



Sign Type Example: Window Sign



Sec. 18-96. Sign Types described.

(35) WINDOW SIGNS:

- a. **Definition/Purpose:** Signs located on the internal or external surface of a window.
- b. **Size:**
 - i. Signs may not obscure more than 25 percent of the total visible window area of each façade.
 - ii. When combined with poster marquee signs on the same elevation, the area of all window and poster marquee signs cannot exceed 25% of the tenant's window area on that elevation. See "Poster Marquee" type for additional provisions.
 - iii. The outlining of a single window, any portion of a window, or multiple windows on the same elevation on one or more sides with lighting, luminescent, gaseous tubing or any similar means shall constitute a window sign.
 - iiii. The effective area of a window sign shall be determined by calculating the length of the light strip, gaseous tubing, etc., by the height or width of the entire window, as applicable.
- c. **Number:** N/A
- d. **Location:** Retail, commercial, office, technical office, and industrial zoning districts.
- e. **Landscaping:** N/A



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- f. Design:**
- i. Signs painted on the external or internal surface of the window of an establishment in commercial or retail districts with water-durable paint on external surfaces.
 - ii. Signs (except posters), banners, perforated window screens or displays located on the internal surface of the window of an establishment in commercial or retail zoning districts only.
 - iii. Posters, providing such posters are not located on the external surface of the window.
 - iv. Decorations intended to direct attention to and stimulate citizens' interest in public events, providing such signs are painted on the external surface of the window and a 25 percent visibility requirement is maintained.
 - v. Signs attached to the external surface of a window of a retail or commercial establishment made of a noncombustible material.
 - vi. Signs attached to the internal surface of a window which defines the name, proprietor, telephone number or address of such retail or commercial establishment.
 - vii. Signs identifying emergency telephone numbers, hours and security information that do not exceed 1 square foot in area.
 - viii. Signs advertising the sale of alcohol must comply with Texas Alcoholic Beverage Code requirements in addition to provisions of this chapter.
- g. Permit Required:** No.

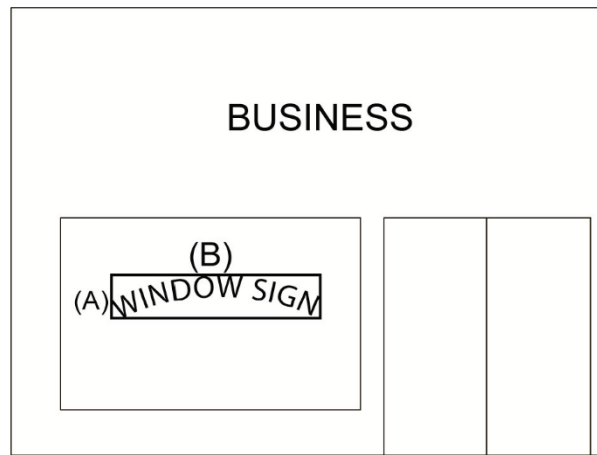
Sec. 18-123. Sign Calculations.

- c. Measurement of Signage on the Window:** The sign area is determined by calculating the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the sign display.



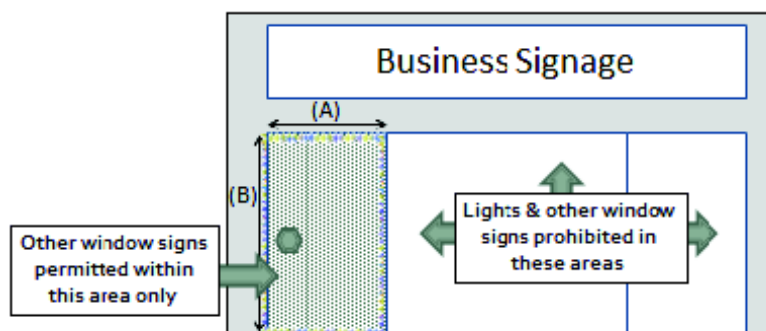
Measurement of signage on the window:

1. The sign area is determined by calculating the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the sign display.



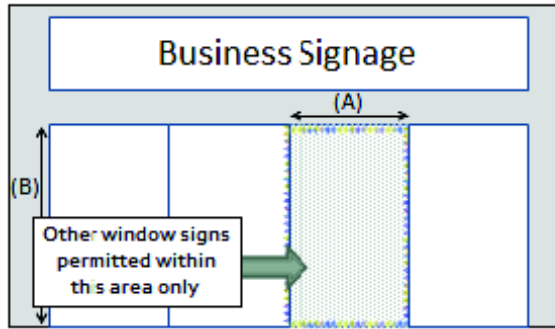
$$\text{SIGN AREA} = (A) \times (B)$$

2. The sign area is determined by calculating the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the window lights.

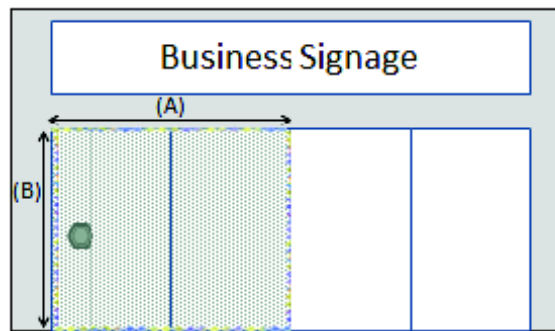


$$\text{Sign Area (A x B) = 25\%}$$

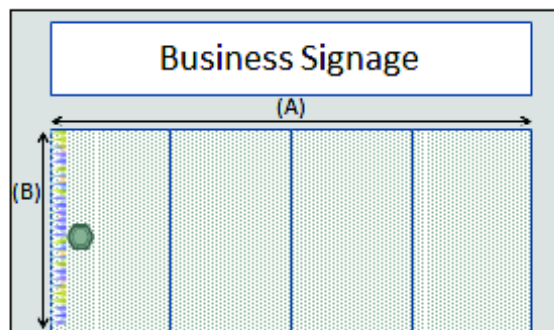
Permitted



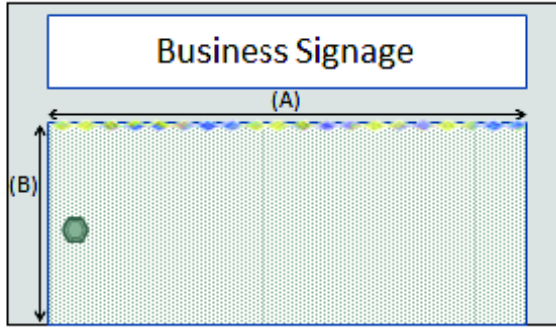
Sign Area (A x B) = 25%
Permitted



Sign Area (A x B) = 50%
Not Permitted



Sign Area (A x B) = 100%
Not Permitted



Sign Area (A x B) = 100%
Not Permitted