

Chapter 151-12 Signs

151-12.1 General

A. Purposes

The regulations of this chapter are intended to safeguard the public health, safety and welfare by controlling the location, size, and design characteristics of signs. The specific purposes of the regulations are to:

1. permit the effective use of signs as a means of communication in the county;
2. maintain and enhance the aesthetic environment and the ability of the county to attract sources of economic development and growth;
3. maintain pedestrian and traffic safety and minimize the distractions, hazards and obstructions caused by signs;
4. minimize the possible adverse effects of signs on nearby public and private property; and
5. enable the fair and consistent enforcement of these sign regulations.

B. Applicability

Signs may be erected, placed, established, painted, created or maintained only in conformance with the provisions of this section.

C. Relationship to State Regulations

The sign regulations of this chapter shall not supersede but be in addition to the State of Missouri rules and regulations relating to the control of advertising in areas adjacent to interstate and federal-aid primary highways.

1. Sign placement on State Highways must be approved by MoDOT.

151-12.2 Definitions

The definitions of this section shall be used in interpreting and administering the Sign regulations of this Chapter. If the definitions of this section conflict with other definitions of this Land Development Code, the definitions of this section shall control.

Term	Definition
Advertising Sign	Any sign that advertises or directs attention to a business, commodity, service or entertainment conducted, sold, or offered at a location other than the premises on which the sign is located.
Animated Sign	Any sign that uses movement or change of lighting to depict action or create a special effect or scene.
Banner	Any sign of lightweight fabric or similar material that is permanently mounted to a pole or a building by a permanent frame at one or more edges. National flags, state or municipal flags, or the official flag of any institution shall not be considered a banner.

Term	Definition
Beacon	Any light with one or more beams directed into the atmosphere or directed at one or more points not on the same lot as the light source; also, any light with one or more beams that rotate or move.
Bench Sign	Any sign that is part of, or affixed to, a bench, including, but not limited to, a sidewalk bench, park bench, or a bench at a bus stop or railroad station.
Billboard	Any sign with a sign area in excess of 350 square feet that advertises or directs attention to a business, commodity, service or entertainment conducted, sold, or offered at a location other than the premises on which the sign is located.
Building Marker	Any sign indicating the name of a building and date and incidental information about its construction, which sign is cut into a masonry surface or made of bronze or other permanent material.
Building Sign	Any sign attached to any section of a building, as contrasted to a "Freestanding Sign." Building signs include but are not necessarily limited to the following: banners, building markers, canopy signs, identification signs, incidental signs, projecting signs, residential signs (some), roof signs, temporary signs, wall signs and window signs.
Business Sign	A sign identifying or advertising an institutional or business use permitted in a C-1, C-2, C-3, I-1 or I-2 district, where such sign is located on the same premises as the same use. The sign may be either affixed to the structure or free-standing.
Canopy Sign	Any sign that is a section of or attached to an awning, canopy, or other fabric, plastic, or structural protective cover over a door, entrance, window, or outdoor service area. A marquee is not a canopy.
Changeable Copy Sign	A sign or portion thereof with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign, not including animated signs and time/temperature signs. A sign where the message changes more than eight times per day shall be considered an animated sign and not a changeable copy sign for the purposes of this section. A sign where the only copy that changes is an electronic or mechanical indication of time and/or temperature shall be considered a time/temperature sign and not a changeable copy sign.
Commercial Message	Any sign, wording, logo, or other representation that directly or indirectly names, advertises or calls attention to a business, product, service or commercial activity.
Construction Sign	A temporary sign indicating that construction is occurring on that zoning lot.
Directional Sign	A sign indicating only the name of a business or activity and the distance or directions to such business or activity.

