

APPENDIX III.

Sign Illustrations

The information contained in this Appendix III is intended to assist the reader in understanding the general sign requirements of Chapter 128, Zoning. The following illustrations outline the sign requirements by Zoning District. The illustrations and words contained herein are not regulatory. Where there is any conflict with the provisions contained in Article XV or elsewhere in Chapter 128, Zoning, those provisions shall apply regardless of what may be interpreted from the illustrations and words contained herein.

Protection of the small town character of Denton requires new and replacement signs that are:

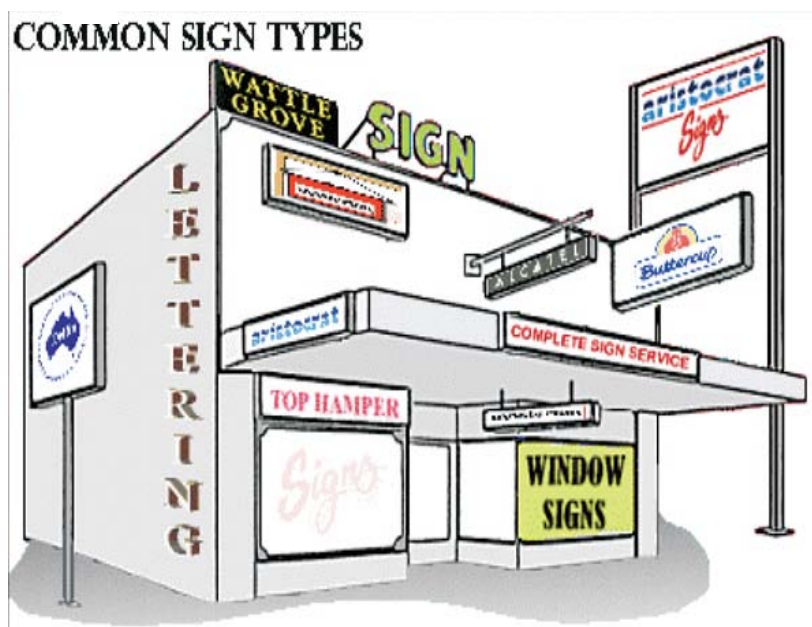
- Creative and distinctive
- Compatible with its surroundings
- Designed as an integral component of the style and character of the building architecture
- Appropriate to the type of activity to which it pertains
- Appropriately sized for its context

Definition of Sign:

A sign is any device attached to, painted on, or represented on a building, fence, or other structure; displays any letter, work, model, banner, flag, pennant, insignia, decoration, or device which is in the nature of an announcement, direction, advertisement, or other attention-directing device.

Typical sign types are:

- Flat Signs
- Projecting Signs
- Window Signs
- Freestanding Signs
- Roof Signs
- Message Boards
- A Frame Signs
- Political Signs
- Construction Signs
- Real Estate Signs
- Bulletins



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DETERMINING SIGNAGE AREA



Wall Sign

Signage is measured by determining the entire area occupied by individual letters, symbols, and graphics or by the height and length of the sign in relationship to the street frontage a business occupies.

For individual letters and symbols mounted to a wall, building, or window, the area is considered to be the sum of the smallest rectangle, square, triangle, trapezoid, or any combination of shapes which enclose the sign.

Sign measurements shall be based on the entire area of the sign. Brackets and supports shall not be included in the calculation of the sign area if such framework is incidental to the display.



Projecting Sign

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No signs are permitted above the parapet or eave edge of roof.

Sign area is determined by the relationship between street frontage and allowable square footage of sign area as allowed by the underlying Zoning District.

Sign Board - Historic Buildings typically had an area for signage location.

Combination Signs are those where more than one type of sign is used on a storefront (Flat and Awning signs shown).

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SIGNAGE STANDARDS AND LOCATION



Freestanding Sign

Two or More Face Sign - Signs with two or more faces back-to-back and no more than 2-feet apart in dimension from each other are considered one sign area. Where one face is larger than the other, the larger face shall be used to determine the sign area.



Window Sign

Window Signage - temporary and permanent signs shall not exceed 50% of the total storefront glass area.

