

151.54 TRANSIT CENTER DISTRICT.

The following regulations shall apply in the Transit Center District, the boundaries and sub-districts/areas of which are defined by City ordinances. (These areas are shown on the Official Zoning Map.) All other provisions of this code which are not in conflict with this section shall apply in the Transit Center District. All signs requiring a permit must first obtain Development Plan approval prior to issuance of a permit.

- A. **Intent.** Signs in the Transit Center District are intended to respond to slow moving traffic and pedestrians. They are therefore generally smaller in size than other areas of the City and shall be located in prescribed locations so that they may be easily found and interpreted.
- B. **Development Plan Approval.** Prior to obtaining a sign permit, a Development Plan must be approved by the City Manager or designee, to certify that it meets the purpose, intent and standards contained in this Code.

Development plans must include the following information:

- 1. Site plan.
- 2. Building elevations.
- 3. Sign copy and dimensions.
- 4. Setbacks from property lines if applicable.
- 5. Materials used to fabricate sign.
- 6. Information on how the sign will be illuminated, if applicable.

Denial of a Development Plan by the City Manager or designee may be appealed to the Property Standards Board if the appeal is filed with the Development Services Department within ten (10) days of the denial.

C. Permitted Signs

1. Monument Signs

- a) Maximum height: Four (4) feet including base, measured from ground level.
- b) Maximum area: Fifteen (15) square feet of sign copy.
- c) Setback: Fifteen (15) feet from the back of curb.
- d) Maximum number: One (1) per lot.

- e) Construction: Sign structure shall be of brick, stone or similar materials to those used to construct the building on the same lot. Sign may include ornamental metal.
- f) Compatibility: Landscaping, existing or proposed, shall be incorporated into any proposed sign design plan.
- g) Electronic message signs are prohibited.

2. Projecting Signs

- a) Horizontal projecting signs:
 - 1) Maximum height: Four (4) feet. Signs shall not extend above the roof line or top of parapet.
 - 2) Maximum width: Six (6) feet set no more than twelve (12) inches from the building.
 - 3) Maximum area: Twenty-four (24) square feet.
- b) Vertical projecting signs:
 - 1) Maximum height: Ten (10) feet on buildings up to two stories in height; fifteen (15) feet on buildings three stories in height; twenty (20) feet on buildings four stories or greater in height. Signs shall not extend above the roof line or top of parapet, except on one story buildings where the top of a vertical projecting sign may have a maximum of 20% of the sign height above the top of the building.
 - 2) Maximum width: Four and one-half (4.5) feet set no more than twelve (12) inches from the building.
 - 3) Maximum area: Twenty-four (24) square feet on buildings up to two stories in height; forty-eight (48) square feet on buildings three stories in height; seventy-two (72) square feet on buildings four stories or greater in height.
- c) All projecting signs:
 - 1) Maximum number: One (1) per street frontage or as approved by a development plan.
 - 2) Placement: Minimum clearance of seven & one-half (7.5) feet measured from grade to bottom of sign is required. No projecting sign shall be permitted above the top of the third story of any building.
 - 3) Signs may overhang the R.O.W. upon approval of a development plan.

3. Wall Signs

- a) Maximum height: Shall not extend above roof line or top of parapet.
- b) Maximum area: 100 square feet for each 50 linear feet of wall length ($LF \div 50 \times 100 = \text{Sign area SF}$).

Total signage for any individual tenant shall not exceed 200 SF.

Sign area SF shall not occupy more than seventy-five (75) percent of the height and / or width of the sign placement area.

- c) Placement: Wall of the business in which the business operates or placement as approved by the City Manager or designee.

Exception: Multi-story office buildings are limited to one building identification sign per elevation. Signage for individual tenants is prohibited except where the building identification sign is for the primary tenant.

- d) Illumination: See section 151.54(D) below.

4. Awning Signs

- a) Signage is limited to the vertical front edge of the awning with letters that are stenciled. Letters shall cover no more than 75% of the height and / or width of the front edge.
- b) Business logos no larger than eight (8) square feet may be centered in the sloped part of the awning.
- c) The height of the vertical front edge of the awning shall not exceed 1/3 of the overall awning height.

5. Rooftop Signs

a) Flat roofs:

- 1) Building use: Multi-family apartments and condominiums, and mixed-use buildings whose primary nature is of the aforementioned uses. For mixed-use buildings to be considered for a rooftop sign, the division of uses shall be urban in nature with retail at the ground floor and apartments or condominiums above.
- 2) Allowed sign use: Building identification only, non-tenant specific.
- 3) Minimum building height: 4 stories
- 4) Minimum building square footage: 225,000 square feet of at least 4-story construction.
- 5) Placement:
 - a. Signs shall be placed entirely above a flat roof.
 - b. Signs shall not face single-family residential houses or townhouses.
- 6) Maximum sign copy height: 8 feet.
- 7) Maximum sign copy area: 225 square feet per sign.
- 8) Maximum overall sign height: 10 feet above the parapet.
- 9) Maximum number: Two if located on a corner, otherwise one per development, even if development spans multiple lots.
- 10) Duration: Permanent
- 11) Construction: Supporting structure shall be visually minimized to the greatest extent possible.

b) Pitched roofs:

