

# Article 9

## SIGN STANDARDS

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*ORDINANCE NO. 9352-2012*

# ARTICLE 9: SIGN STANDARDS

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# ARTICLE 9: SIGN STANDARDS

## SECTION 1 – PURPOSE

9.1.1 This ordinance regulates the location, size, construction, erection, duration, use and maintenance of all signs within the jurisdiction of the city of Grand Prairie, Texas.

## SECTION 2 – OBJECTIVE

9.2.1 The City of Grand Prairie, Texas adopted this sign Article on Sign Standards by ordinance in order to specifically protect the health, safety and welfare of its citizens, to protect the convenience and enjoyment of its citizens, to protect the public from damage or injury caused or attributable to distractions and destruction caused by improperly designed or located signs, promote property values, promote community environmental setting and appearance, especially where tourism or scenic beauty is important, and to support the objectives of the individual zoning districts.

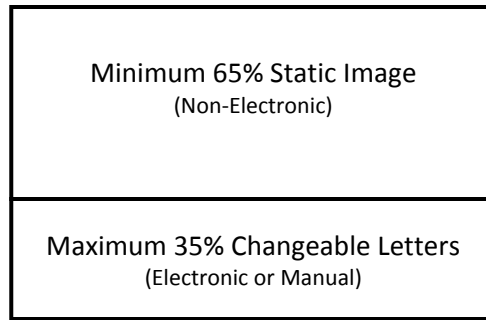
## SECTION 3 - DEFINITIONS

- (1) **Advertising Signs:** Signs whose purpose it is to attract attention to a business, product, service, activity or belief.
  - a. **Corporate/Business Logo Signs:** Signs that display a business logo, trademark or symbol.
  - b. **Product Advertising:** A sign that displays, mentions or alludes to a specific product.
  - c. **Political Signs:** A sign pertaining to any national, state, county, or local election.
  - d. **Personal Interest Signs:** A sign erected for the specific purpose of proclaiming a viewpoint or belief of an individual.
- (2) **Animation/Full Motion:** Means a type of display achieved by the pre-recorded or live broadcast of messages, content or images appearing in fluid, continuous motion.
- (3) **Announcement/Directory/Bulletin Board Sign:** A sign that provides public service information, any similar public interest information and/or related advertising for a general business located on the same premise.
- (4) **Artwork:** Signs are not to be construed as works of art or murals.
- (5) **Attached Signs:**
  - a. **Balloon Sign:** A non-porous, flexible bag inflated with an inert gas, such as helium, that causes it to rise and remain afloat in the air.
  - b. **Banner:** A “special” projecting sign of flexible material that is attached to or supported by a building.

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- c. **Benches:** Signs which are painted on or attached to a bench and do not exceed the limits of the bench.
  - d. **Canopy Signs:** A sign that is structurally part of a canopy.
  - e. **Flat Wall Signs/Fascia Signs:** A sign that is attached or affixed parallel or flat to a building wall or structure, other than a pole.
  - f. **Gasoline Pumps:** Signs attached to or on top of gasoline pumps may not exceed four feet in width and three feet in height.
  - g. **Oil Racks:** Signs attached to or on top of oil racks may not exceed four feet in width and three feet in height.
  - h. **Projection Sign:** A sign which is attached or affixed to a building wall or structure other than a pole, and extends or projects perpendicular from the building wall or structure.
  - i. **Roof Signs:** Any sign supported by the roof of a building or placed above the apparent flat roof or eaves of a building as viewed from any elevation.
  - j. **Vending Machines:** Sign may not exceed limits of vending machine.
  - k. **Wall Signs:** Any sign painted on, attached to or projecting from the wall surface of a building (whether permanent or portable) or booth (including mounted window signs and signs on awnings and/or marquees), but not including banner signs.
  - l. **Window Signs:** A sign located within or mounted and installed on a window area.
- (6) **Available Wall Area:** Continuous portion of building, not including doors/windows.
- (7) **Blinking:** Means a form of flashing where a pattern of sudden illumination changes occur with more than two (2) on-off cycles per second.
- (8) **Building Sign:** A sign listing the name or title of a specific building.
- (9) **Changeable Signs:**
- a. **Message Center:** Electronically controlled intermittent light impulses or alternating panels consisting of letters, words, or numerals, which can either change sequentially or travel across the display area. Message centers are meant to convey basic information regarding time, temperature and on-site advertising, and are secondary to the business name. A maximum of 35% of the overall sign face area shall be permitted for an electronic, digital image, up to 20 square feet.

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Message Center or Reader Board diagram  
(Not to scale)

- b. **Marquee Signs:** Any hood or awning of permanent construction projecting from the wall of a building or other structure. Any marquee sign submitted for private use must be submitted as a Unified Signage Plan.
- (10) **Character:** Individual alphabet letter or numeral.
- (11) **City:** The City of Grand Prairie
- (12) **Content:** Signs shall be regulated herein regardless of content or lack thereof. Sign faces without letters; pictures or words shall still be regulated as a sign.
- (13) **Corporate Flag:** Depicting a firm's name and/or logo. The flag may not exceed the maximum height established for the zoning district in which it is located.
- (14) **Cutout:** Additional square footage allowance added to the maximum area of a rectangular sign face to allow projections from the face. The maximum area for a cutout is 20% of the surface area.
- (15) **Digital Billboard:** Means an off-premise sign (as defined in [Section 3.37](#) below), display or device, which changes the static message or copy by electronic means. The sign must be operated by an entity possessing an outdoor advertising license issued by the Texas Department of Transportation (TXDOT).
- (16) **Directional Signs:**
- a. **Traffic Signs:** Official signs erected as required by government for public safety purposes.
- b. **Drive Entrance/Exit Signs:** Directional signs relating solely to internal circulation. These signs do not have to adhere to any setback as long as they are no taller than 30 inches, are not located within any easement and are not within right-of-way. They may only be used to direct traffic in or out of the site and may bear the name of the business on-site, but may not advertise any products or services. The sign must be constructed of similar materials to the primary structure on the site or a Unified Signage Plan may be required at the discretion of the Director of Planning and Development or the Director's designee.
- c. **Restroom Signs:** Signs identifying the location of restroom facilities.

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- d. **Offsite:** Any off-site freestanding sign which is designed, erected and maintained for public purposes and to serve as a public convenience in directing pedestrian and vehicular traffic, but not used for the purpose of advertising uses and activities on site.
- (17) **Dissolve:** Means a type of display transition between static message displays that is achieved with varying light intensity and where the first message gradually appears to dissipate and lose legibility simultaneous to the gradual appearance and legibility of the subsequent message.
- (18) **Erection/Construction/Installation:** The process whereby a sign is put in place.
- (19) **Fade:** Means a type of display transition between static message displays that is achieved with varying light intensity and where the first message gradually loses light intensity to the point of not being legible and the subsequent message gradually increases intensity to the point of legibility.
- (20) **Farm Product Signs:** Signs that list those products (crops or animals) produced on site.
- (21) **Freestanding Signs:**
- a. **Ground/Monument Signs:** A sign not wholly supported on a building, or which has the ground as its main supporting structure (other than pole signs).
- b. **Pole (or Pylon) Signs:** A sign supported by and placed upon poles or standards for support.
- (22) **Height of Signs:** Height of signs shall be considered measured from the grade at the base of the sign to its maximum height as specified, unless otherwise specifically provided for in this Article.
- (23) **Identification Signs:** Signs whose purpose it is to identify:
- a. **Street Address Signs/Markers:** Address signs are composed of numeric address and street or complex name. Street markers are official signs required by a government agency.
- b. **On-premise Business Sign:** Any sign, the content of which relates to the premises on which it is located, referring exclusively to the name, location, products, person, accommodations, services or activities of those premises, or the sale, lease or construction of those premises.
- c. **Personal/Professional Signs/Nameplates:** Any sign which list exclusively a name or names (includes family/farm name signs).
- d. **Product/Services Provided:** Any sign that lists an available (on-premise) product or service.

