

Signs – Weldon Spring

CHAPTER 415: SIGN REGULATIONS

SECTION 415.010: PURPOSE AND INTENT

The purpose of this Chapter is to provide reasonable regulations for the erection and display of signs. These regulations are intended to promote the public health, safety and general welfare through a comprehensive set of standards and requirements that help preserve the existing appearance of the City. These regulations are not intended to prohibit the display of a sign with a religious or political message or any sign permitted or required by State or Federal law, provided that any such sign conforms to the requirements of this Chapter.

SECTION 415.020: DEFINITIONS

For the purpose of the administration and enforcement of this Chapter, the following words shall have a meaning as defined herein. Terms not defined in this Section shall have the meanings respectively ascribed to them in the City's subdivision and zoning regulations. If any term is not defined either in this Section or in the subdivision or zoning regulations, said term shall have its standard Webster's dictionary meaning.

ADVERTISING SIGN, INTERMITTENT: Intermittent advertising signs are generally associated with events that occur repeatedly, such as weekly or bi-weekly.

ADVERTISING SIGN, TEMPORARY: Temporary advertising signs are generally associated with events or uses such as store sales or promotions, grand openings, closings and seasonal uses.

BANNER: Any sign of lightweight fabric or other non-rigid material that is mounted to a pole, building or other structure. Flags are not considered banners. For the purpose of these regulations, banners are considered a subset of temporary or intermittent advertising signs.

BILLBOARD: An off-premises sign used for the display of advertisements in public places, such as alongside highways. (Note: The Missouri Department of Transportation (MoDOT) controls outdoor advertising on all National Highway System (NHS) routes, along with any route classified as a Federal aid primary highway as of June 1, 1991.)

BULLETIN BOARD SIGN: A sign which contains changeable information related to that institution where the sign is located.

BUSINESS SIGN: A sign used to identify an individual business or a commercial or industrial facility.

CANOPY: A fixed or retractable protective cover over an outdoor area, which is either mounted on a building or independently supported.

CANOPY SIGN: Any sign that is a part of or attached to a canopy.

COMMEMORATIVE SIGN: A sign, tablet or plaque commemorating or memorializing a person, event, structure or site.

COMMERCIAL MESSAGE: Any sign wording, logo or other representation that directly or indirectly names, advertises or calls attention to a business, product, service or other commercial activity.

COVERED WALKWAY SIGN: A sign hung underneath a canopy over a pedestrian walkway.

DIRECTIONAL SIGN, INTERNAL: A sign that provides information directing individuals to locations within a site. Examples include such information as "deliveries", "visitor parking", "main lobby", "staff", "exit" and similar information, being accompanied by a directional arrow.

ELECTION SIGN: A temporary sign supporting a candidate and/or issue on the ballot in an impending election.

EVENT SIGN: A temporary sign announcing or promoting a single or recurring event (not more than once a month) sponsored by a school, church, neighborhood association, or other non-profit organization, and that contains no commercial message.

EVENT SIGN, SPECIAL: A temporary sign announcing or promoting an event that occurs no more than twice a year that is sponsored by a school, church, neighborhood association, or other non-profit organization, and that contains no commercial message.

FLAG: Any fabric containing distinctive colors, patterns or symbols used as a symbol of a government, institution or business; where the primary content is symbolic rather than words.

FREESTANDING SIGN: Any sign anchored in the ground and that is independent from any building or other structure, not including monument signs.

HOLIDAY SIGNS AND DECORATIONS: Temporary signs and decorations that are customary and associated with commonly recognized holidays, and that contain no commercial message.

IDEOLOGICAL SIGN: A sign that contains a political, religious, social or philosophical non-commercial message.

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INCIDENTAL SIGN: A sign which is generally informational and has a purpose secondary to the use of the premises on which it is located, such as "open", "closed", "credit cards accepted here", "loading only", "telephone", "no trespassing", "no soliciting", "no hunting" or similar information and that contains no commercial message.

INSTITUTIONAL SIGN: A sign used to identify an individual church, school or non-profit organizational facility.

MENU BOARD: A sign placed outside of a restaurant on which said restaurant displays their menu and pricing.

MONUMENT SIGN: A ground-mounted sign that is essentially solid (not pole-mounted).

MULTI-TENANT CENTER SIGN: A type of subdivision directory sign, for a single commercial premises containing two (2) or more separate and distinct businesses with separate points of entrance.

NON-COMPLIANT SIGN: Any sign that does not conform to the provisions of this Chapter is considered non-compliant.

OFF-PREMISES SIGN: Any sign which advertises or identifies a property, business or address but is located on premises other than the one to which the sign pertains.

PORTABLE SIGN: A sign that is designed to be easily transportable including, but not limited to, signs designed to be displayed while mounted or affixed to the trailer by which it is transported or with wheels remaining otherwise attached during display; signs mounted on transportable frames with wheels removed; signs attached or affixed to a chassis or other moveable support constructed without wheels; signs designed as or converted to A-frame or T-frame signs; signs attached temporarily to the ground, a structure or other signs; signs mounted on a vehicle and visible from the public right-of-way.

