Exterior wall dimensions shall be measured at the base of the ground floor, excluding screened walls, fences, and other similar structures.



- e. **Wall Area:** The wall area shall be calculated by the width of the exterior wall and height of the wall.



- f. **Attached Sign above 20 feet:** The sign area is determined by the calculation listed below for an attached sign located at a height above 20 feet within a Commercial or Local Retail Zoned District.

- i. Increase in sign area for signs located between 20' and 50'.

Sign Height - Attached Buildings (A SIGN LOCATED BETWEEN 20 & 50 FEET)



X=Sign height on building from grade
Y=2 times linear store front; maximum 200 ft

- ii. Increase in sign area for signs located between 50' and 100'.

Sign Height - Attached Buildings (A SIGN LOCATED BETWEEN 50 & 100 FEET)

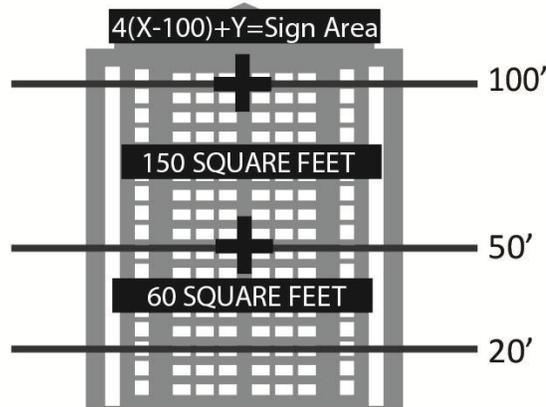


X=Sign height on building from grade
Y=2 times linear store front; maximum 200 ft

- iii. Increase in sign area for signs located above 100'.

Sign Height - Attached Buildings

(A SIGN LOCATED ABOVE 100 FEET)

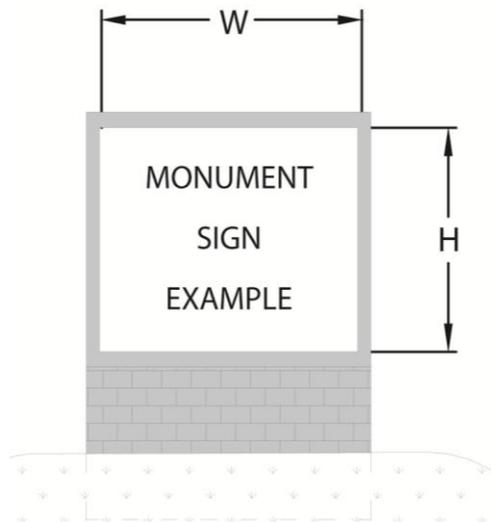


X=Sign height on building from grade

Y=2 times linear store front; maximum 200 ft

(2) **Freestanding Signs:** The information therein are provisions for calculating signage for monument, pole, construction or any other freestanding sign contained in this chapter.

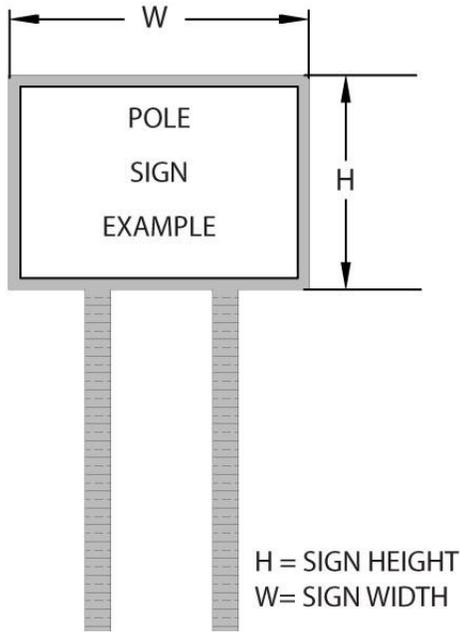
- a. **Sign Area, Monument:** The sign area shall be the extreme outer dimensions of the freestanding structure, excluding the support structure and architectural features.



