



# BANNER SIGN ORDINANCE

DS-25-018

May 6, 2025

# Background

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- On April 15<sup>th</sup>, Council approved a Motion of Direction to discuss the ordinance regulating banner signs.
- Banner signs are regulated in accordance with Killeen Code of Ordinances, Chapter 31, Article V, Division 4 – Signs and Outdoor Displays.
- The definitions and standards on the following slides were adopted in 2010 via Ordinance No. 10-080.

# Background

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## □ **Sec. 31-502. – Definitions.**

- ▣ *Sign* shall mean any identification, description, illustration, object or device, [...] that is visible from any public place or is located on private property and exposed to the public and that directs attention to a product, service, place, activity, person, institution, business or solicitation, including any [...] banner, pennant, streamer, placard or temporary sign designated to advertise, identify or convey information, with the exception of window displays and flags.

# Background

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- *Banner sign* shall mean any non-permanent sign usually made from cloth, vinyl or similar material denoting a business related advertisement, name, message, design, emblem, symbol or color that is suspended or displayed for advertisement, or to attract attention.
- *Flag* shall mean a piece of material designed to wave, usually rectangular, and secured by one side only.
- *Temporary sign* shall mean any non-permanent sign or advertising device.

# Background

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## □ **Sec. 31-504. – Signs requiring permits.**

(2) Temporary on-premise signs shall be allowed as follows:

- (a) A permit is required prior to installation of temporary signs. The permit fee shall be in accordance with the adopted fee schedule.
- (b) Only one (1) temporary ground sign is allowed per street frontage for each lease or business space at any given time. Each sign must be permitted separately.

# Background

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## □ **Sec. 31-504. – Signs requiring permits.**

- (c) A business with frontage in excess of three hundred (300) feet may place additional temporary signs for each three hundred (300) feet of street frontage or fraction thereof, with a permit for each additional sign.
- (d) Except for an inflatable sign, a temporary sign shall be limited to thirty-two (32) square feet.
- (e) Temporary sign placement is limited to the owner's premises.

# Background

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## □ **Sec. 31-504. – Signs requiring permits.**

- (f) Temporary sign permits shall be issued in increments of five (5) days. Permits shall not be issued to a lease space or business space for more than one hundred and twenty days (120) per calendar year.
- (g) Each temporary sign permit shall expire on the date shown on the permit.

# Temporary On-Premise Sign Fees

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- The current fees for a Temporary On-Premise Sign are:
  - ▣ \$75 per 5-day occurrence, per sign; plus
  - ▣ \$10 technology fee.
  
- A business with less than 300 ft. of frontage may have one (1) sign at a time, for up to 120 days per year.
  - ▣ This equals twenty-four (24) 5-day permits per year, at a cost of \$75 per permit, for a total cost between \$1,810 and \$2,040 per year.









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# Other Cities' Standards

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- ❑ **Belton:** Classified at “fluttering” signs, which are prohibited.
- ❑ **Copperas Cove:** Allowed for up to 30 days without a permit (no fee); up to four (4) signs per property.
- ❑ **Georgetown:** Classified as “fluttering” signs, which are prohibited.
- ❑ **Harker Heights:** Permitted for grand openings, only. Allowed for up to 7 days with a permit (\$45).



# Other Cities' Standards

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- **Round Rock:** Classified as “swooper flags”, which are prohibited.
- **Temple:** Classified as “portable signs”, which are prohibited.
- **Waco:** Allowed with a permit for up to 30 days at a time, and up to 90 days per year. Not more than six (6) permits may be issued per location in a single year. Permit fee is \$66 + \$15 tech fee (\$81) per permit.

# Considerations

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- ❑ Should these types of signs be allowed, or prohibited?
- ❑ If allowed, should the duration be limited?
- ❑ If so, what is an appropriate duration?
- ❑ Should the number/quantity of signs on a property be limited?
- ❑ If so, how many signs should be allowed per property?
- ❑ Should they be allowed with or without a permit?
- ❑ If a permit is required, what is an appropriate fee?

# Recommendation

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- Staff recommends that the City Council provide a Motion of Direction for staff to bring back an ordinance amending Chapter 31, Article V, Division 4 – Signs and Outdoor Displays.