

	McKinney (Existing)	McKinney (Proposed)	Allen	Frisco	Plano	Richardson
Sign height along freeway	Allows up to 35 feet along Highway 75 and 121	Would allow a maximum sign height of 40 feet along Highway 75 and Highway 121	Allows up to 40 feet within 100 feet of Highway 75	Allows up to 16 feet for unified development monument signs. Pole signs are prohibited	Allows up to 40 feet along Highway 75	Allows up to 20 feet for major freestanding signs in retail and commercial districts
Multi-tenant signs	Restricts the directory portion of multi-tenant signs to 60% of the area or 70 square feet max, whichever is less.	There would be no restriction on the percentage of the multi-tenant sign to be used as directory	No restriction on the percentage of the multi-tenant sign to be used as directory	No restriction on the percentage of the multi-tenant sign to be used as directory	No restriction on the percentage of the multi-tenant sign to be used as directory	No restriction on the percentage of the multi-tenant sign to be used as directory
Pole signs along additional streets (Eldorado, Virginia, Custer and 380 west of 75)	Pole signs are currently restricted to certain roadway segments	Pole signs would be prohibited along all streets with the exception of Highway 75, Highway 121 and U.S. 380 between Highway 75 and Highway 5	Pole signs are permitted within 100 feet of Highway 75 as long as they meet height, area and materials requirements	Pole signs are prohibited	Pole signs are permitted as long as they meet height, area and materials requirements	Pole signs are permitted as long as they meet height, area and materials requirements
Offsite real estate signage (open house signs)	Off-premises directional signage is prohibited within the city limits	As currently drafted, open house signs would be permitted on the property for sale and at the entrance to the subdivision, on private property, with permission from the property owner	Off-premises directional signage is prohibited within the city limits	Offsite open house signs are permitted on private property (must have permission from property owner) and cannot exceed 3 square feet or 24 inches in height.	Offsite open house signs are permitted on private property (must have permission from property owner) and cannot exceed 4 square feet or 30 inches in height	Offsite open house signs are permitted only from Friday at 12:00 noon until Monday at 12:00 noon
Wind driven signs	Wind driven signs are currently prohibited	Wind driven signs would be prohibited	Prohibits any sign that flutters, undulates, swings, rotates or moves	Prohibits wind devices, feather flags, pennants, and revolving signs	N/A	Prohibits cloth, paper, banners, flags, devices or other similar matter to hang loose from any sign, building or structure.
Temporary signage for public, charitable, educational or religious institutions	Allows for temporary signs up to 24 square feet to be displayed for a period of no more than 21 days prior to an event.	These signs would be permitted with an increased maximum size of 32 square feet. Feather flags would also be permitted for this purpose	Allows for temporary signs up to 32 square feet to be displayed for a period of no more than 21 days prior to an event. Max 3 permits per year and minimum 90 days between permits	Allows temporary religious signs to be placed during times of worship. Temporary school signs (not exceeding 6 square feet) may be placed seven days before an event.		
Grand Opening Signage	Allow a 25 square foot banner for 30 days for food service and a 50 square foot banner for 30 days for non-food service businesses	Grand opening sign packages, which may include banners, balloons, pennants and feather flags would be permitted for a seven day period within 90 days of issuance of a certificate of occupancy	Allows displays including balloons, pennants and inflatable signs for up to 45 days.	Allows for grand opening balloons or balloon arrangements (up to 20 feet in height) but must be removed within two hours after the conclusion of the grand opening.	Allows three week display of banners, flags, pennants, streamers, balloons, inflatable signs, and any legal signs. Nothing can exceed 35 feet in height.	Allows use of balloons, signs, banners, flags, and pennants for a period of 30 days. Banner shall be limited to one square foot per length of lease space up to a max of 200 square feet.
Electronic message signs	No sign shall be illuminated to an intensity that causes glare or brightness to a degree that could constitute a hazard or nuisance. Moving, flashing, intermittently lighted, color changing, beacons or revolving signs are not allowed. Sign cannot exceed 20 square feet and cannot exceed seven revolutions per minute	Ordinance would permit such signs as long as the sign shows static images for minimum 8 seconds and a maximum size of 20 square feet. Cannot be animated, flashing, blinking or scrolling. Must have automatic dimming technology to ensure that the sign does not exceed 0.3 footcandles above ambient light, measured at 45 feet away.	Allowed as wall, freestanding (pole or monument) or window signs	Permit such signs as long as the sign shows static images for minimum 8 seconds within 400 feet of freeway, 4 seconds elsewhere. Cannot be animated, flashing, blinking or scrolling. Must have automatic dimming technology to ensure that the sign does not exceed 0.3 footcandles above ambient light, measured at 100 feet away.	Permitted as long as the sign does not exceed the allowable square footage for its sign type and the message cannot change more than once every 8 seconds.	
