POLITICAL ADVERTISING
What You Need To Know

The Texas Election Law requires certain disclosures and notices on political advertising. The law also prohibits certain types of misrepresentation in political advertising and campaign communications. This brochure explains what you need to know to insure that your political advertising and campaign communications comply with the law.

If you are not sure what the law requires, do the cautious thing. Use the political advertising disclosure statement whenever you think it might be necessary, and do not use any possibly misleading information in political advertising or a campaign communication. If you are using political advertising or campaign communications from a prior campaign, you should check to see if the law has changed since that campaign.

Candidates for federal office should check with the Federal Election Commission at (800) 424-9530 for information on federal political advertising laws.

NOTICE: This guide is intended only as a general overview of the disclosure statements that must appear on political advertising as required under Chapter 255 of the Election Code, which is distinct from political reporting requirements under Chapter 254 of the Election Code.

Texas Ethics Commission
P.O. Box 12070
Austin, Texas 78711-2070

(512) 463-5800
FAX (512) 463-5777
TDD (800) 735-2989

Visit us at www.ethics.state.tx.us on the Internet.

Revised January 1, 2017
REQUIRED DISCLOSURE ON POLITICAL ADVERTISING

I. What Is Political Advertising?

The disclosure statement and notice requirements discussed in this section apply to “political advertising.” In the law, “political advertising” is a specifically defined term. Do not confuse this special term with your own common-sense understanding of advertising.

To figure out if a communication is political advertising, you must look at what it says and where it appears. If a communication fits in one of the categories listed in Part A (below) and if it fits in one of the categories listed in Part B (below), it is political advertising.

Part A. What Does It Say?

1. Political advertising includes communications supporting or opposing a candidate for nomination or election to either a public office or an office of a political party (including county and precinct chairs).

2. Political advertising includes communications supporting or opposing an officeholder, a political party, or a measure (a ballot proposition).

Part B. Where Does It Appear?

1. Political advertising includes communications that appear in pamphlets, circulars, fliers, billboards or other signs, bumper stickers, or similar forms of written communication.

2. Political advertising includes communications that are published in newspapers, magazines, or other periodicals in return for consideration.

3. Political advertising includes communications that are broadcast by radio or television in return for consideration.

4. Political advertising includes communications that appear on an Internet website.

II. When Is A Disclosure Statement Required?

The law provides that political advertising that contains express advocacy is required to include a disclosure statement. The person who causes the political advertising to be published, distributed, or broadcast is responsible for including the disclosure statement.

The law does not define the term “express advocacy.” However, the law does provide that political advertising is deemed to contain express advocacy if it is authorized by a candidate, an agent of a candidate, or a political committee filing campaign finance reports. Therefore, a disclosure statement is required any time a candidate, a candidate’s agent, or a political committee authorizes political advertising.
The precise language of political advertising authorized by someone other than a candidate, the candidate’s agent, or a political committee will determine if the advertising contains express advocacy and is therefore required to include a disclosure statement. Generally, the question is whether the communication expressly advocates the election or defeat of an identified candidate, or expressly advocates the passage or defeat of a measure, such as a bond election. The inclusion of words such as “vote for,” “elect,” “support,” “defeat,” “reject,” or “Smith for Senate” would clearly constitute express advocacy, but express advocacy is not limited to communications that use those words. Similar phrases, such as “Cast your ballot for X,” would also constitute express advocacy. Additionally, in 2007, the United States Supreme Court held that an advertisement included express advocacy or its functional equivalent “if the ad is susceptible to no reasonable interpretation other than as an appeal to vote for or against a specific candidate.” FEC v. Wisconsin Right to Life, Inc., 127 S.Ct. 2652 (2007). It is a question of fact whether a particular communication constitutes express advocacy. If you are not sure whether political advertising contains express advocacy, do the cautious thing and include the disclosure statement. That way there is no need to worry about whether you have violated the law.

Remember: The concept of “express advocacy” is relevant in determining whether political advertising is required to include a disclosure statement. However, the political advertising laws governing the right-of-way notice, misrepresentation, and use of public funds by political subdivisions will apply to political advertising regardless of whether the advertising contains express advocacy.

III. What Should The Disclosure Statement Say?

A disclosure statement must include the following:

1. the words “political advertising” or a recognizable abbreviation such as “pol. adv.”; and

2. the full name of one of the following: (a) the person who paid for the political advertising; (b) the political committee authorizing the political advertising; or (c) the candidate or specific-purpose committee supporting the candidate, if the political advertising is authorized by the candidate.

The disclosure statement must appear on the face of the political advertising or be clearly spoken if the political advertising does not include written text.

