



**WORK SESSION MEETING  
OF THE  
CITY COUNCIL  
City of Maplewood, Missouri**

City Council Chambers, City Hall  
7601 Manchester Road, Maplewood, MO 63143

**Tuesday, May 26, 2026, 6:30 PM**

**AGENDA**

1. Call to Order
2. Roll Call
3. Recommended Updates to Chapter 6 – Advertising and Signs
4. Adjournment

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*Posted on May 22, 2026, at Maplewood City Hall and [maplewoodmo.gov](http://maplewoodmo.gov)*

# Memorandum



**To:** Mayor and City Council  
**From:** Amber Withycombe, City Manager  
**Date:** May 22, 2026  
**Re:** Proposed Revision to Chapter 6 — Advertising and Signs

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Staff is proposing a comprehensive revision to Chapter 6 of the City Code. The proposed revision replaces the existing chapter, which has not been substantially updated since 2002, with a modernized framework that expands the range of permitted sign types and provides clearer and more consistent rules for property owners, businesses, and staff. This memo is provided in advance of a work session discussion on May 26 to give Council an opportunity to provide input before the chapter proceeds to legal review and introduction as an ordinance at the June 9 and July 14 Council meetings.

## **Engagement**

The proposed revision was shared with the Design and Review Board at its May 14 meeting. It will be shared with the Special Business District Tax Advisory Commission at its May 27 meeting. Both bodies are providing input that will be incorporated prior to finalization. Council's feedback at the May 26 work session is likewise intended to inform the final draft before it is submitted for legal review.

## **Background**

The current Chapter 6 was written at a time when digital signage and other contemporary sign types were not anticipated. As a result, the code lacks provisions for two categories the community has expressed growing interest in and that staff is seeking to formally enable: murals and electronic message signs. The existing code also contains content-based distinctions and its organizational structure makes it difficult to apply consistently across zoning districts.

## **Overview of the Proposed Revision**

The proposed revision retains the basic architecture of sign regulation (permit requirements, allowable sign types by district, size and height limits) while modernizing the framework in several important ways.

The title is updated from "Advertising" to "Advertising and Signs" to more accurately reflect the chapter's scope.

A new purpose statement establishes the chapter's goals explicitly: allowing effective communication through signage, promoting traffic safety, enhancing the city's physical appearance and economic vitality, preventing visual clutter, and protecting constitutional speech rights. A new content neutrality provision states that sign regulation is based on time, place, and manner rather than message content, and that any sign permitted to display a commercial message may also display a noncommercial one.

The definitions section is substantially expanded. The current code defines eight sign types. The proposed revision defines more than thirty, including several types that have no current definition and have created ambiguity in approval permitting decisions. Each definition is accompanied by an illustration.

The proposed code organizes sign allowances into five sign districts — Residential, Multi-Tenant Residential, Mixed-Use Commercial, General Commercial, and Industrial — that map to the City’s existing zoning districts. This replaces the current structure, which addresses commercial districts in one article and PUD districts in a separate article, and provides clearer standards for each zoning context. The CB1 District and Greenwood Overlay are designated as superimposed districts with their own specific standards.

### **Murals**

Community interest in murals has grown substantially in recent years, and the existing code does not include provisions that clearly govern their permitting, placement, or design standards. The City itself is pursuing a mural project in FY2027 as part of the Yale/Manchester neighborhood investment. The proposed revision formally defines murals as decorative hand-produced signs where paint or tile is applied to the exterior wall of a building or structure and establishes a clear permitting pathway. Under the proposal, murals are permitted in the CB, CB1, AB, and Greenwood Overlay districts and require Design and Review Board approval. This provides a consistent and predictable process for property owners, artists, and businesses interested in mural projects going forward.

### **Electronic Message Signs**

The proposed revision introduces a framework for electronic message signs (EMS), which are currently neither defined nor permitted in the code. Under the proposal, EMS are permitted only where expressly allowed by district. All EMS must comply with operational standards designed to limit visual impact and protect traffic safety, including a minimum ten-second static display duration; prohibition on flashing, scrolling, animation, and video; an automatic dimmer requirement that adjusts brightness from sundown to sunrise; a brightness cap of 0.3 foot-candles above ambient light at the property line; and a requirement to freeze the display or cease operation in the event of a malfunction. Electronic billboards are also defined and subject to specific regulation.

### **Temporary Signs**

The temporary sign provisions are updated and organized into a table-based format. The proposed revision extends the maximum cumulative display period for temporary signs from 30 days to 90 days per calendar year and eliminates the permit requirement for temporary signs. Banners are addressed separately, with a limit of one banner per lot, up to 32 square feet, displayed no more than four times per year for up to 30 days at a time. Feather signs, inflatable devices, and searchlights are expressly prohibited as permanent signs but permitted as temporary signs.

### **Prohibited Signs**

The proposed revision consolidates and clarifies the list of prohibited signs. Roof-mounted signs, unauthorized right-of-way signs, off-premises signs (except permitted billboards), and vehicle signs used primarily for advertising purposes are all expressly prohibited. Signs with animated,

moving, flashing, or audio components are prohibited except where EMS provisions expressly apply.

**Administrative Changes**

The proposed revision shifts some approval decisions from City Council to the Director of Public Works and Planning or the Design and Review Board. This is consistent with how other permitting decisions are handled and reduces the burden on the Council agenda for routine sign approvals.

Council is invited to share feedback and questions about the proposed revisions. Staff and the legal counsel will incorporate Council's direction, along with input from the Design and Review Board and Special Business District Tax Advisory Commission, into the final draft.

## CHAPTER 6. ADVERTISING AND SIGNS

### ARTICLE I. GENERAL PROVISIONS

#### **Sec. 6-101. Purpose and intent.**

The purpose of this chapter is to establish a comprehensive, content-neutral system regulating the location, type, size, height, illumination, number, duration, design, construction, installation, maintenance, and removal of signs in order to:

1. Allow effective communication through signage;
2. Promote traffic safety and minimize visual distractions;
3. Enhance the physical appearance and economic vitality of the city;
4. Prevent excessive visual clutter and nuisance signage; and
5. Protect speech rights guaranteed by the United States and Missouri Constitutions.

#### **Sec. 6-102. Applicability.**

(a) This chapter applies to all permanent and temporary signs located within the city unless expressly exempted by this chapter or by state or federal law.

(b) No sign shall be erected, installed, altered, relocated, or replaced without a sign permit unless specifically exempted herein.

(c) Signs not expressly allowed by this chapter are prohibited.

#### **Sec. 6-103. Content neutrality and message substitution.**

(a) The regulation of signs under this chapter is based on time, place, and manner, and not on message content.

(b) Any sign authorized to display a commercial message may display a noncommercial message.

(c) Any sign authorized to display a noncommercial message may display any other noncommercial message.

#### **Sec. 6-104. Definitions.**

When used in this Article, the following terms have the following meanings unless the context clearly indicates or requires a different meaning.

**BALLOON** — A non-porous object of light material that is filled with air or a gas lighter than air so that the object floats in the atmosphere at the end of a cable, wire, or rope. A balloon does not include an inflatable sign.

**BILLBOARD** — A permanent, off-premises sign or sign structure on which a person places copy on a poster or panel mounted on a pole or metal structure. Typically, a billboard has one (1) of the following configurations: (1) wood posts or pole supports with dimensional lumber as the secondary support (A-frame) with a wood or metal catwalk with display panels; (2) steel A-frame constructed with angle iron or steel supports with metal framing, catwalk, with display panels;

(3) multi-mast structure constructed with steel poles, I-beam, or equivalent member as the primary support, with a catwalk, and display panels; or (4) monopole structure constructed with tubular steel support, tubular steel framing, metal catwalk and display panels with a concrete foundation.

**BILLBOARD, ELECTRONIC** — A billboard upon which alphanumeric characters, graphics, or symbols defined by a small number of matrix elements using different combinations of light emitting diodes (LEDs), fiber optics, light bulbs, or other illumination devices within the display area, including computer programmable, microprocessor controlled electronic displays and projected images or messages with these characteristics.

**DIRECTOR** — Director of Public Works and Planning or their designee.

**FLAG** — A piece of durable fabric or other flexible material with distinctive colors and patterns mounted by attaching one (1) side to a freestanding or attached pole so that the wind causes the full display of the flag.



Figure 1: Flag

**DRB** – Design and Review Board of the City of Maplewood, Missouri

**ILLUMINATION, INDIRECT** — The partial or complete illumination of a sign at any time by a light source shielded from a viewer on the ground.

**ILLUMINATION, INTERNAL** — The illumination of a sign with a light source located inside or behind the sign face that transmits light through a translucent sign face or surface surrounding the sign face.

**MULTI-TENANT DEVELOPMENT** — A non-residential or mixed-use development that includes two (2) or more businesses, places, organizations, or persons on one (1) common development site. Examples include a commercial center, an office park, or a multi-story multi-tenant building.

**MURAL** — A decorative hand-produced sign where paint or tile is applied to the exterior wall of a building or structure.



Figure 2: Mural

**PERSON** — Any person or persons or entity, including, but not limited to, a corporation, limited liability corporation, partnership, unincorporated association, or joint venture.

**SEARCHLIGHT** — A powerful light or lights equipped with a reflector to produce a bright beam or beams that are directed into the sky and that may rotate.

**SIGN** — A visual display of an object, device, or structure that includes elements such as colors, lights, motion, symbols, images, icons, letters, numerals, figures, characters, or combines any of those elements, that a person intends to communicate, advertise, identify, announce, direct, inform, or attract attention. The term "sign" includes a structure used to support or display a sign.

**SIGN, A-FRAME** — A temporary, portable, freestanding sign in the shape of the letter "A" when viewed from the side with back-to-back sign faces, an easel, or a similar configuration. Commonly referred to as a sandwich board sign.



Figure 3. A-Frame Sign

**SIGN, AWNING** — A permanent, on-premises sign that is printed, painted, or affixed to an awning.



Figure 4 Awning Sign

**SIGN, BANNER** — A sign painted, printed, or permanently affixed on cloth or other lightweight, flexible material.



Figure 5: Banner Sign

**SIGN, BUILDING-MOUNTED** — A permanent, on-premises sign that is directly attached to the facade or face of a building. Types of building-mounted signs include wall signs, projecting signs, awning signs, window signs, and freestanding canopy signs.

**SIGN, CHANGEABLE COPY** — A freestanding or attached sign that includes a manually changeable reader board to display changeable letters, text, or copy.

**SIGN, DOUBLE-FACED** — A sign with two (2) surfaces placed back-to-back or V-shaped with a common angle not greater than ninety degrees (90°).

**SIGN, ELECTRONIC MESSAGE** — A sign or billboard that incorporates a digital screen to display characters, letters, or illustrations that can be electronically changed or rearranged without altering the face or the surface of the sign.

**SIGN, FEATHER** — A banner in the shape of a feather, quill, sail, blade, or teardrop that is mounted on one (1) side to a curved solid or flexible pole that displays the sign regardless of wind conditions. These are also known as "quill signs" or "sail banners."

**SIGN, FREESTANDING** — An on-premises sign erected or mounted on its own self-supporting, permanent structure or base detached from any supporting elements of a building.

**SIGN, FREESTANDING CANOPY** — A permanent, on-premises sign that is affixed to the exterior facing surface of a freestanding canopy.



Figure 6: Freestanding Canopy Sign

**SIGN, ILLUMINATED** — Any sign whose design or installation incorporates artificial light, including indirect illumination and internal illumination.

**SIGN, INCIDENTAL** — A small permanent on-premises sign that is freestanding or attached to a building that is in addition to the primary sign types for the property, such as wall signs and freestanding signs, and that has a height and scale that is subordinate to the primary sign types allowed for the property. Examples of typical incidental signs include house numbers, occupant directories, directional signs, flags, and parking signs. The list of examples is provided to clarify the regulations and does not limit the content of incidental signs.

**SIGN, INFLATABLE** — An object where flexible fabric is inflated with air. These objects are designed in various shapes and may include a portable blower motor that provides a constant flow of air into the device.



Figure 7: Inflatable Sign

**SIGN, INTERIOR INCIDENTAL** — A sign allowed within a lot and not allowed within the applicable sign setback. This Code provides two (2) types of interior signs: small and large interior signs.



Figure 8: Interior Incidental Sign

**SIGN, MONUMENT** — A permanent freestanding sign with a low profile and a base and support structure with a solid appearance that is at least as wide as the width of the widest part of the sign's face.



Figure 9: Monument Sign

**SIGN, OFF-PREMISES/OFF-SITE** — A sign that directs attention to a business, organization, product, commodity, service, entertainment, or attraction sold, offered, or existing elsewhere than upon the same lot where such sign is displayed. "Off premises/off-site sign" includes a billboard on which space is leased, rented, or donated by the owner to others to convey a commercial or non-commercial message.

**SIGN, ON-PREMISES/ON-SITE** — A sign that directs attention to a business, organization, product, commodity, service, entertainment, or attraction sold, offered, or existing upon the same lot where such sign is displayed.

**SIGN, PERIMETER INCIDENTAL** — A sign allowed between the property line and the applicable sign setback. Examples of typical perimeter incidental signs include directional and entry/exit signs. The list of examples is provided to clarify the regulations and does not limit the content of incidental signs. The City will not review the content of incidental signs.



Figure 10: Perimeter Incidental Sign

**SIGN, PERMANENT RESIDENTIAL DEVELOPMENT** — A permanent freestanding sign located in a landscaped area adjacent to the entrance drive or road to a residential development, including recorded subdivisions, multi-family dwellings, and mobile home and trailer parks. An example of a residential development sign is one (1) that identifies the name or phase of development, sometimes incorporating architectural or landscape features. The example is provided to clarify the regulations and does not limit the content of residential development signs.



Figure 11: Residential Development Sign

**SIGN, POLE** — A permanent freestanding sign supported by one (1) or more poles or vertical members that are less wide than the width of the widest part of the sign's face.



