

ARTICLE XI. PERMISSIBLE SIGNS LOCATED WITHIN THE OLD TOWN CENTER DISTRICT THAT REQUIRE A PERMIT

Section 11-12. Permissible signs located within the Old Town Center District that require a permit.

A – GENERAL PROVISIONS. Each building in the Old Town Center District is permitted to have up to four (4) types of permissible signs at any given time. Of these four (4), only one (1) may be an Awning, Canopy, and/or Marquee Sign; Wall Sign; Low Profile/Monument Sign; or Projecting Sign. The other three (3) types of signs may be one (1) each of a Hanging Sign, Sandwich Board Sign, Window Sign or Banner Sign.

B – AWNING, CANOPY, AND/OR MARQUEE SIGNS



1. Definition - *Awning, canopy, and/or marquee sign* shall mean a sign that is mounted to an awning, canopy, or marquee.
2. Awning, canopy, and/or marquee signs are permissible upon approval by the Old Town Design Review Committee and subject to the following conditions:
 - a. Time – An awning, canopy, or marquee sign shall not be constructed or erected prior to the issuance of sign permit.
 - b. Place – Awning, canopy, and marquee signs are allowed in the Old Town Center District.
 - c. Manner – Projecting signs shall have a maximum area of twenty (20) square feet in size.

C – BANNER SIGN



1. Definition – *Banner sign* shall mean a flexible material such as cloth, paper, vinyl, etc. on which a sign is painted or printed.
2. Banner signs are permissible and subject to the following conditions:
 - a. Time – A banner sign shall not be installed, constructed, or erected prior to the issuance of a sign permit. Banner signs are allowed for a maximum period of thirty (30) consecutive days, two (2) times per calendar year.
 - b. Place – Banner signs are in addition to any other sign allowed by this chapter. Banner signs must be firmly anchored or secured to the building structure.
 - c. Manner – Banner signs are allowed up to twenty (20) square feet aggregate total. All banner signs shall be kept in good repair.

D – CONSTRUCTION SIGN



1. Definition – *Construction sign* shall mean a temporary sign erected on the premises on which construction is taking place, during the period of such construction, indicating the names of the architects, engineers, landscape architects, contractors or similar artisans, and the owners, financial supporters, sponsors and similar individuals or firms having a role or interest with respect to the structure or project.
2. Construction signs are permissible and subject to the following conditions:
 - a. Time – A construction sign shall not be installed, constructed, or erected prior to the issuance of a sign permit. A construction sign shall not be

erected until a building permit has been issued and shall be removed within fourteen (14) days after the issuance of a Certificate of Occupancy.

b. Place – One (1) construction sign shall be allowed per building site.

c. Manner – The sign shall not exceed thirty-two (32) square feet in area and shall not exceed ten (10) feet in height measured from grade.

E – DIRECTIONAL SIGN



1. Definition – *Directional sign* shall mean a sign limited to directional messages, principally for pedestrian or vehicular traffic.

2. Directional signs are permissible upon approval by the Old Town Design Review Committee and subject to the following conditions:

a. Time – A directional sign shall not be installed, constructed, or erected prior to the issuance of a sign permit.

b. Place – One (1) on-premise entrance, exit and directional sign shall be allowed at each driveway location with a minimum setback of three (3) feet from the property line. On-premise entrance, exit and directional signs are allowed pursuant to an approved sign plan.

c. Manner – Such signs shall not exceed two (2) feet in height from finished grade and four (4) square feet in sign area.

F – HANGING SIGN



1. Definition – *Hanging sign* shall mean any sign suspended under an awning, canopy, or marquee.

2. Hanging signs are permissible upon approval by the Old Town Design Review Committee and subject to the following conditions:

a. Time – A hanging sign shall not be installed, constructed, or erected prior to the issuance of a sign permit.

b. Place – Hanging signs are designed for installation under an awning or canopy above the sidewalk. There shall be a minimum clearance of seven (7) feet between the sidewalk surface and the bottom of the sign.

c. Manner –

i. Hanging signs shall have a maximum height of three (3) feet ~~feet~~ and be no longer than a maximum of fifty percent (50%) of the awning or canopy width.

ii. Hanging signs shall be aligned perpendicular with the building entrance.