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Grand Opening Banner Sign

Grand Opening and Reopening Sign - shall not exceed 32 square feet in sign area; displayed 2 weeks before opening; removed 3 days after; and limited to 2 off site signs requiring property owner permission.

Special Sales Sign - shall not exceed 24 square feet in sign area; limited to 2 banners; and displayed no more than 2 weeks at one time and no more than 6 times in any one year.

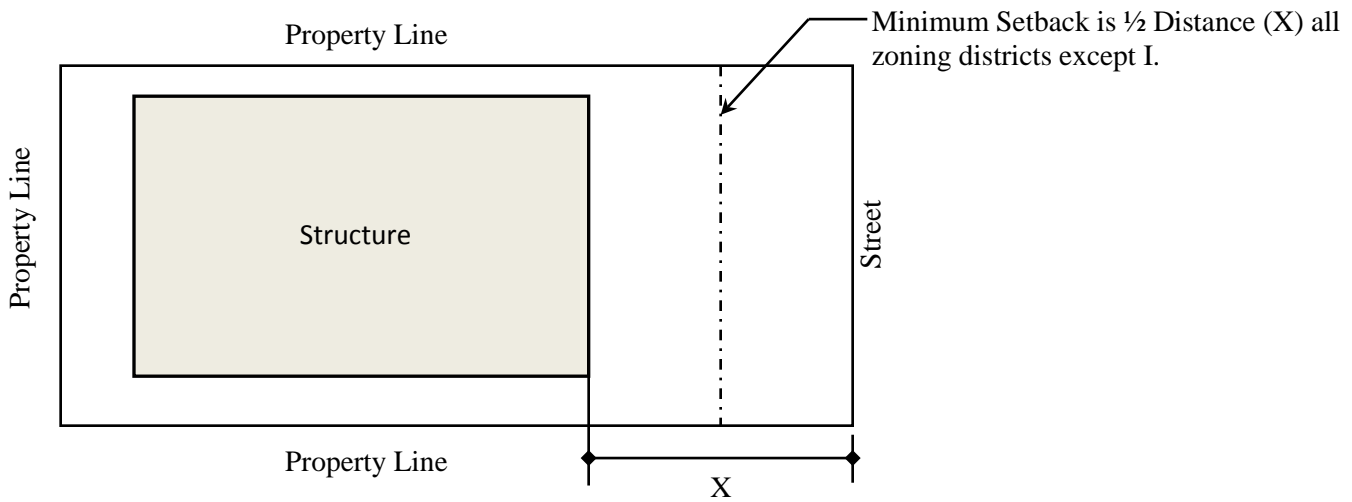


Special Event Sign

Special Event Sign - require property owner permission; off site signs shall not exceed 32 square feet in sign area; are limited to four (4) signs; and are not to be erected more than 4 weeks before event and shall be removed 5 days after the event.

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LIGHTING - Illumination of Signs



Lighting Intensity - 150 feet from any residential area, the lighting shall be low enough in intensity to be inconsequential or lighting shall not be illuminated from 10 p.m. to 6 a.m.

Lighting Direction - illuminates only the face of the sign and shielded to prevent lighting from causing glare or otherwise impair vision of any operator of a motor vehicle.

Internal Illumination - prohibited in SR, TR, and MR Zoning Districts.



Internally illuminated

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SIGN TYPES BY ZONING DISTRICTS

SR, TR, MR, AND MI ZONING DISTRICTS PERMITTED SIGN TYPES AND STANDARDS



Freestanding Sign

Onsite, Indirectly Illuminated sign identifying an apartment structure

- 15 square feet maximum sign area, apartment structure requires minimum 100 feet street frontage
- 6 feet maximum height



Real Estate Sign

Real Estate sign:

- 4 square feet maximum
- Non-illuminated

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GC and CM ZONING DISTRICTS

PERMITTED SIGN TYPES AND STANDARDS



Freestanding Sign

Freestanding sign:

area is determined by 1 square foot for each linear foot of street frontage

- 15 feet maximum height
- 100 square feet maximum area
- 20 square feet minimum area



Projecting Sign

Projecting sign:

- limited to 6 foot projection maximum or as property line limits allow
- shall not be larger than 12 square feet on one side and shall be not less than 7 feet from grade to bottom of sign



Flat Sign

Flat sign:

- install parallel to street frontage
- shall not project more than 9 inches from building face
- shall not exceed 60 square feet
- Limit 1

Real Estate sign:

- 15 square feet maximum
- Limit 1

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CBC ZONING DISTRICT

PERMITTED SIGN TYPES AND STANDARDS



A Frame Sign



Tenant Directory Sign



Awning Sign



Window Sign

A frame sign:

- 24 inches wide x 36 inches high
- 42 inches minimum clearance surrounding sign
- Limit 1. Permit required

Directory Sign:

- 1 sign per building
- Limit 2 square feet sign area per tenant
- Located near entrances
- Maximum 10 square feet

Real Estate sign:

- Non-illuminated, 10 square feet maximum

Awning sign:

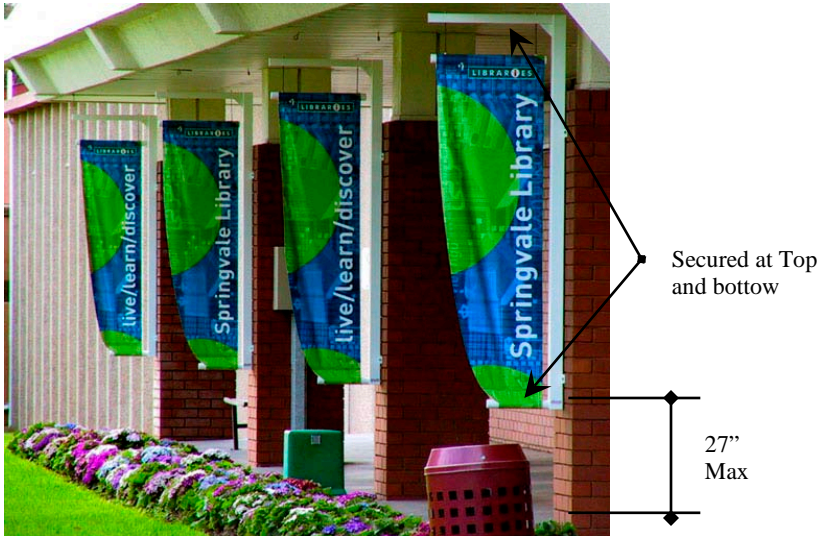
- Individual graphics or letters painted or affixed
- 3 inches high lettering or graphics. Larger than 3 inches the sign area is deducted from total allowable sign area for business.
- Shall not be internally illuminated.

Window sign:

- Permanent or temporary
- Total permanent and temporary signs shall not reduce visibility at grade floor by more than 50% of the total storefront glass area
- Temporary window signs are limited to 20% of total storefront glass area and shall be removed after 90 days

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Banner Sign

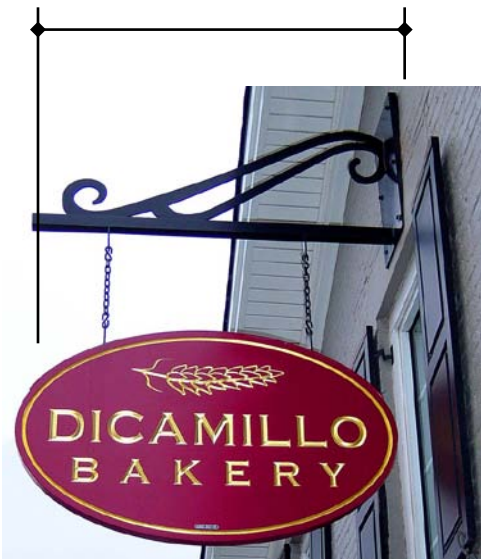
Banner Sign:

- Size determined by type of banner (Special Sales, Special Event, or other)
- Indirectly lit during hours of operation, lighting shall be directed downward
- Bottom of banner shall be securely fastened, 27 inches maximum above grade level when installed along pedestrian walkway

Flat Sign:

- Area calculated by 1 per street frontage, 9 inch maximum projection
- Install parallel to street