Figure 12: Pole Sign

**SIGN, PORTABLE** — Any sign not permanently affixed to any structure on a site, permanently ground-mounted, or firmly implanted in the ground. Examples of portable signs include A-frame signs and roadside signs.

**SIGN, PROJECTING** — A permanent, on-premises sign attached to or erected against the wall of a building that projects at least twelve (12) inches from the wall and has faces perpendicular to the plane of the wall.



Figure 13: Projecting Sign

**SIGN, ROADSIDE** — A portable sign where the sign support structure consists of legs, wheels, or a trailer. This sign type includes a metal cabinet with a reader board and is generally internally illuminated. These signs sometimes include an illuminated, flashing arrow above the sign face. Also commonly referred to as a flashing arrow sign.

**SIGN, ROOF-MOUNTED** — A sign that projects above the highest point of the roof line or parapet of a building.

**SIGN, TEMPORARY** — A sign constructed of cloth, canvas, light fabric, cardboard, wood, wallboard, metal, or other light materials, with or without frames, and displayed for a limited time only. Temporary signs include banners, feather signs, inflatable devices, stake signs, and post signs. Examples of common temporary signs include political signs, public demonstration signs, yard sale signs, grand opening signs, contractor signs, real estate signs, and signs that announce a special event. The list of examples does not limit the content of temporary signs.

**SIGN, UNAUTHORIZED** — A sign located in the City right-of-way or on City property without City permission.

**SIGN, VEHICLE** — A sign attached to, suspended from, or painted on any vehicle, such as motor vehicles, boats, and trailers that are regularly parked on private property or any street and where the primary purpose in parking the vehicle in the location is to display, demonstrate, and advertise or attract the attention of the public.

**SIGN, WALL** — A permanent, on-premises sign attached to or erected against the wall of a building with the exposed face of the sign in a parallel plane to the plane of the wall.



Figure 14: Wall Sign

**SIGN, WINDOW** — A permanent, on-premises sign placed, posted, painted, or affixed in a window or glass door. Window signs include any printed wraps or opaque or semi-opaque treatments applied directly to the windows. A window sign includes any sign that is located inside a building, that is one (1) foot or less from a window or glass door, and that is clearly visible from outside the building.



Figure 15: Window Sign

## ARTICLE II. EXEMPT AND PROHIBITED SIGNS

### **Sec. 6-201. Exempt signs.**

The following signs are exempt from sign permit requirements but remain subject to maintenance and safety standards:

1. Signs erected by governmental agencies;
2. Traffic control devices;
3. Required legal or safety notices;
4. Interior signs not visible from a public right-of-way;
5. Signs not exceeding one (1) square foot in area, provided they are not located in the public right-of-way;
6. Temporary non-commercial signs meeting the placement standards of this chapter.

### **Sec. 6-202. Prohibited signs.**

The following signs are prohibited within the city:

1. Signs located in the public right-of-way without authorization;
2. Roof-mounted signs;
3. Signs with flashing, animated, moving, or audio components, except as expressly permitted for electronic message signs;
4. Portable signs, except where expressly allowed;
5. Searchlights, feather signs, inflatable devices, and similar attention-attracting devices, except as temporary signs;
6. Off-premises signs, except billboards authorized under this chapter;
7. Vehicle signs where the primary purpose of vehicle placement is advertising rather than transportation.

**ARTICLE III. SIGN DISTRICTS AND PERMANENT SIGNS**

**Sec. 6-300. Sign districts and zoning applicability.**

(a) Sign locations shall be determined by zoning district classification, including residential, mixed-use, commercial, and industrial districts.

(b) Overlay, historic, or special zoning districts may establish additional sign requirements.

(c) Where conflicts occur, overlay or special district standards shall control.

**Section 6-301. Sign Districts and Interpretation of Tables.**

A. Sign Districts. This Article generally regulates sign characteristics by district. Since many of the City's zoning districts have common characteristics for the purposes of sign regulations, this Section combines the City's zoning districts into common sign districts to simplify the regulations. Table Section 6-301.1: Sign Districts designate the zoning districts included in each sign district.

<b>Table Section 6-301.1: Sign Districts</b>	
<b>Sign District</b>	<b>Zoning Districts</b>
Residential	SR Single Family Residential LR Limited Residential
Multi-Tenant Residential	MD Medium Density Residential
Mixed Use-Commercial	NB Neighborhood Business CB Community Business CB1 District PA Public Activity
General Commercial	AB Arterial Business
Industrial	LM Light Manufacturing HM Heavy Manufacturing

B. Superimposed Districts. Division 3 provides specific design standards and allowances for the City's Superimposed Districts to preserve the unique and/or historical character of these areas.

1. The standards of Division 3 supersede any standards in Section 6-3.1450.
2. The Superimposed Districts regulated by Division 3 are:
  - a. CB1 District;
  - b. Greenwood Overlay;

C. Planned Development Districts. This Subsection applies to determine what standards apply to a Planned Development District if the City Council does not adopt specific

standards in the authorizing ordinance.

1. A Planned Development District in which the majority of the parcel by area is allocated to residential use must comply with the standards of the Mixed-Use Residential ("MU-R") sign district.
  2. A Planned Development District in which the majority of the parcel by area is allocated to non-residential use must comply with the standards of the Mixed-Use Commercial ("MU-C") sign district.
- D. Interpretation Of Tables. This Article presents the allowed specifications for signs in a series of tables. The tables include the allowance standards described in Table Section 6-301.2: Interpretation of Tables.

<b>Table Section 6-301.2: Interpretation of Tables</b>	
Standard in Tables	Description of Standard
Allowed	States whether the sign type is allowed in the sign district.
Permit Required	States whether this Section requires a permit for the sign type and sign district.
Number	The maximum number signs allowed sign on a parcel for the sign district.
Sign Area Allowance	The maximum area allowed for a sign in the sign district, in square feet.
Height	The maximum height allowed for sign for the sign district, in linear feet.
Illumination	States whether and what type of illumination is allowed for the sign type and district.
Changeable	States whether a manually changeable reader board is allowed for the sign type and district and the percentage of sign area allowed for this feature.
EMS	States whether electronic message signs are allowed for the sign type and district, and the percentage of sign area allowed for this feature.

**Section 6-302. Measurements.**

- A. Road Frontage. Where this Article calculates a sign allowance based on frontage or road frontage, the measurement is the total length of the property line where the lot is adjacent to the right-of-way of a public street or private street, expressed in linear feet.
- B. Building Facade. For the purposes of this Article, a building facade is a building elevation that contains the front of the building as viewed from the right-of-way or an elevation that is oriented to the parking lot and contains the main entrance.
- C. Facade Width. Where this Article calculates a sign area allowance based on the width of a building's facade, the width of the facade is:

1. The horizontal distance of the facade at grade on the side of the building facing a public street or with a public entrance for single-user lots; or
2. The horizontal distance of the portion of the facade between party walls or tenant separation partitions for the particular occupant at grade on the side of the building facing a public street or with a public entrance for multi-tenant developments with separate public entrances for each tenant.



Figure 16: Building Façade Width Measurement

- D. Façade Area. Where this Article calculates a sign area allowance based on the façade area of the building's principal elevation, the façade area is the façade width multiplied by the average height above grade for the first story of the façade as measured from an elevation perspective.
- E. Freestanding Sign Height. Freestanding sign height is the distance from the top of the sign structure to the top of the curb or crown of the roadway where no curb exists. The height of any monument base or other structure erected to support or ornament the sign is measured as part of the sign height.

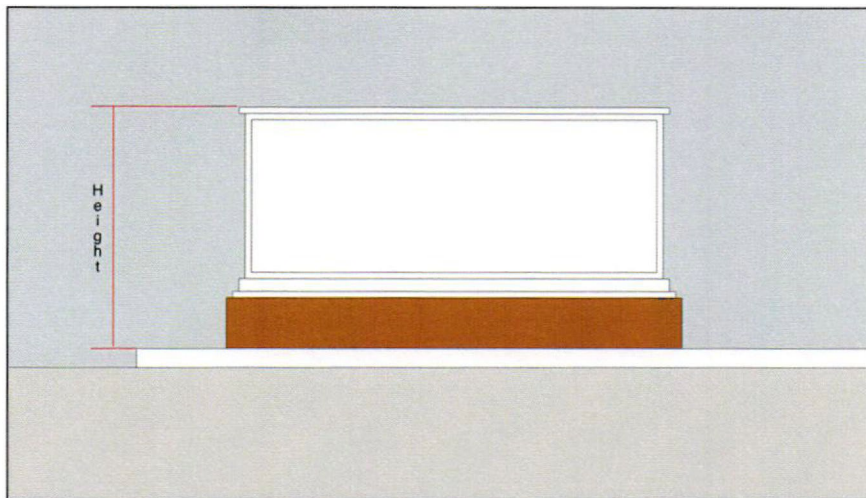


Figure 17: Sign Height Measurement

F. Sign Area Measurement.

1. The sign area for copy mounted or painted on a background panel or area distinctively painted, textured, or constructed as a background for the sign copy is measured as the area contained within the outside dimensions of the background panel or surface.



Figure 18: Sign Area Measurement

2. Where there are two (2) or more faces, the sign area is measured as follows.
  - a. Two (2) Faces.
    - (1) If the interior angle between the two (2) faces is forty-five degrees (45°) or less, the sign area is calculated as the area of one (1) face only;
    - (2) If the angle between the two (2) sign faces is greater than forty-five degrees (45°), the sign area is calculated as the sum of the areas of the two (2) faces.
  - b. Three (3) Or More Faces. The sign area of signs with three (3) or more faces is the sum of the areas of each of the faces.

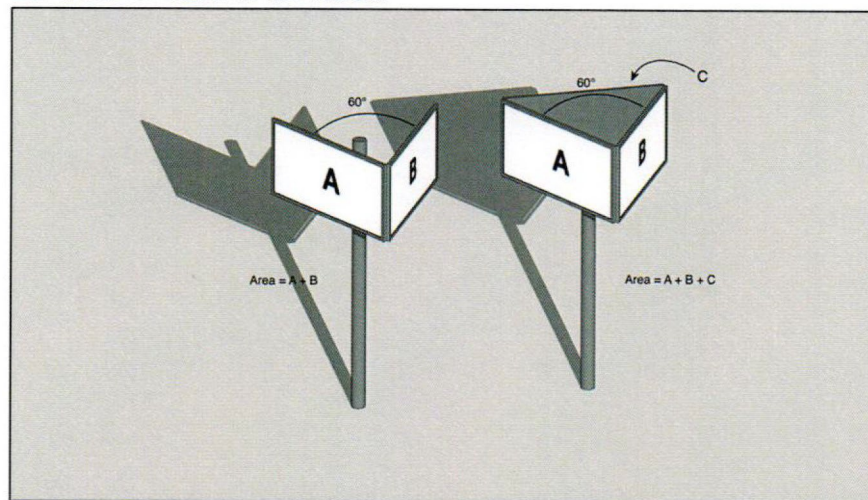


Figure 19: Face Area Measurement for Multi-Sided Signs

3. Spherical, Free-Form, Sculptural, and Other Non-Planar Signs. Sign area is calculated as the sum of the areas using only the four (4) vertical sides of the smallest rectangular prism that will encompass the sign, as illustrated in Figure 20.

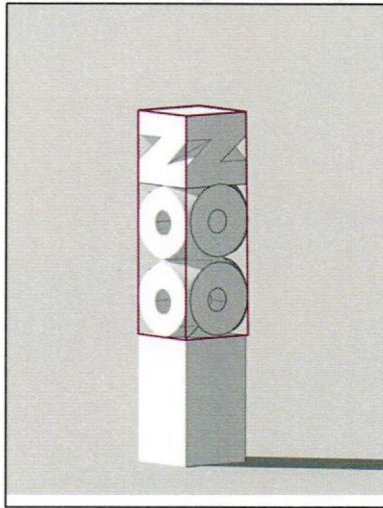


Figure 20: Face Area Measurement for Non-Planar Signs

4. Building-Mounted Sign Area.
  - a. Sign area for Building-Mounted Signs is the width multiplied by the height of a single rectangle, parallel with the ground, that contains all sign copy, illuminated cabinets, background panels, or contrasting colors, but does not include architectural elements.

The sign area includes all related sign elements on the same exterior wall or structure. Related sign elements have similar construction and are no more than five (5) feet apart, measured horizontally or vertically

### Section 6-303. Sign Features.

- A. Changeable Copy Signs.
  1. A sign can include changeable copy features if the allowance table for the district allows the feature.
  2. Changeable copy is limited in size as a percentage of the area of the sign face.
- B. Sign Illumination.
  1. Illuminated signs are allowed if the district allowance table allows the feature.
  2. If applicable, sign illumination must comply with the following standards:
    - a. Externally illuminated, building-mounted signs may use either ground-mounted lights or building-mounted light bars. The light source requires full shielding so that the light is only directed at the sign's face;
    - b. Externally illuminated, freestanding signs may use ground-mounted lights. The light source requires full shielding so that the light is only directed at the sign's face;
    - c. The light source for internally illuminated freestanding and building-mounted signs shall not be directly visible through the sign's face; and flashing and intermittent illumination are prohibited.

**Section 6-304. Design Standards.**

- A. Sign Locations. Signs may not obscure architectural details or features.
- B. Sight Distance. Signs may not be located within the thirty (30) foot sight distance triangle.

**Section 6-305. Freestanding Signs.**

- A. Freestanding Signs.
  - 1. Sign Allowances. All uses must comply with the freestanding sign allowances listed in Table Section 6-305.1.