G – KIOSK SIGN



1. Definition – A *Kiosk sign* is a free-standing structure located in the city rights-of-way that features the city identification panel at the top of each structure and displays directional information as set forth in the current City of Lewisville Kiosk Sign Program & Agreement. All kiosk panels shall be limited to directional only.

2. Kiosk signs are permissible upon approval by the Old Town Design Review Committee and subject to the current City of Lewisville Kiosk Sign Program & Agreement and upon the issuance of a sign permit:

a. Time – See the current City of Lewisville Kiosk Sign Program & Agreement.

b. Place –

1. Kiosk signs shall only be located in city rights-of-way. Kiosk sign locations shall be those locations approved by the City Council (see current kiosk sign location map).

2. Kiosk signs shall not be allowed in medians. In addition, kiosk signs shall be constructed in accordance with the current City of Lewisville Kiosk Sign Program & Agreement.

c. Manner – Kiosk signs shall be placed in accordance with the current City of Lewisville Kiosk Sign Program & Agreement.

H. – LOW PROFILE / MONUMENT SIGN



1. Definition – *Low profile/monument sign* shall mean a freestanding sign not exceeding four (4) feet in height measured from the finished grade to the top of the sign.
2. Low profile/monument signs are permissible upon approval by the Old Town Design Review Committee and subject to the following conditions:
 - a. Time – A low profile/monument sign shall not be installed, constructed, or erected prior to the issuance of a sign permit.
 - b. Place – Low profile/monument signs shall not be closer than three (3) feet to property lines measured from the leading edge of the sign.
 - c. Manner –
 - i. Such signs shall be a maximum of forty (40) square feet in area.
 - ii. The low profile/monument sign must be placed on the side of the building designated at the primary façade.

I – MODEL COMPLEX SIGN



1. Definition - *Model complex signs* shall apply to residential and multifamily projects located on the project site.
2. Model complex signs are permissible upon approval by the Old Town Design Review Committee and subject to the following conditions:
 - a. Time – A model complex sign shall not be installed, constructed, or erected prior to the issuance of a sign permit. Signs shall be removed when the model complex ceases to be used as a model.
 - b. Place – Minimum setback not less than ten (10) feet measured from the leading edge of the sign.
 - c. Manner – One (1) sign per model not to exceed six (6) square feet. Two (2) directional signs not to exceed four (4) square feet each. One (1) sign per complex not to exceed thirty-two (32) square feet. Maximum height of signs not to exceed ten (10) feet. Signs may not obstruct visibility.

J – OFF-PREMISE REAL ESTATE SIGN



1. Definition – *Off-premise real estate signs* are intended to be used for the advertising of lots that need traffic to be directed to the lot for sales purposes.
2. Off-premise real estate signs are permissible and subject to the following conditions:
 - a. Time – An off-premise real estate sign shall not be installed, constructed, or erected prior to the issuance of a sign permit. Off-premise real estate signs shall be removed within fourteen (14) days after the subdivision has been built out or if construction within the subdivision ceases for a period of three (3) months.
 - b. Place – Off-premise real estate signs shall be set back from all property lines a minimum of ten (10) feet measured from the leading edge of the sign.
 - c. Manner –
 - i. Three (3) off-premise real estate signs not exceeding twenty (20) square feet per sign, shall be allowed per subdivision. Off-premise real estate signs shall not exceed ten (10) feet in height measured from grade.
 - ii. Off-premise real estate signs shall require landowner permission prior to permitting.
 - iii. Off-premise real estate signs shall have no effect on the number and size of signs allowed on a property in accordance with this chapter.

K – PROJECTING SIGN



1. Definition – *Projecting sign* shall mean a sign that is wholly or partly dependent upon a building for support and projects more than twelve (12) inches from such building.

