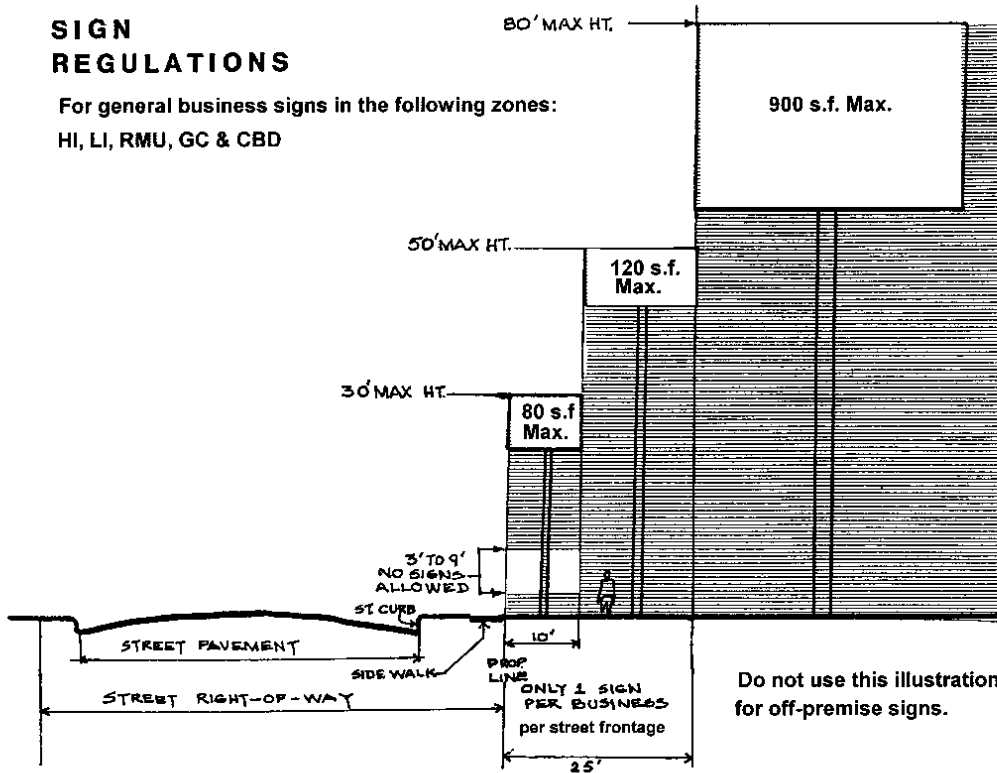


# SIGNS

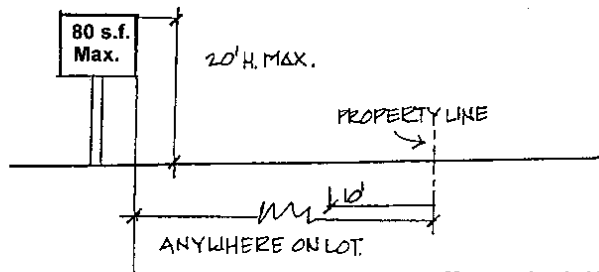
## SIGN REGULATIONS

For general business signs in the following zones:  
HI, LI, RMU, GC & CBD



Do not use this illustration for off-premise signs.

Requirements for on-premise general business signs in a Limited Commercial Zone.



Must setback 10 ft. from property line.



City of Wichita Falls  
Dept. of Community Development  
Planning Division  
1300 7<sup>th</sup> Street  
Wichita Falls, Texas 76301  
(940) 761-7451

## **WHAT IS THE SIGN ORDINANCE?**

---

The City's Sign Ordinance, Section 6700 of the Zoning Ordinance, is the set of regulations that governs all signs placed within the City of Wichita Falls.

## **WHAT IS A SIGN?**

---

The Zoning Ordinance defines a sign as "Any object, device, display or structure, or part thereof, situated outdoors or indoors, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event or location by any means, including words, letters, figures, design, symbols, fixtures, colors, illumination or projected images. This definition shall not include the national and state flag."

## **IS A PERMIT REQUIRED FOR A SIGN?**

---

General Business Signs and large (over 64 square feet) Temporary Signs do require a permit through the Building and Code Administration office. Off-Premise Signs and Message Center Signs require an additional review by the Planning Division office. Fees are applied depending upon the type and size of the sign. Contact the Building and Code Administration office for fee requirements at 940-761-7459.

## **WHAT SIGNS ARE EXEMPT FROM THE PERMIT PROCESS?**

---

The following signs are exempt from the requirement for a permit: directional signs, political signs, residential signs, temporary residential signs, temporary signs I and II, temporary commercial signs III (when 64 sq. ft. or less in area), wall signs that do not project beyond

the face of the wall more than 12 inches, temporary signs providing legal notice required by law of Local, State, or Federal Government, and seasonal displays and decorations which do not advertise a product or service. While these signs are exempt from the permitting process, they may be subject to size limitations and setback requirements.

## **ARE THERE OTHER FACTORS THAT SHOULD BE CONSIDERED BEFORE PLACING A SIGN?**

---

Signs are generally regulated based on three factors: type of sign, size of the sign, and the zoning district in which the sign is being proposed. Some zoning districts may prohibit certain types of signs or limit the size of signs. Additional sign regulations may apply if being proposed in a special overlay district such as an historic district. Large wall signs in the Central Business District require approval by the Planning and Zoning Commission. Contact the Planning Division at 940-761-7451 to determine what zoning district a particular location is in, or if there are any special overlay districts.

## **ARE SIGNS ALLOWED WITHIN THE PUBLIC RIGHT-OF-WAY?**

---

It is a violation to place a sign within the public right-of-way or on city owned property. This includes the placement of signs on utility poles. Such signs are subject to removal by City personnel. Under certain circumstances, the City may allow signs to be temporarily placed within the right-of-way for special events.

## **WHAT ARE THE SETBACK REQUIREMENTS FOR SIGNS?**

---

The Sign Ordinance establishes the setback requirements for signs based on the area and height of the sign. In general, smaller signs may be closer to the street front property line, while larger signs must be placed farther away from the street front property line. See the Sign Ordinance for specifics or the diagram on the front of this pamphlet for General Business Signs.

## **POLITICAL SIGNS**

---

Political campaign signs are allowed subject to the following criteria:

Maximum area:	36 square feet
Maximum Height:	8 feet
Setback:	10 feet if sign is taller than 3 feet

Be careful not to place Political Signs in the public right-of-way!

## **GARAGE/YARD SALE SIGNS**

---

A Garage/Yard Sale Sign is classified as a Temporary Commercial Sign I and is regulated as follows:

Maximum Area:	16 square feet
Maximum Height:	6 feet
Maximum Duration:	10 days after event
Setback:	10 feet if sign is taller than 3 feet

Be careful not to place Garage/Yard Sale Signs in the public right-of-way!

Note: Garage sales are permitted no more than four times per calendar year, and lasting no more than three consecutive days each time.