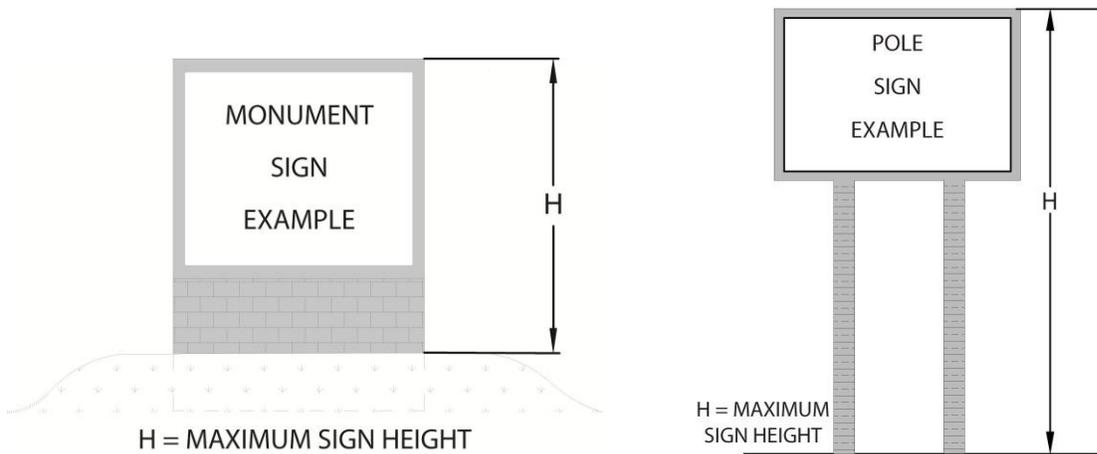
H = SIGN HEIGHT

W = SIGN WIDTH

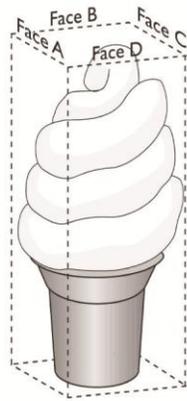
- b. **Sign Area, Pole:** The sign area shall be measured as the area enclosed by the smallest single rectangle that will enclose the structure exclusive of the poles.



- c. **Sign Height:** Height shall be the distance from the top of the sign structure to the lowest grade level of the base of the sign. The height of any monument base or other structure erected to support or ornament the sign shall be measured as a part of the sign height.

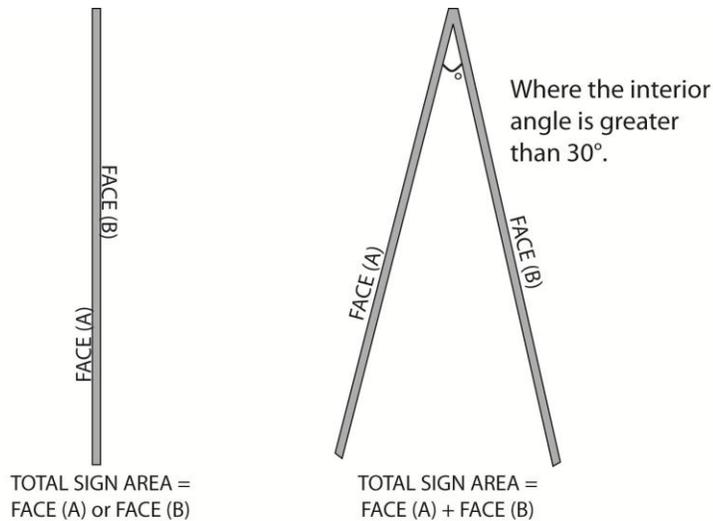


- d. **Three-Dimensional Signs:** Signs that consists of, or have attached to them, one or more three-dimensional objects, shall have a sign area of the sum of all areas using the four vertical sides of the smallest cube that will encompass the sign.

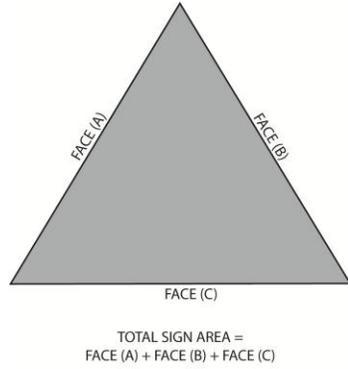


TOTAL SIGN AREA = SUM OF ALL VERTICAL SIGN FACES OF SMALLEST CUBE ENCOMPASSING THE SIGN.

- e. **Double-Faced Signs:** On a sign where the information is located back to back or located at an interior angle equal to or less than 30 degrees, the sign area shall be computed as the area of one sign face. Where the two faces of a double-faced sign are not equal in size, the larger sign face shall be used. Where two faces of a double-faced sign are located at an interior angle more than 30 degrees from one another, both sign faces shall be counted toward sign area.