Term	Definition
Election Sign	Any sign promoting, supporting or opposing any candidate, office, issue or proposition to be voted upon at any public election. A candidate is a person who has filed for a particular office with county Election Commission. An issue or proposition is an item placed on the ballot by the county Election Commission for a vote of the public.
Entrance Sign	A freestanding or wall sign located at the entrance of a subdivision, office park, park or forest preserve, providing only the name and/or location of that activity.
Flag	Any fabric, banner, or bunting containing distinctive colors, patterns, or symbols, used as a symbol of a government, political subdivision or other entity.
Flashing Sign	A sign, the illumination of which is not kept constant in intensity at all times when in use, and which exhibits sudden or marked changes in lighting effects.
Freestanding Sign	A sign not attached to a building or structure other than its own support, supported by one or more columns, uprights or braces in or upon the ground. Includes ground-mounted monument signs, pylon signs and pole signs.
Identification Sign	A sign bearing the address of the premises and/or the name of its occupant but containing no logo and no commercial message.
Illuminated Sign	Any sign that has characters, letters, figures, designs or outlines illuminated by electric lights, luminous tubes, or any other artificial means as part of the sign.
Incidental Sign	A sign, generally informational, that has a purpose secondary to the use of the lot on which it is located, such as "no parking," "entrance," "loading only," "telephone," and similar information and directives. No sign with a commercial message legible from a position off the lot on which the sign is located shall be considered incidental.
Institutional Sign	A sign identifying or advertising an institutional or business use permitted in a residential district, where such sign is located on the same premises as such use. (See "Business Sign.")
Junior Poster Panel	Any sign with a sign area of up to 350 square feet that advertises or directs attention to a business, commodity, service or entertainment conducted, sold, or offered at a location other than the premises on which the sign is located.
Logo Sign	A sign that may wholly or partly devoted to a readily recognizable symbol.
Merchandise Display Sign	A sign that is an integral part of a product display rack (also known as "point-of-purchase sign").
Noncommercial Message	Any sign, wording, logo or other representation that directly or indirectly expresses, conveys, or calls attention to political, religious, social or other noncommercial information, sentiments, or beliefs, but not including incidental sign messages.

Term	Definition
Pennant	Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in series, designed to move in the wind.
Portable Sign	Any sign not permanently attached to the ground or other permanent structure or a sign designed to be transported, including, but not limited to, signs designed to be transported by means of wheels; signs made as A-frames or T-frames; menu and sandwich board signs; balloons used as signs; umbrellas used for commercial messages; and signs attached to or painted on vehicles parked and visible from the public right-of-way, unless said vehicle is used in the normal day-to-day operations of the business.
Projecting Sign	Any sign attached to a building wall and extending laterally more than 18 inches from the face of such wall.
Real Estate Sign	A sign pertaining to the sale or lease of a tract of land on which the sign is located or to the sale or lease of one more structures on the tract where the sign is located.
Residential Sign	Any sign located in a residential zoning district that contains no commercial message.
Roof Sign	A sign that is placed above or supported on the top of a building.
Roof Sign, Integral	Any sign erected and constructed as an integral or essential integral section of a normal roof structure of any design, such that no section of the sign extends vertically above the highest portion of the roof and such that no section of the sign is separated from the rest of the roof by a space of more than six inches.
Sign	Any device, fixture, placard, or structure that uses color, form, graphic, illumination, symbol or writing to advertise, announces the purpose of, or identify the purpose of a person or entity, or to communicate information of any kind to the public.
Suspended Sign	A sign that is suspended from the underside of a horizontal plane surface and is supported by such surface.
Temporary Sign	Any sign that is used only temporarily and is not permanently mounted.
Time/Temperature Sign	Any sign indicating the time and/or temperature.
Vehicle Sign	A sign attached to an operable vehicle licensed to operate on the public streets. Any sign attached to an inoperable or unlicensed vehicle or any sign attached to a vehicle that is regularly parked for more than 72 hours in a location conspicuously visible from a public street shall be deemed a portable sign.

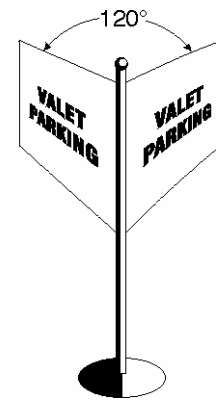
Term	Definition
Wall Sign	Any sign attached parallel to, but within 6 inches of a wall, painted on the wall surface or, or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building, and which displays only one sign surface.
Window Sign	Any sign that is placed inside a window or upon the window panes or glass and is visible from the exterior of the window.

151-12.3 Computations and Measurements

Area of Sign = (3' x 5') + (3' x 5') = 30 sq. ft.

