

## **Signage**

Business signs are an important element in defining the character of a community and are an invaluable feature to the business. Well-designed business signs contribute to the appearance of a building as well as attract customers and clients. It is for this reason careful attention should be given to the size, shape, material and placement of signs.

### **Section 1**

The purpose of these sign guidelines is:

- (1) To stimulate a healthy economy by:
  - a. Permitting businesses to inform, identify and communicate effectively
  - b. Directing the general public through the use of signs on buildings and sites
- (2) To protect and enhance the physical appearance of the community in a lawful manner by:
  - a. Providing standards for the appropriate design, scale and placement of signs
  - b. Satisfying the community's desires for signs that are attractive
  - c. Avoiding sign standards which are so rigid and inflexible that all signs have a monotonous look and design
  - d. Considering that areas outside the city may one day be annexed into the city
  - e. Addressing abandoned signs that may cause an area to look blighted
- (3) To foster public safety along public streets within the community by:
  - a. Ensuring that all signs are in safe and appropriate locations
  - b. Ensuring that the information displayed on a sign is clearly visible and legible so that a sign achieves its intended purpose without causing undue distraction.
- (4) To have administrative review procedures which are the minimum necessary to:
  - a. Balance the community's objectives and regulatory requirements with the reasonable advertising and way-finding needs of businesses
  - b. Allow for consistent enforcement of these guidelines
  - c. Address nonconforming signs
  - d. Minimize the time required to review a sign permit application
  - e. Address changes in sign manufacturing technology, as necessary

### **Section 2: Applicability and Intent**

- (a) *Applicability.*

- (1) A sign may be erected, placed, established, painted, created or maintained in the City of La Grange and its extraterritorial jurisdiction only in conformance with the standards, procedures, exemptions, and other requirements of this chapter.
- (b) *Intent.* The intent of these design guidelines is:
  - (1) To establish a permit system to allow a variety of types of signs for business uses and for a limited variety of signs for other uses, subject to the standards and the permit procedures in this chapter
  - (2) To establish sign development standards, that relate signs to the speed and function of the road type on which they appear or for areas identified by the city with separate standards appropriate for the designated area
  - (3) To allow certain signs that are small, unobtrusive, and incidental to the principal use of the respective sites on which they are located, subject to the substantive requirements of these guidelines, but without the requirement for permits
  - (4) To provide for temporary signs in limited circumstances
  - (5) To prohibit all signs not expressly permitted by this chapter
  - (6) To provide for the enforcement of provisions of this chapter

### **Section 3: Signs Exempt from the Regulations**

The following signs shall be exempt from regulation under this chapter:

- (1) Political campaign signs on private residential property
- (2) Any public purpose/safety sign, including regulatory signs, and any other notice or warning required by federal, state or local law, regulation or resolution
- (3) Works of art, including murals, which do not include a commercial message
- (4) Holiday decorations containing no commercial message, and displayed only during the appropriate time of the year
- (5) Flags
- (6) Historic-age signs
- (7) Building markers
- (8) Incidental signs
- (9) Information signs
- (10) Building addresses, except as required on freestanding signs
- (11) Barber poles
- (12) Signs placed on a fence on property owned or leased by a public or private educational institution with students in grades K through 12.

### **Section 4: Definitions**

The following words and phrases used in this chapter shall have the following meanings:

*Abandoned sign.* A sign which for a period of at least ninety (90) consecutive days advertises or identifies a business establishment that has been closed or abandoned.

*Animated sign.* A sign which has any visible moving part, flashing or oscillating lights, visible mechanical movement of any description, or other apparent visible movement achieved by any means that move, scroll, rotate, revolve, change, flash, osculate or visibly alters in appearance of the sign. This shall specifically exclude barber poles, and time/temperature signs.

*Architectural feature.* Any element or details of a building or structure that defines its style, such as, but not limited to, windows, doors, and building material coursing patterns.

*Area identification sign/entry feature sign.* Any sign or entry feature identifying the name of a subdivision, district or development with multiple buildings grouped together with a distinct identity.

*Armature sign.* A freestanding sign that hangs, suspended by chains, hooks, or similar means, below an arm extending horizontally from a single vertical support affixed to the ground.

*Awning/canopy.* A shelter extending from the exterior wall of a building.

*Awning/canopy sign.* Any sign that is painted on or applied directly to, and contained entirely within the face, valance, or side panels of an awning/canopy. When the shelter is made from rigid materials, a sign may be mounted to the underside or top.

*Bandit sign.* A temporary sign, usually made of cardboard or foam board, mounted on an angle iron or a wooden stake.

*Banner.* A temporary, lightweight sign that contains a message which is attached or imprinted on a flexible surface and that is typically constructed of nondurable materials, including, but not limited to, cloth, and/or plastic.

*Base (of a sign).* The portion of a sign that is in contact with the finished grade, and acts as the sign structure.

*Billboard sign.* A large outdoor board for displaying advertisements which promotes or advertises commodities or services available at a location other than where the sign is located and shall include those signs whose message space is available for lease, rent or hire and exceeds the maximum allowance of sign display area for freestanding signs in this chapter.

*Building construction sign.* A nonpermanent sign identifying persons, firms or businesses directly connected with a construction project.

*Building scrim sign.* A large, nonrigid banner of a durable, mesh, fabric material that allows air and light to pass through, used to wrap a building or portion of a building with items of information.

*Building sign.* Any sign attached to any portion of a building, including accessory buildings and structures, on windows, and attached or placed on awnings/canopies.

*Business use.* Land uses classified by the zoning ordinance as commercial, and industrial, including churches, schools and similar institutional uses, governmental uses, and multifamily projects, but not customary home occupations.

*Cabinet sign.* A sign, which is typically internally lit and contains all of its components and items of information within a single enclosure and whose perimeter is not shaped to the content of the sign and where the sign face is differentiated from the structure against or within which a sign face is placed. Logos, pan-faced signs, raceways and taglines shall be exempt from this definition.

*Canopy.* See *Awning/canopy*.

*Canopy sign.* See *Awning/canopy sign*.

*Cap (of a sign).* The uppermost surface or part of a sign that is usually added as a decorative feature.

*Community service (or public service) sign* means a sign which solicits support for or advertises a nonprofit community use, public use, or social institution. Such sign topics may include, but shall not be limited to, seasonal holidays such as Christmas or Easter, school activities, charitable programs, religious activities, civic wayfinding/locational signs or events of community interest. Such signs shall be placed only by units of local, state, or federal governments, nonprofit organizations, schools, the chamber of commerce, or normally recognized religious organizations.

*Contractor (or construction sign) sign, commercial* means a sign located on the premises of a permitted commercial construction project, which may be erected for a limited amount of time, identifying any or all of the property owners, developers, engineers, architects, contractors, mortgagees, or other project participants in the construction or improvement of the premises, but which displays no other goods or services for sale or other advertising.

*Contractor (or construction sign) sign, residential* means a sign located on the premises of a permitted residential construction project, which may be erected for a limited period of time, identifying any or all of the property owners, developers, engineers, architects, contractors, mortgagees, or other project participants in the construction or improvement of the premises, but which displays no other goods or services for sale or other advertising.

*Construction traffic signage* means a sign or system of signs that are placed to provide temporary wayfinding or detouring of traffic during periods of construction.

*Changeable message.* Items of information that may be changed or rearranged through manual, mechanical or electrical means, including time and temperature messages and EMC's.

*Channel letters.* Individually constructed and individually illuminated letters, graphics, or graphic elements.

*City.* The City of La Grange, a municipal corporation in the State of Texas.

*Clearance (of a sign).* The distance between the finished grade and the bottom of a sign over a public-right-of-way or walkway that shall remain clear of all obstruction.

*Commercial message.* Words and trademarked logos which identify the goods and services available at a business use.

*Comprehensive sign plan (CSP).* A coordinated plan of all signs, including exempt and temporary signs for one or more business uses, located on a development site. The CSP shall include, but not be limited to, indications of the locations, dimensions, colors, letter styles and sign types of all signs to be installed on a site.