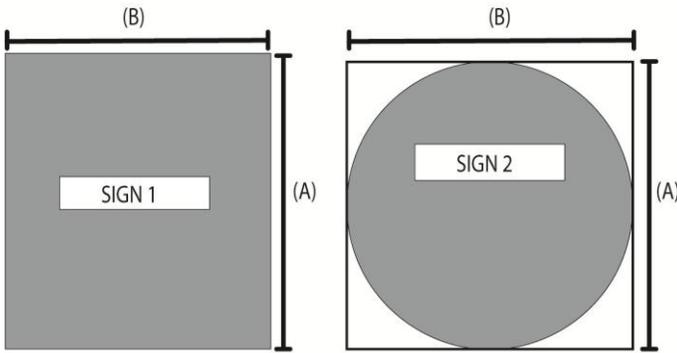


- f. **Multi-Faced Signs:** On a three or more faced sign, sign area shall be calculated as the sum of all faces.



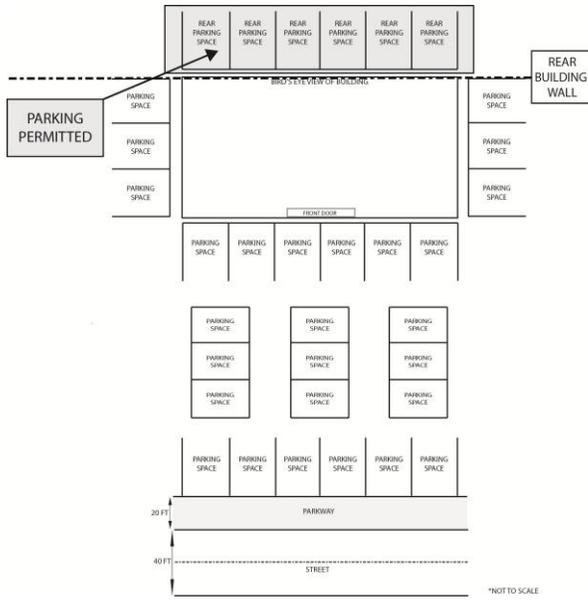
- g. Landscape Requirement:** The landscape requirement is determined by calculating the area of the landscaped area located around the base of the monument sign.

BIRD'S EYE VIEW

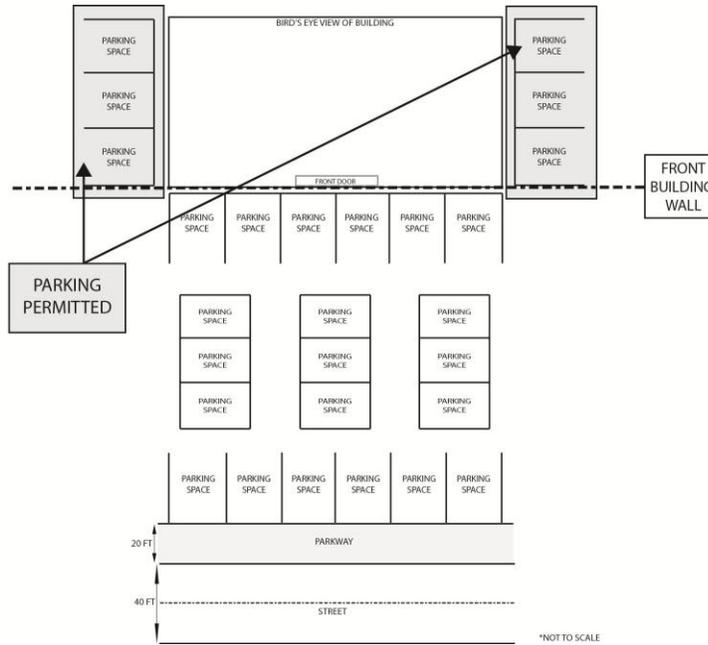


SIGN 1: Total Required Landscaped Area = (A) x (B)
SIGN 2: Total Required Landscaped Area = (A) x (B)

