

CHAPTER 106
SIGNS

Section 106-14 Permanent On-premise Sign Regulations

(b) Design requirements.

(5) *High profile monument signs on properties with Loop 337, SH 46, FM 306, FM 725 and Business 35 Frontage.* High profile monument signs are permitted on properties with Loop 337, SH 46, FM 306, FM 725 and Business 35 frontage, and which have commercial or industrial zoning provided they meet the following requirements:

- a. Height limit shall be 28 feet. For signs on properties with Loop 337, SH 46, FM 306, FM 725 and Business 35 frontage, additional height may be allowed.
 1. This additional allowance will be determined by measuring the difference between the elevation of the property at the proposed location of the sign and the elevation of the main lanes of Loop 337, SH 46, FM 306, FM 725 and Business 35.
 2. Determination of the elevation difference shall be measured by projecting a perpendicular line from the center line of the proposed location of the sign to the center line of the main lanes of Loop 337, SH 46, FM 306, FM 725 and Business 35 nearest the sign.
 3. The allowance will only apply for properties and sign locations that are determined to be lower in elevation than the main lanes of Loop 337, SH 46, FM 306, FM 725 and Business 35, as measured by b. above.
- b. Maximum area shall be 225 square feet per face.
- c. High profile monument signs shall have only two sign faces.
- d. Properties with Loop 337, SH 46, FM 306, FM 725 and Business 35 frontage may have only one high profile monument sign for each 300 feet of frontage. High profile monument signs shall be spaced a minimum of 300 feet apart. If a property or commercial or industrial subdivision has less than 300 feet of frontage on Loop 337, SH 46, FM 306, FM 725 and Business 35 a high profile monument sign shall not be permitted.
- e. All signs shall maintain a minimum clearance from electric power lines of ten feet horizontally and 15 feet vertically or as otherwise may be required by the utility provider. Any relocation of power lines to provide this clearance will be at the expense of the sign owner. Such signs are allowed in addition to permitted signage on the tract.
- f. Alternative construction methods, may be considered by the planning director as long as the sign construction is compatible with the architectural design of the primary building or master architectural design of the commercial or industrial subdivision.

- (7) *Multi-tenant signs.* Developments containing two or more businesses, whether in a single building or multiple buildings, shall share a sign structure for advertisement of multiple businesses located within the development. This provision is applicable to businesses located on the same lot upon which the sign is located as well as to businesses located upon different lots within the development. Such signs shall comply with the following:
- a. The lot or lots involved must be contiguous with one another, and constitute a single cohesive development;
 - b. The sign(s) must be located on a lot that one of the advertised businesses occupies;
 - c. The sign shall be designed in the overall architectural style of the buildings within the development;
 - d. The signs may be any sign type that is otherwise allowed by this chapter;
 - e. Private streets within the boundaries of the development are treated as public rights-of-way for purposes of determining allowable signage;
 - f. Individual pad or lease sites, defined in the approved site plan, are treated as separate lots for purposes of determining allowable signage;
 1. Businesses shall not be allowed advertising on both the multiple tenant (shared) sign and another free standing business identification sign;
 2. Monument signs, used as multi-tenant signs for developments with four or more tenants, may have an allowable sign area not to exceed 64 square feet.
 - g. In addition to signage that would otherwise be allowed on a lot for business identification purposes, one additional monument sign not exceeding five feet in height and 32 square feet in area may be located at each intersection of public roadways and/or private roadways for purposes of directing traffic to various areas and businesses within the development;
 - h. All other provisions of this chapter shall be applicable to this sign category, including but not limited to, allowed number based on road frontage (multiple lot developments are treated as a single lot for this purpose), allowable size as a function of zoning district, spacing, illumination, materials, etc.

Sec. 106-15. - Principles of sign area computation.

The following principles shall control the computation of sign area and sign height.

- (1) *Computation of area of individual signs.*
 - a. The area of a sign shall be computed as the entire advertising area of the sign, including any framing or trim, contained within the respective sign cabinet. For the purposes of this computation the sign cabinet shall be defined as the structure or

border used to differentiate a sign face from the structure against which a sign face is placed.

- b. Where a sign consists of individual letters, words or symbols attached to a surface, building, canopy, awning or wall and all such elements are located in the same plane; the sign area shall be the area of the smallest geometrical shape that completely encompasses all such letters, words or symbols. Where such sign includes multiple words, each word located in the same plane shall be computed separately.
- c. Embellishments that do not exceed 15 percent of the sign face area are allowed and are not counted toward the area of a sign.
- d. The permitted area for all monument signs, pursuant to table 106.14.1, shall be inclusive of the sign structure. In no case shall the overall sign structure, exceed the maximum allowed height nor the maximum allowed sign area. In no case shall the sign face of a monument sign exceed 50 percent of the overall sign structure and the sign base shall not be more than 50 percent wider than the sign structure.