A. Sign Area of Individual Signs

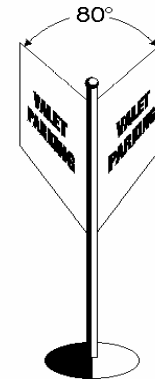
The area of a sign face (which is also the sign area of a wall sign or other sign with only one face) is computed by means of the smallest square, circle, rectangle, triangle or combination thereof that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral section of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing or decorative fence or wall when such supporting device otherwise meets the regulations of this Land Development Code and is clearly incidental to the display itself.



Area of Sign = (3' x 5') = 15 sq. ft.

B. Area of Double-Faced Signs

Where the sign faces of a double-faced sign are parallel or the interior angle formed by the faces is 90 degrees or less, only 1 display face shall be counted in computing sign area. If the 2 faces of a double-faced sign are of unequal area, the area of the larger sign face shall be counted as the sign's area. 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.



C. Height

The height of a sign shall be computed as the distance to the highest point of the sign or sign structure, measured from the elevation of the road to which it is oriented, or, if there is no road, from the finished grade elevation beneath the sign.

D. Wall Area

In computing the area of a wall only the first 12 feet of building height shall be used.

E. Maximum Total Permitted Sign Area for a Lot

The permitted sum of the area of all individual signs on a lot shall be computed by applying the formula set out in Table 151-12-2, (Maximum Total Sign Area), to the lot frontage, building frontage, or wall area, as specified in the table. Lots fronting on 2 or more streets shall be allowed the stated sign area for each street frontage. However, the total sign area that is oriented toward a particular street may not exceed the portion of the lot's total sign area allocation that is derived from the lot, building, or wall area frontage on that street.

151-12.4 Signs Exempt from Regulation

The following signs shall be exempt from regulation under this chapter:

- A. Any public notice or warning required by a valid and applicable federal, state, or local law or regulation.
- B. Signs that are not oriented to or intended to be legible from a street or other private property;
- C. Traffic control-type signs on private property, not exceeding 3 square feet in area, the faces of which contain no commercial message of any sort;
- D. Merchandise display signs not exceeding 3 square feet.
- E. Signs inside of buildings;
- F. Works of art that do not contain any commercial message and are not intended to attract attention to the type of business or activity conducted on the premises;
- G. Building number and address signs containing no commercial message;
- H. Memorial signs, tablets, names of buildings, and date of erection when cut into any masonry surface or when constructed of metal and affixed flat against a structure; and
- I. Flags.

151-12.5 Prohibited Sign Types

All signs not expressly permitted under this chapter or exempt from regulation are prohibited. Such signs include, but are not limited to:

- A. Animated signs;
- B. Beacons;
- C. Bench signs;
- D. Flashing signs;
- E. Pennants;
- F. Strings of lights not permanently mounted to a rigid background, unless expressly exempted;
- G. Inflatable signs and tethered balloons;
- H. Portable signs;
- I. Roof signs;
- J. Signs that by their position, working, illumination, size, shape or color, obstruct, impair, obscure, or interfere with traffic signs, signals, or devices;
- K. Signs that mimic official traffic control signs and devices;
- L. Signs that obstruct any window, door, fire escape, stairway, or opening intended to provide light, air, ingress, or egress for any building that would cause a violation of building codes;
- M. Illuminated signs that cause glare onto traffic or adjacent property; and
- N. Signs painted on, attached to, or affixed to any trees, rocks, or other similar organic or inorganic natural matter including light or utility poles or similar apparatus.

151-12.6 Location

A. Setbacks

No signs shall be located in side setbacks adjacent to residential zoning districts.

B. Visibility Triangles

All signs shall comply with the Intersection Visibility requirements of Sec. 151-10.4.

C. Right-of-Way

All signs shall be located outside the public right-of-way.

D. Vehicle and Pedestrian Area Clearances

When a sign extends over an area where vehicles travel or are parked, the bottom of the sign structure must be at least 14 feet above the ground. When a sign extends over a sidewalk or other area accessible to pedestrians, the bottom of the sign structure must be at least 8½ feet above the ground, provided that a free-hanging valance may extend to within 7½ feet above the ground.

151-12.7 Permitted Sign Types

Signs shall be allowed in accordance with *Table 151-12-1, Permitted Sign Types*.

