
Article 9. Signs

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9.01 Intent

The intent of this article is to:

- A. Create an attractive aesthetic environment in the city.
- B. Enhance the quality and civic design of the community through the visual priority of buildings, streetscapes, open spaces, scenic views, landscapes, and other investments in the public realm and civic assets of the city.
- C. Improve economic viability by assuring that the city is a visually pleasant place to visit, conduct business, and live.
- D. Provide effective identification and communication for businesses, institutions, and other community destinations without excessive competition for visual attention.
- E. Ensure that signs and graphics maintain the unique character of distinct places and districts.
- F. Encourage creativity or flexibility in sign design that improves quality, uniqueness, or aesthetic characteristics of the area, as opposed to simply calling greater attention to one particular use or site.
- G. Protect property values and investments by minimizing adverse effects from signs on adjacent property and public spaces.
- H. Promote safety for pedestrians, bicyclists, motorists, or other users of the public rights-of-way with proper design, location, construction, operation, and maintenance of signs.
- I. Ensure that the constitutionally guaranteed right of free speech is protected through appropriate and reasonable standards for signs as a way of public communication.

9.02 Applicability

- A. **Permits Required.** A permit is required for all new signs or changes to existing signs, except:
 - 1 Signs exempt from the permit under Section 9.03, Exempt Signs, subject to the limits and qualifications of each exemption.
 - 2. Modifications of nonconforming signs subject to the provisions of Section 1.06, Nonconforming Signs.
 - 3. Ordinary maintenance or repair of existing signs not involving structural changes.
 - 4. The change of copy or content, change of sign panels, or similar changes to an existing sign that conforms to these standards.

Signs, including exempt signs, may require other permits demonstrating compliance with other codes such as building codes or electrical codes, as determined by the Director of Building and Development Services.

- B. **Applications.** Application for sign permits shall be signed by the property owner or the owner's authorized agent, and include plans, specifications, and details that identify compliance with the applicable standards. Plans shall include:
1. Calculations of sign allowances for specific sign types based on the lot or building dimensions.
 2. A site plan and building elevations showing specific locations of all permitted signs.
 3. Sign designs with the dimension, type, materials, and other specifications for each sign and a schedule showing the totals for all signs within each sign type compared to allowances.
 4. Other construction specifications including associated foundations, attachment methods, or electrical work necessary to demonstrate compliance with other applicable codes.
- C. **Sign Measurements.** Sign dimensions shall be interpreted as follows:
1. *Area Calculation.* The total sign allowance and individual size of any sign shall be calculated as follows:
 - a. The area of the sign shall be computed by the entire area of the face of the structure, cabinet, or module encompassing the sign. Bases or supporting structures that include no message and decorative frames may be excluded from the sign area calculation.
 - b. Building signs mounted within a frame, panel, or distinct background shall include the entire frame, panel, or background areas.
 - c. Building sign mounted directly on the wall, window, or otherwise not on a background or panel shall be measured by the smallest single and continuous perimeter of up to two standard geometric shapes that enclose the outer limits of the copy and graphics display.. Gaps between the copy or graphic display which are greater than two times the height of the sign area may be subtracted from the calculation of the sign area, but it shall be interpreted as two signs.
 - d. Signs mounted on or displayed as an irregular shape shall be measured by the smallest area of up to two standard geometrical shapes that can encompass the entire sign mounting.
 - e. Signs mounted on illuminated objects and surfaces shall count the entire illuminated surface as the sign area. Examples include lit canopies or awnings, or digital or illuminated projections on a wall surface.
 2. *Double-faced Signs.* Where the interior angle between two sign faces of a double-faced sign is no more than 45 degrees and the sign faces are no more than five feet apart at any location, only one face will be measured in computing sign area. If the two faces of a double-faced sign are of unequal area, the area of the sign will be the area of the larger face. In all other cases, the areas of all faces of a multi-faced sign shall be added together to compute the area of the sign.
 3. *Three-dimensional Objects.* A three-dimensional object or other non-planer sign area is measured as 50 percent of the sum of four vertical and rectangular planes that enclose the entire object.
 4. *Height.* Sign height is measured from the existing lowest grade directly below the sign to the highest point on the sign or sign structure. Decorative elements up to 1 foot above the sign may be excluded from the height. The average grade below the sign may be used; however, if the grade differs by more than 15 feet height shall be measured from 10 feet above the low point.

5. **Clearance.** Sign clearance is measured from the highest point of the ground directly below the sign to the lowest point on the sign structure enclosing the sign face.

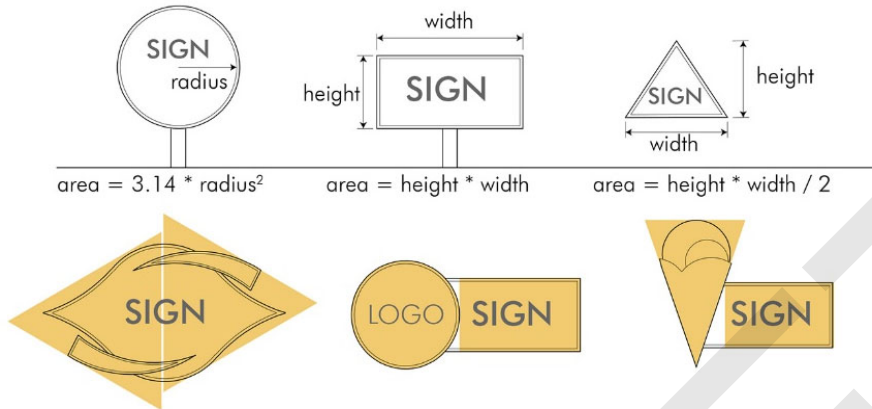


Figure 9-1 Sign Measurements
The size of a sign is generally measured by the area it is mounted upon, or when mounted directly on walls or irregular shapes, the area of up to two standard geometric shapes that encompass the sign or the outer limits of the sign. [9.02.C.1.]

