

ORDINANCE NO. _____

AN ORDINANCE AMENDING THE CODE OF THE CITY OF FORT WORTH TO ESTABLISH TEMPORARY WORLD CUP DISTRICTS FOR THE 2026 FIFA WORLD CUP, SUSPENDING CERTAIN SIGNAGE REGULATIONS WITHIN SUCH DISTRICTS TO PROMOTE ECONOMIC DEVELOPMENT, TOURISM, AND COMMUNITY CELEBRATION, WHILE ESTABLISHING RESTRICTIONS ON CERTAIN ACTIVITIES TO ENSURE PUBLIC HEALTH, SAFETY, WELFARE, AND COMMUNITY AESTHETICS; PROVIDING THAT THIS ORDINANCE SHALL BE CUMULATIVE OF ALL ORDINANCES; PROVIDING A SAVINGS CLAUSE; PROVIDING A SEVERABILITY CALUSE; PROVIDING A PENALTY CLAUSE; PROVIDING FOR PUBLICATION; AND PROVIDING AN EFFECTIVE DATE OF JUNE 1, 2026 AND AN EXPIRATION DATE OF JULY 27, 2026

WHEREAS, the Fédération Internationale de Football Association (“FIFA”) owns and organizes the FIFA World Cup, the world’s premier international football competition; and

WHEREAS, the FIFA World Cup 2026 (the “World Cup”) will be the largest in history, featuring 48 national teams and 104 matches hosted across sixteen cities in Canada, Mexico, and the United States, with the City of Arlington, Texas designated as one of the official host cities and the site of multiple matches, including high-profile knockout-round and semifinal matches at AT&T Stadium; and

WHEREAS, the City of Fort Worth (“Fort Worth”) anticipates an unprecedented influx of domestic and international visitors during the World Cup who will travel to, stay in, dine in, and enjoy the attractions of Fort Worth, including the Stockyards National Historic District, Sundance Square, the Cultural District, the Fort Worth Convention Center, and numerous hotels and entertainment venues; and

WHEREAS, Chapter 478 of the Texas Government Code expressly recognizes the World Cup as a “major event” that will generate substantial economic impact through tourism, job creation, tax revenue, and international exposure for the entire North Texas region; and

WHEREAS, the Fort Worth City Code already prescribes regulations and restrictions to ensure smooth operations of events in the City, including local permit requirements and regulations for soliciting and mobile vending, signs, temporary short-term activities, and parades, races and block events; and

WHEREAS, given increased security risks, increased number of people visiting Fort Worth to attend or participate in the World Cup and related activities, and the large scale nature of

the World Cup, the City has determined that it is within the public interest to adopt certain additional and temporary regulations ("World Cup Regulations") to mitigate and manage these risks consistent with the City's interest in preserving the public's health, safety and welfare; and

WHEREAS, the City's specific purposes for adopting the World Cup Regulations include: (1) promoting and protecting public health, safety, and welfare in and around affected areas in Fort Worth impacted by the World Cup; (2) exercising responsible public stewardship by managing the World Cup to maximize economic benefits to the community, while protecting the public interest; (3) promoting and protecting good order and aesthetic qualities in affected areas during the World Cup and minimizing commercial blight; and (4) managing congestion and pedestrian and vehicular traffic flow within specifically defined areas ("World Cup Districts") that would otherwise impede the free and safe flow of traffic, presenting safety and security risks, by hindering security operations and interfering with emergency vehicle access; and

WHEREAS, the World Cup District boundaries will be specific to the World Cup, and will generally align with high-traffic areas expected to experience significant visitor concentrations, underscoring the need to preserve adequate traffic flow, avoid congestion, and maintain safe and orderly transportation and public safety operations during the World Cup; and

WHEREAS, Fort Worth desires to maximize the economic, cultural, and community benefits of the World Cup by encouraging businesses, property owners, residents, and visitors to celebrate the World Cup and its activations that enhance the welcoming atmosphere of Fort Worth while ensuring it continues to serve the interests of its residents and the public; and

WHEREAS, Fort Worth's existing sign code, while appropriate for ordinary circumstances, is highly restrictive and would unnecessarily limit the ability of local businesses and property owners to display World Cup-themed signage, banners, flags, murals, projections, and other celebratory displays that would contribute to the festive environment desired by residents and expected by visitors; and

WHEREAS, temporarily suspending certain size, height, location, duration, and permitting requirements for signage and temporary structures during the World Cup within designated high-traffic celebration areas will allow Fort Worth's commercial corridors, entertainment districts, and neighborhoods to participate fully in this once-in-a-generation event, thereby increasing sales tax, hotel occupancy tax, and mixed-beverage tax revenues that directly benefit Fort Worth and its residents; and