A. Signs Permitted Without Permits

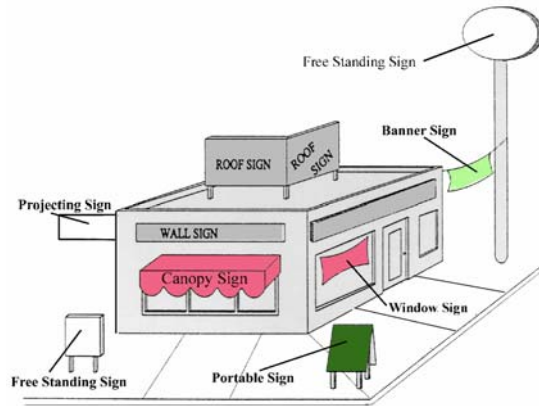
An “A” indicates that a sign type is allowed in the respective zoning district without a permit. Signs permitted without permits are subject to all other applicable regulations of this chapter.

B. Signs Requiring Permits

A “P” indicates that a sign type is permitted in the respective zoning district only after a sign permit for the subject sign has been obtained in accordance with Sec. 151-3.7. Such signs shall be subject to all other applicable regulations of this chapter. Sign permits shall be required for new signs, new sign structures and prior to changing the sign face on an existing sign structure.

C. Signs Requiring Conditional Use Permits

A “C” indicates that a sign type is allowed only after review and approval of a conditional use permit, in accordance with the procedures of Sec. 151-3.9. In addition to the conditional use permit, a sign permit must also be obtained in accordance with Sec. 151-3.10. Such signs shall be subject to all other applicable regulations of this chapter.



D. Signs Not Allowed

An “N” indicates that a sign type is not allowed in the respective district.

E. Special Sign Standards

Special sign standards that apply to certain types of signs are indicated in the Permitted Sign Types Table by [bracketed] letters .

Table 151-12-1: Permitted Sign Types

Sign Type	Zoning District Class			
	AG/R-1	Residential (R)	Commercial (C)	Industrial (I)
Freestanding Signs [bracketed letters refer to standards that follow the table]				
Advertising Billboards and Junior Poster Panels	C	N	C [B]	C [B]
Entrance	P [D]	P [D]	P [D]	P [D]
Identification	A [E]	A [E]	A [E]	A [E]
Incidental	A [F]	A [F]	A [F]	A [F]
Residential	A [G]	A [G]	N	N
Temporary	A [H]	A [H]	P [H]	P [H]
Other	N	N	P	P

Building Signs				
Banner	N	N	P [A]	P [A]
Building Marker	A [C]	A [C]	A [C]	A [C]
Canopy	N	N	P	N
Entrance	P [D]	P [D]	P [D]	P [D]
Identification	A [E]	A [E]	A [E]	A [E]
Incidental	A [F]	A [F]	A [F]	A [F]
Projecting	N	N	P	P
Residential	A [G]	A [G]	N	N
Suspended	N	N	P	P
Temporary	A [H]	A [H]	P [H]	P [H]
Time/Temperature	N	N	A	A
Wall	P [I]	N	P [I]	P [I]
Window Sign	N	N	A [J]	A [J]

Residential = R-1A, R-1B, R-2, R-3 and R-MHP districts
Letters in brackets [x] refer to Special Sign Standards of Sec. 151-12.8.

151-12.8 Special Sign Standards

A. Banners

See Sec. 151-12.11 and 151-12.12.

B. Billboards and Junior Poster Panels

Billboards and Junior Poster Panels (also called as “billboards”) shall be allowed only if reviewed and approved as a Conditional Use, pursuant to Sec. 151-3.6 and only if they comply with the following standards:

1. Billboards and Junior Poster Panels may be located only on lots with frontage on numbered state roads.
2. Billboards and Junior Poster Panels shall not be located within 300 feet of any R-1, R-1A, R-1B, R-2, R-3 or R-MHP zoning district.
3. Billboards and Junior Poster Panels shall not be erected within 1,400 feet of other Billboards and Junior Poster Panels on the same side of the road. Double-faced sign structures having parallel sign surfaces and adjacent sign structures having touching sign surfaces with an angle no greater than 90 degrees between sign surfaces shall not be prohibited by this requirement, provided they do not exceed applicable sign surface area limits.
4. The maximum gross area of any billboard shall not exceed 700 square feet.
5. No billboard shall be attached to the roof of any building.
6. No billboard shall have more than 1 viewable sign face directed toward the same direction.
7. Billboards and Junior Poster Panels may be illuminated by electrical lighting of the surface of the sign face, provided that no flashing, blinking or intermittent lighting of billboard sign faces shall be allowed.
8. Billboard and Junior Poster Panels are structures for purposes of the Land Development Code, and they shall be subject to setback, height and other zoning district standards.