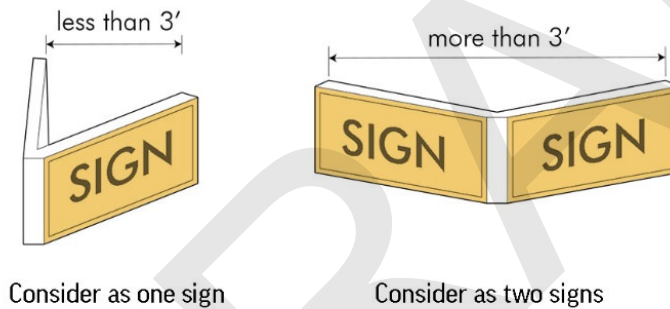


Figure 9-2 Double Faced signs
Double faced signs generally count the area of only one side as the sign area; except where they are more than 3 feet apart at any one point, then each sign face counts to the area. 9.02.C.2.

9.03 Exempt Signs

The following signs are exempt from a permit provided they meet all other applicable requirements of this article. Unless specifically noted, exempt signs do not count towards the sign allowance specified for the applicable zone district. Any signs beyond these exemptions and limitations shall only be allowed by a permit and count towards the sign allowance for the lot and building.

- A. **Property Identification Signs.** Signs identifying a property address or building are encouraged to help public safety personnel, emergency services personnel, and the general public locate the property. Property identification signs shall be visible from the right-of-way and are subject to the following limitations:
1. **Address Signs.** Two per address up to two square feet each, only one of which may be ground mounted. Address signs on buildings shall be placed between four feet and 12 feet high on the building. Ground-mounted address signs shall be no more than 36 inches high.
 2. **Building Name Plate.** Each building or site may have one name plate sign of up to 20 square feet per street. Building name plate signs shall be associated with the

permanence or significance of the building or site, rather than a particular tenant, and include designs such as engraved stone, bronze plates, or similar ornamental detail integrated with the architecture of the building or the landscape of the site.

- B. **Public Safety, Traffic Control or Public Information.** Signs designed and located to control traffic movement and safety of vehicles and pedestrians according to manual of uniform traffic control devices (MUTCD) standards, signs required by the city's building or fire code, or signs otherwise required to support any official action or legal obligation of a federal, state, or local government, may be designed and located to meet the public purpose of the official entity or the requirements of other codes.
- C. **Flags.** Flags shall be mounted to a building below the building height or mounted on a permanent pole subject to the height limit of the zoning district and setback from the property line a distance equal to the actual height of the flagpole.
1. *Residential Districts.* Up to three flags may be permitted per lot. Total flag area per property shall not exceed 80 square feet and no single flag may be more than 40 square feet.
 2. *Nonresidential Districts.* Up to five flags may be permitted per lot. Total flag area per property shall not exceed 200 square feet and no single flag may be more than 100 square feet.
 3. *Large Properties.* Property over 3 acres may have one flag up to 375 square feet provided it is setback at least 40 feet, or at least equal to the mounting height, whichever is greater.
- D. **Window Signs.** Signs may be installed on or to the interior of any first-floor windows in nonresidential districts if they do not exceed more than 33 percent of the area of all first floor windows, measured between two feet and ten feet above the first floor elevation, and if at least 33 percent of the window the sign is mounted on remains clear of any visual obstructions including the sign area.
- E. **Temporary Signs.** Temporary signs are exempt from the sign permit process, provided they are within the allowances in Section 9.04 and comply with the standards in Section 9.05.D., Temporary Signs.
- E. **Construction Signs.** Signs associated with a nonresidential or multi-family construction, or any construction project over 10 acres, and under a valid permit are limited to:
1. Up to 80 square feet total sign allowance per public street frontage;
 2. No more than three signs per street frontage;
 3. Signs shall be mounted on a trailer, building or fence, or no more than 10 feet high if mounted on the ground; and
 4. The signs shall only be posted for the duration of a valid permit associated with the project.
- These signs are in addition to any other temporary sign allowances in Section 9.06.E., Temporary Signs.
- F. **Interior Signs.** Any sign that is not legible from the right-of-way, from any point along the perimeter of the property or from adjacent property, or from publicly accessible common spaces are exempt from permits and the standards of this article, but may be subject to electrical, fire, or building codes or other construction specifications. The sign shall be considered legible if the sign content exceeds one inch per 30 feet of distance from the right-of-way, adjacent area, or publicly accessible common space.
- G. **Machinery & Equipment Signs.** Accessory signs necessary to devise function or safety on machinery or equipment, such as on gasoline pumps or vending machines. Devices or signs

may not be enlarged beyond practical purposes to increase the sign area or visibility of the devices.

- H. **Special Event Signs.** Temporary special event signs may be approved through permitting and approvals for special events. Signs shall generally follow the standards in this article; however, the deviations may be approved to accommodate an event’s short-term and special circumstances.
- I. **Venue Signs.** Signs associated with and accessory to a public or common gathering space for events, and which are oriented only towards patrons of the event, such as scoreboards, institutional logos, crowd instructions, or event-related messages are exempt from the permits and standards provided they are accessory to the facility and any structures the signs are mounted on are approved as part of a site plan for the facility.

