

## ARTICLE 5 SIGNS

### 5.1 INTENT.

#### 5.1.1 Intent

- a. The intent of this Article is to limit clutter and regulate commercial and locational signage. It is also intended to help enliven retail and restaurant mixed-use areas.
- b. Commercial and locational signage within a FB District are limited, regulated and controlled as provided in this Article, and all other signage will be subject to the requirements of such City of Rowlett ordinances, rules and regulations that are in effect at the time of application.

### 5.2 SIGNS GENERAL

#### 5.2.1 General Standards

- a. Signage may only be externally lit with full-spectrum source, unless otherwise approved. Sources include direct lighting, back lighting and halo lighting.
- b. One address number, at least 6 inches in height, will be attached to the building in proximity to the principal entrance, and at least 3 inches on the rear entrance of a building.
- c. Restaurant and retail areas may have a neon or special designed exterior sign, if approved by the Minor Warrant. In considering the Warrant, such items as its artistic value to the district will be considered.
- d. Programmed Electronic Display signs will not change images more frequently than every 8 seconds. Brightness is limited to 0.3 foot-candles above ambient light conditions and signs will be equipped with automatic dimmers to transition from day to night.
- e. This Chapter does not prohibit "For Sale" signs, "For Lease" signs, construction signs, political signs or other freedom of speech signs otherwise allowed in the RDC.
- f. All signs will meet the City of Rowlett standards for construction and maintenance.

## 5.3 PROHIBITED SIGNS

### 5.3.1 Prohibited Signs

- a. The following signs will not be permitted:
1. Off-Premise signs (unless approved by Major Warrant for a facility or event of community or regional-wide importance).
  2. Internally lit sign boxes (Internally lit letters and business logos are acceptable).
  3. Flashing, animated or running light signs.
  4. Pole signs (unless approved by Major Warrant for a facility or event of community or regional-wide importance).
  5. Portable signs, except Sandwich/A-frame or similar signs in retail areas.
  6. Digital signs that change images more frequently than once every 8 seconds.
  7. Balloon and Inflatable Signs.
  8. Sail or Feather Signs.
  9. Spray painted and hand written signs, except window signs applied in a professional manner to the inside of the window using paints.
  10. Billboards.



Building on the left has individually internally lit letters. Building on the right has internally lit sign boxes which are prohibited.

### 5.3.2 Roof Signs

Roof Signs will not be mounted on roofs or project above the roof line without approval of a Minor Warrant; and the sign is determined to make a positive contribution to the FB District as a whole.

## 5.4 PERMITTED SIGNS

### 5.4.1. Wall Signs

- a. One Wall Sign will be permitted per occupancy, per street frontage. A Minor Warrant may be approved for a single-occupancy building to allow additional signage.
- b. The maximum size of a Wall Sign will be 30 square feet if located 12 feet or higher above grade, and 10 square feet if less than 12 feet above grade.
- c. There will be a minimum 10 foot distance between Wall Signs (excluding Building Identification Sign or Directory Sign).
- d. In addition, one Wall Sign not exceeding 6 square feet in area, will be permitted on any side or rear entrance that is open to the public. Such wall signs may only be lighted during the operating hours of business.

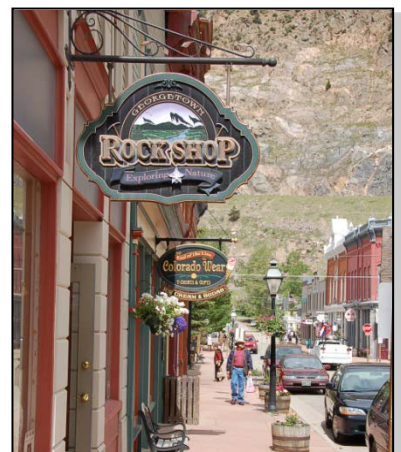
Blade Sign



### 5.4.2 Hanging / Projecting Signs

- a. Hanging Signs will be a maximum of one per occupancy, per building face.
- b. Hanging Signs will be a maximum area of 12 square feet per Building Face; and will not exceed 5 feet in width.
- c. Hanging Signs will be a minimum of 8 feet in distance from the ground to the lower edge of the sign.
- d. Hanging Signs will have a minimum 15-foot distance between signs.

Hanging/Projecting Sign



### 5.4.3 Blade Signs

- a. Blade Signs will be a maximum of one per Building Face.
- b. Blade Signs will be a maximum area of 60 square feet per Building Face; and will not exceed 5 feet in width.
- c. Blade Signs will be a minimum of 12 feet in distance from the ground to the lower edge of the sign.

- d. Blade Signs will have a maximum height so as not to exceed 2/3 the Building Face height in linear feet.

#### 5.4.4 Home Occupation Signs

- a. Home Occupation Signs will be a maximum of one per residence.
- b. Home Occupation Signs will be a maximum area of 3 square feet per Building Face; and will not exceed 2 feet in width.
- c. Home Occupation Signs will be mounted on a Building Face near an entry.

#### 5.4.5 Window Signs

- a. Window signs will not exceed 15 percent of the window area.

#### 5.4.6 Building Identification Signs

- a. Building Identification Signs will be a maximum of one per Building Face.
- b. Building Identification Signs will be a minimum of 12 feet above sidewalk level.
- c. Building Identification Signs will be a maximum size of 25 square feet.
- d. Building Identification Signs will be a maximum height of 24 inches for letters or logos.
- e. Applied letters will be constructed of painted cast metal, bronze, brass, or anodized aluminum. Applied plastic letters will not be permitted.