<b>Table Section 6-305.1: Freestanding Sign Allowances</b>					
Standard	Residential	Multi-Tenant Residential	Mixed-Use Commercial	General Commercial	Industrial
Allowed	NR <sup>1</sup>	Yes	Yes	Yes	Yes
Permit Required	Yes	Yes	Yes	Yes	Yes
Type	Monument	Monument	Monument	Monument <sup>2</sup>	Monument <sup>2</sup>
Number (Max.)	1 per street frontage				
Height (Max.)	6 ft.	6 ft.	8 ft.	8 ft. <sup>3</sup>	8 ft. <sup>3</sup>
Area (Max.)	24 s.f.	50 s.f.	50 s.f.	1 s.f. per 1 ft. of road frontage up to 150 s.f.	1 s.f. per 1 ft. of road frontage up to 150 s.f.
<b>Sign Features</b>					
Illumination	Indirect	Indirect	All types	All types	All types
Changeable	No	100%	100%	100%	100%
EMS	No	No	50%	50%	50%
Key: ft. = feet   s.f. = square feet   NR = Non-Residential uses only					

Notes:
<sup>1</sup> Limited to non-residential uses in residential districts. For additional standard for Residential Development Signs, refer to Paragraph B: Permanent Residential Development Sign.
<sup>2</sup> Pole signs are also allowed on lots adjacent to certain highways. Refer to Subsection (A)(5).
<sup>3</sup> Sign height of up to thirty (30) feet is allowed on lots adjacent to certain highways. Refer to Subsection (A)(5).

- 2. Number of Freestanding Signs for Multi-Tenant Developments.
  - a. Multi-tenant developments may display the number and size of freestanding signs allowed in Table Section 6-305.1 for the entire development.
  - b. Each tenant or occupant of a multi-tenant development may not display a separate freestanding sign.
- 3. Area. Double- and multi-fronted lots cannot combine allowances for the frontages into one (1) sign that exceeds the allowance for one (1) frontage.
- 4. Monument Signs Generally Required.
  - a. When Table Section 6-305.1 states the sign type is "monument," freestanding

- signs are limited to monument signs in the district.
  - b. All monument signs require monument-type bases of masonry construction or materials that complement the primary structure on the lot or the prevailing character of the structures in the area.
5. Additional Allowances for Lots Adjacent to Specific roadways.
- a. The freestanding sign allowances are increased for lots in the General Commercial and Industrial sign districts that adjoin the right-of-way of the following highways:
    - (1) Hanley Road;
    - (2) Big Bend Boulevard;
  - b. Sign Types. Pole signs are allowed for qualifying lots.
  - c. Sign Height. The sign height for qualifying lots is increased to a maximum of thirty (30) feet.
6. Landscaping.
- a. Freestanding signs require a landscaped area equal to at least four (4) square feet for each square foot of sign area.
  - b. The landscaped area shall consist of shrubs, ornamental grasses, groundcover, and mulch, pine straw, or other cover material surrounding the base of the sign and shall be separated from any parking areas by a six-inch high vertical concrete curb.
  - c. Landscaped areas required by this Section shall comply with the standards of Section 6-3.700: Parking Design Standards and may also count towards the requirements for parking lot landscaping.
  - d. The Director may modify the requirement for a landscaped area if pre-existing circumstances would cause an undue burden on the ability to effectively use the property if the landscaped area were included.
- B. Permanent Residential Development Sign.
1. Sign Allowances. All uses shall comply with the residential development sign allowances listed in Table Section 6-305.2.

<b>Table Section 6-305.2: Allowances for Residential Development Signs</b>	
Standard	Residential Developments in All Districts
Allowed?	Yes
Permit Required?	Yes
Type	Monument or attached to decorative feature
Number (Max.)	2 signs per entry drive
Height (Max.)	6 ft.
Sign Area (Max.)	50 s.f.
<b>Sign Features</b>	
Illumination	Indirect
Reader board	No
EMS	No

Animated	No
Key: ft. = feet   s.f. = square feet	

2. Location.
  - a. Residential development signs are allowed on either side of a street providing direct access to the subdivision and serving as a major entry.
  - b. Where the development's road frontage incorporates decorative features, such as walls, gates, or fences, signs attached to a wall, or other appropriate features are allowed.
3. Landscaping. Residential development signs require a landscaped area equal to at least two (2) square feet for each square foot of sign area.

**Section 6-306. Building-Mounted Signs.**

- A. Location Standards. A building-mounted sign shall not protrude beyond any property line for the lot on which the building is located.
- B. Wall Signs.
  1. Sign Allowances. All uses shall comply with the wall sign allowances listed in Table Section 6-306.1.

Table Section 6-306.1: Wall Sign Allowances					
Standard	Residential	Multi-Tenant Residential	Mixed-Use Commercial	General Commercial	Industrial
Allowed	NR <sup>1</sup>	Yes	Yes	Yes	Yes
Permit Required	Yes	Yes	Yes	Yes	Yes
Number (Max.)	1 per facade with a public entrance <sup>2</sup>				
Area (Max.)	10% of Facade Area up to 40 s.f.	10% of Facade Area up to 24 s.f.	10% of Facade Area up to 40 s.f.	10% of Facade	10% of Facade Area up to 500 s.f.
Sign Features					
Illumination	Indirect	Indirect	All types	All types	All types
Changeable	No	No	No	25%	No
EMS	No	No	No	25%	No
Key: ft. = feet   s.f. = square feet   NR = non-residential uses only					

**Notes:**

<sup>1</sup> Limited to non-residential uses in residential districts

<sup>2</sup> For additional standards for multi-tenant developments, see Section 6-306(B)(2).

2. Number.
  - a. Each wall of a building with a public entrance may display wall signs.
  - b. Building-Mounted Signs For Multi-Tenant Developments.
    - (1) A tenant in a multi-tenant building that has a separate public entrance for that tenant may display a building-mounted sign on any facade where a public entrance is located.

- (2) A multi-tenant development with common entrances may display the number and size of building-mounted signs as provided in this Section for the entire development. Individual tenants in multi-tenant buildings with common entrances shall not display a separate building-mounted sign.

3. Sign Area.

- a. The sign area is allowed based on the facade area of the principal facade.
- b. The principal facade is a facade that faces a public street, private drive, or parking area and that includes a public entrance.
- c. Wall signs are allowed on any building elevation but may not exceed the total area allowance based on the principal facade.

C. Projecting Signs.

- 1. Sign Allowances. All uses shall comply with the projecting sign allowances listed in Table Section 6-306.2.

<b>Table Section 6-306.2: Projecting Sign Allowances</b>					
Standard	Residential	Multi-Tenant Residential	Mixed-Use Commercial	General Commercial	Industrial
Allowed	No	Yes	Yes	Yes	Yes
Permit Required	N/A	Yes	Yes	Yes	Yes
Number (Max.)	N/A	1	1	1	1
Area (Max.)	N/A	1 s.f. per 1 ft. of facade width up to 24 s.f.	1 s.f. per 1 ft. of facade width up to 40 s.f.	1 s.f. per 1 ft. of facade width up to 40 s.f.	1 s.f. per 1 ft. of facade width up to 40 s.f.
<b>Sign Features</b>					
Illumination	N/A	Indirect	All types	N/A	N/A
Changeable	N/A	No	No	N/A	N/A
EMS	N/A	No	No	N/A	N/A
Key: ft. = feet   s.f. = square feet					

2. Number.

- a. A projecting sign is allowed as a substitute for a wall sign in districts where they are allowed. Projecting signs are not allowed in addition to wall signs.
- b. Each building may display one (1) projecting sign on the wall with the principal public entrance.
- c. Building-Mounted Signs For Multi-Tenant Developments.
  - (1) A tenant in a multi-tenant building that has a separate public entrance for that tenant may display a building-mounted sign on any facade where a public entrance is located.
  - (2) A multi-tenant development with common entrances may display the number and size of building-mounted signs as provided in this Section for the entire development. Individual tenants in multi-tenant buildings with common entrances shall not display a separate building-mounted sign.

3. General Design Standards.

- a. Projecting signs shall not extend more than five (5) feet from the building.
- b. The lower edge of a projecting sign shall allow clearance of at least eight (8) feet

- from grade.
- c. The top edge of a projecting sign shall not exceed the roof line of the structure/ building.

D. Awning Signs.

1. Sign Allowances. All uses shall comply with the awning sign allowances listed in Table Section 6-306.3.

<b>Table Section 6-306.3: Awning Sign Allowances</b>					
Standard	Residential	Multi-Tenant Residential	Mixed-Use Commercial	General Commercial	Industrial
Allowed	No	Yes	Yes	Yes	Yes
Permit Required	N/A	Yes	Yes	Yes	Yes
Number (Max.)	N/A	1	1	1	1
Area (Max.)	N/A	Lesser of 50% of Awning Face Area or 12 s.f. <sup>1</sup>	Lesser of 50% of Awning Face Area or 12 s.f. <sup>1</sup>	Lesser of 50% of Awning Face Area or 12 s.f. <sup>1</sup>	Lesser of 50% of Awning Face Area or 12 s.f. <sup>1</sup>
<b>Sign Features</b>					
Illumination	N/A	Indirect	Indirect	Indirect	N/A
Changeable	N/A	No	No	No	N/A
EMS	N/A	No	No	No	N/A
Key: ft. = feet   s.f. = square feet					

**Notes:**

<sup>1</sup> The area of an awning sign is deducted from the overall wall sign allowance. See Section 6-306(D)(2)(b).

2. Number.
  - a. Each building may display one (1) awning sign on the wall with the principal public entrance.
  - b. An awning sign is allowed in addition to a wall sign in districts where they are allowed. However, the sign area for an awning sign is deducted from the sign area allowance for a wall sign on the same wall.
  - c. Awning Signs For Multi-Tenant Developments.
    - (1) A tenant in a multi-tenant building that has a separate public entrance for that tenant may display an awning sign on any facade where a public entrance is located.
    - (2) A multi-tenant development with common entrances may display one (1) awning sign as provided in this Section for the entire development. Individual tenants in multi-tenant buildings with common entrances shall not display a separate awning sign.
3. General Design Standards.
  - a. Awning signs are only allowed on the ground-floor awnings.

- b. The lower edge of an awning shall allow clearance of at least eight (8) feet from grade.

E. Window Signs.

- 1. Sign Allowances. All uses shall comply with the window sign allowances listed in Table Section 6-306.4.

<b>Table Section 6-306.4: Window Sign Allowances</b>					
Standard	Residential	Multi-Tenant Residential	Mixed-Use Commercial	General Commercial	Industrial
Allowed	No	Yes	Yes	Yes	Yes
Permit Required	N/A	No	No	No	No
Number (Max.)	N/A	N/A	N/A	N/A	N/A
Area (Max.)	N/A	33%	50%	25%	25%
<b>Sign Features</b>					
Illumination	N/A	Indirect	Indirect	Indirect	Indirect
Changeable	N/A	No	No	Indirect	Indirect
EMS	N/A	No	No	No	Indirect
Key: ft. = feet   s.f. = square feet					

- 2. Number And Area. The number of window signs is not limited, but the cumulative area of all signs in each window shall not exceed the dimension standards for the sign area.
- 3. Design Standards. Window signs are only allowed on ground-floor windows.

F. Freestanding Canopy Signs.

- 1. Sign Allowances. All uses shall comply with the freestanding canopy sign allowances listed in Table Section 6-306.5.

<b>Table Section 6-306.5: Freestanding Canopy Sign Allowances</b>					
Standard	Residential	Multi-Tenant Residential	Mixed-Use Commercial	General Commercial	Industrial
Allowed	No	No	Yes	Yes	Yes
Permit Required	N/A	N/A	Yes	Yes	Yes
Number per Canopy Face (Max.)	N/A	N/A	1	1	1
Area (Max.)	N/A	N/A	25%	50%	50%
<b>Sign Features</b>					
Illumination	N/A	N/A	Indirect	Any	Any
Changeable	N/A	N/A	Yes	Yes	Yes
EMS	N/A	N/A	No	50%	50%
Key: ft. = feet   s.f. = square feet					

2. Area. Table Section 6-306.5 expresses the area allowance for canopy signs as the maximum percentage that the sign may cover the face of the canopy where the sign is located.

**Section 6-307. Incidental Signs.**

- A. Sign Allowances. All uses shall comply with the incidental sign allowances listed in Table Section 6-307.1.

<b>Table Section 6-307.1: Incidental Sign Allowances</b>					
Standard	Residential	Multi-Tenant Residential	Mixed-Use Commercial	General Commercial	Industrial
<b>Perimeter Signs</b>					
Allowed	Yes	Yes	Yes	Yes	Yes
Permit Required	No, unless lighted <sup>1</sup>	No, unless lighted <sup>1</sup>	No, unless lighted <sup>1</sup>	No, unless lighted <sup>1</sup>	No, unless lighted <sup>1</sup>
Setback	10 ft.	10 ft.	10 ft.	10 ft.	10 ft.
Number (Max. per entrance/exit)	2	2	2	2	2
Height	3 ft.	3 ft.	3 ft.	3 ft.	3 ft.
Area	2 s.f.	2 s.f.	2 s.f.	2 s.f.	2 s.f.
Illumination	Indirect <sup>1</sup>	Indirect <sup>1</sup>	Indirect <sup>1</sup>	Any <sup>1</sup>	Any <sup>1</sup>
Changeable	No	No	No	No	No
EMS	No	No	No	No	No
<b>Small Interior Signs</b>					
Allowed	Yes	Yes	Yes	Yes	Yes
Permit Required	No	No	Yes	Yes	Yes
Setback	10 ft.	10 ft.	10 ft.	10 ft.	10 ft.
Number	5 per lot	10 per acre	10 per acre	20 per acre	20 per acre
Height	N/A	N/A	6 ft.	6 ft.	6 ft.
Area	1 s.f.	1 s.f.	2 s.f.	2 s.f.	2 s.f.
Illumination	Indirect	Indirect	Indirect	Any	Any
Changeable	No	No	No	No	No
EMS	No	No	No	No	No
<b>Large Interior Signs</b>					
Allowed	No	No	No	Yes	Yes
Permit Required	N/A	N/A	N/A	Yes	Yes
Setback	N/A	N/A	N/A	30 ft.	30 ft.
Number	N/A	N/A	N/A	1 per lot	1 per lot
Height	N/A	N/A	N/A	6 ft.	6 ft.

