

DATE: June 17, 2014
TO: Honorable Mayor & City Council
FROM: Richard Grady, Chairman, Planning & Zoning Commission
SUBJECT: Results of Planning & Zoning Commission Meeting of June 16, 2014

**AGENDA ITEM NO. 6 - PUBLIC HEARING
ZONING CASE 2014-12
APPLICANT: CITY OF PLANO**

Request to modify Subsection 3.1605 (Downtown Sign District) of Section 3.1600 (Sign Regulations) of Article 3 (Supplementary Regulations) and Subsection 2.821 (BG - Downtown Business/Government) of Section 2.800 (District Charts) of Article 2 (Zoning Districts and Uses) and related sections of the Zoning Ordinance to consider various amendments to the Downtown Sign District. Tabled May 19, 2014 and June 2, 2014.

APPROVED: 6-0 **DENIED:** **TABLED:**

STIPULATIONS:

Recommended for approval as follows: (Additions are indicated in underlined text; deletions are indicated in strikethrough text.)

Section 3.1600 - Sign Regulations

Subsection 3.1602 - Definitions

~~Downtown Sign District — The area described in Subsection 3.1605.~~

Subsection 3.1604 (General)

Overlay Districts/Planned Developments/Heritage Resource District/ ~~Downtown Sign District~~

Signs within an overlay district, planned development, or Heritage Resource District, ~~or Downtown Sign District~~ shall be regulated by the ordinance regulating signs located within the relevant district.

Subsection 3.1605 (Downtown Sign District)

This section was deleted in its entirety. Refer to Subsection 2.821 (BG-Downtown Business/Government).

Subsection 2.821 (BG - Downtown Business/Government)

6. Sign Regulations

1a. Purpose

The purpose of this section is to regulate the construction of new signs and alterations made to existing signs to ensure consistency with the historic, urban, pedestrian-oriented nature of this district, and the dense, compact development absent in other areas of the city. The objective of this section is to ensure (1) that new signage is appropriate to the architectural design of the building and the district and (2) that signs do not visually obscure significant architectural features of a building or the district in general.

~~The Downtown Sign District encompasses all properties that are zoned Downtown Business/Government. The Downtown Sign District is further classified into two areas — Area A and Area B. The boundary of Area A is defined below. Area B consists of all properties within the Downtown Business/Government zoning that are not within the boundary of Area A.~~

~~2. Area A Boundary Description~~

~~BEING a 17.86 acre tract of land situated in Collin County, Texas, and being more particularly described as follows:~~

~~BEGINNING at the intersection of centerline of Municipal Avenue (variable R-O-W) with the centerline of 15th Street (variable R-O-W) to a point for a corner;~~

~~THENCE continuing west along said 15th Street centerline to a point for a corner at the intersection of 15th Street and the centerline of K Avenue (variable R-O-W);~~

~~THENCE continuing north along said K Avenue centerline to a point for a corner at the intersection of K Avenue and the centerline of 16th Street (variable R-O-W);~~

~~THENCE continuing along said 16th Street centerline to a point for a corner at the intersection of 16th Street and the centerline of the Dallas Area Rapid Transit (DART) R-O-W (variable R-O-W) located in Tract 68 of the Sanford Beck Survey, City of Plano, Collin County, Texas;~~

~~THENCE continuing south a distance of 1,125 feet along said DART R-O-W to a point for a corner intersecting the centerline of 14th Street (variable R-O-W);~~

~~THENCE continuing east following along said 14th Street centerline to a point for a corner at the intersection of 14th Street and the centerline of Municipal Avenue;~~

~~THENCE continuing north along said Municipal Avenue centerline back to the PLACE OF BEGINNING and containing 17.86 (777,982 square feet) acres of land.~~

b. General Provisions

i. Issuance of Sign Permit

Signs shall conform to the criteria in this section and to appropriate city codes prior to issuance of a sign permit.

~~Conflict between Sections~~

~~Where there is a conflict between sections of this ordinance, this section shall govern in this district.~~

ii. Compatibility with Building Architecture

Signs should generally be designed to be compatible with the architectural composition of the building and the district and not obscure any architectural accent, pattern, or object on the original structure.

iii. Sign Materials

Sign finish materials shall be one of the following:

1. Metal, painted or enameled.
2. Cold cathode tube (neon).
3. Carved relief in stone or cast stone.
4. Wood or carved wood which is painted or sealed.
5. The use of plastic on the exterior of a sign is prohibited, except on a marquee and institution signs.

iv. Lighting of Signs

1. All electrical shall comply with the currently adopted version of the National Electrical Code.
2. Buildings and signs may be illuminated by remote light sources provided that these light sources are shielded to protect adjacent properties.
3. No illuminated sign may contain flashing or moving elements or change its brightness. (Exception: historic signs.)

4. No sign, except a marquee and institution signs, may be illuminated by fluorescent or back lighting. Institution signs with a reader board/electronic message center shall be illuminated in accordance with 3.1603(7). (Exception: historic signs.)

v. Historic Signs

Historic signs shall not be calculated in the number or area of allowed signs for the purposes of this ordinance. They shall not be considered nonconforming unless deemed noncontributing through the Certificate of Appropriateness process.

vi. Pedestrian Clearance

A minimum clearance of seven feet shall be maintained below signs that are located over a walkway area measured from the walkway surface to the lowest part of the sign. (Exception: projecting signs that extend no more than 20 inches from a wall.)

vii. Community Special Events

City Council or the City Manager may authorize signs to advertise patriotic, special events, or special projects of general public interest ~~taking place within the boundaries of the Downtown Sign District.~~

viii. Encroachment onto Public Right-of-Way

Any sign that is located upon or overhangs a public right-of-way shall be governed by a franchise agreement with the City of Plano.

ix. Special Event Signage

Special event signage shall be reviewed as part of the overall Special Event Permit as set out in the Code of Ordinances, City of Plano.

c. Signs Exempt

Signs with a sign area under four square feet and used in the operation of a business, such as hours of operation, credit cards accepted, and parking information shall not require a sign permit.

d. Signs Allowed/Prohibited

i. Allowed Signs

The following signs shall be allowed:

1. All signs specifically permitted in this section.
2. Development or construction signs.
3. Real estate signs.

ii. Prohibited Signs

The following signs are prohibited in the ~~Downtown Sign District~~:

1. Any sign not specifically permitted by this section is prohibited.
2. Any sign that flashes, blinks, revolves, or is put into motion by the atmosphere will not be permitted unless otherwise allowed in ~~3.1605~~; this section.
3. Portable signs, except for a-frame or sandwich board signs, will not be permitted.

~~Table of Permitted Signs~~

Signs Permitted in Each Sub-Area of the Downtown Sign District		
Sign Type	Area A	Area B
A-frame/Sandwich Board Sign	X	X
Armature Sign		X
Awning Sign	X	X
Banner Sign	X	X
Directory Sign	X	X
Hanging Sign	X	X
Institution Sign (ZC 2011-26 ; Ordinance		X

2011-11-7)		
Marquee Sign	X	X
Pole Sign		X
Municipally-owned Sign	X	X
Mural Sign	X	X
Onsite Directional Sign	X	X
Projecting Sign	X	
Wall Sign – Attached	X	X
Window Sign	X	
(X = Permitted)		

e. Permitted Signs

1. A-frame/Sandwich Board Sign
2. Armature Sign
3. Awning Sign
4. Banner Sign
5. Directory Sign
6. Hanging Sign
7. Institution Sign
8. Marquee Sign
9. Municipally-owned Sign
10. Mural Sign
11. Onsite Directional Sign
12. Projecting Sign
13. Wall Sign - Attached
14. Window Sign

f. Sign Standards

i. General

~~Each business within Area A with direct ground floor access is permitted one hanging sign and one awning or wall sign per street frontage.~~

~~Each business with direct first floor access within Area B is permitted one hanging, awning, or wall sign and one pole or armature sign per street frontage.~~

1. Each business with direct first floor access is permitted one hanging, awning, or wall sign and one armature sign per street frontage.
2. Each building is permitted one building identification sign.

ii. A-frame/Sandwich Board Signs

1. General

No more than one a-frame or sandwich board sign per business shall be allowed, and a minimum of four feet of clear sidewalk shall be maintained at all times. The sign shall be sufficiently weighted or anchored to prevent movement by wind or other elements.

