Туре	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.

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Туре	Max. Size (in square feet)	Number permitted	Duration	Zoning	Additional Standards
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.

Туре	Max. Size (in square feet)	Number permitted	Duration	Zoning	Additional Standards
Residential Construction and Development Signs	32 sf and 8' tall	2	Until 80% of homes sold or apartments rented	All Residential	A sign(s) must be erected on property which is currently under development. A development sign may also be erected on undeveloped property for future use if within six (6) months of future development. Fence wrap (mesh screening) on chain link fence may be used in lieu of a development sign.
Searchlights	Not Applicable	1	72 hours	All Non- Residential	Allowed only in conjunction with a grand opening sign permit.

Туре	Max. Size (in square feet)	Number permitted	Duration	Zoning	Additional Standards
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	A sign must be erected on property which is currently under development. A development sign may also be erected on undeveloped property for future use if within six (6) months of future development. Fence wrap (mesh screening) on chain link fence may be used in lieu of a development sign.

Туре	Max. Size (in square feet)	Number permitted	Duration	Zoning	Additional Standards
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' may height. Allowed in ROW to direct people to events open to the public.