

SECTION 24-82  
SIGNS AND OUTDOOR ADVERTISING

**Section 24.82.1 Sign Ordinance Purpose**

The purpose of this section is to promote and protect the public health, welfare, and safety by regulating existing and proposed outdoor signs of all types. It is intended to protect property values, create a more attractive business climate, enhance and protect the physical appearance of the community, and preserve the scenic and natural beauty of designated areas. It is further intended to reduce sign or advertising distraction and obstructions that may contribute to traffic accidents, reduce hazards that may be caused by signs overhanging or projecting over public rights-of-way, and provide more open space.

**Section 24.82.2 On-Premises Signs**

- (a) Signs not specifically permitted in Section 24.82.4 are prohibited.
- (b) Standards for including area, height, setback from property line, maximum projection, and time limit are established in Section 24.82.4.1 - 24.82.4.4 Permitted Sign Dimensions and are subject to such additional requirements as may be established under Sec.24.82.5 Supplementary Standards.
- (c) Each business is allotted a maximum area for total freestanding signage and a maximum area for total attached signage as established in Section 24.82.4.1 and 24.82.4.2., provided however, that Section 24.82.4.3 and 24.82.4.4. shall apply within any historic district.
- (d) All permitted signs shall display on the sign's face a decal issued in conjunction with permit issuance, signifying conformance with this ordinance.

**Section 24.82.3 Off-premises Signs**

- (a) No new off-premises signs shall be permitted within the City of Laredo, except as authorized in (b), (c) and (d) of this section.
- (b) All legally permitted off-premises signs may remain, provided they have been legally rendered for tax purposes on or before March 15, 1994.
- (c) A legal, off-premises sign which has been rendered for tax purposes prior to March 15, 1994 may be replaced or relocated by a sign of equivalent size and dimensions, provided however, that any replacement or relocated sign shall conform to the requirements of Section 24.82.4.5 of this code, and that a permit for such replacement or relocation shall be approved within 365 days of the time the original sign is removed, such removal to be evidenced by the issuance of a demolition permit issued by the City of Laredo.
- (d) In addition to those signs replaced or relocated under the provisions of Section 24.82.2(c) above, each person, as defined Appendix A, who/which is duly licensed by the State of Texas to operate, maintain, service or install outdoor advertising, shall be entitled to construct two signs per calendar year. The additional allotment must be utilized within the calendar period for which the privilege is granted, and is not cumulative to subsequent or other years. A sign erected under this section shall not exceed the dimensional limits established in Section. 24.82.4.5. A sign erected under this section may be replaced or relocated by a sign of like dimensions in the same manner as any other legal off-premise signs.
- (e) All bus, bus shelter, metro kiosk and bus bench advertising franchised by the City of Laredo is exempt from this ordinance.

