

Chapter 415

Sign Regulations

Section 415.010 **Purpose.** [CC 1999 §26-110]

- A. This Chapter provides standards for the erection and maintenance of signs. All signs shall be erected and maintained in accordance with these standards. The general purpose of these standards is to promote, preserve and protect the health, safety, general welfare, convenience and enjoyment of the public and to preserve and protect the aesthetic quality of the City of Republic, and to achieve the following:
1. *Safety.* To promote the safety of persons and property by providing that signs:
 - a. Do not create a hazard due to collapse, fire, collision, decay, abandonment or other safety considerations; and
 - b. Do not create traffic hazards by confusing or distracting motorists.
 2. *Landscape quality and preservation.* To protect the public welfare and to enhance the appearance and economy of the City, by providing that signs:
 - a. Do not interfere with scenic views;
 - b. Do not constitute a nuisance to occupancy of adjacent property by their brightness, size, height or movement;
 - c. Do not negatively affect the City's tourism industry;
 - d. Do not create or worsen visual clutter or visual blight;
 - e. Do otherwise protect and preserve a quality landscape in the City; and
 - f. Do otherwise enhance the appearance and economy of the City.

Section 415.020 **Definitions.** [CC 1999 §26-111; Ord. No. 04-71 §1, 12-27-2004; Ord. No. 05-23 §1, 3-28-2005]

As used in this Chapter, the following words, terms and phrases shall have the meanings respectively ascribed to them by this Section:

ANIMATED/ANIMATION

Refers to the employment of physical motion, the illusion of motion, or light or color

changes created through mechanical or electrical means.

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.**

ATTENTION ATTRACTING DEVICES

Any animated, mechanical or stuffed item designed to promote, advertise, demonstrate or call attention to any commercial, office, retail or service business or activity.

BANNER

A sign made of fabric or any other non-rigid material with no enclosing framework.

BUILDING CODE

The Building Code of the City of Republic, Missouri, together with any related Code(s) adopted by the City, and any regulations adopted in conformance therewith.

BUSINESS AREA

Any district designated under Chapter **405** of the Republic City Code for office, commercial or industrial use-, **including within the boundaries of areas of similar purpose as they are delineated within Planned Development Districts.**

CITY BUILDING INSPECTOR

The City ~~Building~~ Inspector of the City of Republic, Missouri, or his/her designated representative of the Community Development Department.

[Ord. No. 16-23 § 1, 11-28-2016]

COMMERCIAL

Relating to the sale of goods or services.

COPY

The letters, figures, characters, representations, pictures or wording on a sign, including any identification, description, symbol, trademark, object, design logo, illustration or device illuminated or non-illuminated which directs attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situated merchandise; or any emblem or painting designed to advertise, communicate, identify or convey information.

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.~~

ERECT

Attach, alter, build, construct, reconstruct, enlarge or move.

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.

FLASHING LIGHT

A continuously intermittent light or sequential light; but not including animation or lighting changes which change the copy of a sign.

FRONTAGE, BUILDING

The wall of the building that faces the street abutting the property. If the building is located on a corner at an angle facing two (2) streets, the frontage shall be the wall of the building which faces the street with the highest average daily traffic count.

IDEOLOGICAL AND NON-COMMERCIAL SIGN

A sign which does not name or advertise a product, service or business but only expresses a viewpoint, non-commercial message, opinion or idea. This includes commemorative plaques, historic markers, holiday decorations, political signs, political or fraternal flags or emblems, or protective signs which are commonly associated with safeguarding the permitted uses of a premises including, but not limited to "vicious dog", "no trespassing", "neighborhood watch" and "authorized parking only".

LOT

A parcel of land under one (1) ownership designated as a separate and distinct tract and identified by a tract or lot number or symbol in a duly approved subdivision plat of record.

MENU BOARD

An on-premise sign utilized by the public patronizing a drive-through business as to a bill of fare or other products or services.

NON-BUSINESS AREA

Any area within a residential zoning district, including areas therein where legal non-residential uses are present.

NON-COMMERCIAL

Relating to a public service, religion, charity, idea or similar item.

OFF-PREMISES SIGN

A sign structure advertising an establishment, merchandise, service or entertainment which is not sold, produced, manufactured or furnished at the property on which said sign is located, e.g. "billboards", "outdoor advertising" or "off-site sign".

ON-PREMISES SIGN

A sign which pertains to the use of the premises on which it is located and maintained.

PERMANENT SIGN

Any wall or monument sign or other sign which is intended remain displayed.

PERSON

Any individual, corporation, association, firm, partnership, institution or other legal entity, singular or plural.

