

SIGNS REGULATIONS

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A. GENERAL PROVISIONS

1. Title

This Chapter may be known as the Sign Ordinance or Cleburne Sign Code.

2. Authority

This chapter is adopted pursuant to Chapters 9 and 216 of the Texas Local Government Code, the City Charter, and the City's inherent police power, granted by its charter, and the Texas Constitution.

3. Purpose and Intent

By adopting this Chapter, the City Council intends to balance several important and competing interests, including the constitutional right to free speech and the public interests in safety and aesthetics. Signs are part of the public way and thereby influence public safety within the public way as well as city identity and aesthetic quality. More specifically, this Chapter seeks to minimize traffic hazards imposed by information chaos within the public way, controlling visual clutter, facilitate orientation and business location within the city fabric, and reinforce city identity. It is the purpose of this Chapter to regulate the construction, reconstruction, erection, installation, placement, relocation, maintenance, display, use, modification, alteration, and removal of private signs within the City, in a manner that does not favor commercial speech over noncommercial speech and does not regulate speech by content. The intent of this Chapter is to promote public health, safety, and welfare and achieve the following:

- a. Encourage effective use of the signs on private property as a means of communication, by providing that:
 - i. Aid customers, city visitors, and other patrons in finding and locating a business, service, or receive a non-commercial message;
 - ii. Assure that no person or group is arbitrarily denied the use of sight lines from the public right of way for communication purposes; and
 - iii. Facilitate legible and comprehensible communications between establishments and the public within the public way.
- b. To enhance public safety within the public way by providing signs that:
 - i. To the extent feasible, make it possible that persons are not overwhelmed by the number of messages presented to the extent that public safety information is obscured, information that one seeks cannot easily be found, and persons are able to observe or ignore messages according to the observer's purpose;
 - ii. Do not create constitute a hazard due to disruption of the Public Right of Way such as confusing or distracting motorists, impairing a driver's ability to see the Public Right of Way, impair the ability to see traffic signs;
 - iii. Are not constructed without proper engineering design to prevent collapse, fire hazard, or decay; and
 - iv. Are not left abandoned to become a blight.
- c. To maintain and enhance the aesthetic environment and the City's ability to attract sources of economic development and growth by providing signs that:



- i. Do not interfere with scenic views;
 - ii. Do not create a nuisance to persons using the public right of way;
 - iii. Do not create a nuisance to the occupant of adjacent or contiguous property by their brightness, size, height, design, or movement;
 - iv. Are not detrimental to land or property values; and/ or
 - v. Contribute to the special character of particular places or districts within the City, thereby, helping the observer to understand the city and orient within it.
- d. To regulate signs generally by classifying each sign according to its design and construction type and by regulating such types as they occur within certain Sign Districts throughout Cleburne. Such regulations will address the type, number, size, height, and placement within a site of signs according to their location in the various Sign Districts.
 - e. To establish the minimum necessary and least burdensome requirements in order to accomplish the purposes contained herein.

4. Sign Policies

- a. **Message neutrality policy.** It is the policy of the City to regulate signs in a manner that does not favor commercial speech over noncommercial speech and does not regulate speech by message content.
- b. **Message substitution policy.** Subject to the private property owner's consent, a constitutionally protected noncommercial message of any category or content may be substituted, in whole or in part, for any allowed commercial message or any other protected noncommercial message or content. Such substitution of message may be made without any additional approval or permitting. The purpose of this provision is to prevent any favoring of commercial speech over non-commercial speech, or favoring of any particular protected noncommercial message over any other protected noncommercial message. Message substitution is a continuing right which may be exercised any number of times. The message substitution right does not: 1) create a right to increase the total amount of sign display area on a site or parcel; 2) create a right to substitute an off-site commercial message in place of an on-site commercial message or in place of a noncommercial message; 3) affect the requirement that a sign structure or mounting device must be properly permitted; 4) authorize changing the physical method of image presentation (such as digital or neon) display without a permit; or 5) authorize a physical change to the sign structure without compliance with this Chapter or applicable building codes, safety codes, and applicable rules for sign size, height, orientation, setback, separation, or illumination.
- c. **Enforcement authority.** The City Building Official is authorized and directed to administer and enforce this chapter.
- d. **Administrative interpretations.** Interpretations of this Chapter are to be made initially by the Building Official in consultation with the City Attorney. All interpretations of this Chapter are to be exercised in light of the message neutrality and message substitution policies. Where a particular type of sign is proposed, and the type is neither expressly allowed nor prohibited by this Chapter, or whenever a sign does not qualify as a "structure" as defined in the Building Code, as adopted by the City, the Building Official shall approve or disapprove the application

based on the most similar sign type that is legal under the current Code, using physical and structural similarity, that is expressly regulated by this Chapter. Appeal to the City Council over denial of an application may be taken, as provided in Sec. A.10 of these regulations.

- e. **Responsibility for compliance.** The responsibility for compliance with this Chapter rests jointly and severally upon the sign owner, the permit holder, all parties holding the present right of possession, and control of the property whereon a sign is located, mounted, or installed.
- f. **On-premise/off-premise distinction.** Within this Chapter, the distinction between on-site signs and off-site signs applies only to commercial messages. It does not apply to non-commercial messages.
- g. **Billboards.** New billboards are prohibited. Existing legal non-conforming billboards may not be converted to digital display.
- h. **Promotion of Sign Space.** It is the intent of this Chapter to support signs that are architecturally enclosed. Placement of a sign within an architectural enclosure best accomplishes the public health, safety, and welfare issues established above.
- i. **Regulation through Sign Districts.** Sensitivity to signs and the impact of signs upon public use of the public way will vary depending on the type of street, the dominant land use, and the significance of the location as corridor, node, or other area of special focus. Therefore regulation of signs in the City will be specific to Sign Districts that capture these key differences. Sign Districts are based upon land use zones as established by the Cleburne Comprehensive Plan adopted in 2014.

5. Applicability

The regulations in this Chapter shall apply to all on premise signs within the corporate limits of the City. Regulations of off-premise signs shall apply within the City's corporate limits and its extraterritorial jurisdiction.

6. Conformity Required

- a. No sign shall be erected, reconstructed or repaired after the effective date of this ordinance unless at least one of the following conditions is satisfied:
 - i. Such erection, reconstruction, or repair meets all the provisions of this or any other applicable ordinance adopted by the City of Cleburne, Texas.
 - ii. An existing sign has rights of non-conformance (Section A.16).
 - iii. The work on a sign can be classified as ordinary maintenance (Sec. A.19).
 - iv. Repairs are necessary to prevent a hazardous condition. Such repairs include major structural repair which affects the structural integrity of the sign and constitutes a hazard to the public health, safety, and welfare.
- b. Changing the face of a sign shall not require a sign permit, provided that such a change is made to an existing sign face, without changing the sign type, height, or shape.

7. Definitions

The following words, terms and phrases, when used in this Chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

- a. **Abandoned Sign.** A sign which, for at least six (6) continuous months, does not identify or advertise a bona fide business, establishment, lessor, service, owner, product, or activity; for

which no legal owner can be found; or which pertains to a time, event or purpose which no longer applies.

- b. **Architectural Sign Structure.** A detached, free-standing structure that is not a building but has the appearance of a building or building component (such as a tower) in which a sign(s) is displayed.
- c. **Architecturally Enclosed Sign.** A detached sign where the sign space is mounted on and framed by architectural features.
- d. **Awning.** A structure made of cloth with metal/ other material for support and affixed to a building in such a manner that the structure is permanent or can be raised or retracted. Signs painted on, printed on or mounted on are called "Awning Signs".
- e. **Building Envelope.** A Horizontal Envelope engaging the vertical walls of the building and the structures attached thereto.
- f. **Canopy.** A structure made of metal or other material with frame affixed to a building and carried by a frame that is permanently supported by the ground or cantilevered from the building façade.
- g. **City Property.** Any parcel of land, or separately leasable space, over which the City (or any of its owned or controlled entities) holds the present right of possession and control, regardless of who may hold legal fee title, or that is within the public right-of-way.
- h. **Curb line.** An imaginary line drawn along and parallel to the outermost part or back of the curb and gutter on either side of a public street; or, if there is no curb and gutter, along and parallel to the outermost portion of the paved street; or, if there is no paved street, along and parallel to the outermost edge of the traveled portion of the street.
- i. **Digital Display.** Image display methods utilizing LED (light emitting diode), LCD (liquid crystal display), plasma display, projected images, or any functionally equivalent technology, and which is capable of automated, remote or computer control to change the image, either in a "slide show" manner (series of still images), or full motion animation, or any combination of them.
- j. **Dilapidated or Deteriorated Sign.** A sign:
 - i. Where any portion of the finished material, surface or message portion of the sign is visibly faded, flaked, broken off, missing, cracked, splintered, defective, or is otherwise visibly deteriorated or in a state of disrepair so as not to substantially appear as it was intended or designed to appear when originally constructed; or
 - ii. Whose elements or the structural support or frame members are visibly bent, broken, dented or torn, twisted, leaning or at angles other than those at which it was originally erected, such as may result from being blown or by the failure of a structural support.
- k. **Display Face.** The portion of a sign that is available for displaying sign copy, together with any frame, color, panel, ornamental molding, or condition which forms an integral part of the sign copy and which is used to differentiate such sign copy from any wall or background against which it may be placed. Those portions of the supports, uprights or base of a sign that do not function as a sign shall not be considered as part of the display face.
- l. **Establishment.** Any legal use of land, other than long-term residential, which involves the use of structures subject to the Building Code. By way of example and not limitation, this

definition includes businesses, factories, farms, schools, hospitals, hotels and motels, offices and libraries, but does not include single-family homes, mobile homes, residential apartments, residential care facilities, or residential condominiums. Multi-unit housing developments are considered establishments during the time of construction; individual units are not within the meaning of establishment once a Certificate of Occupancy has been issued or once a full-time residency begins.

- m. **Existing Sign.** A permanent sign displayed in the City on and before the effective date of this Chapter.
- n. **External Illumination.** Illumination of a sign which is produced by an artificial source of light which is not contained within the sign itself.
- o. **Flag.** A piece of fabric or other flexible material, usually rectangular, of distinctive design, used as a symbol of any state, nation, political subdivision or entity, or any non-profit group, corporation, or entity, or containing any non-commercial message.
- p. **Mobile Billboard.** A motorized vehicle with sign display area that is used for general advertising for hire. Mobile billboard advertising includes any vehicle, or wheeled conveyance which carries, conveys, pulls, or transports any sign or billboard.
- q. **Neon or other Gas Tube Illumination.** Illumination produced by a light source consisting of a neon or other gas tube which is bent to form letters, symbols, or other shapes.
- r. **Permanent Sign.** A sign that is solidly attached to a building, structure, or the ground by means of mounting brackets, bolts, welds, or other combination of attachment methods, thereby rendering the sign non-moveable or difficult to reposition without the use of machinery, cutting devices, or mechanical devices. See also "Temporary Sign".
- s. **Portable Sign, Electrical.** Any portable sign that is directly connected to an AC/DC power source whether is a cord or cable laid upon the ground, above ground, or underground.
- t. **Premises.** A Premise is either of the following:
 - i. For any developed property, the lot or contiguous area of real property which encompasses all the buildings, structures, appurtenances and land devoted to a common use, such as a shopping center or a business occupying and using multiple contiguous lots; or
 - ii. For undeveloped property, the area of real property designated as a lot on a plat approved in accordance with law and filed with the county clerk's office, or an unplatted tract of land as conveyed by deed or operation of law and recorded in the deed records of the county.
- u. **Sign.** The display of any visually communicative image placed on public display and visible from the exterior of any portion of the public right-of-way or place open to passage by the public. The definition does not include the following enumerated items:
 - i. aerial banners towed behind aircraft;
 - ii. decorative or architectural features of buildings (not including lettering, trademarks or moving parts), which do not perform a communicative function (examples include color stripes around an office building or retail store);
 - iii. messages on automated teller machines (ATM's);

- iv. permanent inscriptions on cornerstones and foundation stones;
- v. the legal use of fireworks, candles and artificial lighting not otherwise regulated by this Chapter;
- vi. permanent inscriptions on grave markers, gravestones, headstones, mausoleums, shrines, and other markers of the deceased;
- vii. permanent inscriptions on historical monuments, plaques and tablets;
- viii. seasonal decorations, including inflatable objects, on private residential property which are on display for not more than forty-five (45) consecutive calendar days per year and which do not include commercial messages;
- ix. inflatable, temporary, and moveable gymnasium devices, commonly used for children's birthday parties, and similar devices (also called "party jumps" or "bounce houses"), located for not more than three consecutive days on private residential property;
- x. visual communicative devices that are located entirely within a building or other enclosed structure and are not visible from the exterior;
- xi. marks on tangible products, placed by the manufacturer of the product, which customarily remain attached to the product even after sale;
- xii. graphic images mounted on duly licensed and authorized mass transit vehicles that legally pass through the City;
- xiii. permanent messages or images on news racks, newspaper vending devices and newsstands;
- xiv. any aspect of an individual's personal appearance, including makeup, masks, wigs, costumes, jewelry, and apparel;
- xv. safety warnings on motorized or electrified equipment;
- xvi. searchlights used as part of a search and rescue or other emergency service operation (this exclusion does not apply to searchlights used as attention attracting devices for commercial or special events);
- xvii. permanent messages or images on shopping carts, golf carts, horse drawn carriages, and similar devices (any motorized vehicle which may be legally operated upon a public right-of-way is not within this exclusion);
- xviii. symbols of non-commercial organizations or concepts including, but not limited to, religious or political symbols, when such are permanently integrated into the architecture of a permanent building which is otherwise legal, by way of example and not limitation, such symbols include stained glass windows on churches, carved or bas relief doors or walls, bells and statuary;
- xix. messages or images on street legal vehicles and properly licensed watercraft, including but not limited to license plates, license plate frames, registration insignia, bumper stickers, any non-commercial messages, messages relating to the business of which the vehicle or vessel is an instrument or tool and messages relating to the proposed sale, lease or exchange of the vehicle or vessel;
- xx. flags;

- xxi. information placed on merchandise for sale in retail yards; or
 - xxii. words or images depicted on pickets, posters, signs or other items that are carried or held by one or more persons that are not attached to, placed into, or rested on the ground.
- v. **Horizontal Envelope.** The distance between the street right-of-way and the sign. There are three (3) Sign Setback Envelopes: Streetscape Envelope, Internal Envelope, and Building Envelope.
 - w. **Sign Space.** Sign Space means the area enclosed by the smallest imaginary regular shape (e.g., parallelogram, triangle, circle, trapezoid) or combination of regular shapes that will encompass the extreme limits of the writing, representation, emblem, or other display, or combination thereof, together with any material or color forming an integral part of the display or used to differentiate the sign from the backdrop or structure against which it is placed. Sign Area includes such features as decorative or ornamental elements or features, borders, trims, but not including the architectural enclosure or supporting structure which is used solely for support of the sign, such as poles columns and cables, pylons, or architectural enclosures.
 - x. **On-Premise Sign Envelope.** On-premise Sign Envelopes define the placement of a sign on the premises. They include the Horizontal Envelope, the Vertical Envelope and the Structural Envelope.
 - i. **Horizontal Envelope.** The horizontal placement of a sign on a property, in relation to the street fronting right of way line.
 - ii. **Vertical Envelope.** The height for a particular sign.
 - iii. **Structural Envelope.** The location on or within a structure that can be occupied by the permitted sign space.
 - y. **Sign Structure.** Sign Structure is the architectural enclosure, supporting structure or accessory structure upon or within which approved sign space is located.
 - z. **Supporting Structure.** Any pole, pylon, post, frame, cable, foundation, or other supporting structural materials or fixtures arranged, designed or used to hold, secure or support a sign, abandoned sign, or part thereof.
 - aa. **Streetscape Envelope.** A Horizontal Envelope engaging the space between the curb line and the edge of the Internal Envelope (varies by Street Type).
 - bb. **Internal Envelope.** A Horizontal Envelope engaging the space between the Streetscape Envelope and the Building Envelope (varies by Street Type).
 - cc. **Vertical Envelope.** The height range within which certain sign types occur.
 - dd. **Visibility Point.** The viewing locations, at a height of six (6) feet, determined by extending the side yard setback lines of the property so as to intersect the curb line of the public street fronting the property, then measuring from the intersecting points along the curb line away from the property in each direction for a distance of one hundred (100) feet. If the street fronting the property is one-way, the visibility point in the direction from which traffic approaches the property shall be used to determine the visibility requirement.