2. Sign Area and Size

No a-frame or sandwich board sign shall exceed eight square feet per face or four feet in height. The entire sign structure shall be calculated as the total of sign area.

iii. Armature Signs

1. Sign Area

The sign area of any one face shall not exceed 16 square feet in area. The sign area of an armature sign shall not comprise more than 70% of the entire sign structure.

2. Sign Size

The maximum height of an armature sign structure shall be six feet. The maximum width shall be four feet.

3. Location

An armature sign may be placed adjacent to the public right-of-way provided it does not encroach on the sight visibility triangle and is a minimum of six feet from the outside curb line.

iv. Awning Signs

1. Sign Location

The awning sign shall be located within the center 75% of the frontage of the awning, the tenancy, or the building face, whichever is least. Awning signs must maintain a minimum border of one inch between the letters or logo and the edge or a change of plane.

2. Sign Size

The maximum size of letters shall be eight inches. A logo may extend up to 12 inches tall provided the appropriate border is maintained.

v. Banner Signs

1. General

Each business shall be allowed two banner permits per calendar year, and each permit shall be good for a maximum of 30 days. A minimum of 30 days shall be required between each banner permit. Banners shall be kept in good repair and remain firmly anchored or secured.

2. Location and Content

No more than one banner sign shall be permitted across the facade of a building or business or in any other location on a single property. The city, or an agent of the city, may mount banners on street light standards and/or across the street for special events, subject to installation policy and the following regulations:

- a. A banner must display artwork or a message that pertains to the district, a holiday, a welcome, or a special event.
- b. Up to ten percent of the effective area of a banner may contain the words or logos that identify a sponsor of a cultural event or activity.
- c. No more than two banner signs shall be permitted across any one street between two intersecting streets.

vi. Building Identification Sign

Building identification signs shall be considered as projecting signs or wall signs, attached or painted, for purposes of this section, except when historic.

vii. Directory Signs

1. General

On multi-tenant buildings where there are two or more tenants without direct outside access to a public street, a directory sign may be allowed. One directory sign per street face is permitted.

2. Type

A directory sign may take the form of an armature sign, ~~pole sign~~, projecting sign on ground floor of a building, or wall sign on ground floor of a building and must follow the regulations for each.

3. Sign Area

A directory sign may contain four square feet, with an additional one-and-a-half square feet, for each tenant having a separate lease space, up to a maximum area of ten square feet.

viii. Hanging Signs

1. Location

Hanging signs must maintain a minimum clearance of seven feet above the sidewalk and one foot from the curb.

2. Sign Area

No hanging sign area shall exceed six square feet in area per face.

ix. Marquee Signs

1. General

Marquee signs shall be permitted only on a theater or performance hall. Only one marquee sign shall be allowed for each building containing a theater or performance hall.

2. Lighting

A marquee sign may have backlighting, exposed incandescent bulbs, or neon lighting.

3. Sign Area

The sign area of a marquee sign on a facility with a seating capacity of 750 or less may not exceed 100 square feet in area, including all sign faces. The sign area of a marquee sign on a facility with a seating capacity of more than 750 may not exceed 200 square feet.

4. Sign Size

Marquee signs must not exceed six feet in height and must maintain a minimum clearance of eight feet above the sidewalk.

x. Municipally-owned Signs

Municipally-owned signs shall be regulated by Subsection 3.1603.

xi. Mural Signs

Mural signs shall be regulated by Subsection 3.1603. ~~In Area A of this district, m~~ Murals shall be attached rather than painted directly onto an exterior wall.

xii. Onsite Directional Signs

Onsite directional signs shall not exceed eight square feet or 30 inches in height and shall not contain advertising.

~~xiii. Pole Signs~~

~~1. General~~

~~Pole signs in the Downtown Sign District shall be constructed of two uprights with the sign face placed between the uprights.~~

~~2. Sign Area~~

~~The sign area of any one face shall not exceed 16 square feet in area. The sign area of a pole sign shall not comprise more than 70% of the entire sign structure.~~

~~3. Sign Size~~

~~The maximum height of a pole sign structure shall be six feet. The maximum width shall be six feet.~~

~~4. Location~~

~~A pole sign may be placed adjacent to the public right-of-way provided it does not encroach on the sight visibility triangle and is a minimum of six feet from the outside curb line.~~

xiv. Projecting Signs

1. General

Projecting signs greater than 20 inches in width must maintain a minimum clearance of seven feet above the ground or sidewalk and two feet from the curb. A projecting sign must not extend above the wall to which it is attached

2. Sign Area and Structure Size

A projecting sign located within seven feet of the ground or sidewalk shall not exceed five square feet in area per face. The area per face of a projecting sign located over seven feet above the ground or sidewalk shall be calculated based on the total height of the wall to which the sign is attached at one square foot per one foot of wall height. The maximum height of the total sign structure shall not exceed one-third of the total height of the wall to which it is attached and shall not project more than six feet.

xv. Wall Signs - Attached

1. General

An attached wall sign must be mounted parallel to the wall surface and may not extend above the wall to which it is attached. Attached wall signs may not project more than six inches from the wall surface.

2. Sign Area and Structure Size

The maximum permitted sign area for a single business or single storefront shall be one square foot per linear foot of business frontage along a public street. The width of the sign structure shall not exceed half the width of the business's linear frontage. The maximum height of the

sign structure shall not exceed one-third of the total height of the wall to which it is attached.

3. Wall Signs Used for Building Identification Purposes

The sign area for an attached wall sign used for building identification purposes shall be calculated based on the width of the building's facade to which the sign is attached. The width of the sign structure shall not exceed half the width of the building's linear frontage. The maximum height of the sign structure shall not exceed one-third of the total height of the wall to which it is attached.

xvi. Wall Signs - Painted

General

~~In Area A of the district, only existing historic, painted signs shall be allowed. They may be maintained and refurbished, but the message may not change. Painted wall signs shall be allowed in Area B of the district.~~

1. Sign Area

The maximum permitted sign area for a single business or single storefront shall be one square foot per linear foot of business frontage along a public street. The width of the sign shall not exceed half the width of the business's linear frontage. The maximum height of the sign shall not exceed one-third of the total height of the wall to which it is attached.

2. Wall Signs Used for Building Identification Purposes

The sign area for a painted wall sign used for building identification purposes shall be calculated based on the width of the building's facade to which the sign is attached. The width of the sign shall not exceed half the width of the building's linear frontage. The maximum height of the sign shall not exceed one-third of the total height of the wall to which it is attached.

xvii. Window Signs

1. General

Window signs shall only be permitted on the ground floor of a building.

2. Sign Area
 - a. No window sign or signs shall cover more than 25% of any individual window.
 - b. Window signs that exceed 15% of an individual window shall obtain a permit, unless the sign is a noncommercial temporary sign.
 - c. Window sign area shall not exceed 40 square feet on any facade.
3. Signs may be applied to, attached to, or located within 12 inches of a window on the interior of the establishment.

xviii. Institution Signs

Institution signs shall not exceed 32 square feet with a maximum height of six feet, and shall be monument-type signs. Required setback shall be eight feet from the front property line (or any property line adjacent to a street) and 30 feet from any adjoining property line. Institution signs are limited to one per street front along major streets only as defined by Subsection 2.821 (5)(a)(i).

