

by Ord. No. 1799 on July 5, 2016)

- b. **Development** - A sign constructed on an ongoing or future development that advertises the future development, the funding company, the construction company, the utility company(s), the developer, the property owner, and/or any other advertisement typical to ongoing or future construction.
- c. **Effective Area** - The area enclosed by drawing a rectangle of horizontal and vertical lines which fully contain all extremities of the sign drawn to scale, exclusive of its supports. The measurement is to be calculated from viewpoint, which gives the largest rectangle of that kind, including both sides as the viewpoint is rotated horizontally around the site. The effective area for attached signs shall mean the sum of the areas of the minimum imaginary rectangles enclosing each word attached to any particular facade or side Section 8.17, Figure 19.
- d. **Entry-way or Portal** - A sign installed by the city and generally used to inform travelers they have arrived in Keller or to a specific area within Keller.
- e. **Fence Wrap (Mesh Screen)** – An opaque type fence that includes graphics, typically printed on a flex mesh or flex vinyl material, that is be used to block a construction site from view of the public while advertising the future use of the property.
- f. **Flags** - Cloth or fabric devices moved by the wind that are mounted to a pole and display messages, emblems, or insignia. *(Amended by Ord. No. 1799 on July 5, 2016)*
- g. **Flashing or Moving Sign** - A permanent sign (other than banners or flags) which is animated, changes messages, revolves, swings, or is otherwise designed to move by mechanical means or by the force of wind.
- h. **Landmark** - An object or feature of a landscape or town that is easily seen and recognized from a distance, especially one that enables someone to establish their location.
- i. **Luminance** - The brightness of a sign or a portion thereof expressed in terms of footcandles. For the purposes of this chapter, luminance shall be determined by the use of an exposure meter calibrated to standards established by the National Bureau of Standards.
- j. **Murals** - ~~A painting or other work of art executed directly on a wall.~~ See Mural.
- k. **Premises** - A lot or unplatted tract, or a combination of contiguous lots or unplatted tracts if the lot or tract, or combination, is under single ownership and is reflected in the plat records of the County.
- l. **Searchlights** - A powerful outdoor electric light with a concentrated beam that can be turned in the required direction.
- m. **Sign** - Any device, flag, banner, light, figure, letter, word, message, symbol, plaque, or poster visible from outside the premises on which it is located and designed to inform or attract the attention of persons not on that premises, including searchlights.
- n. **Sign, Abandoned** - A sign which, for at least six (6) continuous months, does not identify or advertise a bona fide business, lessor, service, owner, product, or activity;

273. **Mobile Home Park** - A parcel of land not less than five acres nor greater than twenty-five (25) acres which has been designed, improved, or intended to be used or rented for occupancy by one or more mobile homes or trailer houses in designated spaces.
274. **Mobile Home Space** - A plot of ground within a mobile home park, trailer court, or mobile home subdivision designed for the accommodation of one mobile home.
275. **Model Home** - A dwelling in a developing subdivision located on a legal lot of record that is limited to temporary use as a sales office for the subdivision and to provide an example of the dwellings which have been built or which are proposed to be built in the same subdivision.
276. **Modular Home (or Industrialized Housing)** - "Modular home" means a structure or building module as defined, under the jurisdiction and control of the Texas Department of Labor and Standards and that is installed and used as a residence by a consumer, transportable in one or more sections on a temporary chassis or other conveyance device, and designed to be used on a permanent foundation system. The term includes the plumbing, heating, air-conditioning, and electrical systems contained in the structure. The term does not include a mobile home as defined in the Texas Manufactured Housing Standards Act (Article 5221f V.T.C.S.); nor does it include building modules incorporating concrete or masonry as the primary structural component.
277. **Monuments and Headstones Sales with Outside Storage** - The use of any land area for the outside display and sale of monuments and headstones for cemetery grave markings.
278. **Motel** - A roadside hotel designed primarily for motorists, typically having the rooms arranged in a low building with parking directly outside.
279. **Motorcycle** - A usually two-wheeled self-propelled vehicle having one or two saddles or seats, and which may have a sidecar attached. For purposes of this Code, motorbikes, motor scooters, mopeds, and similar vehicles are classified as motorcycles.
280. **Motorcycle Sales Services** - See Automobile Sales
281. **Motor Vehicle** - Any self-propelled vehicle, such as automobiles, motorcycles and light load and heavy load vehicles.
282. **Multi-Use Building** - Also Mixed Use – a combination of complimentary uses (such as retail sales, restaurants, upper floor residential dwelling, etc.) that would be in separate buildings under traditional zoning.
283. **Multiple-Family Dwelling** - Three or more dwelling units on a single lot designed to be occupied by three or more families living independently of one another, exclusive of hotels or motels.
284. **Municipal/Public Domain Property** - Any area, land, building, structure, and/or facility, which is owned, used, leased, or operated by the City of Keller, Texas or property in which the City has a legal or equitable ownership interest. Examples of this would include City Hall, right-of-ways, easements, trails, public parks, County property, Corp. of Engineers property, State of Texas right-of-ways, library, fire stations, water tower sites, or similar properties.
285. **Mural** - A mural is any piece of artwork painted or applied directly on a wall, ceiling or other permanent surfaces expressed in a form and manner as to provide aesthetic enjoyment for the viewer. A distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture and it shall not contain text.

