

Sign Type Example: Pole Banner



From City of Richardson Ordinance No. 3885

Sec. 18-96. Sign Types Described.

(22) **POLE BANNERS**

- a. **Definition/Purpose:** Signs used to identify a center, complex, occupants, or district.
- b. **Size:** The size of a banner shall be limited to a maximum of 3 feet x 7 feet per banner.
- c. Number: N/A
- d. **Location:** Can only be located on light poles on the interior of the property.
- e. Landscaping: N/A
- f. **Design:**
 - i. Banners must provide 9 foot clearance over any driveway, parking space, sidewalk or other public or private right-of-way for the passage of vehicles or pedestrians.
 - ii. No more than two signs on any given light pole.
 - iii. Signs must be maintained in good condition to prevent deterioration, tearing, tattering, or other unsightly condition.

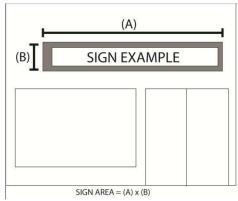
g. Permit Required: No.

- i. Banners that are used to advertise promotions are addressed under temporary promotional signs.
- ii. Banners that contain seasonal decorations are not considered signs.

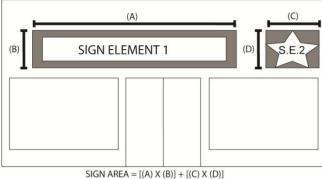
Sec. 18-123. Sign Calculations.

- (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.

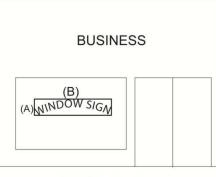




b. **Sign Area, Attached Sign (Multiple Elements)**: When signs are constructed of individual elements, the area of all sign elements, which together convey a single, complete message, shall be considered as a single sign. The sign area is determined by calculating the area enclosed by the smallest single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

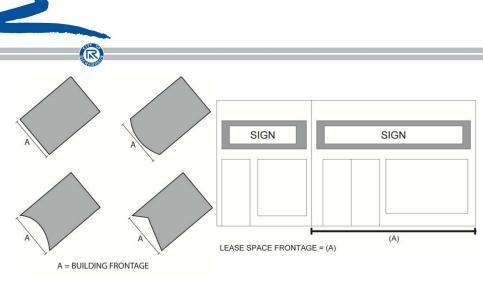


c. **Measurement of Signage on the Window**: The sign area is determined by calculating the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the sign display.

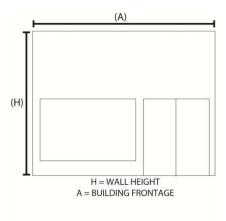


SIGN AREA = (A) x (B)

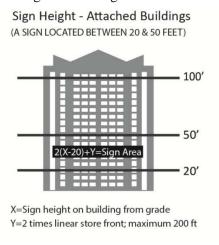
d. **Measurement of Building Frontage**: The building frontage shall be calculated using the width of the first story exterior wall. Exterior wall dimensions shall be measured at the base of the ground floor, excluding screened walls, fences, and other similar structures.



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



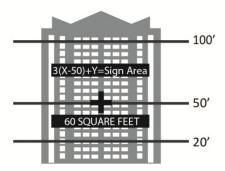
- f. **Attached Sign above 20 feet**: The sign area is determined by the calculation listed below for an attached sign located at a height above 20 feet within a Commercial or Local Retail Zoned District.
 - i. Increase in sign area for signs located between 20' and 50'.



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'