The advertising should not be attributed to entities such as “Committee to Elect John Doe” unless a specific-purpose committee named “Committee to Elect John Doe” has filed a campaign treasurer appointment with the Ethics Commission or a local filing authority.

IV. Are There Any Exceptions To The Disclosure Statement Requirement?

The following types of political advertising do not need the disclosure statement:

1. t-shirts, balloons, buttons, emery boards, hats, lapel stickers, small magnets, pencils, pens, pins, wooden nickels, candy wrappers, and similar materials;

2. invitations or tickets to political fundraising events or to events held to establish support for a candidate or officeholder;
3. an envelope that is used to transmit political advertising, provided that the political advertising in the envelope includes the disclosure statement;

4. circulars or fliers that cost in the aggregate less than $500 to publish and distribute; and

5. political advertising printed on letterhead stationery, if the letterhead includes the name of one of the following: (a) the person who paid for the advertising, (b) the political committee authorizing the advertising, or, (c) the candidate or specific-purpose committee supporting the candidate, if the political advertising is authorized by the candidate. (Note: There is also an exception for holiday greeting cards sent by an officeholder, provided that the officeholder’s name and address appear on the card or the envelope.)

V. What Should I Do If I Discover That My Political Advertising Does Not Contain A Disclosure Statement?

The law prohibits a person from using, causing or permitting to be used, or continuing to use political advertising containing express advocacy if the person knows it does not include the disclosure statement. A person is presumed to know that the use is prohibited if the Texas Ethics Commission notifies the person in writing that the use is prohibited. If you receive notice from the Texas Ethics Commission that your political advertising does not comply with the law, you should stop using it immediately.

If you learn that a political advertising sign designed to be seen from the road does not contain a disclosure statement or contains an inaccurate disclosure statement, you should make a good faith attempt to remove or correct those signs that have been distributed. You are not required to attempt to recover other types of political advertising that have been distributed with a missing or inaccurate disclosure statement.


The Fair Campaign Practices Act sets out basic rules of decency, honesty, and fair play to be followed by candidates and political committees during a campaign. A candidate or political committee may choose to subscribe to the voluntary code by signing a copy of the code and filing it with the authority with whom the candidate or committee is required to file its campaign treasurer appointment. A person subscribing to the code may indicate that fact on political advertising by including the following or a substantially similar statement:

(Name of the candidate or political committee, as appropriate) subscribes to the Code of Fair Campaign Practices.

VII. Special Rule For Judicial Candidates, Officeholders, and Committees.

Candidates for the Supreme Court, Court of Criminal Appeals, courts of appeals, district courts, statutory county courts (county courts-at-law), and statutory probate courts are required to file a form declaring their intent to either comply with or exceed the voluntary expenditure limits of the Judicial Campaign Fairness Act. A candidate who has declared an intent to comply with the expenditure limits, as well as a specific-purpose committee supporting such a candidate, may
state the following in political advertising:

**Political advertising paid for by (name of candidate or committee) in compliance with the voluntary limits of the Judicial Campaign Fairness Act.**

If a candidate declares an intent to exceed the expenditure limits, however, both the candidate and any specific-purpose committee supporting the candidate must include in their political advertising the following statement:

**Political advertising paid for by (name of candidate or committee), (who or which) has rejected the voluntary limits of the Judicial Campaign Fairness Act.**

---

**ROAD SIGNS**

I. When Is The “Right-Of-Way” Notice Required?

All written political advertising that is meant to be seen from a road must carry a “right-of-way” notice. It is a criminal offense to omit the “right-of-way” notice in the following circumstances:

1. if you enter into a contract or agreement to print or make written political advertising meant to be seen from a road; or

2. if you instruct another person to place the written political advertising meant to be seen from a road.

II. What Should The “Right-Of-Way” Notice Say?

Section 255.007 of the Texas Election Code prescribes the exact language of the notice:

**NOTICE: IT IS A VIOLATION OF STATE LAW (CHAPTERS 392 AND 393, TRANSPORTATION CODE) TO PLACE THIS SIGN IN THE RIGHT-OF-WAY OF A HIGHWAY.**

III. Do Yard Signs Have To Have The “Right-Of-Way” Notice?

Yes. The “right-of-way” notice requirement applies to signs meant to be seen from any road. The notice requirement assures that a person responsible for placing signs is aware of the restriction on placing the sign in the right-of-way of a highway.

IV. What About Bumper Stickers?

Bumper stickers do not need the “right-of-way” notice. They do, however, need a political advertising disclosure statement.
V. Where May I Place My Signs And How Long May Signs Be Posted?