9.04 Permitted Sign Allowances

- A. **Residential Signs.** The following signs are permitted in residential districts (R-SF, R-MX1, R-MX2, R-MX3, and R-MHC], and for any residential building or use permitted in a nonresidential district. All Planned Zoning applications containing a residential component shall follow these standards, unless specifically amended by the approved Regulating Plan in Section 2.06.

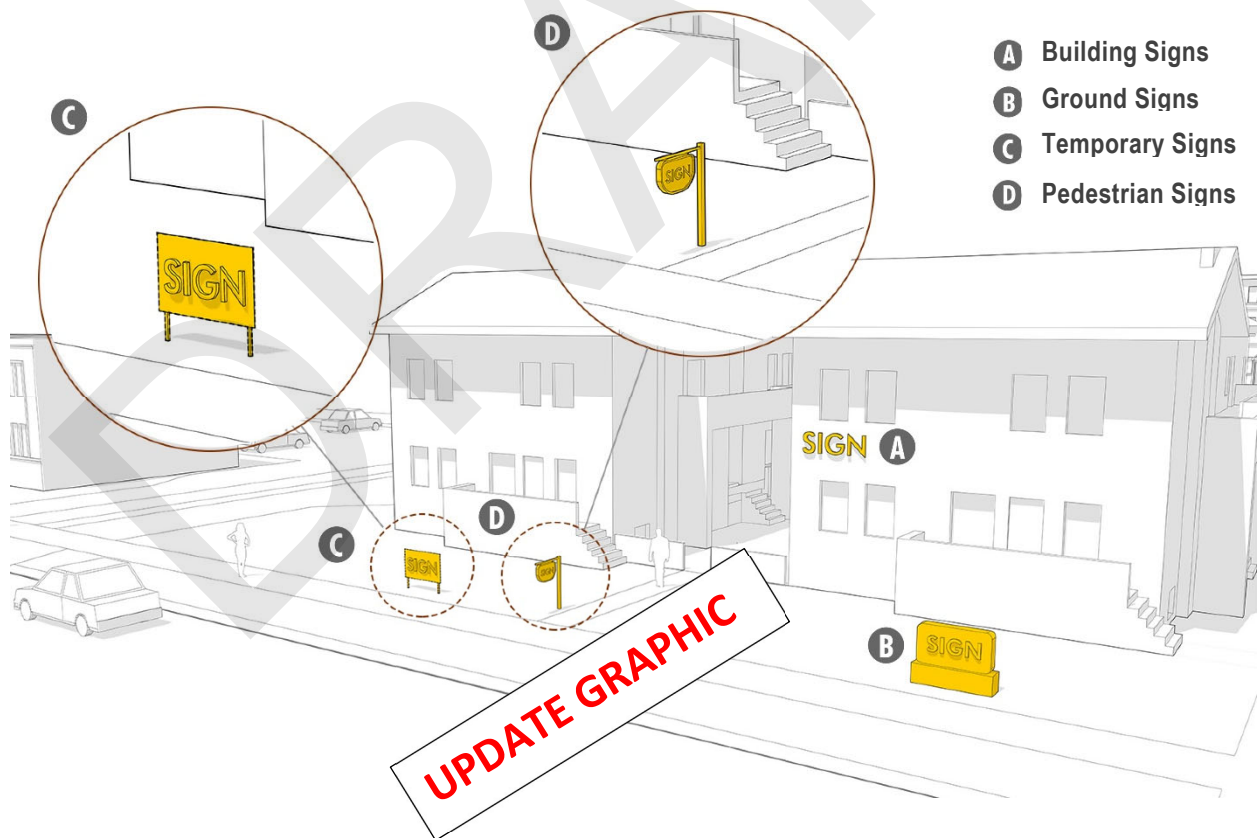


Figure 9-3 Residential Sign Types
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| Table 9-1: Residential Sign Allowance | |
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| Ground Signs | |
| <i>Total Allowance</i> | <ul style="list-style-type: none"> ▪ Permitted for principal non-residential or multi-unit residential buildings ▪ 1 s.f. per lineal foot of street frontage. |
| <i>Maximum Size</i> | <ul style="list-style-type: none"> ▪ 100 s.f. on local and collector streets ▪ 200 s.f. on secondary arterial streets ▪ 250 s.f. on primary arterial streets, freeways, or expressways |
| <i>Quantity</i> | 1 per lot, but lots with more than 425' of frontage may have 2 |
| <i>Maximum Height</i> | 25'; |
| <i>Location</i> | <ul style="list-style-type: none"> ▪ 25' setback from all property lines ▪ 300' separation from another ground signs |
| <i>Other standards</i> | See Section 9.05.A, and Neighborhood Identification signs in Section 9.06.A. for additional ground sign allowances. |
| Building Signs | |
| <i>Total Allowance</i> | <ul style="list-style-type: none"> ▪ Permitted for principal non-residential or multi-unit residential buildings ▪ 1 s.f. per lineal foot of wall along the street frontage. ▪ 2 s.f. per lineal foot of wall along the street frontage if site has no ground sign. |
| <i>Maximum Size</i> | N/a – subject to overall allowance |
| <i>Quantity</i> | 1 per street-facing wall or other wall facing internal common areas |
| <i>Height</i> | <ul style="list-style-type: none"> ▪ At least 1 foot below the top of the wall it is mounted on for flat roof buildings ▪ At least 1 foot below roof deck or eave line for pitched roof buildings. |
| <i>Other Standards</i> | See Section 9.05.B |
| Pedestrian Signs | |
| <i>Total Allowance</i> | <ul style="list-style-type: none"> ▪ Permitted for principal non-residential or multi-unit residential buildings ▪ 1 sign for each public building entrance |
| <i>Maximum Size</i> | 10 square feet |
| <i>Height</i> | <ul style="list-style-type: none"> ▪ 14' if mounted on a wall ▪ 6' if mounted on the ground |
| <i>Other Standards</i> | See Section 9.05.C. |
| Incidental Signs | |
| <i>Total Allowance</i> | <ul style="list-style-type: none"> ▪ Permitted for principal non-residential or multi-unit residential buildings ▪ 12 s.f. per lot; or 25 s.f. per acre, whichever is greater |
| <i>Maximum Size</i> | 6 s.f. or 12 s.f. for lots more than 1 acre and if setback at least 50' from property line |
| <i>Maximum Height</i> | <ul style="list-style-type: none"> ▪ 14' high if mounted on a building ▪ 4' high if ground mounted, or 8' high if setback at least 50' from property line. |
| <i>Location</i> | Signs shall be setback at least 6' from any front lot line, and 10' from any other property line. |
| Temporary Signs | |
| <i>Total Allowance</i> | 15 s.f., or 0.15 s.f. per 1 lineal foot of street frontage, whichever is greater, up to a maximum allowance of 48 square feet. |

