

ZONING

128 Attachment 9

Town of Denton Sign Types and Dimensional Regulations by Zoning Districts Article XV § 128-127

[Added 3-7-2013 by Ord. No. 652, effective 3-17-2013; amended 5-1-2014 by Ord. No. 658, effective 5-8-2014]

Table 1: Central Business Commercial (CBC) Zoning District

Sign Types and Dimensional Regulations by Zoning Districts							
Zoning District	Sign Types Permitted	Number of Signs Allowed ³	Signage Area Determination	Maximum Signage Area	Maximum Height ⁴	Illumination Permitted ⁵	Other Provisions Refer to Table Notes
Central Business Commercial (CBC)	A-frame ⁴	1 per business	Limited by maximum signage area	6 sq. ft.	3 ft.	Not permitted	Maintain pedestrian traffic clearance
	Awning	1 per business	1 sq. ft. per linear foot of business/building frontage	40 sq. ft. (for all tenants, all signage)	6 inches sign lettering	Not permitted	-
	Directional	1 per business	Limited by maximum signage area	4 sq. ft.	-	Not permitted	Off premises ⁶
	Exterior directory	1 per building entrance	2 sq. ft. per business	10 sq. ft.	-	Indirect or backlighting	-
	Flat	1 per building	1 sq. ft. per 1 linear foot of business/building frontage	40 sq. ft. (for all tenants, all flat signage)	-	Indirect or backlighting	-
	Freestanding	1 per lot with front yard/2 per corner lot (1 each street frontage)	Limited by maximum signage area	10 sq. ft. per face	5 ft.	Indirect or backlighting	10-foot setback from property line
	Projecting	1 per business	1 sq. ft. per 1 linear foot of business/building frontage	10 sq. ft. each face	13-foot/8-foot pedestrian clearance measured from adjacent grade, paved walk or surface	Indirect or backlighting	Install at right angles to the building and minimum of 2 ft. from the property line
	Window	1 per business	1 sq. ft. per 1 linear foot of business/building frontage	50% of window area		Not permitted	-

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Table 2: Commercial Medical (CM) and General Commercial (GC) Zoning District

Sign Types and Dimensional Regulations by Zoning Districts							
Zoning District	Sign Types Permitted	Number of Signs Allowed ³	Signage Area Determination	Maximum Signage Area	Maximum Height ⁴	Illumination Permitted ⁵	Other Provisions Refer to Table Notes
Commercial Medical (CM) And General Commercial (GC)	Electronic message board/electronic display screen ¹⁰	1 per lot or parcel, used as or incorporated as a freestanding	Limited by maximum signage area	100 sq. ft./20 sq. ft. min.	15 ft. measured from adjacent grade, paved walk or surface	Internal	–
	Exterior directory	1 per building entrance	2 sq. ft. per business	10 sq. ft.	⁴	Not permitted	–
	Exterior directory, freestanding	1 per building used as or incorporated as a freestanding	1 sq. ft. per 1 linear foot of street frontage	100 sq. ft./20 sq. ft. min.	15 ft. measured from adjacent grade, paved walk, or surface	Indirect/Internal	–
	Flat	1 per building	1 sq. ft. per 1 linear foot of business/building frontage	60 sq. ft. (for all tenants, all flat signage)	⁴	Not permitted	Maximum of 9-inches projection
	Freestanding	1 per lot with front yard	1 sq. ft. per 1 linear foot of street frontage	100 sq. ft./20 sq. ft. min.	15 ft. measured from adjacent grade, paved walk, or surface	Indirect/Internal	–
	Projecting	1 per business	1 sq. ft. per 1 linear foot of business/building frontage	12 sq. ft. each face	7-foot pedestrian clearance measured from adjacent grade, paved walk, or surface	Not permitted	Install at right angles to the building, maximum 6-foot projection, minimum of 2 ft. from the property line

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Table 3: Regional Highway Commercial (RHC) Zoning District

