

**Section 8.09 - Sign Regulations**

- A. Purpose - This section provides standards for the erection and maintenance of signs within the City of Keller. All signs erected, altered, changed, constructed, relocated, or replaced after the effective date of this Code shall comply with the requirements of this Code at the time of sign permit. The general objectives of these standards are to promote health, safety, morals, general welfare, convenience, and enjoyment of the public.
  - 1. To promote the safety of persons and property.
  - 2. To allow orderly sharing of commercial and non-commercial messages.
  - 3. To enhance the appearance and economic value of the streetscape.
  - 4. To protect the public welfare.
- B. Administration - The provisions of this Code shall be administered by the Planning Manager or designated representative and enforced by City Staff.
  - 1. Permit Required. No sign shall be erected, altered, changed refaced, constructed, relocated, replaced or repaired until a permit has been issued. It shall be an affirmative defense to this requirement that the sign type is listed as not requiring a permit elsewhere in this chapter.
    - a. Permit Fee. A permit shall not be issued until the permit fee has been paid. The permit fee for a sign permit shall be the fee set out in the current fee schedule adopted by the City. A fee shall be charged for temporary signs for non-profits and religious institutions.
    - b. Permit Application. A permit application must be made to the Community Development Department in order to obtain a permit. All applications for permits shall include;
      - 1) A drawing to scale of the proposed sign, that labels the type of material, height and width dimensions, and lighting specifications.
      - 2) All existing signs maintained on the premise.
      - 3) A drawing of the lot plan and building façade and dimensions indicating the proposed location of the sign, and sign specifications.
    - c. All new permanent signs require an inspection. Inspections may be completed with the Site Final, Certificate of Occupancy Inspection, or separately, as appropriate.
  - 2. Sign Exemptions. The provisions of this section do not apply to the following and no permit shall be required:
    - a. 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.
    - b. Signs as governed by State law. When a City Ordinance is pre-empted by state law, state law will govern.
    - c. 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.
    - d. Flags, emblems, and insignia of any governmental body.

- e. Decorative displays for holidays or public demonstrations which do not contain advertising.
  - f. Indoor signs that are at least three feet (3') from window.
  - g. Signs approved with a Special Event Permit, Seasonal Sales or Temporary Vendor Permit. Special Event signs may be located in the Median of Bear Creek Parkway between Rufe Snow Drive and Keller Smithfield Road.
  - h. Street number signs not exceeding one (1) square foot in area.
  - i. Government signs including 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).
  - j. Signs on temporary construction trailers.
3. Nonconforming Signs
- a. Nonconforming signs shall not be enlarged, extended, structurally reconstructed, or altered in any manner, except that the sign face may be replaced or altered to reflect a change in ownership, business name or logo, or other message.
  - b. Nonconforming signs may remain, provided that they are maintained in good repair, except as follows:
    - 1. A nonconforming sign or the structure supporting the sign which is damaged or destroyed to the extent of fifty percent (50%) or more of the current replacement value shall be removed or brought into compliance with this Code.
    - 2. A nonconforming sign or the structure supporting the sign shall be removed if the sign is damaged or destroyed to the extent of fifty percent (50%) or more.
    - 3. If the damage or destruction is less than fifty percent (50%), the sign must be under repair within thirty (30) days and all repairs must be completed within three (3) months. The sign shall not be enlarged in any manner.
    - 4. When a nonconforming sign, or a substantial part of the sign is damaged, destroyed, taken down, or removed, it may not be re-erected, reconstructed, or rebuilt except in full compliance and conformance with this Code. For purposes of this section, substantial shall mean if the cost of repair exceeds fifty percent (50%) of the cost of a new sign of the same construction and size. A nonconforming, on-premise, detached sign which is required to be relocated due to expansion of public right-of-way may be relocated on the same lot or tract, provided there is no more than one (1) detached sign per lot or tract. The relocation shall occur within six (6) months following completion of the road.
4. Special Exception
- a. Any exception to this Code shall be presented in writing to the Planning Manager and shall be not be allowed unless approved by City Council after receiving a recommendation from the Planning and Zoning Commission. In reviewing a requested special exception to the sign code the Planning and Zoning Commission and City Council may consider:
    - 1. Whether the requested exception will not adversely affect public safety,
    - 2. Whether the requested exception will not adversely affect surrounding properties,