PREMISES

Any tract of land, consisting of one (1) or more lots, under single or multiple ownership, which operates as a functional unit. When developed, a premises shall also possess one (1) or more of the following criteria:

1. Shared parking.
2. Common management.
3. Common identification.
4. Common access.
5. Shared circulation.

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

Any object principally designed to convey a message, including sign structure and decorative cover. Examples of signs include, but are not limited to: message boards, changeable copy boards, pennants, flags, billboards, and streamers.

SIGN, DETACHED

A sign not attached to or painted on a building, but which is permanently affixed to the ground, otherwise known as a monument or freestanding sign. A sign attached to a flat surface such as a fence or a wall not a part of a building shall be considered a detached sign.

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.

SIGN, ROOF

Any sign erected upon, against or directly above a roof.

SIGN STRUCTURE

Any structure which supports, has supported, or is designed to support a sign, including any decorative cover, exclusive of any copy.

SIGN, WALL

Any sign in a parallel plane to and attached, installed, painted, engraved or etched upon a structure's wall, awning, canopy, marquee, parapet, sunshield, window, door or similar item.

STP URBAN SYSTEM

Surface Transportation Program (Urban System) is a network of roads and highways that qualify for Federal aid under the Inter-modal Surface Transportation Efficiency Act.

STREET GRADE

The highest altitude of the street vertically under any portion of the sign or its supports.

USE

The purpose for which a building, lot, sign or other structure is arranged, intended,

designed, occupied or maintained.

Section 415.030 Exempt Signs.

[CC 1999 §26-112; Ord. No. 99-42 §1, 9-27-1999; Ord. No. 04-64 §1, 10-11-2004; Ord. No. 08-67 §1, 9-8-2008]

A. The following signs shall not require the issuance of a sign permit but must be in conformance with all other sign regulations and the Building Code. These signs are allowed in addition to all other signs allowed under this Chapter.

1. *Address numbers.*

a. Address numbers for each residential building and business address numbers not exceeding one (1) square foot in effective areas per character, and one (1) name plate not exceeding two (2) square feet in effective area per dwelling unit or business. All address numbers and name plates shall be attached signs, except as follows:

b. If a building is more than one hundred (100) feet from the street, its address numbers may be detached.

~~2. *Banner signs.* One (1) banner sign per business premises, which is not over thirty-six (36) square feet in effective area.~~

~~3. *Directional signs.* Detached on premises directional signs which do not exceed five (5) square feet in effective area. Any logo, business name, product, or service identification, or other advertising shall not exceed twenty percent (20%) of the effective area. No part of the sign shall exceed four (4) feet in height above street grade or four (4) feet in height above the lowest level of the ground under the sign if elevation of premises at sign location is more than twelve (12) inches above street grade, excluding berms or other landscaping features.~~

~~42. *Election signs.* Any sign erected for an election campaign, provided that said sign is removed ten (10) days after election is final.~~

~~53. *Flags.* Flags of any nation, State or political subdivision provided:~~

~~a. If the flag is flown from a flagpole, such flagpole shall be a minimum of four (4) times the length of the flag but shall not exceed over sixty (60) feet in height from finished grade.~~

~~64. *Government sign.* Any sign erected or maintained by or for any agency of government pursuant to and in discharge of any governmental function or required or authorized by law, ordinance or governmental regulations; or any sign erected in cooperation with the City or other government agency for the purpose of promoting the City or community.~~

- ~~75~~. *Holiday decorations.* Holiday decorations in season.
- ~~86~~. *Internal signs.* Any on-premises sign, the copy of which cannot be viewed from a street right-of-way or adjoining property.
- ~~97~~. *Neighborhood identification sign.* A detached sign, masonry wall, landscaping or other similar material or features which are combined to form a display for neighborhood or tract identification, provided that the legend of such display shall consist of only the neighborhood, tract name or historic district.
- ~~108~~. *Real estate sale, lease and construction signs.* One (1) detached or attached non-illuminated temporary on-premise and/or off-premise sign each pertaining to the construction, sale or lease of real estate. Such sign shall not exceed thirty-two (32) square feet in effective area in business areas and not to exceed four (4) square feet in effective area in non-business areas. One (1) additional sign shall be permitted in both business and non-business areas if the premises on which they are located either has at least two hundred fifty (250) feet of frontage, contains more than five (5) acres, or has frontage on more than one (1) street. All such signs shall be removed within seven (7) days after the closing of the sale or lease.
- ~~119~~. *Vehicular signs.* Any sign permanently attached to a motor vehicle which is traveling or lawfully parked where the primary purpose of such parking is not the display of any sign. This definition shall not include signs in transit to a site of permanent use.
- ~~1210~~. *Miscellaneous exempt signs.*
- a. A sign located on machinery or equipment which is necessary or customary to the business, including such devices as gasoline pumps or vending machines, which does not increase the size of the surface area or alter the shape of the machine or equipment.
 - b. Private street or road name signs.
 - c. "No trespassing", "no dumping", "no loitering" and like signs not exceeding one (1) square foot.
 - d. Signs warning the public of the existence of danger, but containing no advertising material, to be removed upon subsidence of the danger for which warning is being given and not exceeding one (1) square foot in effective area.
 - e. A sign on facilities located in City parks which provides information that is incidental to a sponsored activity such as scoreboards, time clocks, benches or signs in concession stands.
 - f. A detached or attached temporary sign not exceeding thirty-two (32) square feet in background area advertising drives or events of a civic, philanthropic, educational,

