

Section 8.08 Sign Regulations**A. Purpose**

This section provides standards for the erection and maintenance of signs within the City of Keller. All signage shall be erected and maintained in accordance with these standards. The general objectives of these standards are to promote health, safety, welfare, convenience, and enjoyment of the public. To promote the safety of persons and property all signs shall be subject to the following standards:

1. Signs shall not create a hazard due to collapse, fire, collision, decay, disrepair, or abandonment.
2. Signs shall be kept in well-maintained condition at all times.
3. Signs shall not obstruct fire fighting or police surveillance.
4. Signs shall not create traffic hazards by confusing or distracting motorists, or by impairing the driver's ability to see pedestrians, obstacles, or other vehicles, or to read traffic signs.

To protect the public welfare and to enhance the appearance and economic value of the streetscape, signs shall not:

1. Interfere with scenic views.
2. Create urban blight due to lack of maintenance.
3. Obstruct or create a nuisance to persons using the public rights-of-ways.
4. Create a nuisance to occupancy of adjacent and contiguous property by their brightness, size, height or movement.
5. Be detrimental to land or property values.

B. Administration

The provisions of this Ordinance shall be administered and enforced by the Director of Community Development or his designated representative. Any provision requirements not covered in this Ordinance shall be presented in writing to the Director of Community Development and shall be approved with an amendment to this Ordinance by the City Council.

C. Permit Procedures and Fees

1. No sign shall be erected, constructed, relocated, altered or repaired except as provided in this Ordinance until a permit for such has been issued and the fee paid, except for signs that are exempt from permitting as provided in this Ordinance. A permit is required to change the face or lettering of an existing sign.
2. All applications for permits shall include a drawing to scale of the proposed sign, type of material, height dimensions, lighting, all existing signs maintained on the premise and visible from the rights-of-ways, a drawing of the lot plan and building façade and dimensions indicating the proposed location of the sign, and sign specifications. Applications shall be made to the Community Development Department.
3. All signs erected, altered, changed, or replaced after the effective date of this Ordinance shall comply with the requirements of this Ordinance at the time of sign permit.

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4. Fees for a permit to erect, construct, alter, replace or relocate a sign shall be as so provided by the most current fee schedule adopted by the City and may be changed without amending this Ordinance.

D. General Provisions for All Zoning Districts

1. **Flags** - State or national flags are permitted in all districts except that each flag shall not exceed sixty (60) square feet in effective area or thirty feet (30') in height.
2. **Garage Sale Signs** - Garage sale signs are prohibited within the street rights of ways or adjacent to rights of ways. One (1) sign is allowed to be located on the premise having the sale without a permit. Community wide/subdivision wide garage sales are permitted two weekends per calendar year with a permit. One (1) sign or banner is allowed to be located at the subdivision entrance 48 hours prior to the event and shall be removed Sunday night.
3. **Hazardous or Nuisance Signs** – No sign shall be illuminated to an intensity to are not allowed in any zoning district. Alternating electronic data control components showing time, temperature, and similar data are allowed if approved as part of a site plan approval process.
4. **Illuminated Signs** - No internally illuminated sign shall be erected in single family or two-family residential zoning districts; or within one hundred and fifty feet (150') of a single family or two-family residential development unless the lighting is shielded from view of the residential development.
5. **Murals** – Murals require a permit. A drawing of the mural, size and specifications, shall be attached to the permit application. Murals shall not provide signage or advertisement for a business and shall be compatible with the character of the general area.
6. **Restricted Language or Wording** – Signs shall not display gestures or words that are obscene, profane, or pornographic in nature.
7. **Searchlights** – Searchlights require a permit and are limited to a seventy-two hour operation period. Consecutive permits are not allowed for continuous use and a permit shall be limited to the initial opening of a business.
8. **Sign on Fence, Wall, etc.** – No person shall paint a sign or attach a sign, other than a nameplate and address (showing a street number), to the outside of a fence, railing or a wall which is not a structural part of a building. The name of the company that constructed the fence is permitted but not exceeding one square foot in size.
9. **Sign on Sidewalk, Street, etc.** – No person shall attach any sign, paper, or material, or paint, stencil, or write any name, number (except house or street address numbers) or otherwise mark on any sidewalk, curb, gutter, or street.
10. **Sign on Tree, Pole, etc.** – No person shall attach or maintain any sign upon any tree or utility pole, light pole or similar structure.
11. **Signs over Right-of-Way** – Signs over or in public rights-of-way are prohibited, except movement control, traffic control devices, street signs, or directional signs placed by the City or State. Projected signs over the right of way are allowed in Old Town Keller Overlay district.
12. **Temporary Sign** - All temporary (paper, cardboard, plastic, etc.) signs adjacent to or within street rights of ways or located on private property are prohibited. This includes but is not limited to garage sale signs, signs advertising sale of merchandise or services, real estate directional signs, event/promotional advertising or similar signage.