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- (24) **Illegal Signs:** Signs which are erected without a permit, without property owner permission, or which are erected in a zone without meeting minimum requirements of that zone.
- (25) **Illuminated Sign:** Directly lighted by any artificial light source, internal or external.
- (26) **Immediate:** Means a type of display transition that is achieved by the instantaneous changing from one message, content and/or image to another.
- (27) **Information Signs:**
- a. **Business Price Signs:** Signs which display the price of an item or service only.
  - b. **Business Hours Sign:** Signs that display the hours of operation only.
  - c. **Historical Markers Plaques:** Signs that designate an official historical site or structure.
- (28) **Kiosk Sign Plaza:** Means those sign structures featuring the Developer ID Panel at the top of each structure and located within, or immediately adjacent to, a subdivision or neighborhood for the purpose of directing traffic to the location of individual Homebuilder communities.
- (29) **Licensee:** Means a person, persons, firm or corporation authorized by the license agreement to design, erect and maintain directional Sign Kiosk Plazas within the City.
- (30) **Logos on Farm Equipment/Structures:** Words or symbols which are located on farm equipment or structures.
- (31) **Moving Light:** Means the physical change in position of any visible illumination source while lighted or the simulation of movement achieved with a pattern of sequentially illuminating visible illumination sources within close proximity to each other.
- (32) **Multiple-Sided Sign:** When two signs are mounted beyond a maximum allowable angle of 45 degrees to one another, they shall be prohibited. Provided, that this section shall not prohibit triangular or cube-type signs or multiple-sided signs that form a total enclosure of any geometric shape, the total square footage of all sides of such signs may not exceed the total square footage allowed.
- (33) **Non-Conforming Signs:** Signs which do not now conform to the requirements of the zoning district in which they are located or the zoning ordinance standards, but that did meet all requirements prior to adoption or amendment of the ordinance.
- (34) **Obsolete/Abandoned Signs:** Signs which advertise a product, service or business no longer available or in operation; a sign which is not being maintained.
- (34A) **Removal of Obsolete/Abandoned Signs:** Any sign which the Building Official determines no longer serves a bona fide use conforming to this code, shall be removed by the owner,

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agent, or person having the beneficial use of the land, building, or structure upon which the sign is located within 15 days after written notification to do so from the Building Official or his designee. Upon failure to comply with such notice, the Building Official is hereby authorized to cause removal of such sign, and any expense incident thereto shall be paid by the owner of the land, building or structure to which such sign is attached or upon which it is erected.

- (35) **Officially Permitted Flags and Insignias:** Flags, emblems, or insignia of a nation, political unit, service organization, school or religious group. Such flags and insignias are not considered to be signs, but must comply with height restrictions of the zoning district in which they are located.
- (36) **Official Signs:** Signs erected or required by a governmental entity.
- (37) **Off Premise Sign:** Also referred to as a Billboard, means a sign that does not relate to the premises on which it is located. For the purposes of this Unified Development Code, Off Premise signs are subject to the provisions of [Section 9.5.5](#). New billboard locations are prohibited within the corporate limits of the City of Grand Prairie, and its extraterritorial jurisdiction, unless approved under the conditions specified in [Section 8](#) of this Article.
- (38) **On Premise Signs:** Any sign, the content of which relates to the premises on which it is located, referring to the name, location, products, services or activities on the premises, or the sale, lease or construction of the premises. The sign may also refer to the name, location, products, services or activities on adjacent premises as allowed under [Section 9.7](#).
- (39) **Person:** Means an individual, firm, partnership, joint venture, association, corporation or any other group acting as an independent unit.
- (40) **Prohibited Signs:** Any sign not specifically allowed by this Unified Development Code.
- (41) **Real Estate Development Sign:** A sign that advertises a parcel of land or a structure for rent, lease or sale.
- a. **On-premise Residential Development Signs** may only relate to development on the property on which they are located. Each development may have one development sign for every 50 acres. Such signs shall not be closer than 1000 ft to each other measured along street frontages and are subject to the following dimensional requirements below. Such signs must be removed when the subdivision is built out.
- Sign Area: 100 Square Feet  
Sign Height: Less Than 20 Feet
- b. **On-Premise Non-Residential Development Signs:**
- Sign Area: 100 Square Feet  
Sign Height: Less Than 20 Feet



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- c. **Permanent Residential Signs:** Ground/monument signs erected within residential zoning districts to identify non-public schools, churches, park or private club facilities, residential subdivisions or apartment units. (see Section 9.10.8)
- (42) **Residential Development:** Means the active construction of any new residential homebuilding business to include single family detached, townhouse, condominium, all of the above mentioned while in some form of active development.
- (43) **Scrolling:** Means a type of display during which the message, content and/or image is moved/shifted across the display area in a horizontal, vertical or diagonal motion (non-static).
- (44) **Searchlights:** Beacons of high-intensity light used to attract attention to a location.
- (45) **Unified Signage Plan:** Where abnormal circumstances exist, developers may have the option of submitting a signage plan with their site plan for review and approval by the Director of Planning and Development or, if so designated by the Director, the Development Review Committee. Such plan will encourage unique treatments, materials and maintenance, and take precedent over the signage requirements addressed in this Article (see Section 9.16.1 for requirements).
- (46) **Signs (In General):** A name, I.D., description, display or illustration which is affixed to, or represented directly or indirectly upon a building, structure, or piece of land which directs attention to an object, product, place, activity, institution or business.
- (47) **Sign Area/Face:** Total possible display area of a sign, excluding open spaces or supports, unless they are designed to attract attention.
- (48) **Sign Locations:** Signs located along highways of limited access are to include those along Interstate Highway 20, Interstate Highway 30, State Highway 360 and State Highway 161. Signs located along highways not of limited access would include U.S. Highway 180, U.S. Highway 287 and State Highway 303 (Pioneer Parkway).
- (49) **Static:** Means a type of display during which a message, content and/or image display remains fixed and unchanging.
- (50) **Subdivision/Neighborhood Sign:** A sign listing the name of the subject area.
- (51) **Temporary Signs:** Any sign, the use of which is limited to a period of thirty consecutive days. Signs used longer must conform to the requirements for a permanent sign.
- (52) **Whirling/Moving Signs:** Signs that are animated or physically revolve, move up, down, sideways or around.
- (53) **Wind-Driven Signs:** Any flag, spinner, pennant, streamer, hot air balloon or similar device that is intended to move freely in the wind. A “balloon sign” is defined as a non-porous, flexible bag inflated with an inert gas, such as helium, that causes it to rise and remain afloat in the air.

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- (54) **Visibility Triangle, as defined by the City's Traffic Engineer or Department, or as "all of that portion of land lying within a triangular shaped area at each intersection of a public right-of-way within public right-of-way or curb cut within the City described by metes and bounds as follows:** Beginning at the precise corner of the intersection point of the curb of the street with the curb of a driveway or curb of another public right-of-way intersection forming each corner and extending thirty (30) feet along each such curb line from said curb intersection point, the third side being determined by the drawing of a straight line from the ends of each such thirty (30) foot extension (whether said land be privately owned or unpaved or un-traveled street right-of-way property). Where no curbs are in existence at such intersections, said thirty (30) foot lines shall coincide with the central flow line of the ditch(es) paralleling such uncurbed street(s) as such central flow line shall be determined by the City Engineer.)”

### SECTION 4 - PROHIBITED SIGNS

In addition to signs not specifically described or allowed in the sign chapter (illegal signs), the following signs are specifically prohibited. (Other signage may be prohibited as warranted, based on a case-by-case review).

- 9.4.1 Signs placed on property without permission of owner or agent.
- 9.4.2 Signs, lights and similar devices that imitate official traffic, warning, or governmental signs, lights and other similar devices. These signs are prohibited because their size, location, movement, content, color, or manner of illumination may be confused or construed as traffic-control signals or other devices sanctioned by a governmental agency.
- 9.4.3 Signs located in any manner or place, which constitute a hazard to traffic, block visibility, or obscure any traffic sign, signal, device, pedestrian crosswalk, handicapped curbside ramps, or are located within the visibility triangle.
- 9.4.4 Signs or lights reflecting or emitting a glaring light smoke, steam, or sound which could distract a driver's vision.
- 9.4.5 Signs which are placed on any curb, sidewalk, pole, post, tree, rock, fence, hydrant, bridge, another sign, or other surface located on, over, or across any public street, right-of-way, property, or thoroughfare; provided, that name of occupant and/or street address on mailbox or lamppost are permitted, as are signs on canopies.
- 9.4.6 Signs that obstruct openings intended as a means of entrance or exit, or signs that obstruct light or air from any room or building, or block (physically/visually) any governmental entity signs, fire escapes, required doors or windows.
- 9.4.7 Flashing signs or devices displaying intermittent lights or lights of changing degrees of intensity--except signs indicating time and/or temperature--with changes alternating on not less than a five-second cycle.

