

**SECTION 24007:
SIGN REGULATIONS**

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SECTION 24007: SIGN REGULATIONS**24007.1 ON-PREMISE SIGN STANDARDS**

- a. **Generally.** Other than lawful nonconforming signs, no signs shall be permitted in any district except in accordance with the provisions of this chapter.
- b. **Authorized Signs - All Districts.**
 - 1. One parking lot directional sign, not to exceed eight (8) square feet in area, shall be permitted at each entrance to a building site.
 - 2. Churches, schools, libraries, community centers or other public/semi-public facilities shall be allowed two (2) wall signs, with not more than one (1) on a facade. No such sign shall have an overall area exceeding forty (40) square feet. In lieu of one wall sign, one (1) detached monument sign may be permitted. Such monument sign shall be located on the premises and not less than ten feet (10') from the street right-of-way, and each sign face shall not exceed twenty-five (25) square feet in area. The height of such sign shall not exceed five feet (5') above the average grade; provided, that for each two-foot (2') setback from the street right-of-way in excess of ten feet (10'), an additional one-foot (1') may be added to the height of the sign to a maximum of eight feet (8').
- c. **Authorized Signs - Residential Districts.**
 - 1. One (1) non-illuminated, detached real estate sign is permitted on any lot, provided that such sign shall not exceed six (6) square feet, and shall not exceed four feet (4') in height measured from grade.
 - 2. During construction or reconstruction of a building, one (1) contractors' remodeling sign identifying the contractor(s) performing remodeling or property improvement work may be permitted provided that such signs shall not be illuminated, shall not exceed eight (8) square feet, and shall be posted only during the property improvement project.
 - 3. Project identification signs, not to exceed twenty-five (25) square feet in area, for a subdivision or residential project may be permitted at each entrance to the subdivision or project. All project identification signs shall be monument signs, and shall be located within a landscaped area extending a minimum of

three feet (3') on all sides of the sign's base. If a project identification sign is proposed to be located in street right-of-way, plans shall be submitted to the Planning Commission indicating the location, size and design of the project identification sign as well as a copy of the documentation of the association which will have permanent responsibility for maintenance of the sign and landscaping.

- d. **Authorized Signs - Non-Residential Districts.** To the extent that residential land use is permitted in non-residential zoning districts, signs for a residential land use shall be permitted as in the applicable residential district.
1. **Construction site identification signs** may be permitted during the development of any project. Such signs may identify the project, the owner or developer, future tenants, the architects, engineers, realtors, funding sources, and may contain related information including, but not limited to, sale or leasing information. Not more than one (1) detached non-illuminated major construction site identification sign shall be permitted for each perimeter street frontage. If a development has more than one (1) street frontage, then a separate construction site identification sign may be permitted for each frontage, provided that a maximum of three (3) construction site identification signs shall be permitted for any development. Such signs shall not exceed eight feet (8') in height or thirty-two (32) square feet in area per face, with a maximum of two (2) faces, and shall be set back at least twenty feet (20') from the street right-of-way. No such signs shall be located closer than 200 feet from any occupied residential structure. All such signs shall be removed prior to the issuance of any certificate of occupancy, temporary or final, for the last building in each phase of the project.
 2. Upon removal of construction site identification signs for a commercial or industrial project, one (1) **sales or leasing sign** may be constructed or placed on the property for each building. Said signs shall be non-illuminated, may be single- or double-faced, shall not exceed ten feet (10') in height above grade, and shall not exceed thirty-two (32) square feet of sign surface per face. Signs permitted by this section shall be located within ten feet (10') of the building which is being advertised on the sign. For vacant land, all such signs shall be set back a minimum of twenty-five feet (25') from the right-of-way of public streets or the curb line of private streets.
 3. **Residential, incidental and flag advertising signs** in accordance with the design standards set in this ordinance are allowed without a sign permit.

4. The following types of on-premise advertising signs are allowed, subject to compliance with this section and issuance of an administrative permit by the Director:
 - (a) Temporary signs, including banner signs for grand openings and special events that exceed more than 30 days per event or 3 events per year.
 - (b) Free-standing signs, not to exceed twenty-five feet in height or the maximum area specified in Exhibit 240.37. Free-standing signs may be 35 feet tall in the HC district.
 - (c) Wall signs.
 - (d) Electronic message centers, provided that all flashing or blinking modes must be disabled.
 - (e) Exposed bulb/neon.
 - (f) Streamers, for automobile sales uses only when placed for more than 90 days per year.
5. The maximum total combined sign area for all signs on a lot or parcel in any commercial or industrial district shall not exceed 1.5 square feet per linear foot of frontage. The maximum area of freestanding signs shall not exceed the maximum area listed in Exhibit 240.37. Flags and incidental signs when erected in accordance with all other applicable provisions contained in this section shall not be counted in computing the maximum total sign area for a given lot.