**Table Section 6-307.1: Incidental Sign Allowances Cont.**

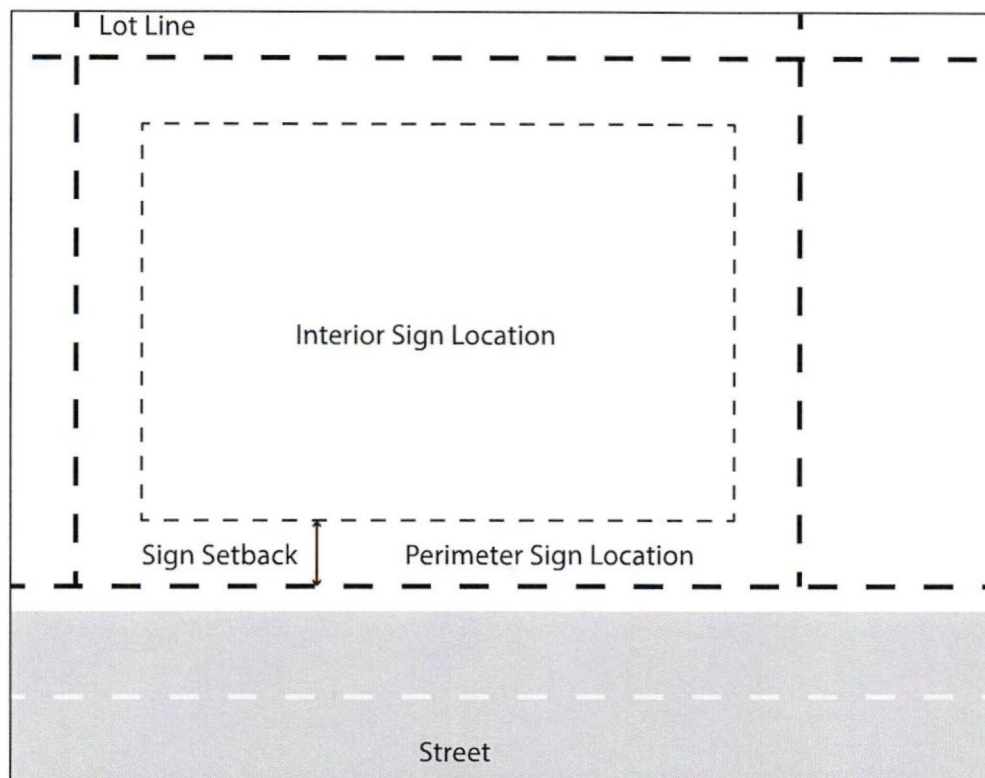
Standard	Residential	Multi-Tenant Residential	Mixed-Use Commercial	General Commercial	Industrial
Illumination	N/A	N/A	N/A	Any	Any
Changeable	N/A	N/A	N/A	Yes	Yes
EMS	N/A	N/A	N/A	Yes	Yes
Key: ft. = feet   s.f. = square feet   NR = non-residential uses only					
Area	N/A	N/A	N/A	30 s.f.	30 s.f.

**Notes:**

<sup>1</sup> Illuminated incidental signs require a permit. See Section 6-307.

**B. Sign Setback.**

1. Generally, This Section regulates the location and size of incidental signs based on a sign setback that varies by district and incidental sign type. Figure 21: Incidental Sign Setbacks depicts the setbacks and locations for incidental signs.



**Figure 21: Incidental Sign Setbacks**

2. Measurement. The sign setback is the setback from any property line and regulates the location and size of incidental signs. Table Section 6-307.1 defines the applicable setback for each sign type and district.
3. Table Section 6-307.1 defines the maximum number of perimeter incidental signs per

entrance to a public street.

4. Perimeter signs are only allowed within fifteen (15) feet of a driveway entrance to a public street.
5. Illuminated perimeter signs require a sign permit.

C. Interior Incidental Signs.

1. Table Section 6-307.1 defines the maximum allowances for small interior incidental signs based on the number of signs per lot or per acre. Examples of typical small incidental signs include house numbers, directional signs, and parking signs. The list of examples is provided to clarify the regulations and does not limit the content of incidental signs. The City will not review the content of incidental signs.
2. Table Section 6-307.1 defines the allowances for large interior incidental signs based on the number of signs per lot. Examples of typical large incidental signs include occupant directories, drive-thru menus, and information kiosks. The list of examples is provided to clarify the regulations and does not limit the content of incidental signs. The City will not review the content of incidental signs.

D. Design Standards.

1. Orientation of Large Incidental Signs. Large interior incidental signs that are illuminated or include electronic message signs shall be located in a manner that provides the least impact on adjacent or nearby land uses. Examples of techniques to limit the impact on adjacent property include locating the sign behind the principal building and screening the site with opaque shrubbery or fencing.
2. Materials And Design. Freestanding large incidental signs require:
  - a. A monument base of masonry construction; and
  - b. A landscaped area at the base of the sign equal to at least two (2) square feet for each square foot of sign area. The Director may reduce the required landscape area if, due to pre-existing circumstances, the required landscape area will cause an undue burden on the ability to effectively use the property.

E. Flags.

1. Sign Allowances. Flags shall comply with the standards in Table Section 6-307.2: Flag Allowances.

<b>Table Section 6-307.2: Flag Allowances</b>					
Standard	Residential	Multi-Tenant Residential	Mixed-Use Commercial	General Commercial	Industrial
<b>Perimeter Signs</b>					
Allowed	Yes	Yes	Yes	Yes	Yes

<b>Table Section 6-307.2: Flag Allowances</b>					
Standard	Residential	Multi-Tenant Residential	Mixed-Use Commercial	General Commercial	Industrial
Permit Required	No	No	No	No	No
Setback	10 ft.	10 ft.	10 ft.	10 ft.	10 ft.

Number	3 per lot	3 per lot	3 per lot	5 per lot	5 per lot
Flagpole Height	N/A	N/A	N/A	N/A	N/A
Area	15 s.f.	15 s.f.	15 s.f.	15 s.f.	15 s.f.
Illumination	Indirect	Indirect	Indirect	Indirect	Indirect
Changeable	No	No	No	No	No
EMS	No	No	No	No	No
Key: ft. = feet   s.f. = square feet					

2. Placement And Location.
  - a. Display of Flags is allowed on freestanding poles or poles attached to a building.
3. Maintenance. Flags require removal or replacement when they become torn, tattered, or faded.
4. Minimum height in Commercial and Industrial uses shall be seven(7) feet from walking surface and Maximum height shall be twenty – five (25) feet.

**Section 6-308. Temporary Signs.**

- A. Limitations On Temporary Signs. This Article prohibits or limits the use of several common temporary sign types, including pennants, streamers, balloons, strobe lights, beacons, feather signs, and inflatable signs.
- B. Generally.
  1. Sign Allowances. All uses shall comply with the temporary sign allowances listed in Table Section 6-308.1.

<b>Table Section 6-308.1: Temporary Sign Allowances</b>					
Standard	Residential	Mixed-Use Residential	Mixed-Use Commercial	General Commercial	Industrial
Allowed	Yes	Yes	Yes	Yes	Yes
Permit Required	No	No	No	No	No
Number	8	8	8	6	6
Height	3 ft.	3 ft.	8 ft.	8 ft.	8 ft.
Area	3 ft.	3 ft.	7 at 4 s.f. 1 at 32 s.f.	7 at 4 s.f. 1 at 32 s.f.	7 at 4 s.f. 1 at 32 s.f.
Duration for Display	90 days	90 days	90 days	90 days	90 days
<b>Sign Features</b>					
Illumination	No	No	No	No	No
Changeable	No	No	No	No	No
EMS	No	No	No	No	No
Key: ft. = feet   s.f. = square feet					

2. Number. Table Section 6-308.1: Temporary Sign Allowances defines the maximum limit for temporary signs:
  - a. Per lot for single-use lots; and
  - b. Per tenant for multi-tenant developments.

3. Duration For Display. The duration of display for all temporary signs shall not exceed ninety (90) days or more per calendar year, measured cumulatively per sign, unless otherwise regulated by this Article.

C. Banners.

1. Sign Allowances. All uses shall comply with the banner sign allowances listed in Table Section 6-308.2.

<b>Table Section 6-308.2: Banner Sign Allowances</b>					
Standard	Residential	Mixed-Use Residential	Mixed-Use Commercial	General Commercial	Industrial
Allowed	NR	Yes	Yes	Yes	Yes
Permit Required	No	No	No	No	No
Number	1	1	1	1	1
Height	8 ft.	8 ft.	8 ft.	8 ft.	8 ft.
Area	32 s.f.	32 s.f.	32 s.f.	32 s.f.	32 s.f.
Duration for Display	30 days	30 days	30 days	30 days	30 days
Times Per Year	4	4	4	4	4
<b>Sign Features</b>					
Illumination	No	Indirect	Indirect	Indirect	Indirect
Changeable	No	No	No	No	No
EMS	No	No	No	No	No
Key: ft. = feet   s.f. = square feet   NR = non-residential uses only					

2. Number. Table Section 6-308.2: Banner Sign Allowances defines the maximum number of banner signs allowed at one (1) time:
  - a. Per lot for single-use lots; and
  - b. Per tenant for multi-tenant developments.
3. Duration For Display.
  - a. The maximum duration for display of a banner is thirty (30) days.
  - b. Banners are allowed up to four (4) times per calendar year.
4. Design Standards.
  - a. Banner signs shall be attached securely to a building.

D. Inflatable Signs.

1. Sign Allowances. All uses shall comply with the allowances listed in Table Section 6-308.3.

<b>Table Section 6-308.3: Inflatable Sign Allowances</b>					
Standard	Residential	Mixed-Use Residential	Mixed-Use Commercial	General Commercial	Industrial
Allowed	No	No	Yes	Yes	Yes
Permit Required	No	No	Yes	Yes	Yes
Number	4	1	1	1	1

Height	32 ft.	32 ft.	32 ft.	32 ft.	32 ft.
Duration for Display	60 days	60 days	14 days	14 days	14 days
Times Per Year	4	4	4	4	4
<b>Sign Features</b>					
Illumination	Indirect or Internal	Indirect	Indirect	Indirect	Indirect
Changeable	No	No	No	No	No
EMS	No	No	No	No	No
Key: ft. = feet   s.f. = square feet					

2. Number. Table Section 6-308.3: Inflatable Sign Allowances defines the maximum number of inflatable signs allowed at one (1) time:
  - a. Per lot for single-use lots; and
  - b. Per tenant for multi-tenant developments.
3. Duration For Display.
  - a. Table Section 6-308.3: Inflatable Sign Allowances defines the maximum duration for the display of an inflatable sign for each district.
  - b. Inflatable signs are allowed up to four (4) times per calendar year.
4. Design Standards.
  - a. Inflatable signs require secure attachment to the ground by a cord, rope, cable, stakes, or a similar method.
  - b. Inflatable signs are not allowed on the roof of a building or other structure.

**Sec. 6-308.4 Electronic message signs (EMS).**

(a) Electronic message signs are permitted only where expressly allowed.

(b) All EMS shall comply with the following operational standards:

1. Duration Of Message. The electronic message display shall have a static image displayed for a minimum duration of at least ten (10) seconds. The display shall not flash, scroll, twirl, change color, imitate movement, or include video.
2. Transition Of Message. When the electronic message sign's image or text changes, the change sequence requires instantaneous re-pixelization and shall not include fade, scroll, or other animation.
3. Video Display Prohibited. Electronic message signs shall not change their messages or backgrounds by simulating motion or the illusion of moving objects, moving patterns or bands of light, or expanding or contracting shapes.
4. Brightness And Illumination.
  1. Brightness.
    1. Electronic message signs and billboards shall not operate at brightness levels that project more than 0.3 foot-candles above ambient light conditions at the property line, as measured using a foot-candle meter.
    2. Illumination levels are measured in foot candles with a foot-candle meter in a horizontal position at the property line at an approximate height of three (3) feet above grade.

2. Dimmer Control. Electronic message signs require an automatic dimmer control to regulate the proper illumination level from sundown to sunrise.
5. Audio. Electronic message signs shall not include audio speakers.
6. Malfunction. Electronic message signs must freeze the display in one (1) message or image or cease operation if a malfunction occurs.

**Section 6-309. Murals.**

- A. Sign Allowances. Murals shall comply with the standards in Table Section 6-309.1: Mural Allowances

<b>Table Section 6-309.1: Mural Allowances</b>	
Standard	Allowance
Zoning Districts Allowed	CB, CB1, AB, Greenwood overlay
Permit Required	Yes
Number (Max.)	1 per Building
Sign Area (Max.)	100% of One Secondary Wall
Height (Max.)	No Taller than Existing Wall
<b>Features</b>	
Illumination	Indirect
Changeable	No
EMS	No
Text (Max.)	10% of sign area

- B. Materials And Design. A mural shall not include:
1. Mechanically produced or computer-generated prints or images, including digitally printed vinyl sheets and wraps;
  2. Works containing electrical or mechanical components; or
  3. Works that involve changing or moving images or components.
- C. Placement And Location.
1. A mural shall only be located on a secondary exterior wall that does not have direct street frontage, unless the building is located on a corner lot.
  2. Buildings on corner lots may display murals on a facade with street frontage that does not include the principal public entrance.
  3. Murals are not allowed on brick or any other material that is considered contributing to a Historic Building that has not already been painted legally (either historically painted or based on approval by the Historic Preservation Commission).

## ARTICLE IV. BILLBOARDS

### Section 6-310. General Standards.

- A. Districts Allowed. Billboards and electronic billboards are allowed as conditional uses in the zoning districts listed in Table Section 6-310.1.
- B. Approval Required. Billboards and electronic billboards require conditional use approval by the City Council following a recommendation by the Planning and Zoning Commission.
- C. Dimension Standards. All billboards must comply with the billboard allowances listed in Table Section 6-310.1.