8. Enforcement

The Cleburne Building Official shall administer the provision of this Chapter. The Building Official or the City Manager may delegate duties and powers granted to and imposed upon the Building Official by this Chapter.

- a. The Building Official is authorized to:
 - i. Request additional submittal materials if he or she deems necessary to determine compliance;
 - ii. Approve or deny a permit;
 - iii. Issue a notice of violation if a sign is constructed or being constructed and does not comply with the requirements of this Chapter; and/or
 - iv. Issue a notice of fine if the violation continues or is not remedied within 14 days of the receipt of a notice of violation.

9. Procedures

- a. **Sign Permit Required.** No sign shall be erected, constructed, relocated, altered, repaired, or maintained without first obtaining a permit from the Building Official and paying the applicable fee to the City. Any sign proposed on public property must have prior approval of the Building Official (Sec. A.17). Modifications to an existing sign that consist of a changing of the sign cabinet, frame, structural support, or other structural element will require a permit in accordance with this Chapter.
- b. **Applications.** All applications for a sign permit shall include a drawing with scalable dimensions of the proposed sign showing the height, width, setbacks, coverage, and areas, as they are regulated by this Chapter, as well as such dimensions for all existing signs maintained on the premises and visible from the right of way. The submittal shall also include a drawing of the building façade, indicating the proposed location of the sign (if building mounted) and specifications. The Building Official may require the filing of other plans or other pertinent information when, in their opinion, such information is necessary to insure compliance with these sign regulations. All sign drawings and specifications submitted in accordance with this Chapter shall have the seal of a registered structural engineer and/or mechanical engineer on all structural and electrical details and specifications.
- c. **Electrical permit.** Prior to issuance of a permit for a sign in which electrical wiring and connections are to be used, a proper electrical permit must be obtained. The Building Official shall examine the plans and specifications submitted with the application to insure compliance with the Electrical Code of the City. No sign shall be erected in violation of the Electrical Code.
- d. **Sign Fee.** Fee for any permit that is required in order to erect, alter, replace, relocate, or repair a sign shall be in accordance with the City's fee schedule.
- e. **Sign permit granted.** The Cleburne Building Official shall examine the submittal materials to determine compliance with the various requirements of this Chapter and issue a permit if an application is deemed to comply. A sign permit shall be granted if the submitted application complies with the requirements of this chapter.

- f. **Certificate of Occupancy.** The Building Official shall not issue a certificate of occupancy for any property on which a sign or supporting structure does not meet the requirements of this chapter.

10. Appeals and Variances

- a. **Grievance as a condition for appeal.** Any aggrieved person may appeal the determination of the Building Official regarding a sign permit by filing such appeal with the Building Official.
- b. **Appeals of administrative determinations.** In order to determine the suitability of alternative materials and methods of construction and provide for reasonable interpretation of the provisions of this Chapter, the City Council shall hear appeals with regard to any determination of the Building Official regarding a sign permit. Any such appeal shall be brought by written application, filed by the Sign Permit applicant with the Building Official within 10 days following the action which is the subject of the appeal. The application shall specify the grounds for the appeal. Enforcement of this Chapter shall be stayed pending the appeal. In hearing the appeal, the City Council shall review the determination of the Building Official. The City Council shall then act on the subject of the appeal. In no event will decision on the appeal be more than 45 days from the date the appeal is filed. The decision of the City Council shall be final.
- c. **City Council variance authority.** The City Council is given the authority to hear and grant variances related to the provisions of this Chapter and related to the utilization of all signs including, but not limited to, electronic display screens or electronic message display sign (EMC) provided that the variance does not:
 - i. augment or increase the types of signs permitted by this Chapter for location within the Street Interface Zone;
 - ii. increase the permitted area of a pole sign by more than 10 percent without amendment of this Chapter;
 - iii. decrease the setback or separation standards for billboards without amendment of this Chapter; or
 - iv. allow an applicant to reuse a pole that is currently located within the Street Interface Zone and/ or has not been structurally certified by a registered engineer as structurally capable of accommodating the new use.
- d. In all cases not affected by the above limitations, the Council may authorize a variance to any restriction set forth in this chapter, including, but not limited to, the number, type, area, height, or setback of signs of any other aspect involve in the sign permitting process.
- e. **Variance procedure.** A property owner or the owner's authorized representative may file an application with the Building Official for a variance that will provide the applicant appropriate relief from the standards of this Chapter. Upon filing of an application, the Building Official will, within 10 business days, determine whether the application is complete. The application for a variance shall be accompanied by a non-refundable \$750.00 application fee. The Building Official will make arrangements with the City Secretary's Office to have the item placed on the next available City Council Agenda in accordance with the preset schedule for such meetings, or a public hearing. In no event will the hearing date be more than 45 days

from the date the application for a variance is deemed complete. The City Council shall rule on the variance at the conclusion of the hearing.

- i. Notice. Notice of the variance hearing shall be by posting on the agenda for the City Council in compliance with applicable law.
- ii. Approval standards: In granting any variance, City Council shall consider the following criteria and shall grant a variance only if:
 - a) Special conditions exist which are peculiar to the land, structure, or building involved and are not applicable to other lands, buildings or structures in the same vicinity. The City may attach such conditions to granting all or a portion of any variance necessary to achieve the purpose of this chapter;
 - b) The strict interpretation of the provisions of this Chapter would deprive the applicant of rights commonly enjoyed by other properties in the vicinity under the terms of the ordinance. This condition of comparable enjoyment does not apply to properties with signs that predate the adoption of these restrictions nor those properties that hold vested rights of non-conformance;
 - c) The special conditions and circumstances do not result from the actions of the applicant and such conditions and circumstances do not merely constitute monetary hardship or inconveniences;
 - d) Granting the variance will meet the objectives of the ordinance and not be injurious to the adjoining property owners or otherwise detrimental to the public welfare;
 - e) The request will be the minimum variance necessary to alleviate the special hardship or practical difficulty faced by the applicant in meeting the requirements of this Chapter; and
 - f) Granting of the variance will be in harmony with the spirit and purpose of this Chapter.

11. Penalty

Wherever by the provisions of this Chapter the performance of any act is required or the performance is prohibited, or wherever any regulation, dimension, or limitation is imposed on the location, design, dimension, or use of any sign, a failure to comply with the provisions of this Chapter shall constitute a violation of this Chapter. The Building Official may institute any appropriate action proceedings to prevent the unlawful erection, construction, reconstruction, relocation, alteration, repair, or use of any sign, and to restrain, correct, or abate such violation. Penalties for violation shall be as follows:

- a. Violators of any provisions of this Chapter shall be subject to fines set forth in this code. Signs may be removed by agent and employees of the City and may be either stored or destroyed without liability to the City or its agents, or employees. The owner of a sign confiscated by the City may claim the sign in the custody of the City for an administrative fee of \$200.00 per sign.
- b. Any person who violates any provision of this Chapter for which no other penalty is set forth shall be subject to the penalties set forth in Section 10.99 of the Cleburne Code of Ordinances.

12. Relation to Other Ordinances

This Chapter shall not be construed to require or allow any act that is prohibited by any other ordinance. This Chapter is specifically subordinate to any ordinance or regulation of the City pertaining to buildings and construction safety or pedestrian and traffic safety.

13. Severability

If any portion of this Chapter or any Section or subdivision thereof be declared unconstitutional or in violation of the general laws of the State, such declaration shall not affect the remainder of this Chapter which shall remain in full force and effect.

14. Prohibited Signs

It shall be unlawful for any person to erect, install, construct, display, maintain, reconstruct, place, locate, relocate, or make use of any of the following signs:

- a. **Unapproved signs on private property.** Signs located on private property without the consent of the owner of the premises or the persons holding the present right of possession and control.
- b. **Parking and maneuvering areas.** Signs which are located in or interfere with the use of a required off-street parking space or maneuvering area.
- c. **Unsafe signs.** Signs which are or become deteriorated, dilapidated, in danger of falling, or which are otherwise unsafe.
- d. **Signs on public property or Utility-Mounted Signs.** Any private sign located on or attached to a public street light, utility pole, hydrant, bridge, traffic control device, street sign or other public structure or building, or located in, on, over, or within a public street, sidewalk, alley, easement or right-of-way. This prohibition does not apply to projecting signs in the Downtown District, or to wayfinding signs, kiosks, or banners as permitted by license under this chapter.
- e. **Code compliance.** Signs which do not comply with any applicable provision of a building code, electrical code or other applicable code or ordinance of the city.
- f. **Trees and shrubs.** Signs located on trees and shrubs.
- g. **Motion picture signs.** Signs which employ a motion picture machine, or which display moving images, or images which give the impression of motion, including those using digital display.
- h. **Signs obscuring or interfering with certain views.**
 - i. Signs located or illuminated in such a manner as to obscure or otherwise interfere with the effectiveness of an official traffic sign, signal or device or so as to obstruct or interfere with the view of a driver of approaching, emerging or intersecting traffic or so as to prevent any traveler on any street from obtaining a clear view of approaching vehicles for a distance of two hundred fifty (250) feet along the street;
 - ii. A sign other than a traffic control sign or signal, in a triangle sight area at all intersections including that portion of public right-of-way and any corner lot within a triangle formed by a diagonal line extending through points on the two (2) property lines twenty-five (25) feet from the street corner intersection of the property lines or that point of the intersection of the property lines extended and intersecting the curb lines.
- i. **Certain illuminated signs.**

- i. Signs which are illuminated, from within or without, in such a manner, to such intensity, or without proper shielding, so as to constitute a hazard to the operation of motor vehicles upon a public street or substantially interfere with the reasonable enjoyment of residential property, or
- ii. Signs which have any type of intermittent illumination, including flashing, fading, revolving or blinking lights, or any type of moving, traveling or changing message by means of illumination
- j. **Signs on parked vehicles.** Signs placed on or affixed to vehicles or trailers which are parked in the public right-of-way, public property or private property so as to be visible from the public right-of-way where the apparent purpose is to advertise a product or direct people to a business or activity located on the same or nearby property. However, it is not in any way intended to prohibit signs placed on or affixed to vehicles and trailers, such as, lettering on motor vehicles, where the sign is incidental to the primary use, sale, or ownership of the vehicle or trailer.
- k. **Off-premise outdoor commercial advertising signs.**
- l. **Billboards.**
- m. **Signs which imitate or resemble official traffic signs, signals, or devices.** This includes those signs which use a revolving beam or beacon resembling any emergency vehicle, or are located or illuminated in such as manner as to obscure or otherwise interfere with the view of a driver approaching vehicles from a distance of 250 feet along the street.

15. Exempted Signs

The following signs are exempt from the regulations of this Chapter:

- a. **Public Signs.** Signs owned, directed, initiated, and/or required by governmental bodies or specifically authorized for a public purpose by any law, statute, or ordinance.
- b. **Warning Signs.** Signs warning the public of the existence of a physical hazard or danger but containing no advertising material and which are removed within three days upon the subsidence of danger. Such warning signs may be of any type, number, area, height, location or illumination as necessary to warn the public of the existence of danger.
- c. **Government Signs.** Signs owned and initiated by a duly constituted governmental body, including traffic or similar regulatory devices, legal notices, warning at railroad crossings, and other instructional or regulatory signs having to do with health, hazard, parking, swimming, dumping, and other such purposes.
- d. **Address numerals.** Address numerals and other signs required to be maintained by law or governmental order, rule or regulation, provided that the content and size of the sign do not exceed the requirement of the law, order, rule or regulation.
- e. **Athletic signs.** Signs used as scoreboards in athletic stadiums.
- f. **Directional Signs.** Signs owned by a duly constituted governmental body, and initiated and erected only by direction of a duly constituted governmental body which directs vehicles and pedestrian traffic, which arrows, words, or other symbols to indicate direction of facilities.
- g. **Directory signs.** Signs which are located in or adjacent to entrances or foyers.

- h. **Instructional signs.** Signs providing no advertising of any kind which provide direction or instruction to guide persons to nonprofit facilities intended to serve the public, including, but not particularly limited to, the signs identifying restrooms, public telephones, public walkways, parking area, and other similar facilities.
- i. **Wayfinding sign systems.** Signs that are part of a directional system within the city or area thereof intended to facilitate wayfinding by patrons, visitors, and residents. Such signs are not for advertising purposes but may contain the name and/or logo of a commercial destination.

16. Non-Conforming Signs

- a. A sign which does not conform by reason of area, setback, height, use, or other regulation of the sign district in which it is situated, is considered non-conforming, or legal non-conforming.
- b. A non-conforming sign is any sign which was lawfully erected prior to the effective date of any regulations governing signs in the City of Cleburne but which is no longer in compliance with such regulations because of the erection of an on premise sign or because of a change in such regulations.
- c. Conditions of Non-conformance:
 - i. A non-conforming sign may remain in place provided when any sign or substantial part of the sign is blown down, otherwise destroyed, taken down or removed for any purpose other than maintenance or for changing the letters, symbols, or other matter on the sign, the sign may not be re-erected, reconstructed, or rebuilt except in full compliance with the requirements of this section.
 - ii. A sign or substantial part of a sign is considered destroyed if the cost of repairing this sign is more than 60% of the cost of erecting a new sign of the same type at the same location.
 - iii. A non-conforming sign that has been designated as a Historical Sign may remain in place and is exempt from the non-conforming sign requirements.