*Directional sign.* A permanent sign located on private property, directing or guiding traffic onto the property and/or toward parking, exits or other identified locations on the property.

*Electronic message sign, monument* means a sign on which informational content can be changed or altered on a fixed display screen composed of electronically illuminated segments, including but not limited to, LED (light emitting diode) signs, television screens, plasma screens, video boards, or other signs that utilize digital or other image projection technology to display a message seen by the public. This sign differs from the standard electronic message sign because it is erected as part of a monument sign and is regulated herein.

*Electronic message sign* means a sign on which informational content can be changed or altered on a fixed display screen composed of electronically illuminated segments, including but not limited to, LED (light emitting diode) signs, television screens, plasma screens, video boards, or other signs that utilize digital or other image projection technology to display a message to the public.

*Elevation.* A view of a building seen from one side.

*External illumination (of a sign).* Light shining on the outer surface of a sign. Includes backlit signs when shielding is provided.

*Fascia-mounted sign.* Any sign erected on the fascia of a building. For the purposes of these guidelines, a fascia-mounted sign is considered to be a type of wall sign.

*Finished grade.* The completed elevations of lawns, walks, roads and other surfaces brought to a grade as designed.

*Flag.* Any fabric, banner or bunting used as a symbol of a government, or political subdivision.

*Freestanding sign.* Any sign which is attached to or is a part of a completely self-supporting structure. The supporting structure shall be firmly in or below the ground surface and not attached to any building or other structure, whether portable or stationary.

*Garage/yard sale sign.* Any sign advertising the sale of personal household goods in a residential zoning district or on the property of a nonprofit organization.

*Gas/fuel price electronic message sign* means an electronic sign type that is distinguished from electronic message signs due to the limited amount of information displayed and the length of time periods the message will remain unchanged. These signs are limited to displaying the gas/fuel prices only to advertise to the general public. Any messaging capacity beyond the gas/fuel price shall constitute an electronic message sign as defined and regulated herein.

*Halation illumination (of a sign)/illumination by halation.* Effect given off by cove or reverse channel lighting where the light source is shielded from direct view and illumination of a sign occurs as a result of the light reflecting off an adjacent background.

*Hanging sign.* Any sign suspended from an awning, canopy, eave or overhang, typically by a chain, hooks, brackets or similar devices intended to affix hanging signs to a building.

*Historic-age sign.* A sign that is itself of historic significance, contributes to the historic fabric of the area, or is historically linked with the operation of a business. These signs are typically at least fifty (50) years old and may be preserved in place as decorative features.

*Historic District.* The historic area nationally designated as the Fayette County Courthouse Historic District. (See appendix A)

*Holiday decorations.* Signs or displays including lighting which are a nonpermanent installation celebrating national, state and local holidays or holiday seasons.

*Home occupation sign.* A sign located at a residence that displays the name of a customary home occupation.

*Illuminance.* A measure of the amount of light intercepting an object at a given distance from a light source measured in foot candles.

*Illumination (of a sign).* Any sign for which an artificial source of light is used in order to make readable the sign's message, including internally and externally lighted signs, halation, and reflectorized, glowing or radiating signs. Illumination includes light sources such as neon, cold cathode, LED (light emitting diodes) incandescent lamps, fluorescent lamps, high intensity discharge lighting and photo luminescent material.

*Incidental sign.* A small sign, emblem or decal (not otherwise defined herein) containing information incidental to the operation of the business, such as, but not limited to, hours of operation, telephone number, address, accepted credit cards, directory signs, information signs, drive-through menuboard signs, and parking signs within a parking lot or garage.

*Inflatable sign.* Any hollow sign or balloon expanded or enlarged by the use of air or gas that contains a commercial message.

*Information sign.* Bulletin boards, changeable copy directories or temporary signs relating solely to governmental institutions (city, county, state, school district) intended for use by the institution on whose site the sign is located.

*Internal illumination (of a sign).* Lighting for a sign where conduits are housed within the sign or sign cabinet so that light shines through the surface of the signs. Neon signs shall also be considered to be internally illuminated.

*Items of information.* A word, logo, abbreviation, number, symbol, geometric shape, or similar that is intended to be part of the sign display area.

*Kiosk.* A small structure used for providing information or displaying advertisements.

*Kiosk signs,* also known as wayfinding signs, shall be allowed as off-premises signs to provide directional information for the CBD, and other special districts, public parking, points of interest (parks, historic places), cultural facilities (libraries, museums, schools, etc.). These signs shall be developed only as part of a city-sponsored program.

*Light pole-mounted banner.* A banner mounted on a vertical light pole.

*Logo.* An emblem, letter, character, pictograph, trademark, color scheme, or symbol that is registered, trademarked, or used in media to represent any firm, organization, entity, product or service.

*Lot.* A single, legally created parcel of land intended as a unit for transfer of ownership or for development and having frontage on a dedicated street.

*Margin.* The area of a sign that is required to be kept free and clear of items of information and may be required around a building sign or around the items of information contained in a sign cabinet's panel in a freestanding sign.

*Model home sign.* Any sign identifying a model home, as being a builder's or contractor's model open to the public for inspection.

*Monument sign.* Any freestanding sign, the entire bottom of which is attached directly to the ground or is supported by a sign structure that is a base whose width measures at least seventy-five (75) percent of the width of the sign that is placed or anchored in the ground.

*Multi-occupant center.* Three or more separate business uses that utilize common facilities such as off-street parking and landscaping and share driveways and utilities. Three (3) or more separate lots under single or multiple ownership that utilize common facilities may choose to be considered a multi-occupant center by entering into an agreement subject to the approval of the city which agreement is recorded in the real property records of the applicable county.

*Mural.* A picture on an exterior surface of a structure. A mural is a sign only if it is related by language, logo, or pictorial depiction, to the advertisement of any product or service or the identification of any business.

*Neighborhood information kiosks.* A sign utilized and maintained by a homeowners association or a neighborhood association with a legal entity for the purpose of conveying information related to association activities to the association members.

*Neon sign.* A sign with tubing that is internally illuminated by neon or other electrically charged gas.

*Nonconforming sign.* A sign which is in conflict with the current provisions of these sign guidelines.

*Novelty sign.* A sign which is irregularly shaped, whose structure does not conform to the regulations defining other types of signs.

*Occupant frontage.* That length of a wall of a building occupied by a single business or by multiple businesses with a single entrance, which faces either a dedicated public street or internally to a parking lot or driveway of a multi-occupant center.

*Off-premises sign.* Any sign normally used for promoting an interest other than that of a business, individual, products or service available on the premises where the sign is located.

*On-premises sign.* Any sign used for promoting a business, individual, product or service available on the premises where the sign is located.

*Pan-faced sign.* An internally lit sign with an opaque frame of extruded structural plastic that is shaped to the content of the sign and where the sign face is sculpted in relief.

*Panel (of a sign).* A flat, solid surface containing the raised, recessed, or framed part of the sign display area that is separate and distinct from the background to which it is attached or from the sign's supports.

*Parapet.* The extension of a false front or wall above a roofline.

*Pedestal sign.* A ground-mounted sign with a height of less than five (5) feet from the finished grade that has a panel mounted on a stand.

*Pillar sign.* A sign that is a stream-lined sculptural element of a single geometric shape such as an ellipse, an obelisk, or a column.

*Political campaign sign.* Any sign that displays information which references an election or referendum, or pertains to or advocates political views and policies that may be considered during an election or referendum.

*Portable sign.* Any sign not permanently affixed to a building, structure or the ground that is designed or installed in a manner allowing the sign to be moved or relocated without any structural or support changes. This term specifically includes an advertising display affixed to or installed on a vehicle or other mobile unit, such as a trailer, wheel or skid.

*Post/panel sign.* A freestanding sign that is not internally illuminated where the sign face is a panel that is raised off the ground by two poles with a clearance of less than four feet between the finished grade and the sign display area.

*Projecting sign.* A sign which projects from and is supported by a wall or parapet of a building with the display surface of the sign perpendicular to a wall attached by a bracket or similar device intended to affix this type of sign to a building.

