

Article 5: Signs

504 Permitted Signs

A Illuminated Signs

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The following provisions apply to signs, with the exception of the MTC -- McKinney Town Center Zoning District, which is governed by §504F, *Signs in the MTC -- McKinney Town Center Zoning District*.

B. Attached Signs: Non-Residential Zoning Districts

Only the following attached on-site signs are allowed in non-residential zoning districts.

2. Wall Signs

a. Sign Allowance

I. Sign Area

The total area per face of a sign shall not exceed one and one-half square feet of face area for each linear foot of building frontage.

II. Multiuse Building

Allowances for individual occupancies within a multiuse building shall be calculated on leased or occupied length of frontage.

III. Multiple Frontages

- a. If the lot on which the building is located has frontage on more than one right-of-way, each street frontage shall be counted for purposes of determining attached sign allowance.
- b. Signage is to be distributed on the sides of the building directly adjacent to a public right-of-way.
- c. Alternate signage is allowed on sides of the building not adjacent to a public right-of-way, not to exceed 25 square feet. See Figure 5-4: Sign Allowance.

b. Sign Location

- I. Attached signs may be located on a building wall.
- II. If any part of the sign projects above the ceiling line of the first floor, then no window or part of a window shall be situated within or blocked by the flat wall sign.
- III. No sign shall extend above the roofline of the building or more than 12 inches beyond the building wall.
- IV. Where such signs are located on mansard-style roofs, and the building fascia is not vertical, the bottom of the sign shall not project more than 12 inches from said roof and the sign can be oriented in a vertical manner.

c. Sign and Letter/Logo Height in Relation to Structure Height

- I. For multistory structures, attached signage is allowed between the ground level up to a height of 24 feet.
- II. For multistory structures that are four stories in height or more, the standards shown in Table 5-1 below shall apply to letter/logo height in relation to building height:

Table 5-1: Sign and Letter Height on Multistory Structures

Height of Structure	Maximum Letter/Logo Height (inches)
4 stories	36
5 to 10 stories	48
11 to 15 stories	60
16 stories and above	72

- III. Additionally, Table 5-1 represents the maximum letter and/or logo height in each sign height category. When a sign is totally composed of individually mounted letters, either one letter or one logo may be 25 percent taller than the maximum letter/logo height.
- IV. Such signage shall be located between the floor level of the top floor and the top of the fascia wall. See Figure 5-5: Sign and Letter/Height in Relation to Structure Height.