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- 9.4.8 Illuminated signs erected or displayed within one-hundred fifty (150') feet of a single-family residentially zoned property unless the lighting is shielded from view of the residentially zoned property, or is dimmed by electrical means.
- 9.4.9 Floodlights as part of a sign illumination system, which are not hooded or shielded so that the light source is not visible from any public right-of-way or adjacent property.
- 9.4.10 Signs with illegal, obscene or prurient words, scenes or graphics.
- 9.4.11 Signs within or projecting into right-of-way, except as allowed in [Section 9.10.7](#) "Erection of permanent signs in public right-of-way".
- 9.4.12 Signs painted or attached to utility poles, rocks/boulders, trees, fences and outdoor telephone poles.
- 9.4.13 Circular and throwaway fliers attached to vehicles, distributed to pedestrians or mounted on any object outdoors.
- 9.4.14 Home occupation signs that advertise for a business operated in the home.
- 9.4.15 Window signs that advertise for other than the products or services offered on-premises, the actual sale of the premises, or community special events.
- 9.4.16 Unsafe and damaged signs, including signs within safety clearances of electrical and utility lines and aircraft flight zones.
- 9.4.17 Off-premise signs (billboards) are prohibited within the corporate limits of the City of Grand Prairie, and its extraterritorial jurisdiction, unless approved under the conditions specified in [Section 8](#) of this Article.
- 9.4.18 Multiple-sided signs: two signs mounted beyond a maximum allowable angle of 45 degrees to one another. (Does not prohibit triangular or cube-type or multiple-sided signs that form a total enclosure of any geometric shape with the total square footage of all sides of such signs not exceeding the total square footage allowed in this Article, or as approved by the City.)
- 9.4.19 Sign illumination systems, which contain or utilize any beacon, spot, search, or stroboscopic light or reflector, which is visible from any public right-of-way or adjacent property, except as may be authorized by public agents.
- 9.4.20 Portable signs (except for nonprofit organizations).
- 9.4.21 Builder directional signs (except as allowed in [Section 9.5.5](#)).
- 9.4.22 Abandoned signs that advertise a business or enterprise that has been vacant for two years from the time the activity ceases to operate on the premises and/or does not identify or advertise a bona fide business, service, owner, product, event, activity; or such signs that pertains to a time, event or purpose that no longer exists.

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Grand  
Prairie

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### SECTION 5 - ALLOWED SIGNS NOT NEEDING PERMITS

#### 9.5.1 Official Signs:

- A. Traffic control signs authorized by any governmental agency.
- B. Signs, notices, placards, certificates and official papers, authorized or required by any statute, government agency, public school or court.
- C. Public utility warning and underground line identification signs.
- D. Signs or markers used by a Public Utility holding a franchise from the City of Grand Prairie, to designate bus stops, cab stands and the like.
- E. Historical markers/commemorative plaques or cornerstones.

#### 9.5.2 Agricultural and Residential Signs:

- A. For-sale, for-rent, for-lease, signs on vehicles, boats, trailers, buildings or land:
  - 1. In a residential district, the maximum size cannot exceed eight square feet.
  - 2. In an agricultural district (on a parcel 5 acres or more) the maximum size of a sign is not to exceed 32 square feet. One such sign is allowed for each five acres of land. If less than 5 acres parcel size, an eight (8) square foot sign would be allowed.
- B. Real estate for-sale and open-house signs, mail boxes and newspaper boxes that contain the logo of subscriber's newspaper, street numbering and address and family name signs.
- C. Farm product information signs, commercial logos of farm co-ops and other organizations painted or as decals on farm equipment, buildings, silo and tanks.
- D. Signs painted on vehicles, which are in operative condition having current license tags, or being used at a construction site may include the owner's name, family name, estate or farm name.

#### 9.5.3 Nonresidential Signs:

- A. Public service identification signs, and signs for rest rooms, credit cards accepted, hours of operation of businesses, trading stamps, trade association membership, barber poles, business hours.
- B. For nonresidential - for sale/lease signs: Maximum size may not exceed 32 square feet.

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### 9.5.4 Temporary Signs:

- A. Construction project and contractors' signs for non-residential or multi-family construction, not to exceed 32 square feet in size.
- B. Business window signs advertising periodic sales and special events, home tours, signs for carnivals, street fairs and parades.
- C. Holiday season decorations, school, church and college periodic event signs.
- D. Political signs not exceeding 36 square feet may be erected on private real property with the permission of the property owner. Private real property does not include real property subject to an easement or other encumbrance that allows a municipality to use the property for a public purpose.

Political signs shall be removed within ten days after completion of the election in question.

In the case of a run-off election, signs advertising those candidates who are in the run-off election may be continued to be displayed during the interim period, but must be removed within ten days after the run-off election. The City will not be held liable for signs damaged as a result of maintenance, and may remove them if deemed necessary.

A political sign shall not require a sign permit and shall comply with the following requirements:

- 1. The total signage area for political signs shall not exceed 36 ~~32~~-square feet per lot, shall not exceed eight feet in height, shall not be illuminated, nor have any moving elements.
  - 2. A sign shall not be located in the city rights-of-way or in roadway medians. They may not be placed on city-owned property such as city parks, fire stations, police stations, libraries, City Hall and other City-owned buildings.
  - 3. Political signs may not be placed in the State rights-of-way situated within the City.
  - 4. Political signs shall not be installed in any manner that may result in a potential safety hazard of any type. Political signs shall not be placed in visibility triangles as defined in [Section 3 \(54\)](#).
  - 5. Political signs shall be kept in repair and proper state of preservation.
  - 6. Political signs may be erected no earlier than 60 days before the date of the election for which the sign is designated.
- E. Temporary signs posted by certified non-profit organizations. These temporary signs shall not remain longer than 30 days per event.

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### 9.5.5 Kiosk Sign Plazas

Kiosk Sign Plazas provide a uniform, coordinated method of providing homebuilders, developers and municipalities a means of utilizing directional signs, while minimizing the negative impacts to the City and its residents. (See Exhibit B)

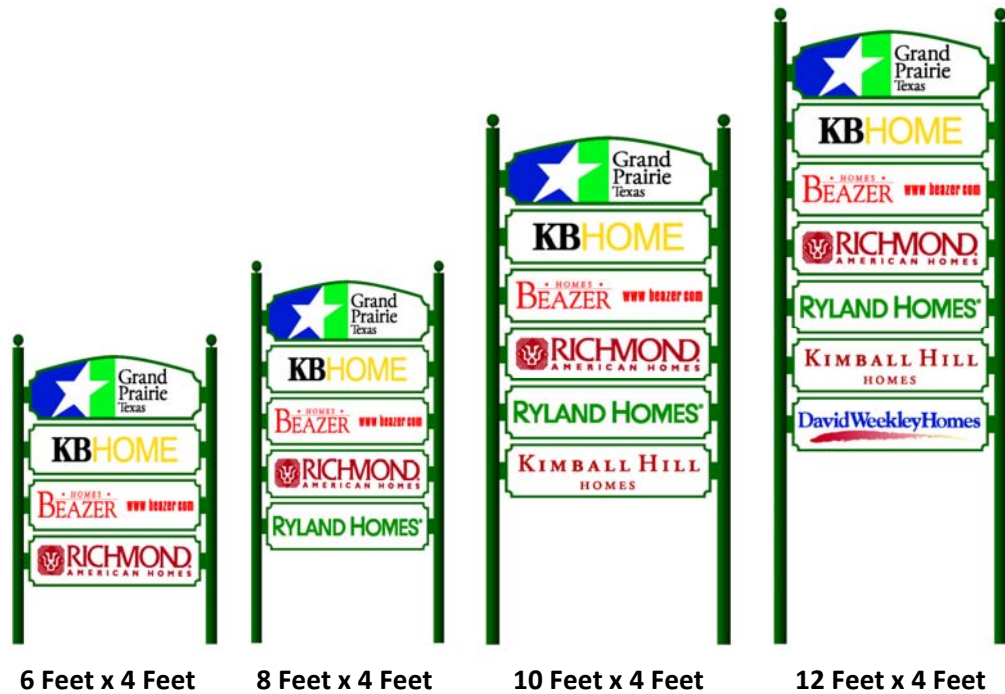


*Exhibit B*

- A. The City may approve and permit Sign Plazas subject to the following requirements and limitations:
1. All Sign Plazas and individual sign panels must have approval by the City. Fee for Sign Plaza and sign panels shall be as set forth in the license agreement.
  2. Placement and installation of Kiosk Sign Plazas must be in accordance with specifications. A site plan must be submitted to the Planning and Development Department for review and approval by the City Council. The Transportation Services Department must approve the location of all kiosk sign plazas prior to installation.
  3. Directional Kiosk Sign Plazas shall not obstruct the use of sidewalks, walkways, bike and hiking trails; shall not obstruct visibility triangles designated by the City for vehicles, pedestrians or traffic control signs; shall not be installed in the immediate vicinity of street intersections; and shall comply with the requirements of a twenty-five (25) foot safety triangle as specified in the Unified Development Code.
  4. In the event a Kiosk Sign Plaza is not constructed within sixty (60) days after the date of issuance of a Kiosk Sign Plaza permit, such permit shall expire.
  5. Kiosk Sign Plaza structures shall be ladder type with individual sign panels of uniform design. Dimensions shall be one of the options shown in Exhibit C.