religious, political or similar nature, provided that said sign is posted only during said drive or event for no more than sixty (60) days per year and is removed within twenty-four (24) hours after an event.

- g. 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.

~~1311.~~ *Personal property sales, moving sales, garage sales or yard sales signs.* Posting of such signs shall not be permitted more than one (1) day prior to the sale and must be removed by the last day of the sale. Posting of such signs shall be permitted on public property, including right-of-way, and shall be further governed by Sections **415.050** and **415.060**.

~~1412.~~ *Menu board signs ~~in drive-thru facilities.~~*

- a. ~~Shall be located at the rear fifty percent (50%) of the principal building; and~~ **Shall be allowed in a business area at a rate of:**
 - i. One menu board per drive thru lane.**
 - ii. One menu board per ordering window not serving a drive thru lane.**
- b. Shall ~~have a sign envelope that does~~ not exceed sixty (60) square feet in area **on any one side containing copy**; and
- c. Shall be limited to internally lit indirect lighting

Section 415.040 Exempt Operations.
[CC 1999 §26-113]

- A. The following operations shall not require the issuance of a sign permit:
 - 1. Changing of the copy describing products or services on an existing permitted sign which is specifically designed for the use of manually or automatically changeable copy including billboard panels and posters; but not including changes in the **materials**, structure, size, placement or location of the sign.
 - 2. Maintenance, including repainting, refurbishing, cleaning or other normal repair of a sign not involving structural changes.

Section 415.050 General Sign Provisions.
[CC 1999 §26-114; Ord. No. 10-26 §2, 6-14-2010]

- A. The provisions of this Section shall apply to all signs in the City, without regard to their

classification as a business or non-business sign.

- B. *General Provisions.* All signs are prohibited except as allowed by this Chapter.
1. *Public areas.* No sign other than a government sign shall be allowed, which is located within or projects over any public property, including rights-of-way, except where the building is located on or within three (3) feet of the property line. No such signs are allowed in the right-of-way of any thoroughfare designated as part of the STP Urban System. In no instance shall signs project beyond a vertical plane two (2) feet inside the curb line from any building and the bottom of said sign shall not be less than ten (10) feet above the highest level of the ground under the sign at the sign's lowest point.
 2. *Parking spaces.* No sign shall occupy a parking space necessary to satisfy minimum off-street parking requirements.
 3. *Sign illumination.* Illuminated signs shall be designed, located and constructed to eliminate or significantly reduce glare and shall not increase the lighting intensity upon adjoining premises not under the same ownership and control.
 4. *Sign condition.* No person shall maintain or allow to be maintained on any premises owned or controlled by that person any dangerous or defective sign. All signs, together with all their supports, braces, connections or anchors, shall be kept in good repair. Unsafe signs, damaged or deteriorated signs or signs in danger of breaking apart or falling shall be removed or repaired by their owner. Any fading, chipping, peeling or flaking of paint, plastic or glass; or any mechanical, electrical or structural defect shall be corrected upon written notice by the Republic Community Development Department. **[Ord. No. 16-23 § 1, 11-28-2016]**
 5. *Compliance with Building Codes.* All signs shall be erected or affixed and maintained in compliance with the Republic Building Code.
 6. *Signs at street intersections.* Signs may be erected in the street intersection sight triangles; however, any sign must be at least ten (10) feet above street grade except for supports, which may not exceed one (1) foot in width or diameter or be spaced less than ten (10) feet apart from any other stationary object. Sight triangles shall be established in accordance with Table 405.910. The Community Development Department may require additional triangle area for clear sight and safety as determined by a traffic study for special conditions. **[Ord. No. 16-23 § 1, 11-28-2016]**
 7. *Signs at street/driveway intersections.*
 - a. Signs may be erected in the street/driveway sight triangles, however, any sign must be at least ten (10) feet above street grade except for supports, which may not exceed one (1) foot

in width or diameter or be spaced less than ten (10) feet apart from any other stationary object.