17. Removal of Unlawful and Abandoned Signs

Unlawful, Discontinued, and/or Abandoned Signs are subject to the following:

- a. **Notice and Order.** Any sign, abandoned sign, supporting structure, or abandoned supporting structure which is erected, placed, relocated, constructed, reconstructed, altered, displayed, maintained, installed, modified, or used in violation of this Chapter may be removed by the Building Official as provided in this Section. The Building Official shall deliver or send a written notice and order to the owner of an unlawful, discontinued, or abandoned sign or the owner of the premises where the unlawful sign is located. A notice and order sent or delivered to the person listed by the district appraisal roll as the owner of the premises where the unlawful, discontinued, or abandoned sign is located shall be presumed to be sufficient. The notice and order shall:
 - i. Describe the nature of the violation and/or the conditions that substantiate abandonment with specific citation to relevant law;
 - ii. Order the correction of the violation or conditions that substantiate abandonment within a time specified, which shall not be less than 30 business days of the delivery or mailing of the notice; and

- iii. Give notice that the Building Official may remove and impound the unlawful or discontinued or abandoned sign at the owner's expense if the violation is not corrected within the time specified.
- b. **Removal appeals.** If the person ordered to correct a violation fails to do so within the time specified, the Building Official may remove, or cause the removal of, the unlawful, or abandoned sign. Any person aggrieved by the order may file an appeal with the City Council in which case the sign may remain in place until the Council reaches its decision, unless the sign presents a threat to the public safety by virtue of its physical condition.
- c. **Impoundment, redemption, disposal.** The following apply to the impoundment, redemption, and/ or disposal of an unlawful and/ or abandoned sign:
 - i. Any sign which is removed by the Building Official pursuant to this Chapter shall be impounded, transported to and stored by the Building Official at a location designated for such purpose. Records shall be kept of the storage location for such sign. The Building Official shall send a letter to the owner of such sign, if known, or, if not known, to the owner or person in control of the premises where such sign was located, giving notice of such impoundment.
 - ii. The Building Official shall hold the sign in storage for at least 30 days after notice of impoundment has been mailed. Any portable sign may be redeemed by the owner upon the payment of a fee to the City for hauling the sign to storage, plus a per day storage fee. Any non-portable sign may be redeemed by the owner upon payment of the cost of removal and hauling the sign to storage, as determined by the Building Official, plus a per day storage fee. Such fees shall be established by the City Council.
 - iii. Any sign not reclaimed by the owner thereof within 30 days of the mailing of the notice of impoundment may be disposed on in accordance with applicable law.
- d. **Recovery of Costs.** If, upon disposal of an unredeemed non-portable sign, the Building Official has not received an amount sufficient to cover the cost of removal and hauling of said removed sign, the Building Official shall send notice to the owner of the premises where the sign as located, stating payment of the removal and hauling costs, less any amount received in disposal of such sign. Any such costs remaining unpaid after 30 days from the date of mailing of notice shall become delinquent and shall bear interest at 10 percent per annum. The cost levied against the premises shall include an administration fee established by the City Council.
- e. **Appeal.** Any person may contest the reasonableness of the cost of removal of a sign imposed hereunder by filing of an appeal with Building Official (for consideration by the City Council) within 20 days of the mailing of the notice of the costs. The Council may uphold the costs imposed by the Building Official or impose and levee whatever costs the Council considers reasonable. Storage costs shall not be appealable.
- f. **Summary Removal of Hazardous Signs.** Notwithstanding any other provision of this Chapter, the Building Official may summarily remove any unlawful sign which, because of its location or condition, clearly constitutes an immediate hazard or danger to the public. Prior to removing the sign, the Building Official shall make a reasonable attempt to locate the owner of the hazardous sign or person responsible for its display, placement, or maintenance to give

written notice of the violation, the action necessary to correct the violation and time period in which the correction must be made. The notice shall be delivered to the owner of the sign, the owner of the premises, or the person responsible for the sign's display, placement, or maintenance, if located; otherwise, the notice shall be affixed to the sign or other prominent place on the premises likely to come to the attention of the owner of the sign or premises. Thereafter, the Building Official may remove the sign if no corrective action is taken within the time specified.

18. Sign Maintenance

- a. **Pole signs: re-use of existing poles.** Existing poles that remain in place, are not damaged, have not been removed from their location, and are permitted according to the Standards by Sign District (Sec. I) may be reused provided that the reuse complies with all applicable requirements of the Standards by Sign District. Any reuse shall require Building Official acceptance of an engineer's inspection of the sign structure and sealed certification that the pole structure and foundation is sound for the reuse as proposed by the applicant.
- b. **Maintenance condition.** All signs shall be maintained in a safe, neat, and orderly condition and appearance, and shall be repainted or otherwise maintained by the property owner to prevent corrosion or deterioration caused by the weather, age, or any other conditions.
- c. **Maintenance for safety.** All signs shall be maintained to prevent any kind of safety hazard, including faulty sign structures, a fire hazard, or an electrical shock hazard.
- d. **Unused sign materials.** All unused sign hardware or wiring that is visible from the right-of-way shall be removed.
- e. **Removal.** If the sign is maintained in an unsafe or unsecured condition, the City may serve notice to the property that such sign shall be removed or the condition corrected within 30 days of notice. If the sign is not removed or the condition is not corrected within 30 days, the City may remove the sign at the property owner's expense.. The City may remove any sign that is an immediate peril to persons or property summarily and without notice.

B. SIGN ILLUMINATION

Signs may be illuminated in accordance with the provisions of this Section and with the lighting requirements of the City.

1. **Brightness limitations.** In no instance shall the lighting intensity of any sign whether resulting from internal illumination or external illumination exceed 75 foot candles or 25 watts in incandescent bulb, when measured with a standard light meter perpendicular to the face of the sign from a distance equal to the narrowest dimension of the sign. This provision does not apply to illumination standards specified in Appendix A for electronic message signs.
2. **Glare.** All signs shall be so designed, located, shielded and directed so as to prevent the casting of glare or direct light from artificial illumination upon adjacent publically dedicated roadway and/ or surrounding property. This limitation as it regards the roadway does not apply to the illumination standards specified in Appendix A for electronic message signs.
3. **Electrical Permit.** All signs in which electrical wiring and connections are to be used shall be subject to the applicable provisions of the City of Cleburne Electrical Code.

C. MEASUREMENT AND QUANTIFICATION

1. **Sign Faces and Sign Application.** When a sign has multiple faces, the Sign Area shall be calculated as follows:
 - a. One Sided Sign. The area will be the area of the one face.
 - b. Two Sided Sign, Front and Back. The sign area is calculated separately for each side. The area of each side shall not exceed the maximum permitted sign area.
 - c. Signs Faces on different planes of an architectural sign structure:
 - i. Two sign faces where the interior angle between the two faces is 45 degrees or less. The sign area is calculated separately for each sign face. The maximum permitted sign area applies to each sign face.
 - ii. Two sign faces where the interior angle between the two faces is greater than 45 degrees. The sign area is the sum of the individual sign faces. The combined sign area of the two faces shall not exceed the maximum permitted sign area.
 - iii. Where more than two sign faces exist on a single architectural structure, the sign area is the sum of the individual sign faces. The combined sign area of the faces shall not exceed the maximum permitted sign area.
 - d. All signs on a single supporting structure, that is not an architectural sign structure, shall be measured together as though they were one sign to determine the total Sign Area, except that signs separated by more than thirty-six inches of air space at every point between the signs, and not separated by being located on different planes of an architectural sign structure, shall be measured separately and added together to determine the total effective area.
 - e. Spherical, free-form, sculptural, or other non-planar signs. The Sign Area is the area enclosed by the smallest imaginary regular shape, or combination of shapes, which would fully contain all portions of the sign when rotated horizontally around the sign. Marquee signs are not considered freeform if information is only displayed on the front and back.

2. **Manner of Measurement.** The measurement required for signs by this Chapter shall be made using the following procedures:
- a. **Setback.** To apply the setback provisions of this chapter for signs at any one point, the following measuring procedure shall be used:
 - i. Draw an imaginary vertical extending upwards from the curb-line of the premises;
 - ii. Beginning at any point on the vertical line, draw an imaginary horizontal line perpendicular to the vertical line and curb-line extending toward the premises;
 - iii. Beginning at the point where the vertical line intersects the horizontal line, measure along the horizontal line for the required setback.
 - b. **Height.** The maximum height of a sign mounted to the ground shall be determined by the method of measurement that allows the greater height, as follows:
 - i. **Curb-line measurement.** Measure along a vertical line extended upward from the nearest curb-line of the public street fronting the premises where the sign is to be located, to the maximum height allowed for the sign. From that point, extend a horizontal line to where the sign is to be located. The horizontal line is the maximum height allowed at that location.
 - ii. **Street level measurement.** Along SH 67 and the Chisholm Trail Parkway, the height of a sign may be measured from the principal lane, the frontage road, or the ground, whichever allows the greatest height. At the highest point of the sign, draw a horizontal line to the outer extremities of the sign. At the center of the horizontal line, draw a vertical line to the street level (the level of the principal lane, the frontage road or the ground). The vertical line may not exceed the height allowed for a sign at that location for that particular district.
 - iii. **Natural ground level measurement.** At the highest point of the sign, draw a horizontal line to the outer extremities of the sign. At the center of the horizontal line, draw a vertical line to the natural ground level below (the “natural ground level” shall include any changes in topography necessary for development of the property). The vertical line may not exceed the height allowed for the sign at that location.
 - c. **Sign Area.** Sign Area means the area enclosed by the smallest imaginary regular shape (e.g., parallelogram, triangle, circle, trapezoid) or combination of regular shapes that will encompass the extreme limits of the writing, representation, emblem, or other display, or combination thereof, together with any material or color forming an integral part of the display or used to differentiate the sign from the backdrop or structure against which it is placed. Sign Area includes such features as decorative or ornamental elements or features, borders, trims, but not including the architectural enclosure or supporting structure which is used solely for support of the sign, such as poles columns and cables, pylons, or architectural enclosures.

D. ADDITIONAL SIGN SPACE GRANTED FOR ENCLOSED SIGNS

To encourage enclosed signs, those property owners who use or create an enclosed sign for the display of a sign message, instead of a pole or pylon mounted sign, are entitled to additional sign

space. The additional permitted sign area is found in the Standards by Sign District (Sec. I) and is listed as alternative area in each table.

E. SIGN TYPES

1. **Detached Premise Signs.** Architecturally Enclosed Sign Spaces shall adhere to the indicated sign envelope requirements.

a. Monolith Sign

- i. A monolith sign is a detached sign with a height that exceeds 19 feet.
- ii. Monolith signs are the tallest sign type.
- iii. A monolith sign has a particular architectural form or visual expression and is therefore recognizable as much by its appearance as it is by its message.
- iv. A monolith sign may be an accessory sign structure (such as a tower) or a pylon sign with at least a three-sided architectural enclosure.
- v. An architectural sign structure is a free-standing structure that is not a building, but may have the appearance of a building or building component, while being subordinate to the structure itself.
- vi. Monolith signs shall be architecturally enclosed on at least 3 sides.
- vii. The dimensional standards for this sign type are:
 - The height of the base of the sign space shall be 10.5% of the height of the structure, with a 3 foot minimum.
 - The width of the four-side enclosure shall be no more than 39% of the height of the structure.
 - The edge clearance between the sign space and the edge of the structure shall be at least 15% of the width of the structure, with an 18 inch minimum.
 - The height of the head clearance shall be at least 18% of the width of the structure.

b. Elevated Signs

- i. **Types of Elevated Signs.** Elevated signs shall include:
 - Elevated Pole Signs
 - Elevated Post and Panel Signs
 - Elevated Pylon Signs
- ii. **Standards for Elevated Signs.** All elevated signs with an architecturally enclosed sign space shall adhere to the indicated envelope regulations as follows:
 - Elevated signs shall be taller than 8 feet but not exceed 19 feet in height.
 - Elevated signs shall be architecturally enclosed on at least 3 sides.
 - The minimum ground clearance of the sign space is 8 feet. This may be reduced to 7 feet if the header enclosure is decorative (where decorative means that it is not a cap or box header). The recommended ground clearance of the sign space is 30% of the sign height.
 - The height of the vertical enclosure above the sign space, including the header, shall be 20% of the width of the sign.
 - The minimum width of a header that is a cap or box header is the width of the sign.

- The height of the pediment entablature of a decorative header enclosure shall be at least 8.6% of the total sign height.

c. Ground Signs

i. Types of Ground Signs. Ground signs shall include:

- Monument Ground Signs
- Perimeter Wall Signs
- Post and Panel Ground Signs

ii. Standards for Ground Signs. A ground sign is a detached sign whose principal support is provided by burying, anchoring or otherwise connecting the sign, or supporting structure thereof, to the ground. A ground sign is not a portable sign or attached sign. Ground signs with an architecturally enclosed sign space shall adhere to the Sign Space Envelope regulations as follows:

- Ground Signs shall not exceed 8 feet in height.
- Ground signs shall be architecturally enclosed on at least 2 sides.
- The cabinet or vertical enclosure of the sign space in a ground sign shall be at least 25% of the width of the sign space.
- The height of the base of a ground sign shall be at least 20% of the height of the sign space.

2. Attached Premise Signs. A sign attached to or supported by any part of a building, including but not limited to a wall, roof, window, canopy, or awning. Attached Premise Signs are placed within the Building Envelope.

a. Awning Signs

- An attached premise sign that is affixed to or directly a part of the visible surface of an attached awning, which meets City requirements.
- The maximum sign area of an awning sign is 42% of the awning area.
- The sign area within the awning fascia must leave at least a 2-inch border at the top, bottom and corner.
- No signage is permitted on the side of the awning.

b. Canopy Signs

- An attached premise sign that is affixed to or directly a part of the visible surface of an attached canopy, which meets City requirements.
- The maximum letter height of a canopy sign is 66% of the vertical dimension of the canopy fascia.

c. Corner Signs

- An attached premise sign whose placement is aligned with the edge of a building façade.
- Corner signs shall be located 6 inches from the corner edge and 4 inches from the opening or jamb adjacent to that corner.

d. Header Signs

- An attached premise sign placed within a building's exterior façade material, such as masonry, and placed above the door and/or windows of the building.

- ii. The height of the header shall be equal to the height of the opening.
- iii. The vertical dimension of the header sign shall not exceed 20% of the header height.
- iv. The minimum ground clearance of a header sign is 8 feet.
- e. **Horizontal Blade Signs**
 - i. An attached premise sign that is mounted so that it projects from a building or building arcade into the public way.
 - ii. The maximum sign area for a wall-mounted horizontal blade sign with no canopy cover is 20 square feet.
 - iii. The maximum sign area for a canopy-mounted horizontal blade sign is 4 square feet. This may be increased 4 square feet for each additional 1 foot increase in canopy height above 12 feet.
 - iv. Minimum ground clearance for a horizontal blade sign is 8 feet.
 - v. Maximum sign width of a horizontal blade sign at minimum ground clearance is 4.25 feet.
 - vi. Maximum horizontal projection of a horizontal blade sign at minimum ground clearance is 5 feet.
 - vii. A sloping line defines allowable increases in the maximum projection of a horizontal blade sign. The maximum angle of projection is 20°, provided that the horizontal projection does not project over a street, a vehicular way or a fire lane.
- f. **Marquee Sign**
 - i. A sign mounted on a building so that it projects from a building, either from the upper story or mid-story at canopy level, and often seen in artful forms in specialty shopping environments, in downtown areas or other similar conditions.
 - ii. Marquee signs may be either upper story marquee signs or canopy marquee signs.
 - iii. For an upper story marquee sign:
 - Minimum ground clearance is 12 feet.
 - The maximum vertical projection above the parapet is 2 feet.
 - There shall be at least 2.5 feet horizontal distance between the outermost edge of an upper story marquee sign and the back of the closest curb. The closest curb may be either that of a street or a parking area.
 - iv. For a canopy marquee sign:
 - Minimum ground clearance is 10 feet.
 - The maximum horizontal projection of a canopy marquee sign is 6 feet.
 - There shall be at least 2.5 feet horizontal distance between the outermost edge of a canopy marquee sign and the back of the closest curb. The closest curb may be either that of a street or a parking area.
- g. **Mid-Story Signs**
 - i. An attached premise sign that is located between floors, above the header and below the next story's window or balcony sill, or below the parapet.

- ii. Mid-story signs shall be located 4 inches below the window sill or top of mid-story spandrel panel, and 4 inches above the header of the window below or bottom of the mid-story spandrel panel.
 - h. **Parapet Signs**
 - i. An attached premise sign that is located on a building's parapet, which is the portion of the building façade along the roof.
 - ii. Parapet signs shall be located 6 inches below the parapet cap or building cornice and 4 inches above the top floor window header below that parapet cap or cornice.
- 3. **Premise-Independent Signs.** A sign displaying copy that pertains to a business, establishment, person, organization, activity, event, place, service, or product not principally located or primarily manufactured, sold, offered or performed on the premises on which the sign is located.
 - a. **Directional Signs.** Directional signs are on premise signs that provide orientation for the efficient and safe movement of traffic, or identify internal site destinations.
 - i. **Building-Mounted Directional Sign.** Directional signs that are mounted directly to a building.
 - ii. **Frame-Mounted Directional Sign.** Directional Signs that are within a frame, mounted between two poles or posts.
 - iii. **Pole-Mounted Directional Sign.** Directional sign mounted to a pole that is used for other regulatory or directional purposes, such as traffic management.
 - iv. **Utility-Mounted Directional Sign.** Directional sign mounted to a utility pole, such as a traffic light.
 - b. **Temporary Signs.** A sign that is constructed of lightweight or flimsy material, and is easily installed or removed by hand or by ordinary hand tools. Any sign that qualifies as a “structure” under the Building Code, and for which a building permit is required, is not within this definition.
 - i. **Sandwich Board or “A” Frame Temporary Sign.** A temporary, collapsible sign typically made of wood or plastic, which is placed in the public sidewalk space.
 - ii. **Banners.**
 - An attached premise sign that is located on a building's parapet, which is the portion of the building façade along the roof.
 - The minimum ground clearance of the lowest point of the banner arm is 7 feet above the ground elevation, as measured at the base of the banner standard.
 - The maximum height of a banner mounted on a detached banner standard is 18 feet.
 - A banner mounted on a building shall not be higher than 1 foot below the building cornice or parapet.
 - The maximum sign area for banners is 18 square feet.
 - Banner projection is measured from face of standard or face of building to the edge of the banner that is located at the greatest distance from the pole or building.
 - The maximum banner projection is 2 ft. 8 in. for banners mounted on a detached banner standard.