**PERMITTED SIGN DIMENSIONS**

PERMIT REQ.	RESIDENTIAL DISTRICTS								DEF. NO.	FREESTANDING		NON-RESIDENTIAL DISTRICTS							
	AG	R-1	R-1A	R-2	R-3	RSM	RS	R-O		ON-PREMISE (DENOTING SIGN AREA IN SQ. FT.) (SIGN AREA DEFINED IN APPENDIX A)	TIME LIMIT (IN DAYS)	B-1	B-1R	CBD	B-3	B-4	M-1	M-2	MXD
Y	72	12*	12*	12*	12*			30	q	IN GENERAL, UNLESS NOTED BELOW	NONE	40	30	72	100 <sup>a*</sup>	b*	b*	*b	200
N	2	2	2	2	2	2	2	2	a	ADDRESS	NONE	2	2	2	2	2	2	2	2
N	4	4	4	4	4			4	g	BLDG. MARKER	NONE	4	4	4	4	4	4	4	4
Y	15	6*	6*	6*	6*			6*	i	CHANGEABLE COPY	NONE	15	15	15**	15**	15**	30	30	30
N	32	32	32	32	32	32	32	32	k	CONSTRUCTION	5 AFTER COMPLETION	32	32	32	32	32	32	32	32
N	4	4*	4*	4*	4*			4	l	DIRECTIONAL	NONE	8 <sup>p</sup>	8	8 <sup>p</sup>	8 <sup>p</sup>	8 <sup>p</sup>	10 <sup>p</sup>	10 <sup>p</sup>	10 <sup>p</sup>
Y									n	FLASHING	NONE			62	90	190	190	190	190
N	36	12	12	12	12	12	12	12	p	FOR SALE, RENT, LEASE	5 AFTER RENT/SALE/LEASE	24	24	24	24	36	36	36	36
Y									t	MESSAGE CENTER	NONE			100	150	250	350	350	350
Y	82	22*	22*	50*	50*			40	u	MONUMENT	NONE	50	40	82	110	210	210	210	210
N	no limit	no limit	no limit	no limit	no limit	no limit	no limit	no limit	bb	POLITICAL (allowable in all districts with no area or height limitation)	10 AFTER ELECTION SUPP.(9)	no limit	no limit	no limit	no limit	no limit	no limit	no limit	no limit
Y	40	40	40	40	40	40	40	40	gg	SUBDIVISION ENTRANCE	NONE	40	40	40	40				
Y	100							40	s	MULTI-TENANT COMPLEX	NONE	100	100	150	300	400	500	500	500
									cc	PORTABLES	0 / YEAR								
	50	5	5	5	5	5	5	8		MAXIMUM HT. (IN FEET)		15	15	15	50	50	50	50	50
	10	5	5	5	5	5	5	5		SETBACK FROM PROPERTY LN.Δ (IN FEET)		5	5	2	5	10	10	10	10

**LEGEND**

*	PERMITTED FOR CHURCH, PARK, RECREATIONAL FACILITY, SCHOOL, LIBRARY, ART GALLERY, APT. COMPLEX OF 40 UNITS OR MORE OR CULTURAL FACILITY ONLY
**	REFER TO Section 24.82.5(15)
Δ	NO SIGN SHALL BE PERMITTED WITHIN THE INTERSECTION VISIBILITY TRIANGLE
a*	100 square feet for the first 50 feet of lot frontage plus one square foot per linear foot of lot frontage up to a maximum of 200 square feet.
b*	1. For properties located adjacent to Interstate, US and State Highways; 200 square feet for the first 100 feet of street frontage plus 1.5 square feet per linear foot of street frontage over 100 feet up to a maximum of 1200 square feet, provided the total allowable area of on-premises signage shall be reduced by one square foot for each square foot of free-standing off-premises signage located on the same premises. (97-0-21) 2. For properties not adjacent to Interstate, US and State Highways; 200 square feet.
<sup>p</sup>	Per driveway curb cut. (Amended Ord. #97-0-21, 1/27/97)
	NOT PERMITTED