- b. A street/driveway sight triangle is formed by the intersection of a public or private street and a driveway (see Figure 415.050) where the triangle area is that area encompassed within two (2) intersecting lines formed by the edge of the pavement, curb, roadway or projection thereof and extending forty (40) feet down the street from the right edge of the driveway when standing in the driveway facing the street, and extending eleven (11) feet from the edge of the street extending up the driveway pavement, and a third (3rd) imaginary line connecting the extremities of the other two (2) without overlaying the pavement. On the left side of the driveway, the triangle shall be measured by measuring sixty-five (65) feet down the street pavement from the edge of the driveway and measuring eleven (11) feet down the driveway pavement from the edge of the street, and an imaginary third (3rd) straight line connecting the extremities of the other two (2) without overlaying the pavement. (See Figure 415.050)[\[Image\]](#)

FIGURE 415.050

8. *Ideological or non-commercial signs.* Any sign permitted under this Chapter may contain ideological or non-commercial copy in lieu of any other copy.

Section 415.060 Prohibited Signs. [CC 1999 §26-115]

A. The following signs are prohibited, which:

- ~~1.~~ ~~Concern unlawful activity;~~
- ~~2~~1. Operate or employ any motion picture projection in conjunction with any advertisements;
- ~~3~~2. Employ any searchlights, strobe lights, balloons or similar attention ~~getting-attracting~~ devices;
- ~~4~~3. May be confused with or construed as a traffic control sign, signal or device, or the light of an emergency or road equipment vehicle by reason of their size, location, movement, content, coloring, or manner of illumination;
- ~~5~~4. Hide from the view of those to whom the device is directed, any traffic or street sign or signal or similar device;
- ~~6~~5. Are temporary, except as specifically allowed in this Code;
- ~~7~~6. Signs other than those specifically allowed by Section 415.030(10) that are capable of being carried, wheeled or moved from one location to another;

87. Signs which are attached to any tree, fence, branch, another sign or utility pole except warning signs issued and properly posted by the utility company.

Section 415.070 **Temporary Banners.**
[CC 1999 §26-116; Ord. No. 04-71 §1, 12-27-2004]

A. *Temporary Banners Permitted.*

1. Except as otherwise exempted in Section **415.030**, or provided in this Section, temporary banners may only be used in a business area.
2. ~~In non-business areas, each premises may display one (1) temporary banner not exceeding four (4) square feet in effective area for up to seven (7) consecutive days twice each calendar year.~~

B. *General Provisions.*

1. The effective area shall not exceed thirty-five (35) square feet.
2. All temporary banners shall be attached ~~banners~~ **to a permanent structure.**
3. Each business may display one (1) attached temporary banner as set forth below.

C. *Temporary Banners — Duration Of Display.*

1. A business or premises shall be allowed to display a temporary banner for not more than thirty (30) days per display period and **for a total of** not more than ninety (90) days per calendar year.
2. No temporary banner shall be displayed without obtaining a new permit before each display period.
3. In business areas, a temporary business with a valid business license and a temporary building permit may apply for and obtain a **special temporary sign** permit which would allow the use of a temporary banner for the period of **time outlined by** the **building temporary sign** permit. ~~Such a banner must be attached to a temporary or permanent structure and may not exceed thirty two (32) square feet in effective area.~~

- D. *Temporary Banners — Emergency Uses.* In the event a sign or business is substantially damaged through fire, flood, act of God, insurrection, riot or similar emergency beyond the control of the business owner or occupant, a temporary banner shall be allowed for a period of time not to exceed sixty (60) days, unless the time period is extended by the Community Development Department for a continuing hardship. [Ord. No. 16-23 § 1, 11-28-2016]

Section 415.080 **Provisions For Signs in Business Areas.**

[CC 1999 §26-117; Ord. No. 99-42 §1, 9-27-1999; Ord. No. 04-71 §1, 12-27-2004; Ord. No. 05-23 §1, 3-28-2005; Ord. No. 07-20 §1, 4-9-2007; Ord. No. 08-18 §1, 2-25-2008; Ord. No. 08-67 §1, 9-8-2008]

A. *General Provisions.* These provisions shall apply to all permanent signs in business areas as defined in this Chapter.

