



## Sign Type Example: Channel Letters (Attached Sign)



From City of Richardson Ordinance No. 3885  
Sec. 18-96. *Sign Types Described.*

### (2) ATTACHED SIGNS

#### a. Definition/Purpose:

- i. Any sign not defined as a window sign and affixed directly or indirectly to the exterior of any surface of any building, to a projecting structure of a building, or to any outdoor structure.
- ii. Any sign painted or attached directly on the roof surface of a building intended to be visible from the air where such roof surface, when projected to ground level, forms an angle with the ground plane of less than 25 degrees, providing such signs shall contain only the identification of an establishment, directional information of value to air transportation, and services available and of interest to air transportation users.

#### b. Size:

- i. Apartment zoning districts: 40 square feet in area.
- ii. Office, technical office, and industrial zoning districts:
  1. For single story buildings intended for multiple occupancy and where the integral architectural design provides for separate features for attaching signs: 15 square feet in area for each tenant.
  2. All other buildings: Five percent of the wall area on which it is erected or lease space frontage.
- iii. Retail, commercial zoning districts:
  1. An attached sign may have an area not exceeding that calculated by multiplying the length of the building front or lease space frontage by two feet. This calculation shall be termed base allowable area. An attached sign may not exceed a maximum allowable area of 200 square feet except where permissible in 2(a), 2(b), or 2(c) below.
  2. A permissible sign located at a height above 20 feet is allowed an increase in allowable sign area added to the base allowable area. Such increases shall not exceed:
    - a. Two square feet in area for each one foot in height above 20 feet if the sign is located between 20 and 50 feet;
    - b. Three square feet in area for each one foot in height above 50 feet if the sign is located between 50 and 100 feet, plus 60 square feet;



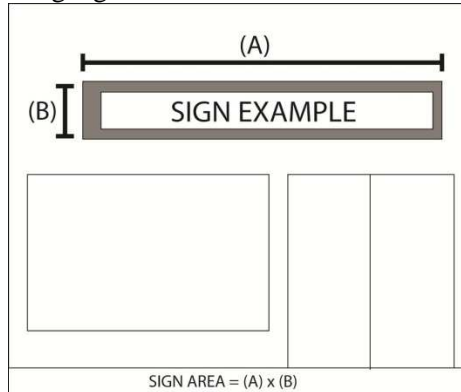
- c. Four square feet in area for each one foot in height above 100 feet if the sign is located higher than 100 feet, plus 210 square feet.
    3. Attached signs may be located on building walls or other outdoor structures other than the building frontage. The sum of the base allowable area of all attached signs combined on these elevations cannot exceed two times the length of the building frontage up to 200 square feet.
  - c. **Number:**
    - i. Apartment zoning districts: No more than one attached sign per adjacent public street shall be permitted.
    - ii. Office, technical office, and industrial zoning districts:
      1. Buildings with single street frontage: two attached signs.
      2. Buildings with frontage on more than one street: One sign per street frontage with a maximum of two signs on any given elevation.
      3. Buildings with separate entrances for individual lease spaces: N/A
    - iii. Retail, commercial zoning districts: Buildings three stories or greater; maximum of three attached signs on any elevation with street frontage; one attached sign on elevations without street frontage.
  - d. **Location:**
    - i. Apartment zoning districts: Signs shall not extend above the roofline.
    - ii. Office, technical office, and industrial zoning districts: Signs shall only be attached entirely below the roofline.
    - iii. Retail, commercial zoning districts:
      1. Signs shall not extend above the roofline of a mansard-type roof.
      2. Signs extending more than four feet above the roofline on buildings with non-mansard roof structures shall be directly affixed to and not extending above or beyond an integral part of the structure of the building other than the roof.
  - e. **Landscaping:** N/A
  - f. **Design:**
    - i. Attached signs shall be constructed only of materials that are noncombustible or slow-burning in the case of plastic inserts and faces.
    - ii. Combustible materials may be used, providing the sign is attached to a wall with a minimum of two-hour fire resistive rating.
    - iii. Attached signs placed on heavy wood construction may be of combustible materials, but in no case shall they be internally illuminated.
    - iv. Signs extending more than four feet above the roofline shall be attached without the use of supporting poles, towers, guys, or braces of any type. Such signs shall be designed, constructed and attached to withstand a wind pressure of not less than 30 pounds per square foot.
  - g. **Permit Required:** Yes.