3. Whether the requested exception will be in harmony with the spirit and purpose of this sign code,
  4. Whether special conditions exist which are unique to the applicant or property,
  5. Whether the requested exception demonstrates increased quality and standards, and
  6. Whether the requested exception will be aesthetically appropriate in the area.
5. Special Sign Districts
- a. A Special Sign District may be established for the purposes of promoting the character a unique area with separate and specific sign regulations.
  - b. A Special Sign District may be established as part of a Planned Development Zoning District or separately. If established separately from a Planned Development Zoning District, a Special Sign District shall be approved by City Council after receiving a recommendation from the Planning and Zoning Commission.
- C. Sign Measurements
1. Sign Area. For the purposes of this section, sign area shall be measured as follows:
    - a. Square or rectangular signs shall be measure as the length times the height of the sign (Figure 26, Section 8.18).
    - b. Irregular shaped signs shall be measured as the sum of the areas of rectangles, triangles, circles, or combination thereof necessary to enclose the sign face (Figure 27, Section 8.18).
    - c. Signs composed of individual cutout letters or figures shall be measured as the sum of areas of rectangles, triangles, circles, or combination thereof necessary to enclose the letters or figures (Figure 28, Section 8.18).
    - d. For double-faced signs with less than thirty inches (30") between faces, and less than a thirty-degree interior angle between faces, only one side shall be counted as the total area. Where the faces are not equal in size, the larger sign face shall be used as the basis for calculating sign area (Figure 29, Section 8.18).
    - e. Total sign area shall include all masonry supports and frames.
  2. Sign Height. Sign height shall be measured as follows:
    - a. When measuring sign height, the height of the entire structure, including decorative and structural elements must be included. Monument and freestanding signs shall be measured from the base of the sign. Wall and attached signs will be measured from the lowest point of the sign or its supporting structures to the highest point of the sign or its supporting structures.
    - b. Berming or increasing the ground height to increase sign height is not permitted. Height measurement shall be from average grade if berms are used.
    - c. Clearance for a projecting sign is measured from the base of the building, or sidewalk passing under the sign to the lowest point of the sign or its supporting structure.
  3. Distance
    - a. Whenever a minimum distance between signs is indicated, it means the horizontal distance measured from the closest points of each sign as if each sign's closest point touched the ground.

- b. Whenever a minimum setback distance is indicated, it means the horizontal distance measured from the closest two points as if the sign's closest point touched the ground.

D. General Standards

1. Prohibited Signs

- a. Moving, flashing, intermittently-lighted, changing colors, beacons, revolving or similarly constructed signs are not allowed in any zoning district. It shall be an affirmative defense if such signs are otherwise allowed in this Code.
- b. 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.
- c. No person shall attach or maintain any sign upon any tree, utility pole, light pole or similar structure.
- d. Signs shall not display gestures or words that are obscene, profane, or pornographic in nature or any other manner that is illegal under State or Federal law.
- e. Signs over or in public rights-of-way are prohibited, except movement control, traffic control devices, street signs, way-finding, entry-way or portal signs, or directional signs placed by the City or State. Projected banner signs over the U.S. Highway 377/Main Street right of way are allowed in Old Town Keller district if part of a special event and in compliance with Texas Department of Transportation guidelines.
- f. All off-site (off-premise) signage is prohibited unless specifically allowed by this Code.
- g. Pole signs are prohibited. Monument sign bases must be at least the width of the sign.
- h. Signs attached to or upon any a trailer, skid, or similar mobile structure or 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.
- i. Internally illuminated boxed cabinet wall signs are prohibited.
- j. Exposed neon tubing is prohibited unless used in reverse can letters.
- k. Abandoned signs' sign copy should be removed when the tenant leaves the space. The supporting structure may remain for future tenants.
- l. Off-premise signs are prohibited unless specifically allowed elsewhere in this code.