6 feet max or limited by distance
to property line



Projecting Sign



Flat Sign

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Combination Window and Flat Signs

Freestanding Sign:

- Limit 1 for improved lots with front yards
- Limit 1 indirectly lit by Planning Department approval
- Corner lots are permitted to have 2 signs
- 10 square feet maximum area
- 10 foot setback from property line
- 5 foot maximum height

Combination Sign:

- Different types of signs used in one business location
- Permitted combinations
 - 1 Projecting / 1 permanent window
 - Temporary window / flat, projecting, or awning
 - Banners, pennants, A Frame signs
 - Building directory

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RHC ZONING DISTRICTS

PERMITTED SIGN TYPES AND STANDARDS



Freestanding Sign:

- Limit 1 detached on site sign
- Sign area measured 15 square feet for each 20 linear feet of street frontage
- Maximum sign area is 80 square feet



Flat Sign:

- 15 square feet for each 20 linear feet of street frontage
- Maximum sign area is 30 square feet or 20% of wall sign is located



Real Estate Sign:

- 40 square feet maximum
- Non-illuminated

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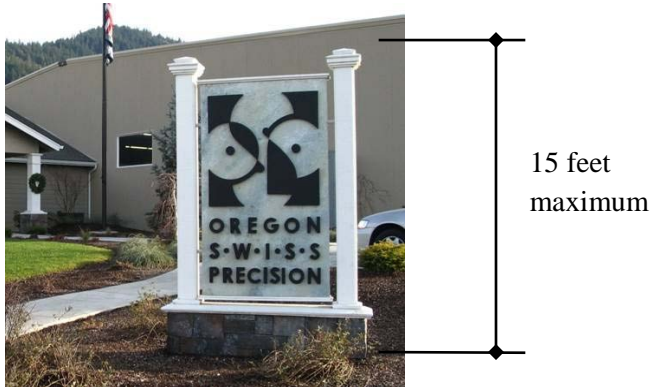
PERMITTED SIGN TYPES AND STANDARDS



20 % of Street Frontage

For each 20 feet of building frontage, the sign area (x times y) is equivalent to 15 square feet in sign area

- Limited to 100 square feet or 20% of the wall area where sign is located



Freestanding Sign:

- One onsite limited to 15 square feet for each 20 linear feet of street frontage.
- Maximum sign area 100 square feet



Real Estate Sign:

- 40 square feet maximum
- Non-illuminated

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PN, RA, and RP ZONING DISTRICTS

PERMITTED SIGN TYPES AND STANDARDS

- 1. Residential Properties in PN, RA, and RP Zoning Districts:** Permitted sign types and standards are same for SR, TR, MI (residential uses), and MR Zoning Districts
- 2. Commercial Properties in PN and RA Zoning Districts:** Permitted sign types and standards are same for GC and CM Zoning Districts
- 3. Commercial Properties in RP Zoning District:** Permitted sign types and standards are same for SR, TR, MI (industrial uses), and MR Zoning Districts

Commercial Center and Industrial Park

PERMITTED SIGN TYPES AND STANDARDS



Freestanding Sign:

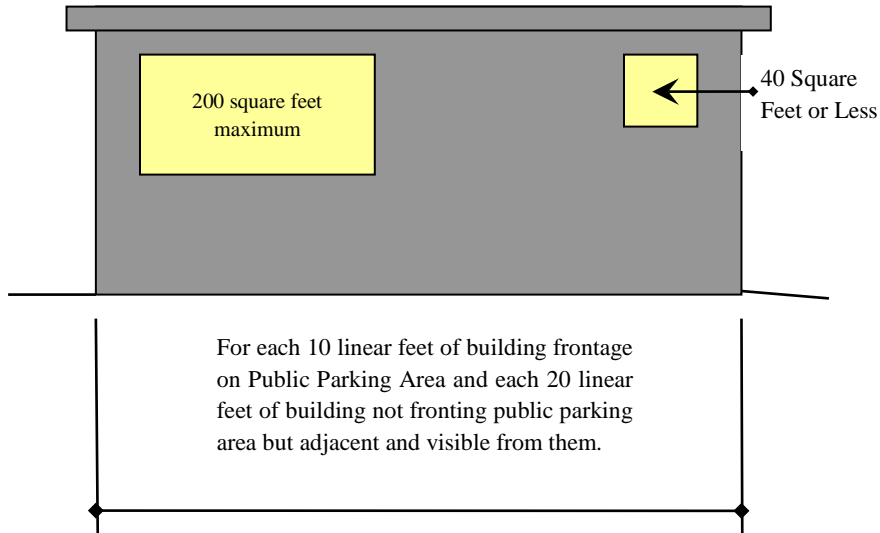
- One sign listing multiple businesses limited to 300 square feet in area or two signs limited to 150 square feet in area
- Limited to 25 feet vertical height