For information about exactly where you may or may not place signs, or for information regarding the length of time your signs may be posted, check with your city or county government and with the Texas Department of Transportation at (512) 416-2901.

MISREPRESENTATION

I. Are There Restrictions On The Contents Of Political Advertising?

Political advertising and campaign communications may not misrepresent a person’s identity or official title, nor may they misrepresent the true source of the advertising or communication. The election law does not address other types of misrepresentation in political advertising or campaign communications.

Note that the misrepresentation rules apply to both political advertising and campaign communications. “Campaign communication” is a broader term than “political advertising.”

A “campaign communication” means “a written or oral communication relating to a campaign for nomination or election to public office or office of a political party or to a campaign on a measure.”

II. Misrepresentation Of Office Title.

A candidate may not represent that he or she holds an office that he or she does not hold at the time of the representation. If you are not the incumbent in the office you are seeking, you must make it clear that you are seeking election rather than reelection by using the word “for” to clarify that you don’t hold that office. The word “for” must be at least one-half the type size as the name of the office and should appear immediately before the name of the office. For example, a non-incumbent may use the following formats:

- Vote John Doe for Attorney General
- John Doe For Attorney General
III. Misrepresentation Of Identity Or Source.

A person violates the law if, with intent to injure a candidate or influence the result of an election, the person misrepresents the source of political advertising or a campaign communication or if the person misrepresents his or her own identity or the identity of his or her agent in political advertising or in a campaign communication. (If someone else is doing something for you, that person is your agent.) For example, you may not take out an ad in favor of your opponent that purports to be sponsored by a notoriously unpopular group.

IV. Use Of State Seal.

Only officeholders may use the state seal in political advertising.
POLITICAL SIGN REGULATIONS
CITY OF MANSFIELD, TEXAS

PERMITS/FEES - No permit or fee is required

PERMISSION

- The owner’s written consent must be obtained before political signs are placed on private property. Please keep the written consent in case there is a complaint. Written consent is not required from the City of Mansfield for sign placement in City easements or rights-of-way (see prohibited areas below).

MAXIMUM SIGN SIZE AND HEIGHT

- Maximum Size – 36 square feet.
- Maximum Height – 8 feet.
- Political sign height is subject to further restrictions below.

VISIBILITY OBSTRUCTION

- Political signs placed within 15 feet of the curb or street pavement, if there is no curb, must be less than 30 inches high or have a height clearance of 8½ feet from the ground to the bottom of the sign.
- Political signs must not block the sight of drivers or pedestrians who are at any street crossing, intersection, or point of traffic concentration, such as the entrance drive to a retailer or gas station.

MINIMUM SIGN SPACING

- A political sign for any candidate, political action or issue shall be located at least 100 feet from another political sign for the same candidate, political action or issue except when such signs are located at opposite corners of a street intersection. This requirement is not applicable to political signs at a designated voting location and in the public easement or right-of-way immediately adjacent to the designated voting location.

PROHIBITED AREAS – Political signs are prohibited:

- On properties owned by the City of Mansfield, Mansfield Park Facilities Development Corporation or Mansfield Economic Development Corporation, including, but not limited to City Hall, Mansfield Activity Center, City Library, Public Safety Building, and City parks.
- In any easement or right-of-way immediately adjacent to the properties depicted above.
- In any easement or right-of-way where the adjacent property owner objects to the political sign
- In any drainage easement or drainage right-of-way.
- In the median of any street.
- In any state or federal rights-of-way.
- On trees or other natural objects.
- On utility poles, fire hydrants, boxes covering public utilities, bridges, pavement, sidewalks or crosswalks.

REMOVAL

- Political signs for an official election shall be removed within 14 days after the election. In case of a runoff election, the signs for the candidates involved shall be removed within 14 days after the runoff election.
- The City may remove or dispose of political signs in violation of these regulations on public property, easement or right-of-way without notice of the sign owners.

OTHER REQUIREMENTS

- Political signs shall be made of durable, weatherproof material. Dirty, torn, faded, dented or otherwise poorly maintained political signs shall be removed.
- Political signs shall not be illuminated or have any moving elements.
- Political signs shall not display the logo of the City of Mansfield.
- Political signs for a candidate, political action or issue for which a resident of Mansfield is not entitled to vote are prohibited.
ARTICLE 7. SUPPLEMENTAL PROVISIONS.

Section 7100. Sign Standards.

A. Purpose: To establish regulations and minimum standards which directly relate to the function of the signs and to the intensity of development of each particular zoning district.

B. Permit Requirements: No sign, unless herein excepted, shall be located, constructed, attached, or painted until a building permit application has been approved by the Planning Department and issued by the Development Services Department in accordance with the requirements of this section.