- The maximum banner projection for building-mounted banners is 3 ft. 6 in.

iii. **Portable Sign**

- A sign whose principal supporting structure is intended, by design, use or construction, to be used by resting upon the ground for support and which may be easily moved or relocated for reuse.
- Portable signs shall include but not be limited to signs mounted upon or designed to be mounted upon a trailer, bench, wheeled carrier or other mobile structure, with wheels, resting or leaning on the ground or other structures, but not permanently attached thereto.

iv. **Temporary Post and Panel Sign**

- A sign that is not permanent, and that is mounted on posts or frames that stick into the ground and can be easily removed, including, but not limited to: home sale signs, builder/contractor signs, political signs, security signs, and school spirit signs.
- The maximum sign area is 20sf unless specified for particular Design Districts.

4. **Special Signs**

a. **Accessory Structure Sign**

- A sign painted on or mounted to the visible surface(s) of an auxiliary building/ structure, such as storage structures, gas canopy, or other similar accessory buildings.
- Signs shall not be permitted on the roof of an accessory structure.
- The maximum sign area on the façade of an accessory structure shall not exceed 50 square feet or 50% of the façade area, whichever is less.

b. **Billboard.** A permanent structure sign in a fixed location which is used for general advertising for hire, is used to display off-premise commercial messages, or constitutes a separate principal use of the property (in contrast to an auxiliary or accessory use). New billboards shall not be permitted in the City of Cleburne.

c. **Historic Sign.** A sign that has been designated as historically or culturally significant.

d. **Electronic Message Board or Kinetic Message Sign**

- Definition.** An electronically activated, changeable sign whose variable message or graphic presentation capability can be electronically programmed from a remote location. These signs use LED, LCD or other digital electronic technology as a lighting source.
- Brightness.** Electronic message board signs shall be no brighter than 500 candelas per square meter at night, and no brighter than 5,000 candelas per square meter during the daytime.
- Duration of message display.** Messages shall be displayed for at least 8 seconds.
- Message Interval.** The maximum time permitted between consecutive message displays is 0.1 seconds for an electronic display and 0.5 seconds for a mechanical display.
- Size standards based on location.** Electronic message boards shall meet minimum size standards based on the type of thoroughfare they front.

- Electronic message boards located on streets with a permitted speed greater than 55 MPH shall be at least 25 square feet in size and shall be no more than 8 feet wide.
 - Electronic message boards located on streets with a permitted speed between 40 and 55 MPH shall be at least 18 square feet in size and shall be no more than 6 feet wide.
 - Electronic message boards located on streets with a permitted speed less than 40 MPH shall be at least 12 square feet in size and shall be no more than 4 feet wide.
- vi. **Maximum permitted sign area for an electronic message board.** The permitted sign area that may be occupied by an electronic message board sign is determined by sign type, as a percentage of total permitted sign area, as follows:
- A ground sign with no enclosure: 18%
 - A ground sign with a 2-sided enclosure: 45%
 - A ground sign with a 3-sided enclosure: 49%
 - An elevated sign with no enclosure: 17%
 - An elevated sign with a 3-sided enclosure: 27%
 - An elevated sign with a 4-sided enclosure: 38%
 - A monolith sign with no enclosure: 17%
 - A monolith sign with a 3-sided enclosure: 27%
 - A monolith sign with a 4-sided enclosure: 38%
- vii. No sequential messages or animated transitions shall be permitted.
- viii. Freezing of display is required on malfunction.
- ix. No video displays or video messages are permitted.
- x. Electronic message boards are not permitted closer than 5,000 ft. to another electronic message board sign on roadways where permitted travel speeds reach 60 MPH or greater.
- xi. Electronic message board signs are not permitted closer than 2,500 ft. to another electronic message board sign on roadways where permitted travel speeds are between 40 MPH and 60 MPH.
- xii. There is no spacing requirement for electronic message board signs on roadways where permitted speeds do not exceed 40 MPH.
- xiii. Electronic message board signs shall not be located within 1,100 ft. of an interchange, at-grade intersection, toll plaza, curve, lane merge/weave area or entrance/exit from a controlled access highway.
- xiv. No animated, flashing, scrolling or oscillating elements are permitted on electronic message board signs.
- xv. No changes in light color or intensity is permitted during message display.
- e. **Kiosk**
- i. A freestanding structure upon which temporary information or notices may be posted.
 - ii. The maximum sign area for a rotating, cylindrical kiosk is equal to $2\pi * (\text{height of the kiosk})$.

- iii. The maximum sign area for a stationary, rectangular kiosk is equal to (sum of the 4 sides) * (height of the kiosk).
- iv. No portion of the base or cap of a kiosk may comprise the sign area.
- v. The maximum height of a kiosk is 10 feet.
- f. **Mural.** A painting directly applied to a wall or permanent vertical structure.
- g. **Roof Sign.** Any sign wholly erected on, affixed to, or supported by a roof of a building. A sign mounted on the roof portion of a building or on the uppermost edge of a parapet wall of a building and which is wholly or partially supported by such building.

F. SIGN ENVELOPES TO DESIGNATE PERMITTED ON-PREMISE SIGN PLACEMENT

1. In no case shall a sign be located such that it unsafely limits intersection visibility, site access or any intersection visibility requirements.
2. Sign Space is the area of a sign structure in which a sign message may be displayed.
3. Sign Structure is the architectural enclosure, support or accessory structure upon or within which approved sign space is located.
4. **Setback Envelope.** The Setback Envelope is defined as the distance between the street right of way and the sign. Setback Envelopes seek to alleviate sign clutter, driver confusion and distraction, and sight line encroachments by only allowing certain sign types within specified distances from the street right of way. Applicable sign standards within any Sign District will vary according to the sign type and the Sign Setback. There are three primary Setback Envelopes: the Streetscape Setback Envelope, the Internal Setback Envelope and the Building Setback Envelope.
 - a. **Streetscape Setback Envelope:** The space between the *property boundary* and the edge of the Internal Envelope. The width of the Streetscape Envelope varies according to street type, based on the City's Transportation Master Plan.
 - i. For arterials and other major thoroughways: Streetscape envelope extends from the street-fronting right of way line into the property for a distance of 15 feet.
 - ii. For collectors, the Streetscape Envelope extends from the street-fronting right of way line into the property for a distance of 8 feet.
 - iii. For lots with less than 8 foot setbacks from street-fronting public right of way line, there shall be no streetscape envelope.
 - b. **Internal Setback Envelope:** The space between the Streetscape Setback Envelope and the Building Setback Envelope. This space includes all parking aprons between the Streetscape Envelope and Building Envelope, as well as the space underneath canopies and arcades. For lots with less than 8 foot setbacks from street-fronting public right of way line, the Internal Envelope shall extend from the street-fronting property line to the building façade. This area can be extended into the Streetscape Setback Envelope under license by the City with a duly executed license agreement.
 - c. **The Building Setback Envelope:** The vertical walls of a building, as well as the signs that are attached to structurally mounted components of the building façade, such as canopies, arcades, balconies and awnings.

G. SIGN STANDARDS BY DISTRICT

1. **Sign Districts Defined.** The districts used to define sign standards shall be the districts of the Future Land Use component of the Cleburne Comprehensive Plan. The Future Land Use Plan subdivides the city into four Land Use Categories and 18 Land Use Districts. These districts also serve as the design districts for the Development Code.
2. **Assignment of Sign District.** If a property falls within two different districts, the Cleburne Building Official shall determine which design district applies, based on the Land Use Plan, taking all of the following into consideration:
 - a. proposed use of the property
 - b. spatial distribution of property between the districts in question and where majority of the property lies
 - c. district in which the primary street frontage of the property is located
 - d. district assignment of neighboring properties
3. **Sign Standards by District.** The following are the permitted sign types for each district, as well as any special dimensional standards particular to that district. If no dimensional standard is indicated, the requirements assigned by general Sign Type (Sec E) shall apply.

a. Regional Corridor District

Purpose and Intent: "Promote regional connectivity and mobility, as well as, regional wayfinding. Development should meet these objectives".

Design Determinant: "Value transfer to non-highway fronting properties".

Development Form: "Sites in these corridors should not draw from frontage road access, but build upon backer road and cross street access. Monumentation should be focused on these roadways. The Subdivision Code should provide adequate project scale review with respect to street alignment, access points/curb cut, infrastructure connections, and right of way."

	Street Envelope	Street Interface Envelope	Building Façade Envelope	Max Height (feet)	Max Area (sq ft)	Max Letter Height (in)	Alternate Max Area (sq ft)
DETACHED PREMISE SIGNS							
Landmark Signs				400	200	NA	300
Elevated Signs				25	100	NA	200
Ground Signs				8	50	20	72
Perimeter Wall Sign				8	35	30	NA
ATTACHED PREMISE SIGNS							
Parapet Sign				NA	NA	NA	
Mid-Story Sign				NA	NA	NA	
Corner Sign				NA	NA	NA	
Horizontal Mast Sign				18	15	20	
Sign on Glass				12	40%	24	
Awning or Canopy Sign	NA				50	22	
Header Sign	NA	NA				10	
Marquee Sign							NA
INSTRUCTIONAL							
Utility Mounted Sign				CC	NA	NA	NA
Pole Mounted Sign				10	IS	IS	NA
Frame Mounted Sign				6	7.5	6	NA
Building Mounted Sign				10	5	3	9
TEMPORARY SIGNS							
Post and Panel Sign				4	4	4	NA
Portable/Movable Sign				6	45	12	NA
Banner				15	18	NA	NA
SPECIAL SIGNS							
Billboard							NA
Electronic Message Board							NA
Kiosk				9		NA	NA
Mural				NA	NA	NA	NA
History	NA	NA	NA	NA	NA	NA	NA
Accessory Structure Sign							NA
Roof Sign				48	NA	48	NA

b. Approach Corridor

Purpose and Intent: “Commercial corridors with a lower development density, serving as approach-ways to the City center.”

Design Determinant: “Traffic management”.

Development Form: “Design standards and particular uses should complement adjacent districts.”

	Street Envelope	Street Interface Envelope	Building Façade Envelope	Max Height (feet)	Max Area (sq ft)	Max Letter Height (in)	Alternate Max Area (sq ft)
DETACHED PREMISE SIGNS							
Landmark Signs				30	150	NA	250
Post and Panel Sign				18	90	NA	150
Pole Sign				15	50	24	NA
Multi-Pylon Sign				18	90	NA	150
Single Panel Sign				18	90	NA	150
Multi-Panel Sign				18	90	NA	150
Ground Signs				6	45	20	65
Perimeter Wall Sign				8	24	24	NA
ATTACHED PREMISE SIGNS							
Parapet Sign				NA	NA	NA	
Mid-Story Sign				NA	NA	NA	
Corner Sign				NA	NA	NA	
Horizontal Mast Sign				15	15	20	NA
Sign on Glass				10	35%	24	NA
Awning or Canopy Sign				NA	30	20	NA
Header Sign				NA	NA	10	
Marquee Sign							NA
INSTRUCTIONAL							
Utility Mounted Sign				CC	NA	NA	NA
Pole Mounted Sign				10	IS	IS	NA
Frame Mounted Sign				6	7.5	6	NA
Building Mounted Sign				10	5	3	9
TEMPORARY SIGNS							
Sandwich/A Frame Sign				4	7	4	NA
Post and Panel Sign				4	4	4	NA
Portable/Movable Sign				5	30	6	NA
Banner				15	18	NA	NA
SPECIAL SIGNS							
Electronic Message Board							NA
Kiosk				9		NA	NA
Changeable Message Sign							
Mural				NA	NA	NA	NA
History Sign				NA	NA	NA	NA
Accessory Structure Sign							NA

c. Central Corridor

Purpose and Intent: "Value stabilization and redevelopment". Further, it states that "Main Street and Henderson Street are the central corridors of the City".

Design Determinant: "Streetscape and accessibility".

Development Form: "Revise code as related to pedestrian spaces, lighting, signage, parking landscaping, buildings, and code enforcement." This means that signage is a key component of the Central Corridor's visual character.

	Street Envelope	Street Interface Envelope	Building Façade Envelope	Max Height (feet)	Max Area (sq ft)	Max Letter Height (in)	Alternate Max Area (sq ft)
DETACHED PREMISE SIGNS							
Post and Panel Sign				18	90	NA	150
Multi-Pylon Sign				18	200	NA	
Single Panel Sign				18	200	NA	
Multi-Panel Sign				18	200	NA	
Ground Signs				6	45	20	65
Perimeter Wall Sign				8	24	24	NA
ATTACHED PREMISE SIGNS							
Parapet Sign				NA	NA	NA	
Mid-Story Sign				NA	NA	NA	
Corner Sign				NA	NA	NA	
Horizontal Mast Sign				15		20	NA
Sign on Glass				10	35%	24	NA
Awning or Canopy Sign				NA	30	20	NA
Header Sign				NA	NA	10	
Marquee Sign							NA
INSTRUCTIONAL							
Utility Mounted Sign				CC	NA	NA	NA
Pole Mounted Sign				10	IS	IS	NA
Frame Mounted Sign				6	7.5	6	NA
Building Mounted Sign				10	5	3	9
TEMPORARY SIGNS							
Post and Panel Sign				4	4	4	NA
Portable/Movable Sign				5	30	6	NA
Banner				15		NA	NA
SPECIAL SIGNS							
Electronic Message Board							
Kiosk				9			NA
Changeable Message Sign							
Mural				NA	NA	NA	NA
History Sign				NA	NA	NA	NA
Accessory Structure Sign							NA

d. Regional Node –

1. Lots fronting a freeway

Purpose and Intent: “Accessibility to support medium-high density commercial development”.

Design Determinant: “High density commercial uses and larger scale retail projects should be encouraged here, supported by high density residential and vertically mixed use. Public spaces should be limited to plazas and greens that are integrated into commercial/mixed use projects.”

Development Form: “District wide design standards, particularly related to lighting, signage, parking, landscaping, sidewalks, and public spaces, are needed.”

	Street Envelope	Street Interface Envelope	Building Façade Envelope	Max Height (feet)	Max Area (sq ft)	Max Letter Height (in)	Alternate Max Area (sq ft)
DETACHED PREMISE SIGNS							
Landmark Signs				40	200	NA	300
Post and Panel Sign							
Multi-Pylon Sign				28	130	NA	220
Single Panel Sign				28	130	NA	220
Multi-Panel Sign				28	130	NA	220
Ground Signs				8	50	24	72
Perimeter Wall Sign				8	35	30	NA
ATTACHED PREMISE SIGNS							
Parapet Sign				NA	NA	NA	
Mid-Story Sign				NA	NA	NA	
Corner Sign				NA	NA	NA	
Horizontal Mast Sign				20		20	
Sign on Glass				12	40%	24	
Awning or Canopy Sign				NA	50	22	
Header Sign				NA	NA	10	
Marquee Sign				NA	NA	NA	NA
REGULATE/DIRECT							
Utility Mounted Sign				CC	NA	NA	NA
Pole Mounted Sign				10	IS	IS	NA
Frame Mounted Sign				6	7,5	6	NA
Building Mounted Sign				10	5	3	9
TEMPORARY SIGNS							
Post and Panel Sign				4	4	4	NA
Portable/Movable Sign				6	45	12	NA
Banner				15		NA	NA
SPECIAL SIGNS							
Electronic Message Board							
Kiosk				9		NA	NA
Changeable Message Sign							
Mural				NA	NA	NA	NA
History Sign				NA	NA	NA	NA
Accessory Structure Sign							NA
Roof Sign				48	NA	48	NA

d. Regional Node –

2. Lots not fronting a freeway

Purpose and Intent: “Accessibility to support medium-high density commercial development”.