*Promotional signs.* Signs and/or banners promoting drives or events of civic, philanthropic, education, neighborhood or religious organizations, or those promoting special events which are lawfully permitted.

*Pylon sign.* A freestanding sign, that is supported by a structure extending from and permanently attached to the ground by a foundation or footing where the width of the sign structure measures less than 75 percent of the width of the sign.

*Raceway.* An electrical enclosure which may also serve as a mounting device for individual letters in a sign and other elements of display that are items of information.

*Real estate marketing sign.* Any nonpermanent sign pertaining to the sale, exchange, lease, rental, or availability of land, buildings, condominium and similar units, or apartments. Such signs may include building name and address, price and amenities, identity of seller or broker, and similar information.

*Regulatory sign.* Signs or notices erected and maintained by public officers or governmental agencies.

*Road type.* The hierarchy of roadways used herein to regulate sign types and sizes.

*Roof-mounted sign.* Any sign erected upon a roof or roof-mounted structure and extending above the roof or parapet of a building or structure, with the exception of building signs that are attached flush to the parapet, on a mansard roof, and signs mounted on a building canopy but do not extend above the top of the wall or parapet.

*Sandwich board sign* means a temporary sign that is also known as an "A" frame sign, which is portable and displayed to provide business information to the public directly adjacent to a business space. There signs are meant to function as the detached sign form for the downtown or main street district areas.

*Setback (of a sign).* The horizontal distance between a sign and the front or side property line, as measured from any part of the sign, including its extremities, supports and sign structure.

*Sidewalk sign.* A moveable, portable, pedestrian-oriented, temporary sign that is supported by its own frame, and that is not secured or attached to the ground or surface upon which it is located.

*Sight visibility triangle.* Where one street intersects with another street or a driveway, the triangular area formed by extending two curb lines a distance of forty (40) feet from their point of intersection, and connecting these points with an imaginary line, thereby making a triangle. If there are no curbs existing, the triangular area shall be formed by extending the property lines a distance of thirty (30) feet from their point of intersection, and connecting these points with an imaginary line, thereby making a triangle. Where a street intersects with an alley or driveway, the sight visibility triangle is the triangular area formed by measuring eight feet to a point along the property lines and adjoining said points with an imaginary line, thereby making a triangle.

*Sign.* Any device or surface on which letters, numbers, illustrations, designs, figures or other symbols are painted, printed, stamped, raised, projected or in any manner outlined or attached that is used for the purpose of advertisement, announcement, declaration, demonstration, way-finding, display, identification or expression, The sign shall include any device, or structure supporting the same, or any other device of similar nature design to attract attention outdoors, and shall include all parts, portions, units, and materials composing the same, together with the frame, background, and supports or anchoring thereof.

*Sign display area.* The surface or face of a sign that can be used to identify, display, advertise, communicate, or otherwise represent items of information, exclusive of the sign structure.

*Sign structure.* Any pole, pylon, post, foundation or other supporting materials or fixtures, including decorative elements, which are used to hold, secure or support a sign, or part thereof to the finished grade and is not considered part of the sign display area when items of information are not displayed on it.

*Spacing.* The distance required between signs of the same category or, between freestanding signs located on the same lot or multi-occupant center.

*Special area.* Areas of the city identified in this chapter as having different requirements than and superseding those requirements associated with road type, as identified in Section 6.

*Surround (of a sign).* The area framing the sign display area that is typically constructed of the same material of the sign's supports for freestanding signs and is required when using a cabinet sign.

*Swooper flag.* A temporary, freestanding, vertical sign consisting of a loose polyknit sign face that flutters in the wind from a harpoon-style pole or staff driven into the ground for support.

*Tag line sign.* A secondary sign that is rectilinear in shape with rounded corners and displays a single line of text where the text size is too small to use channel letters.



*Temporary sign.* Any sign which conforms to the requirements stated in these guidelines and the use of which is for a limited time.

*Theater.* An indoor entertainment venue in which movies are shown or plays and other dramatic performances are given.

*Vehicle canopy.* A covered structure which shelters a vehicle and is detached from the building to which it is an accessory, and is open on two or more sides.

*Wall sign.* Any sign, erected flush against an exterior wall, supported by the wall, and having the sign face parallel to the wall or painted directly onto a wall. For the purposes of these guidelines, a fascia-mounted sign is considered to be a type of wall sign.

*Window, area of.* The area of a single window including all of the window panes in a larger frame that is separated by mullions or other dividers.

*Window sign.* Any items of information affixed in any manner to a window or exterior glass door such that is intended to be viewable from the exterior.

## **Section 5: Measurement Standards**

The following standards shall regulate the computation of sign size and height:

(1) *Building signs*

a. *Determining sign display area of building sign*

1. For a building sign with a background (framed, outlined, painted or otherwise prepared), the sign display area's dimensions shall include the entire portion within such background or frame.
2. For a building sign comprised of individual letters or other items of information on a wall or surface of the building or accessory structure or mounted on a raceway that blends in with the background onto which it is mounted, the sign display area's dimensions shall be the sum of the regular geometric shapes (rectangle, square, circle, triangle, etc.) encompassing individual items of information. For words, the area of each rectangle encompassing an individual letter may be summed to determine the sign display area of a word.
3. The allowable sign display area for each occupant shall be based on the occupant's frontage on a public right-of-way, private street, vehicle drive aisle, or public space internal to a multi-occupant center. Sign display area shall be calculated separately for each building frontage. For any occupant frontage with a wall that is on an angle to a roadway, the occupant frontage length shall be measured by taking fifty (50) percent of the linear footage allowed for said roadway.
4. The amount of display area for a wall sign may be affected by placement requirements (Section 8).
5. Clearance for building signs over pedestrian walkways shall be no less than eighty (80) inches and shall be measured as the smallest vertical distance between finished grade and the lowest point of the sign, including any framework or other embellishments.
6. When two identical sign display areas, such as on a projecting sign, are placed back to back so that both cannot be viewed from any point at the same time, and are part of

the same sign, the sign display area shall be computed as the measurement of one side of the sign.

7. The display area for all awnings/canopies and suspended signage shall not exceed the allowable square footage for this type of sign.
8. Measurement of vehicle canopy sign display area shall not include the background and striping on the face of a flat-roofed canopy.
9. Window sign display area shall not be included in the total sign display area for building signs.

b. *Determining occupant frontage lengths for wall signs*

1. The facade length of the occupant frontage on the first floor shall be the basis for determining the permissible sign display area for building signs.
2. Determining occupant frontage lengths.
  - (i) The length of any occupant frontage shall be equal to the wall length of a building elevation.
  - (ii) No portion of any building elevation shall be counted towards more than one occupant frontage, even when visible from two roadways.
  - (iii) The occupant frontage for a space in a building with multiple occupants shall be measured from the centerline of the demising wall separating the building unit.

(2) *Freestanding signs*

a. *Determining area of freestanding signs*

1. For freestanding signs, the sign display area shall include any portion of the sign which contains items of information. When more than one sign makes up a freestanding sign, the individual signs shall be totaled to determine the sign display area. For a panel or cabinet contained in a freestanding sign, the sign display area calculation shall include the sign display area of the entire panel or cabinet. When individual letters are pinned to a freestanding sign, the sign display area's dimensions shall be the sum of the regular geometric shapes encompassing individual items of information or the area of each rectangle encompassing individual letters may be summed to determine the sign display area of a word.
2. When two identical sign display areas are placed back to back so that both cannot be viewed from any point at the same time, and are part of the same sign structure, the sign display area shall be computed as the measurement of one side of the sign.
3. For any freestanding sign that is on an angle at the intersection of two roadways that have different area standards, the total allowable sign display area shall be measured by summing fifty (50) percent of the square footage allowed for each roadway.
4. For an area identification sign, the sign display area shall be measured as a building sign is measured.

b. *Determining sign height for freestanding signs*

1. The height of a freestanding sign shall be measured from the base of the sign or supportive structure at the finished grade, to the highest point of the sign, including all attached components.