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13. **Temporary Real Estate Directional Signs** - Temporary signs known as weekend real estate directional signs are prohibited in the City of Keller.

14. All off-site signage is prohibited unless specifically allowed by this Ordinance.

E. Protective Signs

The occupant of a premise may erect two protective signs, in accordance with the following provisions:

1. Attached sign shall not exceed one (1) square foot in effective area.
2. Detached signs shall not exceed one (1) square feet in area and two (2) feet in height.
3. Letters shall not exceed four (4) inches in height.

F. Vehicular Signs

Vehicular signs shall conform to the following restrictions:

1. It shall be unlawful to attach any sign advertising anything, other than the name or a company and the service it provides, to a trailer, skid, or similar mobile structure or vehicle, where the primary use of such structure is to provide a base for such sign or constitute the sign itself. This provision does not restrict the identification signs on vehicles used for any bona fide business activity.
2. Signs attached to or upon any vehicle shall be prohibited where any such vehicle is allowed to remain parked in the same location, or in the same vicinity, at frequent or extended periods of time, where the intent is apparent to be one of using the vehicle and signs for purposes of advertising an establishment, service, or product. Vehicles operating under a city franchise shall be excluded from this provision.
3. Temporary construction trailers on construction sites and advertisement of any company associated with the construction are exempt from this Ordinance.

G. Political Signs

Political signs may be erected on temporary basis provided such signs comply with the following:

1. The sign is on private property.
2. The sign is erected no sooner than the thirtieth day (30th) day before the election and is removed no later than the seventh (7th) day after the election.
3. The area of the sign is not more than thirty-two (32) square feet per sign face.
4. The sign does not exceed eight feet (8') in height.
5. The sign is self-supporting.
6. Political signs within residential subdivisions shall not exceed three (3) feet in height and fifteen (15) feet in area.
7. Political signs are prohibited within Town Center zoning district.

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H. Signs Not Requiring Permits

No permit shall be required for the following signs although the standards of this Ordinance shall be met:

1. Signs advertising the sale or lease of real property on which they are located.
2. A garage sale sign located on the same premise having the sale.
3. A protective sign that has as its purpose the protection of life and property.
4. A sign or marker giving information about the location of underground electric transmission lines, telegraph or telephone properties and facilities, pipelines, public sewers, or water lines or other public utilities.
5. Political signs.
6. Memorial signs or tablets, names of buildings and date of erection, when cut into any masonry surface or when constructed of bronze or other similar materials.
7. Flags, emblems, and insignia of any governmental body; decorative displays for holidays or public demonstrations which do not contain advertising.

I. Construction and Development Signs

1. Residential - Two (2) temporary off-site construction or development signs shall be permitted for residential subdivisions and shall be removed at the direction of the Community Development Department in accordance with the provisions of this Ordinance. Developers may have the temporary off-site development signs until eighty percent (80%) of the lots in the advertised subdivision are built on. Off-site signs shall not exceed eight feet (8') in height or thirty-two feet (32') per side. The sign shall be placed on private property with the permission of property owner. A permit is required for these signs.
2. Non-Residential - One (1) temporary on-site development sign promoting a coming business or development is allowed with a permit.
 - a. A sign permit is required for all non-residential development signs. The permit is valid for a period of ninety (90) days prior to the submittal of development plans for the project. If no development plans are submitted in ninety (90) days prior, the sign(s) shall be removed. The City Council may grant a one-time extension of forty-five (45) days upon request. The sign may remain on the property for the duration of construction and shall be removed prior to the issuance of a Certificate of Occupancy.
 - b. Temporary signs during construction advertising builder, contractor, architect or lending institution are allowed but shall be removed immediately following the completion of construction. A permit is not required for these signs.