Design Determinant: “High density commercial uses and larger scale retail projects should be encouraged here, supported by high density residential and vertically mixed use. Public spaces should be limited to plazas and greens that are integrated into commercial/mixed use projects.”

Development Form: “District wide design standards, particularly related to lighting, signage, parking, landscaping, sidewalks, and public spaces, are needed.”

	Street Envelope	Street Interface Envelope	Building Façade Envelope	Max Height (feet)	Max Area (sq ft)	Max Letter Height (in)	Alternate Max Area (sq ft)
DETACHED PREMISE							
Landmark Signs				30	450	NA	250
Post and Panel Sign				18	90	NA	150
Multi-Pylon Sign				18	90	NA	150
Single Panel Sign				18	90	NA	150
Multi-Panel Sign				18	90	NA	150
Ground Signs				6	45	20	65
Perimeter Wall Sign				8	24	24	NA
ATTACHED PREMISE							
Parapet Sign				NA	NA	NA	
Mid-Story Sign				NA	NA	NA	
Corner Sign				NA	NA	NA	
Horizontal Mast Sign				20		20	NA
Sign on Glass				12	35%	24	NA
Awning or Canopy Sign				NA	90	20	NA
Header Sign				NA	NA	10	
Marquee Sign							NA
REGULATE/DIRECT							
Utility Mounted Sign				CC	NA	NA	NA
Pole Mounted Sign				10	IS	IS	NA
Frame Mounted Sign				6	7,5	6	NA
Building Mounted Sign				10	5	3	9
TEMPORARY SIGNS							
Post and Panel Sign				4	4	4	NA
Portable/Movable Sign				5	30	6	NA
Banner				15		NA	NA
SPECIAL SIGNS							
Electronic Message							NA
Kiosk				9		NA	NA
Changeable Message							
Mural				NA	NA	NA	NA
History Sign				NA	NA	NA	NA
Accessory Structure							NA
Roof Sign				40	NA	40	NA

e. Community Commercial Node

1. Lots fronting an arterial

Purpose and Intent: “Create opportunity for distribution of commercial centers throughout Cleburne in order to meet retail and service needs of local residents”.

Design Determinant: “Orientation to anchor”. A key aspect of such orientation is signage as the street expression of anchor and the key visual element seized upon for those seeking access.”

Development Form: “Box oriented commercial development, with retail, dining, and office uses. Building and site design standards and incentive packages that help to maximize property values in and around these nodes. Standards should be created with respect to how property interfaces with neighboring uses and with street space, particularly landscaping, parking, lighting, signage, and setbacks.”

	Street Envelope	Street Interface Envelope	Building Façade Envelope	Max Height (feet)	Max Area (sq ft)	Max Letter Height (in)	Alternate Max Area (sq ft)
DETACHED PREMISE SIGNS							
Landmark Signs				33	150	NA	250
Post and Panel Sign				20	95	NA	160
Pole Sign				15	50	24	NA
Multi-Pylon Sign				20	90	NA	150
Single Panel Sign				20	90	NA	150
Multi-Panel Sign				20	90	NA	150
Ground Signs				6	45	20	65
Perimeter Wall Sign				8	24	24	NA
ATTACHED PREMISE SIGNS							
Parapet Sign				NA	NA	NA	
Mid-Story Sign				NA	NA	NA	
Corner Sign				NA	NA	NA	
Horizontal Mast Sign				15	15	20	NA
Sign on Glass				10	35%	24	NA
Awning or Canopy Sign				NA	30	20	NA
Header Sign				NA	NA	10	
REGULATE/DIRECT							
Utility Mounted Sign				CC	NA	NA	NA
Pole Mounted Sign				10	IS	IS	NA
Frame Mounted Sign				6	7,5	6	NA
Building Mounted Sign				10	5	3	9
TEMPORARY SIGNS							
Sandwich/A Frame Sign							
Post and Panel Sign				4	4	4	NA
Portable/Movable Sign				5	30	6	NA
Banner				15		NA	NA
SPECIAL SIGNS							
Kiosk				9		NA	NA
Mural				NA	NA	NA	NA
History Sign				NA	NA	NA	NA
Accessory Structure Sign							NA

e. Community Commercial Node

2. Lots not fronting an arterial

Purpose and Intent: “Create opportunity for distribution of commercial centers throughout Cleburne in order to meet retail and service needs of local residents”.

Design Determinant: “Orientation to anchor”. A key aspect of such orientation is signage as the street expression of anchor and the key visual element seized upon for those seeking access.”

Development Form: “Box oriented commercial development, with retail, dining, and office uses. Building and site design standards and incentive packages that help to maximize property values in and around these nodes. Standards should be created with respect to how property interfaces with neighboring uses and with street space, particularly landscaping, parking, lighting, signage, and setbacks.”

	Street Envelope	Street Interface Envelope	Building Façade Envelope	Max Height (feet)	Max Area (sq ft)	Max Letter Height (in)	Alternate Max Area (sq ft)
DETACHED PREMISE SIGNS							
Landmark Signs							
Post and Panel Sign				15	75	NA	130
Pole Sign				15	50	24	NA
Multi-Pylon Sign				15	75	NA	130
Single Panel Sign				15	75	NA	130
Multi-Panel Sign				15	75	NA	130
Ground Signs				6	45	20	65
Perimeter Wall Sign				8	24	24	NA
ATTACHED PREMISE SIGNS							
Parapet Sign				NA	NA	NA	
Mid-Story Sign				NA	NA	NA	
Corner Sign				NA	NA	NA	
Horizontal Mast Sign				15	15	20	NA
Sign on Glass				10	35%	24	NA
Awning or Canopy Sign				NA	30	20	NA
Header Sign				NA	NA	10	
REGULATE/DIRECT							
Utility Mounted Sign				CC	NA	NA	NA
Pole Mounted Sign				10	IS	IS	NA
Frame Mounted Sign				6	7,5	6	NA
Building Mounted Sign				10	5	3	9
TEMPORARY SIGNS							
Sandwich/A Frame Sign				4	7	4	NA
Post and Panel Sign				4	4	4	NA
Portable/Movable Sign				5	30	6	NA
Banner				15		NA	NA
SPECIAL SIGNS							
Kiosk							NA
Mural				NA	NA	NA	NA
History Sign				NA	NA	NA	NA
Accessory Structure Sign							NA

f. Transportation and Industry Node

1. Lots fronting an arterial

Purpose and Intent: “Establish appropriate land use transitions and adjacent uses for existing transportation and industrial area outside of the Industrial Targeted Development Area.”

Design Determinant: “Contextual compatibility”.

Development Form: “Finally, the Comprehensive Plan specifies that there should be “Buffers to minimize visual, noise, and light impact on surrounding uses. Define compatible uses within the district. Improve accessibility to Hwy 67 and/or SH 121.”

	Street Envelope	Street Interface Envelope	Building Façade Envelope	Max Height (feet)	Max Area (sq ft)	Max Letter Height (in)	Alternate Max Area (sq ft)
DETACHED PREMISE SIGNS							
Landmark Signs				33	150	26	250
Post and Panel Sign				20	95	24	160
Pole Sign							
Multi-Pylon Sign				20	90	20	150
Single Panel Sign				20	90	20	150
Multi-Panel Sign				20	90	20	150
Ground Signs				8	50	24	72
Perimeter Wall Sign				8	24	24	NA
ATTACHED PREMISE SIGNS							
Parapet Sign				NA	NA	NA	
Mid-Story Sign				NA	NA	NA	
Corner Sign				NA	NA	NA	
Horizontal Mast Sign				15		20	NA
Header Sign				NA	NA	10	
REGULATE/DIRECT							
Utility Mounted Sign				CC	NA	NA	NA
Pole Mounted Sign				10	IS	IS	NA
Frame Mounted Sign				6	7,5	6	NA
Building Mounted Sign				10	5	3	9
TEMPORARY SIGNS							
Sandwich/A Frame Sign							
Post and Panel Sign				4	4	4	NA
Portable/Movable Sign				5	30	6	NA
Banner				15		NA	NA
SPECIAL SIGNS							
Kiosk				9		NA	NA
Mural				NA	NA	NA	NA
History Sign				NA	NA	NA	NA
Roof Sign				48	NA	48	NA

f. Transportation and Industry Node

2. Lots not fronting an arterial

Purpose and Intent: "Establish appropriate land use transitions and adjacent uses for existing transportation and industrial area outside of the Industrial Targeted Development Area."

Design Determinant: "Contextual compatibility".

Development Form: "Buffers to minimize visual, noise, and light impact on surrounding uses. Define compatible uses within the district. Improve accessibility to Hwy 67 and/or SH 121."

	Street Envelope	Street Interface Envelope	Building Façade Envelope	Max Height (feet)	Max Area (sq ft)	Max Letter Height (in)	Alternate Max Area (sq ft)
DETACHED PREMISE SIGNS							
Landmark Signs							
Post and Panel Sign				18	90	NA	150
Pole Sign				15	50	24	NA
Multi-Pylon Sign				15	75	NA	130
Single Panel Sign				15	75	NA	130
Multi-Panel Sign				15	75	NA	130
Ground Signs				8	50	24	72
Perimeter Wall Sign				8	24	24	NA
ATTACHED PREMISE SIGNS							
Parapet Sign				NA	NA	NA	
Mid-Story Sign				NA	NA	NA	
Corner Sign				NA	NA	NA	
Horizontal Mast Sign				15		20	NA
Header Sign				NA	NA	10	
REGULATE/DIRECT							
Utility Mounted Sign				CC	NA	NA	NA
Pole Mounted Sign				10	IS	IS	NA
Frame Mounted Sign				6	7,5	6	NA
Building Mounted Sign				10	5	3	9
TEMPORARY SIGNS							
Sandwich/A Frame Sign				4	7	4	NA
Post and Panel Sign				4	4	4	NA
Portable/Movable Sign				5	30	6	NA
Banner				15		NA	NA
SPECIAL SIGNS							
Kiosk				9		NA	NA
Mural				NA	NA	NA	NA
History Sign				NA	NA	NA	NA

g. Downtown TDA

Purpose and Intent: "Promote Downtown as an operational center for the City."

Design Determinant: "Contextual continuity with respect to buildings, traffic patterns, and economic activity".

Development Form: "Preserve and promote centralization of economic exchange in Cleburne through commercial and service related uses. Encourage vertical and horizontal mixture of uses. Improve pedestrian spaces and pedestrian connectivity to surrounding neighborhoods. Revise code, particularly regarding parking building design, streetscape, loading, signage, and lighting."

	Street Envelope	Street Interface Envelope	Building Façade Envelope	Max Height (feet)	Max Area (sq ft)	Max Letter Height (in)	Alternate Max Area (sq ft)
DETACHED PREMISE SIGNS							
Perimeter Wall Sign				8	35	30	NA
ATTACHED PREMISE SIGNS							
Parapet Sign				NA	NA	NA	
Mid-Story Sign				NA	NA	NA	
Corner Sign							
Horizontal Mast Sign				15		20	NA
Sign on Glass				12	45%	24	NA
Awning or Canopy Sign				NA			NA
Header Sign				NA	NA	10	
Marquee Sign							NA
REGULATE/DIRECT							
Utility Mounted Sign				CC	NA	NA	NA
Pole Mounted Sign				10	IS	IS	NA
Frame Mounted Sign				6	6,5	4	NA
Building Mounted Sign				10	5	3	9
TEMPORARY SIGNS							
Sandwich/A Frame Sign				4	7	4	NA
Banner				15		NA	NA
SPECIAL SIGNS							
Kiosk				9		NA	NA
Mural				NA	NA	NA	NA
History Sign				NA	NA	NA	NA
Roof Sign				42	NA	42	NA

h. Industrial TDA

Purpose and Intent: "Aggregate industrial uses to support infrastructure investment, namely rail, road, and power."

Design Determinant: "Support heavy industry."

Development Form: "Identify opportunities for future expansion of existing industrial area, with rail-serviced parcels and a functional street network. Promote heavy manufacturing and industrial uses that would complement Railport and utilize the rail connectivity to Fort Worth."

		Street Envelope	Street Interface Envelope	Building Façade Envelope	Max Height (feet)	Max Area (sq ft)	Max Letter Height (in)	Alternate Max Area (sq ft)
DETACHED PREMISE SIGNS								
	Landmark Signs				30	150	26	250
	Post and Panel Sign				25	35	24	160
	Pole Sign				15	50	24	NA
	Multi-Pylon Sign				25	30	20	150
	Single Panel Sign				25	30	20	150
	Multi-Panel Sign				25	30	20	150
	Ground Signs				8	50	24	72
	Perimeter Wall Sign				10	45	30	NA
ATTACHED PREMISE SIGNS								
	Parapet Sign				NA	NA	NA	
	Mid-Story Sign				NA	NA	NA	
	Corner Sign				NA	NA	NA	
	Horizontal Mast Sign				20		22	NA
	Sign on Glass							
	Awning or Canopy Sign							
	Header Sign				NA	NA	10	
REGULATE/DIRECT								
	Utility Mounted Sign				CC	NA	NA	NA
	Pole Mounted Sign				10	IS	IS	NA
	Frame Mounted Sign				6	7,5	6	NA
	Building Mounted Sign				10	5	3	9
TEMPORARY SIGNS								
	Post and Panel Sign				4	4	4	NA
	Portable/Movable Sign				6	45	12	NA
	Banner				15		NA	NA
SPECIAL SIGNS								
	Kiosk				9		NA	NA
	Mural				NA	NA	NA	NA
	History Sign				NA	NA	NA	NA
	Accessory Structure Sign							NA
	Roof Sign				48	NA	48	NA

i. Lakefront TDA

Purpose and Intent: "Capture values associated with Lake Pat Cleburne by creating a mixed use center that builds off the hospital."

Design Determinant: "Mixed use district with Lake Pat Cleburne as an amenity."

Development Form: "Provide a project site for mixed use development that offers lakefront parcels, mixed use development opportunities, connectivity to the hospital, higher density residential allowances and parks and trails."

	Street Envelope	Street Interface Envelope	Building Façade Envelope	Max Height (feet)	Max Area (sq ft)	Max Letter Height (in)	Alternate Max Area (sq ft)
DETACHED PREMISE SIGNS							
Landmark Signs				30	150	26	250
Post and Panel Sign				25	95	24	160
Multi-Pylon Sign							
Single Panel Sign				25	90	20	150
Multi-Panel Sign				25	90	20	150
Ground Signs				8	50	24	72
Perimeter Wall Sign				8	35	30	NA
ATTACHED PREMISE SIGNS							
Parapet Sign				NA	NA	NA	
Mid-Story Sign				NA	NA	NA	
Corner Sign				NA	NA	NA	
Horizontal Mast Sign				20		22	NA
Header Sign				NA	NA	10	
Marquee Sign							NA
REGULATE/DIRECT							
Utility Mounted Sign				CC	NA	NA	NA
Pole Mounted Sign				10	IS	IS	NA
Frame Mounted Sign				6	7,5	6	NA
Building Mounted Sign				10	5	3	9
TEMPORARY SIGNS							
Post and Panel Sign				4	4	4	NA
Portable/Movable Sign				5	30	6	NA
Banner				15		NA	NA
SPECIAL SIGNS							
Kiosk				9		NA	NA
Mural				NA	NA	NA	NA
History Sign				NA	NA	NA	NA
Roof Sign				48	NA	48	

j. Villages

Purpose and Intent: “Create a mixed use community context built around an activity center. This village center should be a publicly accessible space that is connected to and supported by the other uses in the district.”

