



Sign Type Example: Real Estate (Non-Residential)



From City of Richardson Ordinance No. 3885

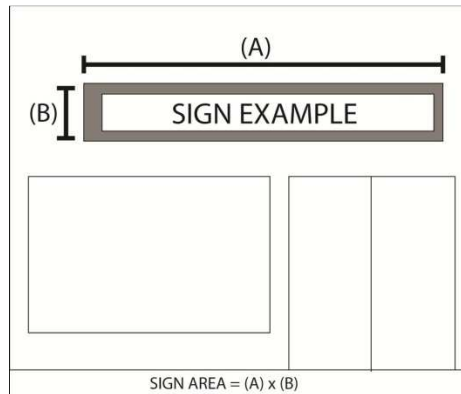
Sec. 18-96. *Sign Types Described.*

(25) **REAL ESTATE SIGNS (Non-residential)**

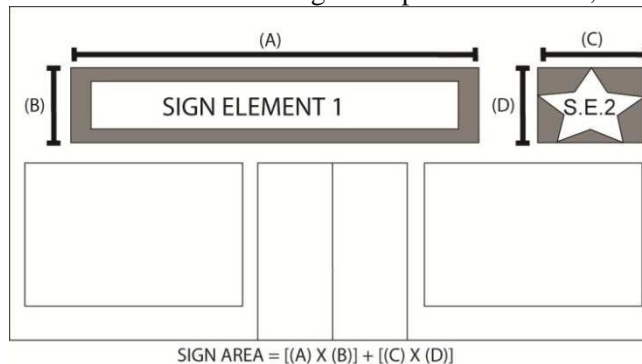
- a. **Definition/Purpose:** Signs advertising the sale, rental or lease of properties in all zoning districts except single-family, duplex, and apartment properties.
- b. **Size:** 32 square feet in area, 8 feet in height (if freestanding)
- c. **Number:**
 - i. Tracts, sites or complexes having less than 200 feet abutting public or internal circulation streets: one real estate sign.
 - ii. Tracts, sites or complexes having 200 feet abutting public or internal circulation streets: two real estate signs.
 - iii. Each additional 100 feet of abutment over 200 feet: one additional real estate sign.
 - iv. In no event may the number of such signs exceed four for a given tract.
- d. **Location:** All signs must be placed on the site that is being advertised.
- e. **Landscaping:** N/A
- f. **Design:** N/A
- g. **Permit Required:** No. Signs shall be removed upon issuance of any occupancy permit.

Sec. 18-123. *Sign Calculations.*

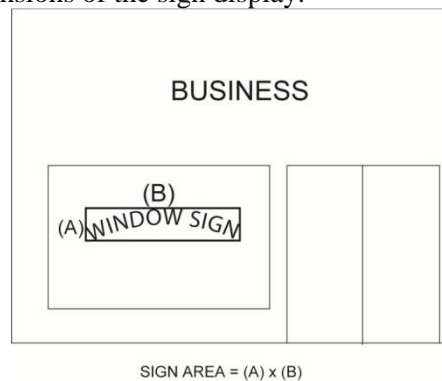
- (1) **Attached Signs:** The information therein are provisions for calculating signage for attached, window, or any other attached sign contained in this chapter.
 - a. **Sign Area, Attached Sign (Single Element):** Shall include the entire area within a single perimeter composed of squares or rectangles. Sign copy mounted or painted on a background panel or area distinctively painted, textured or constructed as a background for the sign copy shall be measured as the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the background panel or surface, including sign trim or frame.



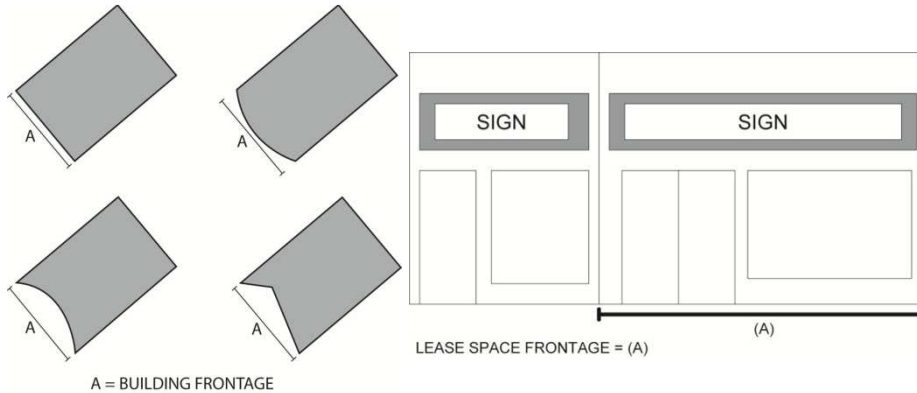
- b. **Sign Area, Attached Sign (Multiple Elements):** When signs are constructed of individual elements, the area of all sign elements, which together convey a single, complete message, shall be considered as a single sign. The sign area is determined by calculating the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the background panel or surface, including sign trim or frame.