Section 2.800 - District Charts

Subsection 2.829 UMU - Urban Mixed-Use

15. Additional Requirements and Restrictions

- a. A UMU district or a group of buildings within the district may not be walled, fenced, or restricted from general public access.
- b. The second building constructed and all subsequent buildings may not be further than 150 feet from another building.
- c. The regulations, specifications, and design standards for signs contained in Subsection 2.821 (BG - Downtown Business/Government) ~~Subsection 3.1605 (Downtown Sign District) Area A~~ shall apply unless otherwise specified in this ordinance or in the adopted development plan.

FOR CITY COUNCIL MEETING OF: July 28, 2014 (To view the agenda for this meeting, see www.planotx.gov)

PUBLIC HEARING - ORDINANCE

ST/dc

CITY OF PLANO

PLANNING & ZONING COMMISSION

June 16, 2014

Agenda Item No. 6

Public Hearing: Zoning Case 2014-12

Applicant: City of Plano

DESCRIPTION:

Request to modify Subsection 3.1605 (Downtown Sign District) of Section 3.1600 (Sign Regulations) of Article 3 (Supplementary Regulations) and Subsection 2.821 (BG - Downtown Business/Government) of Section 2.800 (District Charts) of Article 2 (Zoning Districts and Uses) and related sections of the Zoning Ordinance to consider various amendments to the Downtown Sign District. Tabled May 19, 2014 and June 2, 2014.

REMARKS:

This item was tabled at the June 2, 2014 Planning & Zoning Commission meeting. It must be removed from the table.

The Downtown Sign District provides regulations for signage to ensure consistency with the historic, urban, pedestrian-oriented nature of the Downtown Business/Government (BG) zoning district. The BG district continues to attract the interest of the development community and is intended to serve as a pedestrian-oriented center for retail, office, governmental, cultural, entertainment, and residential uses. Design standards, allowable uses, and other development standards of the district have been amended over time to accommodate various opportunities.

Currently, the Downtown Sign District has two areas, A and B, which have different sign standards. Area A governs the "core" of the district which contains a pedestrian oriented form of development, while Area B covers areas outside the core which have historically contained more auto oriented forms of development. As the core of the BG district expands, staff believes it is appropriate to review the signage regulations of the Downtown Sign District and consider consolidating Areas A and B in order to standardize the signage regulations within the overall BG zoning district.

Recently, new urban development has occurred within the BG district, but outside the Area A “core,” which has caused compatibility issues in regards to signage within the district. As an example, the Junction 15 multifamily development is currently under construction on 15th Street. Under today’s standards, this site is located in Area B, and is prohibited from using projecting signs which are typical with pedestrian-oriented development. This is an early indication of possible signage incompatibility issues which may occur as the pedestrian-oriented urban core expands.

Primary Impacts

Allowances for several types of signs will be impacted by consolidating the sign standards. Staff is proposing that the allowance for pole signs be removed, and that all other signage previously permitted either in Area A or Area B be allowed anywhere within the BG zoning district. Signs which will be allowed anywhere in the BG district include A-frame/sandwich board signs, armature signs, awning signs, banner signs, directory signs, hanging signs, institution signs, marquee signs, municipally-owned signs, mural signs, onsite directional signs, projecting signs, wall signs, and window signs.

Pole Signs

Section 3.1600 (Sign Regulations) defines a pole sign as “any sign, which is erected on a vertical framework consisting of one or more uprights supported by the ground.” Currently, pole signs are allowed in Area B, but prohibited within Area A of the Downtown Sign District due to the nature of the urban core. As the core area expands, the allowance of additional pole signs should be prohibited as these signs may be considered inconsistent with pedestrian-oriented developments.

Disallowing pole signs will make four existing pole signs become nonconforming signs. The Downtown Sign District was created in 2000, and there are currently 15 existing pole signs within the District. Four of the signs conform to the existing regulations. Eleven of the signs are currently nonconforming as they do not comply with the maximum height limit of six feet. Ten of the signs are currently nonconforming because they do not meet the requirement of being constructed of two uprights with the sign face placed between the uprights.

In the event the nonconforming signs are destroyed, they would not be able to rebuild to their existing form and would have to be constructed to meet current sign regulations. Traditional, auto-oriented buildings may utilize other types of signage, such as armature signs, if an event occurs where an existing pole sign is removed. Currently, pole signs and armature signs have nearly identical size and location regulations:

	Pole Sign	Armature Sign
Sign Area	16 square feet	16 square feet
Maximum Sign Height	6 feet	6 feet
Maximum Sign Width	6 feet	4 feet
Location	Minimum 6 feet from the curb	Minimum 6 feet from the curb

Since these regulations are so similar, staff believes the removal of the allowance for pole signs will have a minimal effect on advertising opportunities for auto-oriented properties. Over time, staff believes the removal of existing pole signs will help improve the unique, historic aesthetic of downtown Plano.

Nonconforming Signs

Subsection 3.1604 (General) of Section 3.1600 (Sign Regulations) of Article 3 (Supplementary Regulations) contains regulations regarding nonconforming signs. Nonconforming signs may continue to be utilized as long as the occupant within the structure remains the same. They can be refinished or repainted but may not be modified from the original structure. If a nonconforming sign is destroyed, it may not be rebuilt. In the case of partial destruction of a nonconforming sign not exceeding 75% of its reasonable value, reconstruction will be permitted, but the size or function of the nonconforming sign cannot be expanded. Further, if a nonconforming sign is unused for a period of six months, then the sign is considered permanently abandoned and the city can request that it be removed. These nonconforming regulations apply to all signs within the City of Plano and are based on standards for nonconforming uses of structures in Section 2.700 (Nonconforming Uses and Structures). If the Planning and Zoning Commission wishes to amend the standards for nonconforming signs, staff recommends that the Commission request a call for a public hearing to make changes to the ordinance.

Other Modifications

In addition to removing the allowance for pole signs, staff is proposing other modifications in order to clean up and standardize the regulations. These updates include removing the descriptions and references to the sub-areas, updating the table of permitted signs, and cleaning up references to the Downtown Sign District throughout the Zoning Ordinance. Staff is also proposing to modify and relocate the signage standards from Subsection 3.1605 (Downtown Sign District) to Subsection 2.821 (BG - Downtown Business/Government).

Incentives Program

At the June 2, 2014 meeting, the Commission directed staff to examine creating an incentives program which would encourage property owners to remove nonconforming pole signs. The construction of a new, six-foot pole sign under the current Downtown Sign District standards would cost a property owner approximately \$1,500, not including costs for demolition. If an incentives program were to be created, staff would have concerns about the city dedicating funds and staff to create, promote, and manage a program which would have an impact on so few properties. Additionally, if a program were to be created, consideration should be made to allow all properties to participate within the city, not just those within downtown Plano. For these reasons, staff does not recommend creating an incentive program for this purpose at this time.

Grandfathering Signs

Another issue that the Commission directed staff to consider was allowing nonconforming pole signs to remain and be reconstructed. The city has standards for nonconforming signs, uses and structures, and there are rare instances where additional nonconforming language exists in the Zoning Ordinance. In those instances, language has typically been restricted to certain uses and functions of a property which have been approved prior to a zoning change. An example would be the language located within the Research/Technology (RT) zoning district which allows warehouse uses with a valid site plan approved prior to the initial zoning of RT to be exempt from certain requirements specified by the zoning district. If the Commission wanted to include similar language for pole signs in the BG district, the language could be structured as such:

“Existing pole signs with a valid sign permit approved prior to November 13, 2000 are exempt from the above requirements. If these signs are destroyed, or partially destroyed, they may be reconstructed but not expanded.”