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**Exhibit C:**



6. Kiosk Sign Plazas may be located on private property along the S.H.-360 and I.H.-30 Corridors, provided written permission is obtained from the property owner. Such sign plazas shall to exceed the dimensions of 4 feet wide x 12 feet in height.
7. Kiosk Sign Plazas, or any part thereof, shall not be illuminated.
8. Kiosk Sign Plaza installations shall include breakaway design features as required in right-of-way areas.
9. No signs, pennants, flags or other devices for visual attention or other appurtenances shall be placed on the directional Kiosk Sign Plazas.
  - a. Once approved by the City, the City designated logo and name shall be prominently displayed at the top of each Community Sign Plaza.
  - b. The City and its officers and employees shall not be liable for any costs, claims or damages resulting from or relating to the design, erection, maintenance or use by any person or any Kiosk Sign Plaza or individual sign panel.
10. In the event the contractor is unable to provide a Kiosk Sign Plaza for infill or smaller development tracts, the developer may work with the Director of Planning and Development (or a designated representative) to develop a signage plan for that particular development.

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- B. **Services Contract:** The City Council may, by a duly executed services contract, grant to a qualified person or company the right to design, erect and maintain directional sign Kiosk Plazas within the City. In addition to any other conditions imposed by the City Council upon the Licensee, any licensee shall be subject to the following minimum requirements and limitations:
1. Prospective Contractor shall make application to the City for a proposed Kiosk sign Plaza program. A contract shall be awarded based on a review of the application and the applicant's proven ability to fulfill the requirements of the Services Contract.
  2. The Services Contract shall be for a set term of ten years, and shall be renewable for an additional ten-year period upon application and approval.
  3. Contractor shall make directional Kiosk Sign Plaza panels available to all Developers and Homebuilders operating within the City of Grand Prairie on a first-come, first-served basis, except that when extra panel space is available, Residential Developments located outside the City limits may also lease panels. Developers and Homebuilders operating within the City limits shall have first priority to lease sign panels.
  4. Contractor shall provide, at no cost to the City, Municipal Directional Kiosk Sign Panels, which will comprise up to ten percent (10%) of all sign panels permitted, for uses of public purpose directional signage to Municipal or Community services or sites, as designated by the City.
- C. Notwithstanding the provisions of subsections A-B above, any person erecting or placing signs on a Kiosk Sign Plaza shall not be required to obtain a permit, but shall be subject to all other provisions of Article 9, "Signage" of the Unified Development Code, including application for and issuance of sign permits.

### SECTION 6 – MULTI-TENANT SIGNS

- 9.6.1 Multi-tenant signs shall be permitted for the purpose of consolidating several signs on one sign structure as shown in [Appendix G](#). Multi-tenant signs may be constructed up to 25 feet in height and 20 feet wide (with a maximum area of 400 SF), or on a Limited Access Roadway, up to 60 feet in height and 20 feet wide (with a maximum area of 400 SF). No on-premise pole signs shall be permitted for businesses that already have an identification panel on a multi-tenant sign. However, monument signage will still be permitted for businesses located on individually platted lots. Multi-tenant signs shall be spaced a minimum of 300 feet from another multi-tenant sign.

### SECTION 7 - ON-PREMISE SIGNS

- 9.7.1 On-Premise signs, as defined in [Section 9.3](#), may be constructed under the following conditions. Design guidelines for on-premise signs are presented in [Appendix G](#).

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## ARTICLE 9: SIGN STANDARDS

### A. *Maximum Height:*

1. *Along Highways of Limited Access:* 40 feet from the grade of the surface of the access road nearest the sign for signage related to food, gas or lodging. All other signage is limited to 25 feet above ground level (AGL).
2. *On lots any portion of which falls within 500 feet of a right-of-way of a highway of limited access:* 40 feet from the grade of the road nearest the sign (maximum of one (1) sign over 25 feet in height per lot) for signage related to food, gas or lodging. All other signage is limited to 25 feet above ground level (AGL).
3. *Along Highways not of Limited Access:* 25 feet above ground level (AGL)

### B. *Maximum sign area:*

1. *Along highways of limited access:*  
150 Square Feet (*Food, Gas & Lodging*)  
60 Square Feet (*All other*)
2. *Along highways not of limited access:* 60 Square Feet
3. *Along major and minor thoroughfares:* 60 Square Feet

### 9.7.2 **Fees/Permits Required**

Reference [Article 22 "Fee Schedule"](#)

### 9.7.3 **Maintenance of Existing Signs**

All signs and sign support structures, together with all their supports, braces, guys, and anchors, shall be kept in good repair and in proper state of preservation. The display surfaces of all signs shall be kept neatly painted or posted at all times.

### 9.7.4 **Non-conformance Provisions and Amortization Schedules**

If a non-conforming sign is partially blown down or destroyed to the extent of (60)% of replacement cost, it has been abandoned for a period of 6 months or longer, it is substantially modified (box and panels removed), or is relocated on the same or different premises, it must be removed without compensation from the City. If a non-conforming sign is blown down or destroyed less than (60%) of the replacement cost, the City may require the sign destroyed by paying an amount equal to a reasonable difference between the original cost of the sign, less depreciation, and the current replacement cost of the sign, less an adjustment for the present age and condition of the sign. Said payment will be financed through one of the following methods:

- A. Issue sign abatement revenue bonds; or,
- B. Payment in cash from the general funds.

## ARTICLE 9: SIGN STANDARDS

### 9.7.5 *Removal of Illegal or Unsafe Signs*

Signs that were illegal at the time they were erected will be removed without compensation from the City to the sign or property owner. Signs that become unsafe as determined by the City's structural inspector must be repaired or are subject to citation and removal.

### SECTION 8 – DIGITAL BILLBOARDS AND SIGNS

9.8.1 The conversion of existing legal non-conforming off-premise billboard signs, as defined in [Section 9.3.37](#), may be converted to a digital billboard sign under the following conditions.

A. *Display Standards:*

1. Static display time interval: *Eight (8) seconds minimum*
2. Transition display time interval: *One (1) second maximum*
3. No display shall include animation/full motion, blinking, flashing, dissolving, fading, moving light and/or scrolling messages, content and/or images, nor shall it project a static image upon a stationary object.
4. Transitions between the display of a message, content and/or image shall be immediate only and shall occur simultaneously on the entire display area.
5. The display of message, content and/or image shall be visible only from one direction of traffic travel per sign. This provision shall not preclude the conversion of existing billboards with two sign faces that have been designed to be viewed in opposite directions of travel, provided each face would read to only one direction of travel.
6. No portion of a digital billboard shall project into a dedicated utility easement or be closer than five (5) feet of a right-of-way (row) line.
7. A minimum linear spacing of one-thousand five-hundred (1,500) feet shall be required between one digital billboard and any other digital billboard on the same side of the roadway.
8. A digital billboard shall incorporate systems/devices that will automatically freeze (remain static) a single message, content and/or image on the display should a billboard malfunction or be damaged.
9. A digital billboard shall incorporate systems/devices necessary to automatically adjust the brightness/intensity of the display according to ambient (natural or otherwise) light conditions.

