

### Section 4.2.5.5 Temporary Signs

- (a) **General.** Temporary signs are subject to the limitations indicated in this section, as well as the location restrictions in Section 4.2.5.1(f).
- (b) **Area Limitations.** Temporary signs shall not exceed the following area limitations:
- (1) State Highway 288: Ninety-six (96) square feet each for premises within the State Highway 288 corridor.
  - (2) Other Premises: Thirty-two (32) square feet each for all other premises.
  - (3) Banner Signs: Unless otherwise provided, fifty (50) square feet.
- (c) **Banner Defined.** A banner is hereby defined to be a temporary sign as that term is defined Chapter 5 of this UDC that is designed to be attached or installed with rope, wire, or other temporary means to any part of a building façade or light pole, so as to allow ease of installation and removal.
- (1) Use or Display of Banners: Except for temporary signs that do not require permits (refer to Section 4.1.2.6(c)), the use or display of banners is hereby prohibited unless a permit for such use is obtained from the Planning Director or his designee. A banner permit may be issued only in the following circumstances:
    - a. Any premise or nonresidential occupancy requesting a temporary sign larger than thirty-two (32) square feet may display one (1) banner sign per street frontage announcing a grand opening of a new business. Display of such sign is limited to a maximum of thirty (30) days per opening. The privilege to begin display of such sign expires three (3) months after the issuance of a certificate of occupancy. Use of grand opening signs only applies to new ownership or occupancy (i.e., use). At least one-half ( $\frac{1}{2}$ ) of all readable copy on the banner must state “Grand Opening” or “Now Open.”
    - b. Any non-profit organization or governmental entity may display banner signs containing a message directly related to a special event provided, however, that such banners may be displayed no more than fourteen (14) days prior to the event and must be removed within three (3) days after the conclusion of the event. Displays under this classification will be limited to three (3) per year.
    - c. Banners may be allowed for the temporary identification of a business if the business owner provides the Planning Director written evidence that a permanent sign order has been executed and the business owner is awaiting installation of said permanent sign. As a temporary identification device, the banner must meet size, dimension, lettering, and layout specifications for building-mounted signs and must be securely fastened on a minimum of six (6) locations to the fascia. If the banner meets these conditions, it will be permitted for identification purposes for a period not to exceed thirty (30) days.
    - d. Any premise or non-residential occupancy may use banners to advertise sales events fourteen (14) times per year for a total duration of twenty-four (24) days inclusive. The occupant has the option of dividing the total days among the fourteen (14) events, with the minimum duration of display being one (1) day.

e. Light Pole Banners may be attached to light poles in the parking lot of public educational facilities or campuses. Display of this type of banner may not be along a driveway or private roadway. The size of this type of banner is limited to 28"X72". A maximum of two double sided signs may be allowed per pole. Light Pole Banners have a minimum ground clearance of 8'. A maximum of 4 poles per acre of property may have Light Pole Banners attached.

(2) Location: Any banner permitted in accordance with this Ordinance shall be displayed at the permittee's normal place of business or operation and shall be affixed to that side of the building facing the street on which the permittee is addressed or as stated above in Section 4.2.5.5 (c) (1) e.

(3) Cost & Display Period: The cost for a banner permit can be found in the Development Fee Schedule and shall be paid at the time of application. Each application shall include the period of display for the banner to be permitted, including the day that the display will start and the day when it will cease. The display period shall be continuous and uninterrupted by periods of non-display. A separate permit shall be required for each period of display of the banner. Multiple periods of display will not be allowed on one permit.

(4) Violation: Banners used or displayed in violation of this section shall be subject to removal by the Building Official or his/her designee.

(5) TxDOT District 12 Guidelines: Banners displayed pursuant to the Texas Department of Transportation (TxDOT) District 12 guidelines for the temporary installation of banners over state rights-of-way shall be exempt from the terms of this division.

(d) **Other Temporary Signs.** The following signs shall be allowed, subject to any conditions set forth below.

(1) Temporary window signs: These signs must be temporary in design and construction, such as paper, poster, mylar or similar plastic film, or painted with removable paint; may not exceed in coverage twenty-five percent (25%) of all windows combined or fifty percent (50%) of any one window; must be placed inside the business establishment and be professional in appearance, except for temporary signs not promoting a business but rather associated with a non-profit, neighborhood, or civic event; and may not be displayed for more than forty-five (45) days.

(2) Holiday inflatable signs or decorations: Holiday-related inflatables that contain no business-related advertising, including without limitation balloons, decorations, and yard displays, shall not exceed twelve feet (12') in any dimension and may not be displayed so that the top of the inflatable is greater than: fifteen feet (15') from the ground on a residential lot; or the maximum structure height allowed in the zoning district on a nonresidential lot. The continuous display period of this type of sign shall not exceed thirty (30) days, with no more than five (5) display periods per calendar year.

(3) Off-premise special events signs: Temporary signs advertising a special event sponsored by a non-profit organization, charitable group, or civic club may be placed off-premises of where said event is to take place shall be allowed subject to the following conditions:

a. The signs may not be displayed more than fourteen (14) days before, or five (5) days after, the event.

- b. No more than ten signs not exceeding six feet (6') in height or thirty-two square feet (32 ft<sup>2</sup>) in area per sign face are allowed within the City's limits, limited to one per street frontage. These signs shall be exempt from sign permit fees.
  - c. There is no quantity limit on signs not exceeding three and a half feet (3.5') in height or five square feet (5 ft<sup>2</sup>) in area per sign face, except only one is allowed per lot.
- (e) **Flags Allowed.** Flags of recognized governmental entities shall be allowed. A Flag that contains any emblem, logo, slogan, or any form of advertising of or for any business entity may be allowed, subject to the following restrictions:
- (1) The flag is displayed with, but at a lower height than, either a United States flag or a Texas flag;
  - (2) The business entity represented on or advertised by the flag is located on the same property upon which the flag is displayed;
  - (3) The flag is not larger in area than either of the governmental flags with which it is required to be displayed; and
  - (4) Only one such flag is displayed per property.
- (f) **Number of Temporary Signs Permitted on One Lot.** The number of temporary signs other than political signs displayed on one lot at any given time is limited to one (1) sign per street frontage and a maximum of two (2) signs per lot.
- (g) **Permits Not Required.** Refer to Section 4.1.2.6.(c).

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Ord. No. 2000T-3, Section 4.2.5.5, July 9, 2007.

Ord. No. 2000T-9, Section 4.2.5.5, October 27, 2008

Ord. No. 2000T-12, Section 4.2.5.5, June 28, 2010

Ord. No. 2000T-16, Section 4.2.5.5, December 16, 2013

Ord. No. 2000T-32, Section 4.2.5.5, August 24, 2020