Sign Types and Dimensional Regulations by Zoning Districts							
Zoning District	Sign Types Permitted	Number of Signs Allowed ³	Signage Area Determination	Maximum Signage Area	Maximum Height ⁴	Illumination Permitted ⁵	Other Provisions Refer to Table Notes
Regional Highway Commercial (RHC)	Awning	1 per business	1 sq. ft. per linear foot of business/building frontage	20% of wall surface sign located	Limited by maximum signage area	Not permitted	8-foot minimum pedestrian clearance, measured from adjacent paved surface, walk or grade
	Electronic message board/electronic display screen ¹⁰	1 per lot or parcel, used as or incorporated as a freestanding	Limited by maximum signage area	30 sq. ft.	15 ft. measured from adjacent grade, paved walk, or surface	Internal	-
	Exterior directory	1 per building entrance	2 sq. ft. per business	20 sq. ft.	4	Not permitted	-
	Flat	1 per building	15 sq. ft. per 20 linear feet of street frontage	20% of wall surface sign located	4	Not permitted	Maximum of 9-inches projection
	Freestanding	1 per lot with front yard	15 sq. ft. per 20 linear feet of street frontage	30 sq. ft.	30 ft. measured from adjacent grade, paved walk or surface	Indirect/internal	-

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Table 4: Mixed Industrial (MI) and Industrial (I) Zoning District

Sign Types and Dimensional Regulations by Zoning Districts							
Zoning District	Sign Types Permitted	Number of Signs Allowed ²	Signage Area Determination	Maximum Signage Area	Maximum Height ⁴	Illumination Permitted ⁵	Other Provisions Refer to Table Notes
Mixed Industrial (MI) and Industrial (I)	Exterior directory	1 per building entrance	2 sq. ft. per tenant	10 sq. ft.	⁴	Not permitted	–
	Flat	2 per building	15 sq. ft. per 20 linear feet of building or tenant space frontage	20% of wall surface sign located	15 ft. measured from adjacent grade, paved surface or walk	Not permitted	Maximum of 9-inches projection
	Freestanding or freestanding directory	1 per lot or parcel	15 sq. ft. per 20 linear feet of building or tenant space frontage	100 sq. ft.	25 ft. measured from adjacent grade, paved surface, or walk	Indirect/internal	–

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Table 5A: Existing Commercial Shopping Centers and Big-Box Stores in Regional Highway Commercial (RHC) Zoning District

Sign Types and Dimensional Regulations by Zoning Districts							
Zoning District	Sign Types Permitted	Number of Signs Allowed ³	Signage Area Determination	Maximum Signage Area	Maximum Height ⁴	Illumination Permitted ⁵	Other Provisions Refer to Table Notes
Regional Highway Commercial (RHC)	Electronic message board/electronic display screen ¹⁰	1 per lot or parcel, used as or incorporated as a freestanding	Limited by maximum signage area	100 sq. ft./20 sq. ft. min./30 sq. ft. in residential zoning districts	25 ft. measured from adjacent grade, paved walk or surface	Internal	–
	Exterior directory	1 per building entrance	2 sq. ft. per tenant	10 sq. ft.	4	Not permitted	–
	Flat/individual tenant on lot with freestanding directory	1 per building or tenant frontage	2 sq. ft. per 1 linear foot of building or tenant frontage	100 sq. ft.	4	Indirect/internal	–
	Flat/individual tenant or business without a freestanding directory	1 per building frontage	1 sq. ft. per 1 linear foot of building or tenant space frontage	100 sq. ft.	4	Indirect/internal	–
	Freestanding or freestanding directory	1 per lot or parcel	Limited by maximum signage area	150 sq. ft. each face, 2-sided signs	25 ft. measured from adjacent grade, paved surface or walk	Indirect/internal	–
	Bulletin or directory Instructional sign				20 sq. ft. 6 sq. ft.	3 ft.	

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Table 5B: Industrial Centers and Commercial Medical Centers in Regional Highway Commercial (RHC) Zoning District and Industrial Park.

Sign Types and Dimensional Regulations by Zoning Districts							
Zoning District	Sign Types Permitted	Number of Signs Allowed ³	Signage Area Determination	Maximum Signage Area	Maximum Height ⁴	Illumination Permitted ⁵	Other Provisions Refer to Table Notes
Regional Highway Commercial (RHC) and Industrial Park	Electronic message board/electronic display screen ¹⁰	1 per lot or parcel, used as or incorporated as a freestanding	Limited by maximum signage area	100 sq. ft./20 sq. ft. min./30 sq. ft. in residential zoning districts	25 ft. measured from adjacent grade, paved walk or surface	Internal	–
	Exterior directory	1 per building entrance	2 sq. ft. per tenant	10 sq. ft.	⁴	Not permitted	–
	Flat/individual tenant on lot with freestanding directory	1 per building or tenant frontage	2 sq. ft. per linear foot of building or tenant frontage	100 sq. ft.	⁴	Indirect/internal	–
	Flat/individual tenant or business without a freestanding directory	1 per building frontage	1 sq. ft. per linear foot of building or tenant space frontage	100 sq. ft.	⁴	Indirect/internal	–
	Freestanding or freestanding directory	1 per lot or parcel	Limited by maximum signage area	150 sq. ft. each face, 2-sided signs/300 sq. ft. for 1 sided sign	25 ft. measured from adjacent grade, paved surface or walk	Indirect/internal	–
	Bulletin or directory			20 sq. ft.			
Instructional sign			6 sq. ft.	3 ft.			