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10. The owner of a digital billboard shall coordinate with the City to display emergency information critical to the traveling public, such as AMBER ALERTS from a National Center for Missing and Exploited Children (NCMEC) authorized source, and other alerts involving terrorist attacks, natural disasters. Emergency messages are to remain in the display's rotation according to the designated issuing agency's protocols.
11. If the City determines that a digital billboard causes glare or otherwise impairs the vision of the driver of a motor vehicle or otherwise interferes with the operation of a motor vehicle, the owner of the digital billboard, within twelve (12) hours of a request by the City, shall reduce the intensity of the display to a level specified by this Code, or to an alternative setting that satisfactorily mitigates the specific impairment to the driver as determined by the City.
12. The owner of a digital billboard shall provide the City contact information for a person who is available to be contacted at any time and who is able to turn off the display promptly should a billboard malfunction or damage occur. Such contact information shall be resubmitted to the City every six (6) months.
13. The illumination intensity of the display of a digital billboard shall not exceed 0.3-foot candles above ambient light conditions.
14. A digital billboard or its message, content and/or image shall not be configured to resemble a warning or danger signal or cause a driver to mistake the digital billboard or its message, content and/or image for a warning or danger signal.
15. A digital billboard or its message, content and/or image shall not resemble or simulate any lights or official signage used to control traffic in accordance with the currently adopted edition of the TXDOT Manual on Uniform Traffic Control Devices.
16. A newly constructed digital billboard shall not:
  - a. Exceed 672 square feet in total display area.
  - b. Exceed 50 feet in height above grade at the centerline of the main traveled way closest to the structure.
  - c. Be located within 200 feet of a residential zoning line. Measurement is linear on the same side of the roadway.
  - d. Be located within 500 feet of the point of intersection of a limited access thoroughfare interchange.
  - e. Be located within 1,500 feet of a park or playground.
  - f. Be provided electrical service via overhead utility lines.

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17. Two (2) square feet of existing conventional billboard display shall be removed within the city limits and the city's extraterritorial jurisdiction by an owner for each one (1) square foot of digital billboard display area, either newly constructed or installed as a modification and/or conversion of an existing conventional billboard, requested by the owner. The two (2) square feet removed must be from physically completed conventional billboards with complete sign faces. No partially erected/completed signs may be used to qualify for the requirement.

**[Example:** On a legally permitted structure of one of the faces measuring 672 square feet. The owner of this structure would have to do the following to convert this face from a conventional to a digital:

- i. Surrender the use of the existing conventional face.
- ii. Take down an additional 672 sq. ft. of conventional billboard face within the city limits or ETJ.

\* The additional 672 sq. ft. can be accumulated by the surrendering of smaller face sizes with less square footage as long as the aggregate amount of total conventional face square footage surrendered, including the existing structure, is twice the digital square footage applied for.

The owner may choose which specific billboards will be removed within the City in exchange for the modification/conversion of an existing conventional billboard to a digital billboard.]

18. A document certifying compliance with the requirements of this ordinance, based upon an inspection of the billboards at the owner's expense, must be submitted annually to the City by the owners of digital billboards within the City.
19. When an existing legal non-conforming off-premise advertising billboard sign is converted to a digital billboard sign, the converted digital billboard sign location shall retain its legal non-conforming status as an off-premise advertising billboard sign.
20. The conversion of existing legal non-conforming off-premise advertising billboard signs to digital billboards, or the construction and operation of new digital billboard signs, shall only be allowed on lots with frontage on the below limited access thoroughfares located within the city limits and the city's extraterritorial jurisdiction.
- a. Interstate Highway 20
  - b. Interstate Highway 30
  - c. State Highway 360

## ARTICLE 9: SIGN STANDARDS

- d. U.S. Highway 287
21. A digital billboard shall not be permitted either by conversion or new construction to occur on a roadway classified as a local thoroughfare as specified by the City Master Transportation Plan.
  22. A digital billboard shall not be permitted either by conversion or new construction to occur on a roadway classified as a collector thoroughfare as specified by the City Master Transportation Plan.
  23. All requests for permits for either the conversion of an existing conventional billboard to a digital billboard or the construction of a new digital billboard shall be processed in the following sequential manner:
    - a. If the applicant satisfies the requirements of this Section, the City will issue a preliminary permit granting permission for the digital billboard, subject to the granting of a permit by the Texas Department of Transportation, where applicable.
    - b. The applicant shall obtain a permit from the Texas Department of Transportation allowing the requested new construction or conversion; and shall present a true copy of that permit to the City, not later than 12 months following the issuance of the preliminary permit. The preliminary permit shall expire 12 months after its issuance, without further action from the City, if no final sign permit has been issued in that time.
    - c. If the applicant and the Texas Department of Transportation permit satisfy the requirements of this Section, the City shall issue a final sign permit for the digital billboard.

**[Digital Billboard Ord. No. 7895, approved Nov. 18, 2008, case no. TA081101]**

9.8.2 The following section pertains to on-premise, digital signs including pole signs, monument signs and multi-tenant signs.

1. All digital signs shall conform to the display standards set forth in [Sections 9.8.1.A \(1\), 9.8.1.A \(2\), 9.8.1.A \(3\), 9.8.1.A \(4\), and 9.8.1.A \(5\)](#).
2. No digital sign shall project into a dedicated utility easement or be closer than five (5) feet of a right-of-way line.
3. A digital sign shall incorporate systems/devices that will automatically freeze (remain static) a single message, content and/or image on the display should a digital sign malfunction or be damaged.
4. A digital sign shall incorporate systems/devices necessary to automatically adjust the brightness/intensity of the display according to ambient (natural or otherwise) light conditions.

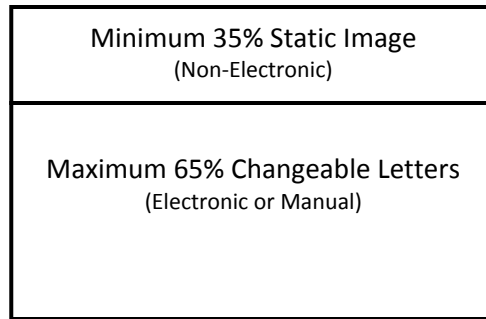
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5. If the city determines that a digital sign causes glare or otherwise impairs the vision of the driver of a motor vehicle or otherwise interferes with the operation of a motor vehicle, the owner of the digital sign within twelve (12) hours of a request by the city, shall reduce the intensity of the display to a level acceptable to the city.
6. A digital sign shall not be permitted either by conversion or new construction to occur on a roadway classified as a collector as determined by the city.
7. A digital sign shall not be permitted either by conversion or new construction to occur on a roadway classified as a local as determined by the city.
8. A digital sign or its message, content and/or image shall not be configured to resemble a warning or danger signal or cause a driver to mistake the digital sign or its message, content and/or image for a warning or danger signal.
9. A digital sign or its message, content and/or image shall not resemble or simulate any lights or official signage used to control traffic in accordance with the currently adopted edition of the TXDOT Manual on Uniform Traffic Control Devices.
10. A new digital sign shall not:
  - a. Be located within 200 feet of a residential zoning line.
  - b. Be located within 1,500 feet of a park, playground or other public open space locations at the discretion of the city.
  - c. Be provided electrical service via overhead utility lines.
11. Digital signs shall be permitted for multi-tenant and monument signs that are on commercially zoned parcels and are in conformance with [Sections 9.6.1](#) and [Section 9.10.8](#) of Article 9, Sign Standards. A maximum of 65% of the overall sign face area shall be permitted for an electronic, digital image, up to 50 square feet. A minimum of 100 feet of linear frontage along a street right-of-way is required for a digital monument or multi-tenant sign.
12. Digital pole signs shall only be permitted on pole signs that are on commercially zoned parcels and are in conformance with [Section 9.7.1](#), On-Premise Signs, of Article 9, Sign Standards. Digital pole signs are not allowed in any designated overlay districts. Digital signage for overlay districts is addressed in Appendix F. Outside of these overlay districts; a maximum of 65% of the overall sign face area shall be permitted for an electronic, digital image, up to 50 square feet. A minimum of 200 feet of linear frontage along a street right-of-way is required for a digital pole sign.

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Digital Sign diagram (Not to scale)  
[Digital Sign Ord. No. 8090, approved Feb. 16, 2010, case no. TA100201]

### SECTION 9 - PORTABLE SIGNS FOR NON-PROFIT AGENCIES

- 9.9.1 Portable signs may not exceed 4 feet by 8 feet per side in size, or 32 square feet in total area.
- 9.9.2 Portable signs for non-profit entities (with 95% of the face used for advertising non-profit agencies) shall be charged a license fee, with no permit fee. (**Reference Article 22 "Fee Schedule"** for license fee) Special identification tags shall be developed for placement on the sign.

### SECTION 10 - SIGN PLACEMENT

(See [Tables 9.1](#) and [9.2](#) for specifications)  
(See [Appendix G](#) for design guidelines)

#### 9.10.1 **Maximum Number of Signs Permitted on a Parcel or Lot:**

- A. *On-Premise:* One single or double-faced sign per street frontage.

#### 9.10.2 **Total Area of all Signs Allowed per Parcel or Lot:**

- A. *On-premise:* Each individual sign may not exceed maximum surface area.

#### 9.10.3 **Minimum Spacing between Signs:**

- A. *On-Premise:* Minimum 10 feet spacing requirement between on-premise signs.