SECTION 24.82.4.2

PERMITTED SIGN DIMENSIONS																			
Permit Required	Residential Districts								Def. #	ATTACHED ON-PREMISE (Max. Sign Area in Sq. Ft.) (Sign area defined in App. A)	Time Limit (In days)	Non-residential Districts							
	AG	R-1	R-1A	R-2	R-3	RSM	RS	R-O				B-1	B-1R	CBD	B-3	B-4	M-1	M-2	MXD
Y	72	12♦	12♦	12♦	12♦			40	hh	WALL, IN GENERAL, unless noted below	NONE	60	50	100 □	150 □	250 □	350 □	350 □	350 □
N	2	2	2	2	2	2	2	2	a	ADDRESS	NONE	2	2	2	2	2	2	2	2
Y	72							30	c	AWNING	NONE	40	30	72	72	100	100	100	100
N	4	4	4	4	4			4	g	BUILDING MARKER	NONE	4	4	4	4	4	4	4	4
N	32	32	32	32	32	32	32	32	k	CONSTRUCTION	5 AFTER COMPLETION	32	32	32	32	32	32	32	32
Y	50	12♦	12♦	12♦	12♦			30	h	CANOPY	NONE	40	30	72	72	100	100	100	100
Y	15	6*	6*	6*	6*			6*	i	CHANGEABLE COPY	NONE	15	15	15**	15**	15**	30	30	30
N	4	4♦	4♦	4♦	4♦			4	l	DIRECTIONAL	NONE	20	20	20	50	50	50	50	50
N	36	12	12	12	12	12	12	12	p	FOR SALE, RENT, LEASE	5 AFTER RENT/ SALE/LEASE	24	24	24	24	36	36	36	36
Y									n	FLASHING	NONE			90	140	240	340	340	340
Y									t	MESSAGE CENTER	NONE			150	150	250	350	350	350
N	no limit	no limit	no limit	no limit	no limit	no limit	no limit	no limit	bb	POLITICAL (Allowable in all districts with no area or height limitation)	10 AFTER ELECTION SUPP.(s)	no limit	no limit	no limit	no limit	no limit	no limit	no limit	no limit
Y									dd	PROJECTING	NONE			80					
Y									ee	ROOF	NONE			100					
Y	100							40	s	MULTI-TENANT COMPLEX	NONE	100	100	150	300	400	500	500	500
Y	NO LIMIT								e	BEACON	30 / YEAR	NO LIMIT	NO LIMIT	NO LIMIT	NO LIMIT	NO LIMIT	NO LIMIT	NO LIMIT	NO LIMIT
Y	72							40	d	BANNER	60 / YEAR	50	40	100	100	200	300	300	300
										PROJECTION (Max. In feet)				3					

LEGEND:	
*	Permitted for church, park, recreational facility, school, library, art, gallery, or cultural facility only
♦	Permitted for church, park, recreational facility, school, library, art, gallery, or cultural facility and for home occupations, only
**	REFER TO Section 24.82.5(15)
Δ	No sign shall be permitted within the intersection visibility triangle
□	Maximum, or not more than 5% of the total wall area fronting a public or private street, whichever is greater.
	NOT PERMITTED IN THIS ZONING DISTRICT
Note	Signs projecting over the sidewalk within the CBD shall have a sign clearance (as defined in appendix A) of 8 feet.

## PERMITTED SIGN DIMENSIONS HISTORIC

PERMIT REQ.	RESIDENTIAL DISTRICTS								DEF NO.	FREESTANDING		NON-RESIDENTIAL DISTRICTS							
	AG	R-1	R-1A	R-2	R-3	RSM	RS	R-O		ON-PREMISE (DENOTING SIGN AREA IN SQ. FT.) (Sign Area Defined In Appendix A)	TIME LIMIT (IN DAYS)	B-1	B-1R	CBD	B-3	B-4	M-1	M-2	MXD
Y	50								q	IN GENERAL, UNLESS NOTED BELOW	NONE	40	30	50	50	80	80	80	80
N	2	2	2	2	2	2	2	2	a	ADDRESS	NONE	2	2	2	2	2	2	2	2
N	4	4	4	4	4	4	4	4	g	BLDG. MARKER	NONE	4	4	4	4	4	4	4	4
Y									i	CHANGEABLE COPY	NONE								
N	32	32	32	32	32	32	32	32	k	CONSTRUCTION	5 AFTER COMPLETION	32	32	32	32	32	32	32	32
N	4							4	l	DIRECTIONAL	NONE	8	8	8	8	8	10	10	10
Y									n	FLASHING	NONE								
N	36	12	12	12	12	12	12	12	p	FOR SALE, RENT. LEASE	5 AFTER RENT/SALE/LEASE	24	24	24	24	36	36	36	36
Y									t	MESSAGE CENTER	NONE								
Y	60	12*	12*	12*	12*			12	u	MONUMENT	NONE	50	40	60	60	90	90	90	90
N	no limit	no limit	no limit	no limit	no limit	no limit	no limit	no limit	bb	POLITICAL (Allowable in all districts with no area or height limitations)	10 AFTER ELECTION SUPP.(9)	no limit	no limit	no limit	no limit	no limit	no limit	no limit	no limit
Y	40	40	40	40	40	40	40	40	gg	SUBDIVISION ENTRANCE	NONE	40	40	40	40				
Y	100							40	s	MULTI-TENANT COMPLEX	NONE	90	90	140	300	300	300	300	300
									cc	PORTABLE	0 / YEAR								
	50	5	5	5	5	5	5	5		MAXIMUM HT. (IN FEET)		15	15	15	15	50	50	50	50
	10	5	5	5	5	5	5	5		SETBACK FROM PROPERTY LN/A (IN FEET)		5	5	2	5	10	10	10	10