J. Sign Requirements for Non-Residential Uses

1. General Provisions for Detached Monument Signs
 - a. Detached signs shall be located on-premise.
 - b. Detached monument signs may be internally or externally illuminated.
 - c. Only on-premise monument signs are permitted in all non-residential and multi-family zoning districts. A monument sign is a free-standing sign having a low profile and

made of masonry, metal, durable plastic or similar materials, including individual lettering, which repeat or harmonize with the architecture of the establishment it serves. Monument signs shall be built on a monument base as opposed to a pole base ([See Section 8.16 – Figure 19](#)).

- d. Only one (1) detached sign may be erected on any tract or lot, except individual lots that have more than six hundred (600) feet of frontage along a public right-of-way, other than an alley, may have one (1) additional detached sign.
 - e. All monument signs shall be framed in a masonry material matching the primary building material in color and finish.
 - f. The total area of the sign shall include the masonry frame.
 - g. Signs may be single or double-faced. The thickness of the sign shall not exceed thirty inches (30").
 - h. The sign shall be located a minimum of five feet (5') from the public right-of-way and shall not create hazards to traffic or pedestrians. The Director of Community Development or his designee shall approve the exact location of the sign at the time of sign permit.
 - i. Message boards are allowed as part of a sign but shall not occupy more than twenty-four (24) square feet of the area of the sign face. This area shall be included in the total sign area. Non-profit organizations may utilize fifty percent (50%) of a sign as a message board.
2. Detached Monument Signs for Single-Occupant Buildings
 - a. Detached monument signs, including the base, advertising single occupancies shall not exceed sixty (60) square feet in total area and six feet (6') in height above the average grade of the nearest public right-of-way.
 - b. Single-occupant buildings larger than twenty-five thousand (25,000) square feet are allowed to have a sign not to exceed seventy-five (75) square feet in total area and eight feet (8') in height.
 3. Detached Monument Signs for Multi-Occupant Buildings/Parcels: Five Thousand (5,000) Square Feet or Less

Parcels having two (2) or more businesses and gross building area of less than five thousand (5,000) square feet are allowed to have one (1) detached monument sign. The monument signs, including the base shall not exceed sixty (60) square feet in total area and six feet (6') in height above the average grade of the nearest public right-of-way. The name of more than one business may be advertised on the monument sign.
 4. Detached Monument Signs for Multi-Occupant Buildings/Parcels: Five Thousand (5,000) to Fifteen Thousand (15,000) Square Feet

Parcels having two (2) or more businesses and gross building area of more than five thousand (5,000) square feet but less than fifteen thousand (15,000) square feet are allowed to have one (1) detached monument sign. The sign including the base, shall not exceed seventy (70) square feet in total area and eight feet (8') in height above the average grade of the nearest public right-of-way.
 5. Detached Monument Signs for Multi-Occupant Buildings/Parcels: Fifteen Thousand (15,000) to Twenty-five Thousand (25,000) Square Feet

Parcels having two (2) or more businesses and gross building area of more than fifteen (15,000) square feet but less than twenty-five thousand (25,000) square feet are allowed to have one (1) detached monument sign. The sign including the base, shall not exceed ninety (90) square feet in total area and ten feet (10') in height above the average grade of the nearest public right-of-way.

6. Detached Monument Signs for Multi-Occupant Buildings/Parcels: Twenty-five Thousand (25,000) Square Feet or Larger

Parcels having two (2) or more businesses and gross building area of more than fifteen thousand (15,000) square feet but less than twenty-five thousand (25,000) square feet are allowed to have one (1) detached monument sign. The sign including the base, shall not exceed ninety-six (96) square feet in total area and twelve feet (12') in height above the average grade of the nearest public right-of-way.