Staff has several concerns about creating this language and believes it is important to maintain the current nonconforming regulations and not exempt pole signs for this purpose. Sign standards and aesthetics change over time. The city should retain the authority to require property owners to reconstruct signs, in the event they are destroyed, which meet current sign regulations. Including these standards would create an additional property right where one currently does not exist. Furthermore, staff is concerned about creating nonconforming sign rights for a few property owners based upon one type of sign located in one area of the city. If the Commission believes this issue is important to consider, the Commission could consider a general change to the sign regulations which would apply to all properties for all types of signs within the city; however, this is not recommended.

RECOMMENDATION:

Recommended for approval as follows: (Additions are indicated in underlined text; deletions are indicated in strikethrough text.)

Section 3.1600 - Sign Regulations

Subsection 3.1602 - Definitions

~~Downtown Sign District—The area described in Subsection 3.1605.~~

Subsection 3.1604 (General)

Overlay Districts/Planned Developments/Heritage Resource District/ ~~Downtown Sign District~~

Signs within an overlay district, planned development, or Heritage Resource District, ~~or Downtown Sign District~~ shall be regulated by the ordinance regulating signs located within the relevant district.

Subsection 3.1605 (Downtown Sign District)

This section was deleted in its entirety. Refer to Subsection 2.821 (BG-Downtown Business/Government).

Subsection 2.821 (BG - Downtown Business/Government)

6. Sign Regulations

4a. Purpose

The purpose of this section is to regulate the construction of new signs and alterations made to existing signs to ensure consistency with the historic, urban, pedestrian-oriented nature of this district, and the dense, compact development absent in other areas of the city. The objective of this section is to ensure (1) that new signage is appropriate to the architectural design of the building and the district and (2) that signs do not visually obscure significant architectural features of a building or the district in general.

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~~THENCE continuing along said 16th Street centerline to a point for a corner at the intersection of 16th Street and the centerline of the Dallas Area Rapid Transit (DART) R-O-W (variable R-O-W) located in Tract 68 of the Sanford Beck Survey, City of Plano, Collin County, Texas;~~

~~THENCE continuing south a distance of 1,125 feet along said DART R-O-W to a point for a corner intersecting the centerline of 14th Street (variable R-O-W);~~

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obscure any architectural accent, pattern, or object on the original structure.

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sign. (Exception: projecting signs that extend no more than 20 inches from a wall.)

vii. Community Special Events

City Council or the City Manager may authorize signs to advertise patriotic, special events, or special projects of general public interest ~~taking place within the boundaries of the Downtown Sign District.~~

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Any sign that is located upon or overhangs a public right-of-way shall be governed by a franchise agreement with the City of Plano.

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Special event signage shall be reviewed as part of the overall Special Event Permit as set out in the Code of Ordinances, City of Plano.

c. Signs Exempt

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A-frame/Sandwich Board Sign	X	X
Armature Sign		X
Awning Sign	X	X
Banner Sign	X	X
Directory Sign	X	X
Hanging Sign	X	X
Institution Sign (<i>ZC 2011-26; Ordinance 2011-11-7</i>)		X
Marquee Sign	X	X
Pole Sign		X
Municipally-owned Sign	X	X
Mural Sign	X	X
Onsite Directional Sign	X	X
Projecting Sign	X	

Wall Sign - Attached	X	X
Window Sign	X	
(X = Permitted)		

e. Permitted Signs

1. A-frame/Sandwich Board Sign
2. Armature Sign
3. Awning Sign
4. Banner Sign
5. Directory Sign
6. Hanging Sign
7. Institution Sign
8. Marquee Sign
9. Municipally-owned Sign
10. Mural Sign
11. Onsite Directional Sign
12. Projecting Sign
13. Wall Sign - Attached
14. Window Sign

f. Sign Standards

i. General

~~Each business within Area A with direct ground floor access is permitted one hanging sign and one awning or wall sign per street frontage.~~

~~Each business with direct first floor access within Area B is permitted one hanging, awning, or wall sign and one pole or armature sign per street frontage.~~

1. Each business with direct first floor access is permitted one hanging, awning, or wall sign and one armature sign per street frontage.

2. Each building is permitted one building identification sign.

ii. A-frame/Sandwich Board Signs

1. General

No more than one a-frame or sandwich board sign per

business shall be allowed, and a minimum of four feet of clear sidewalk shall be maintained at all times. The sign shall be sufficiently weighted or anchored to prevent movement by wind or other elements.

2. Sign Area and Size

No a-frame or sandwich board sign shall exceed eight square feet per face or four feet in height. The entire sign structure shall be calculated as the total of sign area.

iii. Armature Signs

1. Sign Area

The sign area of any one face shall not exceed 16 square feet in area. The sign area of an armature sign shall not comprise more than 70% of the entire sign structure.

2. Sign Size

The maximum height of an armature sign structure shall be six feet. The maximum width shall be four feet.

3. Location

An armature sign may be placed adjacent to the public right-of-way provided it does not encroach on the sight visibility triangle and is a minimum of six feet from the outside curb line.

iv. Awning Signs

1. Sign Location

The awning sign shall be located within the center 75% of the frontage of the awning, the tenancy, or the building face, whichever is least. Awning signs must maintain a minimum border of one inch between the letters or logo and the edge or a change of plane.

2. Sign Size

The maximum size of letters shall be eight inches. A logo may extend up to 12 inches tall provided the appropriate border is maintained.

v. Banner Signs

1. General

Each business shall be allowed two banner permits per calendar year, and each permit shall be good for a maximum of 30 days. A minimum of 30 days shall be required between each banner permit. Banners shall be kept in good repair and remain firmly anchored or secured.

2. Location and Content

No more than one banner sign shall be permitted across the facade of a building or business or in any other location on a single property. The city, or an agent of the city, may mount banners on street light standards and/or across the street for special events, subject to installation policy and the following regulations:

- a. A banner must display artwork or a message that pertains to the district, a holiday, a welcome, or a special event.
- b. Up to ten percent of the effective area of a banner may contain the words or logos that identify a sponsor of a cultural event or activity.
- c. No more than two banner signs shall be permitted across any one street between two intersecting streets.

vi. Building Identification Sign

Building identification signs shall be considered as projecting signs or wall signs, attached or painted, for purposes of this section, except when historic.

vii. Directory Signs

1. General

On multi-tenant buildings where there are two or more tenants without direct outside access to a public street, a directory sign may be allowed. One directory sign per street face is permitted.

2. Type

A directory sign may take the form of an armature sign, ~~pole sign~~, projecting sign on ground floor of a building, or wall sign on ground floor of a building and must follow the regulations for each.

3. Sign Area

A directory sign may contain four square feet, with an additional one-and-a-half square feet, for each tenant having a separate lease space, up to a maximum area of ten square feet.

viii. Hanging Signs

1. Location

Hanging signs must maintain a minimum clearance of seven feet above the sidewalk and one foot from the curb.

2. Sign Area

No hanging sign area shall exceed six square feet in area per face.

ix. Marquee Signs

1. General

Marquee signs shall be permitted only on a theater or performance hall. Only one marquee sign shall be allowed for each building containing a theater or performance hall.

2. Lighting

A marquee sign may have backlighting, exposed incandescent bulbs, or neon lighting.

3. Sign Area

The sign area of a marquee sign on a facility with a seating capacity of 750 or less may not exceed 100 square feet in area, including all sign faces. The sign area of a marquee sign on a facility with a seating capacity of more than 750 may not exceed 200 square feet.

4. Sign Size

Marquee signs must not exceed six feet in height and must maintain a minimum clearance of eight feet above the sidewalk.

x. Municipally-owned Signs

Municipally-owned signs shall be regulated by Subsection 3.1603.

xi. Mural Signs

Mural signs shall be regulated by Subsection 3.1603. ~~In Area A of this district, m~~Murals shall be attached rather than painted directly onto an exterior wall.

xii. Onsite Directional Signs

Onsite directional signs shall not exceed eight square feet or 30 inches in height and shall not contain advertising.