WHEREAS, a limited, clearly defined suspension of selected sign and outdoor event regulations during the World Cup period will promote economic development, support small businesses, encourage private investment in World Cup-related activations, and showcase Fort Worth's world-famous hospitality and Western heritage to a global audience; and

WHEREAS, the Fort Worth City Council ("City Council") finds that such temporary regulatory relief and enforcement is narrowly tailored to the unique circumstances presented by the World Cup, constitutes a reasonable time-limited accommodation to further compelling

governmental interests in economic development and tourism promotion, and does not permanently alter Fort Worth’s comprehensive sign and land-use regulatory framework; and

WHEREAS, the City Council further finds that any signage or temporary displays allowed under this ordinance remain subject to generally applicable laws, including laws prohibiting false advertising, trademark infringement, and obstruction of public rights-of-way, and that the relaxed regulations provided herein do not authorize any activity that would endanger public health, safety, or welfare as determined by Fort Worth; and

WHEREAS, while promoting celebration through temporarily relaxed regulations, the City Council recognizes the need to protect public health, safety, welfare, and aesthetics in areas anticipated to experience high concentrations of visitors by establishing targeted restrictions on certain disruptive or hazardous activities, such as unauthorized vending, distribution of materials, pyrotechnics, unmanned aircraft operations, and unregulated alcohol consumption, during the World Cup; and

WHEREAS, these restrictions are intended to prevent congestion, traffic hazards, public safety issues, and interference with emergency access in the designated World Cup Districts, while allowing for approved, coordinated activities that align with Fort Worth’s goals for the World Cup; and

WHEREAS, the City Council expressly acknowledges that the First Amendment protects political, religious, and artistic expression, and nothing in this ordinance shall be construed to restrict non-commercial speech in public fora beyond the reasonable time, place, and manner regulations that remain in effect.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF FORT WORTH, TEXAS

SECTION 1. FINDINGS INCORPORATED

The findings set forth in the recitals above are incorporated herein as if fully set forth.

SECTION 2. DEFINITIONS

- a. “World Cup” means the FIFA World Cup 2026 and all related activities and events.
- b. “World Cup Period” means the period beginning at 12:00 a.m., June 1, 2026, and ending at 11:59 p.m., July 27, 2026, inclusive.
- c. “World Cup District” means the following geographic areas (as depicted on the map attached hereto as Exhibit A and incorporated by reference):
 - 1. Stockyards National Historic District (generally the area bounded by

Northeast 28th Street on the north side, the Burlington Northern Santa Fe Railroad tracks on the east side, Northeast 23rd Street and the property line south of Marine Creek between the railroad tracks on the southside, and Houston Street, the north and south property lines abutting Exchange Avenue, Clinton Street, Stockyards Boulevard, and Ellis Avenue on the west side);

2. Sundance Square / Downtown District (generally the area bounded by Jones Street, East 7th Street, north along the Burlington Northern Santa Fe Rail Road tracks to Belknap Street, West to N. Henderson St, South to the north side of Lancaster Avenue);
3. West 7th Cultural District (generally the area bounded by Montgomery Street, Camp Bowie Blvd. and W. 7th Street, Foch Street, W. Lancaster Avenue, and Trail Drive).
4. Near Southside District (generally the area bounded by the following: a corridor along Main Street south of I-30 extending east to Bryan Avenue, West to Galveston Avenue, and South to Magnolia Avenue; and a second corridor along Rosedale Avenue extending West to 8th Avenue, South to Morphy Street, and East to S. Main Street.

d. “World Cup-Related Display” means any sign, banner, flag, pennant, mural, inflatable, super graphic, fence sign, or similar temporary structure or display that is erected, installed, or displayed solely during the World Cup Period in a World Cup District and primarily promotes, celebrates, announces, or otherwise directly relates to the World Cup.

SECTION 3. WORLD CUP DISTRICT REGULATIONS

During the World Cup Period and within any World Cup District, the following regulations shall apply:

a. Sign Regulations for World Cup-Related Displays

1. *General*: Unless otherwise explicitly stated under this section, all sign regulations established in Chapter 29 “Signs” of the Code of the City of Fort Worth (2015), Appendix “A: Zoning Regulations”, Chapter 6: “Development Standards”, Article 4: “Signs” of the Code of the City of Fort Worth (2015), Near Southside Development Standards and Guidelines, Stockyards Form Based Code and Design Guidelines, and the Downtown Urban Design Standards and Guidelines shall apply.
2. *Applicability*. The regulations stated in this section shall only apply during the World Cup Period for signs that meet the definition of World-Cup Related Displays. All other such signs shall comply with Chapter 29 “Signs” of the City Code, Appendix “A: Zoning Regulations”, Chapter 6: “Development Standards”, Article 4: “Signs” of the Code of the City of Fort Worth (2015), Near Southside

Development Standards and Guidelines, Stockyards Form Based Code and Design Guidelines, and the Downtown Urban Design Standards and Guidelines.