2. The finished grade of a sign's location from which the height is measured shall be exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign. In cases where the finished grade cannot reasonably be determined, sign height shall be measured on the assumption that the finished grade at the base of the sign is equal to the nearest pavement or top of any pavement curb.
3. Clearance for freestanding signs shall be measured at the smallest vertical distance between finished grade and the lowest point of the sign, including any framework or other embellishments.
4. Freestanding sign display areas and sign lighting system equipment shall be at least fourteen (14) feet above areas accessible to vehicles.
5. For any freestanding sign that is on an angle at the intersection of two roadways that have different height standards, the maximum allowable sign height shall be equal to the greater allowable height.

**Section 6: Criteria for Determining Sign Standards – Road Types and Special Areas**

- (a) *Standards for signs shall be determined by one of the following:*
  - (1) The type of road adjacent to the lot or multi-occupant center
  - (2) The type of road which an occupant frontage faces
  - (3) The special area in which the sign is to be located
- (b) *Road types.* All roads fall within one of the following road types: freeways, commercial roads, and neighborhood roads. A roadway type may change over time. A roadway may have more than one type along its length.
  - (1) *Freeways.* For the purposes of these guidelines, freeways shall include only the following roads:
    - Highway 71 Bypass
  - (2) *Commercial roads.* For the purpose of these guidelines, commercial roads shall include the following roadways:
    - Highway 77 Corridor (also known as Jefferson Street)
    - Highway 71 Business Corridor (also known as Travis Street)
    - Highway 159
    - FM 609
    - Von Minden from the intersection at Highway 71 Bypass and North to the city limit
  - (3) *Neighborhood roads.* For the purposes of these guidelines, any road not classified as a freeway or commercial road shall be considered to be a neighborhood road.
- (c) *Special areas.* The special areas are as follows:
  - (1) *Fayette County Courthouse Historic District (HD)*
  - (2) *Entry Corridor Overlay Area (EC)*

The Entry Corridor Overlay area shall include the following areas: within 500 feet of the Fayette County Courthouse Historic District, Travis Street from the intersection of Jefferson Street to the River Bridge and Jefferson Street from the intersection of Travis Street to the River Bridge.

### **Section 7: General Illumination Standards**

The following standards shall apply to illumination of signs:

- (1) The brightness and intensity of an illuminated sign shall not be greater than necessary to meet reasonable needs of the business or use served.
- (2) No sign shall be illuminated to such intensity or in such a manner so as to cause a glare or brightness to a degree that it constitutes a hazard or nuisance to vehicular traffic, pedestrians or adjacent sites.
- (3) No sign may be illuminated with fixtures that allow for the unshielded upward transmission of light.
- (4) No neon signs or bare bulbs shall be used on freestanding signs, unless an item of information that is a registered trademark requires its use.
- (5) Temporary signs shall not be illuminated.

### **Section 8: Building Sign Standards**

(a) *The following standards shall apply to all building signs:*

- (1) Building signs shall be integrated with the physical features of the building and shall complement the building architecture.
- (2) The sign display area for building signs shall be determined by linear feet of the occupant frontage, and the roadway or special area where the building is located, as set forth in subsections (b), (c) and (d), below.
- (3) The sign display area for wall signs shall be the lesser amount of the maximum square foot allowance or the square feet of sign display area per one linear foot of occupant frontage, based on roadway type or special area.
- (4) Historic-age signs are not included in the total sign display area allowed and may not be covered by newer signage unless a variance has been requested and approved.
- (5) Each occupant may have multiple building signs as long as the total building sign display area of wall signs, hanging and projecting signs, and awning/canopy signs does not exceed the total allowance for wall signs for each occupant frontage.
- (6) Building signs not related to commercial businesses located in the respective building are prohibited.
- (7) The following standards shall be utilized in the determination of road type for building signs:
  - a. In order to determine the roadway for an occupant frontage, a building that has frontage on a road shall utilize the standards for that road for a single occupant or an occupant frontage in a multi-occupant center.
  - b. For occupant frontages that are internal to a multi-occupant center, the following shall apply:

1. Occupant frontages internal to a multi-occupant center with frontage on a freeway or commercial road shall utilize commercial road sign standards.
2. Occupant frontages internal to a multi-occupant center with frontage on a neighborhood road on any side of the center shall utilize the neighborhood road sign standards.
3. For occupant frontages not in a multi-occupant center and not facing a public right-of-way, the standard for square feet of sign display area for an occupant not facing a public ROW shall be utilized.

(b) *Wall signs.*

<b>Wall Signs</b>							
<b>Building Criteria</b>	Building shall have a plane that can accommodate the placement of a sign.						
<b>Number, Amount of Building Signage/Items of Information</b>	When maximum square footage of sign display area for wall signs is less than hundred (100) square feet, an additional ten (10) square feet of sign display area of wall signs, hanging or projecting signs, or awning/canopy signs shall be permitted. Regardless of the length of frontage, the owner/occupant is entitled to a sign of at least twenty (20) square feet.						
<b>Sign Size By Road Type or Special Area per Occupant Frontage (Amount allowed shall be whichever measurement is less)</b>		<b>Freeway</b>	<b>Commercial Road</b>	<b>Neighborhood Road</b>	<b>Not Facing a Public ROW</b>	<b>Special Area – HD; EC</b>	<b>Sharing Property Line with Residential Zoned Lot</b>
	Maximum square feet of sign display area	300	200	75	none	40	0
	Square feet of sign display area per one linear foot of occupant frontage	2.50	2.0	1.50	1	1	0
<b>Placement (on building)</b>	A distance of no less than six (6) inches shall be provided around the entire sign display area and from any architectural features. The height of a fascia-mounted sign shall not exceed the peak of a pitched roof or the top of a parapet of a flat roof.						

Materials & Design	Internally lit tag lines and pan-faced signs shall be permitted as wall signs. All surfaces of a sign shall be finished. Signs shall be mounted to a building so that the attachment device shall not be visible or discernible. Wall signs shall be constructed of a rigid material. Wall signs exceeding sixteen (16) square feet of sign display area shall not be a single, flat surface.
Lighting	Internal illumination shall be permitted with the exception of in HD and EC special areas. External illumination and illumination by halation are permitted.
Electronic Messaging Center (EMC)	Not permitted.

(c) *Hanging and projecting signs.*

<b>Hanging and Projecting Signs</b>							
Building Criteria	A hanging sign shall be comprised of a panel placed hanging, typically over a defined walkway. Projecting signs shall have a wall from which the sign shall project where the sign shall be perpendicular to a building facade.						
Number, Amount of Building Signage/Items of Information	This type of sign shall only be permitted if total sign display area of all building signs does not exceed the square footage allowance for wall signs.						
Sign Size By Road Type or Special Area per Occupant Frontage	<b>Freeway</b>	<b>Commercial Road</b>	<b>Neighborhood Road</b>	<b>Not Facing a Public ROW</b>	<b>Special Area - HD; EC</b>	<b>Sharing Property Line with Residential Zoned Lot</b>	
	Maximum square feet of sign display area	20	16	8	8	8	0
Placement (on building)	A minimum of eighty (80) inches of clearance shall be required from the finished grade to the bottom of the sign for any sign projecting over a pedestrian area.						
Materials &	Sign shall be painted or sealed wood, or painted or enameled metal on neighborhood						

Design	roadways and in HD and EC special areas.
Lighting	Internal illumination shall be permitted with the exception of on neighborhood roads and in HD and EC special areas. External illumination and illumination by halation are permitted.
Electronic Messaging Center (EMC)	Not permitted.