LEGEND	
*	PERMITTED FOR CHURCH, PARK, RECREATIONAL FACILITY, SCHOOL, LIBRARY, ART, GALLERY, OR CULTURAL FACILITY ONLY
Δ	NO SIGN SHALL BE PERMITTED WITHIN THE INTERSECTION VISIBILITY TRIANGLE
	NOT PERMITTED
Note	Signs projecting over the sidewalk within the CBD shall have a sign clearance (As defined in Appendix A) 8 feet.

SECTION 82.4.4

PERMITTED SIGN DIMENSIONS -HISTORIC

Permit Required	Residential Districts								Def. #	ATTACHED	Time Limit (in days)	Non-residential Districts							
	AG	R-1	R-1A	R-2	R-3	RSM	RS	R-O		ON-PREMISE (Maximum Sign Area in Sq. feet) (Sign area defined in Appendix A)		B-1	B-1R	CBD	B-3	B-4	M-1	M-2	MXD
Y	72	12♦	12♦	12♦	12♦			40	hh	WALL, IN GENERAL, UNLESS NOTED BELOW	NONE	60	50	72□	100□	200□	300	300	300
N	2	2	2	2	2	2	2	2	a	ADDRESS	NONE	2	2	2	2	2	2	2	2
Y	72							30	c	AWNING	NONE	40	30	50	72	100	100	100	100
N	4	4	4	4	4			4	g	BUILDING MARKER	NONE	4	4	4	4	4	4	4	4
N	32	32	32	32	32	32	32	32	k	CONSTRUCTION	5 AFTER COMPLETION	32	32	32	32	32	32	32	32
Y	50	12♦	12♦	12♦	12♦			30	h	CANOPY	NONE	40	30	50	72	100	100	100	100
Y									i	CHANGEABLE COPY	NONE			**	**	**			
N	4	4♦	4♦	4♦	4♦			4	l	DIRECTIONAL	NONE	20	20	20	50	50	50	50	50
N	36	12	12	12	12	12	12	12	p	FOR SALE, RENT. LEASE	5 AFTER RENT/SALE/LEASE	24	24	24	24	36	36	36	36
Y									n	FLASHING	NONE								
Y									t	MESSAGE CENTER	NONE								
N	no limit	no limit	no limit	no limit	no limit	no limit	no limit	no limit	bb	POLITICAL (Allowable in all districts with no area or height limitations)	10 after election SUPP. (10)	no limit	no limit	no limit	no limit	no limit	no limit	no limit	no limit
Y									dd	PROJECTING	NONE			30					
Y									ee	ROOF	NONE								
Y	90							30	s	MULTI-TENANT COMPLEX	NONE	90	90	140	300	300	300	300	300
Y									e	BEACON	0 / YEAR								
Y	72								d	BANNER	30 / YEAR	50	40	100	100	200	300	300	300
Y	***								jj	WINDOW	NONE	***	***	***	***	***	***	***	***
										PROJECTION (in feet)				3					
	10	5	5	5	5	5	5	5		SETBACK from Property Line Δ (in feet)		5	5	0	5	10	10	10	10