| Table 9-1: Residential Sign Allowance | |
|---------------------------------------|--|
| Quantity | N/a; subject to total allowance and duration limits in Section 9.05.D. |
| Maximum Size | <ul style="list-style-type: none"> ▪ 6 s.f. on local or collector streets ▪ 12 s.f. on secondary arterial streets ▪ 24 s.f. on primary arterial, expressway, or freeway |
| Height | <ul style="list-style-type: none"> ▪ 20' or below the top of the wall plane, whichever is less if mounted on a wall ▪ 4' if mounted on the ground |
| Other Standards | See Section 9.05.D. |

B. **Nonresidential Signs.** The following signs are permitted in nonresidential districts (C-MX1, C-MX2, CC, GC, GI, and HM,) and for any overlays of these districts that do not specifically modify sign standards. All Planned Zoning applications containing a nonresidential component shall follow these standards, unless specifically amended by the approved Regulating Plan in Section 2.06

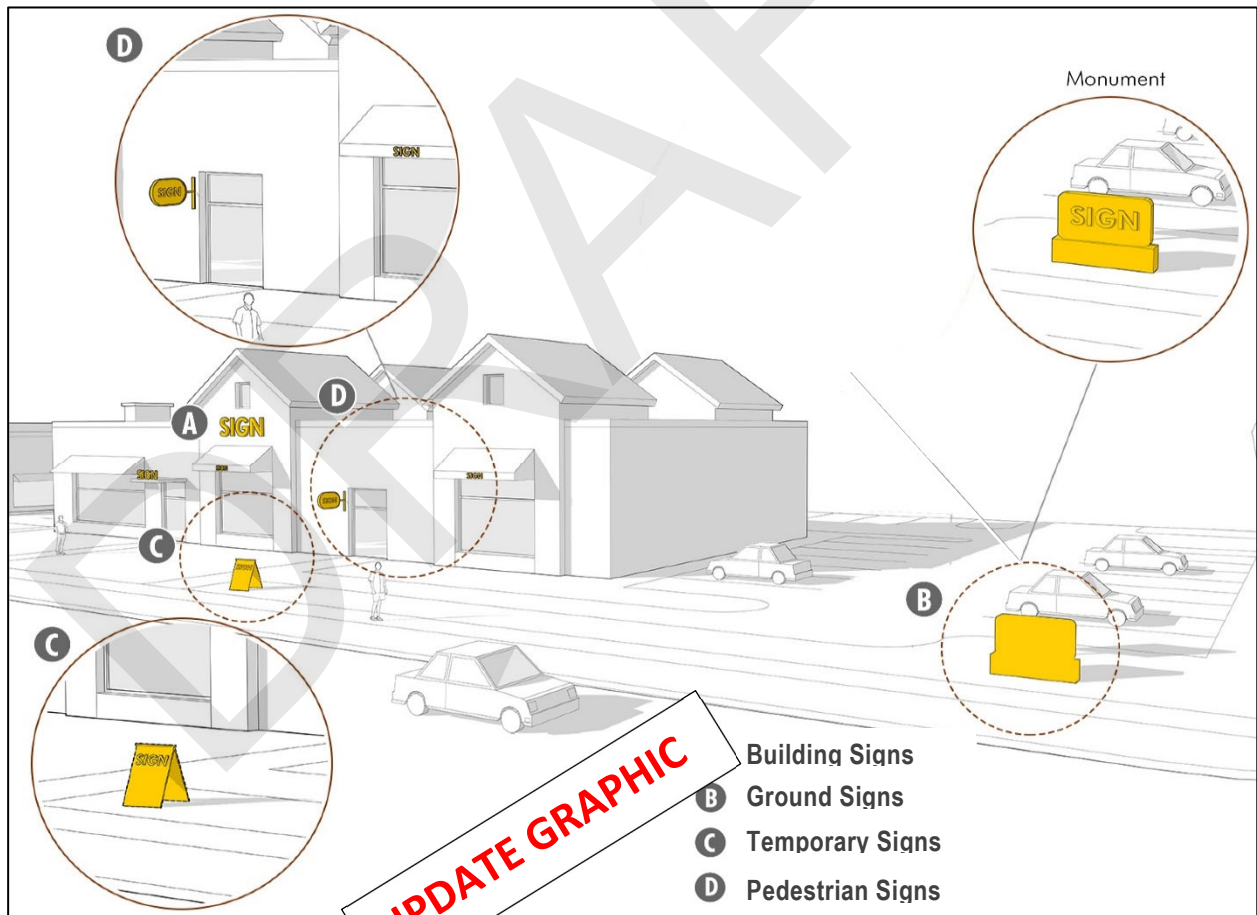


Figure 9-4 Nonresidential Sign Typ
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| Table 9-2: Nonresidential Sign Allowances | |
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| Ground Sign | |
| <i>Total Allowance</i> | <ul style="list-style-type: none"> ▪ 1 s.f. per 1 lineal foot of street frontage on local, collector, or secondary arterial street. ▪ 2 s.f. per 1 lineal foot of street frontage on primary arterial, expressway, or freeway. |
| <i>Maximum Size</i> | <ul style="list-style-type: none"> ▪ 250 s.f. for lots fronting on a local, collector, or secondary arterial; or any lot that contains a state licensed off-premises sign. ▪ 400 s.f. for lots fronting on primary arterial, expressway, or freeway.. |
| <i>Quantity</i> | <ul style="list-style-type: none"> ▪ 1 per lot, ▪ Plus 1 additional sign per each 425' of lot frontage on a primary arterial, expressway or freeway. |
| <i>Maximum Height</i> | 25'; 60' if located in areas near interstates noted in Section 9.05.A.5 |
| <i>Location</i> | <ul style="list-style-type: none"> ▪ 25' setback from all property lines ▪ 300' separation from any other ground sign; 100' separation from and state permitted off-premises sign. ▪ The PW Director may require additional setback from centerlines of streets or for utility easements when a plan for expansion of any public facility is planned and could be built within 2 years. |
| <i>Other Standards</i> | See Section 9.05.A |
| Building Sign | |
| <i>Total Allowance</i> | 2 s.f. per 1 lineal foot of wall length |
| <i>Maximum Size</i> | N/a – limited by total wall allowance for each wall |
| <i>Quantity</i> | N/a – limited by total wall allowance for each well |
| <i>Height</i> | <ul style="list-style-type: none"> ▪ At least 1 foot below the top of the wall it is mounted on for flat roof buildings ▪ At least 1 foot below roof deck or eave line for pitched roof buildings. |
| <i>Other Standards</i> | See Section 9.05.B |
| Pedestrian Sign | |
| <i>Quantity</i> | <ul style="list-style-type: none"> ▪ 1 sign per each 50' of building frontage ▪ Plus, one sign for each public building entrance |
| <i>Maximum Size</i> | <ul style="list-style-type: none"> ▪ 6 square feet ▪ 10 square feet if associated with the primary building entrance on each elevation. |
| <i>Maximum Height</i> | <ul style="list-style-type: none"> ▪ 14' if mounted on a wall ▪ 5' if mounted on the ground |
| <i>Other Standards</i> | See Section 9.05.C. |
| Incidental Signs | |
| <i>Total Allowance</i> | 16 s.f. per lot; or 40 s.f. per acre, whichever is greater |