3. *Development Services Department Review of Signs:* All signs requiring a permit shall be reviewed and approved by the Development Services Department on an expedited basis. Any World Cup Related Display sign within the World Cup District requiring approval by the Historic and Cultural Landmarks Commission, Urban Design Commission, or the Downtown Design Review Board is hereby suspended for the World Cup Period.
4. *Signs on Historic Buildings.* Any sign that is to be attached to a designated historic structure or a structure within an existing historic district must first obtain approval from the Historic Preservation Office regarding the manner and method by which such signs are attached to the building or structure prior to obtaining permits for construction.
5. *Removal of Signs:* All World Cup-Related Displays must be removed by July 27, 2026. Failure to remove such sign will result in criminal citation and removal by the city.
6. *Additional Temporary Sign Requirements.*
 - i. No permanent structure shall be constructed or erected for purposes of displaying a temporary sign.
 - ii. No temporary sign shall be permitted on buildings that are abandoned, vacant, or declared unsafe by the Fort Worth Building Official.
 - iii. No temporary sign shall exceed the actual façade of the structure to which the temporary sign is affixed.
7. *Temporary Signs Not Requiring a Permit.*
 - i. All signs exempted from a permit as provided under § 6.403 of the City of Fort Worth Zoning ordinance
 - ii. All temporary signs allowed under the Near Southside Development Standards and Guidelines, the Stockyards Form Based Code and Design Guidelines, and the Downtown Urban Design Standards and Guidelines;
 - iii. Window Signs, subject to the following conditions:
 - A. Window signs may occupy a maximum of 35% of total window area; however, for vacant storefronts, window signs may occupy a maximum of 100%.
 - B. Window signs are not limited to the first floor of a multi-story building; and
 - C. Window area shall be calculated as described in § [6.406\(c\)](#) of the City of Fort Worth Zoning ordinance
 - iv. Pennants
 - v. A-Frame and T-Frame Signs, subject to the following conditions:

- A. Only one such sign shall be permitted for each building entrance;
 - B. Such sign erected in front of a building shall be within twenty (20) feet of the building entrance;
 - C. Such signs shall be no larger than eight (8) square feet and shall not exceed forty-two (42) inches in height, including the base of the sign;
 - D. Such signs shall remain five (5) feet or more from the curb of a public street and shall leave five (5) or more feet of effective walkway width unobstructed in accordance with the American Disabilities Act (“ADA”); and
 - E. Such signs shall be removed whenever the adjacent business is closed.
8. *Temporary Signs Requiring a Permit.*
- i. Temporary signs under § 6.404 of the City of Fort Worth Zoning Ordinance
 - ii. Temporary signs greater than 8 sq. ft.
 - iii. Temporary signs greater than 42 inches tall.
 - iv. Temporary signs located 25 feet or higher above grade, shall require the submission of a letter with the building permit from an engineer licensed by the State of Texas certifying the sign can withstand loads and comply with safety regulations.
9. *Supergraphic Sign.* Off premise supergraphic signs shall be allowed in the Sundance Square/Downtown World Cup District provided the following conditions apply:
- i. Supergraphic signs require a permit and must be themed to primarily promote, celebrate, announce, or otherwise directly relate to the World Cup.
 - ii. The supergraphic sign must:
 - A. Encourage the use of illustrative images or other non-repetitive design elements
 - B. Encourage visually interesting, vibrant, and colorful designs
 - C. Discourage use of solid colors or repetitive design elements; and
 - D. Discourage an image of a single product or product logo without graphic elements
 - iii. A supergraphic sign must have one large visual display with a minimum of 80 percent non-textual graphic content and contain a maximum of 20 percent text. The sign may contain a maximum of 10 percent text or logo related to sponsorship and the remainder of the sign must promote the World Cup.
 - A. Multiple displays giving an appearance of multiple signs are prohibited.
 - B. The effective area of text is the sum of the areas within minimum imaginary rectangles of vertical and horizontal lines, each of which fully contains a word or logo related to sponsorship
 - iv. Supergraphic signs may be externally illuminated
 - v. No supergraphic sign may exceed 450 feet in height.
 - vi. A supergraphic may not extend beyond the edge of the face of the building to which it is attached

- vii. A supergraphic sign may wrap around the edge of the building if:
 - A. Both building facades to which the supergraphic sign is attached have frontage on a public right-of-way; and
 - B. The supergraphic sign is one continuous image.
- viii. No supergraphic sign may:
 - A. Cover any window or architectural or design feature of the building to which it is attached.
 - B. Be placed or positioned on a building or structure in a manner that directly faces or be directed towards any interstate highway or freeway where the primary audience of the sign would be the travelers on such interstate highway or freeway.
- ix. All hardware fasteners for a supergraphic sign must comply with Fort Worth Building Code and all other ordinances, rules, and regulations of the City of Fort Worth.

b. General Conditions.