2. Hazards & Nuisances

- a. Signs shall not create a hazard due to collapse, fire, collision, decay, disrepair, location, or abandonment.
- b. Signs shall not obstruct firefighting or police surveillance.
- c. 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.
- d. Signs shall not obstruct or create a nuisance to persons using the public rights-of-way.
- e. Sign shall not be located in a manner that could constitute a hazard or nuisance.

- f. No sign shall be illuminated to an intensity or brightness to a degree that could constitute a hazard or nuisance.
3. Maintenance
- a. Signs shall be kept in well-maintained condition at all times to prevent deterioration, oxidation, rust, discoloration, or other unsightly conditions and in a safe condition free from all hazards including but not limited to faulty wiring and loose fastenings so as not to be detrimental to public health and safety. Signs that are not well-maintained, including but not limited to signs that are weathered, shall be removed.
  - b. Signs shall not create urban blight due to lack of maintenance.
4. Design Standards
- a. Signs may be internally or externally illuminated unless stated otherwise in this code.
  - b. No internally illuminated sign shall be erected 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 by the building, walls, or other permanent features. The distance shall be measured in a straight line.
  - c. All permanent signs shall be constructed of quality materials including aluminum, masonry stone, brick, stucco, molded plastics and acrylic.
  - d. All temporary signs shall be made of professional materials including plastic, wood, metal, corrugated plastics. Temporary banner signs shall be made of cloth, plastic or other fabric-like flexible material.
  - e. All supporting hardware shall be concealed from view or integrated into the sign design.
  - f. All signs, including temporary signs, must be printed and professional in appearance. No handwritten or spray painted signs are allowed, except window signs may be hand painted or applied directly to the window using paints or similar media.
  - g. Signs shall be located a minimum of five feet (5') from the public right-of-way and shall comply with require visibility triangles.
  - h. Signs for buildings in a multi-use development approved as part of one preliminary site evaluation or zoning application shall be compatible in design, size, material and lighting.
  - i. The Old Town Keller (OTK) and Town Center (TC) zoning districts have additional design standards and sign allowances. Please see Section 8.03 (Q) for Old Town Keller Standards and Section 8.03 (P) for Town Center Standards.
5. Temporary Sign Regulations

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## Unified Development Code

Adopted: July 7, 2015



Section 8.09 (D.5) Table 1 - Temporary Sign Regulations					
Type	Max. Size (in square feet)	Number permitted	Duration	Zoning	Additional Standards
Banners	24 sf	1 per building or lease space elevation	7 days	All	Allowed four times per calendar year. Banners must be attached to buildings.
Grand Opening	50 sf	No limit	30 days	All	Must use within 180 days of Certificate of Occupancy. Banners, pennants, flags, small balloons and yard signs may all be used.
Weekend Real Estate Directional Signs	4 sf	1 per intersection, 8 total per listing	5:00 pm Friday to 10:00 pm Sunday	All	Signs must be on private property and not in the ROW. No permit required.
Real Estate Directional Signs	4 sf	1 per intersection, 8 total per listing	8:00 am to 7:00 pm Monday-Friday	All	Signs must be on private property and not in the ROW. No permit required.
Yard Signs (for sale, garage sale, etc.)	8 sf	1 per lot	None specified	All Residential	No permit is required. The sign may not be illuminated. 1 may be located outside of gated subdivisions
Neighborhood Event Signs	24 sf	1 per neighborhood entrance	7 days	All Residential	Signs must be removed 24 hours after event. This permit may only be issued twice per calendar year per subdivision.
Residential Construction and Development Signs	32 sf and 8' tall	2	Until 80% of homes sold or apartments rented	All Residential	Signs may be located off-site if permission is granted from the property owner.
Searchlights	Not Applicable	1	72 hours	All Non-Residential	Allowed only in conjunction with a grand opening sign permit.
Inflatable Signs	50 sf	1	72 hours	All Non-Residential	Allowed only in conjunction with a grand opening sign permit.
Commercial Construction and Development Signs	32 sf and 8' tall	1	Until Certificate of Occupancy is issued	All Non-Residential	Sign may only be erected on undeveloped property or on property which is currently under development.
Portable Signs	50 sf	1 per intersection	7 days	All Non-Residential	Only allowed for non-profit institutions based in Keller to advertise events. Only allowed five permits per calendar year
Directional Signs	12 sf	12	7 days for annual events 1 day for more frequent events	All Non-Residential	Only allowed in conjunction with events open to the public. 3' max height. Allowed in ROW to direct people to events open to the public.
Signs at Polling Places	See Sub-Section D.5.d below				