| <i>Maximum Size</i> | 8 s.f. or 16 s.f. for lots more than 1 acre and if setback at least 50' from property line |
| <i>Maximum Height</i> | <ul style="list-style-type: none"> ▪ 14' high if mounted on a building ▪ 4' high if ground mounted, or 8' high if setback at least 50' from property line. |
| <i>Location</i> | Signs shall be setback at least 6' from any front lot line, and 10' from any other property line. |
| Temporary Signs | |

| Table 9-2: Nonresidential Sign Allowances | |
|---|---|
| <i>Total Allowance</i> | 25 s.f., or 0.25 s.f. per 1 lineal foot of street frontage, whichever is greater, up to a maximum allowance of 100 square feet. |
| <i>Quantity</i> | N/a; subject to total allowance and duration limits in Section 9.05.D |
| <i>Maximum Size</i> | <ul style="list-style-type: none"> ▪ 12 s.f. on local or collector streets ▪ 24 s.f. on secondary arterial streets ▪ 48 s.f. on primary arterial, expressway, or freeway |
| <i>Height</i> | <ul style="list-style-type: none"> ▪ 20' or below the top of the wall plane, whichever is less if mounted on a wall ▪ 5' if mounted on the ground |
| <i>Other Standards</i> | See Section 9.05.D |

9.05 Standards For General Sign Types

- A. **Ground Signs.** Ground signs are subject to the following additional standards:
1. Support structures and bases shall be constructed with durable, quality materials that complement the building or are integrated into the landscape and other site elements in terms of material, colors, and ornamentation.
 2. Monument signs shall be located within a landscape area at least 3 feet in all directions from the monument base.
 3. Pole signs shall be located within a landscape area at least equal to the area of the sign, and extending under all areas of the sign.
 4. Ground signs shall be accompanied by a landscape plan that integrates the sign area into the overall site, softens the visibility of the structural elements, and improves the appearance of the sign and property from the streetscape subject to the standards and criteria of Article 8.
 5. Ground signs near interchanges may be up to 60 feet high in the following specific locations:
 - a. Within 660 feet of the center of the following intersections:
 - (1) Interstate 44 and Kansas Expressway;
 - (2) Kearney Street and Schoolcraft Freeway (U.S. Highway 65)
 - (3) Sunshine Street and Schoolcraft Freeway (U.S. Highway 65)
 - (4) Southwest quadrant of Chestnut Expressway and Schoolcraft Freeway (U.S. Highway 65)
 - (5) Interstate 44 and Mulroy Road
 - b. Property with frontage on Glenstone Avenue between the northern right-of-way of Kerning Street and 100 feet north of northern right-of-way of McClarnon Street, and property within an 1,800 feet of the center of Interstate 44 and Glenstone Avenue.
 - c. Property in the southwest quadrant and within 1,800 square feet of the center of Interstate 44 and Schoolcraft Freeway (U.S. Highway 65).
- B. **Building Signs.** Buildings signs are subject to the following additional standards:
1. Signs attached to a building shall not extend more than 18 inches off the surface, except projecting signs meeting the following additional limitations:
 - a. Projecting building signs may extend from and be perpendicular to the wall up to 10 feet, but no closer than 5 feet to the back of the curb.
 - b. Projecting building signs may extend vertically above a canopy or similar building projecting up to 4 feet above the mounting service surface, provided it below the wall plane, roof deck, or eave line for the building elevation.