7. General Provisions for Attached Building Signs

- a. Attached signs are permitted in non-residential districts in accordance with the provisions of this Ordinance.
- b. All attached signs and their words shall be mounted parallel to the building surface to which they are attached, and shall project no more than eighteen inches (18") from the surface.
- c. Attached signs may be internally or externally illuminated.
- d. No business or non-residential occupancy shall erect a sign above the eaves or edge of the roof or on a parapet or edge of a canopy.
- e. Signs for buildings in a multi-use development approved as part of one preliminary plat or zoning application shall be compatible in design, size, material and lighting.
- f. Logos are permitted as part of a sign or one (1) logo is allowed in addition to a sign. The logo height shall not exceed the height requirement for the sign.

8. Attached Signs for Single-Occupant Free-Standing Buildings

- a. Five Thousand (5,000) square feet or less – Two (2) signs per building, each sign not to exceed thirty inches (30") in height or thirty-six (36) square feet in total area shall be allowed. Double row of letters are allowed if total height does not exceed thirty-six inches (36"). An additional identifying sign not to exceed eighteen inches (18") in height may be placed at the service door, if any.
- b. Greater than Five Thousand (5,000) square feet to Twenty Thousand (20,000) square feet – Two (2) signs per building, each sign not to exceed thirty-six inches (36") in height and sixty (60) square feet in total area. Double row of letters are allowed if total height does not exceed forty inches (40"). An additional identifying sign not to exceed eighteen inches (18") in height may be placed at the service door, if any.
- c. Greater than Twenty Thousand (20,000) square feet or larger – Two (2) signs per building, each sign not to exceed sixty inches (60") in height and seventy-five (75) square feet in total area. Double row of letters are allowed if total height does not exceed sixty inches (60"). An additional identifying sign not to exceed eighteen inches (18") in height may be placed at the service door if any.

9. Attached Signs for Multi-Occupants Retail Buildings

- a. Ten Thousand (10,000) square feet or less – One (1) sign per business not to exceed thirty inches (30”) in height. Double row of letters are allowed if total height does not exceed thirty inches (30”). Uses located at a corner in a multi-tenant building are allowed to have one (1) sign per street frontage/exposure. An identifying sign not exceeding twelve inches (12”) may be placed at the service door of a business, if any.
- b. Greater than Ten Thousand (10,000) to Twenty-Five Thousand (25,000) square feet – One (1) sign per business not to exceed thirty-six inches (36”) in height. Double row of letters are allowed if total height does not exceed thirty-six inches (36”). Uses located at a corner in a multi-tenant building are allowed to have one (1) sign per street frontage. An identifying sign not exceeding twelve inches (12”) may be placed at the service door of a business, if any.
- c. Greater than Twenty-Five Thousand (25,000) square feet or More – One (1) sign per business not to exceed forty-two inches (42”) in height. Double row of letters are allowed if total height does not exceed forty-two inches (42”). Uses located at a corner in a multi-tenant building are allowed to have one (1) sign per frontage. An identifying sign not exceeding twelve inches (12”) may be placed at the service door of a business, if any.

10. Attached Signs for Multi-Occupant Office Buildings

- a. Ten Thousand (10,000) square feet or less – The primary tenant (one tenant) in an office building is allowed to have two (2) signs not to exceed thirty inches (30”) in height and thirty (30) square feet in total area. Double row of letters are allowed if total height does not exceed 30 inches. Other uses are allowed to have one (1) sign per business not to exceed eighteen inches (18”) in height and twenty (20) square feet in total area.
- b. Ten Thousand (10,000) to Twenty-five Thousand (25,000) square feet – The primary tenant (one tenant) in an office building is allowed to have two (2) signs not to exceed thirty-six inches (36”) in height and forty-two (42) square feet in total area. Double row of letters are allowed if total height does not exceed thirty-six inches (36”). Other uses are allowed to have one (1) sign per business not to exceed eighteen inches (18”) in height and twenty (20) square feet in total area.
- c. Twenty-five Thousand (25,000) square feet or More – The primary tenant (one tenant) in an office building is allowed to have two (2) signs not to exceed forty-two inches (42”) in height and sixty (60) square feet in total area. Double row of letters are allowed if total height does not exceed forty-two inches (42”). Other uses are allowed to have one (1) sign per business not to exceed twenty-four inches (24”) in height and twenty-five (25) square feet in total area.

