

## **CHAPTER 1185 SIGNS**

### **1185.01 PURPOSE**

It is the purpose of these sign regulations to promote the public health, safety, and general welfare by permitting the use of signs as a means of communication in the City of Celina:

- F. To maintain and enhance the City's natural and manmade environment;
- G. To implement community design standards to encourage an attractive and healthy economic environment;
- H. To reduce possible safety hazards to vehicle and pedestrian traffic through good signage;
- I. To minimize the possible adverse effects of signs on nearby public and private property; and
- J. To enable the fair and consistent enforcement of these sign regulations.

The purpose, as stated above, is based on the following findings or conditions concerning signs:

- K. That excessive signs create dangerous traffic conditions, intrude on motorist and pedestrian enjoyment of the natural and manmade beauty of the City, and as such are detrimental to the public health, safety, and general welfare of the City; and
- L. That business enterprises and other institutions located along public and private streets have a need to identify themselves and their activities to motorists and pedestrians by means of signs.

### **1185.02 DEFINITIONS**

The following terms are defined for use under this section.

- M. **Abandoned Sign:** Any sign remaining in place which no longer advertises or identifies an ongoing or active business, product, or service available; or a sign which is no longer maintained in a serviceable condition. The serviceability of a sign ceases when deterioration becomes as visibly recognizable as the image of the subject of the sign.
- N. **Address Marker:** A numeric reference of a structure or site not included as part of a wall or monument sign. These are not normally considered a sign under this section.
- O. **A-Frame Card Sign:** A free standing sign usually hinged at the top. Such signs are considered portable and temporary.
- P. **Animated or Moving Sign:** Any sign, other than a time and temperature display, which uses motion, lighting, or special materials to depict action or create a special effect or scene.

- Q. Awning, Canopy, or Marquee Sign: A non-electric sign that is printed on, painted on, attached to an awning, canopy, or marquee and is only permitted on the vertical surface.
- R. Banner, Flag, Pennant or Balloon: Any cloth, bunting, plastic, paper, or similar material, used for advertising purposes attached to, pinned on, or from any structure, staff, pole, line, framing, or vehicle, including captive balloons and inflatable signs, but not including official flags of local, state, national or foreign governmental organizations.
- S. Billboard or Off-Site Sign: A sign, including supporting structure, advertising an establishment, merchandise, service, or entertainment, which is not sold, produced, manufactured, or furnished at the property on which the sign is located.
- T. Building Face: The length of the single front building elevation in which the primary entrance to the business is located. Where more than one business occupies a building, the frontage for sign purposes for each business is determined by multiplying the building front elevation width by the percentage of total floor space occupied by each business or potential business space.
- U. Changeable Copy Sign: A sign designed to allow the changing of copy through manual, mechanical, or electrical means. Time and temperature displays are not considered against the allowable advertising sign footage as long as no business identification or advertising is presented as part of the display.
- V. Civic Event Sign: A temporary sign posted to advertise a civic event sponsored by a public agency, school, church, civic/fraternal organization, or similar non-profit organization.
- W. Construction Sign: A temporary sign erected on the parcel on which construction is taking place. The sign may list the project name, owners, developers, professional services and contractors involved and any other major sponsors of the development.
- A. **Development or Subdivision Sign:** A temporary sign promoting a new development or subdivision which has received City Planning Commission review.
- X. Directional Signs: Signs limited to directional messages, principally for pedestrian or vehicular traffic, such as "one way", "entry" or "exit". These signs giving direction are not considered part of the advertising signage and do not require permitting. If additional advertising display is posted on the directional signs the Zoning Inspector may consider them as part of the square footage restrictions.
- Y. Double-Faced Sign: A post, pedestal, or monument display where the sign's faces are back to back and the sign copy is similar on both sides. The area of double-faced signs is considered based on dimensions of one side.
- Z. Garage or Yard Sale Sign: A temporary sign advertising the sale of personal items at a residential property.
- AA. Incidental Signs: Incidental signs are signs no larger than 3 square feet in size that display notices required by law, or show affiliations or services provided.

Items displayed may be credit cards accepted, trade affiliations, business hours, or other similar information necessary to identify limits of or qualifications of service or product.