(d) *Awning/canopy signs.*

<b>Awning/Canopy Signs</b>							
Building Criteria	Signs shall be integrated into the awning/canopy unless the awning/canopy is made of a rigid material, in which case the sign may be mounted onto it.						
Number, Amount of Building Signage/Items of Information	This type of sign shall only be permitted if total sign display area of all building signs does not exceed the square footage allowance for wall signs. The maximum square feet of sign display area for awning/canopy signs applies to total amount of information on all awnings/canopies combined.						
Sign Size By Road Type or Special Area per Occupant Frontage		<b>Freeway</b>	<b>Commercial Road</b>	<b>Neighborhood Road</b>	<b>Not Facing a Public ROW</b>	<b>Special Area - HD; EC</b>	<b>Sharing Property Line with Residential Zoned Lot</b>
	Maximum square feet of sign display area for all combined	30	25	20	20	12	0
Placement (on building)	Signs attached to the top of a rigid awning/canopy shall not project above the wall or parapet. Eighty (80) inches of clearance shall be required underneath any sign.						
Materials & Design	Sign applied to a flexible surface such as fabric shall be integrated into the fabric. Signs attached to a rigid awning/canopy shall be made of painted or enameled metal or painted						

	or sealed wood including embossed or laser-cut wood.
Lighting	No illumination shall be permitted except by lighting attached to a building or integrated into a rigid awning/canopy.
Electronic Messaging Center (EMC)	Not permitted.

### **Section 9: Special Purpose Building Sign Standards**

(a) *Banners.* Banners shall meet the following standards:

- (1) Banners shall not exceed fifteen (15) square feet in area, with the exception of banners for a new occupancy or use which may be up to forty (40) square feet.
- (2) Banner shall not cover more than ten (10) percent of side façade for each single occupancy structure or for each occupant frontage in a multi-occupant center or building. All banners must be attached and parallel with the wall on the facade with the primary entrance to a building and shall not cover more than twenty-five (25) percent of building's windows or doors.
- (3) In addition, banners may be hung on fencing owned by and adjacent to the property/business which it is advertising. All four corners of each banner must be properly secured to the fence and the total display area of the banners must not exceed twenty-five (25) percent of the total fencing material.
- (4) Banners promoting an aspect of a business may only be attached to the building, unit or fence which houses the business.
- (5) Except as provided below, a banner shall not be displayed for a period exceeding ninety (90) consecutive calendar days.
- (6) Banners shall not be tattered, torn or faded and shall remain tautly attached.
- (7) A banner for new occupancy or use that has a sign display area of no more than forty (40) square feet shall be allowed for a maximum of ninety (90) days within the first four (4) months of establishment of such new occupancy or use in lieu of a permanent sign. This banner shall be removed when a permanent sign is installed.

(b) *Window signs.*

- (1) Window signs are allowed without limitation except as provided below.
- (2) Window sign display area shall not be included as part of the total signs display area of building signs.
- (3) Total sign display area of all window signs on any elevation of a building shall not cover more than 25 percent of the glazing on an elevation.
- (4) The sign display area may not exceed 50 percent of the glazing of each window.

### **Section 10: Freestanding Sign Standards**



- (a) The standards for freestanding signs shall be determined by the roadway adjacent to the lot or the special area in which the lot is located.
- (b) The display of the property address shall be required on freestanding monument and pylon signs, but shall not be counted in the calculation of sign display area.
- (c) *Determining eligibility for freestanding signs.*
  - (1) At least one freestanding monument sign shall be allowed per lot.
  - (2) Other types of freestanding signs may be permitted in lieu of a monument sign, depending on the type of sign and the size of the lot.
- (d) *Determining the location of freestanding signs.* The location of freestanding signs shall meet the following standards:
  - (1) A sign shall have a minimum setback of three (3) feet.
  - (2) A sign shall not be located in a public utility easement unless authorized by all applicable utility providers and the city.
  - (3) Signs shall not be located in parking spaces, drive aisles or any other areas that impede vehicular movement or maneuverability.
  - (4) Any sign located within a sight visibility triangle shall be no more than three (3) feet in height.
  - (5) Signs shall be located within the same lot or multi-occupant center as the business use, except as expressly exempted in this chapter.
  - (6) No freestanding sign or any projection of said sign shall be in or project over a public right-of-way.
  - (7) Where the front setback of a building is less than ten feet, freestanding signs shall meet the freestanding sign size and type allowed for HD and EC special areas.
  - (8) Placement of signs shall meet all other requirements associated with these guidelines.
- (e) *Number and spacing requirements for freestanding signs.*
  - (1) The number of freestanding signs varies depending on the size of the lot and the length of a site's frontage on a roadway.
- (f) *Electronic messaging centers (EMCs)/changeable message.* Changeable message using EMCs shall meet the following requirements:
  - (1) Standards for EMC signs are provided by sign type.
  - (2) EMCs shall not be permitted in HD and EC special areas.
  - (3) The owner of an electronic sign shall coordinate with local authorities to display, when appropriate, emergency information important to the traveling public, such as Amber Alerts or alerts concerning terrorist attacks or natural disasters.
  - (4) *Messaging standard.* Monument electronic message signs must only display all messages as a static or fixed message/image of the entire screen/message board area for each message/image displayed. Static or fixed messages/images must be displayed a minimum of five (5) minutes before rotating or displaying the next message. Scrolling, blinking, or other forms of moving text is prohibited.
  - (5) *Color form standard.* Monument electronic message signs shall be limited to a black background, and a single uniform text and/or graphic color, being red, amber, white, blue, or green. All programmed messages the sign displays must be displayed utilizing the single

selected text/graphic color. The selected message display color must be indicated at the time of permit application, and once selected and permitted, can only be altered by a permit application to amend the Sign's permitted function to another color type. A variation or combination of text/message colors of the messaging is prohibited. Flashing, blinking, or other forms of text manipulation, such as but not limited to enlarging or shrinking of the message/text is prohibited. Scrolling text is prohibited. Static images, graphics, or pictures shall be displayed in the same color as the text elements of the electronic message. Color variations within the electronic message are prohibited

- (6) All electronic message signs shall be turned off or shall display a blank screen when malfunctioning.
- (7) Brightness standards. The brightness standards are applicable to all forms of electronic message signs in the city.
  - a. All such signs shall be equipped with light sensing devices or a scheduled dimming timer that will automatically dim the intensity of the light emitted by the sign during ambient low-light conditions and at night so that the sign does not exceed the maximum brightness levels allowed in this section.
 

Maximum brightness shall not exceed seven thousand (7,000) nits when measured from the sign's face at its maximum brightness during daylight hours and shall not exceed one thousand (1,000) nits when measured from the sign's face at its maximum brightness at night.
  - b. If such sign is located within one hundred (100) feet of a property with residential zoning, the sign must be oriented such that no portion of the electronic sign face is visible from a residentially-zoned property or the brightness is reduced to no more than two hundred fifty (250) nits at night.
  - c. Prior to the issuance of a permit for such sign, the applicant shall provide written certification from the sign manufacturer that the light intensity has been factory preset not to exceed the levels specified above.

(g) *Sign standards for monument signs.*

<b>Monument: On a Lot Less than Five Acres</b>					
Site Criteria	Every lot is entitled to a monument sign.				
Number and Spacing of Signs	One per road frontage. Freestanding signs shall be placed a minimum of five (5) feet from any side property line.				
Sign Size By Road Type or Special Area		<b>Freeway</b>	<b>Commercial Road</b>	<b>Neighborhood Road</b>	<b>Special Area - HD; EC</b>
	Max. Sq. Ft. of sign display area	150	75	50	36
	Maximum	18'	12'	6'	6'