- a. Signs at Polling Places. This subchapter is specific to Town Hall as a polling location. Signs are allowed at Town Hall only during the time it is used as a polling location during voting periods and only insofar as required by state law and the the following time, place and manner requirements are met:
    - 1) Time - In accordance with Texas Election Code §61.003, signs shall be allowed at polling sites during early voting periods or on Election Day. Signs so posted must be removed within forty-eight (48) hours after the close of the early voting period or the close of the polls on Election Day, whichever is applicable.
    - 2) Place
      - a) No signs or campaign literature are permitted on City property, except as required by Texas Election Code section 61.003 or 85.036. This prohibition includes all locations, so long as there is no polling site at that location, including city hall, city service center, library, Keller Pointe, public parks, fire stations, police departments and water pumping stations.
      - b) For so long as required by Texas Election Code section 61.003 and 85.036, all public property upon which there is located a polling place, outside the area described in §61.003, and within the area which is allowed to have signs posted shall meet the following requirements:
        - i. The sign shall only be allowed to be located in the granite bed around the fountain on the North side of Keller Town Hall.
        - ii. The sign cannot be a traffic or safety hazard.
        - iii. The sign should be attached to a stake not to exceed a 9 gauge diameter (American Wire Gauge standard (AXG) driven into the ground well clear of tree roots, irrigation lines and any other underground vegetation or structures.
    - 3) Manner
      - a) Only three (3) signs per candidate or ballot measure proposition.
      - b) Signs must be self-supporting.
      - c) Signs cannot be illuminated.
      - d) Signs shall not have any moving elements.
      - e) Signs shall not exceed four feet (4') in height.
      - f) The sign shall not exceed three (3) square feet in area.
6. Attached Signs General Standards

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Section 8.09 (D.6) Table 2 – Attached Signs Wall Signs

*Wall Signs\*No combination of attached signage shall exceed twenty percent (20%) of the area of the façade on which it is mounted. For the purpose of multitenant buildings, only the individual lease space shall be considered.*

Type (per Transportation Plan)	Setback	Max. Size	Max. Width	Number	Zoning Districts	Additional Standards
Local Streets	≤ 100'	40 sf	75% of building or lease space width. Sign must be a minimum of 1 foot from the edge of the lease space.	1 per building elevation or lease space elevation visible from a public street or with a public entrance	Non-residential, Multi-Family or Commercial Buildings in Residential Districts	Signs must be mounted parallel to walls and may not project above the roof or project more than eighteen inches (18") from the wall, see Figure 11 Section 8.18. Staff may approve signs mounted on the roof if there is no other feasible area and the sign does not project about the roofline.
	>100'	60 sf				
Collector and Arterials with four lanes	≤100'	80 sf				
	>100'	100 sf				
Arterials with six or more lanes	≤100'	180 sf				
	>100'	200 sf				