#### 9.10.4 **Minimum Setback of Sign:**

- A. *On-Premise*

No setbacks are required as long as sign is not within City right-of-way or easements. Nothing contained herein shall prohibit the City from leasing public property, including easements, for sign locations, upon such terms and conditions as the City Council may

## ARTICLE 9: SIGN STANDARDS

determine to be in the public interest. Additionally, signs shall not impede visibility of traffic. Upon approval of the City Engineer or designee, a permit may be issued for the erection of an on-premise monument sign in an easement if the following conditions exist:

1. The easement is in the required front yard of a non-residentially zoned lot.
2. The written approval of all utilities or public agencies that have benefit of the easement has been obtained.
3. The easement is 50 feet or greater.
4. There is no portion of a required front yard immediately adjacent to a street and outside of an easement in which the sign could be legally placed.
5. All other provisions of Article 9 "Sign Standards" of the Unified Development Code shall apply.

### 9.10.5 **Maximum Height of Roof Sign (including height of building):**

Not to exceed 50 feet in height (including height of building), with a maximum four feet height of sign above the roofline. Sealed engineering drawings must be submitted in conjunction with the sign permit application.

- 9.10.6 Minimum clearance between ground and bottom of signs for vehicles/pedestrians: 14.5 feet if sign overhangs an access roadway or fire lane; if sign does not overhang access roadway or fire lane, an 8 ft. clearance is acceptable.

### 9.10.7 **Erection of Permanent Signs in Public Right-of-Way:**

Ground/monument signs may be erected within the landscaped median portion of a public right-of-way, provided that the party erecting said sign enter into a maintenance and hold harmless agreement with the City and that they identify only; the name of a residential subdivision, business subdivision, or informational direction signs associated with an acute care hospital offering in-patient hospital services. Such signs shall be of such height, size and setbacks that they do not interfere with traffic or visibility of traffic as determined by the Director of Transportation Services. In no event shall such sign exceed fifty (50) square feet on each sign face or ten (10) feet in height.

Projection signs may be erected in Central Overlay District #2. The horizontal portion of any projecting sign shall not be more than six (6) feet in length measured from the building face and shall not be closer than two (2) feet from the back of the curb line. The height of the projection sign shall not exceed four (4) feet. Such signs shall be an integral part of the architectural design of the building. Vertical clearance shall be as shown below:

Vertical Clearance	Maximum Projection
7 Feet or Less	3 Inches
7 or 8 Feet	12 Inches
8 Feet or More	4 Feet



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### 9.10.8 Erection of Ground/Monument Signs:

- A. In addition to non-residential zoning districts, ground/monument signs may be erected within residential zoning districts to identify non-public schools, churches, park or private club facilities, residential subdivisions or apartment projects provided they are not internally illuminated and do not contain any off-premise advertisement.
- B. Signs shall not exceed 100 square feet in maximum area or 8 feet in height.
- C. Monument signs are intended to be relatively broad in width compared to height. Monument signs are not intended to have gaps, cutouts, or penetrations but instead should be a solid face or area without openings or cutouts. While monument signs may structurally require internal support members or posts, they should not be visible whatsoever from external view and must rest on the ground or on a suitable foundation as their principal support. Pole signs or signs principally supported by poles or posts do not constitute a monument or ground sign as specified in this ordinance.

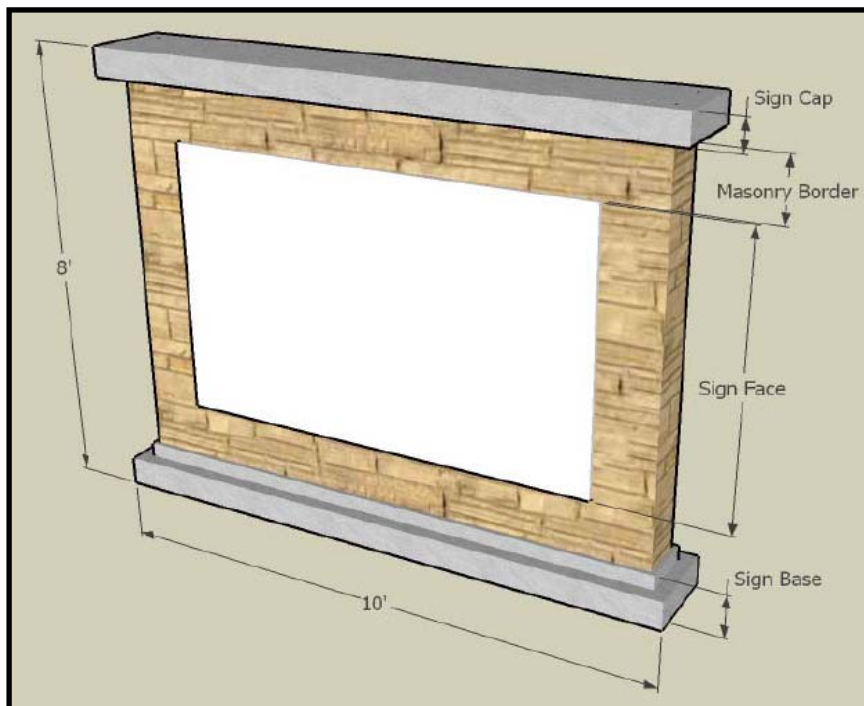


Figure 1: Monument Sign

- D. Monument signs shall have a base, middle and cap. The sign face shall be surrounded by a masonry border that is comprised of a masonry material that is stone or brick. Alternative materials shall be considered through a Unified Signage Plan (*See Figure 1*).

### 9.10.9 Temporary Balloon Sign Standards:

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- A. Maximum height of the balloon sign will be limited to an overall height limitation of seventy-five (75') feet maximum, which is measured from the ground to the top of the balloon, whether including the height of the building or not. However, no part of the seventy-five foot (75') height extension of the balloon shall cross any property line, public right-of-way, or

## ARTICLE 9: SIGN STANDARDS

overhead utility line. The total height may be further restricted by Federal Aviation Administration requirements in appropriate or designated height hazard areas. The balloon must be securely anchored to a building or the ground at all times.

- B. One balloon sign is allowed per business or other establishment (i.e. churches, schools, etc.) in a non-residential zoning district as a temporary use for a maximum of 28 days. No more than two (2) permits shall be issued per year for each business location. Each permit will not exceed 14 consecutive days. The issuance of the second permit shall not occur until the first permit has been expired for at least 30 days.

### 9.10.10 *Banner Signs:*

#### A. *Non-Residential Zoning Districts:*

- 1. One banner sign is allowed per business or other establishment (i.e. churches, schools, etc.) in a non-residential zoning district as a temporary use for a maximum of 30 days, No more than two (2) permits shall be issued per year for each business location. The issuance of the second permit shall not occur until the first permit has been expired for at least 30 days. Banner signs advertising seasonal activities for churches, schools or non-profit organizations shall be allowed for a time period less than 30 days any time during a year provided that such banner signs are not displayed for more than a total of 60 days per calendar year. Such signs shall be firmly affixed to the main building on the site, and may not be strung between temporary poles, hung from a fence or otherwise detached from the main building on the site. Such banner signs must obtain a sign registration permit prior to placement. The sign registration permit from Code Enforcement shall be affixed to the banner (no fee).
- 2. The maximum size of a banner sign shall not exceed sixty (60) square feet.
- 3. Torn, frayed and faded banner signs shall be removed. Replacement banners will require a sign registration permit prior to placement. Replacement banners will be subject to the time limitations established in [Section 9.10.10.A.1.](#)

#### B. *Residential Zoning Districts:*

- 1. Allowed non-residential uses in residential zoning districts and multi-family developments shall be allowed one banner sign firmly affixed to a wall of a building for a maximum of 30 days, no more than 2 times per calendar year.

Banner signs advertising seasonal activities for churches, schools or non-profit organizations shall be allowed for a time period less than 30 days any time during a year provided that such banner signs are not displayed for more than a total of 60 days per calendar year. Such banner signs must obtain a sign registration permit prior to placement. The sign registration permit shall be affixed to the banner by Code Enforcement Officers.

- 2. The maximum size of a banner sign shall not exceed sixty (60) square feet.

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3. Torn, frayed and faded banner signs shall be removed. Replacement banners will require a sign registration permit prior to placement. Replacement banners will be subject to the time limitations established in [Section 9.10.10.B.1](#).

### C. *Banners over right-of-way:*

1. The City Council may approve placement of temporary banner signs over public right-of-way to advertise special events sponsored by a governmental entity, with no fee required. Written requests for such City Council approval shall be submitted to the Chief Building Official along with adequate drawings showing the location and appearance of such signs.