Principal Design Determinant: “Compatibility with village center.”

Development Form: “The village center should be clearly defined and should be either a civic, recreational or institutional use. Densities may vary, but there should be a progression in intensity, with highest density levels at or adjacent to the village center. Design guidelines are needed for public spaces in each village.”

	Street Envelope	Street Interface Envelope	Building Façade Envelope	Max Height (feet)	Max Area (sq ft)	Max Letter Height (in)	Alternate Max Area (sq ft)
DETACHED PREMISE SIGNS							
Post and Panel Sign				15	60	NA	160
Ground Signs				6	45	20	65
Perimeter Wall Sign				8	24	24	NA
ATTACHED PREMISE SIGNS							
Parapet Sign				NA	NA	NA	
Mid-Story Sign				NA	NA	NA	
Corner Sign				NA	NA	NA	
Horizontal Mast Sign				15		20	NA
Sign on Glass				10	35%	24	NA
Awning or Canopy Sign				NA			NA
Header Sign				NA	NA	10	
Marquee Sign							NA
REGULATE/DIRECT							
Utility Mounted Sign				CC	NA	NA	NA
Pole Mounted Sign				10	IS	IS	NA
Frame Mounted Sign				6	7,5	6	NA
Building Mounted Sign				10	5	3	9
TEMPORARY SIGNS							
Sandwich/A Frame Sign				4	7	4	NA
Post and Panel Sign				4	4	4	NA
Portable/Movable Sign				5	30	6	NA
Banner				15	12	NA	NA
SPECIAL SIGNS							
Electronic Message							NA
Mural				NA	NA	NA	NA
History Sign				NA	NA	NA	NA

k. Center City Communities

Purpose and Intent: *“Improve neighborhood definition and property values while promoting connectivity and complementary infill development.”*

Principal Design Determinant: *“Impact on surrounding property values.”*

Development Form: *“Predominantly medium density single family neighborhoods, with occasionally appropriate higher density residential expressions. Promote pedestrian connectivity, especially between neighborhoods and surrounding commercial areas, through signage, lighting and other development regulations, as well as code enforcement.”*

	Street Envelope	Street Interface Envelope	Building Façade Envelope	Max Height (feet)	Max Area (sq ft)	Max Letter Height (in)	Alternate Max Area (sq ft)
DETACHED PREMISE SIGNS							
Post and Panel Sign				15	60	NA	100
Multi-Pylon Sign				15	60	NA	100
Single Panel Sign				15	60	NA	NA
Multi-Panel Sign				15	690	NA	NA
Ground Signs							
Perimeter Wall Sign				8	24	24	NA
ATTACHED PREMISE SIGNS							
Parapet Sign				NA	NA	NA	
Mid-Story Sign				NA	NA	NA	
Corner Sign				NA	NA	NA	
Horizontal Mast Sign				15		20	NA
Sign on Glass				10	35%	24	NA
Awning or Canopy Sign				NA			NA
Header Sign				NA	NA	10	
INSTRUCTIONAL							
Utility Mounted Sign				CC	NA	NA	NA
Pole Mounted Sign				10	15	15	NA
Frame Mounted Sign				6	7,5	6	NA
Building Mounted Sign				10	5	3	9
TEMPORARY SIGNS							
Post and Panel Sign				4	4	4	NA
Portable/Movable Sign				5	30	6	NA
Banner				15	12	NA	NA
SPECIAL SIGNS							
Electronic Message						NA	NA
Mural				NA	NA	NA	NA
History Sign				NA	NA	NA	NA

I. Preservation District

Purpose and Intent: “Stabilize and increase property values and preserve historic homes.”

Principal Design Determinant: “Preservation of historic neighborhood context.”

Development Form: “The Neighborhood Preservation district is intended to stabilize property values in some of the older neighborhoods in Cleburne. A more uniform street treatment is needed in this district, as well as architectural standards. Historic district designation is encouraged in certain parts of this district in order to encourage neighborhood revitalization.”

	Street Envelope	Street Interface Envelope	Building Façade Envelope	Max Height (feet)	Max Area (sq ft)	Max Letter Height (in)	Alternate Max Area (sq ft)
DETACHED PREMISE SIGNS							
	Post and Panel Sign						
	Pole Sign						
	Multi-Pylon Sign						
	Single Panel Sign						
	Multi-Panel Sign						
	Ground Signs						
	Perimeter Wall Sign			8	24	24	NA
ATTACHED PREMISE SIGNS							
	Parapet Sign			NA	NA	NA	
	Mid-Story Sign			NA	NA	NA	
	Corner Sign			NA	NA	NA	
	Horizontal Mast Sign			15		20	NA
	Sign on Glass			10	35%	24	NA
	Awning or Canopy Sign			NA			NA
	Header Sign			NA	NA	10	
	Marquee Sign						NA
INSTRUCTIONAL							
	Utility Mounted Sign			CC	NA	NA	NA
	Pole Mounted Sign			10	15	15	NA
	Frame Mounted Sign			6	7,5	6	NA
	Building Mounted Sign			10	10	10	10
TEMPORARY SIGNS							
	Post and Panel Sign			4	4	4	NA
	Portable/Movable Sign			5	30	6	NA
	Banner			15	12	NA	NA
SPECIAL SIGNS							
	Electronic Message					NA	NA
	Kiosk						
	Mural			NA	NA	NA	NA
	History Signs			NA	NA	NA	NA
	Accessory Structure						NA
	Roof Signs			36	NA	36	NA

m. Traditional Neighborhood

Purpose and Intent: “Support future population growth in a traditional neighborhood development context.”

Principal Design Determinant: “Medium density development.”

Development Form: “Family oriented development, with schools, churches, emergency services and neighborhood retail aggregated where possible. Street networks should promote efficient lot layouts. Parks and recreational areas should be sited next to schools. Height restrictions should be established to maintain consistency with residential density.”

	Street Envelope	Street Interface Envelope	Building Façade Envelope	Max Height (feet)	Max Area (sq ft)	Max Letter Height (in)	Alternate Max Area (sq ft)
DETACHED PREMISE SIGNS							
Ground Signs							
Perimeter Wall Sign				8	24	24	NA
ATTACHED PREMISE SIGNS							
Parapet Sign				NA	NA	NA	
Mid-Story Sign				NA	NA	NA	
Corner Sign				NA	NA	NA	
Horizontal Mast Sign				15		20	NA
Sign on Glass				10	35%	24	NA
Awning or Canopy Sign				NA			NA
Header Sign				NA	NA	10	
INSTRUCTIONAL							
Utility Mounted Sign				CC	NA	NA	NA
Pole Mounted Sign				10	15	15	NA
Frame Mounted Sign				6	7,5	6	NA
Building Mounted Sign				10	5	3	9
TEMPORARY SIGNS							
Sandwich/A Frame				4	7	4	NA
Post and Panel Sign				4	4	4	NA
Portable/Movable Sign				5	30	6	NA
SPECIAL SIGNS							
Electronic Message						NA	NA
Mural				NA	NA	NA	NA
History Sign				NA	NA	NA	NA

n. Sustainable Communities

Purpose and Intent: “Encourage specialty residential enclaves where lots and buildings respond to the natural landscape.”

Principal Design Determinant: “Response to natural landscape ”

Development Form: “Conservation subdivisions, small ranches, cluster development projects and low density residential should characterize this district. It should maintain a high percentage of parkland dedication and more trails and open spaces than other community types. Building standards should encourage sustainable development practices, such as LEED or LID standards.”

	Street Envelope	Street Interface Envelope	Building Façade Envelope	Max Height (feet)	Max Area (sq ft)	Max Letter Height (in)	Alternate Max Area (sq ft)
DETACHED PREMISE SIGNS							
	Ground Signs						
	Perimeter Wall Sign			8	24	24	NA
ATTACHED PREMISE SIGNS							
	Parapet Sign			NA	NA	NA	
	Mid-Story Sign			NA	NA	NA	
	Corner Sign			NA	NA	NA	
	Horizontal Mast Sign			15		20	NA
	Sign on Glass			10	35%	24	NA
	Awning or Canopy Sign			NA			NA
	Header Sign			NA	NA	10	
INSTRUCTIONAL							
	Utility Mounted Sign			CC	NA	NA	NA
	Pole Mounted Sign			10	15	15	NA
	Frame Mounted Sign			6	7,5	6	NA
	Building Mounted Sign			10	5	3	9
TEMPORARY SIGNS							
	Sandwich/A Frame			4	7	4	NA
	Post and Panel Sign			4	4	4	NA
	Portable/Movable Sign			5	30	6	NA
SPECIAL SIGNS							
	Electronic Message					NA	NA
	Mural			NA	NA	NA	NA
	History Sign			NA	NA	NA	NA

H. SPECIAL SIGN TYPES

1. **Historical Signs.** Certain signs within the City of Cleburne which have been designated and a Historical Sign by action of the City Council shall be so designated and protected in accordance with this Section.
 - a. **Designation.** Based on a survey of potential historic signs produced by the City of Cleburne and any public nomination of a sign for historical status, the Cleburne City Council shall designate the sign or signs which it deems historically significant as “**a Historical Sign**”. A sign may qualify as a Historical Sign if it:
 - i. Is or has been associated with a business enterprise or public activity which has made significant contribution to the growth and development of Cleburne or Johnson County.
 - ii. Is an example of distinctive design
 - iii. Is the work of a noted artist
 - iv. Is associated with the contributions of a culturally significant personality
 - v. Is not dilapidated or deteriorated to a point where it constitutes a public hazard
 - b. **Property owner support.** In addition, the designation of any sign as a Historical Sign must have the property owner’s support for such designation and the property owner’s commitment for continued maintenance.
 - c. **Continued non-conformance and exemption.** A sign which has been designated as a Historical Sign is exempt from the standards of this Chapter except those that regulate maintenance. Any maintenance of the sign or preservation work on the sign which may negate the sign’s right to remain in place as a non-conforming sign (Sec. A.16) will not trigger a requirement to meet the standards of this Chapter in the case of an Historical Sign. In addition, any work on the sign for the purpose of restoration or preservation which may exceed 50% of the cost of replacement shall not trigger a requirement to meet the standards of this Chapter.
 - d. **Demolition.** Any demolition permit sought which would lead to or require the demolition of a sign designated as an Historical Sign shall be delayed for 90 days from the date of application for a demolition permit so that alternate locations for, or other dispositions of, the sign may be arranged. If a workable alternate is not brought forth within the 90 day demolition delay period, the sign may be demolished. If however, an alternate location is agreed upon by the Cleburne City Council, the demolition permit delay shall continue for a reasonable period of time to allow implementation of the alternate. In no case shall the total demolition delay exceed 120 days.
2. **Sexually-Oriented Business Signs.**
 - a. Notwithstanding the City’s Building Code, General Provisions, or any other city ordinance, code, or regulation to the contrary, it shall be unlawful for the owner or operator of any enterprise or any other person to erect, construct, or maintain any sign for the enterprise other than one primary sign and one secondary sign, as provided in this section.
 - b. Primary signs shall have no more than two display surfaces. Each such display surface shall:
 - i. Not contain any flashing lights;

- ii. Be a flat plane, rectangular in shape;
 - iii. Not exceed 75 square feet in area; and
 - iv. Not exceed ten feet in height or ten feet in length.
 - c. Primary signs shall contain no photographs, silhouettes, drawings or pictorial representations of any manner, and may contain only:
 - i. The name of the enterprise; and/or
 - ii. One or more of the following phrases:
 - "Adult bookstore;"
 - "Adult movie theater;"
 - "Adult encounter parlor;"
 - "Adult cabaret;"
 - "Adult lounge;"
 - "Adult novelties;"
 - "Adult entertainment;" or
 - "Adult modeling studio."
 - iii. Primary signs for adult movie theaters may contain the additional phrase, "Movie titles posted on premises."
 - d. Each letter forming a word on a primary sign shall be of a solid color, and each such letter shall be the same print type, size and color. The background behind such lettering on the display surface of a primary sign shall be of a uniform and solid color.
 - e. Secondary signs shall have only one display surface. Such display surface shall:
 - i. Be a flat plane, rectangular in shape;
 - ii. Not exceed 20 square feet in area;
 - iii. Not exceed five feet in height and four feet in width; and
 - iv. Be affixed or attached to any wall or door of the enterprise.
 - f. The provisions of J.2.c and J.2.d of this section shall also apply to secondary signs.
 - g. Any sign located on the premises of a commercial multi-unit center containing an enterprise that displays the name, or any portion of the name of the enterprise, any name under which any enterprise was formerly operated on the premises, or that contains any of the terms set forth in J.2.c of this section, or any other terminology that is commonly used to identify, or is associated with the presence of a sexually oriented business, shall comply with all restrictions of this section. The intent of this section is to prevent the use of signage identifying the commercial multi-tenant center itself from being used as a subterfuge to evade the restrictions on sexually oriented business signs set forth in this section.
3. **Portable Signs.** Portable signs are permitted in all areas of Cleburne, in accordance with the standards for portable signs as indicated in The Standards by Sign District (Sec. I). If no standard is indicated for a particular district, then the gross area of the sign message component shall not exceed 20 square feet. All portable Signs shall also be subject to the following regulations:
- a. **Registered Portable Sign.** After the effective date of this chapter, it shall be unlawful for any person to continue to display or maintain on any premises within the corporate limits of the City any portable sign that existed on or before the effective date of this chapter that is not registered with the Cleburne Building official within 90 days from the effective date of this Chapter. All new portable signs placed within the corporate limits of the City on or after the

effective date of this Chapter are required to be permitted and are subject to the following time limitations:

- a. Non-residential. 15 day maximum: 4 permits per calendar year
- b. Residential. 7 day maximum: 2 permits per calendar year.
- b. **Time limitations for non-registered signs.** Portable signs which are not registered by the owner of the sign within 90 days of the effective date of this Chapter, whether leased or owned by an individual or business, may be removed by the City at the expense of the owner or lessee.
- c. **Lawful non-conformity.** Any portable sign lawfully existing on any premises prior to the effective date of this Chapter, in accordance with the provision of any prior ordinance, shall be allowed to remain on those premises as a non-conforming portable sign, if properly registered with the Building Official within 90 days of the effective date of this Chapter and continuously maintained in accordance with the provisions of this Chapter. Such non-conforming signs are subject to any time limits applicable at the time the sign was permitted or authorized.
- d. **Maintenance of non-conforming signs.** A non-conforming portable sign which is properly registered in accordance this Chapter, shall not be moved to another premises so as to be visible from any public street. If removed from any premises for any reason, the non-conforming sign shall be placed on the same premises so as to be visible from the public street.
- e. **Anchoring.** All lawful non-conforming portable signs shall at all times be securely anchored so as to prevent overturning or unsafe movement, the sufficiency of such anchoring to be determined by the Building Official.
- f. **Location of Portable Signs.** For the purpose of portable signs, no portable sign shall be located within the following areas:
 - i. A horizontal triangular area measuring 25 feet by 25 feet along the right of way for all street-to-street intersections.
 - ii. A horizontal triangular area measuring 7 feet by 60 feet along the right of way for all driveway-to-street intersections.
 - iii. Off-premise.
- g. **Separation of portable signs.** No portable sign shall be located within 25 feet of another portable sign.

4. Temporary Post and Panel Signs

Temporary Post and Panel Signs are permitted in accordance with the requirements for the Sign Districts (Sec. I). Temporary Post and Panel Signs shall also be subject to the following regulations:

- a. **Noncommercial Signs During Elections.** In addition to other signs permitted by this section, temporary post and panel signs bearing any noncommercial message may be erected on private real property with the permission of the property owner during an election period. Under this provision, private real property does not include real property subject to an

easement or other encumbrance that allows a municipality to use the property for a public purpose.