- BB. Institutional Sign: A permanent sign identifying the premises of a church, school, governmental office, or non-profit institutional facility.
- CC. Kiosk: A three dimensional structure designed and constructed with the explicit purpose of displaying information and advertising. This structure must supply a public service and can only receive a permit following review and approval of the Planning Commission.
- DD. Logo Sign: A sign consisting of a symbol or mark associated with a business, service or product entity.
- EE. Monument Sign: A sign displayed on a pedestal or base that has a footprint 50% or more than the signs horizontal dimensions.
- FF. Nonconforming Sign: A legally established sign existing prior to the establishment of this Ordinance which fails to conform to the regulations of this Ordinance.
- GG. Political Sign: A temporary sign directly associated with a local, state, or national political election or issue.
- HH. Portable Sign: A sign designed and constructed to be easily set up and removed or relocated.
- II. Promotional Sign: A temporary commercial sign posted to promote the sale of new products, new management, new hours, new service or to promote a special sale.
- JJ. Projecting Sign: Any sign which is attached to the face of a building and projects more than eighteen (18) inches from the face.
- KK. Real Estate Sign: An on-site temporary sign pertaining to the sale, lease or rental of a building or premises. These signs include Open House signs which indicate when salespersons are available to represent the property subject to sale, lease or rent.
- LL. Roof Sign: A sign erected, constructed, or placed upon or over a roof of a building, including a mansard roof, and which is wholly or partly supported by the building.
- MM. Sign: Any display that shows any product, service, business, name, or other enterprise in a promotional manner. A sign may consist of wording, logos or images.
- NN. Sign Program: A coordinated program of signs as allowed under the "Commercial Shopping Center" and "Apartment, Office, Research, and Industrial Center" developments.
- OO. Temporary Sign: Any sign that is approved to be displayed for a limited time period as set forth in this Ordinance or by the Planning Commission.

- PP. Wall Sign: A sign painted on, printed on, or attached to a wall which has its face substantially perpendicular to the building face.
- QQ. Window Sign: Any sign that is applied, painted, or attached to a wall which is not a projecting sign.

### **1185.03 ADMINISTRATION**

These sign regulations shall be administered as stated under the conditions as listed in Chapter 1143 of this Ordinance.

#### **A. Permit Required**

No sign, unless exempted by this Chapter, shall be constructed, displayed, or altered without an approved permit. The permits shall be issued by the Zoning Inspector when the conditions of this Ordinance are met.

Each permit application shall be accompanied by the following:

1. A drawing showing the design proposed.
2. Dimensioned site plan showing the sign location in relation to property lines, buildings, walks, and drives.
3. Dimensioned elevation drawing showing the size, sign type, height, illumination method, support or mounting method, and construction materials.

A sign for which a permit has been issued shall not be modified, relocated, altered or replaced unless a new permit or an amended permit is issued by the Zoning Inspector.

#### **B. Signs Requiring a Permit**

Any sign erected, painted, posted or placed in any district within the City shall require an approved permit from the Zoning Inspector in conformance with Sections 1144.02-1144.05, except those signs identified as exempt from such permit. Sign structure, size, height, setback, location and number shall be determined by the requirements set forth in this Chapter.

Changes or relocation of nonconforming signs require permits and any alterations must also meet the requirements set forth in this Chapter. See Section 1185.04 D. for nonconforming signs.

### C. Signs Not Requiring a Permit

The following signs are exempt and do not require a permit from the Zoning Inspector. To maintain an exempt status these signs must comply with restrictions as established in this Chapter.

1. Political signs, Real Estate signs, and Civic Event signs when conforming to the requirements established under this Ordinance.
2. Temporary signs painted on the outside of the windows for display on holiday or special occasions.
3. Signs located inside a building or behind a window and not exceeding the prohibitions set forth in Section 1185.03 D.8., do not require a permit.
4. Memorial signs and plaques installed by recognized civic organizations.
5. Official and legal notices and signs issued by governmental agencies.
6. Official flags of all governmental and civic/fraternal organizations.
7. Construction signs when conforming to the conditions set forth under Section 1185.04 G.2.
8. Incidental signs for businesses like automobile services, gasoline service stations, automobile dealers with service repairs, motels and hotels provided that all of the following conditions exist: the signs are attached to a structure or building; the signs number no more than four (4) per street frontage, and no sign shall exceed an area per face of three (3) square feet. Copy applied to fuel pumps or dispensers such as fuel identification, station logo, and other signs required by law are permitted and not counted against the number allowed.
9. Directional signs provided that such signs are located on-site, have a maximum area which does not exceed three (3) square feet per sign, have a maximum overall height of four (4) feet above grade, and are mounted on a monument or pole. Such signs may be located in a required setback provided that a minimum distance of five (5) feet from any property line is maintained.
10. Garage and yard sale signs provided they conform to the regulations set forth in this Ordinance.