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Commercial Center and Industrial Park

PERMITTED SIGN TYPES AND STANDARDS



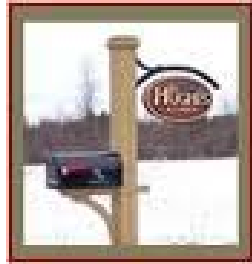
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ALL DISTRICTS:

PERMITTED SIGN TYPES AND STANDARDS WITHOUT REQUIRING A PERMIT

Sign Associated with Residential Uses:



Maximum Signage Area - 4 square feet

Sign Containing Message That the Real Estate on the Property Is For Sale, Lease or Rent:



- Maximum Signage Area: limited by underlying zoning district
- Signs must be removed after 30-days of sale, lease, or rental
- One sign per street frontage
- Lots of 5 acres or more, having a street frontage of 400 feet or greater may install a second sign

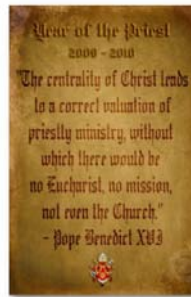
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ALL DISTRICTS:

PERMITTED SIGN TYPES AND STANDARDS WITHOUT REQUIRING A PERMIT

Church Bulletin Board, Identification Sign and Directional Sign:



- Limited to 1 per abutting street
- No internal illumination
- 16 square feet maximum

Traffic Sign, Authorized Government Sign, Regulatory Sign, Official Sign Installed by Public Utilities:



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ALL DISTRICTS:

PERMITTED SIGN TYPES AND STANDARDS WITHOUT REQUIRING A PERMIT

Flag, Pennant, or Insignia of Any Governmental or Nonprofit Organization:



No flag may be associated with a commercial promotion or advertising

Political Sign:



- Displayed on private property or with consent of owner
- Signage area limited to total of 32 square feet
- Remove 7 days after election or event
- Property owner is responsible for sign or removal

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ALL DISTRICTS:

PERMITTED SIGN TYPES AND STANDARDS WITHOUT REQUIRING A PERMIT

Integral Decorative or Architectural Features of Buildings or Works of Art:



- No illumination (lighting)
- Features cannot contain letters, trademarks, or moving parts



Vehicle Sign:



- Magnetically or painted signage on motor vehicles not used as freestanding, or vehicle signs
- Signage shall have no projections along the sides, front, and rear
- Signs may project 8 inches above roofline

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ALL DISTRICTS:

PERMITTED SIGN TYPES AND STANDARDS WITHOUT REQUIRING A PERMIT

Construction Site Identification Sign:



- One per site
- Limited to 32 square feet in nonresidential zoning districts and 20 square feet in residential zoning districts
- Must receive approved grading permit before sign is installed
- Sign shall be removed after receiving final occupancy permit

PUBLIC SERVICE OR CIVIC ORGANIZATION:



- Maximum Signage Area: 16 Square feet
- Unlit or indirectly lit
- Meets all Federal and State Guidelines



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ALL DISTRICTS:

PERMITTED SIGN TYPES AND STANDARDS WITHOUT REQUIRING A PERMIT

OTHER SIGNS

- Holiday Signs and Lighting
- Signs directing and guiding traffic on private property limited to 4 square feet or less with no advertisement
- Temporary window signage limited to 20% of glazing area
- Temporary real estate development, commercial development, or subdivision limited to 32 square feet and removed when 90% of initial property is sold