#### 5.4.7 Awning Signs (for ground floor uses only)

- a. Awning Signs will be limited to one per occupancy, per Building Face.
- b. Awning Signs will be a minimum of 8 feet above sidewalk level for pedestrian clearance.
- c. Awning Signs will not exceed 10 square feet in sign area, and will only be located on the face or surface of the awning.
- d. If acting as the main business sign, Awning Signs will not be in addition to a wall-mounted sign. If an Awning Sign is acting as an auxiliary business sign, it will be located on the valance only, and the height of the lettering will not exceed 8 inches.

Awning Signs



#### 5.4.8 Restaurants and Cafes

In addition to other signage, restaurants and cafes will be permitted the following, and will be limited to one of each type of sign per business:

- a. **Menu Sign.** A wall-mounted display featuring the actual menu as used at the dining table, to be contained within a willow wood or metal case, and clearly visible through a glass front.
  - i. The display case will be attached to the building wall, next to the main entrance, at a height of approximately 5 feet.
  - ii. The Menu Sign will not exceed a total area of 4 square feet, and may be lighted.
- b. **A-Frame/Sandwich Sign.** A Sandwich/A-frame sidewalk sign displaying the name of the restaurant, offerings and hours of operation.
  - i. A-frame signs will not exceed 4 feet in height.
  - ii. A-frame signs will not exceed 8 square feet in area per Face.
  - iii. A-frame signs may be placed in the amenity zone created by street trees and pedestrian lighting. A sign permit will be obtained from the City of Rowlett for use of right-of-way and will not extend closer than one foot from face of curb. A minimum sidewalk width of 6 feet will remain free from intrusion.
  - iv. A-frame signs will be limited to one per occupancy.
  - v. A-frame signs will have a temporary duration; they will be permitted during business hours only.

#### 5.4.9 Building Directory Signs

- a. Building Directory Signs will be limited to one per entrance.
- b. Building Directory Signs will be located next to the entrance.
- c. Building Directory Signs will project out from the wall to which it is attached, a maximum of 6 inches.
- d. Building Directory Signs will not extend above the parapet, eave or building façade.
- e. Building Directory Signs will not exceed a size of eight square feet.

#### 5.4.10 Marquee Signs

- a. A Marquee Sign is a permanent, roofed structure attached to and supported by the building and may project out over public property, and contain signage along its edge. It will only be permitted for movie houses and performance venues.



- b. Marquee Signs will maintain a vertical clearance over a sidewalk of at least 10 feet.
- c. Marquee Signs will be no closer than 2 feet from the back of curb of any street.
- d. The message area may extend the full length of the Marquee Sign.
- e. The message area will not exceed 8 feet in height.
- f. The message area will not exceed 200 square feet in area.
- g. Only 1 Marquee Sign will be permitted per building face.

#### 5.4.11 Monument Signs (review design standards in RDC)

- a. Monument signs will be limited to one per lot per lot street frontage (no more than 2 per lot separated by at least 100 feet).
- c. Monument signs will be limited to a maximum of 50 sq. ft. per sign face and 6 feet in height.
- b. Monument signs are only permitted along Highway 66/Lakeview Parkway, PGBT access road and Browsing Lane frontages.

#### 5.4.12 Light Pole Banners

- a. Light pole banners may be approved by a Minor Warrant as part of a Development Plan.
- b. Light pole banners will be a maximum of 10 sq. ft. per sign face.
- c. Light pole banners will be limited to one or two per light pole
- d. All light pole banners must be approved by the appropriate utility company prior to consideration by the City of Rowlett.
- e. Light pole banners will be limited to publicize special districts, community wide events, holiday celebrations, public art, and other city sponsored events.

**5.4.13 Yard Signs**

- a. Yard signs will have a frame that is of the same architectural style of the structure and constructed with quality building materials.
- b. Yard Signs will be a maximum area of 12 square feet; and will not exceed 5 feet in width.
- c. Yard signs will be limited to one per lot per lot street frontage.
- d. Yard signs are only permitted in the Urban Village FB District where single-family structures are used for non-residential functions.

**5.4.14 Banner Signs**

- a. Must meet the standards in the RDC or be approved by Minor Warrant.

**5.4.15 Wayfinding Signs**

- a. May be approved by Minor Warrant as part of a Development Plan.

**5.4.16 Mural Signs**

- a. May be approved by Minor Warrant as part of a Development Plan.

**5.4.17 Curated Signs/Art**

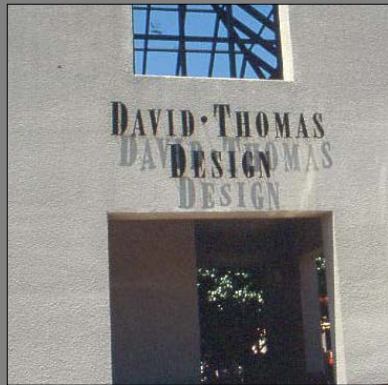
- a. May be approved by Minor Warrant as part of a Development Plan.

**5.4.18 Sales, Leasing and Construction Related Signs**

- a. Must meet the standards in the RDC or be approved as a Minor Warrant.

**5.4.19 District or Neighborhood Signs**

- a. May be approved by Minor Warrant as part of a Development Plan. These signs will be uniform in material and color in order to create a sense of place in the district.





## 5.5 SIGN PERMITS

### 5.5.1. Signs Requiring Permits

- a. Wall Signs
- b. Projecting Signs
- c. Hanging Signs
- d. Building Identification Signs
- e. Awning Signs
- f. Marquee Signs
- g. Wayfinding Signs
- h. Mural Signs
- i. Curated/Art Signs
- j. Residential Neighborhood Signs

### 5.5.2 Signs NOT Requiring Permits

- a. Window Signs
- b. Restaurant Menu Signs
- c. Restaurant Sandwich Signs
- d. Building Directory Signs
- e. Home Occupation Signs
- j. Sales, Leasing and Construction Related Signs