### RR. Prohibited Signs

The following signs are inconsistent with the sign standards established in this Chapter and are therefore prohibited. Permits **cannot be issued** for:

1. Abandoned signs after 90 days of meeting the abandoned sign definition. The property owner will be responsible for removal.
2. Animated, moving, flashing, blinking, reflecting, revolving or other similar signs, with the exception of permanently mounted Changeable Copy Signs and time and temperature displays as allowed in this Chapter.

Also see 1185.04. K.6

3. Portable or A-Frame signs. For exceptions see Section 1185.04 F.7.
4. Roof signs
5. Signs placed in, or overhanging, the public right-of-way. Signs with exception are: governmental signs and informational signs authorized by the Planning Commission and in conformance with state or federal regulations. Such informational signs shall not exceed two and a half (2½) square feet in area and shall not be illuminated.
6. Signs designed or constructed to resemble or imitate highway or traffic control signs or signals.
7. Temporary signs, found not in conformance to the regulations set forth in this Ordinance. These signs may be confiscated by the Zoning Inspector, or his representatives, in addition to being subject to the conditions of Chapter 1199.
8. Windows signs when they are located in a residentially zoned district are larger than the allowable signage for that district or are illuminated.

SS. Measurement Standards

The area of the sign is determined by the dimensions of the background structure, unifying background area, or by the maximum dimensions of the display area if posted on a common background. The following standards shall be used to determine the area and height measurements for all signs erected or posted within the City:

1. The area of a sign shall be computed by means of the smallest square, circle, rectangle, triangle, or combination thereof that will encompass the exterior display limits of a sign, but not including the supporting frame or bracing.
2. The area of a sign with more than one face shall be computed by adding together the area of all sign faces visible from any one point.
3. In the case of irregularly shaped three dimensional signs, the area of the display surface shall be measured on the plane of the largest vertical cross section.
4. The height of a sign shall be determined by measuring the vertical distance between the highest point of the sign to the ground elevation at the base of the sign. If mounding was used at the sign base, the ground elevation shall be determined as the average ground elevation of the developed site at the sign base prior to mounding.
5. The setback of a sign shall be measured from the vertical projection of the property line or street right-of-way line to the closest part of the sign.
6. Lots in B or M zones having frontage on more than one street shall have a maximum allowable sign area equal to twice that of its shortest frontage, not to exceed twice the maximum number of square feet otherwise allowed in the zone. These lots shall also be permitted twice the number of signs otherwise allowed in their zone; however, there shall be no increase in the number of free-standing signs allowed.

**F. Fees**

A schedule of fees for permits shall be established and amended from time to time by City Council.

**1185.04 GENERAL REGULATIONS**

**A. Cross-corner Sight Restrictions:**

No sign, or part of a sign structure wider than one (1) foot, shall be erected in the cross-corner line of sight between the heights of three (3) feet and eight (8) feet, as measured from the center lines of the relevant pavements, in the following locations:

1. At street intersections, within a triangle, two sides of which are measured from the point of intersection of the street rights-of-way, a distance of 40' parallel to the through street and a distance of 15 feet parallel to the stop street. At 4-way stops the distance shall be 40 feet parallel to each street.
2. At drives - within a triangle, two sides of which are measured from the point of intersection of the street right-of-way and the centerline of the drive, a distance of 50 feet parallel to the street, and a distance of 15 feet parallel to the centerline of the drive.

**B. Distracting Signs:**

Signs which have moving parts, replaceable letters, or changing illumination shall conform to the conditions listed within this Ordinance. See section 1185.03 D for restrictions on signs which use animation, flashing lights, shapes reserved for traffic control, and motion.

**TT. Sign Illumination:**

All signs and advertising structures, except as hereinafter modified, may be illuminated internally or by reflected light; provided the source of light is not directly visible and is arranged to reflect away from the adjoining premises; and provided that such illumination shall not lead to confusion, or create a hazard to traffic, or conflict with traffic control signs or lights. An exception to the above is that signs illuminated with neon lighting are also allowed even though the light source is visible. See Section 1185.05 for districts where sign illumination is prohibited.

**B. Non-conforming Signs:**

All signs which are in existence on the effective date of this Ordinance shall be considered nonconforming uses and shall be subject to the following provisions:

1. No nonconforming sign shall have any changes made in the words, symbols or message displayed on the sign unless the sign is specifically designed for periodic change of message.
2. No nonconforming sign shall be structurally altered so as to change the shape, size, type or design of the sign, nor shall any nonconforming sign be relocated until it meets the requirements of this Chapter and receives a permit.