- i. For the purposes of this section, an election period begins sixty-two days before the date of an election and ends ten days after the date of an election. In the case of a run-off election, an election season ends ten days after the date of the run-off election.
- ii. Signs permitted under this subsection shall not exceed thirty-six (36) square feet in area, shall not exceed eight (8) feet in height, shall not be illuminated, nor have any moving elements.
- iii. Signs permitted under this subsection shall not be located in the city rights-of-way or in roadway medians, nor be placed on city-owned property such as city parks, fire stations, police stations, libraries, City Hall or other City-owned buildings; provided, however, such signs may be placed on public property designated as an official polling place on a designated election day, with such signs being located outside the specified distance from the polling place entrance as permitted by state election laws. An election day is any day or days that are scheduled for city residents to vote in an election at a selected polling place in the city. Such day or days may include, but not be limited to, uniform local, state and federal election dates, early voting day(s), absentee voting days, general election days, special election days, run-off election days, and other voting days established and defined by federal, state, or local laws.
- iv. Consistent with the message substitution policy, notwithstanding any provision to the contrary, if a sign is authorized to be placed or erected under this section, a temporary post and panel sign with any other noncommercial message is allowed to be erected in its place provided it otherwise complies with the provisions of this section.

b. Temporary Post and Panel Signs on Property for Sale or Rent. Additional signs may be erected either within or outside the Sign Districts on property that is listed for sale or lease not to exceed an additional 20 square feet per premises.

5. **Wall-mounted or Monument Signs in Residential Subdivisions.** Wall or Monument Mounted Residential Development Signs are permitted in accordance with the requirements for the Sign Districts (Sec. I). Wall or Monument Mounted Residential Development Signs shall also be subject to the following regulations:

c. **Maximum size when located in an area that is not a Sign District.** The maximum area of such signs when located in areas that are not a Sign District is 50 square feet for development entry signs and 30 square feet for signs within the development.

- d. **Maximum height when located in an area that is not a Sign District.** The maximum height of such signs when located in areas that are not a Sign District is 6 feet for wall mounted and 10 feet for monument mounted signs for development entry signs and 5 feet for signs within a development.
- e. **Encroachment into the public right of way.** Development entry signs may be located on medians and or encroach upon the public right of way if such placement is approved by the Cleburne City Council at the time a project development plan is approved.

6. Signs in the Public Right of Way

In certain circumstances, a sign may be located within the public right-of-way provided that the sign owner (if not the City) is granted a license agreement to locate such a sign, in accordance with these requirements:

- a. **Authorized by City Council.** The Cleburne City Council may, by duly executed license agreement, grant the exclusive right to design and maintain a sign within the public right-of-way, provided that it does not constitute a traffic safety hazard.
- b. **Permitted Sign Types.** Signs in the public right-of-way typically include Kiosks, Way-finding, or Marquee Signs and Canopy Signs within the Downtown Targeted Development Area, Regional Nodes, or the Central Corridor Sign Districts.
- c. **Sign Location Map.** Prior to erecting any sign within the public right-of-way, the licensee shall submit a sign location map to the Director of Planning. The Sign Location map shall contain the location, orientation, and number of individual signs as well as:
 - i. The number of panels available for use in any Kiosk
 - ii. The number of destination identifications available in any Way-finding sign.
- d. Advertisement of price information shall be prohibited on Kiosk signs located in the public right-of-way.
- e. Signs located in the public right-of-way shall not:
 - i. Interfere with the use of the sidewalk, walkways, bike and hiking trails.
 - ii. Obstruct the visibility of motorists, pedestrian, or traffic control signs; and
 - iii. Be installed in immediate vicinity of street intersections, if such sign is a ground mounted sign.
- f. Signs located in the public right-of-way that are less than 12 feet off the ground shall comply with the intersection visibility requirements of the City.
- g. In accordance with the specification contained in the license agreement, a percentage of a Kiosk sign panel or Way-finding identification panel shall be reserved for the City to use as directional signage for municipal or community facilities or for information about community events.
- h. The licensee shall be responsible for all construction, installation, maintenance, and repair of any sign for which a license is granted. Cost associated with such construction, installation, maintenance, and repair shall not be borne by the licensee and shall not be a cost to the City.
- i. The licensee for any kiosk or way-finding sign shall administer the Kiosk or way-finding sign and shall fill the individual sign spaces in accordance with the following criteria:

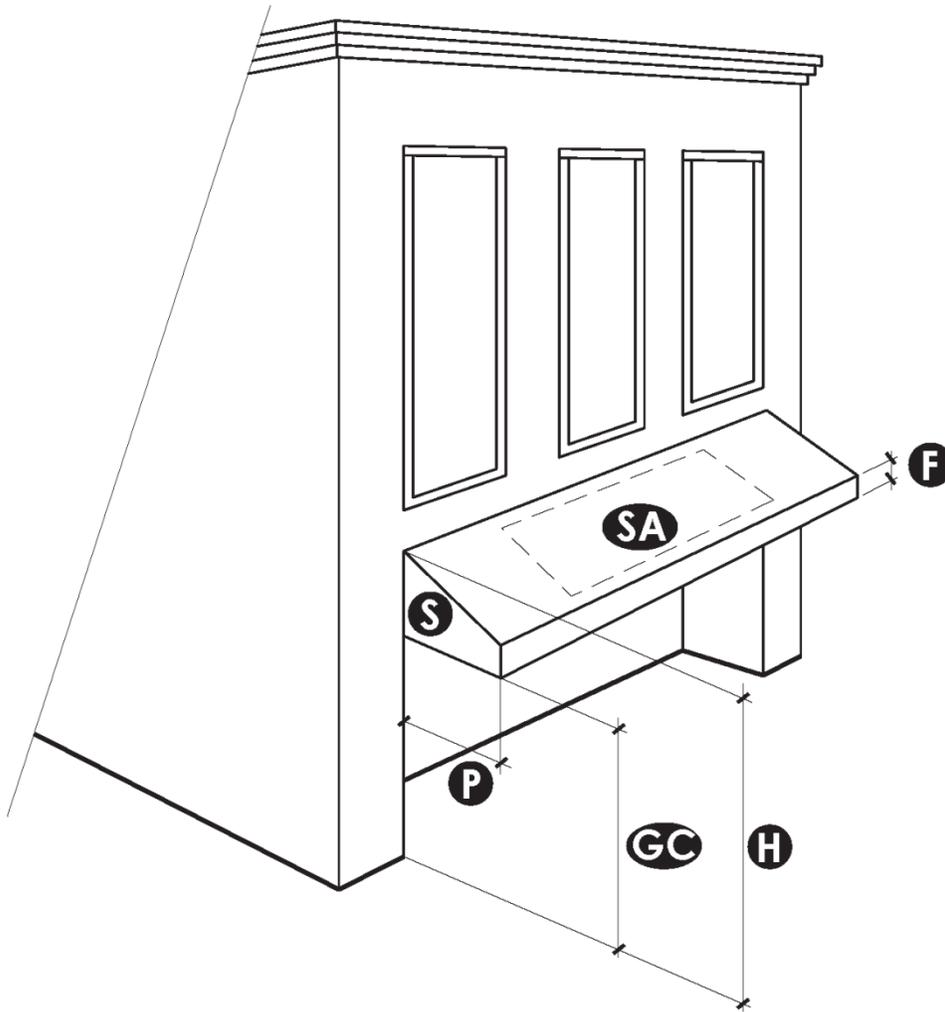
- i. The spaces shall be filled according to request received by the licensee on a first come first served basis.
 - ii. The number of Kiosk or way-finding signs and spaces on each sign shall be set by the sign location map approved by the Director of Planning. The licensee may request the placement of additional kiosk or way-finding signs only if the number of unserved requests will sell an additional sign.
 - iii. The licensee shall have no discretion to award or not award a space on the kiosk or way-finding sign based on the type of organization or business that requests placement of such signs.
- a. Procedures for approval of signs in the public right of way.
- i. All signs in public right-of way shall have a right-of-way agreement or a license agreement between the sign owner and the city council.
 - ii. The application for a right-of-way agreement or license agreement shall include the types, locations, size, area, height, number, materials, design and construction of all proposed signs.
 - iii. This data shall be a part of the agreement and will be attached to the agreement.
 - iv. The application will be submitted to the Building Official and will be reviewed by the design review committee and then shall be placed on a planning and zoning commission agenda.
 - v. The City Manager will then place the item on the agenda for the first city council meeting following the planning and zoning commission meeting.
 - vi. The Building Official shall put a notice in the newspaper 15 days before the day of the meeting for both the planning and zoning commission meeting and city council meetings (this notice may be sent at one time). The planning and zoning commission shall review the sign details and design and make a recommendation to the city council.
 - vii. Council shall approve or disapprove the right-of-way agreement if the criteria for sign placement in the public right of way are met.
 - viii. The criteria for approval of the sign placement agreement are as follows:
 - The sign shall conform to the design standards for the Streetscape Setback Envelope of the sign district in which the referenced property resides.
 - The sign shall be placed in right-of-way that is adjacent to and in the frontage of the business location or other establishment referenced in the sign.
 - There would be an unnecessary hardship if the business location or establishment were not allowed to place the sign in the right-of-way due to lack of visibility from the right-of-way due to the placement of other existing structures.

I. ILLUSTRATIONS

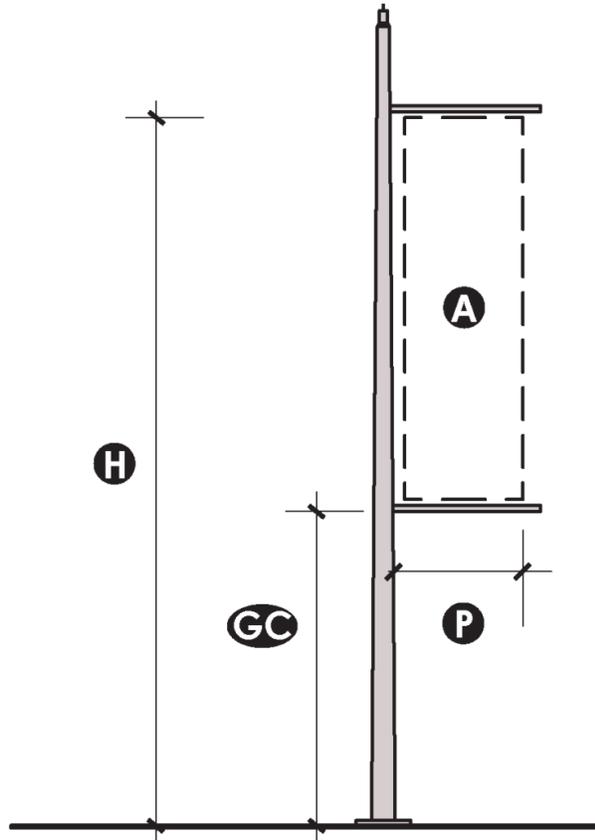
Attached Awning Signs

LEGEND

- SA** Awning Sign Area
- F** Awning Fascia
- P** Awning Projection
- GC** Ground Clearance
- H** Awning Height
- S** Awning Side



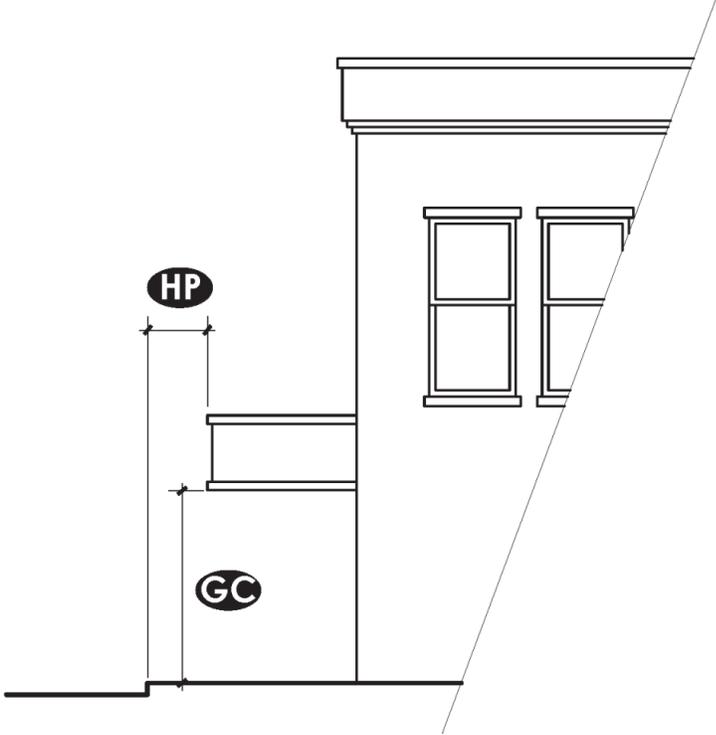
Attached Banner Signs



LEGEND

- A** Banner Sign Area
- H** Banner Height
- P** Banner Projection
- GC** Ground Clearance

Attached Canopy Marquee Signs

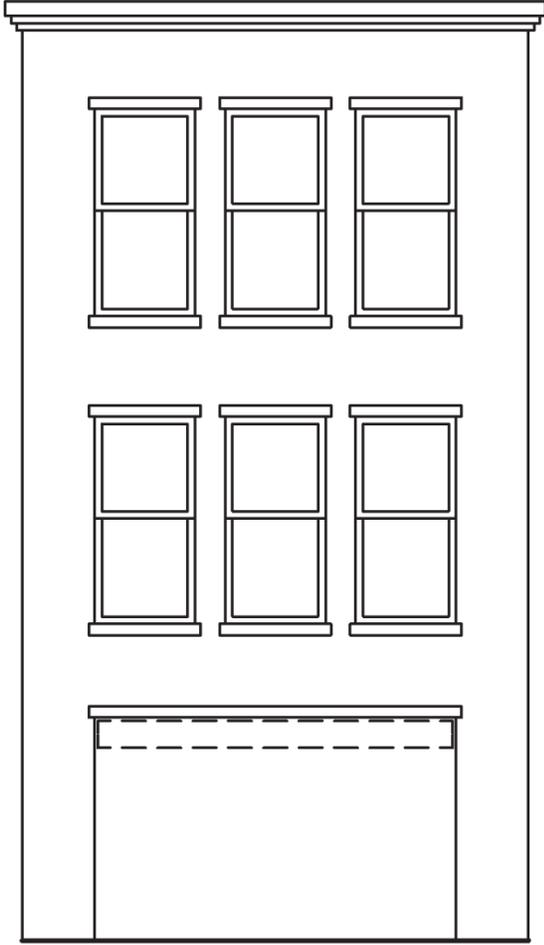


LEGEND

HP Maximum Horizontal Projection

GC Ground Clearance

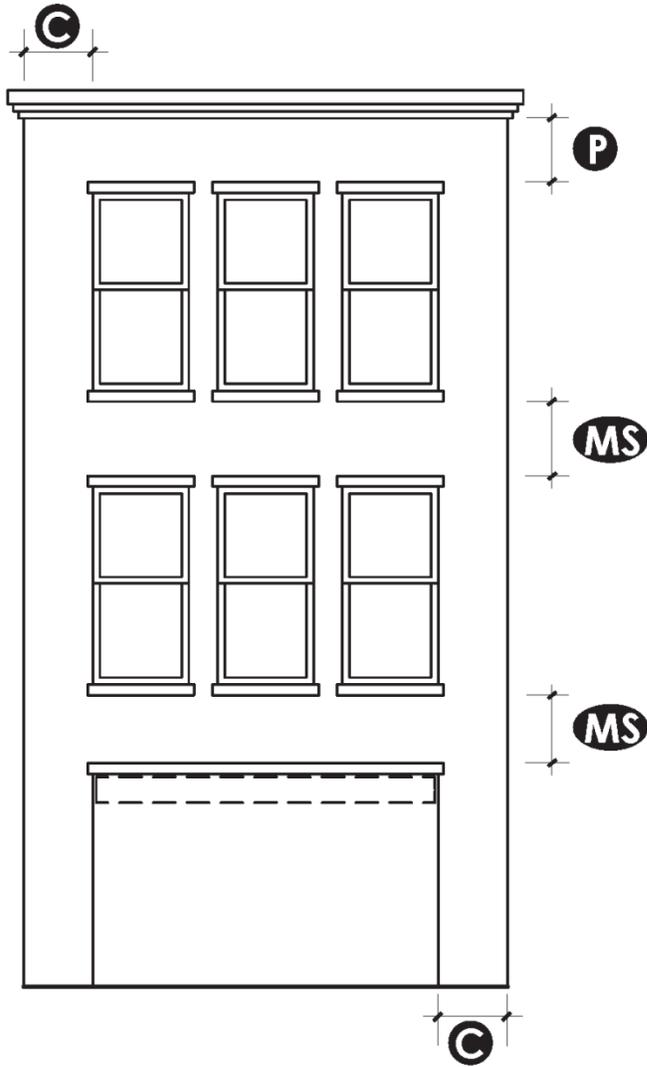
Attached Header Signs



LEGEND

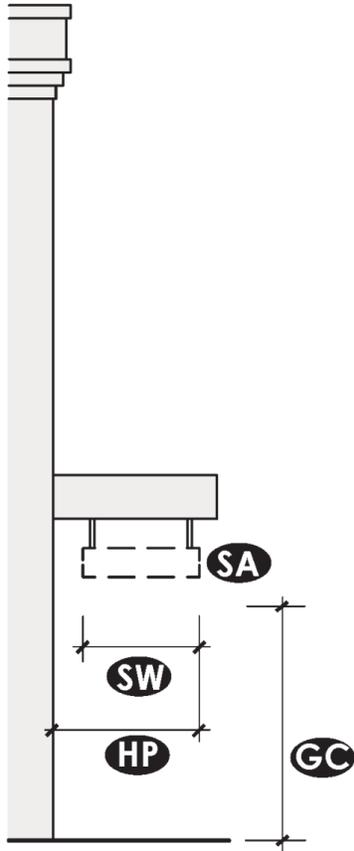
- H** Header Height
- VD** Vertical Dimension
- GC** Ground Clearance