- c. Projecting signs shall be at least 8 feet above grade or any area where pedestrians may gather or pass and at least 14 feet above any area where vehicles may pass.
 - d. Projecting signs shall be limited to either 1 per building up to 30 square feet maximum or 1 per tenant with a street front entrance up to 10 feet maximum.
 - e. Projecting signs meeting the standards of this section have a limited license to project over public right-of-way but may be required to be removed by the city for any public safety reason or any other priority use of the right-of-way.
2. No portion of a building wall may be built above the roofline, that serves no other structural or architectural purpose, other than to mount a sign or expand the sign area allowance or sign height.
- C. **Pedestrian Signs.** Pedestrian signs are subject to the following additional standards:
- 1. Pedestrian signs shall be placed along the building frontage where there is direct pedestrian access and circulation.
 - 2. Signs may be mounted directly on the surface of the wall, awning, or canopy, or if hanging below, maintain at least 7.5 feet clearance from the sidewalk below
 - 3. Pedestrian signs associated with and allowed due to a building entrance shall be located within 10 feet of a business entrance.
 - 4. Portable pedestrian signs (“A frame”, “sandwich board” or “T-frame”) have a limited license to be placed in the public right-of-way for any permitted retail or service use provided:
 - 1. Signs are only permitted on Pedestrian Streets meeting the street design standards of Section 17-3-1.C., or other areas of a site associated with pedestrian circulation and access.
 - 2. No more than one sign per public building entrance.
 - 3. The sign shall be no more than 8 square feet??, no wider than 3 feet, and not taller than 4 feet.
 - 4. The sign is placed within 20 feet of the main entrance of the building or service area of a business, and at least 2 feet from any curb.
 - 5. The sign is placed on or near a sidewalk, and otherwise associated with pedestrian routes to and from the business.
 - 6. The sign shall maintain at least six feet clear passage for pedestrians on the sidewalk, and is otherwise not put in any location that creates visual obstructions or safety hazards for users of the right-of-way.
- D. **Temporary Signs.** Temporary signs are subject to the following additional limitations:
- 1. The total area allowance and maximum sign area for temporary signs is in Table 9-1 or 9-2, and may be allocated to multiple signs subject to the limitations in this subsection.
 - 2. Temporary signs shall not be illuminated or painted with a light-reflecting paint.
 - 3. Temporary signs shall be constructed of rigid material, designed to resist quick deterioration from the elements, and securely anchored to not pose a distraction or hazard. Non-rigid materials (such as banners) shall be secured to a structure or attached to a support or frame to avoid distraction of flapping.
 - 4. No temporary sign shall be displayed for more than 180 consecutive days, without 60 days intervening. Relocation of a temporary sign, or removal and replacement with a substantially similar sign does not extend the time period for the temporary sign.
 - 5. The period when more than 2 temporary signs are displayed on a property shall be limited to 120 days per calendar year.
 - 6. The Director may require the removal of any temporary sign that pertains to a past or expired event, or may refrain from enforcement of the duration or time limits for any temporary sign related to an event that has been extended beyond the control of the owner.

9.06 Standards For Specific Sign Types

- A. **Neighborhood Identification Signs.** Residential projects with more than 25 lots or more than 5 acres and with multiple blocks or internal streets are permitted gateway signs in addition to the permitted ground sign allowances subject to the standards in Table 9-3:

| Table 9-3: Neighborhood Identification Signs | |
|--|--|
| Ground Signs | |
| <i>Allowance</i> | <ul style="list-style-type: none"> ▪ Up to 2 per entrance from a collector or arterial street ▪ 25 s.f. per entrances on a collector street (may be allocated between 2 signs) ▪ 50 s.f. for entrances on an arterial street (may be allocated between 2 signs) |
| <i>Location</i> | <ul style="list-style-type: none"> ▪ 6' setback from all property lines |
| <i>Maximum Height</i> | <ul style="list-style-type: none"> ▪ 5' – monument signs only; unless mounted on a retaining wall or accessory structure incorporated into the landscape design and approved through the site plan process. |
| <i>Other Standards</i> | <ul style="list-style-type: none"> ▪ Neighborhood Identification signs shall be located in a common area owned and controlled by a property owner association to ensure on-going maintenance of the sign and landscape. |

- B. **Off-premises Signs.** Off premise signs shall only be permitted as follows:

1. **General Allowance:** Off-premises signs are only permitted within 660 feet of an interstate or primary highways where the city is required to allow off premise signs according to RSMO Chapter 226.500 to 226.000. Where intersecting streets are not state controlled the sign shall not be located in a right triangle formed by 660 feet from the intersection along the non-state right-of-way, 660 feet from the intersection along the state-controlled right-of-way and the diagonal line connecting those two end points.
2. **Standards.** State licensed signs shall meet the size and location standards in Table 9-4.