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Table 5C: New and Comprehensive Redevelopment: Commercial Shopping Centers and Big-Box Stores in Regional Highway Commercial (RHC) Zoning District

Sign Types and Dimensional Regulations by Zoning Districts							
Zoning District	Sign Types Permitted	Number of Signs Allowed³	Signage Area Determination	Maximum Signage Area	Maximum Height⁴	Illumination Permitted⁵	Other Provisions Refer to Table Notes
Regional Highway Commercial (RHC)	Electronic message board/electronic display screen ¹⁰	1 per lot or parcel, used as or incorporated as a freestanding	Limited by maximum signage area	100 sq. ft./20 sq. ft. min./30 sq. ft.	30 ft. measured from adjacent grade, paved walk, or surface	Internal	10
	Exterior directory	1 per building entrance	2 sq. ft. per tenant	As determined by Planning Commission	4	Internal	-
	Flat/individual tenant on lot with freestanding directory	As determined by the Planning Commission	As determined by the Planning Commission	20% of wall surface per tenant	4	Downlight/ Internal/ Indirect	-
	Flat/individual tenant or business without a freestanding directory	As determined by the Planning Commission	As determined by the Planning Commission	20% of wall surface per tenant	4	Downlight/ internal/ indirect	Shall not extend more than 18 in. from building wall
	Freestanding or freestanding directory	As determined by Planning Commission	Limited by maximum signage area	200 sq. ft. each face, 2-sided signs	30 ft. measured from adjacent grade, paved surface, or walk	Downlight/ internal/ indirect	No closer than 20 ft. from curb or public right-of-way
	Bulletin or directory			20 sq. ft.			
	Instructional sign			6 sq. ft.	3 ft.		

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Table 5D. New and Comprehensive Redevelopment: Industrial Centers and Commercial Medical Centers in Regional Highway Commercial (RHC) Zoning District and Industrial Park

Sign Types and Dimensional Regulations by Zoning Districts							
Zoning District	Sign Types Permitted	Number of Signs Allowed ³	Signage Area Determination	Maximum Signage Area	Maximum Height ⁴	Illumination Permitted ⁵	Other Provisions Refer to Table Notes
Regional Highway Commercial (RHC) and Industrial Park	Electronic message board/electronic display screen ¹⁰	1 per lot or parcel, used as or incorporated as a freestanding	Limited by maximum signage area	100 sq. ft./20 sq. ft. min./30 sq. ft. in residential zoning districts	30 ft. measured from adjacent grade, paved walk, or surface	Internal	-
	Exterior directory	1 per building entrance	2 sq. ft. per tenant		⁴	Not permitted	-
	Flat/individual tenant on lot with freestanding directory	As determined by the Planning Commission	As determined by the Planning Commission	100 sq. ft. 20% of wall surface per tenant	⁴	Indirect/internal	-
	Flat/individual tenant or business without a freestanding directory	As determined by the Planning Commission	As determined by the Planning Commission	20% of wall surface per tenant	⁴	Indirect/internal	-
	Freestanding or freestanding directory	As determined by the Planning Commission	Limited by maximum signage area	200 sq. ft. each face, 2-sided signs/400 sq. ft. for 1-sided sign	30 ft. measured from adjacent grade, paved surface, or walk	Indirect/internal	-

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Table 6: Government, Religious, Charitable, and Civic Organizations in All Zoning Districts

