Sign Type Example: Balloon (Limited Use – 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.