Sec. 18-123. *Sign Calculations.*

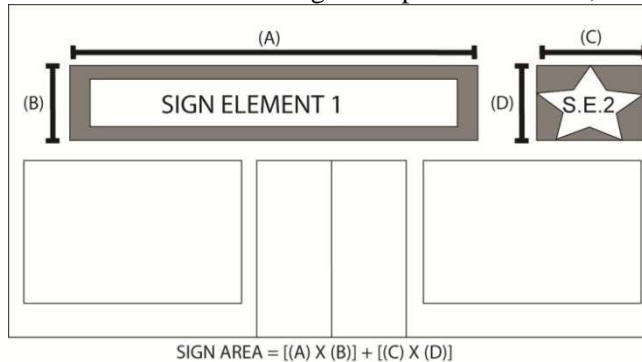
- (1) **Attached Signs:** The information therein are provisions for calculating signage for attached, window, or any other attached sign contained in this chapter.



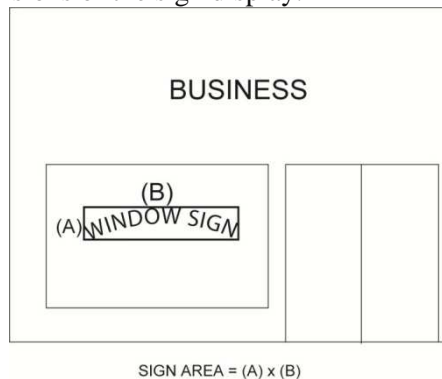
- a. **Sign Area, Attached Sign (Single Element):** Shall include the entire area within a single perimeter composed of squares or rectangles. Sign copy mounted or painted on a background panel or area distinctively painted, textured or constructed as a background for the sign copy shall be measured 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.

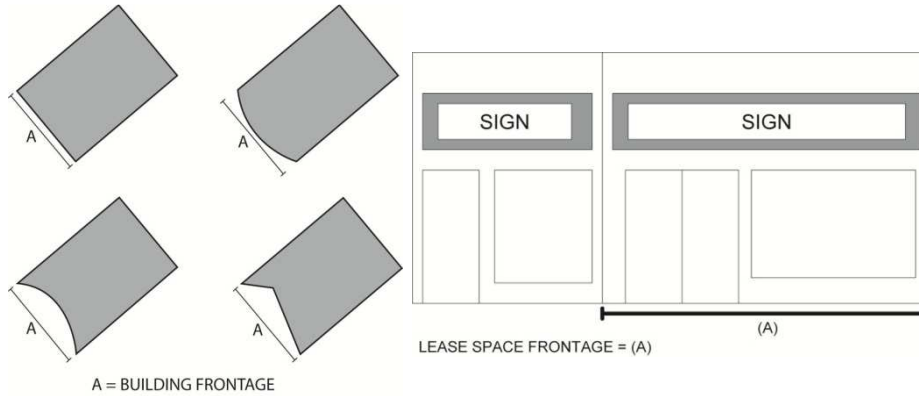


- c. **Measurement of Signage on the Window:** The sign area is determined by calculating the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the sign display.

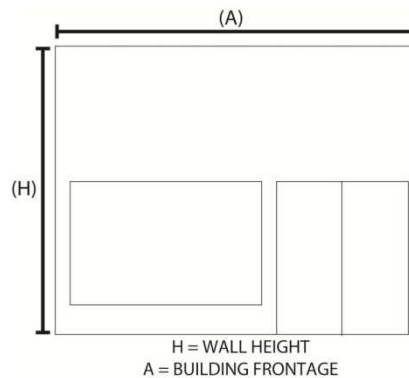




- d. **Measurement of Building Frontage:** The building frontage shall be calculated using the width of the first story exterior wall. Exterior wall dimensions shall be measured at the base of the ground floor, excluding screened walls, fences, and other similar structures.



- 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)

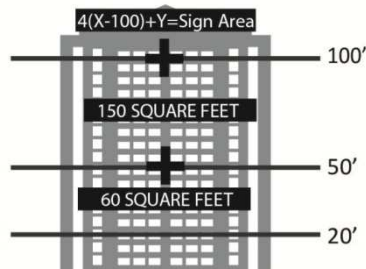


X=Sign height on building from grade  
Y=2 times linear store front; maximum 200 ft

- 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