Human Signs	Not currently defined or regulated in the ordinance	Human signs would be defined and permitted in commercial districts on private property or on adjacent right-of-way.		Allowed without permit. They must be on private property or adjacent ROW where a sale, event or promotion is taking place. Not allowed in residential districts. No supports, risers, stilts or other structures to support human sign and person must be at least 12 years old.		
Billboards	Billboards may be located in AG, ML, MH zoning districts along any roadway with an average ROW width of 150. Cannot be more than 35 feet tall and 288 square feet. Must be no less than 1,760 feet from another billboard and 300 feet from any building.	New billboards would be prohibited. Existing billboards fronting on Highway 75 would be permitted to be reconstructed with a maximum height of 40 feet and a maximum area of 300 square feet per side.	Prohibited	Prohibited and will not permit existing non-conforming billboards to convert to variable electronic message boards	Prohibited	Major freestanding signs must be on-site
Vehicle signs	Vehicle signs are permitted for the purpose of identifying a vehicle used for a business but not when the primary use of the vehicle is that of a sign.	Vehicle signs would be permitted for the purpose of identifying a vehicle used for a business but not when the primary use of the vehicle is that of a sign. The vehicle shall be operable and currently registered and licensed to operate on public streets.	Signs on vehicles are prohibited if the vehicle is parked within 20 feet of public ROW and allowed to remain in the same location of any period exceeding 24 hours.	Permitted as long as the vehicle is not primarily used for signage, the sign is painted on or applied directly to the vehicle (including magnets), is currently registered, is not used as a static display, is parked behind the front plane of the building and is not parked in parking spaces fronting a major thoroughfare.	Prohibited for vehicles where the intent is to use the vehicle as advertising. This does not restrict identification signs on vehicles or other signs attached to vehicles that are licensed and legally operating on city streets.	Prohibited where vehicle is parked within 20 feet of ROW. Does not prohibit signage on vehicles with an actual transportation purpose. If not used for transportation purpose, the sign is deemed a freestanding sign and shall meet the city's standards.
Mobile Billboards	Not currently defined or regulated in the ordinance	Allowed without permit. Prohibited from being parked, driven, stationed or moving in any manner on private property within the city for longer than 20 minutes per 24 hour day		Allowed without permit. Prohibited from being parked, driven, stationed or moving in any manner on private property within the city for longer than 20 minutes per 24 hour day		
Temporary signage for businesses during roadway construction	Not currently defined or regulated in the ordinance. Internal policy has been to allow 16 square feet, 6 feet tall sign on private property to read "business open, enter here" or similar, and allows one sign per drive approach.	Would be defined and regulated within the sign ordinance to allow 16 square feet, 6 feet tall sign on private property to read "business open, enter here" or similar, and allows one sign per drive approach.				
Directional kiosks within shopping centers or office parks	Permitted as Movement control signs for signs up to 4 square feet in area.	On-site directional kiosks would be permitted within multi-tenant shopping centers, office parks, industrial parks and medical centers. Signage would be limited to 6 feet in height and a maximum 16 square feet in size. Kiosks would be limited to a maximum of five per site.	Permitted for signs up to 8 square feet in area and 30 inches in height.	Permitted for signs up to 6 square feet in area and 30 inches in height. Requires materials to match building façade on lot.	Permitted for signs up to 8 square feet in area and 30 inches in height. Must have a minimum separation of 30 feet from other onsite directional signs.	Permitted for signs up to 8 square feet in area.
Roof signs	Prohibited	Prohibited	Permitted as long as the sign does not project above the roof more than 4 feet	Prohibited	Prohibited	Permitted as long as the sign does not project above the roof more than 4 feet. Prohibited to extend above the roof line of a mansard type roof.
Projecting signs on the square	Projecting signs are allowed only in businesses within the downtown commercial historic district on Louisiana, Virginia, Tennessee and Kentucky Streets that do not directly face onto the McKinney Downtown Square.	Projecting signs would be allowed throughout the CHD as well as elsewhere in the community. They would be limited to 15 square feet in size.		Old Town Center Ordinance section 70.16 allows projecting signs. Sign can project up to three feet into right-of-way, but must be a minimum three feet from curb.	Permits projecting signs to project up to six feet, but must remain a minimum two feet from the back of curb.	
Base of monument signs	Detached ground signs are defined as either made of or contained within stone, concrete, metal, wood, brick or similar material. The old Arch standards gave 2 points for border of sign matching primary structure.	Detached ground signs would be required to be framed with finish materials that match or are complimentary to the materials used on the primary structure on the site.	A monument sign shall harmonize aesthetically with the architecture of the establishment it serves.	Unified Development Monument Signs (UDMS) shall be constructed of materials and a design consistent with the buildings located on the property and contain a minimum one-foot border around the sign.	Standards require use of materials that are not subject to deterioration when exposed to the weather.	Constructed only of noncombustible or slow-burning materials. No reference to relation to building materials for structures on site.