#### 9.10.11 **Wall Signs:**

Allowed non-residential uses in residential zoning district and multi-family developments shall be allowed one wall sign per street frontage with a maximum area of 50 sq. ft. Wall signs in non-residential zoning districts cannot exceed 15% of the square footage of the front elevation of the business. Permits are required for all wall signs.

### SECTION 11 - REGISTRATION OF SIGN OPERATORS

#### 9.11.1 **Sign Operators - Registration:**

No operator shall engage in the business of erecting, installing, servicing or maintaining signs for rental or leasing purposes until such person shall have applied to the Chief Building Official for registration to conduct such business and shall deposit with the Department of Building Inspection an annual license fee ([Reference Article 22 "Fee Schedule"](#)). For the purposes of this Section, all such persons engaged in the business of sign operators, including those persons responsible for erecting temporary real estate development signs.

#### 9.11.2 **Registration Non-Transferable:**

No registration shall be transferable and no holder of any license issued under this Article shall allow his name or his company's name to be used by any other party, either for the purpose of doing work or obtaining a permit under the penalty of forfeiting his license in addition to any fine levied, and the Chief Building Official or his representative is authorized to refuse to issue permits to the holder of any registration violating this provision.

#### 9.11.3 **Expiration and Renewal of Registration:**

All registrations shall be for the calendar year and shall expire at midnight on the 31st day of December and shall be renewed upon application of the holder, and payment of the required fee, where such is required, at any time within thirty (30) days before the date of such expiration, unless such registration has been revoked or canceled for cause as provided in this ordinance.

## ARTICLE 9: SIGN STANDARDS

### 9.11.4 *Revocation of Registration:*

The Chief Building Official may revoke any registration granted under the provisions of this Article, if the holder of such registration violates any provision of this chapter. When a registration is revoked a new registration shall not be granted to the same person or company for a period of at least thirty (30) days.

### 9.11.5 *Registration Required to Obtain a Permit for Sign:*

No permit for the erection or alternation of a sign shall be issued to any person unless such person is registered as provided in this Article. It shall be unlawful for the holder of a registration to apply for, procure or obtain any sign permit on behalf of other persons who are not so registered.

### SECTION 12 - PERMIT REQUIRED

9.12.1 Applications for sign permits shall be made upon forms provided by the Building Inspection Department and shall contain or be accompanied by such plans, drawings, and specifications as are necessary fully to advise the Building Inspection Department of the type, size, shape, location, zone, construction, and materials of the proposed sign and the building, structure, or premises upon which it is to be placed.

### SECTION 13 - INFORMATION TO BE SHOWN ON SIGN

9.13.1 Each permit issued shall bear a date and permit number. Each sign covered by such permits shall have the name or imprint of the license holder clearly displayed on same.

### SECTION 14 - PERMIT ISSUED ON CONDITION THAT IT MAY BE WITHDRAWN

9.14.1 All permits for the erection or alternation of any sign over any sidewalk, alley, or other public property shall be subject to cancellation at any time. If such permit is canceled, the owner thereof shall remove it immediately.

### SECTION 15 - DISPOSITION OF RECOVERIES

9.15.1 All sums collected as provided shall be paid into the treasury of the City in the same manner as taxes, licenses and other funds deposited on behalf of the City.

### SECTION 16 - VARIANCES TO SIGN ORDINANCE

9.16.1 Applicants for a building permit that has a unique use, site conditions, or other unusual factors for consideration, may elect to submit a Unified Signage Plan for review and approval by Development Review Committee (DRC).

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Submittal requirements for a Unified Signage Plan will include a site plan with proposed sign locations, indicate size and materials to be used for all signs, and provide building elevations showing location and type of wall mounted signage. If upon review of the proposed Unified Signage Plan the DRC decides the request is not in keeping with the intent of the general requirements of this article, the DRC will recommend to the Director of Planning and Development that the Plan be referred to the Planning and Zoning Commission and City Council for approval/disapproval.

- 9.16.2 The Zoning Board of Adjustments and Appeals is hereby authorized to grant variances from the terms of this ordinance in specific cases upon the application of a sign owner or his agent, when strict application of spacing, size, lighting or height provisions would result in unnecessary hardship. The Zoning Board of Adjustments and Appeals is hereby authorized to grant special exceptions to the terms of this ordinance to allow additional signs per street frontage on a premise upon a written finding that the following four conditions have been satisfied:
- A. The property must have a minimum of 300 feet of frontage along a public street;
  - B. Any additional sign(s) on the premise must relate to the same single business as the existing sign(s);
  - C. Any additional sign(s) must comply with all required setbacks(s); and
  - D. Any additional sign(s) will not block any other signs on adjacent property.

### SECTION 17 - ENFORCEMENT

#### 9.17.1 **Violations:**

Wherever by the provisions of this chapter the performance of any act is required or the performance of any act is prohibited or wherever any regulation, dimension or limitation is imposed on the use or change of use or upon any land or on the erection or alteration of any structure or the use or change of use of any structure, a failure to comply with the provisions of this Article shall constitute a violation of this Article. Every day, which a violation exists, shall constitute a separate violation and a separate offense.

#### 9.17.2 **Penalties:**

Any person who violates any provision of this Article shall be guilty of a misdemeanor and shall be punished by a fine upon conviction.

#### 9.17.3 **Removal or Repair of Unsafe/Vacant Signs:**

If the Building Official shall determine any sign is unsafe or insecure, vacant, or presents a hazard to the public in any way, he/she shall direct written notice to the owner, agent, or person having the beneficial use of the land, building, or structure upon which the sign is located. If, within 15 days, the sign is not repaired, fitted with a temporary panel, or removed, the Building Official is hereby authorized to fit the sign with a temporary panel, or cause removal of such sign, and any

## ARTICLE 9: SIGN STANDARDS

expense incident hereto shall be paid by the permit applicant, owner of the land, building, or structure to which such sign is attached or upon which it is erected. The Building Official may cause any sign, which is determined to be an immediate hazard to the general public, to be removed summarily and without notice.

### 9.17.4 *Time Limit:*

All sign permits will have an expiration date six (6) months from the date of issuance, unless otherwise stated or if determined void previous to the expiration. After six (6) months a new permit will be required to erect a sign.

### *SECTION 18 - JURISDICTION*

9.18.1 The provisions of this ordinance shall be effective within the corporate boundaries of the City of Grand Prairie and within the area of its extraterritorial jurisdiction as defined by the Municipal Annexation Act (Article 970a, V.A.T.S.).

## ARTICLE 9: SIGN STANDARDS

**TABLE 9.1  
SUMMARY OF SIGN TYPES & DEVELOPMENT STANDARDS**

SIGNS ATTACHED TO BUILDINGS					
SIGN TYPES & STANDARDS	RESIDENTIAL (PERMITTED USES)	COMMERCIAL	INDUSTRIAL	LIMITED ACCESS ROADWAY	AGRICULTURE (PERMITTED USES)
AWNING/MARQUE	NONE	< 50% OF VALANCE WIDTH	< 50% OF VALANCE WIDTH	< 50% OF VALANCE WIDTH	NONE
PLAQUES	NAME ONLY	N/A	N/A	N/A	N/A
PROJECTING SIGNS	NONE	< 16 SF, 3" TO 6FT FROM BLDG., 8 - 12 FT MIN CLEARANCE	< 16 SF, 3" TO 6FT FROM BLDG., 8 - 12 FT MIN CLEARANCE	< 16 SF, 3" TO 6FT FROM BLDG., 8 - 12 FT MIN CLEARANCE	< 16 SF, 3" TO 6FT FROM BLDG., 8 - 12 FT MIN CLEARANCE
ROOF	NONE	< 50 SF	< 50 SF	< 50 SF	NONE
WALL SIGNS	NONE	15% OF FRONT ELEVATION	15% OF FRONT ELEVATION	15% OF FRONT ELEVATION	15% OF FRONT ELEVATION
WINDOW SIGNS	NONE	20% OF WINDOW AREA OF PRIMARY FACADE	20% OF WINDOW AREA OF PRIMARY FACADE	20% OF WINDOW AREA OF PRIMARY FACADE	20% OF WINDOW AREA OF PRIMARY FACADE
DETACHED ON PREMISE SIGNS (ONE SINGLE / DOUBLE FACED SIGN ALLOWED PER STREET FRONTAGE)					
SIGN TYPES & STANDARDS	RESIDENTIAL (PERMITTED USES)	COMMERCIAL	INDUSTRIAL	LIMITED ACCESS ROADWAY	AGRICULTURE (PERMITTED USES)
POLE SIGN	PROHIBITED	ALLOWED	ALLOWED	ALLOWED	PROHIBITED
AREA	N/A	60 SF	60 SF	150 SF – GAS, FOOD & LODGING 60 SF – ALL OTHERS	N/A
HEIGHT	N/A	25 FT	25 FT	40 FT – GAS, FOOD & LODGING 25 FT – ALL OTHERS	N/A
LOCATION	N/A	10' SEPARATION	10' SEPARATION	10' SEPARATION	N/A
SETBACK	N/A	(1)	(1)	(1)	N/A
MONUMENT	ALLOWED (3)	ALLOWED	ALLOWED	ALLOWED	ALLOWED (3)
AREA	100 SF MAX	100 SF MAX	100 SF MAX	100 SF MAX	100 SF MAX
HEIGHT	8 FT MAX	8 FT MAX	8 FT MAX	8 FT MAX	8 FT MAX
LOCATION	60 FT SEPARATION	60 FT SEPARATION	60 FT SEPARATION	60 FT SEPARATION	60 FT SEPARATION
SETBACK	(1)	(1)	(1)	(1)	(1)
MULTI-TENANT	PROHIBITED	ALLOWED (2)	ALLOWED (2)	ALLOWED (2)	PROHIBITED
AREA	N/A	400 SF	400 SF	400 SF	N/A
HEIGHT	N/A	60 FT	60 FT	60 FT	N/A
LOCATION	N/A	300 FT SEPARATION	300 FT SEPARATION	300 FT SEPARATION	N/A
SETBACK	N/A	(1)	(1)	(1)	N/A