C. Sign Classifications and Definitions: As used in the Schedule of Sign Standards contained in Table 7100 D, the following sign construction types and definitions shall apply:

1. Classifications:

   a. Wall Sign: A sign which is attached or affixed to the wall of a building or is an integral part of the wall of a building with the exposed face of the sign in a plane parallel to and not more than twelve inches (12") from said wall; providing, however, that electric wall signs may project not more than eighteen inches (18") from said wall. A wall sign shall not extend above or beyond the parallel face to which the sign is attached.

   b. Projection Sign: A sign which is attached or affixed to a building wall or structure other than a pole and extends or projects there from a maximum of four (4) feet.

   c. Pole Sign: A sign supported by and placed upon not more than two (2) poles or standards. Extra poles or standards in excess of two (2) may be added with the approval of the Building Inspector.

   d. Directional Sign: A temporary pole or ground sign that directs vehicular traffic. The sign may display arrows, words, or other symbols to indicate direction to the location of developments, subdivisions, model homes, garage sales, neighborhood information or businesses. *(Ordinance No. 1586, Adopted 8/28/06)*

   e. Reader Board Sign: A changeable copy sign with stripes or devices attached to the face of the sign to hold readily movable letters and numerals. The sign may be internally or externally illuminated.

   f. Ground Sign: A sign which is supported by more than two (2) columns, poles, uprights or braces in or upon the ground and is not a part of a building.

   g. Monument Sign: A freestanding, low profile sign with a solid base; any poles or supports must be concealed.

   h. Unified Development Sign: A freestanding sign that is supported from the grade to the bottom of the sign with a solid base and is used to identify multiple tenants within a unified development. *(Ordinance No. 1479, Adopted 4/12/04)*

2. Definitions:
m. **Political Sign**: The term "political sign" shall be deemed to mean any sign erected for the purpose of advertising a political candidate or ballot measure; espousing a political cause; or expressing a person’s or group’s viewpoint or opinion on a political issue.

n. **Temporary Sign**: A non-permanent sign which is intended to be displayed for a short period of time only. The term temporary sign shall include but not be limited to search lights, banners, bullhorns, pendants, spinners, balloons, streamers or other kinds of wind signs. Specific permitting and display standards for temporary signs are listed in Section 7100.J.2, Promotional Signage *(Ordinance No. 1453, Adopted 10/13/03)*

o. **Wind Sign**: A temporary accessory sign, which achieves movement and thus attracts attention by action of wind currents.

p. **Sign Area**: The entire area within a circle, triangle or parallelogram enclosing the extreme limits of writing, representation, emblem or any figure of similar character, together with any frame or other material or color forming an integral part of the display or used to differentiate the sign from the background against which it is placed; excluding the necessary supports or uprights on which such sign is placed. Where a sign has two or more faces, the area of all faces shall be included in determining the area of the sign, except that where two faces are placed back to back and are at no point more than two (2) feet from one another, the area of the sign shall be taken as the area of one face if the two faces are of equal area, or as the area of the larger face if the two faces are of unequal area.

q. **Flashing Sign**: A sign or part thereof, operated so as to create flashing, change in light intensity, color or copy or intermittent light impulses more frequent than one every ten (10) seconds and further provided that Electronic Message Centers as herein above defined shall not constitute flashing signs. It is further provided that a sign which creates intermittent light impulses which convey time of day and/or temperature only shall not constitute a flashing sign.

r. **Sign Height**: The measurement from the ground level to the highest point of the sign. *(Ordinance No. 1479, Adopted 4/12/04)*

s. **Lighting**: As the term is used in Table 7100 D hereof, the illumination of a sign face by the light source exterior to and not a part of such face or a source of light not exposed to the eye.

t. **Motion**: As the term is used in Table 7100 D hereof, the moving or rotating of a sign or portion thereof, or the giving of the perception of motion, other than a electronic message center as herein above defined.

u. **Required Setback**: The distance from the property line, right-of-way line or street curb of all streets adjacent to the premises on which a sign is located.

v. **Sign Structure**: Any part of a sign, including the base, supporting columns or braces, display surface, or any other appendage thereto.

w. **Portable Sign**: A sign whose principal supporting structure is intended, by design, use or construction, to be used by resting upon the ground for support and which may be easily moved or relocated for reuse. Portable signs shall include but not be limited to
### Legend:

- **TEMPORARY**: See Notes (6), (9), (10), (11)

