

**TABLE 7100D SCHEDULE OF SIGN STANDARDS****1) PERMANENT SIGNS**

| TYPE OF SIGN  | ZONING DISTRICT WHERE PERMITTED * | SIGN CLASSIFICATION PERMITTED | MAXIMUM AREA IN SQUARE FEET     | MAXIMUM HEIGHT IN FEET | MAXIMUM WIDTH IN FEET | MINIMUM SETBACK FROM STREET RIGHT-OF-WAY LINE IN FEET** | MINIMUM SETBACK FROM SIDE OR REAR PROPERTY LINE IN FEET** | MAXIMUM QUANTITY/ MINIMUM SPACING  | LIGHTING | FLASHING | MOTION | ADDITIONAL REGULATIONS  |
|---|-----------------------------------|-------------------------------|---------------------------------|------------------------|-----------------------|---|---|--|----------|----------|--------|---|
| INSTITUTIONAL   | ALL DISTRICTS                     | M, W                          | 50                              | 10                     | 10                    | 10  | 15  | ONE PER STREET FRONTAGE PLUS ONE WALL SIGN ON THE PRINCIPAL BUILDING   | YES      | NO       | NO     | SEE NOTES (2) (6) (7) (10) & (11)   |
| APARTMENT NAME  | MF-1, MF-2                        | M, W                          | 50                              | 10                     | 10                    | 10  | 15  | ONE PER STREET ENTRANCE  | YES      | NO       | NO     | SEE NOTES (2) (3) (4) (7) (10) & (11)   |
| NAME PLATE  | ALL DISTRICTS                     | P, W                          | 2                               | N/A                    | NONE                  | N/A   | N/A   | NONE   | NO       | NO       | NO     | SEE NOTE (6)  |
| GENERAL BUSINESS  | C-1, C-2, C-3, C-4, I-1, I-2      | W                             | NONE                            | N/A                    | SEE NOTE (1)          | N/A   | N/A   | ONE PER STREET FRONTAGE PER INDIVIDUALLY OWNED LOT OR TRACT PLUS ONE WALL SIGN PER TENANT WHO OCCUPIES SUCH LOT OR TRACT | YES      | NO       | YES    | SEE SECTION 7100E   |
|   |                                   | M, PR                         | 50                              | 10                     | 10                    | 10  | 15  |  | YES      | NO       | YES    | SEE NOTES (7) (10) & (11)   |
| ADVERTISING   | C-3, I-1, I-2                     | P, G                          | 600                             | 40                     | NONE                  | 10  | 15  | SEE SECTION 7100F  | YES      | NO       | YES    | SEE NOTE (5)  |
| AGRICULTURAL  | A                                 | M, W                          | 32                              | 10                     | 10                    | 10  | 15  | ONE PER STREET FRONTAGE  | NO       | NO       | NO     | SEE NOTE (10)   |
| SUBDIVISION   | ALL DISTRICTS                     | M, W                          | 32                              | 6                      | 10                    | N/A   | N/A   | ONE SIGN PER STREET ENTRANCE TO THE SUBDIVISION  | NO       | NO       | NO     | SEE NOTES (6) & (10)  |
| DIRECTORY   | OP                                | M, W                          | 32                              | 6                      | 10                    | 10  | 15  | ONE PER STREET FRONTAGE  | YES      | NO       | NO     | SEE NOTES (10) & (11)   |
| WINDOW  | ALL NON-RESIDENTIAL DISTRICTS     | N/A                           | SEE NOTE (12)                   | N/A                    | N/A                   | N/A   | N/A   | N/A  | YES      | NO       | NO     | TEMPORARY   |
| <a href="#">ELECTRONIC</a> MESSAGE CENTER/READER BOARD SIGN   | C-2, C-3, I-1, I-2                | M, <del>W</del>               | LIMITED TO 50% OF THE SIGN AREA |                        |                       |   |   |  |          |          |        | SEE NOTES (8) (9) (10) & (11)   |
| <div>NOTES:<br/>(1) Width not to exceed 75% of building or store front.<br/>(2) Permitted on face of fence or wall in required front setback.<br/>(3) For building identification only.<br/>(4) Not applicable to rental single-family or two-family dwellings.<br/>(5) Specific use permit required.<br/>(6) Signs permitted in residential districts are also permitted in the PR district.<br/>(7) On lots with direct frontage along U.S. 287 and S.H. 360 monument signs may have a maximum height of 15 feet and a maximum sign area of 75 square feet. The sign must be located along the highway frontage of the lot.<br/>(8) <a href="#">Electronic</a> Message Centers/Reader Boards may be used by institutional uses in any zoning district.<br/>(9) Signs for theaters advertising current and coming attractions shall be exempt from the percentage restriction on <a href="#">Electronic</a> Message Center and Reader Board signs.<br/>(10) See section 7100I.13 for further regulations on monument signs.<br/>(11) No freestanding sign may be located within 400 feet of another freestanding sign on the same lot or tract, measured along the street right-of-way lines.<br/>*Signs in any Historic Landmark District must comply with the provisions and approval procedures shown in Section 5400 of this ordinance.<br/>(12) The total sign area of window sign(s) shall not obscure more than twenty-five (25) percent of the total window area on each façade. Doors shall not contain signage for any message other than business name, hours of operation and payment method, and such signage shall not exceed four (4) square feet in total area.<br/>**Where the width of an easement is greater than the required setback, the sign must be located outside of the easement.</div> |                                   |                               |                                 |                        |                       |   |   |  |          |          |        | <div>LEGEND:<br/><br/>M – MONUMENT SIGN<br/>P – POLE SIGN<br/>W – WALL SIGN<br/>G – GROUND SIGN<br/>PR– PROJECTION SIGN</div> |