1. Applicants may apply for a permit to install a World Cup-Related Display, as required by this Ordinance, upon adoption of this Ordinance by the Fort Worth City Council and prior to the World Cup Period. However, any Applicant whose permit application is approved may not begin the process of installation, or otherwise display, any World Cup-Related Display until the World Cup Period. World Cup-Related Displays that do not require a permit, as provided in this Ordinance or in the Fort Worth Zoning Ordinance, may only be installed, erected, or otherwise displayed during the World Cup Period.
2. All World Cup-Related Displays must be removed by the end of the World Cup Period. Failure to remove any World Cup-Related Display by the end of the World Cup Period constitutes a violation of this Ordinance, and each day that such display remains after the expiration of the World Cup Period shall constitute a separate offense.
3. The City Manager may adopt administrative guidelines and delegate approval authority for all World Cup-Related Display permits.
4. Nothing in this ordinance regulates noncommercial political, religious, or artistic expression in traditional public fora. Such activity remains subject to content-neutral time, place, and manner rules, including: (i) no obstruction of sidewalks or entrances; (ii) no interference with emergency access; (iii) compliance with applicable noise limits; and (iv) no affixation to public or private property without consent.
5. The City may remove or order the removal, without prior written notice, of any World Cup-Related Display erected in violation of this ordinance or that otherwise is not removed prior to the expiration of the World Cup Period, in accordance with the procedure set forth in this ordinance.

SECTION 4. COMPLIANCE WITH EXISTING FEDERAL, STATE AND LOCAL LAWS.

Nothing in this Ordinance modifies requirements to comply with existing federal, state, and local laws, including but not limited to laws prohibiting false advertising, trademark infringement, obstruction of public rights-of-way, or any activity that would endanger public health, safety, or welfare.

SECTION 5. VIOLATIONS AND PENALTIES.

Violations of any provision of this Ordinance are punishable as a Class C Misdemeanor as provided in the Fort Worth City Code, or as provided herein. Any person, firm, or corporation who violates, disobeys, omits, neglects or refuses to comply with or who resists the enforcement of any of the provisions of this ordinance shall be fined not more than Five Hundred Dollars (\$500.00) for each offense. Each day that a violation exists shall constitute a separate offense. This Section does not limit any other remedies available to the City of Fort Worth in law or equity.

SECTION 6. CUMULATIVE CLAUSE

This ordinance shall be cumulative of all provisions of ordinances of the Code of the City of Fort Worth, Texas, as amended, except where the provisions of this ordinance are in direct conflict with the provisions of such ordinances and such Code, in which event conflicting provisions of such ordinances and such Code are hereby repealed. All other provisions of the Code of the City of Fort Worth, as amended, shall remain in full force and effect.

SECTION 7. SEVERABILITY

It is hereby declared to be the intention of the City Council that the phrases, clauses, sentences, paragraphs and sections of this ordinance are severable, and, if any phrase, clause, sentence, paragraph or section of this ordinance shall be declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, such unconstitutionality shall not affect any of the remaining phrases, clauses, sentences, paragraphs and sections of this ordinance, since the same would have been enacted by the City Council without the incorporation in this ordinance of any such unconstitutional phrase, clause, sentence, paragraph or section.

SECTION 8. SAVINGS CLAUSE

All rights and remedies of the City of Fort Worth, Texas, are expressly saved as to any and all violations of the provisions of the Code of the City of Fort Worth or any other ordinances of the City, that have accrued at the time of the effective date of this ordinance; and, as to such accrued violations and all pending litigation, both civil and criminal, whether pending in court or not, under such ordinances, same shall not be affected by this ordinance, but may be prosecuted until final disposition by the courts.

SECTION 9. PUBLICATION AND EFFECTIVE DATE

The City Secretary of the City of Fort Worth, Texas is hereby directed to publish the caption, penalty clause and effective date of this ordinance for two (2) days in the official newspaper of the City of Fort Worth, Texas, as authorized by Texas Local Government Code, Section 52.013. After publication, as

required by law, this ordinance shall become effective on 12:01 a.m. on June 1, 2026 and expire on 12:01 a.m. on July 27, 2026.

PPROVED AS TO FORM AND LEGALITY:

ATTEST:

Assistant City Attorney

Jannette S. Goodall, City Secretary

Date: _____

ADOPTED: _____

EFFECTIVE: June 1, 2026

EXHIBIT A

World Cup Districts