Attached Corner, Mid-Story, Parapet Signs



- LEGEND**
- C** Corner
 - MS** Mid-Story
 - P** Parapet

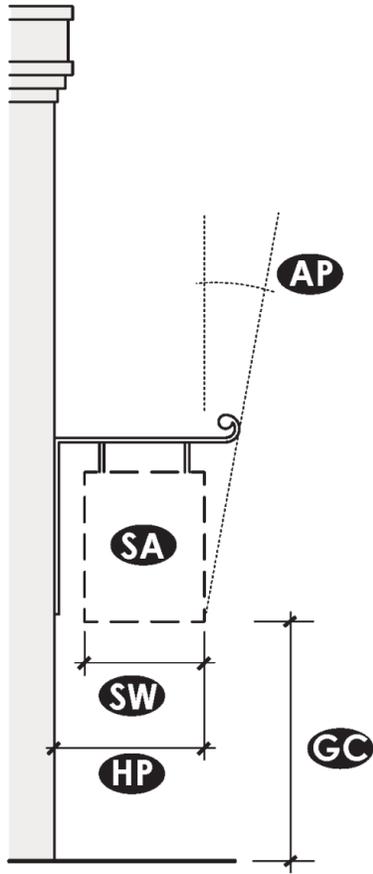
Attached Canopy Horizontal Blade Signs



LEGEND

- SA Sign Area
- SW Sign Width
- HP Maximum Horizontal Projection
- GC Ground Clearance

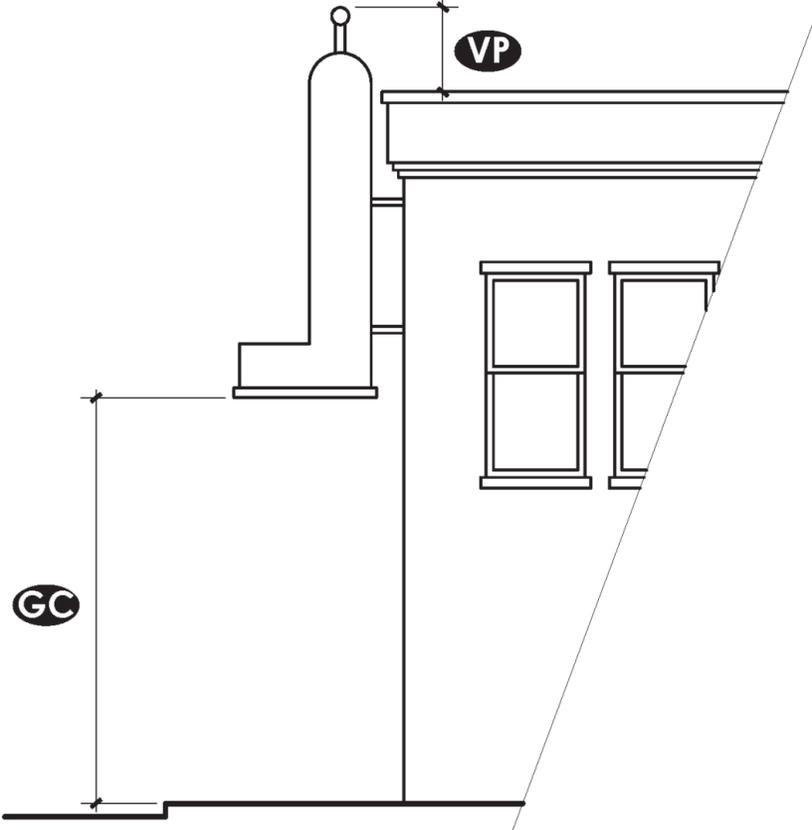
Attached Horizontal Blade Signs



LEGEND

- SA Sign Area
- SW Sign Width
- AP Angle of Maximum Projection
- HP Maximum Horizontal Projection
- GC Ground Clearance

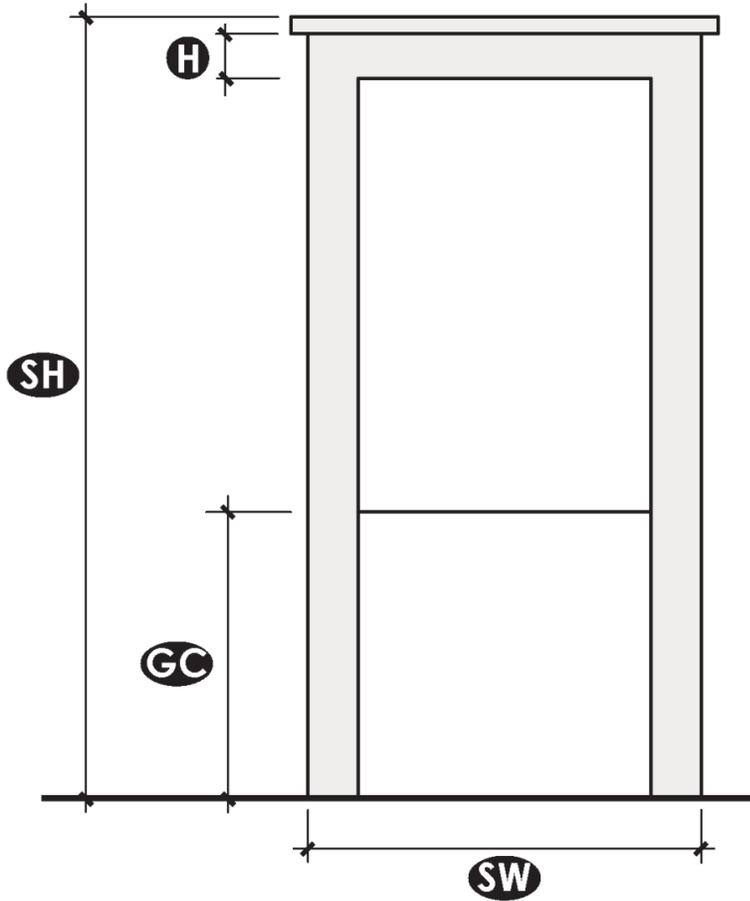
Attached Upper Story Marquee Signs



LEGEND

- VP** Maximum Vertical Projection
- GC** Ground Clearance

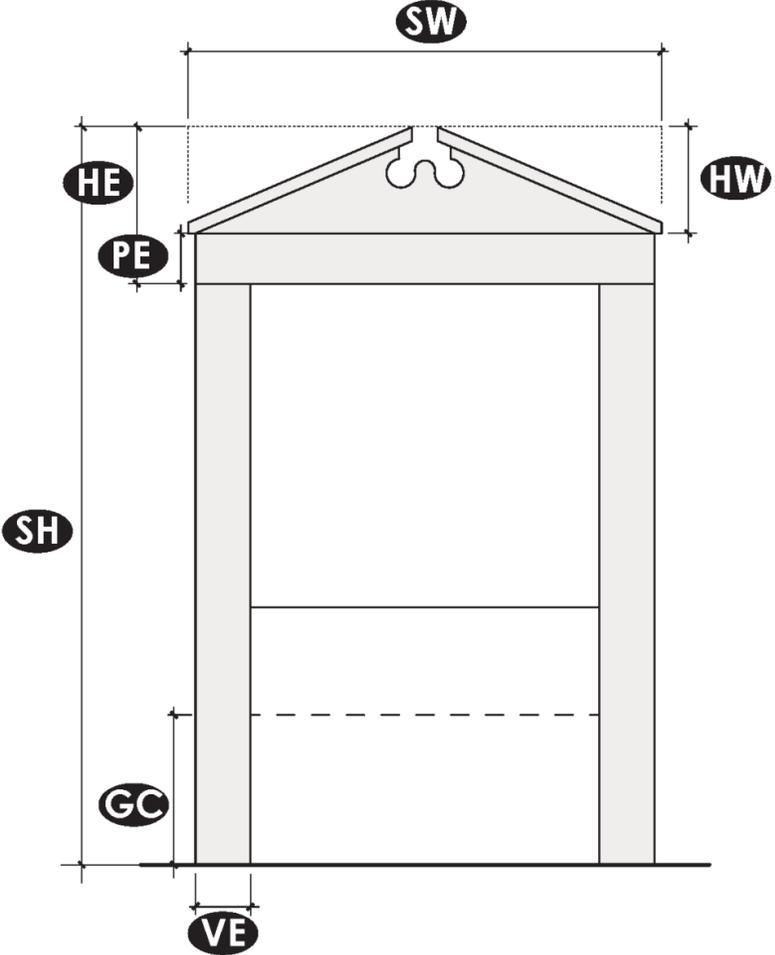
Detached Elevated Signs



LEGEND

- H** Header
- SH** Sign Height
- SW** Sign Width
- GC** Ground Clearance

Detached Monolith Signs



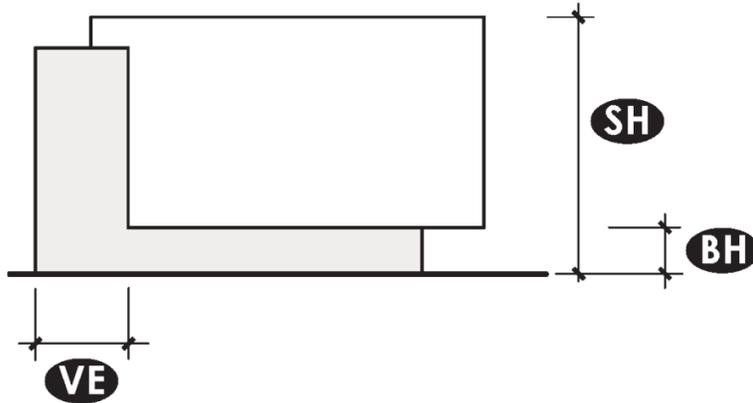
LEGEND

- HE Header Enclosure
- PE Pediment Entablature
- SH Sign Height
- SW Sign Width
- VE Vertical Enclosure
- HW Box Header Width
- GC Ground Clearance

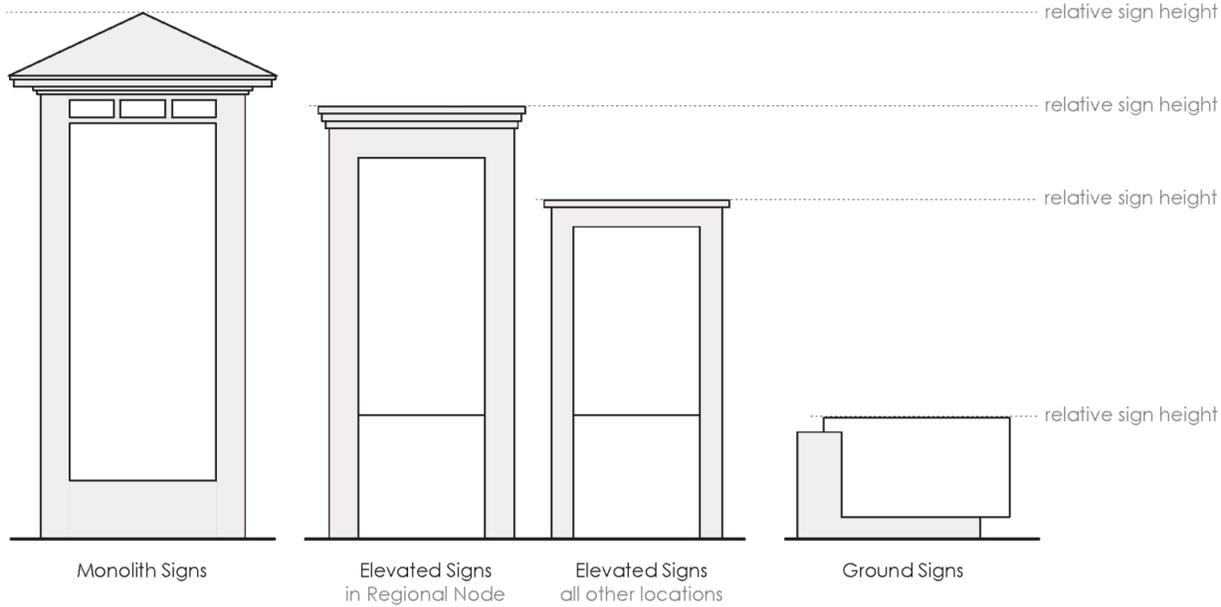
Detached Ground Signs

LEGEND

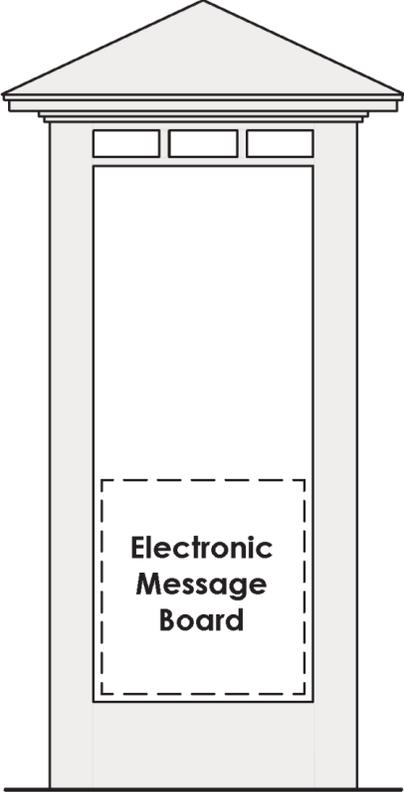
- SH Sign Height
- BH Base Height
- VE Vertical Enclosure



Vertical Sign Heights



Electronic Message Boards



LEGEND

 Maximum percent of sign area for an Electronic Message Board

Setback Envelopes