1. A sign in a business area shall ~~conform to regulations for a sign in a non-business area if the sign is within~~ **be further than** twenty-five (25) feet ~~of from~~ a non-business area.
2. Flashing lights or animation on signs in business areas shall be placed at least ten (10) feet above street grade.
3. Both on-premises or off-premises signs are allowed in general commercial and less restrictive zoning districts. Only on-premises signs are allowed in more restrictive districts. Off-premises detached signs shall conform to the standards for on-premises **detached** signs, with the following exceptions:
 - a. Off-premises detached signs shall maintain a minimum front yard setback of twenty-five (25) feet. [Ord. No. 15-19 §1, 8-10-2015]
 - b. Off-premises detached signs shall maintain a maximum radius of one thousand five hundred (1,500) feet between all other off-premises detached signs. Off-premises detached signs shall maintain a maximum height of forty (40) feet and a maximum effective area of four hundred (400) square feet. [Ord. No. 15-19 §1, 8-10-2015]
 - c. Off-premises detached signs are prohibited within one hundred twenty-five (125) feet of a non-business area.
4. Sign regulations enforced by the Missouri Highway and Transportation Commission along the primary highway system in the City shall take precedence over any less restrictive requirements of this Chapter.
5. ~~All heights specified in this Code shall be measured from street grade at a point perpendicular to facing street unless otherwise specified.~~

B. *Detached Signs.* Detached signs are allowed in business areas.

1. A premises ~~fronting on a collector street~~ **with frontage along a given street** shall be allowed a detached sign with an effective area determined by adding fifty (50) square feet to a ratio of one (1) square foot of effective area per lineal foot of frontage along the ~~collector~~ **given** street.

2. Each premises shall be allowed one (1) permanent detached on-premises or off-premises sign. Premises with frontage on more than one (1) street shall be permitted to have one (1) additional on-premises sign per side.
3. Premises which have more than four hundred twenty-five (425) feet of frontage along a street may have one (1) additional detached sign for each additional four hundred twenty-five (425) feet of frontage or fraction thereof, provided a minimum of three hundred (300) feet of separation is maintained between signs on a given premises.
4. The maximum effective area for any detached business sign shall be three hundred (300) square feet.
5. Each detached sign shall not exceed a maximum height of ~~twenty five (25)~~ **forty (40)** feet.
6. A minimum setback of ten (10) feet will be required from the property line for monument signs and a minimum setback of five (5) feet from the property line for freestanding signs.

7. No portion of the sign or its supporting apparatus shall encroach upon an easement.

C. *Attached Signs.* Attached signs are allowed in business areas in accordance with the following provisions:

1. Each business shall be allowed an attached sign. In the event the business does not front on a street, it shall be allowed signage as if it fronted on a local street. ~~The attached sign shall not extend any further than eighteen (18) inches from any part of the structure, i.e. awning, canopy, door, marquee, parapet, sunshield, wall or similar item. Attached signs do not include signs on the inside or outside of the window, which do any advertising beyond merely identifying the business and giving the times it is open, these shall be subject to total square footage limitations. An attached sign shall not extend beyond the wall edge.~~
2. The total effective area of all wall signs allowed for a business shall be calculated **in the following manner:** ~~based upon the lineal footage of each wall having frontage on a street. If the business has frontage on any street other than a local street, the effective area shall not exceed three (3) square feet per lineal foot of the wall length. If the business has frontage on a local street, the effective area shall not exceed one-half (1/2) square foot per lineal foot of the wall length.~~
 - a. **One-half (1/2) square foot will be allotted per lineal foot of the building's wall length along a local street.**
 - b. **Three (3) square feet will be allotted per lineal foot of the building's wall length along a street with classification of collector, secondary arterial, primary arterial, or highway.**

3. A premises may have a roof sign only if it does not have a detached or projecting sign. No part of the sign shall extend beyond any wall. The methodology used to determine the effective area allowed for detached signs shall be used to calculate the effective area allowed for roof signs.
 4. A business may have a projecting sign only if it does not have a roof sign or a maximum number or allowable detached signs for that premises. Where a business frontage would allow the use of two (2) or more detached signs, a projecting sign may be substituted for one (1) of the detached signs. Projecting signs shall have a minimum clearance of ten (10) feet above the highest level of the ground under the sign at the sign's lowest point and shall not exceed twenty (20) square feet in effective area.
 5. Each premises containing more than one (1) business shall reserve one (1) detached sign to identify either the entire premises, or businesses located there, desiring to be identified, unless otherwise approved by the Community Development Department. **[Ord. No. 16-23 § 1, 11-28-2016]**
- D. Menu board signs shall be governed by the provisions of Section **415.030** paragraph (14).
- E. Commercial subdivision signs shall:
1. Be limited to one (1) subdivision sign per entrance.
 2. Not exceed an effective area of three hundred (300) square feet.
 3. Not exceed a height of twenty-five (25) feet.
 4. Comply with all other applicable provisions of the sign ordinance (i.e., "Intersection Clear Sight Triangle").
 5. Be limited to displaying the names of companies located in the subdivision and no advertising matter shall be allowed on the sign.
 6. Not supersede any other detached signs allowed within this Section.
 7. Be placed in a sign easement.
 8. Have a minimum setback of ten (10) feet from the property line for a monument sign and a minimum setback of five (5) feet from the property line for freestanding sign.
 9. A sign permit is required for any commercial subdivision sign.
 - ~~10. Sign shall not be in sight triangle.~~