### Table 7.100D Schedule of Sign Standards

<table>
<thead>
<tr>
<th>Regulation</th>
<th>Motion</th>
<th>Flashing</th>
<th>Lighting</th>
<th>Maximum Quantity</th>
<th>Minimum Setback From Side Or Rear Yard Line</th>
<th>Minimum Setback From Street Right-Of-Way</th>
<th>Maximum Width In Feet</th>
<th>Maximum Height In Feet</th>
<th>Maximum Area In Square Feet</th>
<th>Sign Classification</th>
<th>Where Permitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Notes:

1. Varies by jurisdiction;
2. Must not exceed 75 feet of building or advertisement;
3. See Notes (6), (9), (10), (11)
4. \[Expression\]
5. \[Expression\]
6. \[Expression\]
E. **Special Sign Standards for Multi-Tenant Office or Retail Strip Buildings**

One (1) additional wall sign may be permitted for a business at the corner or end of a multi-tenant office or retail strip building subject to the following regulations:

1. The additional wall sign shall be located on the side façade of the multi-tenant office or retail strip building. The side façade shall be defined as any façade that is at an angle of more than 45 degrees to the front façade. The front façade shall be defined as the façade on which most of the tenant spaces have their main entrances.

2. The additional wall sign shall not be allowed on the following:
   a. on the rear façade of a multi-tenant office or retail strip building;
   b. on any façade that is parallel or nearly parallel to the front façade of the multi-tenant office or retail strip building; or
   c. on any façade that faces an abutting residential zoning district or an abutting PR zoning district occupied by single-family homes.

3. The location of an additional wall sign on an irregular or non-traditional shape building shall require the approval of the Zoning Administrator for compliance with the intent of this section of the Zoning Ordinance.

4. The size of the additional wall sign shall not exceed the size of the primary sign on the front façade of the tenant space; and in no case shall the additional wall sign exceed 75% of the width of the wall or store front on which the additional wall sign is placed.

5. The additional wall sign shall be located on the tenant space served by the sign.

6. The additional wall sign shall only advertise a single tenant.

7. The additional wall sign shall not co-exist with any other signs on the same building façade that advertise other tenants or the multi-tenant office or retail strip building.

F. **Special Standards for Advertising Signs:**

1. Advertising sign structures erected in the C-3, I-1 and I-2 Districts shall be placed a minimum of four hundred feet (400') apart when erected so as to face the same direction. No such structure shall be located within four hundred (400) feet of a residential zoning district boundary line if the face of the sign is placed at an angle of less than ninety (90) degrees to the district boundary line, nor shall such structure be located within two hundred (200) feet of a general business sign. (i.e. pole sign or ground sign).

2. Advertising sign structures erected in the C-3, I-1 and I-2 Districts placed within six hundred (600) feet of the right-of-way of a state or federally controlled highway or freeway shall be permitted when in compliance with the following:
   a. Placed a minimum of five hundred (500) feet from any interchange of intersection.
§7100

f. Developments that are comprised of predominantly office or industrial uses shall not be considered as a unified development.

g. There shall be no existing or future pole signs or ground signs within the unified development.

3. Maximum Sign Area: The maximum area of a unified development sign shall be based on the size of the unified development as depicted in the table below:

<table>
<thead>
<tr>
<th>Minimum Size of Unified Development</th>
<th>Maximum Area of Unified Development Sign</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 to 19.99 acres</td>
<td>100 sq. ft.</td>
</tr>
<tr>
<td>20 to 29.99 acres</td>
<td>200 sq. ft.</td>
</tr>
<tr>
<td>30 acres or more</td>
<td>300 sq. ft.</td>
</tr>
</tbody>
</table>

In addition to the maximum sign area listed above, an additional sign area of fifty (50) square feet shall be allowed on a unified development sign to display the name of the unified development.

4. Maximum Height: The maximum height of a unified development sign shall be thirty-five (35) feet.

5. Minimum Setback: The minimum setback for a unified development sign shall be as follows:

a. Ten (10) feet from the street right-of-way line.

b. Fifteen (15) feet from the side or rear lot line.

c. Where the width of an easement is greater than the required setback, the sign must be located outside of the easement.

6. Maximum Quantity: Only one unified development sign shall be permitted per unified development. Deviation from this requirement shall be accomplished only through an approved Planned Development.

7. Co-existence with Other Signs:

a. A unified development sign may be permitted on the same lot as a monument sign and may co-exist with other monument signs in the unified development provided that it shall not be closer than thirty (30) feet to any monument signs in the unified development.

b. There must be no pole or ground signs within the unified development. After the approval of a master sign plan and before the construction of a unified development sign, all existing pole or ground signs within a unified development must be removed.