<b>Table Section 6-310.1: Billboard Allowances</b>	
Standard	Allowance
Zoning Districts Allowed	AB, CB
Permit Required?	Yes
Number	1
Sign Area	672 s.f.
Sign Face Height	20 ft.
Sign Face Width	50 ft.
Total Height	45 ft.
<b>Features</b>	
Illumination	Indirect
Message Board	No
EMS	Yes
Key: ft. = feet   s.f. = square feet	

1. Measurement Standards.
  - a. All dimension standards are measured inclusive of border, cutouts, extensions, projections, and trim but excluding the base, apron, supports, and other structural members.
  - b. The area shall be measured by the smallest square, rectangle, triangle, circle, or combination of those shapes that will encompass the entire billboard.
2. Cutouts, extensions, and projections shall not exceed twenty-five percent (25%) of the area of the sign.
3. The maximum area limitation shall apply to each side of a billboard structure. Allowable billboard configurations are placed back-to-back, double-faced, or in V-type construction with no more than two (2) displays to each facing. A billboard structure with multiple facings or panels is considered as one (1) billboard.
4. The total height of the billboard is measured from the natural grade where the billboard is installed or the grade level of the centerline of the highway to which the sign is oriented, whichever is higher.
5. Billboards with EMS features must comply with the brightness and operation standards

in Section 6-3.1440(C)(4): Sign Features.

**Section 6-311. Location and Spacing for Billboards.**

- A. Location. Billboards and electronic billboards are only allowed within six hundred sixty (660) feet of the edge of the pavement of the following highways:
  - 1. Missouri State Highways 100.
    - B. Spacing And Separation Requirements.
      - 1. Separation From Other Billboards.
        - a. The separation distance for a billboard is ten thousand (10,000) feet from an existing billboard on either side of the highway.
        - b. The separation distance for a billboard with electronic message features is two thousand six hundred forty (2,640) feet from an existing billboard with electronic message features on either side of the highway.
        - c. The separation distance is measured along the nearest edge of the pavement at points directly opposite the billboard along each side of the highway and applies to billboards located on either side of the highway in computing the distance between billboards.
      - 2. Separation From Intersections.
        - a. The general separation distance for a billboard is five hundred (500) feet from an interchange or intersection between the highway and another highway or street.
        - b. However, the separation distance for lots in the southeast quadrant of the intersection of two (2) Missouri State highways is one hundred twenty-five (125) feet from an intersection or interchange.
        - c. A billboard is allowed within five hundred (500) feet of an interchange or intersection if it is affixed to or located adjacent to a building so that the billboard does not cause any greater obstruction of vision than caused by the building itself.
      - 3. Separation From Residential Uses. The separation distance for a billboard is:
        - a. Two hundred fifty (250) feet from any structure within a residential zoning district; or
        - b. One hundred (100) feet from any structure used primarily as a dwelling unit in any other zoning district.
      - 4. Separation From Historic Resources. The separation distance for a billboard is three hundred (300) feet from any property or district listed on the National Register of Historic Places, any National Historic Landmark, or any location officially designated by the City as a historic landmark or historic district.
      - 5. Separation From Buildings.
        - a. The separation distance for a billboard is fifty (50) feet from any point of a building.
        - b. However, the separation distance for lots in the southeast quadrant of the intersection of two (2) Missouri State highways is twenty-five (25) feet from any point of a building.
      - 6. Separation From On-Premises Signs. The separation distance for electronic billboards is two hundred fifty (250) feet from an existing freestanding on-premises electronic message sign.
    - C. Other Location Standards.
      - 1. Billboards are not allowed on rocks, trees, or poles maintained by a public utility.
      - 2. Billboards are exempt from front, side, and rear yard building setbacks for the district.

However, Billboards require a thirty (30) foot minimum setback from a road right-of-way.

3. Billboards are not allowed in the right-of-way of any road or on any slope or drainage easement for a road.
  1. maximum number of sign faces or surfaces permitted on a new billboard structure is two (2). If a conditional use approval to install only one (1) electronic billboard face is being transferred, a new billboard structure may only support one (1) electronic billboard face and one (1) additional face that is not considered to be electronic; and
  2. The maximum total height of the new billboard structure does not exceed sixty-five (65) feet above the natural grade where the billboard is installed or the grade level of the centerline of the highway to which the sign is oriented, whichever is higher.

## ARTICLE V. ADMINISTRATION, MAINTENANCE, AND ENFORCEMENT

### Sec. 6-312. Sign permits.

- A. Permits Required.
  - 1. A sign permit is required to erect, install, relocate, modify, or change any sign within the City unless otherwise provided in this Article.
  - 2. The term "modify" includes any change in or to an existing sign, its face, copy, colors, or supporting structures.
- B. Conformity Required. Failure to conform to the conditions of a sign permit, including any conditions or stipulations attached to it by the Department of Community Development, or any applicable board, renders the permit void.
- C. Scope Of Permit. Sign permits include approval of electrical work. All electrical work shall comply with the Electrical Code.
- D. Permit Procedures.
  - 1. Applicants for sign permits shall apply on a form supplied by the City and shall submit the application to the Community Development Department.
  - 2. The application requires one (1) set of drawings in digital or paper format as provided on the City's application, prepared to scale, of the proposed sign, including all of the following information:
    - a. The address of the site for the proposed signage, the applicant's name, the name of the business, the business address, business telephone number, and contractor information;
    - b. The configuration of the proposed signage listing the height, width, total square footage, method of attachment, and method of illumination, including details of the fixture and screening, and colors and materials;
    - c. A site plan showing the proposed locations of signs;
    - d. Building elevations showing proposed locations of signs; and
    - e. A detailed plan showing the size, quantity, and type of landscaping for freestanding signs.
- E. Review Of Sign Permit Applications.
  - 1. The Director of Public Works their designee shall review and approve or deny all sign permit applications required by this Article based on the standards of this Article.
  - 2. In locations where approval is required, the Director or their designee shall set the matter for consideration by the Design and Review Board
  - 3. Sign permit applications shall not be reviewed until land use approval has been issued for the subject property. Applicants are advised that obtaining land use approval may require additional time if approvals from the Planning and Zoning Commission or City Council are necessary to establish compliance with applicable land use regulations.
- F. Expiration Of Sign Permit.
  - 1. Construction of a sign requiring approval of a sign permit shall begin within one hundred eighty (180) days of its approval by City staff, the Design and Review Board, or City Council and be complete and functioning within two hundred forty (240) days of the approval.
  - 2. The permit for any sign that is not constructed within the required period is automatically revoked.

(c) The city manager, director, or designee is authorized to approve, condition, or deny permits based on compliance with this chapter.

**Section 6-313. Maintenance.**

- A. Maintenance Required. Failure to comply with the maintenance requirements of this Section constitutes a violation of this Article.
- B. Sign Maintenance.
  - 1. The owner or person in possession of a lot shall maintain all signs located on the lot.
  - 2. The owner or person in possession of the lot shall maintain all signs so that they:
    - a. Continue to conform to the conditions imposed by the sign permit;
    - b. Substantially conform to its original condition without cracking, peeling, or fading of paint and other components; and
    - c. Are kept free of rust and rust stains.
- C. Notice And Repair. The owner or person in possession of the property shall repair any damage to a sign or sign base within sixty (60) days of notice.
- D. Damage To Illuminated Signs. Any internally illuminated sign cabinets or sign panels that have been damaged shall remain unilluminated until repaired.
- E. Removal Of Hazardous Signs. Any sign that has been damaged to such an extent that it poses a hazard to passersby requires immediate repair or removal.
- F. Maintenance Of Required Landscaped Areas.
  - 1. Maintenance Required. The owner or person in possession of a lot shall maintain any landscaped area required by this Article as a condition of the sign permit.
  - 2. Maintenance Standards.
    - a. Maintenance includes, as appropriate, the provision of surface mulch, staking and guying, tree straightening, irrigation, fertilization, insect and disease control, pruning, mulching, and weeding.
    - b. The owner or person in possession of a lot shall keep all required landscaping free of litter and debris.
  - 3. Replacement Of Plants.
    - a. Any plants that die or are removed as a result of death, disease, or damage require replacement in a reasonable time with an equal number and similar species and size at the next appropriate growing season.
    - b. Failure to replace dead, damaged, or diseased plant material constitutes a violation of this Article.

**Section 6-314. Enforcement. Unauthorized Signs.**

City staff may remove unauthorized signs in the right-of-way or on public property without notice. City staff may dispose of these signs within seven (7) days if they are not claimed.

- A. Signs Erected In Violation Of This Article.
  - 1. City staff shall give written notice for any sign otherwise erected or maintained in violation of this Article.
  - 2. Upon failure to correct the violation, City staff shall enforce this Article in accordance with Zoning Code Article XVIII: Violations and Penalties.
- B. Administration.
  - 1. Enforcement.
    - a. The Department of Community Development is authorized and directed to enforce

- all of the provisions of this Article and perform the functions outlined for City staff within this Article.
- b. Upon presentation of proper credentials, City staff may enter at reasonable times any building, structure, or premises in the City to perform any duty imposed upon them by this Article.
2. Violations.
    - a. Any person violating any of the provisions of this Article is guilty of an ordinance violation.
    - b. The owner of any sign, building, or premises where any sign or other object that violates this Article is placed or exists, and any person who has knowingly assisted in the commission of any violation is guilty of a separate offense.

**Section 6-315. Non-Conforming Signs.**

1. Any sign that lawfully exists at the time of enactment of this Article may remain until the sign is substantially altered or changed or until another sign is proposed as a replacement for the existing sign. The replacement sign requires conformance with all provisions of this Article.
  2. A non-conforming sign that is damaged to the extent of more than fifty percent (50%) of its replacement cost value requires removal or alterations to ensure conformity with the provisions of this Article.
- B. Non-Conforming Billboards.
1. A billboard that lawfully existed at the time of enactment of this Article may remain if the owner maintains it in good repair as required by Section 6-3.1620.
  2. A non-conforming billboard that is not maintained in good repair is subject to removal or alterations to conform with this Article if it is damaged to the extent of more than fifty percent (50%) of its replacement cost value.

**Section 6-316. Abandoned Signs.**

- A. Abandoned Signs.
1. Any sign or sign support structure for a business, organization, tenant, or other occupant of a lot that ceases operations on the premises for a period of at least thirty (30) days is considered abandoned.
  2. The owner or person in possession of the lot shall remove abandoned signs and support structures from the premises.
- B. Abandoned Billboards.
1. A billboard is deemed abandoned when it:
    - a. Is not maintained in good repair as required by Section 6-316; and
    - b. Does not include advertising information other than for the use of the billboard for a period of one hundred twenty (120) continuous calendar days.
  2. The owner of an abandoned billboard shall remove the abandoned billboard and the support structure.

**Sec. 6-317. Enforcement and penalties.**

Violations of this chapter shall be subject to enforcement action, abatement, fines, removal of signs, or other remedies authorized by the city code.

## **Chapter 6 ADVERTISING**

### ***ARTICLE I. IN GENERAL***

#### **Sec. 6-1. Signs, banners across streets.**

Signs and banners announcing civic, charitable, historic or patriotic events or activities may be installed over or across any public street or sidewalk for periods not to exceed 30 days upon approval and receipt of a permit from the director of public works.

(Code 1982, § 3-1; Ord. No. 5047, § I, 3-26-2002)

#### **Sec. 6-2. Destroying lawful posters.**

It shall be unlawful for any person to wrongfully and maliciously tear down, deface or cover up any posted advertisement or bill of any person when the same is lawfully posted and put up and during the time such sign or advertisement shall be of value.

(Code 1982, § 3-2)

#### **Sec. 6-3. Marking on streets, sidewalks prohibited.**

It shall be unlawful for any person to advertise, or attempt to advertise, by marking or painting on any of the streets or sidewalks within the city.

(Code 1982, § 3-3)

#### **Sec. 6-4. Signs in public rights-of-way.**

Signs, banners, and similar structures and objects directly relating to charitable, historical, religious or other civic services and nonprofit activities may be installed in the public rights-of-way upon review and approval of the city council and receipt of a permit from the director of public works.

(Code 1982, § 3-4; Ord. No. 5047, § II, 3-26-2002)

#### **Sec. 6-5. Stickers.**

It shall be unlawful for any person to attach any gummed sticker to any vehicle within the city without the consent of the owner of such vehicle, except that it shall not be unlawful to attach a sticker if a vehicle is parked in violation of parking regulations.

(Code 1982, § 3-5; Ord. No. 5047, § III, 3-26-2002)

#### **Secs. 6-6—6-28. Reserved.**

## **ARTICLE II. SIGNS**

### **DIVISION 1. GENERALLY**

#### **Sec. 6-29. Definitions.**

The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

*Billboard* means a sign advertising or directing attention to an activity not conducted, or to a service not provided, or to an article or product not manufactured, assembled, processed, prepared or sold upon the premises upon which the sign is located.

*Ground sign* means a display sign supported by uprights or braces in or upon the ground surface.

*Post sign* means a sign that is mounted on a stationary pole or posts and not attached to any part of a building. (Also called a pole sign.)

*Projecting sign* means a display sign which is attached directly to the building wall and which extends more than 15 inches from the face of the wall.

*Roof sign* means a display sign that is erected, constructed and maintained above the roof of the building.

*Sign* means any identification, description, illustration or device, illuminated or nonilluminated, which is visible from any public place or is located on private property and exposed to the public and which directs attention to a product, service, place, activity, person, institution, business or solicitation, including any emblem, painting, placard or temporary sign designed to advertise, identify or convey information, with the exception of window displays and national flags. For the purpose of removal, signs shall also include all sign structures.

*Sign area* means the total area of the space to be used for advertising purposes, including the spaces between open-type letters and figures, including the background structure or other decoration or addition which is an integral part of the sign. Sign supports shall be excluded in determining the area of a sign. A double-faced sign shall have the same total area as a single-faced sign.

*Temporary sign* means a display sign, banner or other advertising device constructed of cloth, canvas, fabric, plastic, or other light temporary material with or without a structural frame, intended for display. Unless otherwise specified in this article, temporary signs shall not be displayed for more than 30 days.

*Wall sign* means a display sign which is painted on or attached directly to the building wall and which extends not more than 15 inches from the face of the wall.