	Height				
Sign Structure Requirements - Bases, Caps, Proportion, etc.	No less than seventy-five (75) percent of the width of the sign shall be in contact with the ground. For all signs between six (6) and twelve (12) feet in height, a two-foot high stone, stucco or brick base shall be required. For all signs having a height of greater than twelve (12) feet, a three-foot high stone, stucco or brick base shall be required.				
Sign Display Area	Items of information shall be surrounded by at least six (6) inches on any panel contained in a freestanding sign. Freestanding cabinet signs shall have a surround around the cabinet, and the cabinet shall be flush with or inset from sign surround. Building address shall not be computed as part of the sign display area.				
Materials	Wood that is painted or sealed, painted or enameled metal, stone, brick, cast stone, stucco, plastics and/or a combination thereof. Plastics of any kind shall not be permitted in HD and EC special areas.				
Lighting	External illumination and illumination by halation shall be permitted. Internal illumination shall be allowed with the following exceptions. Internally illuminated signs shall not be permitted on neighborhood roadways except individual letters or routed cabinets with an opaque background with only the items of information lit or translucent. In special areas, internal illumination shall be prohibited. All internal lighting shall have concealed conduits. All external lighting sources shall be shielded from adjacent properties and rights-of-way.				
Electronic Messaging Center (EMC)	EMCs shall display text only for up to 1/3 or thirty-two (32) square feet of the sign display area, whichever is less. EMCs shall not be allowed on neighborhood roads or in HD and EC special areas.				
<b>Monument: On a Lot of Five Acres or More</b>					
Site Criteria	For a lot that is five (5) acres or more. Minimum of fifty (50) linear feet of occupant frontage required.				
Number and Spacing of Signs	If more than one sign, they shall be separated a minimum of four hundred (400) feet from any other monument, pylon, pillar, post/panel or armature sign on a site. Freestanding signs shall be placed a minimum of five feet from any side property line.				
Sign Size By Road Type or		<b>Freeway</b>	<b>Commercial Road</b>	<b>Neighborhood Road</b>	<b>Special Area - HD; EC</b>

Special Area	Max. Sq. Ft. of sign display area	200	120	60	36 square feet on Neighborhood Roads and 100 square feet on Commercial Roads and Freeways in Special Area
	Maximum Height	30'	20'	6'	6 feet on Neighborhood Roads and 10 feet on Commercial Roads and Freeways in Special Area
Sign Structure Requirements - Bases, Caps, Proportion, etc.	No less than seventy-five (75) percent of the width of the sign shall be in contact with the ground. For all signs between six (6) and twelve (12) feet in height, a two-foot high stone, stucco or brick base shall be required. For all signs having a height of greater than twelve (12) feet, a three-foot high stone, stucco or brick base shall be required. The base height shall be no more than 1/3 of the total sign height.				
Sign Display Area	Items of information shall be surrounded by at least six (6) inches on any panel contained in a freestanding sign. Freestanding cabinet signs shall have a surround around the cabinet, and the cabinet shall be flush with or inset from sign surround. Building address shall not be computed as part of the sign display area.				
Materials	Wood that is painted or sealed, painted or enameled metal, stone, brick, cast stone, stucco, plastics and/or a combination thereof. Plastics of any kind shall not be permitted in HD and EC special areas.				
Lighting	External illumination and illumination by halation shall be permitted. Internal illumination shall be allowed with the following exceptions. Internally illuminated signs shall not be permitted on neighborhood roadways except individual letters or routed cabinets with an opaque background with only the items of information lit or translucent. In special areas, internal illumination shall be prohibited. All internal lighting shall have concealed conduits. All external lighting sources shall be shielded from adjacent properties and rights-of-way.				
Electronic Messaging Center (EMC)	EMCs shall display text only for up to 1/3 or thirty-two (32) square feet of the sign display area, whichever is less. EMCs shall not be allowed on neighborhood roads or in HD and EC special areas.				

(h) *Sign standards for pylon signs.*

<b>Pylon: On a Lot Less Than Five Acres</b>					
Site Criteria	For a lot on a freeway that is less than five (5) acres or for a sign on a commercial road within five hundred (500) feet of the main lanes of a freeway. Minimum of fifty (50) linear feet of occupant frontage required.				
Number and Spacing of Signs	One per site in lieu of another allowable freestanding sign. Freestanding signs shall be a minimum of five (5) feet from any side property line.				
Sign Size By Road Type or Special Area		<b>Freeway</b>	<b>Commercial Road</b>	<b>Neighborhood Road</b>	<b>Special Area – HD; EC</b>
	Max. Sq. Ft. of sign display area	120	0 or 100 if sign is entirely within 500 ft. of the main lanes of a freeway	0	0
	Maximum Height	50'	0 or 50 ft. if sign is entirely within 500 ft. of the main lanes of a freeway.	0	0
Sign Structure Requirements - Bases, Caps, Proportion, etc.	Two poles shall be required for pylon signs displaying items of information for more than one occupant.				
Sign Display Area	Items of information shall be surrounded by at least six (6) inches on any panel contained in a freestanding sign. Cabinet signs shall be flush with or inset from sign surround. Building address shall not be computed as part of the sign display area.				
Materials	Wood that is painted or sealed, painted or enameled metal, stone, brick, cast stone, stucco, plastics and/or a combination thereof. Cabinet signs shall be flush with or inset from sign surround. Plastics of any kind shall not be permitted in HD and EC special areas.				
Lighting	External illumination, internal illumination, and illumination by halation shall be permitted. All internal lighting shall have concealed conduits. All external lighting sources shall be shielded from adjacent properties and rights-of-way.				
Electronic Messaging Center	Up to 50% of the sign display area may be an EMC.				

(EMC)					
<b>Pylon: On a Lot of Five Acres or More</b>					
Site Criteria	For lots of five (5) acres or more on a Freeway or for a sign on a commercial road within five hundred (500) feet of the main lanes of a freeway. Minimum of fifty (50) linear feet of occupant frontage required. All freestanding signs shall be a minimum of five (5) feet from any side property line.				
Number and Spacing of Signs	One per frontage permitted every four hundred (400) feet with additional monument signs allowed. Total number of signs shall not exceed total number of driveway entrances on the site.				
Sign Size By Road Type or Special Area		<b>Freeway</b>	<b>Commercial Road</b>	<b>Neighborhood Road</b>	<b>Special Area – HD; EC</b>
	Max. Sq. Ft. of sign display area	200	0 or 100 if sign is entirely within 500 ft. of the main lanes of a freeway	0	0
	Maximum Height	50'	0 or 50 ft. if sign is entirely within 500 ft. of the main lanes of a freeway	0	0
Sign Structure Requirements - Bases, Caps, Proportion, etc.	Two poles shall be required for pylon signs displaying items of information for more than one occupant.				
Sign Display Area	Items of information shall be surrounded by at least six (6) inches on any panel contained in a freestanding sign. Cabinet signs shall be flush with or inset from sign surround. Building address shall not be computed as part of the sign display area.				

Materials	Wood that is painted or sealed, painted or enameled metal, stone, brick, cast stone, stucco, plastics and/or a combination thereof. Cabinet signs shall be flush with or inset from sign surround. Plastics of any kind shall not be permitted in HD and EC special areas.
Lighting	External illumination, internal illumination, or illumination by halation shall be permitted. All internal lighting shall have concealed conduits. All external lighting sources shall be shielded from adjacent properties and rights-of-way.
Electronic Messaging Center (EMC)	Up to fifty (50) percent of the sign display area may be an EMC.

(i) *Sign standards for pillar signs.*

<b>Pillar</b>					
Site Criteria	For a single occupant on one or more lots with frontage on a Freeway or Commercial Road.				
Number and Spacing of Signs	One per frontage in lieu of a monument sign. Freestanding signs shall be a minimum of five (5) feet from any side property line.				
Sign Size By Road Type or Special Area		<b>Freeway</b>	<b>Commercial Road</b>	<b>Neighborhood Road</b>	<b>Special Area – HD; EC</b>
	Max. Sq. Ft. of sign display area	120	48	0	0
	Maximum Height	21'	12'	0	0
Sign Structure Requirements - Bases, Caps, Proportion, etc.	The entire sign structure shall be considered as sign display area. The entire base of sign shall be in contact with the ground and the sign structure, which includes the sign display area within its shape, shall be a continuous shape from the bottom to the top of the sign. The width of the sign shall be no more than 1/3 of the measurement of its height.				
Sign Display Area	Items of information shall be surrounded by at least six (6) inches on any panel contained in a freestanding sign. Building address shall not be computed as part of the sign display area.				