Section 415.090 **Provisions For Signs in Non-Business Areas.**
[CC 1999 §26-118]

A. *Single-Family And Two-Family Residential Districts.* These provisions shall apply to all permanent signs in non-business areas:

1. Dwelling units in single-family or two-family zoning districts shall be allowed to utilize any non-business sign described in Section **415.030**, Exempt Signs. Home occupations, as defined in Section **405.020**, and as allowed in Article **III** of Chapter **405** of this Title, shall be allowed one (1) on-premises detached sign, such sign shall not exceed five (5) square feet in effective area and four (4) feet in height. ~~No off-premises signs shall be allowed other than those specifically allowed by Section **415.070**, Temporary Signs.~~
2. Wall signs shall not be permitted. ~~however, this does not include signs on the inside or outside of windows except that any signs on the outside of the window, which do any advertising beyond merely identifying the business and giving the times it is open, shall not exceed five (5) square feet in effective area.~~
3. Flashing lights and animation are not allowed ~~except as seasonal decorations.~~

B. *Detached Signs.* Detached signs are allowed in non-business areas as follows:

1. Each premises containing a multi-family use or legal non-conforming use shall be allowed one (1) detached sign. Premises with more than seven hundred fifty (750) feet of frontage along a public street may have one (1) additional detached sign, provided a minimum of three hundred (300) feet of separation is maintained between signs, and a minimum setback of twenty-five (25) feet from adjacent property line is maintained for both signs.
2. A minimum front yard setback of ten (10) feet is required of all detached signs. No detached sign shall exceed thirty-two (32) square feet in effective area or eight (8) feet in height.

C. *Attached Signs.* Attached signs are allowed in non-business areas as follows:

Each premises containing a multi-family use or legal non-conforming use shall be allowed one (1) wall sign per wall, which shall ~~extend no further than eighteen (18) inches from the wall. The sign may contain the name and logo of the establishment, business or use and nothing else. Wall signs do not include signs on the inside or outside of windows except that any signs on the outside of the window, which do any advertising beyond merely identifying the business and giving the times it is open, shall~~ be subject to total square footage limitations. A wall sign shall not project beyond the wall edge. The total effective area of all wall signs allowed for a business shall be calculated based upon street frontage and whether or not the premises has a detached sign. Where a premises has no detached sign, the total effective area of all wall signs shall not

exceed one (1) square foot per linear foot of the wall length along the street or streets upon which the business fronts. Where a premises has a detached sign, the total effective area of all wall signs shall not exceed one-half (½) square foot per lineal foot of the wall length along the street or streets upon which the business fronts.

Section 415.100 Legal Non-Conforming Signs.
[CC 1999 §26-119]

- A. *Non-Conforming Signs.* The sign for a legal non-conforming use shall be a legal non-conforming sign if the sign:
1. Was erected or attached prior to the adoption of this Chapter,
 2. Is on-premise, and
 3. Would have been legal if the use had been located in the most restrictive zoning district where the use is allowed by right.
- B. *Continuation Of Legal Non-Conforming Signs.* Any sign which was lawfully erected or affixed prior to such time as it came within the purview of this Chapter and which sign complied with all regulations in force at the time it was erected or affixed, but which fails to conform to all applicable regulations and restrictions of this Chapter, shall be considered a legal non-conforming sign. A legal non-conforming sign may be continued and shall be maintained in good condition, but shall not be:
1. Structurally altered (except to meet safety requirements) so as to prolong the life of the sign;
 2. Altered so as to increase the degree of non-conformity of the sign;
 3. Expanded;
 4. Re-established after damage or destruction of seventy-five percent (75%) of the value (tax value, if listed for tax purposes) or more of the non-conforming sign.
- C. *Abandoned Or Discontinued.* Abandonment or discontinuance occurs whenever:
1. The sign for a continuous period of three (3) months or more advertises services or products no longer available to the traveling public because the services or products have been discontinued or cannot be obtained at the destination or by the directions indicated on the sign; or
 2. The sign for a continuous period of three (3) months or longer is maintained without an advertising message. The following signs are signs maintained without an advertising message:

- a. A sign with a message which is partially obliterated so as not to identify a particular service or product;
- b. A sign which is blank or painted out;
- c. A sign with a message consisting solely of the name of the sign owner on any part of the sign.