(Code 1982, § 3-21; Ord. No. 4141, § I, 5-10-1983; Ord. No. 4713, § 1, 1-9-1996; Ord. No. 5047, § IV, 3-26-2002; Ord. No. 6068, § I, 2-11-2025)

#### **Sec. 6-30. Violations.**

Any person who installs, erects or maintains any sign or device in violation of this article shall be deemed guilty of a misdemeanor, and subject to a fine of not less than \$100.00 or more than \$500.00, and each day or part thereof such violation shall continue shall constitute a separate offense.

(Code 1982, § 3-29; Ord. No. 4141, § IX, 5-10-1983)

### **Sec. 6-31. Permits.**

- (a) *Required for sign construction or alteration.* No sign of any of the types described herein shall be erected, nor the location of any existing sign changed, until a permit therefor shall have been issued by the director of public works. No permit shall be granted until after an application has been filed with the director of public works showing the plans and specifications, including dimensions, material and details of construction of the proposed sign.
- (b) *Existing signs.* An existing sign shall not be enlarged, altered, or relocated except in conformity to the provisions for new signs, nor until a proper permit has been secured.
- (c) *Exempt signs.* The following signs are exempt from permit fees:
  - (1) "For sale" or "for lease" (including garage or basement sales) signs not to exceed six square feet.
  - (2) Temporary signs announcing civic events approved by the director of public works.
  - (3) Temporary yard signs in residential districts (other than "for sale" or "for lease" signs as described in subsection (c)(1) of this section); these signs shall not exceed six square feet and cannot be erected more than 30 days prior to the event for which they are erected and must be removed within two days after the event for which they are erected.
  - (4) Window signs which are placed on the inside of a ground floor display window, both temporary and permanent-type, advertising only specific products available or services provided therein; provided that there be no more than four signs for the total display window area, and the signs not exceed 20 percent of the total display window area.
  - (5) Front door signs, with wording confined to the name of the business, building or institution, address, telephone number, general business or service conducted therein, and hours of operation, not to exceed 33 percent of the area of the door.
  - (6) Temporary election signs complying with the requirements of section 6-72(8).
- (d) *Permit fees.* Before the issuance of a sign permit, the following fees shall be paid to the office of the city clerk.
  - (1) For permanent signs, \$50.00 plus \$5.00 per square foot.
  - (2) The permit fee for double-faced signs shall be based on the total area of both faces.
  - (3) Temporary signs other than exempted, \$20.00.

(Code 1982, § 3-22; Ord. No. 4141, § II, 5-10-1983; Ord. No. 4183, § 1, 6-12-1984; Ord. No. 5047, §§ V—X, 3-26-2002; Ord. No. 6018, § I, 7-11-2023; Ord. No. 6068, § I, 2-11-2025)

### **Secs. 6-32—6-48. Reserved.**

## *DIVISION 2. PERMITTED PERMANENT-TYPE SIGNS*

## Sec. 6-49. Regulations.

(a) *Generally.* Subject to the regulations contained in this chapter, the signs described in subsection (b) of this section are allowable in commercial districts.

(b) *Number permitted; installation, design standards.*

(1) *Wall signs.* Only one sign shall be allowed on each office or store except for buildings on corner lots where two signs are permitted. All such signs shall be erected on walls of the building parallel to the fronting street or streets with the exception of corner lots with a principal entrance to an office or store not fronting a street, where a sign can be erected on a wall of the building parallel to the principal entrance in lieu of another allowed wall sign that fronts a street.

For businesses with rear customer entrances from a parking lot with a minimum of 20 parking spaces, an additional wall sign not to exceed 40 square feet, is permitted at said entrance. All such signs shall be attached parallel to the building surface, provided that the top of such sign is no higher than whichever of the following is the lowest:

- a. Twenty-five feet above grade;
- b. The top of sills of the first level of windows above the first story; or
- c. The lowest point of the road surface, except in the case of a one-story building with a continuous horizontal parapet, the top of said parapet. A second-floor business may install a wall sign that only complies with subsection (b) (5) of this section. The total area in square feet of all permanent exterior wall signs, except for signs on windows above the first floor, shall not exceed:

Average distance of building face from centerline of abutting street  (feet) 0—99 Over 100	Length along ground floor of building side facing street multiplied by 2 4
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- (2) Pole signs/post signs. Pole signs or post signs shall be allowed only on the issuance of a sign permit approved by the city council. Signs shall not contain phone numbers or web addresses. The pole sign/post sign must conform to the requirements for post or pole signs established in section 6-76 (a) (10). If a pole sign is used, a ground sign is not also allowed.
- (3) *Ground signs.* Each building may have one ground sign. Signs shall not contain phone numbers or web addresses. Such ground sign shall be subject to the requirements of section 6-76(a)(7), provided that the city council may issue a permit, containing such conditions as the city council may impose, allowing a ground sign to exceed the dimension requirements of section 6-76(a)(7)a, provided that the total area in square feet of other permitted exterior wall signs or awning signs for the building is reduced by at least the amount of the additional dimension allowed for such ground signs, but only if the city council finds that the total signage permitted for the building with such permit is less visually intrusive and will better contribute to and promote the community welfare than the total signage otherwise allowed for the building under the provisions of this chapter. If a ground sign is used, a pole/post sign is not also allowed.
- (4) *Display windows signs.* Permanent-type signs, naming and identifying the business, but excluding information concerning specific products available or services provided therein, may be painted on the inside of or displayed in a ground floor display window visible from and intended to be read from the exterior of each business or store. Such signs shall not exceed either 15 percent of the ground floor display window area or a maximum area of 25 square feet. Interior signs intended to provide information for persons inside the building or store shall be exempt from this requirement. Painted window signs above the ground floor shall be permitted only when the business is different from the first floor tenant. Such signs shall only be permitted on one window and shall not exceed 25 percent of that window opening.
- (5) *Awning signs.* One sign facing the street may be painted on the valance of any canvas awning located on the first floor level. Signs shall not contain phone numbers or web addresses. The text shall be confined to a single line of letters not larger than eight inches in height on a valance that is 11 or more inches in height, or not larger than seven inches in height on a valance that is ten or less inches in height. The text, including company logo, shall not exceed 75 percent of the length of the valance. Where no other wall, post, ground or display window sign is used, a second awning sign shall be permitted. In the case of corner lots, one awning sign shall be permitted facing each street. Back lighted illuminated sign awnings shall not be permitted. No sign, flag or banner shall be attached to or be suspended from any awning. One second floor tenant awning sign shall be permitted in addition to those allowed for ground floor tenants. Awning signs for tenants above the ground floor shall be permitted only when the business is different from the first floor tenant. Such awning signs shall only be permitted if the second floor tenant has an entrance directly to the exterior at the ground level. The awning must be located at the first floor street level. Awning signs shall be placed on the valance of the awning. The size of the awning is limited to the width of the door serving the second floor tenant and the size and appearance of the sign must be approved by the design and review board.
- (6) *Projecting signs.*

- a. Projecting signs may exceed the current height restriction of five feet, six inches to a height of eight feet on buildings on Sutton Boulevard that meet the following criteria:
    1. Such signs are listed on the National Register of Historic Places;
    2. The signage must serve as branding for the building which must house a minimum of two businesses and be the only identifying projecting sign on the building;
    3. The sign can be no larger than 16 square feet in area.
  - b. One projecting sign no larger than 16 square feet in area with the width not exceeding four feet, six inches and the height not exceeding five feet, six inches shall be permitted at any first floor business location in the Special Business District. One projecting sign is permitted per business. If a projecting sign is used, then other signage is limited to one display window sign and one awning sign. Projecting signs shall be placed at least eight feet above ground level, and the top of the sign shall not extend above the top of the sills of the first level of windows above the first story.
- (7) *Directional and parking signs.* Directional and parking signs, provided that the signs are not larger than six square feet, and are deemed necessary for the safety and convenience of the public, may be approved by the director of public works. Such signs are not included in the calculation of area of permitted signs.
- (8) *Outdoor illuminated menu signs.* Illuminated signs listing menu items at drive-through restaurants, provided there are no more than two per premises, the sign area does not exceed 25 square feet per sign, and no sign, flag or banner is attached to or suspended from the menu sign. Such signs are not included in the calculation of area of permitted signs.
- (9) *Fuel filling station signs.* In addition to signs otherwise permitted in this article, fuel filling stations shall be allowed the following signs:
- a. Two company name or logo signs not exceeding 24 square feet per sign attached to the canopy over the fuel pumps are permitted.
  - b. Displays of merchandise outside the filling station building shall be limited to automotive products only. One product identification and price sign not exceeding six square feet shall be permitted per display.
  - c. One sign may be placed on the top of each fuel pump. Such sign shall be limited in size to the width of the pump and 20 inches in height.
  - d. Advertising on any machine or equipment that is exclusively intended and customarily found on such machine or equipment is permitted.
- (c) *Billboard sign requirements.* In addition to the foregoing permitted signs, and notwithstanding anything to the contrary contained in this Code, billboards shall be permitted within 660 feet of the nearest edge of the right-of-way of any roadway designated as an interstate or primary highway by the state highways and transportation commission pursuant to RSMo ch. 226 to the extent such interstate or primary highway is located in a commercial district (in other words, is located within districts zoned NB, CB, PB, AB, LM and HM pursuant to chapter 56), subject to the regulations contained in this subsection. All such billboards shall be subject to the requirements of this chapter (classified as pole signs, or ground signs, or other category as may be applicable to each proposed billboard), subject to the following modifications or additional requirements (and in the event of any conflict between the following modifications or additional requirements and the remainder of this chapter, the more restrictive provision shall govern):
- (1) *Lighting.*
    - a. The maximum average intensity level for any billboard shall be 20 foot-candles;

- b. No revolving or rotating beam or beacon of light that simulates any emergency light or device shall be permitted as part of any billboard. No flashing, intermittent, or moving lights will be permitted except scoreboards or other illuminated signs designating public service information, such as time, date, or temperature, or similar information, will be allowed;
- c. External lighting, such as floodlights, thin line and gooseneck reflectors are permitted, provided the light source is directed upon the face of the billboard and is effectively shielded so as to prevent beams or rays of light from being directed into any portion of the main traveled way of the interstate or primary highway and the lights are not of such intensity so 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;
- d. No billboard shall be so illuminated that it interferes with the effectiveness of, or obscures, an official traffic sign, device, or signal.

(2) *Size of billboards.*

- a. The maximum area for any one billboard permitted pursuant to this subsection (c) shall be the lesser of:
  1. The size otherwise permitted under this chapter for the applicable sign type (pole sign, ground sign or other); or
  2. 72 square feet.

The maximum area shall be measured inclusive of border and trim but excluding the base or apron, supports, and other structural members. The maximum area shall be measured as established in rules promulgated by the state highways and transportation commission.

- b. Each billboard may have only one sign face. Billboards may not be placed back to back, double faced, or in V-type construction. Billboards shall have not more than one display to each facing.

(3) *Height.* The maximum height shall be the lesser of:

- a. The height otherwise permitted under this chapter for the applicable sign type (pole sign, ground sign or other); or
- b. 35 feet.

The height shall be measured from the ground to the highest point on the billboard.

(4) *Spacing of signs.*

- a. No billboard shall be erected within 1,000 feet of an existing billboard. The measurements in this section shall be the minimum distances between billboards measured along the nearest edge of the pavement between points directly opposite the billboards along the highway regardless of whether the billboards located on the same side or opposite sides of the highway involved.
- b. In addition to any applicable requirements of section 6-76, no billboard shall be erected:
  1. Within 90 feet of any right-of-way;
  2. Within 90 feet of the property line of the lot on which the billboard is located;
  3. Within 1,000 feet of land zoned residential, or of any public use, historic site, school, church, park, playground, library or hospital;
  4. Within 250 feet of on-site signs located on buildings;
  5. Within 1,000 feet of free standing on-site signs;

- 6. Within 100 feet of any existing building or roofed structure; or
  - 7. Within 90 feet of an overhead power line.
- c. No billboard shall be located in such 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.
- (5) *Permits.*
- a. No sign permit to allow a billboard pursuant to section 6-31 shall be issued by the city unless and until the applicant has obtained a permit issued by the state highways and transportation commission. In addition to the requirements of section 6-31, an application for a sign permit for any billboard shall include and be accompanied by plans that show the size and shape of the billboard, the location of the proposed billboard, the setbacks from surrounding properties, the type of illumination and proposed lighting, the colors to be used in the billboard, the materials used to construct and the method used to support the billboard.
  - b. Before a permit is issued, the applicant shall submit the following certifications from the appropriate licensed professionals regarding the following: certification from a licensed engineer that the soil and subsoil surface is capable of accepting the projected loads; certification from an electrical engineer as to the electrical portion of the billboard; certification from a structural engineer as to the structural strength of the billboard; and a certified out boundary survey of the site and its setback/clearance zone.
  - c. Before a permit is issued, the applicant shall submit and receive from the city director of public works approval of a lighting and landscape plan depicting the landscaping, billboard lighting and fencing around the proposed billboard to ensure that the structure will be aesthetically compatible with its surroundings and the aesthetic standards of the community and neighboring property. At the city's option, such plans may be reviewed by the city's third party landscape architect. The director of public works (and, if applicable, the landscape architect) shall take into consideration the nature of the location, the impact on surrounding properties, the safety and security of the proposed billboard, and the relative cost of the landscaping, lighting and fencing to the applicant in relationship to the overall impact upon the property values in the immediate area which would be caused by a lack of such landscaping, lighting and fencing for the proposed billboard.
  - d. Permits to allow a billboard to be erected shall require construction to begin within six months from the date of issue and shall require construction to be completed within 12 months from the date of issue.
  - e. Notwithstanding any provision to the contrary contained in the Code, no billboard permitted pursuant to this subsection shall be erected until a permit therefor shall have been issued by the director of public works, and the director of public works shall charge a one-time permit or inspection fee of \$500.00, to ensure compliance with wind and electrical requirements. Subsection (c)(4) of this section shall apply only to billboards erected pursuant to this subsection and shall not otherwise supersede the provisions of section 6-31.
- (6) *Lot requirements.* Notwithstanding any contrary provision of chapter 56 or of this chapter, each billboard permitted pursuant to this subsection shall be located on a separate lot (as that term is defined in chapter 56), and no lot occupied by a billboard shall be occupied by any other building or use (including another billboard). Each lot containing a billboard must comply with all requirements otherwise applicable to that lot according to chapter 56.