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Section 8.09 (D.6) Table 3 – Attached Signs Additional Types				
<i>Additional Attached Sign Types *No combination of attached signage shall exceed twenty percent (20%) of the area of the façade on which it is mounted. For the purpose of multitenant buildings, only the individual lease space shall be considered.</i>				
Type	Max. Size	Number	Zoning Districts	Additional Standards
Building Identification	Not Applicable	2 per building	Multi-family	No signs or words shall be over 18" in height. Signs shall not be mounted on roofs and shall not project above the roof.
Incidental	4 sf	1 per elevation	All	Permitted in addition to primary sign, no permit required
Protective	1 sf	1 per premise	All	4" letter height maximum. No permit required.
Auxiliary Signage	50 sf (all Auxiliary Signs combined)	3 per building	All Non-Residential	Only permitted on commercial buildings of twenty-five thousand (25,000) square feet or larger or restaurants of five thousand (5,000) square feet or larger.
Window Signs	Not Applicable	Not Applicable	All Non-Residential	May not cover more than twenty five percent (25%) of the window area per building elevation or lease space elevation. No permit required.
Awning Sign	20 sf	1 per awning face	All Non-Residential	Maximum 9" tall lettering. Awning must be an attached fabric awning and signage must be on the valance.
Canopy Sign	None	2	All Non-Residential	Maximum 24" tall lettering. Canopy must be a free-standing structure.
Projecting sign	20 sf	1	OTK	The premise or occupancy may not have to detached sign on the premise. The sign shall have a minimum of ten feet (10') clearance. The sign may project up to 4' from building surface Applicable but not over any public right-of-way, except on Main Street in OTK with a TXDOT permit, see Figure 10 Section 8.18.
Shingle Sign	4 sf	1 allowed per street frontage	OTK	The sign shall have a minimum of ten feet (10') clearance. May project up to 4' from building surface. Sign shall not project over any public right-of-way, except on Main Street in OTK with a TXDOT permit.
Movement Control	6 sf	Not Applicable	All Non-Residential	Maximum 4" letter height. No permit required.
Murals	There are no set standards for murals. All proposed murals must be approved by City Council after recommendation from the Public Arts Board.			

### 7. Detached Signs General Standards

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## Unified Development Code

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Section 8.09 (D.7) Table 4 – Commercial District Detached Signs						
Detached Type	Max. Size	Number	Height	Width	Zoning Districts	Additional Standards
Single Tenant Building (<25,000sf) Monument Sign	60 sf	1	6'	None	All Non-residential except TC (Town Center)	<ul style="list-style-type: none"> <li>• Signs shall have a minimum 6" masonry frame on sides, bottom and top, or a minimum of 50% of the sign area shall be masonry material matching the primary building material in color and finish.</li> <li>• Individual lots that have more than 600 feet of frontage along a public right-of-way, other than an alley, may have 1 additional detached sign.</li> <li>• Manually changed message boards are allowed as part of a sign but shall not occupy more than 50% of the sign copy area and are included in the total sign area.</li> <li>• An electronic message board sign may be permitted as part of a monument sign for religious institutions and governmental entities only (federal, state, county, city, and school district) provided that the area of the electronic message board sign does not exceed 50% of the total allowable monument sign area and meets setbacks from residential property for internally illuminated signs. Electronic message boards shall include automatic dimmers so that brightness does not exceed 0.3 foot-candles above ambient light conditions and timers to turn signs off between 10 p.m. and 7 a.m.</li> </ul>
Single Tenant Building (≥25,000sf) Monument Sign	75 sf	1	8'			
Multi-Tenant Building (<5,000 ft) Monument Sign	60 sf	1	6'			
Multi-Tenant Building (≥5,000 ft and <15,000 sf) Monument Sign	70 sf	1	8'			
Multi-Tenant Building (≥15,000 ft and <25,000 sf) Monument Sign	90 sf	1	10'			
Multi-Tenant Building (≥25,000 sf) Monument Sign	96 sf	1	12'			
Menu Board Sign	32 sf combined	2	8'	None	All Non-residential	Allowed only in conjunction with a drive-thru facility. Size may be increased to 40 square feet if one sign is utilized. Signs shall not face a public right-of-way that serves the front of the building.
Movement Control Sign	6 sf	No Limit	4'	None	All Non-residential	The letters shall not exceed 4" in height.
Landmark Sign	490 sf per side	1 per 500' frontage	35'	14'	TC	See Section 8.03 (P) for additional standards.
Sandwich Board	8 sf	1	48"	None	TC and OTK	Must be placed inside at the end of each business day. No permit required.
Flags	60 sf	No Limit	No Limit	None	All Non-residential	Private logos, business logos, or advertisements are not permitted on flags in all non-residential districts. If height is equal to or exceeds 30' then engineered plans are required.
Protective	1 sf	1	2'	None	All Non-residential	Maximum letter height 4". No permit required.
Unified Lot Sign	See Sub-Section E.7.c, below.					