~~xiii. Pole Signs~~

~~1. General~~

~~Pole signs in the Downtown Sign District shall be constructed of two uprights with the sign face placed between the uprights.~~

~~2. Sign Area~~

~~The sign area of any one face shall not exceed 16 square feet in area. The sign area of a pole sign shall not comprise more than 70% of the entire sign structure.~~

~~3. Sign Size~~

~~The maximum height of a pole sign structure shall be six feet. The maximum width shall be six feet.~~

~~4. Location~~

~~A pole sign may be placed adjacent to the public right-of-way provided it does not encroach on the sight visibility triangle and is a minimum of six feet from the outside curb line.~~

xiv. Projecting Signs

1. General

Projecting signs greater than 20 inches in width must maintain a minimum clearance of seven feet above the ground or sidewalk and two feet from the curb. A projecting sign must not extend above the wall to which it is attached

2. Sign Area and Structure Size

A projecting sign located within seven feet of the ground or sidewalk shall not exceed five square feet in area per face. The area per face of a projecting sign located over seven feet above the ground or sidewalk shall be calculated based on the total height of the wall to which the sign is attached at one square foot per one foot of wall height. The maximum height of the total sign structure shall not exceed one-third of the total height of the wall to which it is attached and shall not project more than six feet.

xv. Wall Signs - Attached

1. General

An attached wall sign must be mounted parallel to the wall surface and may not extend above the wall to which it is attached. Attached wall signs may not project more than six inches from the wall surface.

2. Sign Area and Structure Size

The maximum permitted sign area for a single business or single storefront shall be one square foot per linear foot of business frontage along a public street. The width of the sign structure shall not exceed half the width of the business's linear frontage. The maximum height of the sign structure shall not exceed one-third of the total height of the wall to which it is attached.

3. Wall Signs Used for Building Identification Purposes

The sign area for an attached wall sign used for building identification purposes shall be calculated based on the width of the building's facade to which the sign is attached. The width of the sign structure shall not exceed

half the width of the building's linear frontage. The maximum height of the sign structure shall not exceed one-third of the total height of the wall to which it is attached.

xvi. Wall Signs - Painted

General

~~In Area A of the district, only existing historic, painted signs shall be allowed. They may be maintained and refurbished, but the message may not change. Painted wall signs shall be allowed in Area B of the district.~~

1. Sign Area

The maximum permitted sign area for a single business or single storefront shall be one square foot per linear foot of business frontage along a public street. The width of the sign shall not exceed half the width of the business's linear frontage. The maximum height of the sign shall not exceed one-third of the total height of the wall to which it is attached.

2. Wall Signs Used for Building Identification Purposes

The sign area for a painted wall sign used for building identification purposes shall be calculated based on the width of the building's facade to which the sign is attached. The width of the sign shall not exceed half the width of the building's linear frontage. The maximum height of the sign shall not exceed one-third of the total height of the wall to which it is attached.

xvii. Window Signs

1. General

Window signs shall only be permitted on the ground floor of a building.

2. Sign Area

- a. No window sign or signs shall cover more than 25% of any individual window.
- b. Window signs that exceed 15% of an individual window shall obtain a permit, unless the sign is a noncommercial temporary sign.
- c. Window sign area shall not exceed 40 square feet on any facade.

3. Signs may be applied to, attached to, or located within 12 inches of a window on the interior of the establishment.

xviii. Institution Signs

Institution signs shall not exceed 32 square feet with a maximum height of six feet, and shall be monument-type signs. Required setback shall be eight feet from the front property line (or any property line adjacent to a street) and 30 feet from any adjoining property line. Institution signs are limited to one per street front along major streets only as defined by Subsection 2.821 (5)(a)(i).

Section 2.800 - District Charts

Subsection 2.829 UMU - Urban Mixed-Use

15. Additional Requirements and Restrictions

- a. A UMU district or a group of buildings within the district may not be walled, fenced, or restricted from general public access.
- b. The second building constructed and all subsequent buildings may not be further than 150 feet from another building.
- c. The regulations, specifications, and design standards for signs contained in Subsection 2.821 (BG - Downtown Business/Government) ~~Subsection 3.1605 (Downtown Sign District) Area A~~ shall apply unless otherwise specified in this ordinance or in the adopted development plan.

Zoning Case 2014-12

An Ordinance of the City of Plano, Texas, amending Subsection 3.1605 (Downtown Sign District) of Section 3.1600 (Sign Regulations) of Article 3 (Supplementary Regulations) and Subsection 2.821 (BG-Downtown Business/Government) of Section 2.800 (District Charts) of Article 2 (Zoning Districts and Uses) and related sections of the Comprehensive Zoning Ordinance of the City, Ordinance No. 2006-4-24, as heretofore amended, to consider various amendments to the Downtown Sign District; and providing a publication clause, a penalty clause, a repealer clause, a savings clause, a severability clause, and an effective date.

WHEREAS, the City Secretary of Plano, Texas, directed that notices of a hearing be issued, as required by the Zoning Ordinance of the City of Plano and laws of the State of Texas, at a meeting of the City Council, to be held on the 28th day of July, 2014, for the purpose of considering a change in the Zoning Ordinance; and

WHEREAS, the City Secretary of the said City accordingly caused to be issued and published the notices required by its Zoning Ordinance and laws of the State of Texas applicable thereto, the same having been published in a paper of general circulation in the City of Plano, Texas, at least fifteen (15) days prior to the time set for such hearing; and

WHEREAS, the City Council of said City, pursuant to such notice, held its public hearing and heard all persons wishing to be heard both for and against the aforesaid change in the Zoning Ordinance, on the 28th day of July, 2014; and

WHEREAS, the City Council is of the opinion and finds that such change would not be detrimental to the public health, safety, or general welfare, and will promote the best and most orderly development of the properties affected thereby, and to be affected thereby, in the City of Plano, and as well, the owners and occupants thereof, and the City generally.

IT IS, THEREFORE, ORDAINED BY THE CITY COUNCIL OF THE CITY OF PLANO, TEXAS, THAT:

Section I. Subsection 3.1602 (Definitions) of Section 3.1600 (Sign Regulations) of Article 3 (Supplementary Regulations) of the Comprehensive Zoning Ordinance No. 2006-4-24, as the same has been heretofore amended, is hereby further amended to delete the Downtown Sign District definition, such section to read in its entirety as follows:

Section 3.1600 (Sign Regulations)

Subsection 3.1602 - Definitions

Term	Definition
Awning	An architectural projection, which provides weather protection, identity, and decoration and is supported by the building to which it is attached. It is composed of a lightweight, rigid, or retractable skeleton structure over which a thin cover of fabric or other materials is attached and may be illuminated.
Dilapidated or Deteriorated Condition - Any sign	Where elements of the surface or background have portions of the finished material missing, broken, or otherwise existing such that they are illegible.
	Where the structural support or frame members are visibly bent, broken, dented, or torn.
	Where the panel is visibly cracked or, in the case of wood and similar products, splintered in such a way as to constitute an unsightly or harmful condition.
	Where the sign or its elements are twisted, leaning, or at angles other than those at which it was originally erected (such as may result from being blown or the failure of a structural support).
	Where the message or wording can no longer be clearly read.
	Where the sign or its elements are not in compliance with the requirements of the current Electrical Code and/or the Building Code of the City of Plano.
Erect	To build, construct, attach, hang, place, suspend, affix, or paint a sign(s) on the exterior surface of a building or structure.
Face	The surface of the sign upon, against, or through which the message is displayed or illustrated.