C. Building Markers

1. **Residential Districts**
Building markers in residential districts shall be not larger than 2 square feet in area.
2. **Agricultural/Commercial/Manufacturing Districts**
Building Markers in agricultural, commercial and manufacturing districts shall be not larger than 4 square feet in area.

D. Entrance Signs

1. **Residential Development**
One entrance sign shall be allowed per entrance within a residential development. Entrance signs shall not exceed 24 square feet in area, with a maximum height of 5 feet and a minimum setback of 7.5 feet from all rights-of-way. Entrance signs for residential development shall be allowed in addition to all other allowed signage within a development and shall not be counted in calculating a site's maximum allowed signage.
2. **Nonresidential Development**
Entrance signs for nonresidential developments shall comply with all other applicable standards of this chapter and shall be counted in calculating a site's maximum allowed signage.

E. Identification Signs

1. **Residential Districts**
Identification signs in residential districts shall be no larger than 2 square feet in area. Identification signs may carry only the property address and occupant name. They shall carry no commercial message.
2. **Agricultural/Commercial/Manufacturing Districts**
Identification signs in agricultural, commercial and manufacturing districts shall be not larger than 16 square feet in area. Identification signs may carry only the property address and occupant name. They shall carry no commercial message.

F. Incidental Signs

The size of incidental signs shall not exceed 2 square feet. Incidental signs shall not be counted toward the maximum number of signs permitted on a lot.

G. Residential Signs

Residential signs shall carry no commercial message except that they may contain a message identifying a permitted home occupation.

H. Temporary Signs

Temporary signs shall be allowed in addition to all signs allowed under this chapter and shall not be counted in calculating a site's maximum allowable signage. Temporary signs shall be subject to the following standards.

1. **Setbacks and Height**
Temporary signs are subject to the setback and height standards of Sec. 151-12.10.
2. **Agricultural, Residential and Nonresidential Districts**
The following types of temporary signs shall be allowed in all base-zoning districts.
 - a. **Construction Signs**
One temporary sign, up to 12 square feet in area, shall be permitted for the duration of an allowed construction project.

- b. **Temporary Uses and Special Events**
One temporary sign, up to 12 square feet in area, shall be permitted for temporary uses and special events for which a temporary use permit has been issued. Such signs shall be allowed for the duration of the temporary use permit or such other time as expressly established at the time of approval of the temporary use permit.
- c. **Real Estate Signs**
One temporary real estate (“for sale” or “for rent”) sign shall be permitted per lot. Temporary real estate signs shall not exceed 6 square feet in area in R-1A, R-1B and R-2 districts or 32 square feet in all other districts.
- d. **Directional Signs**
One temporary directional sign, up to 4 square feet in area, shall be permitted per development or per each 1,000 linear feet of street right-of-way within a development. Directional signs shall be allowed during the time that lots are being marketed.
- e. **Election Signs**
Signs pertaining to official Clay County elections (whether for public office or ballot issues) shall be permitted for a period of no more than 90 days before and not more than 30 days following the election. Such signs shall be allowed without a permit.

I. **Wall Signs**
See Sec. 151-12.11 and 151-12.12.

J. **Window Signs**
See Sec. 151-12.11 and 151-12.12.

151-12.9 Maximum Total Sign Area Per Lot

The sum of the area of all building and freestanding signs on a lot shall be less than or equal to the maximum permitted sign area indicated in Table 151-12-2 (Maximum Total Sign Area Per Lot). The lowest number resulting from any of the applicable alternative computations in any column in Table 151-12-2 shall be the maximum total sign area permitted for the respective district class.

Table 151-12-2: Maximum Total Sign Area Per Lot

	Zoning Districts			
	AG/R-1	Residential	C-1/C-2/C-3	I-1/I-2
Square feet of sign area per linear foot of street frontage	N/A	N/A	2	2
Maximum on vacant land* (square feet)	32	12	100	100
Absolute maximum (square feet)	64	18	375	750

Residential = R-1A, R-1B, R-2, R-3 and R-MHP districts

*Vacant Land = land without principal structures

151-12.10 Number and Dimensions

All allowed signs shall comply with the standards of Table 151-12-3..

