Sign Type Example: Pole Banner (Temporary Promotional)

From City of Richardson Ordinance No. 3885
Sec. 18-96. *Sign Types Described.*

(32) **TEMPORARY PROMOTIONAL SIGNS**

a. **Definition/Purpose:** Signs, banners, flags, balloons or pennants designed, intended or used to advertise or inform about an activity, place, product, person, organization, business, service, a merchandise program, opening of a retail or commercial establishment, special program of a public institution, or the opening of a single-family subdivision or multifamily complex.

b. **Size:** The size of a banner shall be limited to one square foot per length of space up to a maximum of 200 square feet.

c. **Number:** N/A

d. **Location:** On premise.

e. **Landscaping:** N/A

f. **Design:** Temporary promotional signs are limited to permissive signs in this chapter.

g. **Permit Required:** Yes**.**

i. Subsequent to a building permit being issued, a permit may be obtained for a "coming soon" sign for a maximum single use period of 30 days.

ii. Subsequent to a certificate of occupancy being issued, a permit may be obtained for a "grand opening" sign for a maximum single use period of 30 days. The use of balloons shall be restricted to the grand opening permit.

iii. Signs shall have a minimum period between permits of seven days.

iv. Excluding signs permitted under subsections (a) and (b), a maximum of four temporary permits may be issued per year for a maximum single use period of 30 days. The Director of Community Services may approve an additional 30 day permit for a Grand Reopening.

v. Permit application shall include, but not be limited to, a drawing or sketch showing the type, size, height and location of the temporary promotional sign (including banners, flags and pennants) along with a description of the means of attachment or support, and the stated purposes of the promotion.

vi. A promotion for a site, center, complex or subdivision shall not be interpreted as a promotion for each and every establishment within such site, center, complex or subdivision.

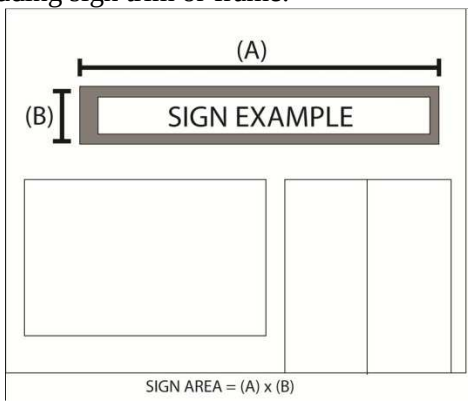
vii. Banners attached to private light poles must have a minimum 9 foot clearance over any driveway, parking space, sidewalk or other public or private right-of-way for the passage of vehicles or pedestrians. Each banner cannot exceed 3 feet by 7 feet and there cannot be more than two signs per

light pole. A written letter from the property owner or manager, granting permission, required.

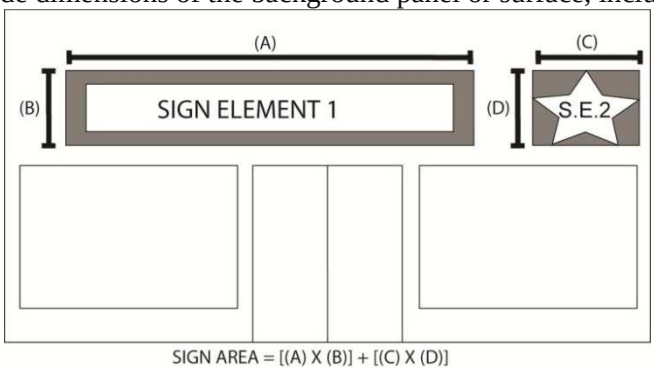
Sec. 18-123. *Sign Calculations.*

(1) **Attached Signs**: The information therein are provisions for calculating signage for attached, window, or any other attached sign contained in this chapter.

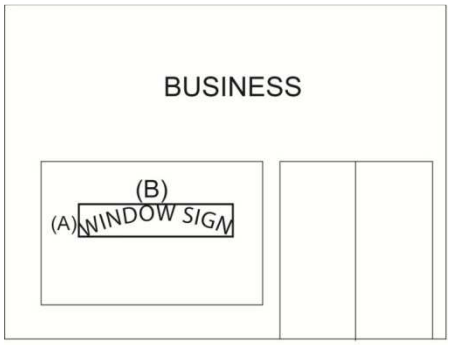
a. **Sign Area, Attached Sign (Single Element)**: Shall include the entire area within a single perimeter composed of squares or rectangles. Sign copy mounted or painted on a background panel or area distinctively painted, textured or constructed as a background for the sign copy shall be measured as the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the background panel or surface, including sign trim or frame.



b. **Sign Area, Attached Sign (Multiple Elements)**: When signs are constructed of individual elements, the area of all sign elements, which together convey a single, complete message, shall be considered as a single sign. The sign area is determined by calculating the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the background panel or surface, including sign trim or frame.