Gross Surface Area of a Sign	The actual area of the face of the sign, unless the sign is not of a regular (square, rectangle, triangle, circle) shape. In the case of an irregular-shaped sign, the gross surface area shall be calculated by enclosing the extreme limits of the sign by no more than four contiguous rectangles. The sum of the areas of these rectangles shall be the gross surface area. However, for each rectangle over one, the maximum allowed square footage shall be reduced by ten percent.
	One rectangle - no reduction
	Two rectangles - ten percent reduction
	Three rectangles - 20% reduction
	Four rectangles - 30% reduction
	In the event two or more signs share a single structure, each sign or panel may be considered separately for square footage purposes, except that the combined footage of such signs cannot exceed the total square footage allowed for the sign.
	In the case of a monument sign, square footage shall be measured by the overall height and width of the sign, including the base.
In the case of a pole sign, up to eight inches is allowed to be deducted for actual support columns.	
Illuminated Sign	Any sign which has characters, letters, figures, or designs illuminated by electric lights, luminous tubes, or other means that are specifically placed to draw attention to, to light up, or to provide nighttime viewing of the subject matter on the sign face.
Logo	Any design or insignia of a company or product which is commonly used in advertising to identify that company or product.
Multitenant Commercial Development	A building or group of buildings including, but not limited to, shopping centers and office centers, constructed and managed as a total entity with customer and employee parking provided onsite.
Noncombustible Material	Any material which will not ignite at or below a temperature of 1,200 degrees Fahrenheit and will not continue to burn or glow at that temperature.
Nonstructural Trim	The retainer, battens, cappings, nailing strips, laticing, and platforms which are attached to a sign structure.

Person	Includes any individual, corporation, partnership, association, sole proprietorship, or other business entity.
Roof	Any exterior surface of a structure that has a slope of less than 60 degrees shall also include the topmost portion of any structure.
Searchlight	An apparatus capable of projecting a beam or beams of light in excess of 2M peak candlepower of 250,000 lumen.
Sight Visibility Triangle	Where one street intersects with another, the triangular area formed by extending two curb lines a distance of 45 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 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 to form the hypotenuse of the triangle.
Sign	Any device conveying either commercial or noncommercial messages or both commercial and noncommercial messages for visual communication that is used for the purpose of bringing the subject thereof to the attention of the public but not including any lawful display of merchandise. The term 'sign' shall also mean and include any display of one or more of the following:
	Any letter, numeral, figure, emblem, picture, outline, character, spectacle delineation, announcement, trademark, or logo.
	Multicolored bands, stripes, patterns, outlines, or delineations displayed for the purpose of commercial identification.
	Anything specified above in part or in combination by any means whereby the same are made visible from beyond the boundaries of the lot or parcel of property on which the same are displayed for the purpose of attracting attention outdoors to make anything known.
Sign - Abandoned	A sign that identifies a business, tenant, service, owner, product, event, or activity which no longer exists in the advertised location, or pertains to a time, event, or purpose which no longer applies. (ZC 13-21; Ordinance No. 2014-1-9)

Sign - A-frame/Sandwich Board	A self-supporting A-shaped sign with two visible sides that is situated on or adjacent to a sidewalk.
Sign - Agricultural	Any sign identifying the farm or ranch on which it is placed and advertising the produce, crops, animals, or poultry raised or quartered thereon.
Sign - Apartment	Any sign identifying a multifamily dwelling as defined herein including, but not limited to, apartment buildings, apartment complexes, and retirement complexes.
Sign - Armature	A freestanding sign that hangs below an arm extending horizontally from a vertical support planted in the ground.
Sign - Awning	Any awning containing signage used to identify a business, profession, service, product, or activity conducted, sold, or offered on the premises where such sign is located.
Sign - Billboard	Any pole sign, as that term is defined in this ordinance, having a face exceeding 100 square feet, and 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.
Sign - Building Identification	A sign which identifies the name of a building. It is generally centered near the top of the building wall or parapet. (<i>ZC 2000-74; Ordinance No. 2000-11-23</i>)
Sign - Canopy	Any sign erected on top of or flush against the face of a canopy. (<i>ZC 13-21; Ordinance No. 2014-1-9</i>)
Sign - Directional	Any onsite sign to direct the public to entrances, exits, and services relating to the property.
Sign - Directory	Any sign listing occupants within shopping centers, industrial sites, retail districts, office districts, and commercial sites.
Sign - Electronic	A variable message sign that utilizes computer-generated messages or some other electronic means of changing copy. (<i>ZC 33-21; Ordinance No. 2014-1-9</i>)
Sign - Freestanding	An onsite sign or three-dimensional representation of a figure or object not attached to any building, supported by uprights, braces, or some other approved support, which is capable of withstanding the stress from weight and wind load.
Sign - General Business	Any sign used to identify a business, profession, service, product, or activity conducted, sold, or offered on the premises where such sign is located.

Sign - Hanging	A sign that is suspended from the underside of an awning, canopy, or floor overhang. (ZC 2000-74; Ordinance No. 2000-11-23)
Sign - Historic	A sign that is 40 years old or older, is itself of historic significance, or contributes to the historic fabric of the area, including signs that are historically linked with the operation of the business (i.e. a barber pole). (ZC 2000-74; Ordinance No. 2000-11-23)
Sign - Identification	Any onsite sign which is used to identify shopping centers, industrial sites, retail districts, and commercial sites.
Sign - Incidental	Any sign containing information incidental to the operation of the business, such as, but not limited to, hours of operation, accepted credit cards, and parking information.
Sign - Institution	Any sign used to identify schools, religious facilities, hospitals, childcare facilities, and similar public or quasi-public institutions. (ZC 2010-06; Ordinance No. 2010-8-7)
Sign - Light Pole Banner	A sign, attached to a light pole standard, that is made of cloth, vinyl, metal, or other material manufactured for sign use. (ZC 2009-04; Ordinance No. 2009-5-15)
Sign - Marquee	A sign attached to, applied on, or supported by a marquee. A marquee is a permanent canopy projecting over the main entrance of a building.
Sign - Menu Board	Any onsite sign displaying the items offered at a drive-in or drive-through restaurant.
Sign - Monument	Any sign mounted to a solid base support at ground level.
Sign - Multipurpose	Any identification sign combined with either of the following:
	A directory sign.
	A reader board sign.

Sign - Municipal Marketing	A sign located on city property that is permitted pursuant to a Marketing Partnership Agreement between the City of Plano and a sponsor, donor, or partner pursuant to the City of Plano Marketing Partnership Policy, Section 140.000 of the City of Plano Policies and Procedures as the same may be amended from time to time. Municipal marketing signs shall comply with Subsection 3.1603 (Design and Construction Specifications). (ZC 2011-38; Ordinance No. 2012-1-3)
Sign - Multistory Office Wall	Any sign on a building with two or more stories for office use in which the tenant has no direct outside entrance from the tenant space. (ZC 2006-06; Ordinance No. 2006-9-16)
Sign - Municipally-owned	Any sign that identifies a park, entrance to the city, place of interest within the city, any city-sponsored event, or any municipally-owned facility. A municipally-owned sign does not include traffic or street identification signs.
Sign - Mural	A picture painted directly onto or applied to an exterior wall which does not contain logos or names of any business entity. (ZC 2009-04; Ordinance No. 2009-5-15)
Sign - Noncommercial	Any sign used for a noncommercial purpose.
Sign - Obsolete	Any sign which no longer serves a bona fide use or purpose.
Sign - Occupational	Any sign denoting the name and profession of an occupant in a commercial building or public institutional building.
Sign - Pole	Any sign, which is erected on a vertical framework consisting of one or more uprights supported by the ground.
Sign - Projecting	Any sign, except an awning, which projects perpendicularly from a building and which has one end attached to a building or other permanent structure.
Sign - Reader Board/Electronic Message Center	A variable message sign that utilizes computer/generated messages or some other electronic means of changing copy. (ZC 2009-04; Ordinance No. 2009-5-15)
Sign - Retaining Wall	Any onsite sign attached to a retaining wall. (ZC 2013-12; Ordinance No. 2013-8-16)
Sign - Roof	Any sign erected upon or above a roof of a building or structure.
Sign - Sandwich Board	See Sign, A-frame.
Sign - Special Event	Signage allowed in conjunction with a Special Event Permit.

