



AGENDA ITEM ANALYSIS

Project/Issue Name: 21-15 An Ordinance of the City Council of the City of Republic, Missouri, Amending the Municipal Code of the City of Republic, Missouri, by Amending Title IV, Land Use, Chapter 415, Sign Regulations, Regarding Signs.

Submitted By: Chris Tabor, Principal Planner, BUILDS Department

Date: April 6, 2021

Issue Statement

Consideration to approve Amendments to Chapter 415 Sign Regulations

Discussion and/or Analysis

The City of Republic is requesting Amendments to Chapter 415 Sign Regulations in order to provide a more comprehensive ordinance that clarifies City rules and regulations while placing the community in a better position to receive and respond to the needs of new businesses.

Please note that many of the changes made by this amendment are covered only generally by reference in the following section, "Housekeeping Items." More substantial changes, as well as all changes to Section 415.020 Definitions, have been noted separately by their designated sections.

Section 415 Housekeeping Items

- A number of the alterations made throughout the ordinance concern the need to modernize language, correct existing errors, or clarify meaning.

Section 415.020 Definitions

Added Definitions

- **Animated/Animation:** Refers to the employment of physical motion, the illusion of motion, or light or color changes created through mechanical or electrical means.

Revised Definitions

- **Attached Sign (Sign, Wall):** Any sign substantially and permanently attached to, applied on, structurally connected to, painted on, engraved on, etched on, or supported by any part of a building's wall, awning, canopy, marquee, parapet, sunshield, ~~window~~, door or similar item. **Such a sign may not extend beyond any further than eighteen (18) inches from the connected structure nor extend beyond the edge of the wall to which it is attached.**



- **Business Area:** Any district designated under Chapter 405 of the Republic City Code for office, commercial or industrial use, **including Planned Development Districts whose development plans contain districts with similar purpose(s).**
- **City Building Inspector:** The City ~~Building~~ Inspector of the City of Republic, Missouri, or his/her designated representative of the Community Development Department.
- **Directional Sign:** A ~~pole-freestanding~~ or monument sign, located on private property, which directs vehicular traffic. The sign may display arrows, words or other symbols to indicate the direction of the facilities. No goods or services for sale may be listed.
- **Effective Area:** The surface area enclosed by the minimum imaginary arrangement of three-dimensional geometric figures ~~or combination of contiguous rectangles, composed of vertical and horizontal lines~~ which fully contain all ~~extremities~~ extreme limits of the copy on a the sign. ~~This rectangle, or combination of contiguous rectangles, is to be calculated from an orthographic projection of the sign viewed horizontally. The viewpoint for an orthographic projection shall be rotated horizontally around the sign to give the largest rectangle. For flat signs, this viewpoint is opposite a corner. If elements of the sign are movable or flexible, as a flag or string of lights, the measurement shall be taken when the elements are fully extended and parallel to the plane of view. The sign seen from this viewpoint is then enclosed within the smallest plane of view. The sign seen from this viewpoint is then enclosed within the smallest rectangle, or combination of contiguous rectangles, which fully contains the sign. The area of the rectangle, or combination of contiguous rectangles, is the "effective area" of the sign. A combination of contiguous rectangles may be used with more than one (1) surface containing copy.~~
- **Flags:** A construction of fabric, plastic or paper depicting through symbols, characters, design or letters a nation, or political subdivision ~~or business~~ when hung, without frame, from a ~~staff or~~ pole.
- **Setback:** The horizontal distance between the curb-property line and a vertical projection from that portion of the sign nearest the curb-property line.
- **Sign, Freestanding:** A type of detached sign which is supported by one (1) or more uprights, poles or braces affixed to the ground, not attached to the principal building or structure. The bottom of the sign face shall be no closer than eight (8) feet from the ground below the sign except where alternative height and distance of signage from grade have been specified.
- **Sign, Monument:** A type of detached sign supported by the ground, not attached to the principal building or structure, where the bottom edge of the sign is on or in the ground.
- **Sign, Projecting:** Any sign which is attached to and projects more than eighteen (18) inches from a surface or building face.



Section 415.030 Exempt Signs

- Exempt Signs
 - **415.030.A** – Removed the following exemptions
 - Banner Signs
 - Directional Signs
 - **415.030.A.10.g** – Clarified language to match its intention that each sign may be four square feet.
 - Attached incidental sign, which pertains to goods, products, services or facilities that are available on the premises where the sign is located, but only tangentially related to the main activities or purpose of the business, not exceeding ~~a total of~~ four (4) square feet in effective area per business.
 - **415.030.A.12** – Added specifications for Menu board signs to
 - Clarified that such signs may be for the service of walk-up customers
 - Set restrictions on number of menu board signs based on walk-up service windows and drive thru lanes
 - 1 per each.
 - Clarified size allowance for menu board signs that facilitate double-faced signage
 - Maximum of 60 Sq Ft per side

Section 415.080 For Signs in Business Areas

- **415.080.B – General Provisions**
 - Commercial signs may not locate within 25 feet of a non-business area
- **415.080.B – Detached Signs**
 - Maximum height changed from 25 feet to 40 feet. This amendment is designed to provide more options to businesses desiring greater visibility in a growing marketplace
 - Prohibits signs from encroaching upon an easement

Section 415.110 Directional Signs

- New guidelines provide clarification on the purpose of directional signage, allowable height and area, and how such signs interact with the greater sign ordinance.

Recommended Action

Staff recommends the approval of the referenced Amendments.