Sign Type Example: Banner (Temporary Promotional)

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

(32) **TEMPORARY PROMOTIONAL SIGNS**

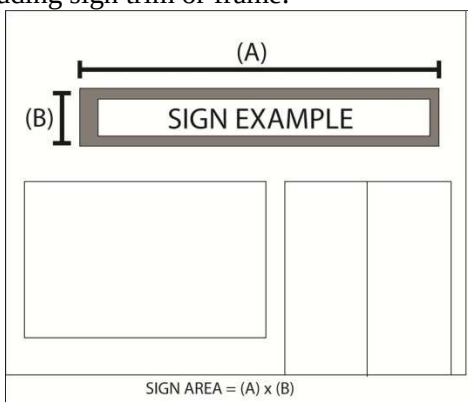
a. **Definition/Purpose:** Signs, banners, flags, balloons or pennants designed, intended or used to advertise or inform about an activity, place, product, person, organization, business, service, a merchandise program, opening of a retail or commercial establishment, special program of a public institution,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

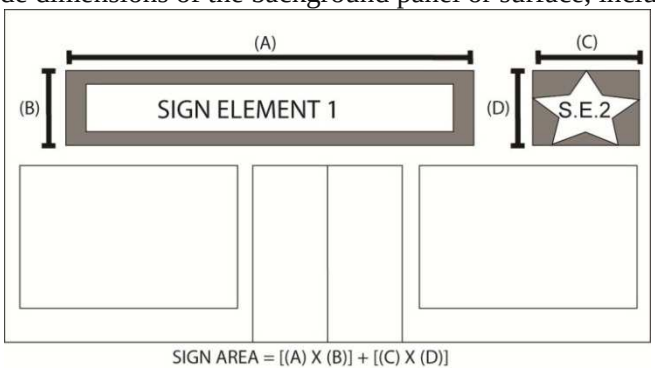
Sec. 18-123. *Sign Calculations.*

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

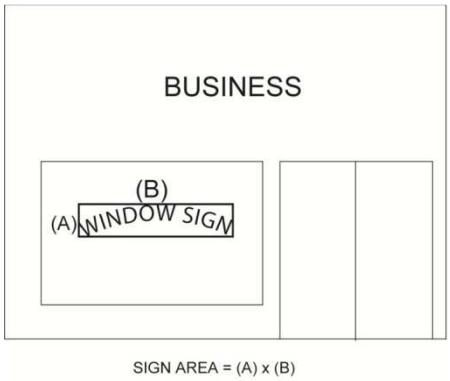
a. **Sign Area, Attached Sign (Single Element)**: Shall include the entire area within a single perimeter composed of squares or rectangles. Sign copy mounted or painted on a background panel or area distinctively painted, textured or constructed as a background for the sign copy shall be measured as 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.

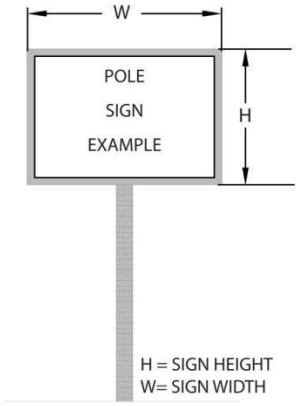
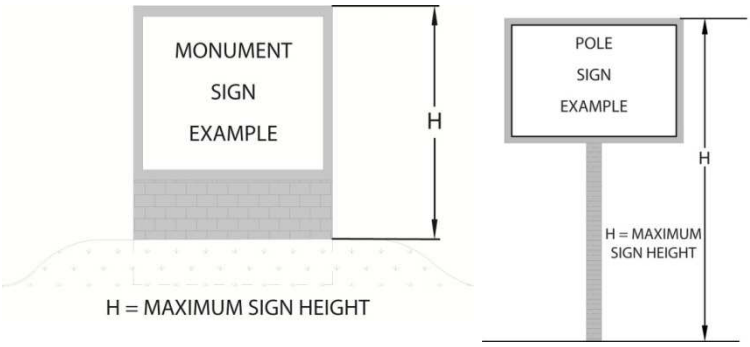


c. **Measurement of Signage on the Window**: The sign area is determined by calculating the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the sign display.



(2) **Freestanding Signs**: The information therein are provisions for calculating signage for monument, pole, construction or any other freestanding sign contained in this chapter.

b. **Sign Area, Pole**: The sign area shall be measured as the area enclosed by the smallest single rectangle that will enclose the structure exclusive of the poles.



c. **Sign Height**: Height shall be the distance from the top of the sign structure to the lowest grade level of the base of the sign. The height of any monument base or other structure erected to support or ornament the sign shall be measured as a part of the sign height.