Sign - Subdivision Entry	Any onsite freestanding sign identifying a residential subdivision.
Sign - Subdivision Wall Plaque	Any onsite sign attached to an approved masonry screening wall or entry feature in a subdivision.
Sign - Temporary	Any sign used to display information relating to a land use or event of limited duration which is not rigidly and permanently installed in the ground or attached to a building. Temporary signs are regulated by Article XII, Chapter 6, of the City of Plano Code of Ordinances.
Sign - Unified-lot	Any sign located on a premise consisting of two or more contiguous lots that the owner(s) has agreed to treat as one lot for the limited purpose of providing shared signage. <i>(ZC 2010-17; Ordinance No. 2010-11-5)</i>
Sign - V-shape	Any freestanding sign constructed of two panels in the form of a V, when seen from above, with a maximum angle between the panels of 45 degrees.
Sign - Wall	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. Neon tubing attached directly to a wall surface shall be considered a 'wall sign' when forming a border for the subject matter, when directing attention to the subject matter, or when forming letters, logos, or pictorial designs.
Sign - Window	Any sign, banner, poster, or display located on the internal or external surface of the window of any establishment for the purpose of advertising services, products, or sales available within such establishment or which announces the opening of such establishment.
Sign Setback	The horizontal distance between a sign and the front or side property line, as measured from that part of the sign, including its extremities and supports nearest to any point on any imaginary vertical plane projecting vertically from the front or side property line.
Vehicle Service Canopy	A covered structure which shelters a vehicle service use (such as a gas pump island or car wash) and is supported by either one or more columns or by the building to which it is an accessory and is open on two or more sides.
Wall	Any exterior surface of a structure that has a slope of 60 degrees or more.

Section II. Subsection 3.1604 (General) of Section 3.1600 (Sign Regulations) of Article 3 (Supplementary Regulations) of the Comprehensive Zoning Ordinance No. 2006-4-24, as the same has been heretofore amended, is hereby further amended to delete references to the Downtown Sign District, such portion of subsection to read as follows:

Subsection 3.1604 (General)

1. Overlay Districts/Planned Developments/Heritage Resource District

Signs within an overlay district, planned development, or Heritage Resource District shall be regulated by the ordinance regulating signs located within the relevant district.

Section III. Subsection 3.1605 (Downtown Sign District) of Section 3.1600 (Sign Regulations) of Article 3 (Supplementary Regulations) of the Comprehensive Zoning Ordinance No. 2006-4-24, as the same has been heretofore amended, is hereby further amended to delete the Downtown Sign District sign regulations, such subsection to read as follows:

Subsection 3.1605 (Downtown Sign District)

This section was deleted in its entirety. Refer to Subsection 2.821 (BG-Downtown Business/Government).

Section IV. Subsection 2.821 (BG - Downtown Business/Government) of Section 2.800 (District Charts) of Article 2 (Zoning Districts and Uses) of the Comprehensive Zoning Ordinance No. 2006-4-24, as the same has been heretofore amended, is hereby further amended to amend the Downtown Business/Government zoning district, such portion of subsection to read as follows:

Section 2.800 (District Charts)

Subsection 2.821 (BG - Downtown Business/Government)

6. Sign Regulations

a. Purpose

The purpose of this section is to regulate the construction of new signs and alterations made to existing signs to ensure consistency with the historic, urban, pedestrian-oriented nature of this district, and the dense, compact development absent in other areas of the city. The objective of this section is to ensure (1) that new signage is appropriate to the architectural design of the building and the district and (2) that signs do not visually obscure significant architectural features of a building or the district in general.

b. General Provisions

i. Issuance of Sign Permit

Signs shall conform to the criteria in this section and to appropriate city codes prior to issuance of a sign permit.

ii. Compatibility with Building Architecture

Signs should generally be designed to be compatible with the architectural composition of the building and the district and not obscure any architectural accent, pattern, or object on the original structure.

iii. Sign Materials

Sign finish materials shall be one of the following:

1. Metal, painted or enameled.
2. Cold cathode tube (neon).
3. Carved relief in stone or cast stone.
4. Wood or carved wood which is painted or sealed.
5. The use of plastic on the exterior of a sign is prohibited, except on a marquee and institution signs.

iv. Lighting of Signs

1. All electrical shall comply with the currently adopted version of the National Electrical Code.
2. Buildings and signs may be illuminated by remote light sources provided that these light sources are shielded to protect adjacent properties.
3. No illuminated sign may contain flashing or moving elements or change its brightness. (Exception: historic signs.)
4. No sign, except a marquee and institution signs, may be illuminated by fluorescent or back lighting. Institution signs with a reader board/electronic message center shall be illuminated in accordance with 3.1603(7). (Exception: historic signs.)

v. Historic Signs

Historic signs shall not be calculated in the number or area of allowed signs for the purposes of this ordinance. They shall not be considered nonconforming unless deemed noncontributing through the Certificate of Appropriateness process.

vi. Pedestrian Clearance

A minimum clearance of seven feet shall be maintained below signs that are located over a walkway area measured from the walkway surface to the lowest part of the sign. (Exception: projecting signs that extend no more than 20 inches from a wall.)

vii. Community Special Events

City Council or the City Manager may authorize signs to advertise patriotic, special events, or special projects of general public interest.

viii. Encroachment onto Public Right-of-Way

Any sign that is located upon or overhangs a public right-of-way shall be governed by a franchise agreement with the City of Plano.

ix. Special Event Signage

Special event signage shall be reviewed as part of the overall Special Event Permit as set out in the Code of Ordinances, City of Plano.

c. Signs Exempt

Signs with a sign area under four square feet and used in the operation of a business, such as hours of operation, credit cards accepted, and parking information shall not require a sign permit.

d. Signs Allowed/Prohibited

i. Allowed Signs

The following signs shall be allowed:

1. All signs specifically permitted in this section.
2. Development or construction signs.
3. Real estate signs.

ii. Prohibited Signs

The following signs are prohibited:

1. Any sign not specifically permitted by this section is prohibited.
2. Any sign that flashes, blinks, revolves, or is put into motion by the atmosphere will not be permitted unless otherwise allowed in this section.
3. Portable signs, except for a-frame or sandwich board signs, will not be permitted.

e. Permitted Signs

1. A-frame/Sandwich Board Sign
2. Armature Sign
3. Awning Sign
4. Banner Sign
5. Directory Sign
6. Hanging Sign
7. Institution Sign
8. Marquee Sign
9. Municipally-owned Sign
10. Mural Sign
11. Onsite Directional Sign
12. Projecting Sign
13. Wall Sign - Attached
14. Window Sign

f. Sign Standards

i. General

1. Each business with direct first floor access is permitted one hanging, awning, or wall sign and one armature sign per street frontage.
2. Each building is permitted one building identification sign.

ii. A-frame/Sandwich Board Signs

1. General

No more than one a-frame or sandwich board sign per business shall be allowed, and a minimum of four feet of clear sidewalk shall be maintained at all times. The sign shall be sufficiently weighted or anchored to prevent movement by wind or other elements.

2. Sign Area and Size

No a-frame or sandwich board sign shall exceed eight square feet per face or four feet in height. The entire sign structure shall be calculated as the total of sign area.

iii. Armature Signs

1. Sign Area

The sign area of any one face shall not exceed 16 square feet in area. The sign area of an armature sign shall not comprise more than 70% of the entire sign structure.

2. Sign Size

The maximum height of an armature sign structure shall be six feet. The maximum width shall be four feet.

3. Location

An armature sign may be placed adjacent to the public right-of-way provided it does not encroach on the sight visibility triangle and is a minimum of six feet from the outside curb line.

iv. Awning Signs

1. Sign Location

The awning sign shall be located within the center 75% of the frontage of the awning, the tenancy, or the building face, whichever is least. Awning signs must maintain a minimum border of one inch between the letters or logo and the edge or a change of plane.