LEGEND	
*	Permitted for church, park, recreational facility, school, library, art, gallery, or cultural facility only
♦	Permitted for church, park, recreational facility, school, library, art, gallery, or cultural facility and for home occupations, only
**	REFER TO Section 24.82.5(15)
Δ	No sign shall be permitted within the intersection visibility triangle.
□	Maximum, or not more than 3% of the total wall area fronting a public or private street, whichever is greater.
***	8 square feet or 20% of the window on which the sign is to be placed, whichever is the lesser.
Note	Signs projecting over the sidewalk within the CBD shall have a sign clearance (As defined in Appendix A) of 8 feet.
	NOT PERMITTED IN THIS ZONING DISTRICT



**Section 24.82.5.1 Supplementary Standards for Historic Districts**

(1) For the purpose of establishing, enhancing, preserving and developing the historical character and quality of the historic districts, no sign shall be erected, altered, restored or moved within such a district until an application has been submitted to, and approved by, the Historic District / Landmark Board, except for the removal of abandoned/obsolete signage, official government signs, flags, flyers, for sale, rent, lease signs, political signs, construction signs or banners. No sign shall obstruct any architectural feature which is of importance to the property's historical quality or character, as determined by the Historic District/Landmark Board.

**Section 24.82.5.2 Supplementary Standards for All Districts**

(1) Signs that are illuminated shall be designed so that any external illumination is shielded so that no direct light is cast into residential areas or public streets. External lighting devices shall be permitted provided such fixtures do not extend more than eight (8) feet beyond the sign structure and are so attached that such illumination is directed upon the face of the sign and does not reflect directly into adjoining property or public streets.

(2) No sign shall be attached to or obstruct any sidewalk or pedestrian walkway, window, door, stairway or other opening intended for ingress or egress, or for light and ventilation. Nor shall any sign be attached to any tree, or pole used to carry or transmit any publicly regulated utility. Nor shall any sign be attached to a fence (as defined in Appendix A) except for political signs (as defined in Appendix A and regulated in Supplemental note 10 herein).

(3) Any on-premises sign now or hereafter existing, which no longer advertises a bonafide business conducted, product sold or activity or service available, is deemed to an obsolete/abandoned sign and shall be removed by the owner, agent or person having the beneficial use of the building, structure or lot upon which such sign may be found within sixty (60) days of such cessation. Upon failure to comply within the time specified, the Building Official or his designee is hereby authorized to order removal of such sign, within ten (10) days of a written notification, and the expense incident thereto shall be paid by the owner of the building, structure or lot to which such sign is attached.

(4) Any off-premises sign now or hereafter existing not rendered for tax purposes prior to March 15, 1994 shall be deemed to be an obsolete/abandoned sign, and shall be removed by the owner within ten (10) days of a written notification.

(5) No sign shall contain or consist of banners, pennants, ribbons, streamers, spinners or other similar moving devices except as specifically provided.

(6) No light, sign or other advertising structure or device shall be erected in such a manner or location be confused by reason of position, shape or color with any authorized traffic sign, signal or device.

(7) All existing off-premises signs shall be plainly marked with the name of the person, firm or corporation responsible for maintaining the sign as well as the permit number if the sign is a highway sign.

(8) No sign shall be placed in or over any public right-of-way except official government signs, except as specifically approved by the City Council.

(9) Signs located along federal and state primary-aid highways are also subject to the requirements contained in Texas Health and Safety Code, Section 361.321-322 and the rural road sign control provisions of Texas Transportation Code, Section 394.002 et.seq. which is hereby adopted as supplementary outdoor sign regulations and by this reference is incorporated herein as though set forth in its entirety.

(10) Temporary political signs shall not be erected sooner than earliest date provided by Federal, State and local law, for filing an application for a place on the ballot for the office to which a candidate or candidates is or running or have announced and whose candidacy is being advocated by such (signs), and such signs shall be removed by the candidate and/or the property owner within ten (10) days after the election date, if such is a run-off election, and provided that signs erected for a primary election may remain until ten (10) days after the general election for any person who is a candidate in the general election. No sign authorized by this subsection shall be placed on property such that it obstructs the vision of motorists. (As amended 2/26/90, Ord. #90-0-42)

(11) Any freestanding signs directly adjacent to an elevated section of a freeway, expressway, arterial, or collector and within one hundred (100) feet of the freeway, expressway, arterial or collector may increase the maximum allowable vertical height by one foot for each foot of roadway elevation.