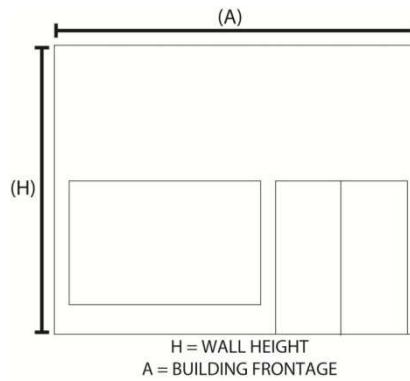
- c. **Measurement of Signage on the Window:** The sign area is determined by calculating the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the sign display.



- d. **Measurement of Building Frontage:** The building frontage shall be calculated using the width of the first story exterior wall. Exterior wall dimensions shall be measured at the base of the ground floor, excluding screened walls, fences, and other similar structures.



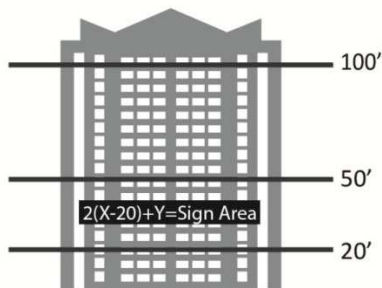
- e. **Wall Area:** The wall area shall be calculated by the width of the exterior wall and height of the wall.



- f. **Attached Sign above 20 feet:** The sign area is determined by the calculation listed below for an attached sign located at a height above 20 feet within a Commercial or Local Retail Zoned District.

- i. Increase in sign area for signs located between 20' and 50'.

Sign Height - Attached Buildings
(A SIGN LOCATED BETWEEN 20 & 50 FEET)



X=Sign height on building from grade
Y=2 times linear store front; maximum 200 ft

- ii. Increase in sign area for signs located between 50' and 100'



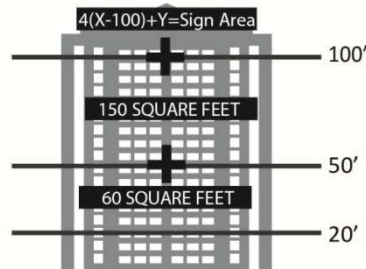
Sign Height - Attached Buildings
 (A SIGN LOCATED BETWEEN 50 & 100 FEET)



X=Sign height on building from grade
 Y=2 times linear store front; maximum 200 ft

iii. Increase in sign area for signs located above 100

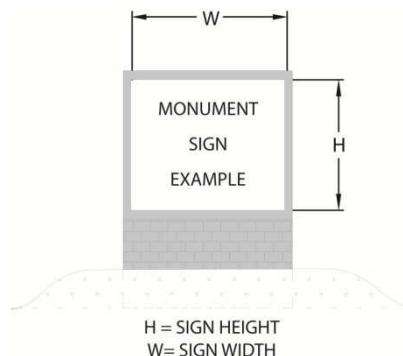
Sign Height - Attached Buildings
 (A SIGN LOCATED ABOVE 100 FEET)



X=Sign height on building from grade
 Y=2 times linear store front; maximum 200 ft

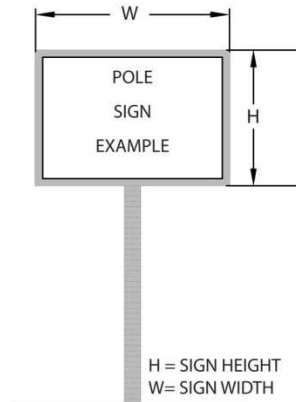
(2) **Freestanding Signs:** The information therein are provisions for calculating signage for monument, pole, construction or any other freestanding sign contained in this chapter.

- a. **Sign Area, Monument:** The sign area shall be the extreme outer dimensions of the freestanding structure, excluding the support structure and architectural features.





- b. **Sign Area, Pole:** The sign area shall be measured as the area enclosed by the smallest single rectangle that will enclose the structure exclusive of the poles.



- c. **Sign Height:** Height shall be the distance from the top of the sign structure to the lowest grade level of the base of the sign. The height of any monument base or other structure erected to support or ornament the sign shall be measured as a part of the sign height.