2. Sign Size

The maximum size of letters shall be eight inches. A logo may extend up to 12 inches tall provided the appropriate border is maintained.

v. Banner Signs

1. General

Each business shall be allowed two banner permits per calendar year, and each permit shall be good for a maximum of 30 days. A minimum of 30 days shall be required between each banner permit. Banners shall be kept in good repair and remain firmly anchored or secured.

2. Location and Content

No more than one banner sign shall be permitted across the facade of a building or business or in any other location on a single property. The city, or an agent of the city, may mount banners on street light standards and/or across the street for special events, subject to installation policy and the following regulations:

- a. A banner must display artwork or a message that pertains to the district, a holiday, a welcome, or a special event.
- b. Up to ten percent of the effective area of a banner may contain the words or logos that identify a sponsor of a cultural event or activity.
- c. No more than two banner signs shall be permitted across any one street between two intersecting streets.

vi. Building Identification Sign

Building identification signs shall be considered as projecting signs or wall signs, attached or painted, for purposes of this section, except when historic.

vii. Directory Signs

1. General

On multi-tenant buildings where there are two or more tenants without direct outside access to a public street, a directory sign may be allowed. One directory sign per street face is permitted.

2. Type

A directory sign may take the form of an armature sign, projecting sign on ground floor of a building, or wall sign on ground floor of a building and must follow the regulations for each.

3. Sign Area

A directory sign may contain four square feet, with an additional one-and-a-half square feet, for each tenant having a separate lease space, up to a maximum area of ten square feet.

viii. Hanging Signs

1. Location

Hanging signs must maintain a minimum clearance of seven feet above the sidewalk and one foot from the curb.

2. Sign Area

No hanging sign area shall exceed six square feet in area per face.

ix. Marquee Signs

1. General

Marquee signs shall be permitted only on a theater or performance hall. Only one marquee sign shall be allowed for each building containing a theater or performance hall.

2. Lighting

A marquee sign may have backlighting, exposed incandescent bulbs, or neon lighting.

3. Sign Area

The sign area of a marquee sign on a facility with a seating capacity of 750 or less may not exceed 100 square feet in area, including all sign faces. The sign area of a marquee sign on a facility with a seating capacity of more than 750 may not exceed 200 square feet.

4. Sign Size

Marquee signs must not exceed six feet in height and must maintain a minimum clearance of eight feet above the sidewalk.

x. Municipally-owned Signs

Municipally-owned signs shall be regulated by Subsection 3.1603.

xi. Mural Signs

Mural signs shall be regulated by Subsection 3.1603. Murals shall be attached rather than painted directly onto an exterior wall.

xii. Onsite Directional Signs

Onsite directional signs shall not exceed eight square feet or 30 inches in height and shall not contain advertising.

xiii. Projecting Signs

1. General

Projecting signs greater than 20 inches in width must maintain a minimum clearance of seven feet above the ground or sidewalk and two feet from the curb. A projecting sign must not extend above the wall to which it is attached

2. Sign Area and Structure Size

A projecting sign located within seven feet of the ground or sidewalk shall not exceed five square feet in area per face. The area per face of a projecting sign located over seven feet above the ground or sidewalk shall be calculated based on the total height of the wall to which the sign is attached at one square foot per one foot of wall height. The maximum height of the total sign structure shall not exceed one-third of the total height of the wall to which it is attached and shall not project more than six feet.

xiv. Wall Signs - Attached

1. General

An attached wall sign must be mounted parallel to the wall surface and may not extend above the wall to which it is attached. Attached wall signs may not project more than six inches from the wall surface.

2. Sign Area and Structure Size

The maximum permitted sign area for a single business or single storefront shall be one square foot per linear foot of business frontage along a public street. The width of the sign structure shall not exceed half the width of the business's linear frontage. The maximum height of the sign structure shall not exceed one-third of the total height of the wall to which it is attached.

3. Wall Signs Used for Building Identification Purposes

The sign area for an attached wall sign used for building identification purposes shall be calculated based on the width of the building's facade to which the sign is attached. The width of the sign structure shall not exceed half the width of the building's linear frontage. The maximum height of the sign structure shall not exceed one-third of the total height of the wall to which it is attached.

xv. Wall Signs - Painted

1. Sign Area

The maximum permitted sign area for a single business or single storefront shall be one square foot per linear foot of business frontage along a public street. The width of the sign shall not exceed half the width of the business's linear frontage. The maximum height of the sign shall not exceed one-third of the total height of the wall to which it is attached.

2. Wall Signs Used for Building Identification Purposes

The sign area for a painted wall sign used for building identification purposes shall be calculated based on the width of the building's facade to which the sign is attached. The width of the sign shall not exceed half the width of the building's linear frontage. The maximum height of the sign shall not exceed one-third of the total height of the wall to which it is attached.

xvi. Window Signs

1. General

Window signs shall only be permitted on the ground floor of a building.

2. Sign Area

a. No window sign or signs shall cover more than 25% of any individual window.

b. Window signs that exceed 15% of an individual window shall obtain a permit, unless the sign is a noncommercial temporary sign.

c. Window sign area shall not exceed 40 square feet on any facade.

3. Signs may be applied to, attached to, or located within 12 inches of a window on the interior of the establishment.

xvii. Institution Signs

Institution signs shall not exceed 32 square feet with a maximum height of six feet, and shall be monument-type signs. Required setback shall be eight feet from the front property line (or any property line adjacent to a street) and 30 feet from any adjoining property line. Institution signs are limited to one per street front along major streets only as defined by Subsection 2.821 (5)(a)(i).

Section V. Subsection 2.829 (UMU – Urban Mixed-Use) of Section 2.800 (District Charts) of Article 2 (Zoning Districts and Uses) of the Comprehensive Zoning Ordinance No. 2006-4-24, as the same has been heretofore amended, is hereby further amended to amend the Urban Mixed-Use zoning district, such portion of subsection to read as follows:

Subsection 2.829 (UMU - Urban Mixed-Use)

15. Additional Requirements and Restrictions

- a. A UMU district or a group of buildings within the district may not be walled, fenced, or restricted from general public access.
- b. The second building constructed and all subsequent buildings may not be further than 150 feet from another building.
- c. The regulations, specifications, and design standards for signs contained in Subsection 2.821 (BG - Downtown Business/Government) shall apply unless otherwise specified in this ordinance or in the adopted development plan.

Section VI. All provisions of the ordinances of the City of Plano in conflict with the provisions of this Ordinance are hereby repealed, and all other provisions of the Ordinances of the City of Plano, not in conflict with the provisions of this Ordinance, shall remain in full force and effect.

Section VII. The repeal of any ordinance or part of ordinances affectuated by the enactment of this Ordinance shall not be construed as abandoning any action now pending under or by virtue of such ordinance or as discontinuing, abating, modifying or altering any penalty accruing or to accrue, or as affecting any rights of the municipality under any section or provisions of any ordinance at the time of passage of this Ordinance.

Section VIII. Any violation of the provisions or terms of this ordinance by any person, firm or corporation shall be a misdemeanor offense and shall be subject to a fine in accordance with Section 1-4(a) of the City Code of Ordinances for each offense. Every day a violation continues shall constitute a separate offense.

Section IX. It is the intention of the City Council that this Ordinance, and every provision hereof, shall be considered severable and the invalidity or partial invalidity of any section, clause or provision of this Ordinance shall not affect the validity of any other portion of this Ordinance.

Section X. This Ordinance shall become effective immediately upon its passage and publication as required by law.

PASSED AND APPROVED THIS THE 28TH DAY OF JULY, 2014.

Harry LaRosiliere, MAYOR

ATTEST:

Lisa C. Henderson, CITY SECRETARY

APPROVED AS TO FORM:

Paige Mims, CITY ATTORNEY