Table 151-12-3: Number and Dimension of Individual Signs

	Zoning Districts			
	AG/R-1	Residential	C-1/C-2/C-3	I-1/I-2
Freestanding Signs				
Maximum Number [1]	2	1	1 per street frontage to which access is taken	
Maximum Sign Area (square feet)	32 [2]	6 [2]	375	750
Maximum Height (feet)	15 [3]	6	40	40
Minimum Setback (from right-of-way)	20	1/2 of required zoning district setback	20	30
Building Signs				
Maximum Number (See Sec. 151-12.11)	1	1	No Maximum	
Max. Area (pct. of wall area to which attached)	N/A	N/A	25	25
Maximum Area (square feet)	32	2	N/A	N/A

Residential = R-1A, R-1B, R-2, R-3 and R-MHP districts

*1 per road entrance or driveway · N/A = "Not Applicable"

[1] Maximum number does not include temporary signs, residential development entrance signs or incidental signs.

[2] Maximum size restriction does not apply to residential development entrance signs.

[3] Identification signs over private driveways may be up to 20 feet in height.

151-12.11 Building Signs in Nonresidential Districts

Building signs in nonresidential districts shall be subject to the standards of Table 151-12-4.

Table 151-12-4: Building Signs in Nonresidential Districts

Sign Type	Number Permitted	Maximum Area
Banner	1 per principal building	5% of wall area
Canopy	1 per building entrance	16 square feet
Projecting	1 per principal building	5% of wall area
Roof, Integral	2 per principal building	5% of wall area
Suspended	1 per building entrance	5% of wall area
Wall	No Limit	10% of wall area
Window	No Limit	25% of window area

151-12.12 Sign Characteristics

All allowed signs shall comply with Table 151-12-5, Permitted Sign Characteristics.

Table 151-12-5 Permitted Sign Characteristics

Characteristic	District Class	
	AG/R-1/Residential	Other
Changeable Copy	No	Yes
Illumination, Internal	No	Yes
Illumination, External	Yes	Yes
Illumination, Exposed Bulbs or Neon	No	No

Residential = R-1A, R-1B, R-2, R-3 and R-MHP districts

151-12.13 Design, Construction, and Maintenance

All signs shall be designed, constructed, and maintained in accordance with the following standards:

- A. Signs shall be constructed with fireproof and fire-resistant materials in accordance with the National Electrical Code.
- B. All signs shall be constructed to withstand a wind load pressure of at least 25 p.s.f. of surface and shall also be fastened, supported and maintained so as to withstand a wind load pressure of at least 25 p.s.f. per American Society of Engineering standards.
- C. Except for banners, flags, temporary signs, and window signs conforming in all respects with the requirements of this chapter, all signs shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.
- D. **Signs in the Public Right-of-Way and Other Public Property**
No signs shall be allowed in the public right-of-way or on other publicly owned or leased property, except for the following:
 1. Permanent signs, which shall be limited to:
 - a. public signs erected by or on behalf of a governmental body to post legal notices, identify public property, convey public information, and direct or regulate pedestrian or vehicular traffic; and
 - b. informational signs of a public utility regarding its poles, lines, pipes, or other facilities.
 2. Emergency warning signs erected by a governmental agency, a public utility company, or a contractor doing authorized or permitted work within the public right-of-way; and
 3. Any sign installed or placed on public property, except in conformance with the requirements of this paragraph, shall be forfeited to the public and subject to confiscation. In addition to other remedies of this Land Development Code, the county shall have the right to recover from the owner or person placing such a sign the full costs of removal and disposal of such sign.

E. Metal Signs

Signs constructed of metal and illuminated by any means requiring internal wiring or electrically wired accessory fixtures attached to a metal sign shall maintain a free clearance to grade of 9 feet. Accessory lighting fixtures attached to a non-metal frame sign shall also maintain a clearance of 9 feet to grade. No metal freestanding sign shall be located within 8 feet vertically and 4 feet horizontally of electric wires or conductors in free air carrying more than 48 volts, whether or not such wires or conductors are insulated or otherwise protected.

F. Maintenance

All signs shall be maintained in a clean, presentable manner, free from loose paint, paper or other materials. Any sign in disarray or broken condition shall be removed.

G. Nonconforming Signs

See Sec. 151-13.5.

Intentionally Blank