- 1) Minimum building height: One story
- 2) Placement:
 - a. Signs shall be placed in front of a pitched architectural metal roof, and shall be located entirely below the top of the ridge.
 - b. Signs shall not face single-family residential houses or townhouses.
- 3) Maximum sign copy height:
 - a. One story: Two feet.
 - b. Two stories: Four feet.
 - c. Three stories: Six feet.
 - d. Four or greater stories: Eight feet.
- 4) Maximum sign copy area:
 - a. One story: 56 square feet.
 - b. Two stories: 112 square feet.
 - c. Three stories: 168 square feet.
 - d. Four or greater stories: 225 square feet.
- 5) Maximum number: Two if located on a corner, otherwise one per development, even if development spans multiple lots.
- 6) Duration: Permanent
- 7) Construction: Supporting structure shall be visually minimized to the greatest extent possible.

c) Cantilevered roofs and attached canopies:

- 1) Minimum building height: One story
- 2) Placement:
 - a. Signs shall be placed above a cantilevered roof or attached canopy.
 - b. Signs shall not face single-family residential houses or townhouses.
- 3) Maximum sign copy height:
 - a. One story: Two feet.
 - b. Two stories: Four feet.
 - c. Three stories: Six feet.
 - d. Four or greater stories: Eight feet.
- 4) Maximum sign copy area:
 - a. One story: 56 square feet.
 - b. Two stories: 112 square feet.
 - c. Three stories: 168 square feet.
 - d. Four or greater stories: 225 square feet.
- 5) Maximum number: Two if located on a corner, otherwise one per development, even if development spans multiple lots.
- 6) Duration: Permanent
- 7) Construction: Supporting structure shall be visually minimized to the greatest extent possible.

6. Window Signs

Window signs / painted window signs shall not exceed 25% of the total visible window area for any linear wall segment; and limited to one- or two-story retail buildings or the ground floor of a mixed-use building with retail at the ground floor. Flashing, blinking, and animated signs are prohibited.

7. Sandwich Board Signs

- a) Maximum height: Four (4) feet.
- b) Maximum area: Eight (8) square feet.
- c) Placement: Only allowed on sidewalks in the Transit Center District and may not be placed closer than four (4) feet from back of curb. A minimum sidewalk width of four (4) feet shall remain free from intrusion at all times.
- d) Maximum number: One per business.
- e) Allowed uses: Menu, food & beverage specials.
- f) Duration: Temporary, during business hours only.

8. Banners

- a) Placement: Securely mounted to building.
- b) Maximum height: Four (4) feet from bottom to top of banner.
- c) Maximum area: Twenty (20) square feet.
- d) Maximum number: One per business.
- e) Duration: Thirty (30) days two (2) times per calendar year.

Exceptions:

- 1) Shall be allowed for the period of time the suite or building on which such sign is located is available for sale, rental or lease.
- 2) Thirty (30) days within ninety (90) days of C.O. issuance.

9. Ground Signs

a) Vacant Lots

- 1) Placement: One per lot.
- 2) Construction: Painted metal posts and metal sign. Must meet city design criteria for each district.
- 3) Maximum height: Six (6) feet.
- 4) Maximum sign area: Sixteen (16) square feet - sign face may not be larger than four (4) feet in any dimension.

b) Vacant Suites

- 1) Placement: Inside one window per each linear wall segment of vacant suite.
- 2) Maximum height: Forty eight (48) inches.
- 3) Maximum width: Thirty (30) inches.
- 4) Maximum sign area: Eight (8) square feet.

10. Signs Exempt from Permit

- a) Onsite Directional Signs: Maximum size shall be four (4) square feet, with height not to exceed two (2) feet.
- b) Covered Walkway Signs: Under covered walkways which are only visible to the sidewalk over which they hang.
- c) Sandwich Board Signs.
- d) Window Signs.
- e) Building Directory Signs: Limited to eight (8) square feet adjacent to building entry.
- f) Political Signs: See Section 151.51.
- g) District Entry Signs: Such signs placed on city property, on easements or in the R.O.W. shall be approved through a Development Plan.

11. Prohibited Signs

- a) Stake Signs.
- b) Cabinet or “can” signs designed for interchangeable faces.
- c) Electronic message signs.

Exception: Digital gasoline price signs.

- d) Pylon or Pole Signs.
- e) Pan signs.

Exceptions:

- 1) Projecting signs may be constructed as a pan sign.
- 2) Pan signs shall be permitted on warehouse and industrial buildings.

- f) Painted signs.

Exception: Signs shall be permitted to be painted on the exterior walls of buildings as approved through a Development Plan. Signs may also be painted on existing roof structures integral to the design of the building that function as true roofs and that cover enclosed portions of the building. Due to the nature of such signs that accommodate the unique character of older buildings in Carrollton’s downtown area, such signs will only be considered on buildings within the Old Downtown Commercial District as defined in Section 151.05.

D. Illumination

Signs may be illuminated using any of the following methods:

- a) Halo lighting, where the lighting source is hidden behind a solid, opaque letter and is lighting the background wall.
- b) Up or down-lighting, where fixtures are attached to the building under or over the letters and arranged to project light upwards or downwards onto the letters. The lights must be shielded so that there is no glare projected to the street or into upper story windows. Lighting shall meet the requirements of Article XXVII Section B of the Comprehensive Zoning Ordinance.
- c) Exposed neon lighting. Neon signs shall not create a nuisance to neighboring properties.
- d) Exposed bulb signs. Exposed bulb signs shall not create a nuisance to neighboring properties.
- e) Internally-illuminated or halo-lit uniquely-molded cabinets or logos.