



Signage Discussion



Agenda

- Sign Code Overview
 - For Lease/Real Estate Signage
- Special Signage Districts
- Terms or Graphic Depictions of Alcohol in Exterior Signage



Sign Code Overview

- Code of Ordinances Chapter 62
- Enforced by the Building Official
- Regulated signs require a permit prior to installation
 - \$75.00 fee
- Must be installed by a contractor licensed by the Town



Signs Allowed without Permits

- Government Signs
- Holiday Decorations
- Air Traffic Signs
- Gasoline Signs
- Words on Machinery or Equipment
- Protective Signs
- Single Family/Duplex Residential Premises Signs
- Certain Vehicular Signs
- Window Signs
- Special Event Signs
- Political Signs



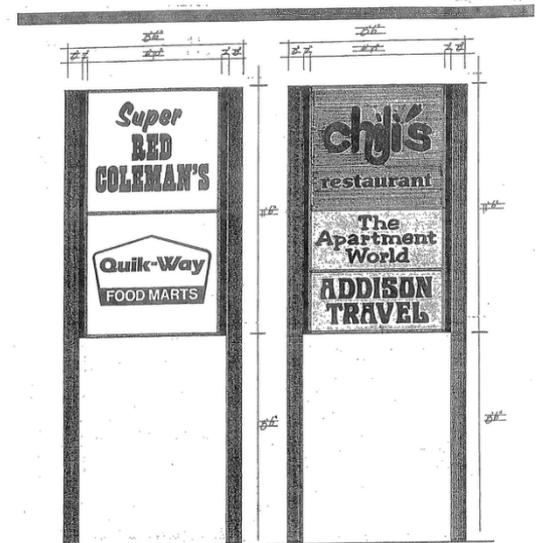
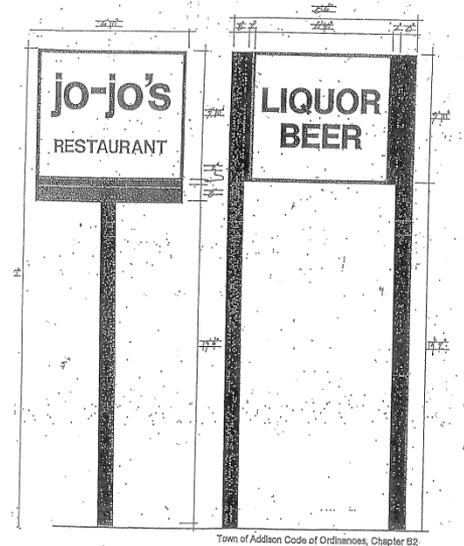
Attached Signs

- Signs on buildings
- Regulates the number of signs, the area of the sign and the height of the logo/letters.
- One sign unless building is over three stories, then two.
- Area is determined by size of the building
- Letter height determined based on the horizontal distance from the street or the vertical distance above grade.
 - Some letters can be up to 25 percent taller than the maximum, to allow for capital letters and letters with necks and tails.



Detached Signs

- Monument and Pole Signs
- Regulates the number, setback, size and design specifications
- Until 2010 Sign Code revision, pole signs were the prominent sign type.
- Code amended to allow for multi-tenant monument signs.





Other Signs

- Real Estate/Leasing Signs
 - Allow up to 4 per lot
 - Spacing Requirement
 - Size and material requirements
 - Directional signs allowed on weekends
- Construction Signs
- Banner Signs
 - Prohibited
 - 60 day new business exception



Prohibited Signs

- Outline and skeleton lighting
- Animation
- Advertising by balloon
- Hazardous or nuisance signs
- Imitation of emergency signs and signals
- Searchlights
- Signs in the right of way
- Signs on trees, poles
- Portable Signs
- Roof Signs
- Sign on fences or walls
- Moving Signs
- Luminescent gaseous tubing
- Interchangeable copy
- Obscene, indecent and immoral matters



Exceptions to Code Standards

- Meritorious Exception
- Special Districts



Special Sign Districts

- **Addison Town Center**
 - Alternative sign size and lettering scale



Special Sign Districts

- **Village on the Parkway**

- Number, design, and location of pylon signs and monument signs
- Design, location, and size of grocer, health club, and theatre tenant signs
- Wall signs, flag signs, and signs on awnings
- Additional secondary business identification signs
- Pole mounted banners and kiosk signs