ARTICLE THREE

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Adopted: July 7, 2015



a. **Private Mural** – An approved mural on a private structure provided with private funding and visible from publicly accessible space such as streets, sidewalks, trails, etc.

b. **Public Mural** – An approved mural on a public structure or on a private structure within a public purpose agreement provided with public funding and visible from publicly accessible space such as streets, sidewalks, trails, etc.

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~~285-286.~~ **Museum or Art Gallery** - A building in which objects of historical, scientific, artistic, or cultural interest are stored and exhibited. Art galleries may also sell the exhibits.

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~~286-287.~~ **New Car Dealer** - Retail sales of new automobiles or light load vehicles, including, as a minor part of the business, the sales of used automobiles or light load vehicles.

~~287-288.~~ **Newspaper Printing** – See [Printing](#).

~~288-289.~~ **Nonconforming Use** - A building, structure, or use of land lawfully occupied at the time of the effective date of this Code or amendments thereto, but which does not conform to the use regulations of the district in which it is situated.

~~289-290.~~ **Nonconforming Structure** – A structure that does not comply with the zoning category of the property on which it rests.

~~290-291.~~ **Non-Residential Development** – Any real estate development for the purposes other than the provision of housing.

~~291-292.~~ **Non-Whip Antenna** - An antenna which is not a whip antenna, such as dish antennas, panel antennas, etc.

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~~292-293.~~ **Occupancy** - The use or intended use of the land or buildings by proprietors or tenants.

~~293-294.~~ **Office, Professional and General Administrative** - A room or group of rooms used for the provision of executive, management, or administrative services. Typical uses include administrative offices, and services including real estate, insurance, property management, investment, personnel, travel, secretarial services, telephone answering, and business offices of public utilities, organizations and associations, but excluding medical offices.

~~294-295.~~ **Office Center** - A building or complex of buildings used primarily for conducting the affairs of a business, profession, service, industry or government, or like activity that may include ancillary services for office workers such as a coffee shop, newspaper or candy stand.

~~295-296.~~ **Office, City, County, State, and Other Governmental** – A room or group of rooms used for the provision of executive, management, or administrative services for conducting the affairs of official governmental agencies. This will include administrative, proprietary and fiduciary activities.

~~296-297.~~ **Office-Showroom/Warehouse** - An establishment with a minimum of seventy-five percent (75%) of its total floor area devoted to storage and warehousing, but not accessible to the general public. The remaining area may include retail and wholesale sales areas, sales

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bracket styles; wood, metal, or masonry materials with painted, engraved, or mounted letters are encouraged.

- 7) Signs must be located on the facade in areas designated for this function; for example, a recessed or framed area or a parapet panel between shop-front and roofline.
- 8) Color, materials, sizes, shapes, and lighting of signs must be compatible with the architecture of the building, the business it identifies and the character of the surrounding area.
- 9) Sign shapes must be simple and straightforward to communicate well. Signs as symbols are permitted and encouraged because they are easily read and add to the vitality of a storefront.
- 10) Portable signs such as menu boards for restaurants or to direct customers to parking areas shall be allowed provided they do not block sidewalks or streets and are stored indoors after hours of operation.
- 11) ~~Wall m~~Murals shall be considered on a case-by-case basis, ~~and approved by the City Council as an element of a site plan application.~~ Public murals shall be considered by the Public Arts Board for recommendation to and approved by the City Council. Private murals approval process includes a recommendation from the Planning and Zoning Commission to the City Council based on the following criteria:
 - Shall not include any owner identification or commercial text message; however, it may contain graphics or images that relates to the products or services offered on the premises where the mural is located.
 - Murals or art representation displaying any owner identification or commercial text message will be considered as a "flat/wall sign."
 - Shall not depict nudity or obscene images and be generally acceptable for viewing by all audiences.
 - Materials utilized in painting a mural shall have proven durability and shall be maintained or removed if not maintained.
- 12) Temporary signs are allowed in accordance with the general sign provisions of this Code. *(Amended by Ord. No. 1799 on July 5, 2016)*

f. Parking Requirements

Parking areas situated in front of buildings in new developments in the Main Street Subdistrict are prohibited. In new developments, required parking shall be provided at the rear of buildings. Parking provided on the side of a building will be considered on a case-by-case basis and approved by the City Council as an element of a site plan application. The parking requirements of this Code shall be enforced in new developments to the extent possible. Developers must share in the cost of remote parking lots if all required parking cannot be provided on site.