Section 415.110 Directional Signs.
[CC 1999 §26-120]

~~On-premises detached directional signs in excess of five (5) square feet in effective area shall be allowed in any area, provided such signs do not name or advertise any product, service or business, and the total allowable effective area of detached signs on the premises is not exceeded. A site plan locating all detached signs, including existing and proposed directional or instructional signs, shall be required prior to issuance of a sign permit.~~

Directional signs shall:

- A. Serve to guide circulation for the premises of either vehicular or foot traffic.**
- B. Not exceed four (4) feet in height above the ground under the sign.**
- C. Adhere to the guidelines of on-premises detached signs with the following exceptions:**
 - 1. Directional signs do not count towards the total number of detached signs allowed for the premises.**
 - 2. The effective area of directional signage does not contribute to the total effective area allowed for detached signs on the premises unless:**
 - a. The effective area of a given directional sign is greater than ten (10) square feet or**
 - b. Nonessential copy (such as a logo, business name, product, or service identification) occupies greater than 50% of the effective area of a given directional sign.**

Section 415.120 Commercial Sign Overlay Districts.
[CC 1999 §26-121; Ord. No. 08-18 §1, 2-25-2008]

- A. Purpose. The purpose of the Commercial Sign Overlay Districts is to permit on-premises detached signs in proximity to the intersection of major highways and expressways, freeways or interstates. Larger and taller on-premises detached signs are deemed appropriate in these areas due to the orientation of the commercial activity located at these intersections.
 1. *Highway Overlay District.* All signs located on a highway in a commercial district shall conform to Section **415.080**, Provisions for Signs in Business Areas, except for the

following:

- a. Property located within a one thousand two hundred (1,200) feet radius from the center of the intersection of the rights-of-way of U.S. Highway 60 and State Highway 174.
 - b. Property located within a one thousand two hundred (1,200) feet radius from the center of the intersection of the rights-of-way of U.S. Highway 60 and State Highway M.
 - c. The maximum effective area for any on-premises detached sign in a Highway Overlay District shall be three hundred (300) square feet and shall have a maximum height of thirty-five (35) feet.
2. *Expressway Overlay District.* All signs located in an Expressway Overlay District shall conform to Section **415.080**, Provisions for Signs in Business Areas, except for the following:
- a. Property located within a radius of one thousand five hundred (1,500) feet from the center of the intersection of the rights-of-way of U.S. Highway 60 or Sunshine Street and James River Freeway, Brookline Avenue or State Highway MM and James River Freeway or State Highway MM and I-44.
 - b. The maximum effective area for any on-premises detached sign in an Expressway Overlay District shall be four hundred (400) square feet and shall have a maximum height of sixty (60) feet.
3. *Railroad Overlay District.* Due to the restricted view caused by the railroad overpass and elevated road bed located near the intersection of U.S. Highway 60 and State Highway 174, a sign allowed by paragraph (1) and located on the west side of the railroad right-of-way within the radius described in paragraph (1)(a) shall have a maximum height of sixty (60) feet.
4. A premises that has any portion of the premises located within the radius established in paragraphs (1), (2) or (3) is authorized to have located on any portion of the premises the sign allowed under this Section so long as not otherwise prohibited by this Code.

Section 415.130 Sign Permits and Inspections.

[CC 1999 §26-122]

A. Permits Required. [Ord. No. 16-23 § 1, 11-28-2016]

1. Except as otherwise provided in this Code, it shall be unlawful for any person to erect, repair, improve, maintain, convert or manufacture any sign or cause the same to be done without first obtaining a sign permit for each such sign from the Community Development Department. In connection with the sign permit, an application fee shall be charged, upon

receipt of an application for a sign permit. No sign permit shall be issued except to a person licensed to do business in the City or to a person exempt from the City licensing provisions.

2. Every sign permit issued by the Community Development Department shall become null and void if work on the sign is not commenced within one hundred eighty (180) days from the date of such permit. If work authorized by such permit is suspended or abandoned for ninety (90) days after the work is commenced, the sign shall be considered abandoned unless a new permit shall be first obtained to proceed with the work on the sign, provided that no changes have been made in the original plans.
- B. *License.* No person shall perform any work or service for any person or for any government entity in connection with the erection, repair, improvement, maintenance, conversion or manufacture of any sign in the City, or any work or service in connection with causing any such work to be done, unless such person shall first have obtained a business license and paid the license fees provided for by the City, or shall be represented by a duly licensed person.
- C. *Application For Permit.* Application for a permit shall be made to the Community Development Department upon a form provided by the City and shall be accompanied by such information as may be required to ensure compliance with all appropriate laws and regulations of the City including, but not limited to: **[Ord. No. 16-23 § 1, 11-28-2016]**
1. Name, address and business license number of permit application.
 2. Name and address of owner of sign.
 3. Name and address of the owner and the occupant of the premises where the sign is located or to be located.
 4. Name and address of architect and or engineer responsible for design (see latest building code adopted by the City, as established in Chapter **500**).