- (7) *Nonconformities.* Any billboard existing on the date of enactment of this section that does not meet the requirements of this chapter shall be deemed a "nonconforming use" and shall be subject to the limitations of article III, division 4 of chapter 56.
  - (8) *Trimming vegetation prohibited.* Trees or other vegetation may not be removed or trimmed for the purpose of improving billboard visibility.
  - (9) *Annual inspection and certification.* Owners of all billboards erected after enactment of this section shall be required to submit an inspection report from a state licensed engineer as to the billboard's structural integrity. Such certification shall be done on or before June 1 of each year.
  - (10) *Nuisance.* Any billboard which, because of lack of maintenance, upkeep, vandalism, accumulation of litter, refuse or debris, or the deterioration of landscaping, lighting or fencing, becomes unsightly or unsafe is hereby declared to be a nuisance and shall be subject to abatement by the city in the same manner all other nuisances on private property.
- (d) *Ground sign requirements.*
- (1) *Apartment complexes.* One ground sign shall be permitted at any multifamily apartment complex containing 12 or more units. The sign may be two-sided. The size of the sign shall be no larger than 22 square feet per side. The height of the sign shall not exceed five feet, including its foundation or planter box. The ground sign shall comply with all other regulations set forth in section 6-76.
  - (2) *Institutional properties.* One ground sign of the same size as permitted for apartment complexes as set forth in subsection (d)(1) of this section shall be permitted at institutional properties. One wall sign not exceeding 32 square feet shall be permitted as an alternative to a ground sign.

(Code 1982, § 3-23; Ord. No. 4141, § III, 5-10-1983; Ord. No. 4184, § 1, 6-12-1984; Ord. No. 4699, § 1, 7-25-1995; Ord. No. 4847, § 1, 10-13-1998; Ord. No. 5047, §§ XI—XVI, 3-26-2002; Ord. No. 5154, §§ I—III, 1-27-2004; Ord. No. 5346, §§ I, II, 6-13-2006; Ord. No. 5490, § I, 10-28-2008; Ord. No. 5709, § I, 8-13-2013; Ord. No. 5800, § I, 1-12-2016; Ord. No. 5848, § I, 3-28-2017; Ord. No. 5963, § I, 9-14-2021; Ord. No. 5999, § I, 10-11-2022)

**Secs. 6-50—6-71. Reserved.**

***DIVISION 3. PERMITTED TEMPORARY SIGNS***

**Sec. 6-72. Regulations.**

The following temporary signs may be erected in conformance with this article:

- (1) *Announcement of development sign.* A temporary ground sign may be erected on vacant property for a period not to exceed 60 days prior to the issuance of a building permit announcing the specific development of the lot, provided the sign is erected behind the building line and does not exceed 32 square feet in area. On projects in which the working drawings require more than 60 days to complete, the director of public works may extend the allowable time period an additional 60 days, provided that drawings are being completed expeditiously.
- (2) *Construction signs.* A construction sign may be erected after issuance of a building permit announcing the type of building or development under construction. Such sign may include the names of those associated with the project and leasing information. Such sign shall not exceed 32 square feet in area. Such sign shall be removed upon completion of the work and prior to occupancy of the building. The location of the sign shall be subject to the review and approval of the public works director.

- (3) *"For sale" signs on nonresidential buildings.* One "for sale" or "for lease" sign may be erected on each nonresidential building or premises, provided such sign conforms to the following requirements:
  - a. It shall not exceed 12 square feet in area.
  - b. The legend shall refer only to the sale or the lease of the building or premises and contain the name, address and telephone number of the agent handling the sale. The sign may contain the zoning district designation and the type of space available if desired.
- (4) *Residential "for sale" signs.* One "for sale" or "for lease" sign shall be permitted on each residential property, provided said sign conforms to the following requirements:
  - a. It shall not exceed six square feet in area.
  - b. It shall be erected in the front yard at least five feet back from the property line and not attached to any building.
  - c. The legend shall refer only to the sale or lease of the premises with the name, address and telephone number of the agent. The zoning district may be placed on the sign.
  - d. "For sale" signs remaining longer than ten days after the property is sold or no longer for sale shall be considered illegal signs.
- (5) *Garage and basement sale signs.* One such sign shall be permitted on a residential property, provided said sign conforms to the following requirements:
  - a. It shall not exceed six square feet in area.
  - b. It shall not be posted for longer than 48 hours.
  - c. No one residence shall be permitted more than two such signs per year.
- (6) *Miscellaneous signs.* The public works director may authorize one temporary sign for each building, such as political headquarters signs, signs announcing civic events or similar type signs, provided they are mounted flat on the wall of the building and do not exceed 25 square feet in area.
- (7) *Banners.* One banner may be erected on any nonresidential building, provided such sign does not exceed 40 square feet in area, and is erected for no more than 30 days. No more than four banners may be erected in a calendar year.
- (8) *Election signs.* Ground signs may be erected on private property during election season, subject to the following requirements:
  - a. Signs shall be erected no more than 60 days prior to an election and must be removed within five days after the election.
  - b. Signs shall not exceed six square feet in residential districts and 16 square feet in commercial districts.
  - c. Signs shall not be erected in the public right-of-way.
  - d. No permit shall be required for election signs meeting these requirements.

(Code 1982, § 3-24; Ord. No. 4141, § IV, 5-10-1983; Ord. No. 4183, § 1, 6-12-1984; Ord. No. 5047, § XVII, 3-26-2002; Ord. No. 5154, § IV, 1-27-2004; Ord. No. 5709, § II, 8-13-2013; Ord. No. 6068, § I, 2-11-2025)

### **Sec. 6-73. On public streets.**

Small post signs indicating the direction to any institution or place may be erected and maintained on the parkway or side of a public street, alley or place on the following conditions:

- (1) The council shall investigate and make its finding that the sign will serve a public purpose and that a public necessity for such directional sign exists.
- (2) The council shall issue its special revocable permit therefor.
- (3) Such signs shall not exceed 18 inches by 24 inches in size and shall be installed under the supervision of the director of public works in a manner and at a height so as not to interfere with the ordinary and lawful use of the street.

(Code 1982, § 3-25; Ord. No. 4141, § V, 5-10-1983)

### **Sec. 6-74. Illegal signs and devices.**

It shall be unlawful to erect or maintain any of the following signs or devices in the city:

- (1) Paper posters and certain signs and devices are prohibited. Paper posters applied directly to the wall of a building or pole or other support, and letters and pictures in the form of advertising, printed or applied directly to the wall or surface of a building.
- (2) Signs painted directly on the front walls of buildings.
- (3) Any signs which are no longer applicable to the property or building upon which such signs are located shall be considered unlawful signs and shall be removed within 30 days after becoming nonapplicable.
- (4) Mechanical contrivances. No sign shall contain flashers, animators or mechanical movement or contrivances of any kind, excepting clocks, and any such sign so erected shall be an unlawful sign within the meaning of this article.
- (5) Conflicting signs. Signs or devices that by color, location or design resemble or conflict with traffic control signs or devices are prohibited.
- (6) Roof signs. Signs erected on the roofs of building.
- (7) Billboards, except as permitted by section 6-49(c).
- (8) Projecting signs, except as permitted in section 6-49(b)(6).
- (9) Reader boards, that is, any sign utilizing individually mounted and removable letters and numbers inserted into channels, except for price signs at fuel filling stations and reader boards which are part of approved signs at religious and institutional properties.
- (10) Detached and portable signs, whether or not trailer mounted.
- (11) Streamers, pennants and balloons hung from any building, structure pole or vehicle, placards attached or set in or upon vehicles for sale at any commercial property, and marking of windows of any vehicle for sale at any commercial property.
- (12) Any sign or banner erected in the public right-of-way or public easement except as provided in this article.
- (13) Any signs or banners not specifically permitted under this article.
- (14) No windows maybe covered with paper or cloth except when the property is under construction and not opened to the public.
- (15) Illegal signs in existence at the time of the effective date of the ordinance from which this article is derived shall be removed upon:
  - a. Change of ownership of business.

- b. Change of use of building.
- c. Damage from any source, when the cost of repair exceeds 50 percent of the value of the original sign.
- d. Exterior renovation of said building.

(Code 1982, § 3-26; Ord. No. 4141, § VI, 5-10-1983; Ord. No. 4847, § 2, 10-13-1998; Ord. No. 5047, § XVIII, 3-26-2002; Ord. No. 5119, § I, 8-12-2003; Ord. No. 5154, § V, 1-27-2004; Ord. No. 5346, §§ III, IV, 6-13-2006)

### **Sec. 6-75. Unsafe and unlawful signs.**

The director of public works may cause to be removed any sign of immediate danger or hazard to persons or property without notice. It shall be unlawful for any person to maintain or permit to remain upon any premises owned, leased, occupied or used by him or it, with notice thereof, any unsafe or insecure sign liable to injure any person or property or to maintain or permit to remain on any such premises any sign which, because of condition or appearance, would have a damaging effect upon other property in the city.

(Code 1982, § 3-27; Ord. No. 4141, § VII, 5-10-1983)

### **Sec. 6-76. General requirements for all signs.**

- (a) *Construction.* All signs shall be designed and constructed in conformity to the provisions and the requirements of this article, as set out hereafter:
  - (1) *Wind.* The effect of special local wind pressures shall be thoroughly considered in the design; but the wind load shall not be assumed less than 15 pounds per square foot for ground signs.
  - (2) *Illumination.* A sign shall not be illuminated by other than electrical means and electrical devices and wiring shall be installed in accordance with the requirements of the National Electrical Code.
  - (3) *Obstructions to exit ways.* A sign shall not be erected, constructed or maintained so as to obstruct any fire escape, required exit way, window or door opening used as an element or a means of egress or access thereto, the firefighting forces having jurisdiction.
  - (4) *Obstruction to ventilation.* A sign shall not be attached in any form, shape or manner which will interfere with any opening required for ventilation, except that such signs may be erected in front of and may cover transom windows when not in violation of the provisions of this Code.
  - (5) *Artistic quality.* All signs shall be of a high artistic quality that will enhance its surroundings. Drawings of the proposed sign indicating colors and other specifications as required in this article (section 6-31) shall be submitted with the permit application. The design and review board shall review and approve the drawings of the permanent-type signs submitted with permit applications.
  - (6) *Use of combustibles.*
    - a. *Ornamental features.* Wood or approved plastic, or other material of combustible characteristics similar to wood, may be used for moldings, cappings, nailing blocks, letters and latticing and for other purely ornamental features of signs.
    - b. *Sign facings.* Sign facings may be made of approved combustible plastics, provided the area of each face is not more than 100 square feet and the wiring for electric lighting is entirely enclosed in metal conduit and installed with a clearance of not less than two inches from the facing material.
  - (7) *Ground signs.*

- a. *Obstructions to traffic.* A ground sign shall not be erected so as to obstruct free access to or egress from any building.
  - b. *Setback.* A ground sign shall not be set nearer to the street lot line than one foot.
  - c. *Dimensions.* No ground sign may exceed five feet in height and eight feet in length, including its foundation or planter box, with the actual sign area limited to 32 square feet per side.
  - d. *Construction.* A ground sign shall not be constructed of combustible materials, except as provided herein.
  - e. *Landscaping.* A ground sign shall have landscaping at the base of the sign.
- (8) *Wall signs.*
- a. *Projection.* A wall sign shall not project more than 15 inches from the wall of a building.
  - b. Wall signs exceeding 40 square feet in area shall be constructed of noncombustible materials except as provided for herein.
  - c. A wall sign shall not project beyond the top of the wall nor extend beyond the end of a wall to which it is attached, except the director of public works may allow a wall sign to be mounted on the roof of a building where the roof slopes upward from the front wall, provided the sign is parallel to and directly above the wall of the building facing the street.
- (9) *Flags and flag poles.* Flag poles and flags may be erected in the front yard of commercial, institutional or governmental buildings for the purpose of displaying the American flag, flags of any city, county, state or federal jurisdiction and flags with a specifically designed pattern or emblem of a firm or business located in the building on the site, provided no lettering or advertising is used. A maximum of two such flag poles and flags may be erected on any one building site and shall be uniform in height, size and arrangement according to acceptable standards for displaying flags.
- (10) *Pole signs/post signs.*
- a. In granting or denying approval of a permit for a pole sign pursuant to section 6-49(b)(2), the city council shall determine whether the criteria listed below are true with respect to the proposed pole sign, and the applicant for such sign shall have an opportunity to be heard. The council shall approve the permit if it determines that all of the following criteria are true with respect to the proposed pole sign and shall deny the permit if it determines that any of such criteria are not true with respect to the proposed pole sign:
    - 1. Will not cause a traffic hazard;
    - 2. Will not diminish or impair property values within the neighborhood;
    - 3. Will not adversely affect the public health, safety, order, convenience or general welfare of the community;
    - 4. Is consistent with and not injurious to the character of the neighborhood; and
    - 5. Meets the requirements of subsection (a)(10)b of this section.
  - b. All pole/post signs shall be subject to the following requirements:
    - 1. No more than one pole sign shall be allowed at each building, except as provided in subsection (a)(10)c of this section.
    - 2. Maximum height of a pole sign is 25 feet or the roofline, whichever is lower.
    - 3. No pole sign shall extend downward nearer than ten feet to the ground or pavement.

4. The pole sign must be so located that no part of the sign may project beyond a one-foot setback line from any property line.
5. The sign area of pole signs shall not exceed in square feet the number equaling one-half the linear foot frontage of property on which the pole sign is located less the sign area of any existing and proposed signs.