Sign Types and Dimensional Regulations by Zoning Districts								
Zoning District	Sign Types Permitted	Number of Signs Allowed ³	Signage Area Determination	Maximum Signage Area	Maximum Height ⁴	Illumination Permitted ⁵	Other Provisions Refer to Table Notes	
All Zoning Districts	Government Only	Electronic message board/electronic display screen ¹⁰	1 per lot or parcel, used as or incorporated as a freestanding	Limited by maximum signage area	100 sq. ft./30 sq. ft. in residential zoning districts	15 ft. measured from adjacent grade, paved walk or surface	Internal	–
		Exterior directory	1 per building entrance	Limited by maximum signage area	10 sq. ft.	4	Indirect/internal	–
		Flat	1 per building frontage	2 sq. ft. per 100 linear feet of building or tenant space frontage	40 sq. ft./each sign	4	Indirect/internal	–
		Freestanding or freestanding directory	1 per lot or parcel	2 sq. ft. per 100 linear feet of building or tenant space frontage	50 sq. ft. each face	15 ft. measured from adjacent grade, paved surface or walk	Indirect/internal	–
		Off-site special events	Unlimited	Limited by maximum signage area	16 sq. ft. each face	15 ft. measured from adjacent grade, paved surface or walk	Not permitted	Remove within 2 days after event

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Table 7: Commercial Signage in Suburban Residential (SR), Townscale Residential (TR), and Mixed Residential (MR) Zoning Districts

Sign Types and Dimensional Regulations by Zoning Districts							
Zoning District	Sign Types Permitted	Number of Signs Allowed ³	Signage Area Determination	Maximum Signage Area	Maximum Height ⁴	Illumination Permitted ⁵	Other Provisions Refer to Table Notes
Suburban Residential (SR) Townscale Residential (TR) and Mixed Residential (MR)	Exterior directory	1 per building entrance	2 sq. ft. per tenant	10 sq. ft.	4	Not permitted	–
	Flat or projecting	1 per building or tenant frontage	Limited by maximum signage area	15 sq. ft./each sign	4	Indirect	–

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Table 8: Commercial Signage in Planned Neighborhood (PN), Rural Agriculture (RA), and Recreation and Parks (RP) Zoning Districts

Sign Types and Dimensional Regulations by Zoning Districts							
Zoning District	Sign Types Permitted	Number of Signs Allowed³	Signage Area Determination	Maximum Signage Area	Maximum Height⁴	Illumination Permitted⁵	Other Provisions Refer to Table Notes
Planned Neighborhood (PN), Rural Agriculture (RA) and Recreation and Parks (RP)	Exterior directory	1 per building entrance	2 sq. ft. per business	10 sq. ft.		Not permitted	-
	Exterior directory, freestanding	1 per building used as or incorporated as a freestanding	1 sq. ft. per 1 linear foot of street frontage	100 sq. ft./20 sq. ft. min.	15 ft. measured from adjacent grade, paved walk or surface	Not permitted	-
	Flat	1 per building	1 sq. ft. per 1 linear foot of business/building frontage	60 sq. ft. (for all tenants, all flat signage)		Indirect/internal	Maximum of 9-inches projection
	Freestanding	1 per lot with front yard	1 sq. ft. per 1 linear foot of street frontage	100 sq. ft./20 sq. ft. min.	15 ft. measured from adjacent grade, paved walk, or surface	Indirect/internal	-
	Projecting	1 per business	1 sq. ft. per 1 linear foot of business/building frontage	12 sq. ft. each face	7-foot pedestrian clearance measured from adjacent grade, paved walk or surface	Not permitted	Install at right angles to the building, maximum 6-foot projection, minimum of 2 ft. from the property line

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Table 9: (Not Requiring a Permit/Subject to Regulations) in All Zoning Districts

Sign Types and Dimensional Regulations by Zoning Districts					
Zoning District	Sign Types Permitted	Number of Signs Allowed	Maximum Signage Area	Illumination Permitted ⁴	Other Provisions Refer to Table Notes
CBC	Real Estate	1 per lot or parcel	10 sq. ft.	Not permitted	Remove after sale or lease
	Denton branding logo	Any	Not included in calculation for signage area	–	
	Temporary window or door signage	Limited by maximum signage area	20% of window or door area	Not permitted	Remove after 90 days
	Construction site identification	1	32 sq. ft.	Not permitted	Remove after issuance of occupancy certificate
CM/GC	Real estate	1 per lot or parcel	15 sq. ft.	Not permitted	Remove after sale or lease
	Denton branding logo	Any	Not included in calculation for signage area	–	
	Temporary window or door signage	Limited by maximum signage area	20% of window or door area	Not permitted	Remove after 90 days
	Construction site identification	1	32 sq. ft.	Not permitted	Remove after issuance of occupancy certificate
RHC	Real estate	1 per lot or parcel	40 sq. ft.	Not permitted	Remove after sale or lease
	Denton branding logo	Any	Not included in calculation for signage area	–	
	Temporary window or door signage	Limited by maximum signage area	20% of window or door area	Not permitted	Remove after 90 days
	Construction site identification	1	32 sq. ft.	Not permitted	Remove after issuance of occupancy certificate