**NOTES:**

- (1) NO SIGNS MAY ENCR OACH OR OVERHANG INTO PUBLIC RIGHT-OF-WAY OR UTILITY EASEMENTS.
- (2) NO ADDITIONAL ON PREMISE POLE SIGNS PERMITTED FOR PREMISES WITH PANEL ON MULTI-TENANT SIGN. MONUMENT SIGNS PERMITTED ON SEPARATE PLATTED LOTS.
- (3) MONUMENT SIGNS IN RESIDENTIAL DISTRICTS SHALL NOT BE INTERNALLY ILLUMINATED, NOR CONTAIN OFF SITE ADVERTISEMENT.

\* TOTAL HEIGHT MAY BE RESTRICTED BY FEDERAL AVIATION ADMINISTRATION REQUIREMENTS IN DESIGNATED FLIGHT HAZARD AREAS.

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*Grand Prairie*

## ARTICLE 9: SIGN STANDARDS

**TABLE 9.2  
SUMMARY OF SIGN TYPES & DEVELOPMENT STANDARDS**

OTHER SIGN TYPES					
SIGN TYPES & STANDARDS	RESIDENTIAL (PERMITTED USES)	COMMERCIAL	INDUSTRIAL	LIMITED ACCESS ROADWAY	AGRICULTURE (PERMITTED USES)
BALLOON	PROHIBITED	75 FT MAX. HEIGHT 14 CONSECUTIVE DAYS	75 FT MAX. HEIGHT 14 CONSECUTIVE DAYS	75 FT MAX. HEIGHT 14 CONSECUTIVE DAYS	PROHIBITED
BANNER	60 SF MAX 2 TIMES / YR 30 DAYS MAX	60 SF MAX 2 TIMES / YR 30 DAYS MAX	60 SF MAX 2 TIMES / YR 30 DAYS MAX	60 SF MAX 2 TIMES / YR 30 DAYS MAX	60 SF MAX 2 TIMES / YR 30 DAYS MAX
CHANGEABLE COPY	MAX 42" CHARACTER 50 WATT MAX	MAX 42" CHARACTER 50 WATT MAX	MAX 42" CHARACTER 50 WATT MAX	MAX 42" CHARACTER 50 WATT MAX	MAX 42" CHARACTER 50 WATT MAX
CONSTRUCTION	< 32 SF	< 32 SF	< 32 SF	< 32 SF	< 32 SF
DIRECTIONAL	4 SQ. FT. 30 IN. HIGH	4 SQ. FT. 30 IN. HIGH	4 SQ. FT. 30 IN. HIGH	4 SQ. FT. 30 IN. HIGH	4 SQ. FT. 30 IN. HIGH
POLITICAL	≤ 36 SF ON PRIVATE PROPERTY NO EARLIER THAN 60 DAYS PRIOR TO ELECTION	≤ 36 SF ON PRIVATE PROPERTY NO EARLIER THAN 60 DAYS PRIOR TO ELECTION	≤ 36 SF ON PRIVATE PROPERTY NO EARLIER THAN 60 DAYS PRIOR TO ELECTION	≤ 36 SF ON PRIVATE PROPERTY NO EARLIER THAN 60 DAYS PRIOR TO ELECTION	≤ 32 ON PRIVATE PROPERTY NO EARLIER THAN 60 DAYS PRIOR TO ELECTION
PORTABLE	4 FT X 8 FT OR 32 SF ALLOWED FOR NON PROFIT AGENCIES WITH 95% OF AREA FOR NON PROFIT ADVERTISING. LICENSE FEE/ NO PERMIT FEE	4 FT X 8 FT OR 32 SF ALLOWED FOR NON PROFIT AGENCIES WITH 95% OF AREA FOR NON PROFIT ADVERTISING. LICENSE FEE/ NO PERMIT FEE	4 FT X 8 FT OR 32 SF ALLOWED FOR NON PROFIT AGENCIES WITH 95% OF AREA FOR NON PROFIT ADVERTISING. LICENSE FEE/ NO PERMIT FEE	4 FT X 8 FT OR 32 SF ALLOWED FOR NON PROFIT AGENCIES WITH 95% OF AREA FOR NON PROFIT ADVERTISING. LICENSE FEE/ NO PERMIT FEE	4 FT X 8 FT OR 32 SF ALLOWED FOR NON PROFIT AGENCIES WITH 95% OF AREA FOR NON PROFIT ADVERTISING. LICENSE FEE/ NO PERMIT FEE
PUBLIC SERVICE	32 SF NO PERMIT REQUIRED	32 SF NO PERMIT REQUIRED	32 SF NO PERMIT REQUIRED	32 SF NO PERMIT REQUIRED	32 SF NO PERMIT REQUIRED
REAL ESTATE	RESIDENTIAL DEVELOPMENT 100 SF / 20 FT HIGH 50 AC OR MORE 1 SIGN / 50 AC 1000 FT SEPARATION	RESIDENTIAL DEVELOPMENT 100 SF / 20 FT HIGH 50 AC OR MORE 1 SIGN / 50 AC 1000 FT SEPARATION	RESIDENTIAL DEVELOPMENT 100 SF / 20 FT HIGH 50 AC OR MORE 1 SIGN / 50 AC 1000 FT SEPARATION	RESIDENTIAL DEVELOPMENT 100 SF / 20 FT HIGH 50 AC OR MORE 1 SIGN / 50 AC 1000 FT SEPARATION	RESIDENTIAL DEVELOPMENT 100 SF / 20 FT HIGH 50 AC OR MORE 1 SIGN / 50 AC 1000 FT SEPARATION
	NON RESIDENTIAL DEVELOPMENT 100 SF / 20 FT HIGH 50 AC OR MORE 1 SIGN / 50 AC 1000 FT SEPARATION	NON RESIDENTIAL DEVELOPMENT 100 SF / 20 FT HIGH 50 AC OR MORE 1 SIGN / 50 AC 1000 FT SEPARATION	NON RESIDENTIAL DEVELOPMENT 100 SF / 20 FT HIGH 50 AC OR MORE 1 SIGN / 50 AC 1000 FT SEPARATION	NON RESIDENTIAL DEVELOPMENT 100 SF / 20 FT HIGH 50 AC OR MORE 1 SIGN / 50 AC 1000 FT SEPARATION	NON RESIDENTIAL DEVELOPMENT 100 SF / 20 FT HIGH 50 AC OR MORE 1 SIGN / 50 AC 1000 FT SEPARATION
	5 AC. ≤ 32 SF < 5 AC – 8 SF	5 AC. ≤ 32 SF < 5 AC – 8 SF	5 AC. ≤ 32 SF < 5 AC – 8 SF	5 AC. ≤ 32 SF < 5 AC – 8 SF	5 AC. ≤ 32 SF < 5 AC – 8 SF
SIGN PLAZAS	ALL LOCATIONS AND DIMENSIONS TO BE COORDINATED WITH TRANSPORTATION & PLANNING DEPARTMENTS				