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Adopted: July 7, 2015



Section 8.09.(D.7) Table 5 – Residential District Detached Signs						
Monument or Detached Type	Max. Size	Number	Height	Width	Zoning Districts	Additional Standards
Multi-Family	32 sf	1 per entry point	8'	None	Multi-family	A minimum 6" masonry frame and 2' masonry base matching the primary building material in color and finish is required, see Figure 12 Section 8.18.
Business, Religious institution, or non-residential use Located in Residential Zoning	32 sf	1 per lot	8'	None	All Residential	<ul style="list-style-type: none"> <li>A minimum 6" masonry frame and 2' masonry base matching the primary building material in color and finish is required.</li> <li>An electronic message board sign shall be permitted as part of a monument sign for religious institutions and governmental entities only (federal, state, county, city, and school district) provided that the area of the electronic message board sign does not exceed 50% of the total allowable monument sign area and it meets the 150' setback from residential property for internally illuminated signs. Electronic signs of any kind shall include automatic dimmers so that brightness does not exceed 0.3 foot-candles above ambient light conditions and timers to turn signs off between 10 p.m. and 7 a.m.</li> <li>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.</li> </ul>
Subdivision Entry	32 sf	1 per entry point	8'	None	Single Family and Two-Family Residential	A minimum 6" masonry frame and 2' masonry base is required.
Subdivision Message Board	32 sf	1 per subdivision	8'	None	Single Family and Two-Family Residential	Message boards shall be located internal to the neighborhood. For residential subdivisions with more than one hundred (100) lots, two (2) permanent message boards will be allowed. Internally illuminated signs shall not be permitted.
Flags	60 sf	No Limit	30'	None	All Residential	Private logos, business logos, or advertisements are not permitted on flags in residential districts. If height is equal to or exceeds 30' then engineered plans are required.
Movement Control	6 sf	No Limit	4'	None	All Residential	The letters shall not exceed 4" in height. Internally illuminated signs shall not be permitted.
Protective	1 sf	1	2'	None	All Residential	Maximum letter height 4". No permit required.

- a. Unified-lot signs may be used in lieu of detached monument signs and shall comply with the area, height, setback, spacing, and design standards for detached monument signs.
  - 1) One unified-lot sign per street front may be placed on a premise consisting of two or more contiguous lots and/or tracts of land where each property owner has entered into a binding agreement to treat their separate properties as one lot for the limited purpose of signage. The agreement shall contain a legal description of the properties subject to the agreement; state that the parties, their heirs and assigns forego any rights to additional freestanding signs on the premises covered by the agreement; state that the agreement is a covenant running with the land to be filed and made a part of the Deed Records of Tarrant County, Texas; and that the agreement cannot be amended or terminated without the consent of the Planning Manager or designee.
  - 2) A unified-lot sign agreement shall not be effective until a true and correct copy of the agreement is filed in the Deed Records of Tarrant County, Texas, and a file-marked copy is filed with the Planning Manager or designee.
  - 3) Individual lots or tracts of land that are a part of a unified-lot agreement shall not be entitled to any other free-standing street front signage.