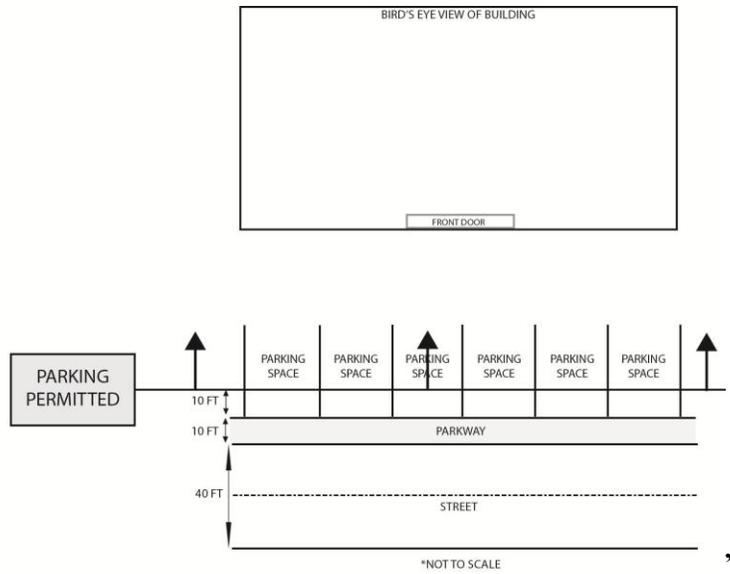
- (3) Vehicle Signage:** Signage attached to a vehicle for bona fide use on the premise.
- a. Vehicles that can park behind the rear building wall:**



- b. **Vehicles that cannot park behind the rear building wall but can park behind the front building wall.**



- c. **Vehicles that cannot park behind the rear building wall or front building wall.**



SECTION 2. That all provisions of the ordinances of the City of Richardson in conflict with the provisions of this Ordinance be, and the same are hereby, repealed, and all other provisions of the ordinances of the City of Richardson not in conflict with the provisions of this Ordinance shall remain in full force and effect.

SECTION 3. That should any sentence, paragraph, subdivision, clause, phrase or section of this Ordinance be adjudged or 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 invalid, illegal or unconstitutional, and shall not affect the validity of the Code of Ordinances as a whole.

SECTION 4. That an offense committed before the effective date of this Ordinance is governed by prior law and the provisions of the Code of Ordinance, as amended, in effect when the offense was committed and the former law is continued in effect for this purpose.

SECTION 5. That any person, firm or corporation violating any of the provisions or terms of this Ordinance shall be subject to the same penalty as provided for in the Code of Ordinances of the City of Richardson as heretofore amended and upon conviction shall be

punished by a fine not to exceed the sum of Two Thousand Dollars (\$2,000.00) for each offense, and each and every day such violation shall continue shall be deemed and constitute a separate offense.

SECTION 6. 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 Richardson, Texas, on the _____ day of _____, 2012.

APPROVED:

MAYOR

APPROVED AS TO FORM:

CORRECTLY ENROLLED:

CITY ATTORNEY
(PGS:tlo:7-19-12)

CITY SECRETARY

City of Richardson, Texas

2012-2013 Municipal Budget

Retreat

Follow-up Items

Charting the Course

City Council Worksession

Monday, July 30, 2012



Overview

- 2012-2013 Budget Retreat held Tuesday, July 17 and Wednesday, July 18
- At the retreat preliminary revenue projections and expenditure estimates were reviewed for the five major operating funds and the new drainage utility fund.
- During the discussion several items were noted for future follow-up analysis and discussion including:
 - Employee Compensation
 - Employee and Retiree Health Insurance
 - Water and Sewer Proposed Rate Increase
 - Final Certified Values

Compensation – Philosophy & Methodology

- Human Resources annually collects and analyzes a market compensation survey to determine if positions remain competitive in attracting and retaining city employees.
- Information is collected via an online survey instrument, through independent surveys and other data.
- 12 Benchmark Cities:
Allen, Arlington, Carrollton, Dallas, Fort Worth, Frisco, Garland, Grand Prairie, Irving, Mesquite, McKinney, Plano
- Compensation Philosophy – Aim to be at, or close to the 4th ranked position among the twelve in maximum pay (e.g. to be in the “upper third” for that position)

Compensation – 2012 Analysis

- External Equity
- Internal Equity
 - Supervisory/Subordinate Relationships
 - Job Family Relationships
 - Similarly Skilled Jobs Across the Organization
 - Parity Situations
 - Intended Salary Differentials (Promotional Growth Opportunity)
- General Recruitment Activity/Turnover
- Determining Market Thresholds
- Competitors' Salary Range Projections

Compensation – 2012-2013 Recommendation

- There is a sizeable number of job positions needing a pay scale adjustment.
- Based on our understanding of market adjustments that are being considered by other cities, we recommend a 3% adjustment be made to the top of the pay plan.
- Even though some classifications need a more significant adjustment (~5%-10%) we recommend deferring those at this time due to economic conditions and fiscal constraints.
- A 3% adjustment will allow us to maintain current market position.