8. Master Sign Plan: Before obtaining a permit and erecting a unified development sign, the applicant shall submit a master sign plan to the Planning Department for review. A non-
d. The bottom of the unified development sign shall rest directly on the support base with no space in between.

e. The base of the unified development sign shall have the same or greater width as the sign.

f. Only those properties and businesses within the boundaries of the unified development shall be included on the unified development sign.

g. A unified development sign shall not be considered as an off-site sign even if some of the properties and businesses included on the sign are not located on the lot where the sign is erected.

Ordinance No. 1479, Adopted 4/12/04

H. Special Sign Standards for Neighborhood Information Signs: Neighborhood Information Signs may be erected within the boundaries of a platted residential subdivision without a permit provided the following regulations are met:

1. No neighborhood information signs shall be erected for a period of time exceeding fourteen (14) days.

2. All neighborhood information signs must be removed within twenty-four (24) hours after the event displayed on the sign.

3. No signs advertising the private sale of goods, services or real estate shall be allowed. Without limiting the foregoing, signs for garage sale events are not neighborhood information signs and must be permitted under Section 7100.J.3.

4. No neighborhood information signs shall be located:
   a. in City right-of-way or in the public median of any City right-of-way;
   b. within a visibility triangle or in such a way as to block or obscure from vision any traffic or safety sign or signal;
   c. within fifty (50) feet from another neighborhood information sign when located on the same lot; or
   d. on private property without the permission of the property owner.

5. No more than two neighborhood information signs are permitted at each subdivision entrance.

6. No more than three neighborhood information signs are permitted on each homeowner’s association lot.

7. No neighborhood information sign shall exceed the following dimensions:
   a. Height – thirty-six (36) inches, as measured from the ground level.
3. Signs shall be permitted for all Nonconforming uses in accordance with the regulations and standards specified in this Ordinance. Any sign used in conjunction with a Nonconforming use of land or buildings, if such sign is not in accordance with the provisions of this section, shall be deemed a separate Nonconforming use of land, and shall be subject to the provisions of Sections 7100.L and 7700 of this ordinance. *Ordinance No. 1479, Adopted 4/12/04*

4. No revolving beam or beacon of light resembling any emergency vehicle light shall be permitted to be erected as part of any sign display in any zoning district.

5. Obstruction to View: No sign shall be erected, constructed, or maintained so as to constitute an obstruction of the vision or sight of motor vehicle drivers or pedestrians at any street intersection, street crossing or point of traffic concentration. A sign in the direct line of vision or sight of any motor vehicle driver or pedestrian from any point in a traffic lane within fifty (50) feet of any traffic control sign shall not be permitted.

6. All signs of any nature whatsoever, whether temporary or permanent, when situated within fifteen feet (15') of the curb or edge of any street shall either:

   a. Have a clear height of eight and one-half feet (8-1/2') from the ground to the bottom of the sign; or

   b. Have a height of not more than two and one-half feet (2-1/2') measured from the top of curb to the top of the sign; provided, that wall signs may be permitted on a wall which complies with setback and height requirements of the Zoning Ordinance.

7. No high intensity light shall be permitted as part of a sign display visible from an adjacent street in any zoning district; except signs giving public service information such as but not limited to date or temperature may be permitted. Lighting shall be shielded to prevent beams or rays from being directed at any portion of a traveled roadway or an occupied residential area and shall not be of such intensity or brilliance as to cause glare or impair vision.

8. Sign regulations for any development placed in a Planned Development District shall be established by the Planned Development ordinance and shall specify the maximum height, setback, general types and area of such signs permitted.

9. All signs must be constructed from substantial materials, free from defects, using accepted practices of good workmanship. All parts of a painted sign shall be painted with two (2) coats of good quality water-resistant paint. All signs are subject to all requirements contained in the City of Mansfield's Code of Ordinances and are subject to inspections during and after construction.

10. All signs shall be maintained in good appearance and safe structural condition. The general area in the vicinity of any sign shall be kept free and clear of sign materials, weeds, debris, trash and litter. Maintenance or replacement of sign copy or structural repairs shall be conducted in a manner to protect adjacent properties from debris and litter. Torn or ragged signs shall be repaired, covered or removed.

11. All signs with the exception of permitted off-premise signs shall pertain only to the principle use, service rendered, or product sold on the premises on which the sign is located and contain only information pertaining to either the name of the occupant, or the kind of business, or the brand name of the principle commodity being sold, but not including...
signage must be placed directly in front of the lease or tenant space being advertised, and shall not be placed in front of any other lease or tenant space. Signage shall not be located in any sight visibility triangle or visibility easement, nor shall any combustible materials be placed in contact with lighted signs or any electrical fixtures.

f. Promotional signage shall not display information on any activity, event or person not located on the premises where the signage is permitted.

g. Torn or severely weathered promotional signage shall not be permitted.

h. Inflatable signs may be used in a promotional signage display subject to the following regulations:

1. Inflatable signs shall be ground-mounted.

2. Inflatable signs shall not be placed in a slight visibility triangle or in a manner that obstructs visibility necessary for safe traffic maneuvering.