Exhibit 240.37: Total Permitted Freestanding Sign Area

Frontage (Feet)	Maximum Area (Square Feet)
0-50	25
51-100	50
101-150	75
151-200	100
201-250	125
251-300	150
301-350	175
351-400	200
401 or greater	225

6. The height of a streamer is restricted to the allowable height limits of the given district. Those streamers with commercial messages shall constitute a sign and will be counted against the total allowable signage on a given site.
7. Signs may be internally or externally illuminated, but, excluding neon signs, the source of lighting may not be directly visible from adjacent residential properties or interfere with traffic visibility on public or private roadways or driveways.
8. **Building Signs**
 - (a) Shall not exceed 10% of the wall surface area of the face of the structure to which the sign is intended to be attached. The sign may be placed on any portion of the wall surface area, but the height of the sign shall not exceed the height of the principle building
 - (b) Posters or announcements located in window areas not exceeding 50% of an individual window area shall not be calculated as an element of total allowable site signage. An excess of the 50% will

cause the entire area of the poster or announcements to be calculated as an element of total allowable site signage.

- e. **Exempt Signs.** Except as noted below, the following signs are excluded from regulation under this chapter. Exemption from the sign regulations does not exempt property owners from duties and responsibilities established within deed restrictions or covenants.
1. Signs not exceeding four (4) square feet in area that are customarily associated with residential use, and are not of a commercial nature, such as signs identifying names or numbers or signs on mailboxes;
 2. Signs erected by, or on behalf of, or pursuant to the authorization of a governmental body, including legal notices, identification and informational signs and traffic, directional or regulatory signs;
 3. Official signs of a non-commercial nature erected by public utility companies;
 4. Flags, pennants or insignia of any governmental body when not displayed in connection with a commercial promotion or as an advertising device, and provided that not more than two (2) governmental flags, pennants or insignia shall be displayed on any property, and that no exempt flag shall not be larger than thirty-two (32) square feet in area;
 5. Integral decorative or architectural features of buildings or works of art, so long as such features or works do not contain letters, trademarks, moving parts or lights;
 6. Signs on or adjacent to doors at the rear of commercial buildings displaying only the names and addresses of the occupant. Such signs shall not exceed four (4) square feet. Where multiple tenants share the same rear door, the sign may display the names and addresses of each tenant;
 7. Signs painted on or otherwise permanently attached to currently licensed and operable motor vehicles, which vehicles are not stored in open areas or primarily used as signs;
 8. Signs located within buildings, provided such signs are not visible from any street, sidewalk, trail, beach or bike path adjacent to said building;
 9. Signs expressing constitutionally protected speech.

f. Prohibited Signs.

1. Signs with flashing, moving or glaring parts;
2. Non-affixed signs (e.g., signs that are not permanently affixed to a building, structure or the ground, including, but not limited to snipe signs;
3. Non-exempt signs in street rights-of-way;
4. Abandoned non-conforming signs;
5. Signs containing obscene messages;
6. Signs containing false or misleading advertising or information;
7. Signs which resemble traffic control signs or devices;
8. Portable signs, except as permitted in the following subsection

g. Design Standards for Signs.

1. No sign may be located such that it substantially interferes with the sight triangle necessary for motorists to proceed safely through intersections or to enter onto or exit from public or private streets.
2. No sign may be erected such that by its location, color, size, shape, nature or message it would tend to obstruct the view of, or be confused with, traffic signals or other signs erected by governmental agencies.
3. Freestanding signs shall be securely fastened to the ground or to some other substantial supportive structure so that there is virtually no danger that either the sign or the supportive structure may be moved by the wind or other forces of nature and cause injury to persons or property. Sign structures may be required to have a building permit.
4. All signs shall be of sound structural quality, be maintained in good repair and have a clean and neat appearance. Land adjacent to such signs shall be kept free from debris, weeds and trash. If a sign is not being maintained and the Director of Public Works determines it to be a public hazard or nuisance, such sign shall be ordered repaired or removed.