Compensation – 2012-2013 Recommendation – Public Safety

- The 12-city benchmark review was also conducted for Police and Fire Compensation.
- Our review focuses on maximum pay range comparisons.
- We again assess that a 3% adjustment will place Richardson within the “top third”.
- Sustain our funding for a 5% step adjustment as warranted.
- Additionally, a revision in the length of pay steps for entry Fire and Police personnel was assessed.
- An adjustment from the current 9-step plan to a 7-step plan is proposed, and will be included in the proposed 2012-2013 Budget for both Police and Fire.

Employee Health Insurance - Overview

- CORPlan – City of Richardson Employee and Retiree Health Insurance Program
- Self Funded, BCBSTX is current claims administrator
- ~950 of employees and retirees
- Patient Protection and Affordable Care Act (PPACA) signed into law on March 23, 2010 – now in our third year of “grandfathered” status
- Implementation date – January 2014

Employee Health Insurance - Projections

- Current year claims experience suggest that expenses will outpace City and Employee Contributions due to a number of significant high costs cases.
- Projections for next year indicate expenses will again outpace contributions.
- Between the two fiscal years approximately \$2 million in additional funding is needed for the fiscal stability of the fund.
- We will need to closely track this fund's performance as we close out this fiscal year and move into the next.

Employee Health Insurance – Metroplex Survey

Rates for plan with highest enrollment	Arlington	Carrollton	Denton	Frisco	Garland	Grand Prairie	Irving	McKinney	Mesquite (1)	Plano	Richardson
EE Only	\$10.00	\$12.77	\$76.00	\$61.00	\$56.00	\$72.00	\$76.50	\$20.00	\$56.53	\$50.00	\$60.00
City Portion - emp Only	\$318.09	\$521.57	\$944.25	\$617.00	\$411.12	\$429.00	\$433.50	\$483.00	\$425.16	\$448.00	\$634.84
Total Contribution	\$328.09	\$534.34	\$1,020.25	\$678.00	\$467.12	\$501.00	\$510.00	\$503.00	\$481.69	\$498.00	\$694.84
% City Subsidy	97%	98%	93%	91%	88%	86%	85%	96%	88%	90%	91%
EE+1/Spouse	\$38.22	\$84.34	\$168.00	\$360.00	\$220.00	\$241.00	\$269.28	\$220.00	\$288.37	\$248.00	\$349.00
City Portion - EE + 1/Spouse	\$623.88	\$757.80	\$944.25	\$954.00	\$539.53	\$760.00	\$791.54	\$911.00	\$867.68	\$1,040.00	\$634.84
Total Contribution	\$662.10	\$842.14	\$1,112.25	\$1,314.00	\$759.53	\$1,001.00	\$1,060.82	\$1,131.00	\$1,156.05	\$1,288.00	\$983.84
% City Subsidy	94%	90%	85%	73%	71%	76%	75%	81%	75%	81%	65%
EE+Child(ren)	\$26.59	\$209.23	\$224.00	\$352.00	\$251.00	\$190.00	\$258.50	\$180.00	\$179.08	\$156.00	\$297.00
City Portion - Child	\$555.08	846.21	\$944.25	\$771.00	\$570.76	\$595.00	\$771.52	\$825.00	\$615.70	\$765.00	\$634.84
Total Contribution	\$581.67	\$1,055.44	\$1,168.25	\$1,123.00	\$821.76	\$785.00	\$1,030.02	\$1,005.00	\$794.78	\$921.00	\$931.84
% City Subsidy	95%	80%	81%	69%	69%	76%	75%	82%	77%	83%	68%
EE+2/Family	\$74.00	\$209.23	\$316.00	\$626.00	\$358.00	\$413.00	\$456.36	\$300.00	\$347.48	\$390.00	\$431.00
City Portion - EE + 2/Family	\$935.40	\$846.21	\$944.25	\$1,070.00	\$888.41	\$1,014.00	\$1,138.96	\$1,383.00	\$953.05	\$1,466.00	\$634.84
Total Contribution	\$1,009.40	\$1,055.44	\$1,260.25	\$1,696.00	\$1,246.41	\$1,427.00	\$1,595.32	\$1,683.00	\$1,300.53	\$1,856.00	\$1,065.84
% City Subsidy	93%	80%	75%	63%	71%	71%	71%	82%	73%	79%	60%

(1) Mesquite also has rate structure for EE+Child: EE \$151.53, ER \$570.98 TOTAL \$722.51