11. Miscellaneous Signage

- a. Name of persons, type of services offered, phone numbers and other letterings on a building constitute a sign and shall be in compliance with this Ordinance. Nine-inch (9”) lettering is allowed on fabric awnings to indicate other services. The total area of signage on awnings shall not exceed twenty (20) square feet. Buildings of twenty-five thousand (25,000) square feet or larger, and restaurants of five thousand (5,000) square feet or larger are allowed to have auxiliary signage for a maximum of three (3) services on the building if each sign does not exceed twenty-four inches (24”) in height and fifty (50) square feet in total area.
- b. Gas station canopies shall have no more that two (2) signs or two (2) logos not to exceed twenty-four inches (24”) in height.

12. Signs Projecting from Building Surface

Any non-residential occupancy may erect one (1) attached sign projecting up to a maximum of four feet (4') from a vertical building surface, but not above the roof, provided that the premise or occupancy maintains no detached sign on the premise. The sign shall not exceed twenty (20) square feet in effective area, shall be located a minimum of ten feet (10') above grade and shall not project into or over any public right-of-way.

13. Detached Accessory Signs

A maximum of two (2) detached accessory signs such as menu boards for drive-through restaurants are permitted per lot or tract. The sign shall not exceed six feet (6') in height and shall be single-faced with the message area not exceeding twenty-four (24) square feet. The signs shall not face a public right-of-way that serves the front of the building.

14. Movement Control Signs

- a. Movement Control Signs (entrance/exit) may be erected for non-residential uses. The signs may be attached or detached, and shall be erected in accordance with the following requirements:
- b. Each sign not exceed six (6) square feet in effective area and four feet (4') in height.
- c. If a sign is an attached sign, the letters shall not exceed four inches (4") in height.
- d. Each sign must convey a message which directs vehicular or pedestrian movement within or onto the premise on which the sign is located.
- e. The signs must contain no advertising but logos are allowed.

15. Temporary Signage or Banners for Non-Residential Uses

- a. Temporary signs or banners are prohibited within the right-of-way, adjacent to the right of way, on buildings or anywhere on the property.
- b. Signs/banners are not allowed for any for-profit business advertising promotions, special events, job openings, open for business, etc.
- c. Temporary sign(s) (paper, plastic, etc.) shall not be located in the parking area, on parking lot lights or on detached signs of any business.
- d. Temporary/promotional items such as flags, small balloons, pennants, or banners are allowed on a temporary basis for thirty (30) days per opening of a business with a permit. The thirty (30) days starts from the date of issuance of a Certificate of Occupancy for the business. Flags or pennants shall be located only on the main building of the business and not within parking lots, light poles etc.
- e. Inflatable advertising is allowed with a permit only for grand opening of a business for a period not to exceed seventy-two (72) hours in duration.
- f. Extensive paper, plastic or similar signs and advertising attached to the windows of a building is prohibited. Only twenty-five (25%) of the total window area for a Building/use/space are allowed to have paper, cardboard, plastic or similar attachments. The signage/advertising/notices shall be presented in a professional manner such as uniform national advertising. Hand written notices/advertising shall not be allowed.