5. No part of any sign shall be located closer than ten feet (10') from a property line.
6. Temporary signs for special events may be approved provided the signs do not have moving parts, blinking or flashing lights, glaring lights, neon or extensive use of bright, offensive colors, and further provided that any temporary sign shall be permitted for a maximum of fifteen (15) days.
7. Signs shall be located to avoid obstructing traffic visibility.
8. No signs, except traffic signs, which are taller than three feet (3) above the pavement of the adjacent streets shall be permitted within the sight triangle of any street intersection without the Director's approval.

h. Removal of Obsolete Signs.

1. If a building, structure or premise is vacated for a six (6) month period of time, the owner of said property shall be responsible for removing any commercial sign or signs located thereon, with the exception of permitted real estate signs. In addition, the owner shall be responsible for restoring the facade of the building, structure or premise to its normal appearance.
2. If the time period provided has elapsed and the sign or signs have not been removed, the Director shall send written notification by certified mail, return receipt requested, to the property owner of record indicating that the sign shall be removed. If the sign has not been removed within thirty (30) days after the receipt of the notice, the Director may have the sign removed and the cost assessed to the property owner.
3. Where a sign has been removed by the County pursuant to these regulations, the Director shall mail a statement of the cost of removal of said sign or signs to the last known address of the owner of record or person in charge of such property. If such costs are not paid within ten (10) days from the mailing of such notice, the Legislature shall proceed to pass an ordinance levying a special assessment for such cost against the lot or piece of land and the Clerk of the Legislature shall certify such assessment to the Director of Collections for collection and payment the same as other assessments and taxes are collected and paid to the County.

24007.2 OFF-PREMISE SIGN STANDARDS

- a. No off-premise sign shall be erected or structurally modified prior to issuance of a permit by the Director.
- b. Generally.
 1. For purposes of this chapter, the following designated highway categories and roadway classification system:
 - (a) Interstate Highway System and Freeway Primary System
 - (1) Interstate 70
 - (2) Interstate 435
 - (b) State Non-freeway Primary Highway System
 - (1) Highway 50
 - (2) Highway 291
 - (3) Highway 24
 - (c) State Secondary Highway System
 - (1) Highway 7
 - (2) Highway 40
 - (3) Highway 150
 - (4) Highway 210
 - (5) Route AA
 - (6) Route BB (Buckner-Tarsney Road, North of AA)
 - (7) Route FF
 - (8) Route H
 - (9) Route F
 - (10) Route VV
 - (11) Route KK
 - (d) County Arterial and Collector Roadway Functional Classification System
 - (1) Arnette Road
 - (2) Blue Mills Road
 - (3) Buckner-Tarsney Road
 - (4) Colbern Road
 - (5) Cowherd Road
 - (6) Duncan Road
 - (7) Howard Road
 - (8) Langsford Road

- (9) Liggett Road
- (10) Major Road
- (11) Minter Road
- (12) Moreland School Rd
- (13) Nebgen Road
- (14) Pink Hill Road
- (15) R.D. Mize Road
- (16) Ryan Road
- (17) Smart Road
- (18) Milton-Thompson Road
- (19) Woods Chapel Road

2. No off-premise sign and/or billboard will be permitted on county roads, other than those listed in above except when permitted as a temporary off-premise sign.
3. These regulations establish restrictions and limitations on the use of off-premise advertising signs and billboards. An off-premise advertising sign shall not be allowed except as provided in this section. and the zoning district regulations.
4. Off-premise signs or billboards shall not be located in residential districts, nor shall they be located along interstate highways or state freeway and non-freeway primary system streets located in an Agricultural (A) District.
5. All signs and billboards are subject to the setback regulations established for the zoning district in which they are located.
6. Signs and billboards shall be limited to a maximum height of thirty feet (30') and a maximum length of sixty feet (60'). Height shall be calculated as the vertical distance from the base of the sign, or from the adjacent roadway grade, whichever is higher, to the highest point of the sign or billboard.
7. No sign or billboard shall be located in such a manner as to obstruct or otherwise physically interfere with the effectiveness of an official traffic sign, signal, or device, or obstruct or physically interfere with a motor vehicle operator's view of approaching, merging, or intersecting traffic.
8. Any lighting arrangements, facilities, or fixtures, which are intended to illuminate any sign or billboard, shall be hooded, shielded, or diffused in such a manner as to prevent any beams or rays of light from being directed into any portion of pavement of a highway. All such lighting shall be arranged

or designed in such a manner that the lighting is not of such intensity as to cause glare, impair the vision of the driver of a motor vehicle, or otherwise interfere with a driver's operation of a motor vehicle.

