



Sign Type Example: Feather Flag (Temporary Promotional)



From City of Richardson Ordinance No. 3885

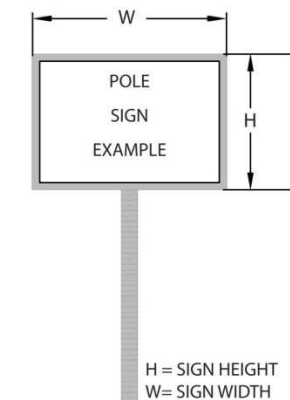
Sec. 18-96. *Sign Types Described.*

(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.

Sec. 18-123. *Sign Calculations.*

- (2) **Freestanding Signs:** The information therein are provisions for calculating signage for monument, pole, construction or any other freestanding sign contained in this chapter.
 - b. **Sign Area, Pole:** The sign area shall be measured as the area enclosed by the smallest single rectangle that will enclose the structure exclusive of the poles.





- c. **Sign Height:** Height shall be the distance from the top of the sign structure to the lowest grade level of the base of the sign. The height of any monument base or other structure erected to support or ornament the sign shall be measured as a part of the sign height.