Table 9-4: Off-Premise Signs

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| <i>Total Allowance</i> | <ul style="list-style-type: none"> ▪ Off premises signs shall be limited by the applicable ground sign allowance unless otherwise authorized by state permit. ▪ Detached signs otherwise permitted by Table 9-2: Nonresidential Sign Allowances shall be further restricted on any site with an off-premises sign to <ul style="list-style-type: none"> ○ 1 additional detached sign; ○ 250 s.f. maximum area or applicable property allowances, whichever is less; ○ 25' maximum height. ○ 100' separation from any other detached sign. |
| <i>Location</i> | <ul style="list-style-type: none"> ▪ 25' setback from all rights-of-way or other property lines. ▪ 125' setback from any property residential zone district. ▪ 1,500' separation from any other off-premises sign, except on I-44 where the required separation shall be 2,500'. ▪ The Public Works Director may require additional setback from centerlines of streets or for utility easements when a plan for expansion of any public facility is planned and could be built within 2 years. |
| <i>Maximum Height</i> | <ul style="list-style-type: none"> ▪ 25' |

Table 9-4: Off-Premise Signs

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|------------------------|---|
| <i>Other Standards</i> | <ul style="list-style-type: none"> ▪ Applicants for off-premises signs shall obtain a state permit prior to submitting an application to the city. ▪ Signs with a valid state-issued permit may contain off-premises or on-premises information |
|------------------------|---|

3. **Scenic Corridors.** Off-premises signs in scenic corridors shall conform to the following additional standards:
 - a. **Location.** Scenic corridors are 660 feet from the edge of right of way on the following corridors:
 - (1) James River Freeway and U.S. 60
 - (2) West By-Pass and U.S 160; and
 - (3) Kansas Expressway north of the nearest paved portion of I-44 and the south of the nearest paved area of the James River Freeway and U.S. 60.
 - b. **Limitations.**
 - (1) Off-premises signs shall not be oriented towards or have copy visible from the listed scenic corridors but may be located on property and oriented to street other than the designated scenic corridor.
 - (2) Off premises signs shall be separated by at least 2,500 feet from other off-premises sign.
 - (3) The maximum area shall not exceed 128 square feet and the maximum height shall not be more than 20 feet above the highest paved portion of the right-of-way.

- C. **Drive-Through Service Signs.** Signs for drive through services shall be reviewed in coordination with the accessory use standards for drive throughs in Section 4.04. Drive through accessory uses shall generally permit the following signs:
 1. One menu board per drive through service station, up to 32 square feet and no more than 8 feet high.
 2. Signs shall be set back at least 20 feet from any adjacent property, and incorporated into the building, circulation plans to otherwise minimize impacts on the streetscape or adjacent property.
 3. Menu board signs shall meet all other monument sign design standards.
 4. Deviations from these standards may only be approved in association with the site plan review or any conditional review required according to Section 4.03.E, and provided they equally or better meet the review criteria associated with the site plan or permit review.

9.07 General Standards – All Signs

- A. **Public Health, Safety, and Maintenance.**
 1. All signs shall be designed, constructed, located, and maintained in a manner that is compliant with all electrical, fire, and building codes, and any other industry standards so that the sign does not present any potential risk to public safety.
 2. No sign shall be designed or located in a way where it can obscure, imitate, or be confused with an official government sign for traffic direction or any other public safety symbol.
 3. Signs shall not obstruct visibility of pedestrians and vehicles with sight triangles, as defined by **Section 3.02.D.2**, Sight Distances.

4. Any sign projecting over a walkway, active area in front of a building, or other area where people may pass shall maintain at least 7.5 feet vertical clearance and 14 feet vertical clearance if it is accessible to vehicles.
5. No sign, sign structure, or associated grounds shall present any dilapidated state or condition that may negatively impact the relationship to or appearance from the public right-of-way or adjacent property.

B. Specific Designs Prohibited.

1. No sign shall be placed on any vehicle or trailer visible from the right-of-way, where the sign and the vehicle or trailer is located to avoid the standards or criteria for permitted permanent signs in this article.
2. No sign shall be attached to any public utility pole, placed in any utility easement, or installed within the public right-of-way, except:
 - a. Official government signs exempt from these standards according to Section 9.03.B;
 - b. Signs attached to and projecting from buildings and meeting the standards in section 9.05.B.1.
 - c. Portable pedestrian signs meeting the limited license and exception in Section 9.05.C.4; or
 - d. Signs otherwise licensed by the city through special events or management of the design and use of the right-of-way, apart from this code.
 - e. Signs located in a utility easement shall require written approval of the utility.
3. Grouping or arranging signs to have the effect of a larger permitted sign or increase visibility to the public beyond size or quantity limits is prohibited
4. No sign shall include balloons, streamers, pennants, or other air activated elements and animated elements, whether animated by mechanical, electrical, or environmental means.
 - a. This limitation shall not apply to pedestrian signs, provided any animated element shall apply to the size of the overall pedestrian sign allowances.
 - b. This provision shall not apply to prohibit flags, temporary signs, or digital displays meeting the standards of this article and which have motion, or to signs approved in association with a special event permit.
 - c. This provision shall not apply to prohibit temporary holiday displays or works of art, provided there is no business message associated with them.
5. Any sign with a business message shall be located on the lot of the business activity and shall not direct attention to a business, product, or service sold or offered off premises, except:
 - a. Signs for multi-tenant premises, which must be associated with the site and located in common areas controlled by the businesses or property owners' associations.
 - b. State licensed signs according to Section 9.06.B

C. Illumination.

1. Any illumination shall be designed to eliminate glare or any other negative impacts on surrounding rights-of-way and property. In general, any direct source of light shall not be visible from the public street or adjacent property.
2. Light from an illuminated sign shall not spill onto adjacent properties. The light reading at any point within ten feet from an adjacent private property shall be less than one foot-candle.
3. External light sources shall be directed and shielded to conceal the light source and illuminate only the surface of the sign.
4. External illumination of signs ten feet high or more shall only occur from the top down.
5. No light source shall cause any glare, flashing, movement, or other distraction to traffic.