3. Inflatable signs must be set back from any property line, parking lot, sidewalk, or fire lane by a minimum distance equal to five (5) feet plus the height of the inflatable sign.

4. Inflatable signs shall not be placed under any overhead utility lines.

5. Inflatable signs shall be kept in good repair and remain securely attached in such a manner to withstand wind loads.

i. The quantity of signs in a promotional signage display shall be limited to a maximum of one (1) inflatable sign or three (3) of any other type of temporary sign per display.

j. A separate permit is required for each fourteen (14) day period that promotional signage will be used.

3. Garage Sale Signs: Signs pertaining to garage sales shall comply with the regulations in the Code of Ordinances.

4. Public Information Signs: Signs of a public or non-commercial nature, which shall include but not be limited to community service information signs, help wanted signs, public transit service signs, public utility information signs, safety signs, danger signs, trespassing signs, signs indicating scenic or historical points of interests, and all signs erected by a public officer in the performance of a public duty may be erected in all zoning districts without a permit. All public information signs except signs erected by a public officer shall not exceed an area of thirty two (32) square feet.

5. Flags:

a. Official flags of government jurisdiction, flags indicating weather conditions and flags which are emblems of on-premise business firms and enterprises, religious, charitable, public and nonprofit organizations may be erected in all zoning districts without a permit. No more than one (1) United States flag, one (1) State of Texas flag, and one (1) emblematic flag shall be permitted on a single property at the same time.
8. **Sign on Vehicles:** Signs on trucks, buses or passenger vehicles which are used in the normal conduct of business which are bearing current license plates, which are traveling or lawfully parked upon public right-of-ways, or any other premises for a period not exceeding four hours or for a longer period where the primary purpose of such parking is not the display of any sign.

9. **Kiosk Signs:**
   a. The City Council may, by duly executed license agreement, grant the exclusive right to design, erect and maintain kiosk signs within Mansfield.
   b. Kiosk signs must be designed and constructed according to the specifications contained in the aforementioned license agreement.
   c. Prior to erecting any kiosk sign, the licensee shall submit a sign location map to the Director of Planning and Director of Public Works for approval.
   d. Kiosk sign installations shall include breakaway design features as required for traffic signs in the street right-of-way.
   e. Advertisement or price information is prohibited on kiosk signs.
   f. No signs, pennants, flags or other devices for visual attention or other appurtenances shall be attached to kiosk signs.
   g. Kiosk signs shall not be illuminated.
   h. Individual sign panels on kiosk signs shall have a uniform design and color.
   i. Kiosk signs shall not interfere with the use of sidewalks, walkways, bike and hiking trails; shall not obstruct the visibility of motorists, pedestrians or traffic control signs; shall not be installed in the immediate vicinity of street intersections; and shall comply with the requirements of the twenty-five (25) foot visibility triangle or other visibility easements.

10. **Holiday or Festive Decorations:** String lights or strip lighting and banner for recognized holiday or festive decorations may be erected in all zoning districts without a permit for a period not to exceed 60 days.

11. **Signs not visible:** All signs not visible from off the property may be erected in all zoning districts without a permit.

12. **On-premise Informational Signs:** Non-commercial signage, such as “Enter,” “Exit,” “One-Way,” or “Drive-Thru,” signs, that are used to direct vehicular or pedestrian traffic may be placed on the premises served by the signs provided that the following regulations are met:
   a. On-premise informational signs shall not exceed four (4) square feet in area and three (3) feet in height.
   b. On-premise informational signs shall not display any commercial message, including business name, graphic or logo.
a. Temporary realtor open house directional signs must be no larger than twenty-four (24) inches by eighteen (18) inches in size (three square feet) and cannot be higher than three (3) feet above grade. Sign must no be placed closer than thirty (30) feet from an intersection, measured from the edge of the right-of-way line along any street, and must not be placed in the median. Signs must not be placed any closer than three (3) feet from the back of the curb or from the edge of the pavement.

b. These signs must not obstruct the vision of traffic on the roadway. Any signs determined to be in a location that causes an immediate hazard to public safety must be immediately removed by the city.

c. Signs must only direct traffic to properties located within the city limits.

