

Chapter 106 Signs

Section 106-3 General regulations

(12) Freeway overlay zone. There shall be a freeway overlay zone located within an area 200 feet from and parallel to the right-of-way of I.H. Loop 820 and State Highway 121. A pole sign or electronic message sign within the freeway overlay zone shall comply with the following additional regulations:

- a. Maximum pole sign and electronic message sign height: A pole sign or electronic message sign located within the freeway overlay zone shall not exceed 65 feet in height.
- b. One pole sign shall be allowed per platted lot which must be separated by a minimum of 100 feet from existing pole signs located on adjacent lots.
- c. Maximum pole sign and electronic message sign area: The maximum size of a pole sign or electronic message sign located within the freeway overlay zone shall be two square feet of sign area for each linear foot of freeway frontage up to a maximum of 400 square feet. Electronic message signs may not contain displays which reproduce a sense of motion that may cause an undue distraction to motorists and may not change displays or flash at frequencies more than once every eight seconds. Lettering or images that blink, flash, fly, or chase into view of the electronic display shall be prohibited.
- d. Any pole sign or electronic message sign located on the property of a public school, private school, government entity, or other nonprofit organization that is used to provide public service information of a general nature to the community may have a commercial sponsorship message on the sign. The commercial sponsorship message is limited to 10% of the total sign area.
- e. One pole sign or monument sign shall be allowed for each separate auto dealership located within the freeway overlay district, but may not exceed one sign for each 150 linear feet of qualified street frontage, or fraction thereof. Auto dealership signs shall be subject to the applicable provisions of the pole or monument sign regulations. A pre-owned automobile dealership and each new automobile make offered for sale shall constitute separate dealerships for the purposes of this section.