

STAFF REPORT

Case Number: TMP-0349
Request: Text amendment to Chapter 26 of the Code of Ordinances
Address: City wide
Petitioner: City of Farmers Branch

Existing Conditions:

The existing Sign Ordinance No. 2957, was adopted in 2008. It is comprehensive but contained sections which were hard for the public to interpret. The revisions have set forth a clear and consistent method for the sign types which are allowed in Farmers Branch. This amendment is needed to bring the sign ordinance up to date in terms of modern sign technologies, as well as respond accordingly to the properties affected by the changes to the Interstate 35E and 635 highways. Best practices were applied when writing the new sections of the sign ordinance to comply with legal doctrines.

Summary of Revisions:

The proposed text amendments seek to more effectively and efficiently control signage throughout the city. The following is a summary of the revisions and additions for the new ordinance.

- **Window Signs** - increased the requirement so they do not obstruct more than 25% of the total area or more than 25% of a single pane.
- **Wall Signs** - added a category for properties which are located off of I-35 and I-635 and the allowable area increased to 300 square feet. No wall sign shall exceed 75% of the length of a wall or storefront elevation.
- **Monument Signs** – this type of signage was split into two categories; Individual and Multi-Tenant. The proposed amendment also decreased allowable sign area (Individual is 75 square feet in area and Multi-Tenant is 100 square feet in area) and added a landscaped planting bed to the base of each sign
- **Subdivision signs** – new sign type allowed in residential zoning districts to identify neighborhoods. The residential subdivision signs are allowed in R-1 through R-6 and D-1 and D-2. They cannot exceed 40 square feet in area and 6 feet in height.
- **Pole/Pylon Signs** - The typical pole signs are not allowed with the new proposed sign ordinance and have been replaced with the aesthetically pleasing pylon signs. Pylon signs are only allowed for properties along 635 (LBJ Freeway) and I-35 East (Stemmons Freeway).