(b) *Maintenance and inspection.*

- (1) *Removal.* The director of public works may order the removal of any sign that is not maintained in accordance with the provisions of this article.
- (2) *Maintenance.* All signs, together with all their supports, braces, guys and anchors shall be kept in repair in accordance with the provisions of this article; and when not galvanized or constructed of approved corrosion-resistive, noncombustible materials shall be painted when necessary to prevent corrosion.
- (3) *Housekeeping.* It shall be the duty and responsibility of the owner or lessee of every sign to maintain the immediate premises occupied by the sign in a clean, sanitary and healthful condition.
- (4) *Inspection.* Every sign for which a permit has been issued shall be inspected upon erection to determine compliance with the provisions of this article.
- (5) *Failure to notify for inspection.* It shall be the duty of the permittee to notify the director of public works when the sign is erected and ready for inspection. Failure to notify the director of public works constitutes a violation of this section.

(Code 1982, § 3-28; Ord. No. 4141, § VIII, 5-10-1983; Ord. No. 4184, § 2, 6-12-1984; Ord. No. 4713, § 2, 1-9-1996; Ord. No. 4777, § 1, 5-13-1997; Ord. No. 4791, § 1, 7-22-1997; Ord. No. 5047, §§ XIX, XX, 3-26-2002; Ord. No. 5154, §§ VI—VIII, 1-27-2004; Ord. No. 5346, § V, 6-13-2006; Ord. No. 5709, § III, 8-13-2013)

**Sec. 6-77. Planned unit development (PUD) district signage.**

- (a) In planned unit development (PUD) districts, the provisions of sections 6-29, 6-31, 6-49 (except for the provisions of sections 6-49(c)), 6-73, and 6-76 may be superseded by the provisions of article III of this chapter, if approved by the design and review board.
- (b) The provisions of sections 6-30, 6-72, 6-74 and 6-75 may not be superseded by article III of this chapter.

(Code 1982, § 3-30; Ord. No. 4580, § 1, 2-9-1993; Ord. No. 4847, § 3, 10-13-1998)

**Secs. 6-78—6-99. Reserved.**

**ARTICLE III. EXTERIOR SIGNS IN PUD DISTRICTS**

**Sec. 6-100. Intent and purpose.**

- (a) The intent and purpose of this article is to provide a means for the execution of a coordinated exterior signage system designed to enhance the built environment and provide an overall, consistent design theme in keeping with the intent and purpose of a planned unit development (PUD).
- (b) Upon approval by the design and review board of an exterior signage plan as herein defined, the PUD developer may proceed with the erection of various signs within the development on an as-needed basis in accordance with the following guidelines:

- (1) No sign may be erected before obtaining a city permit;
- (2) The permit will be issued only to the authorized PUD developer;
- (3) The director of public works shall have the authority to grant permits for new signs without the necessity of design and review board approval as long as the proposed signs comply with the exterior signage plan approved by design and review board at the outset.

(Code 1982, § 3-51; Ord. No. 4580, § 3, 2-9-1993)

### **Sec. 6-101. Definitions.**

The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

*Conditional approval* means conditional approval is an action taken by the design and review board that state the board's general approval of the exterior signage plan but with conditions such as requests for additional information, clarifications and/or relatively minor modifications. The applicant may not initiate the proposed exterior signage plan under a conditional approval.

*Developer* means the owner of the property within a specified planned unit development (PUD) district and who is the applicant requesting review and approval of the specified exterior signage plan.

*Development* means the project developed by the applicant that has been approved by the city council to be constructed within the specified planned unit development (PUD) district.

*Exterior signage plan* (hereinafter referred to as the plan) means a plan which describes the objectives and performance standards for exterior signage within a specified planned unit development (PUD) district, the minimum requirements of such plan being further described herein. A plan shall be specifically identified as being a covenant unto an individually named development within a planned unit development (PUD) district.

*Signs* means any identification, description, illustration, directive, warning, instruction, illustration or other device displaying visual information, illuminated or nonilluminated, which is visible from any public place or is located on private property and exposed to the public and which directs attention to a product, service, place, activity, person, institution, business, solicitation or informative, directive, warning or instructive message, including any emblem, painting, symbol or placard intended to convey information for a limited period of time are not included under this article, but are included under the provisions of this article. Window displays and national flags are not included under the provisions of this article. For the purpose of removal, signs shall also include all sign structures.

*Unconditional approval* means the design and review board's approval of the applicant's exterior signage plan without any conditions.

(Code 1982, § 3-52; Ord. No. 4580, § 3, 2-9-1993)

### **Sec. 6-102. Permits.**

- (a) Approval of the plan by the design and review board shall constitute an approval for the director of public works to grant permits to erect exterior signs allowed by the plan and conforming to the design standards established by the plan.
- (b) An existing sign shall not be altered in any way nor relocated unless such alteration or relocation is in conformance with the provisions for new signs as promulgated herein. Any such deviation from the approval exterior signage plan shall require re-review and approval by the design and review board.

(Code 1982, § 3-53; Ord. No. 4580, § 3, 2-9-1993)

**Sec. 6-103. Exterior signage plan.**

- (a) Generally, an exterior signage plan shall describe the intended uses, locations, appearance, variety of sizes, materials and details of construction for all exterior signs. The plan shall be comprehensive in nature, serving as a detailed guide for all signage within a specified planned unit development (PUD) district.
- (b) The plan shall be identified as being the exterior signage plan for a specifically-named development and developer approved by the city and located within a planned unit development (PUD) district.
- (c) The plan shall include as a minimum, but is not limited to, the following information and submittal requirements:
  - (1) The name and address of the developer submitting the plan.
  - (2) The name and location of the development to which the plan pertains.
  - (3) Verification that the developer has received city approval of its final development plan and all related subdivision plats.
  - (4) Evidence of commitment to said plan by the developer by means of deed restrictions, private covenants, agreements or other formal commitments customarily used to control the use, development, construction and/or maintenance of all publicly and privately owned improvements within the development.
  - (5) The types of signs, by function, that will be permitted and are anticipated to be erected, constructed or otherwise installed within the development. At a minimum, the type of functions shall include the following categories:
    - a. Identification functions.
    - b. Information functions.
    - c. Vehicular control functions.
  - (6) The types of signs that will not be permitted within the development.
  - (7) Site plans which describe the anticipated locations of the various signs, by function and grouped as follows:
    - a. Functions pertinent to major development entries and streets, shown on a drawing having a scale of not less than one inch equals 100 feet.
    - b. Functions pertinent to individual buildings or building complex sites shown on a drawing having a scale of not less than one inch equals 40 feet.
  - (8) Physical characteristics of the signage system, including:
    - a. Variety of sizes and placements allowed in conjunction with the various functions.
    - b. Types of materials to be utilized in the construction of the signs.
    - c. Colors.
    - d. Typeface style and size, including standard alphabet and numerals.
    - e. Graphic composition.
    - f. Method and type of illumination.

- g. Typical construction details.
  - h. Symbols, logos and trademarks to be utilized.
  - i. Architectural sketch, in color, depicting the appearance of each functional type of sign anticipated to be used.
  - j. Dimensions for location of signs adjacent to street curbs, rights-of-way, building lines, setbacks and/or property lines.
- (9) Standards regarding placement, such as distance from a street curb, distance from an intersection and/or legibility (height and style of letters) related to vehicular speed and direction.
  - (10) Guidelines regarding identification of owners, tenants or other building occupants including use of an owner's, tenant's or other occupant's logo, symbol or trademark.
  - (11) Design and placement of vehicular traffic control signage, such as stop signs, speed limit signs, prohibited turns, prohibited access, etc.
  - (12) Design and placement of signage pertaining to physically disabled persons.
  - (13) No sign will be erected that is deemed indecent or not in good taste.

(Code 1982, § 3-54; Ord. No. 4580, § 3, 2-9-1993)

#### **Sec. 6-104. Requirements for all signs.**

- (a) *Generally.* All signs shall be designed, constructed or erected in conformity with the following requirements:
  - (1) *Wind.* The effect of special local wind pressures shall be thoroughly considered in the design; but the wind load shall not be assumed less than 15 pounds per square foot.
  - (2) *Illumination.* No sign shall be illuminated by other than electrical means and electrical devices and wiring shall be installed in accordance with the National Electrical Code, latest edition.
  - (3) *Obstruction to exit ways.* No sign shall be erected, constructed or maintained so as to obstruct any fire escape, required exit way, window or door opening used as an element or a means of egress or access thereto, or the firefighting department having jurisdiction.
  - (4) *Traffic hazards.* No sign may be located such that it substantially interferes with the view necessary for motorists to proceed safely through intersections or to enter onto or exit from public or private streets.
  - (5) *Interference with traffic signals.* No sign shall be erected that due to its location, color, size, shape, nature or message would tend to obstruct the view of, or be confused with, traffic signals or other signs erected by governmental agencies.
  - (6) *Obstruction of ventilation.* A sign shall not be attached in any form, shape or manner which will interfere with any opening required for ventilation, except that such signs may be erected in front of and may cover transom windows when not in violation of the provisions of this Code.
  - (7) *Use of combustibles.* Sign facings may be fabricated of approved combustible plastics, provided the area of each face is not more than 100 square feet and the wiring for electric lighting is entirely enclosed in metal conduit and installed with a clearance of not less than two inches from the facing materials.
  - (8) *Flags and flag poles.* Flag poles and flags may be erected in the front yard of commercial, institutional or governmental buildings for the purpose of displaying the American flag, flags of any city, county, state or federal jurisdiction. A maximum of two such flagpoles and flags may be erected on any one

building site and shall be uniform in height, size and arrangement according to acceptable standards for displaying flags.

(b) *Right-of-way signage prohibited.* No sign may be constructed on any public right-of-way.

(Code 1982, § 3-55; Ord. No. 4580, § 3, 2-9-1993)

### **Sec. 6-105. Maintenance, inspection and removal.**

(a) *Maintenance.* 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.

(b) *Inspection.* Every sign shall be inspected by the director of public works to determine compliance with the provisions of this article. Inspections shall be made in compliance with the provisions of the city's sign permit ordinance.

(c) *Removal.* The director of public works may order the removal of any sign that is not maintained in accordance with the provisions of this article or that is erected in violation of the provisions of this article.

(Code 1982, § 3-56; Ord. No. 4580, § 3, 2-9-1993)

### **Sec. 6-106. General standards and criteria for approval.**

The specified exterior signage plan shall only be approved after the design and review board makes specific findings of fact directly based on evidence presented by the developer supporting the following conclusions:

- (1) The specified exterior signage plan supports the intent and purpose of a planned unit development (PUD) district.
- (2) The proposed exterior signage plan supports and enhances the specified development in which the signage will be erected.
- (3) The proposed exterior signage plan meets the intent and spirit of this article and all other applicable city ordinances and codes.
- (4) The proposed signage will be compatible with its surroundings, and appropriate to the uses for which it is intended.

(Code 1982, § 3-57; Ord. No. 4580, § 3, 2-9-1993)

### **Sec. 6-107. Approval procedures.**

The developer of a specified planned unit development shall submit an application to the director of public works for an exterior signage plan review and request for approval by the design and review board. Applications shall be processed according to the following criteria:

- (1) All applications shall be submitted in support of a planned unit development previously approved by the plan and zoning commission and the city council.
- (2) All applicants shall be required to submit a revised exterior signage plan if the initial plan is not approved or shall notify the director of public works that the applicant has chosen to rescind its application.

(Code 1982, § 3-58; Ord. No. 4580, § 3, 2-9-1993)

## **Sec. 6-108. Application submittal for review and approval.**

- (a) The proposed exterior signage plan complying with the requirements of this article and the requirements listed below shall accompany an application for review and approval. Applications to the design and review board for initial submittal review and approval shall be submitted to the director of public works at least 15 working days prior to the board meeting at which it is to be considered, together with:
  - (1) Name, address and telephone number of the applicant.
  - (2) Name of the development.
  - (3) 15 copies of the exterior signage plan, the contents of such comply with the provisions of section 6-103.
- (b) The director of public works shall forward a copy of the submittal to the zoning administrator for review and comment. The zoning administrator shall return his review comments to the director of public works not less than ten working days prior to the board meeting at which the plan is to be considered.
- (c) At the design and review board meeting at which the plan is to be considered, the plan and zoning commission shall review the application and take one of the following actions:
  - (1) Unconditional approval of the exterior signage plan as submitted.
  - (2) Conditional approval of the exterior signage plan subject to revisions of further information requested by either the board or the director of public works.
  - (3) Rejection of the exterior signage plan, clearly stating the reasons for rejection.
- (d) Unconditional approval. If the design and review board gives an unconditional approval of the plan, the applicant can then initiate the plan without the requirement for permits or other applications, fees, etc.; except that if the applicant must modify the plan in some substantial manner, the applicant shall be required to notify the director of public works, requesting for a review and request for approval of all proposed modifications to the previously approved plan.
- (e) Conditional approval. If the design and review board gives a conditional approval of the plan:
  - (1) The plan and zoning commission will clearly state its conditions.
  - (2) The applicant shall reply to such conditions no later than ten working days prior to the next regularly scheduled board meeting. Such reply shall be in writing, accompanied by a modified plan, if required.
  - (3) At its next regularly scheduled meeting, the board shall either:
    - a. Give the modified plan its unconditional approval.
    - b. Reject the application.
  - (4) If the modified plan is rejected, the board shall clearly state its reasons and notify the applicant accordingly.
- (f) Rejection. If the board rejects the proposed exterior signage plan, the applicant may:
  - (1) Appeal the decision to the city's board of adjustment.
  - (2) Modify the plan and reapply for review and approval.
  - (3) Rescind the plan and proceed with signage under the provisions of article II of this chapter.

(Code 1982, § 3-59; Ord. No. 4580, § 3, 2-9-1993)

**Sec. 6-109. Time limit.**

An unconditionally approved exterior signage plan shall be initiated within one year or it becomes null and void.

(Code 1982, § 3-60; Ord. No. 4580, § 3, 2-9-1993)