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Table 9 (continued)

Sign Types and Dimensional Regulations by Zoning Districts					
Zoning District	Sign Types Permitted	Number of Signs Allowed	Maximum Signage Area	Illumination Permitted⁴	Other Provisions Refer to Table Notes
MI/I	Real Estate	1 per lot or parcel	40 sq. ft.	Not permitted	Remove after sale or lease
	Denton branding logo	Any	Not included in calculation for signage area	-	
	Temporary window or door signage	Limited by maximum signage area	20% of window or door area	Not permitted	Remove after 90 days
	Construction site identification	1	32 sq. ft.	Not permitted	Remove after issuance of occupancy certificate
All other districts	Real estate	1 per lot or parcel	10 sq. ft.	Not permitted	Remove after sale or lease
	Denton branding logo	Any	Not included in calculation for signage area	-	
	Temporary window or door signage	Limited by maximum signage area	20% of window or door area	Not permitted	Remove after 90 days
	Construction site identification	1	20 sq. ft.	Not permitted	Remove after issuance of occupancy certificate

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Table (1-9) Notes.

- ¹ **Government, religious, charitable and civic organizations.** Refer to Article XV, § 128-127, Table 6, for signage types and dimensional regulations for government and governmental facilities, religious and civic organizations in any zoning district.
- ² **Commercial shopping and industrial centers.** Refer to Article XV, § 128-127, Table 5, for signage types and dimensional regulations for shopping and industrial centers, applicable in any zoning district.
- ³ **Combinations of types of signs.** Multiple signs and combination of types of signs are permitted in this district. The following combinations are permitted subject to the Table of Sign Types and Dimensional Regulations for this zoning district:
 - a. Maximum number of combination of types of signs: Two per business/building.
 - b. Projecting and window signs.
 - c. Building (flat) and window signs.
 - d. Awning and window signs.
 - e. All other combinations are not permitted.
- ⁴ **Safety, adequate clearances and other provisions.**
 - a. Maintain proper pedestrian traffic clearances surrounding all signs to avoid hazards.
 - b. Minimum clearance from adjacent pedestrian walk surface is seven feet measured from adjacent walk surface or grade to the bottom of the sign.
 - c. Height shall be reduced from the permitted maximum to mitigate or avoid electrical or other hazards.
 - d. Properties located in the Denton Historic District are subject to the provisions of Article IX, Special District: Historic Overlay Zone.
 - e. Shopping centers, big-box stores, commercial medical centers, and industrial centers shall maintain an overhead clearance of 10 feet measured from adjacent grade for all projecting and marquee signs greater than six square feet in signage area.
- ⁵ **Illumination.** All illumination of signs is subject to the provisions of Article XXII, Outdoor Lighting.
- ⁶ **Off-premises signage provisions in CBC Zoning District.** Freestanding off-premises signs are permitted on each gateway access point (Gay, Franklin, 6th, and Market Streets, and 5th Avenue). Signage shall be directional in nature.
- ⁷ **Works of art and architectural features.** Integral decorative or architectural features of buildings and works of art that do not contain letters, trademarks, or moving parts are permitted in all zoning districts.
- ⁸ **Vehicle signage.** Signs installed or erected to currently licensed motor vehicles used in normal day-to-day operations of a business and are not primarily used as a freestanding sign are permitted in all zoning districts.
- ⁹ **Electronic message board, electronic display screen signs.** Electronic message board, electronic display screen signs are subject to the following standards:
 - a. The electronic display background color tones, lettering, pictures, and illuminations shall not flash, blink, scroll, change appearances, or otherwise create a distraction that may be a hazard to vehicular traffic.
 - b. The transition or duration between displays or messages shall be no less than one minute (60 seconds). The Director of Planning and Codes or his/her designee may cause the transition or duration between displays to be modified from this standard if determined to be a distraction to vehicular traffic.
 - c. Illumination shall be in accordance with Article XXII, Outdoor Lighting.
 - d. Electronic messaging signs shall have an automatic dimmer control to produce a distinct illumination change from higher to lower level of illumination for the time period half an hour before sunset and after sunrise.
 - e. Audio speakers and any form of pyrotechnics are prohibited.