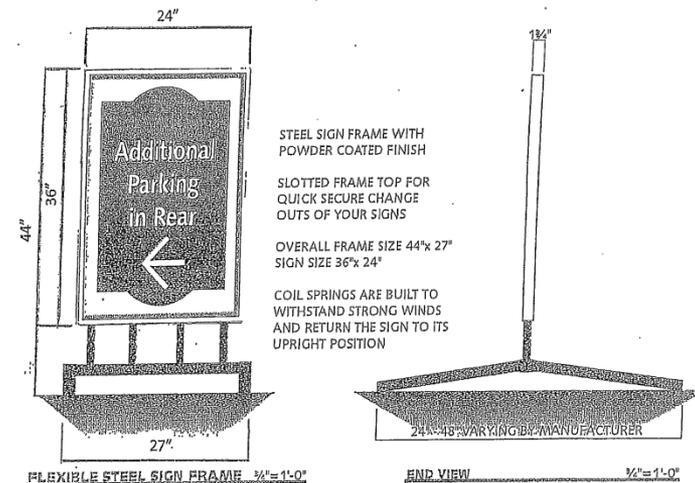




Special Sign Districts

- **Addison Circle**

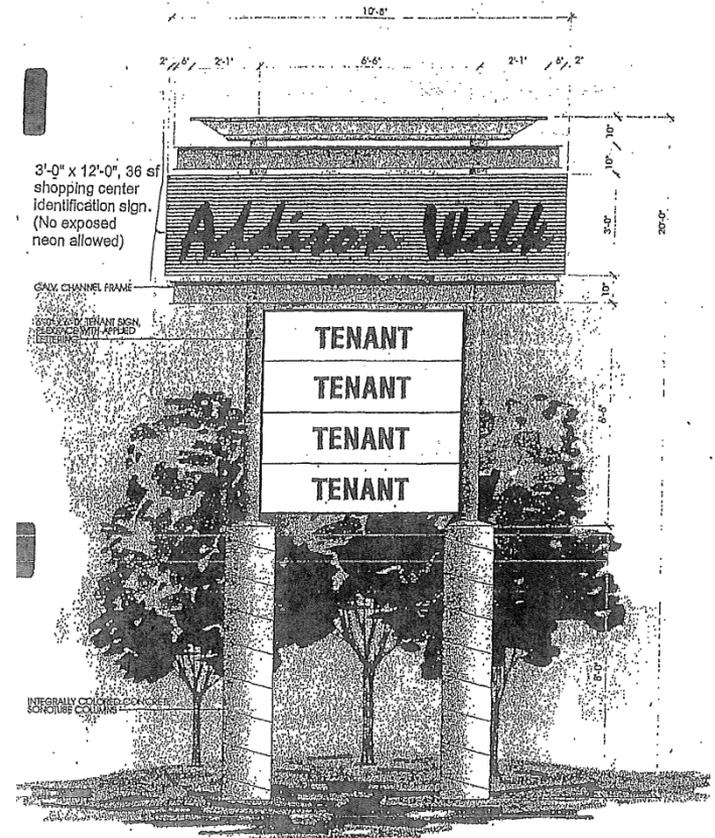
- Signs may project above the roof line, be placed perpendicular to the building, or placed on poles in the right of way under certain conditions
- Unpermitted portable signs
 - One per tenant
 - Located immediately in front of business
 - Provide ADA clearances
 - Constructed to Town design requirements





Special Sign Districts

- **Addison Walk Shopping Center**
 - Allowance for blade signs and two multitenant pole signs constructed in accordance with submitted plans.



Addison Walk
Proposed Pylon Sign



Special Sign Districts

- **Inwood Quorum Village**
 - Alternative lettering scale to allow 24 and 30 inch letters



Special Sign Districts

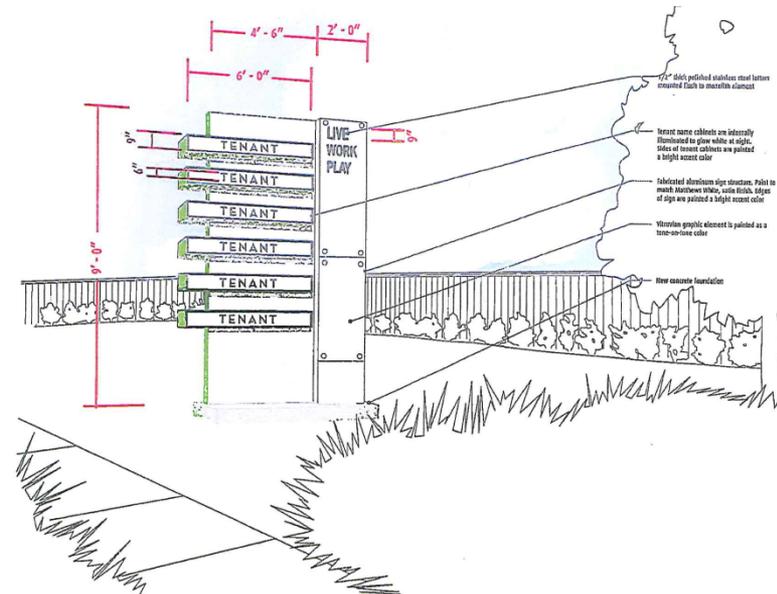
- **Dallas Parkway**
 - For all properties with signs that abut the Tollway
 - Allowance for larger monument signs and real estate/leasing signs
 - Larger setback requirement



Special Sign Districts

- **Vitruvian Park**

- Additional tenant identification signage
- Wall signs, flag signs, and signs on awnings
- Additional secondary business identification signs
- Pole mounted banners and kiosk signs
- Commercial blade signs
- Portable signs
 - Same as Addison Circle
- Allowance for monument and pole signs provided they comply with the design submitted to the Town.





Alcoholic Beverage Signage

- Policy established in 1976
- Part of several policies historically intended to restrict bars from opening in Addison
- Included as a condition of approval for restaurant SUPs.
- The Council has allowed several exceptions
 - Tavern, Gastropub, Bar (not referencing alcohol), Cantina, Borracho, Tequila, etc.
- Does the Council want to continue this policy?