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- g. Window displays of open/close signs, name of business, hours of operation, and acceptance of credit cards shall be allowed and is not considered as part of the twenty-five percent (25%) coverage. The letters for such information shall not exceed six inches (6") in height.
 - h. Free standing advertising/signs or other signs inside the building(s) shall be located a minimum of three feet (3') away from the windows.
 - i. All existing non-residential uses shall conform to the provisions of this subsection upon the adoption of this Ordinance.
16. Signage for Non-Occupied Buildings
- a. All sign face for a non-occupied building or premise shall be removed upon vacation of the property. The sign structure may remain for future occupancies. It is the responsibility of the property owner to cause such a removal.
 - b. Real Estate Signs for Non-Residential or Undeveloped Property
 - c. A permit is not required.
 - d. Property owners are allowed to have one (1) sign per street frontage to advertise the sale or lease of a property. The sign shall be located on premise and shall not exceed six feet (6') in height or twenty (20) square feet in total area.
 - e. The sign shall be self-supporting.
 - f. The sign shall be removed after eighty percent (80%) of the property is sold or leased.
 - g. One (1) for lease or for sale sign may be located inside the building on the window front.
- K. Single-Family Residential Zoning District Sign Requirements
- 1. The provisions of this article apply to all signs in any SF (single-family) or 2F (two-family) districts.
 - 2. Internally illuminated signs shall not be permitted in residential zoning districts. Residential subdivisions shall comply with provisions of subdivision signage contained in this Ordinance.
 - 3. Churches, schools, and other non-residential uses permitted in residential zoning districts may have one (1) externally lighted sign not to exceed eight feet (8') in height or thirty-two (32) square feet per side.
 - 4. An occupant in residential zoning districts may erect only special purpose signs, political signs, and on-premise signs which include movement control signs and protective signs. No sign in developed residential areas shall exceed eight (8) square feet.
 - 5. Permission is granted as a special privilege for residential dwelling occupants for the erection of one (1) non-illuminated personal real estate property sale sign in the required front yard of a dwelling on private property provided that only one such sign not exceeding three (3) square feet may be erected. No permit shall be required.
 - 6. One (1) on premise permanent message board is allowed for residential subdivisions and shall not exceed thirty-two (32) square feet in total area and eight feet (8') in height. For

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residential subdivisions with more than one hundred (100) lots, two (2) permanent message boards will be allowed.

L. Multi-Family Zoning District Sign Requirements

Multi-family developments may have detached on-premise monument signs subject to the following restrictions:

1. Detached Monument Sign

- a. Each premise may have one detached on-premise sign provided per entry-point. Signs may be internally illuminated if not located within two hundred feet (200') of a residential district.
- b. Detached monument signs shall not exceed thirty-two (32) square feet in total area and eight feet (8') in height. The monument sign must set back at least five feet (5') from the street right-of-way or property line.
- c. All detached signs shall be shown on the site plan.

2. Attached Building Signs

- a. Attached signs are permitted for multi-family developments subject to the following restrictions:
- b. All attached signs shall be for building identification only (address or building numbers).
- c. All signs erected pursuant to this section shall be limited to two (2) per building.
- d. All signs and their words shall be mounted parallel to the building surface to which they are attached. No signs or words shall be over eighteen inches (18") in height. Signs shall not be mounted on roofs and shall not project above the roof.
- e. Temporary signs (such as "for lease" banners) are permitted for six (6) months following the initial construction of the project. The banner or sign shall not exceed forty (40) square feet. Multi-family developments are allowed to have two construction and development signs in accordance with this Ordinance.

M. Government Signs

Nothing in this Ordinance shall be construed to prevent the display of a national flag or state flag, or to limit flags, insignia, legal notices, or informational, directional, or traffic signs which are legally required or necessary to the essential functions of government agencies (State, Federal, Keller Independent School District, and the City of Keller).

N. Promotional Signage for Non-Profit Organizations

Local, state and national government agencies, agencies affiliated with government agencies, Keller Independent School District, and non-profit organizations are allowed to have temporary signs/banners for promotion of community events and information regarding community services in accordance with the following: (A fee shall not be required.)

1. A sign permit is required except for events associated with the City of Keller.
2. The temporary sign/banner may be requested by an entity up to five (5) times per calendar year.

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3. Signs shall be placed a maximum of seven (7) days prior to each event and shall be removed one (1) day following the event.
4. One (1) portable/temporary on-premise sign or banner not exceeding eight feet (8') in height and thirty-two (32) square feet in total area is allowed. The portable sign shall be located on the property owned by the entity requesting the sign or permission from the property owner is required. Only one (1) sign shall be permitted per street intersection at any given time.
5. A maximum of twelve (12) temporary directional signs along the rights-of-ways to direct the public to the event is allowed. The directional signs shall not exceed three (3') feet in height and twelve (12) square feet in total area.
6. One (1) on premise permanent message board per frontage is allowed for non-profit organizations in addition to the identification signage and shall not exceed thirty-two (32) square feet in total area and six feet (6') in height.