(12) No part of a wall sign shall extend above the wall to which it is attached; nor shall any part of the sign extend beyond the corner of the wall to which it is attached.

(13) Existing non-conforming on-premise signs may remain, subject to their continuous use. If an on-premise sign is not in use or does not correspond to the business it advertises for a period exceeding sixty (60) consecutive days, then the sign must be replaced with signage which conforms with this section.

(14) Every structure shall display an address sign in a manner that is visible from the street.

(15) Movie theaters or any other type of theater, opera, or playhouse may have a maximum area for changeable copy signage of two hundred (200) sq. ft., in addition to the maximum areas allocated for attached and freestanding signage.

(16) If a freestanding multi-tenant sign or attached multi-tenant sign is used, no other freestanding sign shall be allowed on the lot or lots within the development for which the multi-tenant sign is authorized.

(17) No permit shall be issued for the placement of any sign on property which has not been platted in conformance with the subdivision regulations of the City of Laredo.

(18) No permit shall be issued for any free-standing sign which exceeds 64 square feet in area to any person who is not licensed for the installation of signs by the City of Laredo pursuant to 24.82.5.3 of this code.

(19) No sign shall be located in any place or installed in any manner where workers, equipment or tools may come within ten feet of an overhead power line. All installation must conform to the vertical and horizontal clearance requirements of the National Electric Safety Code Handbook Table 234-1, incorporated herein and made a part hereof for all purposes.

**Section 24.82.5.3 Licensing and certification required.**

1. All persons engaging in the business of erecting, installing, servicing, maintaining, or owning off-premises signs shall be licensed by the City of Laredo. The license shall be valid for either one individual or one company. A license holder supplying his license for a sole proprietorship, joint venture, limited liability corporation, or other legal entity shall not supply that license to any other sole proprietorship, joint venture, limited liability corporation, or other legal entity.

2. All persons engaged in the business of erecting, installing, servicing or maintaining off-premises signs shall also be licensed by the Texas Department of Transportation.

3. All persons licensed by the City of Laredo shall pay an annual fee of \$100 and shall be required to pass a test administered by the City of Laredo with a passing score of not less than 70%, provided however, that persons, firms or corporations with existing legal off-premise signs shall be exempt from examination.

4. Indemnification agreement. All sign operators shall agree to indemnify and hold harmless the city, its agents, officers and employees, their successors and assigns, individually and collectively, from and against all liability for any fines, claims, suits, demands, actions or causes of action of any kind and nature, including, but not limited to personal injury or death, and property damage, in any way arising from any activity or operation of the licensee, including defending against any claims made against the city.

5. Insurance. All licensed sign operators shall maintain, at his own expense, insurance coverage which names the city as an additional insured, which contains waiver of subrogation, and which requires written advance notice of not less than thirty (30) days of cancellation or material change meets or exceeds the following limits:

Worker's compensation and employers liability	\$100,000 each accident.
Comprehensive general liability	\$300,000 combined single limit for bodily injury or property damage.

Certificates of insurance shall be provided to the city on March 15th of each year for which licensing is sought.

**Section 24.82.6 Permit requirements:**

The following shall be furnished with the application for a sign permit:

- (a) The date of the request.
- (b) The owner of the sign.
- (c) The business address of the owner of the sign.
- (d) The name and address of the owner of the property where the sign is to be located.
- (e) Payment of permit fees.

**Section 24.82.7 Enforcement**

The Building Official or his designee shall notify in writing the owner or lessee of any sign which fails to comply with the terms of this section. Violations of this section are a Class C misdemeanor, with each day the violation is permitted to continue serving as a separate offense.