~~Drawings shall require a seal by an architect or an engineer when the sign is a roof sign, or the surface is twenty (20) feet or more from grade, or when the structural integrity of the sign is questioned.~~

5. Clear and legible drawings with description showing the precise location of the sign which is the subject of the permit and all other existing signs on the same premises or as otherwise specified by the Community Development Department.
6. Drawings showing the dimensions, construction supports, sizes, materials of the sign, and method of attachment and character of structural members to which attachment is to be made.

7. The Community Development Department shall issue a permit for work to be done on a sign when an application therefore has been properly made and the sign complies with all appropriate laws and regulations of the City.

8. Drawings shall require a seal by an architect or an engineer when the sign is a detached sign, projecting sign, or roof sign, or as determined necessary by the Community Development Director.

9. Any prerequisite for drawings requiring a seal by an architect or an engineer may be waived by the Community Development Director as determined on an per case basis.

10. In such circumstances as those warranting the licensure of a sign by the Missouri Highway and Transportation Commission said license must be provided to the Community Development Department at the time that application is made.

D. *Denial Or Revocation.* [Ord. No. 16-23 § 1, 11-28-2016]

1. The Community Development Department may, in writing, suspend, deny or revoke a permit issued under provisions of this Section whenever the permit is issued on the basis of a misstatement of fact, fraud or non-compliance with the Chapter.

2. When a sign permit is denied by the Community Development Department, written notice shall be given of the denial to the applicant, together with a brief written statement of the reason for the denial. Such denials shall have referenced the Section of the Sign Code or other pertinent Code used as a standard for the basis of denial.

Section 415.140 **Enforcement and Penalty.**
[CC 1999 §26-123]

A. *Removal Of Signs By The City.* The Community Development Department shall identify any signs that are illegal or endanger the public safety such as an abandoned, dangerous or materially, electrically or structurally defective sign or a sign for which no permit has been issued. [Ord. No. 16-23 § 1, 11-28-2016]

B. *Revocation Of Permits, Utilities And City License.* Whenever the Community Development Department has ordered a person to correct a violation and when such violation has not been corrected within the time specified by such order, thereafter, the Community Development Department may institute an administrative action to revoke any and all permits issued by the City under which the activity is conducted, occupancy permits and the right to receive utilities for the activity of the building or structure wherein the activity is conducted. [Ord. No. 16-23 § 1, 11-28-2016]

- C. *Penalty For Violation.* If a person violates this Chapter or if a notice of a violation is not complied with within the time specified by the Community Development Department, then the Department may cause a Municipal Court summons to be issued and the Department may also request the City Attorney to institute the appropriate legal proceedings to obtain an injunction to restrain, correct or abate such violation or to require removal or termination of the unlawful use of the building or structure in violation of the provisions of this Code or of any order or direction made pursuant thereto. **[Ord. No. 16-23 § 1, 11-28-2016]**
- D. *Prosecution Of Violation.* Any person violating any of the provisions of the Building Code, or this Chapter, or failing to comply with any order issued pursuant to any Section thereof, or who shall erect, construct, alter or repair a sign in violation of an approved plan or directive of the Community Development Department or of a permit issued under the provisions of this Chapter shall be guilty of a violation of a municipal ordinance and upon conviction thereof shall be punished as provided by Missouri law, except the court shall hear evidence concerning the economic value of continuing the violation and shall assess a fine sufficient in the court's judgment to deter a continuation of the violation. Each day that a violation continues, after service of notice as provided for in this Chapter, and filing of charges in Municipal Court, shall be deemed a separate offense. Notice as required above shall not be required in order to prosecute a person for a violation of any provision of this Chapter. **[Ord. No. 16-23 § 1, 11-28-2016]**
- E. *Abatement Of Violation.* The imposition of the penalties herein prescribed shall not prevent the City Attorney from instituting appropriate action to prevent unlawful construction or to restrain, correct or abate a violation, or to prevent illegal occupancy of a building, structure or premises, or to stop an illegal act, conduct, business or use of building or structure in or about any premises in violation of this Chapter.
- F. *Responsibility.* Any person who shall occupy the premises when the sign is erected or attached as lessee or licensed operator shall be jointly and severally responsible for compliance with the provisions of this Chapter in the same manner as the owner of the sign and of the premises.

Section 415.150 Conflicts and Savings.
[CC 1999 §26-124]

- A. If the provisions of this Chapter conflict with other ordinances or regulations, the more stringent limitation or requirement shall govern or prevail to the extent of the conflict.
- B. If any Section, Subsection, sentence, clause or provision of this Chapter is held invalid, the remainder of this Chapter shall not be affected by such invalidity.