6. Development Standards - Neighborhood Subdistrict of Old Town Keller

a. Site Orientation and Layout

The Neighborhood Subdistrict is more residential in character and contains a mixture of some of the early homes built in Keller and some infill residential structures from the 1900's through the 1970's. The structures in this subdistrict are set back farther from the street than the structures in the Main Street Subdistrict to allow for additional landscaping. Most of the streets have wide right-of-ways (approximately eighty feet [80']) that will accommodate ninety-degree (90°) head in parking within the street right-

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- c) The use of lighted stripes, exposed neon tubular lights or similar material on buildings or accessory structures shall not be permitted.
- d) Awning and canopies shall be architectural metal, canvas, glass, fiberglass, or fabric. Vinyl, plastic or similar materials for awnings and canopies are not allowed.

4) Mechanical equipment

Roof top mechanical/electrical equipment shall be screened with an extension of the building facade or a compatible roof design and shall be tall enough to shield all rooftop mechanical equipment from the view from the street. The screening of equipment with metal screening, latticework, louvered panels, or other materials that are compatible with the building's architecture may be approved on a case-by-case basis by City Council. The screening of all ground-mounted mechanical equipment shall not be required.

5) Service Areas and Loading Docks

Service area, loading docks, service doors, and trash collection areas fronting on streets or public open spaces shall be permitted. Screening of these areas shall not be required.

f. Signage Requirements

1) Attached or Building Mounted Signage

- 1) Attached signs are allowed in accordance with the sign provisions in Section 8.09 of this Code unless otherwise specified.
- b) Sign materials shall consist of wood, metal, masonry, durable plastic, or similar materials with painted, engraved, or individual mounted letters.
- c) Only one attached sign shall be allowed per business per public street frontage. An additional attached sign may be permitted per business if facing the rear of the property.

- d) ~~Wall-m~~ Murals shall be considered on a case-by-case basis, ~~and approved by the City Council as an element of a site plan application~~ Public murals shall be considered by the Public Arts Board for recommendation to and approved by the City Council. Private murals approval process includes a recommendation from the Planning and Zoning Commission to the City Council based on the following criteria:

- Shall not include any owner identification or commercial text message; however, it may contain graphics or images that relates to the products or services offered on the premises where the mural is located.

- Murals or art representation displaying any owner identification or commercial text message will be considered as a "flat/wall sign."

- Shall not depict nudity or obscene images and be generally acceptable for viewing by all audiences.

- Materials utilized in painting a mural shall have proven durability and shall be maintained or removed if not maintained.

2) Detached or Ground Mounted Signage

- a) Detached or ground mounted signs are allowed in accordance with the sign provisions in Section 8.09 of this Code unless otherwise specified.

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Section 8.09 (D.6) Table 3 – Attached Signs Additional Types

*Additional Attached Sign Types *No combination of attached signage shall exceed twenty percent (20%) of the area of the façade on which it is mounted. For the purpose of multitenant buildings, only the individual lease space shall be considered.*

Type	Max. Size	Number	Zoning Districts	Additional Standards
Building Identification	Not Applicable	2 per building	Multi-family	No signs or words shall be over 18" in height. Signs shall not be mounted on roofs and shall not project above the roof.
Incidental	4 sf	1 per elevation	All	Permitted in addition to primary sign, no permit required
Protective	1 sf	1 per premise	All	4" letter height maximum. No permit required.
Auxiliary Signage	50 sf (all Auxiliary Signs combined)	3 per building	All Non-Residential	Only permitted on commercial buildings of twenty-five thousand (25,000) square feet or larger or restaurants of five thousand (5,000) square feet or larger.
Window Signs	Not Applicable	Not Applicable	All Non-Residential	May not cover more than twenty five percent (25%) of the window area per building elevation or lease space elevation. No permit required.
Awning Sign	20 sf	1 per awning face	All Non-Residential	Maximum 9" tall lettering. Awning must be an attached fabric awning and signage must be on the valance.
Canopy Sign	None	2	All Non-Residential	Maximum 24" tall lettering. Canopy must be a free-standing structure.
Projecting sign	20 sf	1	OTK	The premise or occupancy may not have to detached sign on the premise. The sign shall have a minimum of ten feet (10') clearance. The sign may project up to 4' from building surface but not over any public right-of-way, except on Main Street in OTK with a TXDOT permit, see Figure 10 Section 8.18.
Shingle Sign	4 sf	1 allowed per street frontage	OTK	The sign shall have a minimum of ten feet (10') clearance. May project up to 4' from building surface. Sign shall not project over any public right- of-way, except on Main Street in OTK with a TXDOT permit.
Movement Control	6 sf	Not Applicable	All Non-Residential	Maximum 4" letter height. No permit required.
Murals	<p>There are no set standards for murals. All proposed murals must be approved by City Council after recommendation from the Public Arts Board.</p> <p><u>Where permitted, the following applies:</u></p> <ul style="list-style-type: none"> <u>Shall not include any owner identification or commercial text message; however, it may contain graphics or images that relates to the products or services offered on the premises where the mural is located.</u> <ul style="list-style-type: none"> <u>Murals or art representation displaying any owner identification or commercial text message will be considered as a "flat/wall sign."</u> <u>Shall not depict nudity or obscene images and be generally acceptable for viewing by all audiences.</u> <u>Materials utilized in painting a mural shall have proven durability and shall be maintained or removed if not maintained.</u> 			