6. Exposed incandescent, neon, or tube lighting, or other integral illumination where the light source is the sign, shall be limited to window signs mounted to the inside of the building, or used only as an accent of less than 10% of the sign area.
- D. **Digital or Electronic Message Displays.** Digital or electronic message displays may be incorporated into permitted signs and are subject to the following additional limitations:
1. Digital and electronic message displays are permitted for any portion of the sign allowance in nonresidential districts and may be considered through a conditional use permit for nonresidential uses allowed in residential districts.
 2. Only static displays are permitted with at least 8 seconds before transitioning to another static display. However, in nonresidential districts any sign setback at least 125 feet from a residential district and elevated at least 10 feet above the street grade may use the following limited animation techniques:
 - a. Frame effects during transition;
 - b. Static displays of at least 3 seconds; and
 - c. Transitions lasting no longer than 2 seconds.Flashing is prohibited on all signs.
 3. All digital or electronic displays shall be equipped with automatic dimming technology to adjust the brightness in direct response to ambient conditions.
 4. No digital or electronic display shall exceed a brightness level of 0.3 foot-candles above ambient light measured at a distance equal to the square root of the sign copy area times 100 feet.
 5. Signs permitted for nonresidential uses in residential districts shall be limited to no more than 40% of the allowed sign area and shall be setback at least 100 feet from any residentially used property.

9.08 Design Guidelines

- A. **Applicability.** All signs should meet the following design guidelines to convey durability and quality appearance. Where the Director determines that signs present a substantial deviation with these guidelines and conflict with the intent of this article, the Director may deny the sign permit or require that the sign plan be reviewed according to Section 9.09, Alternative Sign Plans.
- B. **Placement.** The location of all permanent building signs shall be incorporated into the architectural design of the building according to the following principles:
1. Placement of signs should be considered part of the overall facade design and composition.
 2. Sign locations should align with major architectural features such as storefront sign bands, cornices and parapets, entrance features, marquees, windows, canopies, and other similar architectural features.
 3. Signs shall not be placed where they obstruct any significant building design feature, including windows, architectural details, trim, and ornamentation.
- C. **Durability & Appearance.** All permanent signs shall be designed to convey durability and a quality appearance according to the following principles:
1. Materials, particularly for the frames, casings or bases of signs, should be chosen to complement the architecture of the building, and coordinate with other accent materials or architectural details of the building and site.
 2. Simple 2- and 3-color contrasting colors schemes should be used between the color of the background, letters, and accents to ensure legibility and quality appearances. Fluorescent colors should be limited to accents and typically less than 10% of the sign area.

3. Buildings and sites that have that have multiple building or ground signs should coordinate all signs using one or more consistent coordinating elements, such as similar fonts, colors, sign scale or shapes, backgrounds, or casing and framing material.
- D. **Muti-tenant Buildings & Sites..** Buildings and sites that have multiple wall or ground signs, or multiple tenant components on a single sign shall coordinate all signs for the building or site. Coordination may be established by combinations of two or more of the following:
1. The same or similar fonts, in terms of color, scale, and style. However, a primary and secondary font may be incorporated into signs.
 2. The same sign background in terms of material and color or coordinated colors.
 3. The same casing or framing in terms of materials and style, provided it is prominent enough to be a visible coordinating element across multiple signs.
 4. A consistent scale, orientation, shape or placement of signs. For example, all oval signs, or all signs located within a sign band across storefronts.
 5. Pedestrian signs or portions of principle signs that are less than 33% of the sign areas, may deviate from coordinating elements to account for logos, icons, or branding unique to the tenants.

9.09 Alternative Sign Plans

Shopping centers, office parks, campuses, or other nonresidential areas with multiple uses or buildings on a single site or development over 2 acres, may propose a property specific sign plan. The sign plan shall be based on the intent, types of signs, and standards of this article, but the Planning and Zoning Commission may approve deviations to these standards in coordination with other land development approvals, where they find that the specific sign plan meets the following criteria:

- A. The sign plan promotes a unique character for the area and improves the image and identity of the project as it relates to the surrounding community. In particular, the sign plan considers:
 1. Mitigating impacts and improving relationships to adjacent property not subject to the plan.
 2. Coordination with streetscapes, including pedestrian or traffic qualities of a particular street.
 3. Integration with the architecture of the buildings or other landscape and site design components of the site.
 4. Any deviations from these standards, and particularly those for the size, quantity, or location of signs, clearly meet the intent of this article and conform to the design guidelines in Section 9.08.
- B. The sign plan coordinates with multiple components of the project, including building designs, open and common space designs, and access and circulation, and where there are distinctions in the type and design of the signs within the plan, they are based on effective transitions with the overall development plan.
- C. The sign plan has clear and explicit standards for the size, location, design, and quality of the signs, and it anticipates future tenants or changes in tenants through subsequent sign permits without requiring amendments to the plan.
- D. The property owner or landlord has authorized the plan, and any changes to the plan will require the property or landlord to submit a new application to be approved by the Planning Commission.