**UU. Development or Subdivision Entry Signs:**

The conditions for the placement of permanent signs identifying a development or subdivision shall be set by review by the City Planning Commission. These

conditions are to be forwarded to the Zoning Inspector by the Planning Commission for issuance of a permit.

**C. Temporary Signs:**

Temporary signs require a permit unless they are identified as not requiring a permit under Section 1185.03 C. All temporary signs, unless specifically identified under 1185.02, Definitions, shall be considered temporary commercial signs. The following regulations shall apply to temporary signs:

**1. Civic Event Signs:**

These signs shall be registered with the Zoning Inspector listing the organization responsible, a contact person, dates of posting, sign size, and location of sign. All posting periods and placements must receive approval of the Zoning Inspector. Any signs not receiving this approval shall be considered in violation of this Ordinance.

**2. Construction Signs:**

These signs shall be shown as part of the development's site plan. The number of signs, their location and sizes, shall be approved by the Zoning Inspector before installation. If conditions warrant, the Zoning Inspector may allow placement of the construction sign off-site. The posting of the sign(s) shall be limited to the construction period which begins one week before the actual work begins or with the ground breaking, which ever is first, to the conditional final acceptance by the owner.

**3. Development or Subdivision Signs:**

The conditions for the placement of these signs at a development or subdivision shall be set by review by the City Planning Commission. These conditions are to be forwarded to the Zoning Inspector by the Planning Commission for issuance of a permit.

**4. Real Estate Signs:**

Real estate signs are not allowed in public right-of-way areas. They are allowed a maximum area of 6 square feet in residential districts and 32 square feet in all other districts. One sales sign is allowed per property frontage. In addition, an open house sign is allowed for a week period prior to the open house date. Sales signs shall be removed from a property within one week of closing.

**5. Garage and Yard Sale Signs:**

These signs are to be posted only on private property. The signs shall not exceed 6 square feet in area. They shall be posted only the day of the sales. No signs shall be posted on any public utility or light poles.

**6. Temporary Commercial Signs:**

The Zoning Inspector, in accordance with the provisions herein, is authorized to issue permits for the erection and maintenance of temporary commercial signs. Such permit shall be issued for a period not to exceed fourteen (14) days, nor more frequently than once in each three month period for the same premises. Temporary commercial signs shall not be illuminated. No temporary signs containing commercial messages shall be permitted in residential districts. No permit shall be issued for aerial signs, or signs designed to be moved on trailer wheels, skids, or on other similar devices. The area, height and number of temporary commercial



signs shall be determined by the requirements established in the regulations for each zoning district.

7. **In the B-2 district**, if a property has a 12 feet or wider sidewalk, each business may have one (1) A-Frame sign, or similar type portable sign, provided all the following conditions are met:
  - a. The sign shall only be on display during business hours of the business if advertises.
  - b. The sign shall not exceed 30 inches in width and 48 inches in height.
  - c. The sign shall be placed on the sidewalk only with the approval of the owner of the front property, and
  - d. Its nearest edge must be placed either a maximum of one (1) foot from the right-of-way line or between one (1) and one and a half (1.5) feet from the curb.
  - e. Signs should be of a design that resists being moved or blown over by the wind. However, they shall not be attached to publicly owned sign posts, hydrants, trees, etc. in the right-of-way.

## **1185.05 DISTRICT REGULATIONS**

The following regulations shall apply to all signs, permitted and otherwise, according to each Zoning District.

### **A. S-1, R-1, R-2, R-3 and R-O DISTRICTS:**

1. Lots used for dwellings of 10 or fewer units and their accessory uses:
  - a. The maximum total sign area shall be equal to six (6) square feet.
  - b. The minimum sign setbacks shall be as follows:  
0 feet from all street right-of-way lines,  
10 feet from all side property lines, and  
10 feet from all rear property lines.
  - c. The maximum height of any freestanding sign shall be four (4) feet.
  - d. The maximum number of signs allowed shall be two (2), only one of which may be a freestanding sign.
  - e. Signs shall not be illuminated.

2. Lots having a primary use that is nonresidential and apartment complexes with more than 10 units:
  - a. The maximum total area of all permitted signs shall be equal to one (1') square foot of sign area for each four (4) feet of lot width, not to exceed a maximum of 50 square feet.
  - b. The minimum setbacks for all freestanding signs shall be as follows:

0 feet from all street right-of-way lines,  
25 feet from all side property lines, and  
25 feet from all rear property lines.
  - c. The maximum height of any freestanding sign shall be eight (8) feet.
  - d. The maximum number of signs allowed, regardless of the number of tenants, shall be two (2), only one of which may be a freestanding sign.
3. Signs identifying or marking subdivision developments shall be reviewed and approved by the Planning Commission as part of the subdivision review process. The Planning Commission shall set the number, size and location of these non-temporary development or subdivision signs.