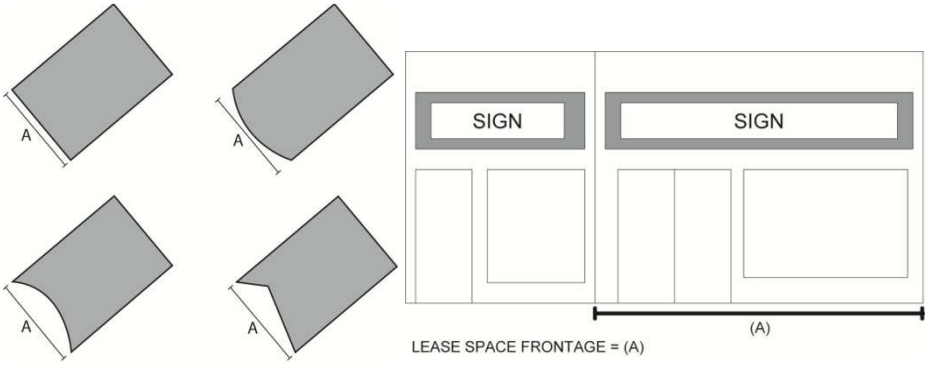


c. **Measurement of Signage on the Window**: The sign area is determined by calculating the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the sign display.



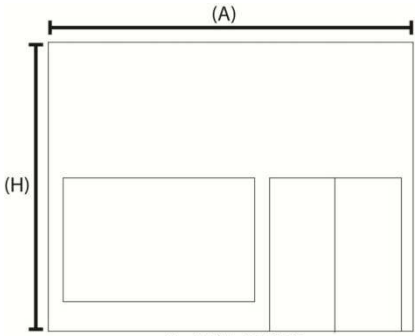
SIGN AREA = (A) x (B)

d. **Measurement of Building Frontage**: The building frontage shall be calculated using the width of the first story exterior wall. Exterior wall dimensions shall be measured at the base of the ground floor, excluding screened walls, fences, and other similar structures.



A = BUILDING FRONTAGE

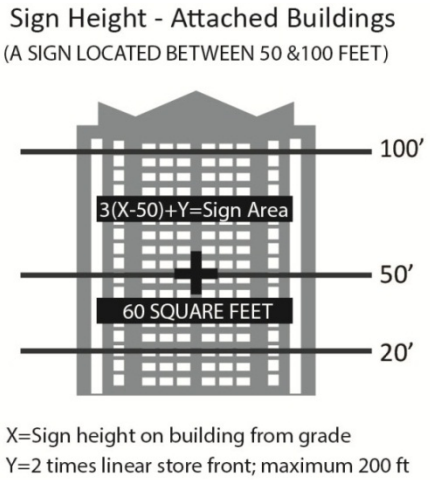
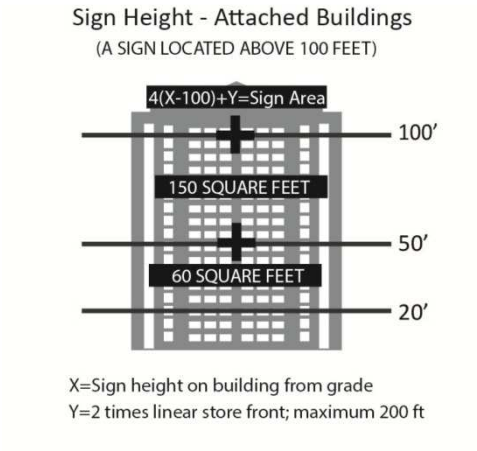
e. **Wall Area**: The wall area shall be calculated by the width of the exterior wall and height of the wall.



H = WALL HEIGHT
A = BUILDING FRONTAGE

f. **Attached Sign above 20 feet**: The sign area is determined by the calculation listed below for an attached sign located at a height above 20 feet within a Commercial or Local Retail Zoned District.
   i. Increase in sign area for signs located between 20' and 50'.

ii. Increase in sign area for signs located between 50' and 100'



iii. Increase in sign area for signs located above 100'