Materials	Painted or enameled metal, plastic or masonry.
Lighting	External illumination or internal illumination shall be permitted. All internal illumination shall have concealed conduits. All external lighting sources shall be shielded from adjacent properties and rights-of-way.
Electronic Messaging Center (EMC)	Prohibited

(j) *Sign standards for post/panel signs.*

<b>Post/Panel</b>					
Site Criteria	Shall be permitted in lieu of a monument sign. Sign shall be supported by two (2) freestanding posts so that the bottom edge of the sign face is not in direct contact with the ground. The width of a sign's supports shall be the same from the ground to the top of the sign and shall be an integral part of the design of the entire sign. No portion of the sign display area shall extend beyond the sign's panel.				
Number and Spacing of Signs	One per lot in lieu of a monument sign. Freestanding signs shall be a minimum of five (5) feet from any side property line.				
Sign Size By Road Type or Special Area		<b>Freeway</b>	<b>Commercial Road</b>	<b>Neighborhood Road</b>	<b>Special Area – HD; EC</b>
	Max. Sq. Ft. of sign display area	N/A	16	16	16
	Maximum Height	N/A	6'	6'	6'
Sign Structure Requirements - Bases, Caps, Proportion, etc.	The clearance of the sign from the finished grade to the bottom of the sign display area shall be no greater than four (4) feet.				
Sign Display	The entire panel shall be considered to be the sign display area. Items of information				



Area	shall be kept outside a margin of six (6) inches from any edge of the panel.
Materials	Posts shall be greater in thickness than the width of the sign display area and be made from painted or sealed wood/composite wood material, painted or enameled metal, stone or brick. Sign display area shall be made of wood/composite wood material that is painted or sealed, or painted or enameled metal.
Lighting	Only shielded external illumination shall be permitted.
Electronic Messaging Center (EMC)	Prohibited

(k) *Sign standards for armature signs.*

<b>Armature</b>					
Site Criteria	Shall be permitted in lieu of a monument sign except for on freeways. Sign shall be cantilevered from one post so that the bottom edge of the sign face is not in direct contact with the ground. The sign's supports shall be an integral part of the design of the entire sign. No portion of the sign display area shall extend beyond the sign's panel.				
Number and Spacing of Signs	One per lot in lieu of a monument sign. Freestanding signs shall be a minimum of five (5) feet from any side property line.				
Sign Size By Road Type or Special Area		<b>Freeway</b>	<b>Commercial Road</b>	<b>Neighborhood Road</b>	<b>Special Area – HD; EC</b>
	Max. Sq. Ft. of sign display area	N/A	16	16	16
	Maximum Height	N/A	8'	6'	6'
Sign Structure Requirements - Bases, Caps, Proportion, etc.	N/A				

Sign Display Area	The entire panel shall be considered to be the sign display area. Items of information shall be surrounded by at least six (6) inches on any panel.
Materials	Posts shall be made from painted or sealed wood/composite wood material or painted or enameled metal. Sign display area shall be made of wood/composite wood material that is painted or sealed, or painted or enameled metal.
Lighting	Only shielded external illumination shall be permitted.
Electronic Messaging Center (EMC)	Prohibited

Section 11: Special purpose freestanding sign standards.

(a) *Sidewalk signs.*

- (1) Eating and drinking establishments and retail sales and services shall be permitted one sidewalk sign.
- (2) Sidewalk signs shall have a maximum width of twenty-four (24) inches and a maximum height of thirty-six (36) inches.
- (3) Sidewalk signs shall be freestanding and shall not be affixed, chained, anchored, or otherwise secured to the ground or other structure. The sign shall be internally weighted so that it is stable, self-supporting and windproof.
- (4) Sidewalk signs shall not be a cabinet.
- (5) The following standards shall be followed when determining the placement of sidewalk signs:
  - a. Signs shall be placed in such a manner that they do not interfere with pedestrian traffic, wheelchair ramps, or otherwise cause a safety hazard
  - b. When placed on a sidewalk, ensure that there is a minimum of forty-eight (48) inches of clear sidewalk
  - c. Signs shall be placed in such a manner that they do not obscure or interfere with the function of windows or doors
  - d. Signs shall not be located within five (5) feet of the corner of a building that is at the intersection of two public streets

(b) *Directional signs.*

- (1) Directional signs are allowed without limitation as to the number of signs on a site and may be up to six (6) square feet each.

(c) *Light pole-mounted banners.* Light pole-mounted banners shall meet the following requirements:

- (1) Each banner shall be limited to no more than twenty-five (25) square feet in size

- (2) There shall be no more than two light pole-mounted banners on each pole
- (3) The banners shall be placed on fixtures that are purposefully designed for the pole
- (4) The minimum clearance of the banner shall be ten (10) feet as measured from the adjacent grade to the bottom of the banner
- (5) The banners shall be maintained in good repair and shall be replaced or removed if they become tattered or torn
- (6) The banners shall not be illuminated, except for indirect lighting associated with the main lamp of the pole to which they are mounted
- (7) The banners shall be limited to cloth, flexible plastic, vinyl, or similar material
- (8) No permit shall be required to display light pole-mounted banners
- (9) The banners shall not be displayed in HD and EC special areas, unless a comprehensive plan for the banners is approved by the city.

#### **Section 12: Sign Maintenance Standards**

- (a) The property owner/occupant shall maintain the sign in a condition appropriate to its intended use and to all city standards, and has a continuing obligation to comply with all building code requirements. It shall be a violation of this section if any of the following conditions exist:
  - (1) Elements of the sign have portions of the finished material missing, broken or otherwise illegible.
  - (2) Any elements of the sign are inoperable, bent, twisted, dented, cracked, splintered, torn, or leaning at angles other than those at which it was originally erected.
  - (3) The sign is partially disassembled.
- (b) The sign display area must display information that is current. If the information is not current a blank sign panel must be installed or the entire sign removed within thirty (30) days.
- (c) If the sign is deemed by the city to be in an unsafe condition, the owner/occupant of the business shall be notified in writing, and shall, within forty-eight (48) hours of receipt of such notification, respond to the city with a plan to correct the unsafe condition, remove the unsafe sign, or cause it to be removed. If after ten days, the unsafe condition has not been corrected through repair or removal, the city may refer the matter to the building official as an unsafe structure to be remedied in accordance with city ordinance.
- (d) Whenever any sign, either conforming or nonconforming to these regulations, is required to be repaired, repainted, refinished or cleaned, the same may be done without a permit or without any payment of fees provided that all of the following conditions are met:
  - (1) The sign is not being refaced to display a new occupant, replace a panel or display new items of information
  - (2) There is no alteration or remodeling to the structure or the mounting of the sign itself
  - (3) There is no enlargement or increase in any of the dimensions of the sign or its structure
  - (4) The sign is accessory to a legally permitted, conditional or nonconforming use

### **Section 13: Prohibited Signs**

All signs not expressly authorized by this chapter, are prohibited. Prohibited signs include, but are not limited to the following:

- (1) Off-premises signs unless otherwise specifically permitted by this chapter.
- (2) Cabinet signs, including those mounted on buildings, and freestanding cabinet signs that do not have a surround.
- (3) Abandoned signs, with the exception of freestanding signs where items of information shall be removed and the sign display area left so that it does not indicate the former use.
- (4) Billboard signs.
- (5) Animated signs.
- (6) Roof-mounted signs.
- (7) Inflatable signs.
- (8) Swooper flags.
- (9) Searchlights and any clearly similar attention getting features or devices.
- (10) Portable signs with the exception of sidewalk signs. Signs on vehicles or trailers shall be prohibited when the vehicle/trailer is placed in a location not normally expected for such vehicles, and the location apparently has the primary purpose of advertisement of products or directing people to a business or activity located in the same or nearby property or any other premises. This shall not be interpreted to prohibit "For Sale" or similar signs being placed on vehicles or trailers.
- (11) Signs containing any words or symbols that would cause confusion because of their resemblance to highway traffic control or direction signals.
- (12) Merchandise, equipment, products, vehicles or other items which are not available for purchase or rental, but are intended to attract attention, or for identification or advertising purposes.
- (13) Signs, posters or outdoor advertising, except as expressly permitted, placed in the public right-of-way or attached to any public property, including but not limited to, electric utility poles, fire hydrants, meters, and public facilities.
- (14) Signs in locations that interfere with safe vehicular and pedestrian circulation or public safety signals and signs.
- (15) Signs erected, constructed or maintained so as to obstruct any fire escape, required exit, window, or door opening used as a means of egress.

