

CITY OF HOUSTON

Mayor's Office of Special Events

CH 25 Special Events Ordinance

Article IV. Nationally Competitive Bid Events

Applicant Name

Clean Zones

Name of Event

Rules and Regulations

Safety Zones (Also known as Clean Zones) was created to maintain the integrity of the events surrounding National and International Competitively Bid Events (NCIBE) such as the Super Bowl, NCAA Final Four, NCAA College Football Championship and the Olympics. While a positive consequence of the Clean Zone is the enhanced ability of the municipality to control activities which could become disruptive, the primary goal is brand protection through the elimination of ambush marketing. Corporate sponsors invest millions in the sanctioning entity for the privilege of exclusivity. The Fédération Internationale de Football Association (FIFA) has trademarked, the terms FIFA, World Cup, FIFA World Cup, World Cup 26, and World Cup Houston 2026 and has copyrighted the telecast of the game so that proprietors are prohibited from charging admission to view the game on a large screen unless the appropriate telecasting rights have been approved and proof shown. Unauthorized commercial use of these terms in advertising or promotions, even by small businesses, bars, or restaurants—is prohibited and can result in legal action.

The Houston City Council has approved six (6) Clean Zones, however, only four (4) will be activated for the upcoming FIFA World Cup 26 in Houston from June 11 through July 19, 2026. The Zones activated during the World Cup games will be 1) Central Business District (CBD), 2) EADO and East End, 3) Galleria and 4) NRG Park. Not activated are Memorial City and Midtown Park. The specifics of these Clean Zones are found in Article IV of Chapter 25 of the City of Houston Code of Ordinances.

Article IV, Chapter 25 code, will be activated on Thursday, May 28, 2026, through Wednesday, July 22, 2026. These specific dates of activation have been determined by the LOC, the FIFA World Cup 26 Host Committee and the Mayor's Office of Special Events (MOSE). The first official FIFA World Cup event, "FIFA Fan Festival 2026" will open on Thursday, June 11, 2026, and end on Sunday, July 19, 2026.

The following provisions are included in the Code of Ordinances:

Signs and signage

A prohibition against temporary signage includes video screens, message boards or nighttime projections of commercial messages within the designated Clean Zones. No new signs or banners bearing logos or brand names may be placed within the Clean Zone unless they are approved by the LOC and MOSE. The only logos and brand names permitted will be those of the official sponsors of the FIFA World Cup 26. The LOC in cooperation with MOSE has final approval of all signage. Any non-licensed signage in windows or on private property must face inward; contents must not be visible from the street.

Attention Getting Devices

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A prohibition against inflatables and building wraps within the Clean Zones. Inflatables, balloons, video screens or similar intended to draw attention to a particular business or location are prohibited unless specifically sanctioned by FIFA and LOC.

Temporary structures and tents

A prohibition against temporary structures including temporary retail locations not approved by the LOC of the 2026 FIFA World Cup Host Committee. No tents or temporary structures may be erected in public areas. Any tents or structures and tents approved by FIFA or the LOC must be in compliance with City of Houston ordinances.

Vehicles for hire

Administration and regulations on temporary taxicab and limousine driver licenses are subject to specific rules and regulations with the Clean Zone. Vehicles must be licensed by the City and adhere to rates outlined by the Administration and Regulatory Affairs office, (ARA) <https://www.houstontx.gov/ara/vfh/index.html>

Aerial Advertisement

There is no vertical boundary in the Clean Zone. Planes may drag banners in compliance with FAA aviation standards; however, if a "No Fly Zone" is established by the FAA and law enforcement, all aerial activity is prohibited.

Drones

A comprehensive "no-fly zone mandate" will exist in all Clean Zones. Violating flight restrictions can result in fines and/or other sanctions. Approval from the Houston Police Department, MOSE and the proper FAA authorizations will be required. Drones are regulated by the Federal Aviation Administration (FAA), and operators must use the LAANC System to request authorization for flying in controlled airspace. Flying over crowds, stadiums, or certain government buildings is prohibited, and operators are urged to avoid flying over private property without consent.

The Clean Zone ordinance is enforced by the applicable City of Houston departments. More information may be found in Article IV of Chapter 25 Sec. 25-151.