9. No sign or billboard shall be permitted with moving, flashing, or pulsating lighting arrangements, or which give the visual illusion of such arrangements; nor any revolving or rotating signs or billboards or signs or billboards with other moving mechanical parts of promotional advertising devices which rely upon wind currents to create movement or the illusion of movement.
 10. Every sign or billboard and its supporting structure shall be maintained in good repair. All structural members and all advertising copy shall be kept painted and clean so as to prevent deterioration, oxidation, paint fading, paint peeling or other unsightly conditions. Owners of signs or billboards found to be improperly maintained shall be given formal notice to correct the condition with thirty (30) days. Failure to comply will result in immediate revocation of the sign permit and subsequent removal of the sign or billboard.
 11. Each sign or billboard shall be assigned an identifying number, which shall be the special permit number. A placard of identification shall be affixed to the side of the sign or billboard, or its supporting structure, nearest the pavement. The placard shall be made of durable material and shall contain the name of the sign owner(s) and the identification number. The placard must be affixed to the structure so that it is visible from the roadway at grade. Lack of such a placard, or the illegibility of the information required thereon, will be considered just cause for revocation of the special permit and subsequent removal of the sign or billboard.
 12. In the event the Director revokes a permit pursuant to Section 24003.9 due to non-compliance with the provisions of this subsection and orders removal of a sign or billboard, any such removal shall be totally at the expense of the sign owner. Upon failure of the sign owner to remove a sign, when so ordered by the Director, the sign shall be removed by the County and disposed of or destroyed as deemed appropriate. The County assumes no liability for removed material. The sign owner will be billed, by the County, for reasonable cost of any sign removal.
 13. At no time is placement of private signs permitted on street right-of-way.
- c. Interstate Highway and State Freeway and Non-Freeway Primary Systems Sign or Billboard Standards.

1. A sign or billboard shall not be erected within 500 linear feet of a public park, school, library or structure zoned for residential purposes on the same side of the highway/freeway as the sign or billboard.
 2. The gross area of all signs or billboards on any premises shall not exceed one (1') square foot for each one foot (1') of highway/freeway frontage adjoining the property. The maximum gross area of each face or side of any one sign or billboard shall be 1,200 square feet; the minimum gross area of any one sign or billboard shall be 32 square feet. Signs or billboards placed back-to-back, double faced, or of V-type construction are considered as one sign.
 3. A sign or billboard shall not be erected within 500 linear feet of an existing sign or billboard located on the same side of the highway/freeway as the sign or billboard.
 4. A sign or billboard shall not be erected within 500 linear feet of an interchange, intersection at grade or safety rest area located on the same side of the highway/freeway as the sign or billboard. Distance shall be measured from the beginning or ending of the pavement widening at the exit from or entrance to the main travelled way.
- d. State Secondary Highway and County Arterial and Collector Roadway Systems Sign or Billboard Standards.
1. A sign or billboard shall not be erected within 660 linear feet of a public park, school, library or structure zoned for residential purposes on the same side of the highway/roadway as the sign or billboard.
 2. The maximum gross area of each face or side of any one sign or billboard shall be 100 square feet. The minimum gross area of each face or side of one sign or billboard allowed is 32 square feet. Signs or billboards placed back-to-back, double-faced, or of V-type construction are considered as one sign.
 3. A sign or billboard shall not be erected within 800 linear feet of an existing sign or billboard located on the same side of the highway/roadway as the sign or billboard.
 4. A sign or billboard shall not be erected within 150 linear feet of an interchange or intersection at grade.

- e. Exempt Off-Premise Sign or Billboard Standards.
1. Placement of temporary, unilluminated off-premise signs is permitted, without the granting of a permit, in any zoning district, when the intent is to direct attention to orchards, berry farms, auctions, garage sales, community events or similar activities, sign placement occurs no more than ninety (90) days during a calendar year, sign placement occurs on private property after gaining permission from the property owner, the gross area of a sign shall be no larger than twenty (20) square feet, and no more than two (2) temporary signs shall be permitted during a calendar year.
 2. An off-premise sign which is located within six hundred sixty feet of the nearest edge of the right-of-way of any Interstate Highway or State Non-freeway Primary Highway, and which meets the standards set forth in section 226.540, RSMo, will be granted an administrative permit pursuant to sections 24007.2a and 24003.25 upon the presentation to the Director of a valid permit issued by the State of Missouri Highways and Transportation Commission. **(Ord. 2731, Eff. 09/18/97)**
 3. Permanent signs or signs that do not conform to the standards of this section shall require that a permit be granted prior to placement.