### **Section 14: Nonconforming Signs**

- (a) When the city code of ordinances requires that a nonconforming building or structure be brought into compliance, all nonconforming signs shall also be removed or brought into compliance with all provisions of these guidelines.
- (b) Nonconforming signs shall be maintained in good condition pursuant to section 12.
- (c) A nonconforming sign shall not be altered, modified or reconstructed except:

- (1) When such alteration, modification or reconstruction would bring such sign into conformity with these regulations
- (2) When the occupant information changes on an existing freestanding sign without changes to materials or display method
- (3) Where a nonconforming sign has been damaged or destroyed to an extent that is less than fifty (50) percent of its fair market value
- (4) Continued use of a nonconforming sign with a proposed alteration that would not otherwise be permitted for a nonconforming sign may be requested if the following findings exist:
  - a. The sign is located in a multi-occupant center
  - b. The sign is installed in a location that would be allowed by these guidelines
- (d) A parcel of land on which a nonconforming sign is located may be subdivided or platted without removing the nonconforming sign. However, after the parcel is subdivided, the nonconforming sign must be removed or brought into compliance with all provisions of these guidelines, prior to the issuance of any further building or development permits on the subdivided lot that contains the nonconforming sign.
- (e) Appeals of nonconforming sign decisions shall be heard by the city council
- (f) A nonconforming sign shall be removed or made to conform to all regulations in these guidelines upon verification that the nonconforming sign has been damaged or destroyed to an extent greater than fifty (50) percent of its fair market value.

**Section 15: Sign Permitting, Fees, Review Procedures and Enforcement**

- (a) *Permit required.* Except as provided in the table below, no sign shall be attached, erected or otherwise constructed until all necessary permits are issued by the city.

**Sign Permit Requirements Table**

Sign Permit Required	Sign Permit Not Required
Wall Sign Hanging/Projecting Signs Awning/Canopy Signs Monument Signs Pylon Signs Pillar Signs Post/Panel Signs Armature Signs Area Identification Signs	Window Signs Sidewalk Signs Directional Signs Light Pole Mounted Banners Promotional Signs Model Home Signs Business Use Marketing Signs Building Construction Signs Home Occupation Signs Garage/Yard Sale Signs Single-Family and Two-Family Marketing Signs Banners Incidental Signs Regulatory Signs Neighborhood Event Signs

- (b) *Fees.* All applications for sign permits shall be accompanied by the appropriate building permit.
- (c) *Permission of property owner.* No sign shall be erected, constructed or maintained upon any property or building without the consent of the owner, the person entitled to possession of the property or building, if any, or their authorized representative.
- (d) *Permit application review.*
  - (1) The application, plans, specifications, computations and other data filed by an applicant for permit shall be reviewed by the city to verify compliance with all applicable laws.
    - a. Applicants for a permit to install an electrical sign shall maintain the appropriate State of Texas electrical sign contractor's license or an electrical contractor's license.
  - (2) For signs located in Historic District special areas identified in these guidelines, the following shall be considered in the review and approval of a sign permit application:
    - a. The design of signs shall be compatible with the character of the surrounding area and other conforming signs.
    - b. The materials used in the construction of the sign shall be the same or similar to those found in the construction of the city's historic districts and historic landmarks in the area.
    - c. Wherever possible, colors from historic palettes shall be used.
    - d. Signs shall not cover, obstruct, damage or otherwise adversely affect the building's salient architectural or historic features.
    - e. Signs shall be approved by the Main Street Design Committee.
  - (3) A comprehensive sign plan (CSP) may be submitted that considers unique conditions, flexibility and creativity. Such CSP is subject to approval by city council.
- (e) *Permit issuance.*
  - (1) *Approved plans.* Approved plans associated with a permit application shall not be changed, modified or altered without authorization from the city, and all work shall be done in accordance with the approved plans.
  - (2) *Validity of permit.* If the work authorized by a permit issued under this chapter has not been commenced within one hundred eighty (180) days after the date of issuance, the permit shall become null and void.
  - (3) *Suspension or revocation.* The city may, in writing, suspend or revoke a permit under the provisions of these guidelines when the permit is issued in error, is based on incorrect information supplied or is a violation of these guidelines or any other ordinance of the City of La Grange or laws of the State of Texas or the federal government. Any signs installed under a revoked permit shall be removed within ten days of written notice of the revocation.
- (f) *Inspections.*
  - (1) *General.* All signs for which a sign permit is required shall be subject to inspection. It shall be the duty of the permit applicant to cause the work to be accessible and exposed for inspection purposes. The city shall not be liable for expense entailed in the removal or replacement of any

material required to allow inspection. The permit and approved plans are to be available and accessible at the job site for all inspections.

- (2) *Inspection requests.* It shall be the duty of the person doing the work authorized by a permit to notify the city that such work is ready for inspection.
- (3) *Approval required.* No work shall be done on any part of the structure beyond the point indicated in each successive inspection without first obtaining approval. Such approval shall be given only after an inspection shall have been made of each successive step in the construction.

(g) *Appeals.*

- (1) Municipal Sign Review Board shall hear and decide appeals where it is alleged there is error in any order, requirement, decision or determination made in the enforcement of these guidelines.
- (2) Appeals shall be filed no later than ten business days from the final action on a sign permit.
- (3) The decisions of city council shall be final. Any appeal shall be subject to court review as prescribed by law.

(h) *Removal of signs in a prohibited area.*

- (1) Any sign found within a prohibited area is hereby declared to be illegal and may be removed by the city.
- (2) Any sign removed by the city shall immediately become the property of the city.
- (3) The removal of any sign by the city shall not preclude the city from prosecuting any person for violating this subsection. This can include legal fees, sign removal cost, and other fines and fees.

**Section 16: Exceptions**

Owners of signs which do not strictly comply with the terms of these guidelines may seek an approval as an exception from Municipal Sign Review Board.

- (1) The following shall be considered in the review of a permit application for an exception for a sign:
  - a. The existence of specific site opportunities or constraints.
  - b. Consideration for novelty signs or signs that have a structure that does not conform to freestanding sign types or building sign types listed in sections 8 and 10.
  - c. Situations where a sign's view is obscured by building setbacks, surrounding buildings, existing trees or elevated roadways.
  - d. New and/or innovative concept in sign manufacturing which are not specifically addressed in this chapter.
- (2) In order for an exception to the sign regulations to be approved, Municipal Sign Review Board shall find that:
  - a. There are no associated vehicular safety issues that would result from the location of the sign.
  - b. The sign is compatible with the surrounding development.
  - c. The sign does not result in reduced compliance with regulations set forth in the City Code of Ordinances.
  - d. The sign's location meets the requirements pertaining to easements in these guidelines.

- e. The exception is not being used to allow a sign type that would not otherwise be permitted by this chapter, with the exception of those meeting the criteria of subsections (1)b or (1)d, above.

**Section 17: Promotional Signs**

(a) Promotional signs shall be allowed if they comply with the following regulations:

- (1) Promotional signs shall conform to the following size restrictions

<b>Promotional Signs</b>					
<b>Sign Size By Road Type or Special Area</b>		<b>Freeway</b>	<b>Commercial Road</b>	<b>Neighborhood Road</b>	<b>Special Area - HD; EC</b>
	Max. Sq. Ft. of sign display area	40	20	10	10
	Maximum Height	10'	6'	5'	5'

- (2) Promotional signs are limited to only one per street frontage;
- (3) Promotional signs shall be posted no more than thirty (30) days prior to the event and shall be removed within seven (7) days after the event.
- (4) Any promotional sign placed in or over a street or public right-of-way shall require the approval of the city.

**Section 18: Garage/Yard Sale Signs**

Garage/yard sale signs shall be allowed only if they comply with the following regulations:

- (a) They shall not be attached to directional signage (i.e. street signs), traffic signs or utility poles.
- (b) Off-premise signage must be approved by private property owner.
- (c) Signage must not interfere with the safety of pedestrians or drivers.
- (d) Signs must be displayed no more than forty-eight (48) hours prior to the sale and must be removed within twenty-four (24) hours after the sale.