2. Projecting signs are permissible upon approval by the Old Town Design Review Committee and subject to the following conditions:

a. Time – A projecting sign shall not be installed, constructed, or erected prior to the issuance of a sign permit.

b. Place –Projecting from an elevation of a building and only from the primary building façade. No wall sign shall project above the highest point of the building, excluding any rooftop mechanical structures, chimneys, elevator shafts, ventilators or other such facilities.

c. Manner – Projecting signs shall not exceed an area of fifteen (15) square feet in size per sign face. There shall be no more than two (2) sign faces. The maximum projection shall be five (5) feet and the maximum thickness shall be five (5) feet. The lowest point of any sign, which extends over an area intended for vehicular use, shall not be less than fourteen (14) feet above the finished grade below it. The lowest point of any sign, which extends over an area intended for pedestrian use, shall not be less than seven (7) feet above the finished grade below it.

L – REAL ESTATE SIGN



1. Definition – *Real estate sign* shall mean a sign intended to advertise the financing, development, sale, transfer, lease, exchange, or rental of real property.
2. Real estate signs are and subject to the following conditions:
 - a. Time – A real estate sign shall not be installed, constructed, or erected prior to the issuance of a sign permit.
 - b. Place – Real estate signs are allowed on lots or parcels of land. Setbacks shall be a minimum of ten (10) feet from all property lines measured from the leading edge of the sign, provided however that in the event a building is located closer than ten (10) feet to the front property line, one (1) real estate sign may be placed on the interior of a window that is adjacent to a city street.
 - c. Manner –
 - i. For lots or parcels of one (1) to five (5) acres, one (1) sign per street frontage, not to exceed sixteen (16) square feet per sign may be allowed and shall not exceed ten (10) feet in height measured from grade.

M – SANDWICH BOARD SIGNS

1. Definition – *Sandwich Board Signs* shall be any sign of A-frame construction designed for placement on the sidewalk in front of the place of business being advertised, Sandwich Board Signs are generally two (2) sided.
2. Sandwich Board Signs are permissible upon approval by the Old Town Design Review Committee and subject to the following conditions:
 - a. Time – A sandwich board sign shall not be installed, constructed, or erected prior to the issuance of a sign permit.
 - b. Place – A sandwich board sign shall be placed in such a fashion as to maintain a clear pedestrian route along the sidewalk in accordance with appropriate federal or state accessibility standards.
 - c. Manner – A sandwich board sign shall have a maximum area of six (6) square feet in size per sign face and no more than two (2) feet in width.

N – WALL SIGN



1. Definition – *Wall signs* shall mean any sign attached to or painted on a wall, parapet, or façade of a building or structure, with the exposed face of the sign in a plane parallel to the plane of such wall.
2. Wall signs are permissible upon approval by the Old Town Design Review Committee and subject to the following conditions:
 - a. Time – A wall sign shall not be installed, constructed, or erected prior to the issuance of a sign permit.
 - b. Place – The exterior wall elevation of a commercial building. No wall sign shall project above the highest point of the building, excluding any rooftop mechanical structures, chimneys, elevator shafts, ventilators or other such facilities.
 - c. Manner –

i. Wall signs on a primary building façade shall be a maximum of fifty (50) square feet in size.

ii. Wall signs on a secondary building façade shall be a maximum of twenty-five (25) square feet in size.

O – WINDOW SIGNS

1. Definition – *Window Signs* shall be any sign that is applied or attached to the exterior or interior of a window or within one (1) foot of the interior of the window. A window sign does not include merchandise or models of products or services incorporated in window display.

2. Window signs are permissible upon approval by the Old Town Design Review Committee and subject to the following conditions:

a. Time – A window sign shall not be installed, constructed, or erected prior to the issuance of a sign permit.

b. Place – Applied or attached to the exterior or interior of a window or within one (1) foot of the interior of the window.

c. Manner – A window sign is limited to a maximum of thirty percent (30%) coverage of the total glass area of the window on which it is placed.