Employee Health Insurance – Recommendation & Future Outlook

- COR Employee premiums currently at the top in most categories.
- Recommend a year-end General Fund transfer of \$1,550,000 for 2011-2012 and a General Fund Transfer of \$450,000 for 2012-2013.
- Continue assessment of national health care law and its impact on CORPlan
- Mid year strategy discussion during 2012-2013 to prepare for 2013-2014

Water and Sewer Utility Fund – Retreat & Further Analysis

- At Budget Retreat, staff presented a plan calling for a 9% increase in water and sewer rates as well as the activation of \$1.2M of Rate Stabilization funds to offset the NTMWD rate increase of \$0.22/1,000 Gallons, or 14.8% over the current rate.
- Under that proposal, the fund balance would finish the year at 86.2 days or 3.8 days below the 90 day threshold.
- Council expressed a desire to retain the \$1.2M in rate stabilization for future use, and for staff to provide a plan representing the full increase needed to balance the fund, in lieu of continued wholesale price increases.

Water and Sewer Utility Fund – Proposed Rate Increase

- A 13% rate increase across both water and sewer consumption tiers is required to compensate for the reduction of the \$1.2M in Rate Stabilization, and to balance the fund to 90 Days in Fund Balance as prescribed in Council approved Financial Policies.
- If adopted, and sales are higher than the “average” year consumption upon which the model is based, the result will be excess revenue used in the following year to offset a portion of the rate increases for wholesale water we expect in the coming years.

Certified Tax Values

- Certified Tax Values were received from Dallas and Collin County Appraisal Districts on July 24.

	2011 Certified	2012 Certified	Difference	
Dallas CAD	\$6,327,440,184	\$6,371,757,880	\$44,317,696	0.7%
Collin CAD	\$3,419,042,246	\$3,707,807,681	\$288,765,435	8.4%
Total	\$9,746,482,430	\$10,079,565,561	\$333,083,131	3.4%

Certified Tax Values

	CERTIFIED VALUES	BUDGET RETREAT VALUES	VARIANCE	% Diff.
Certified Roll	\$10,079,565,561	\$9,811,293,533	\$268,272,028	2.73%
Plus Taxable Values in Dispute (VID) in Dallas CAD & Collin CAD	\$87,897,941	\$81,652,836	\$6,245,105	7.65%
Less TIF (100% of increase in Taxable Value from Base Year 2006, no New Value Adj)	\$120,753,668	\$153,878,894	-\$33,125,226	-21.53%
Total Taxable Value	\$10,046,709,834	\$9,739,067,475	\$307,642,359	3.16%
Rate Per \$100.00 of taxable value	0.63516	0.63516		
Total Tax Levy (After Values in Dispute are Settled, Net of TIF Increment)	\$63,812,682	\$61,858,661	\$1,954,021	3.16%

Certified Tax Values

	TAX LEVY CERTIFIED VALUES	TAX LEVY BUDGET RETREAT VALUES	VARIANCE	% Diff.
Operations	\$36,450,467	\$35,265,292	\$1,185,175	3.36%
Debt	\$27,362,215	\$26,593,369	\$768,846	2.89%
Total	\$63,812,682	\$61,858,661	\$1,954,021	3.16%

General Fund

- The \$1.185 Million additional revenue to the General Fund is under active review.
- A revision package of adjustment is currently under review:

Reserve for Expected Appraisal Challenge	\$240 K
Maintenance, Staffing and Engineering Services	\$100 K
Fire and Police Compensation Range Adjustment	\$130 K
CORPlan Funding 2012-2013	\$450 K
Additional Street Rehab Funding (now at \$1,004,000)	\$30 K
Fund Balance Update (\$180 K) and Add to Fund Balance (~\$60K)	\$240 K
Total	\$1.19 M

General Debt Service Fund

- Final Certified Tax Values will allow for a refunding/cash defeasance of some callable debt obligations during 2012-2013.
- First Southwest Financial Advisors will assist the city in structuring this debt revision plan for savings.

Next Step

- City Manager Proposed Budget to be filed next Friday, August 3
- City Council Worksession on Proposed Budget scheduled for Monday, August 6
- Further opportunities to provide access and to gain public input are scheduled before final adoption.
 - Council Budget Retreat - Web/Cable Access
 - Council Budget Work Session – Web/Cable Access
 - Web, City Secretary & Library copies of the filed budget provided
 - Budget/Tax Rate Public Hearings
- Budget Adoption targeted for Monday, September 10