**B. B-1 GENERAL BUSINESS DISTRICT:**

1. Lots used for dwellings of 10 or fewer units and their accessory uses:
  - a. The maximum total sign area shall not exceed 20 square feet.
  - b. The minimum sign setbacks shall be as follows:

0 feet from all street right-of-way lines,  
10 feet from all side property lines, and  
10 feet from all rear property lines.
  - c. The maximum height of any freestanding sign shall be 6 feet.
  - d. The maximum number of signs, which require a permit, shall be two (2), only one of which may be a freestanding sign.
2. Lots having a primary use that is nonresidential and apartment complexes with more than 10 units:
  - a. The maximum total area of all permitted signs shall be equal to 4 square feet of sign area for each one (1') foot of lot width, not to exceed a maximum of 200 square feet.
  - b. The minimum setbacks for all freestanding signs shall be as follows:

0 feet from all street right-of-way lines,  
10 feet from all side property lines, and

10 feet from all rear property lines.

- c. The maximum height of any freestanding sign shall be 25 feet.
- d. The maximum number of signs, which require a permit, regardless of the number of tenants, shall be four (4), with only one freestanding sign allowed per abutting street.

**C. B-2 CENTRAL BUSINESS DISTRICT**

- 1. Lots used for dwellings of 10 or fewer units and their accessory uses:
  - a. The maximum total sign area shall not exceed 20 square feet.
  - b. The minimum sign setbacks shall be as follows:  
0 feet from all street right-of-way lines,  
10 feet from all side property lines, and  
10 feet from all rear property lines, except as provided in Section 1185.03 D. 5.
  - c. The maximum height of any freestanding sign shall be six (6) feet.
  - d. The maximum number of signs, which require a permit, shall be two (2), only one of which may be a freestanding sign.
- 2. Lots having a primary use that is nonresidential and apartment complexes with more than 10 units:
  - a. The maximum total area of all permitted signs shall be equal to 4 square feet of sign area for each one (1') foot of lot width, not to exceed a maximum of 100 square feet.
  - b. The minimum setbacks for all freestanding signs shall be as follows:  
0 feet from all street right-of-way lines,  
10 feet from all side property lines, and  
10 feet from all rear property lines.
  - c. The maximum height of any freestanding sign shall be 25 feet.
  - d. The maximum number of signs, which require a permit, regardless of the number of tenants, shall be four (4), with only one freestanding sign allowed per abutting street.

**B-3 COMMUNITY SHOPPING DISTRICT**

Integrated Commercial Centers

- a. The maximum total area of all wall signs for any one business shall be equal to two (2) square feet of sign area for each one (1') foot of building width, not to exceed a maximum of 200 square feet.
- b. The total area of any freestanding sign shall be 200 square feet.
- c. The minimum freestanding sign setbacks shall be as follows:  
0 feet from all street right of way lines,  
50 feet from all side property lines, and  
50 feet from all rear property lines.
- d. The maximum height of any freestanding sign shall be 35 feet.
- e. The maximum number of wall signs for any one business shall be two (2).
- f. The maximum number of freestanding signs shall not exceed the number of abutting streets.

Other lots in the B-3 district, including outlots of integrated commercial centers having their own street frontage and separate ownership:

follows:

- a. The maximum total area of all signs shall be equal to four (4) square feet of sign area for each one (1') foot of lot width not to exceed a maximum of 200 square feet.
- b. The minimum setbacks for all freestanding signs shall be as  
0 feet from all street right-of-way lines,  
10 feet from all side property lines, and  
10 feet from all rear property lines.
- c. The maximum height of any freestanding sign shall be 25 feet.
- d. The maximum number of signs allowed, regardless of the number of tenants, shall be four (4), with only one freestanding sign.

## M MANUFACTURING DISTRICT

1. The maximum total area of all signs shall be equal to two (2) square feet of sign area for each one (1') foot of lot width, not to exceed a maximum of 200 square feet.

The minimum setbacks for all freestanding signs shall be as follows:

0 feet from all street right-of-way lines.

20 feet from all side property lines, and

20 feet from all rear property lines.

3. The maximum height of any freestanding sign shall be 15 feet.
4. The maximum number of signs , which require a permit, regardless of the number of tenants, shall be four (4), with only one freestanding sign allowed per abutting street.