d. The sign must contain the words “open” or “open house”, as well as a directional arrow. The signs must contain the name of the realty company, the name of the listing agent and a current phone number (cell phone) in a font size and manner that is smaller and less prominent than the “open”, “open house” and directional information.

e. No more than four (4) of these signs shall be posted for each address, including a sign on the property at which the open house is being held.

f. These signs must be kept in good repair. These signs must be made of metal and/or plastic. These signs must not be made of wood or paper. The signs must be self-supporting and placed into the ground. The signs must not be placed on a utility pole, streetlight pole, sign pole, fence, tree, or any other manmade or natural feature. The signs must not be illuminated.


g. Placement of these signs shall only be allowed on Fridays, Saturdays, Sundays and City holidays, and shall be removed no later than two (2) hours after the open house event. For the purpose of the subsection, a city holiday is any day recognized as an official holiday by the City of Mansfield. The list of official holidays observed by the City of Mansfield shall be maintained for public viewing on the City’s official website.

16. Real estate signs shall comply with the following regulations:

a. Real estate signs shall be removed within fourteen (14) days following the close of a sale of the property.

b. Real estate signs shall be maintained in good condition. Dull or peeling paint or damage to the material used for such signs shall be sufficient cause for the City to require repair or replacement or impoundment.

L. Prohibited Signs: It shall be unlawful to erect, place, attach, paint, write stamp, paste or maintain:

1. Any sign, including a human sign, which is not included under the types of signs permitted in Section 7100.D or in Section 7100.J.

2. Any sign, with the exception of approved advertising signs, political signs and kiosk signs, which advertises or publicizes goods, services, establishments, persons and activities not located on the premises upon which the sign is maintained.
or intermittent illumination shall be given ninety 90 days from the date of the adoption of this Ordinance to be brought into compliance with this Ordinance.

And further, provided that signs which are specifically prohibited in Section 7100.K shall be discontinued or removed by the owners of said signs within one hundred eighty (180) days from the date of the adoption of this Ordinance.

N. Application for Permit: The application for a sign permit shall be made by the owner or tenant of the property on which the sign is to be located, or his authorized agent, or a sign contractor licensed by the City. Such applications shall be made in writing on forms furnished by the Development Services Department and shall be signed by the applicant. Every application for approval shall be accompanied by a plan or plans drawn to scale and including:

1. The dimensions of the sign and, where applicable, the dimensions of the wall surface of the building to which it is to be attached.

2. The dimensions of the sign's supporting members.

3. The proposed height of the sign.

4. The proposed location of the sign in relation to the face of the building, in front of which or on which it is to be erected.

5. The proposed location of the sign in relation to the boundaries of the lot upon which it is to be situated. This requirement shall not apply to wall signs.

6. Any other electrical, structural and architectural data as applicable. Upon obtaining a building permit, the owner or his authorized agent shall sign a statement indemnifying and holding the City harmless for any damages which may result from the placement of said sign including attorney fees and all costs of litigation.

O. Permit Required, Exceptions: No permit shall be required for the erection or alteration of the following:

1. Signs not exceeding two (2) square feet of display surface on a building, stating merely the name and occupation of an occupant, or other community service information.

2. Non-illuminated and non-electrical signs not exceeding 32 square feet used solely to advertise the sale or rental of the premises on which such signs are located.

3. Signs or markers used by a public utility holding a franchise from the City for community service information.

4. Temporary non-commercial signs or banners authorized by the Director of Planning for a period not to exceed 30 days.

5. The changing of the advertising copy or message of a reader board sign or a painted or printed sign. Electric signs shall not be included in this exception.

6. The repainting, non-electrical repair or cleaning maintenance of a sign.
Rules for Posting Campaign Signs

During campaign season, the landscape blooms with a special kind of flower - the political sign. Unlike wildflowers that are welcome anywhere, putting campaign signs on public lands is illegal. So before you plant that sign, learn the law and keep Texas beautiful.

You Need to Know

- It is illegal to place any signs on or within the right of way. This includes posting signs on trees, telephone poles, traffic signs and other objects on the right of way.
- Campaign signs along Texas roads can be placed on private property with the owner's permission. Signs must be made of lightweight material and be no larger than 50 square feet.
- Campaign signs may be posted as early as 90 days before an election (no earlier) and must be removed within 10 days after the election.
- Before placing a sign inside of incorporated city limits, check with the city for applicable ordinances.

Sign Removal

If you've placed your sign in the right of way or it's posing a traffic hazard, we will remove it without prior notice. All costs associated with sign removal will be paid by the sign owner.

Contact Us

For more information about the rules governing campaign signs, please call (512) 416-2901.