



BANNER SIGN ORDINANCE

DS-25-032

June 17, 2025

Background

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- On May 6th, Council directed staff to bring back proposed amendments to the ordinance regulating banner signs.
- “Temporary on-premises signs” are regulated in accordance with Killeen Code of Ordinances, Sec. 31-504(2).





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.

Proposed Amendments

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- Currently, a business can have one (1) temporary ground sign per street frontage, for five (5) days per permit, and up to one hundred and twenty (120) days per year.
- Based on direction from City Council, staff is proposing to amend the ordinance to allow up to two (2) temporary ground signs per street frontage, for ninety (90) days per permit, and up to three hundred and sixty-five (365) days per year.

Proposed Amendments

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

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

- b. Only ~~one (1)~~ two (2) temporary ground signs are allowed per street frontage ~~for each lease or business space per property~~ at any given time. Each sign must be permitted separately.

Proposed Amendments

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

- (f) Temporary sign permits shall be issued in increments of ~~five (5)~~ ninety (90) days. Permits ~~shall not~~ may be issued to a lease space or business space for ~~more than one hundred and twenty days (120)~~ up to three hundred and sixty-five (365) days per calendar year.
- (g) Sign permits for temporary on-premises signs shall be affixed to the back of the sign. Each temporary sign permit shall expire on the date shown on the permit.



Proposed Amendments

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□ **Sec. 31-505. Prohibited signs.**

- 7) Any banners, pennants, streamers, balloons, festoons, tinsel, staked signs, stringed signs or temporary signs, unless specifically allowed in another section of this division.

Temporary On-Premise Sign Fees

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- The current fees for a Temporary On-Premise Sign are:
 - ▣ \$75 per occurrence, per sign; plus
 - ▣ \$10 technology fee.
- Currently, 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 \$1,810 per year per sign.

Temporary On-Premise Sign Fees

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- With the proposed amendments, a business could have up to two (2) banner signs per street frontage, year-round.
- This equals four (4) 90-day permits per year, per sign. Depending on the number of signs on a property, the cost to have signs permitted year-round would be as follows:
 - One sign: \$310/year
 - Two signs: \$610/year
 - Three signs: \$910/year
 - Four signs: \$1,210/year

Temporary On-Premise Sign Fees

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Type	Ref	Measurement	Unit	Frequency	Current Amount	Benchmark Average Similar Size	Benchmark Average Local/ Regional	Benchmark Average Combined	Department Proposed Amount	% Change Current to Proposed	Amt Change Current to Proposed
Signs - On Premise											
Group Wall or Ground Sign *	-	Each	Per Permit	120.00	85.80	42.50	64.15	120.00	0.00%	0.00	
Individual Wall or Ground Sign *	-	Each	Per Permit	80.00	101.60	65.00	83.30	80.00	0.00%	0.00	
Replacement Sign Certification Tag	-	Per Permit	Per Occurrence	15.00	0.00	0.00	0.00	15.00	0.00%	0.00	
Portable Sign*	-	Annual	Per Permit	75.00	154.00	35.00	94.50	75.00	0.00%	0.00	
Temporary On Premise Sign *	-	5 days	Per Occurrence	75.00	76.25	35.00	55.63	75.00	0.00%	0.00	
Residential											
Demolition (Residential) *	-	Per Structure	Per Occurrence	70.00	81.13	51.25	66.19	70.00	0.00%	0.00	
Flood Plain Permit (1-2 Family Lots) *	-	Per Permit	Per Occurrence	150.00	86.25	47.33	66.79	150.00	0.00%	0.00	

Change to
90 days

Recommendation

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- Staff recommends that the City Council provide a Motion of Direction for staff to bring the proposed ordinance back to City Council for a Public Hearing and consideration during the Regular Meeting on July 15th.