REAL ESTATE SIGN: A sign indicating only the availability for sale, lease or rent of a specific parcel, building or portion of a building and name, address and telephone number of the owner or listing real estate broker.

ROOF SIGN: Any sign located on and/or over the roof of a building, supported by the roof structure.

SIGN: Any device, fixture, placard or structure, including any support or foundation, that uses any color, form, graphic illumination, symbol or writing to advertise, or identify the purpose of a business, person or entity or to communicate information of any kind to the public. The structure supporting a sign is considered part of the sign. Display of actual products in a window is not considered a sign.

SIGN FACE: The display surface used for the sign's message.

SIGN FRONTAGE: The length of building frontage that is used to determine the maximum allowed sign area for a premises. See Section 415.060 for details regarding how to determine sign frontage.

SIGN PERMIT: An official City document certifying that the plans for the proposed sign have been reviewed and approved by the City and that the plans comply with all applicable City ordinances and requirements.

SNIPE SIGN: A temporary sign or poster affixed to a utility pole, tree, fence or similar object that was not designed to display or support a sign.

SUBDIVISION DEVELOPMENT SIGN: An on-premises, temporary sign intended to inform the general public about a subdivision under development.

SUBDIVISION DIRECTION SIGN: An off-premises, temporary sign intended to direct the general public to a subdivision under development.

SUBDIVISION DIRECTORY SIGN (COMMERCIAL OR INDUSTRIAL): A sign located at the entrance to a commercial or industrial subdivision, providing a list of businesses located in said subdivision.

SUBDIVISION ENTRANCE SIGN: A permanent sign at the entrance of a residential subdivision that identifies the name of the subdivision.

SUBDIVISION INFORMATION SIGN: A permanent sign within a residential subdivision, where subdivision notices may be posted, and that may include a map of the subdivision.

TOTAL SIGN AREA ALLOWANCE: The total amount of square footage of permanent sign area that a premises is allowed to display, which is based on the amount of sign frontage of said premises.

WALL SIGN: Any sign attached parallel to and within fourteen (14) inches of a wall of any building or structure, and which displays only one (1) sign face.

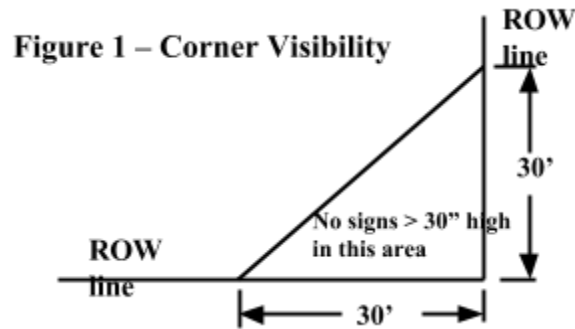
WINDOW SIGN: Any sign that is painted on, adhered to, or placed within five (5) feet of a window, and is visible from the exterior of the window.

SECTION 415.030: GENERAL REQUIREMENTS FOR ALLOWED SIGNS

1. *Applicability.* The provisions of this Chapter shall apply to all signs in the City, except government signs. Every sign shall comply with all other applicable ordinances of the City. In case of a conflict between the provisions of this Chapter and other applicable provisions, the more restrictive provision shall govern.

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2. *Compliance.* No new sign shall be constructed or erected after the effective date of this Chapter, unless the sign conforms to all the provisions of this Chapter and any required sign permit has been issued by the Zoning Commissioner or the Zoning Commissioner's designee.
3. *Property Lines.* Unless otherwise specified in this Chapter, all parts of any sign shall be set back a minimum of five (5) feet from property lines. No sign shall project beyond a property line or be allowed in any public right-of-way except authorized traffic control signs. (Ord. No. 07-18 §1, 9-17-03)
4. *Off-premises.* No off-premises signs are allowed except for directional arrows, subdivision direction signs, event signs, special event signs, election signs, ideological signs, and State-sanctioned billboards.
5. *Safety.* No sign shall be located such that it impairs traffic visibility or the health, safety and welfare of the public.
6. *Corner Visibility.* Sign placement shall allow an adequate vehicle sight distance and maintain corner visibility. For a corner lot, within the area bounded by the intersecting street right-of-way (ROW) lines and a straight line connecting them at points thirty (30) feet distant from the intersecting lines, no sign shall extend over thirty (30) inches above the established street grade. See Figure 1 below.



7. *Multiple Frontages.* Signs shall be displayed on a maximum of two (2) frontages per premises. Non-residential premises are also permitted one (1) rear entrance sign measuring not more than two (2) square feet in size.
8. *Sign Faces.* When a sign has two (2) sign faces, the sign faces shall be parallel to one another and not more than fourteen (14) inches apart. A sign shall have no more than two (2) sign faces.
9. *Illuminated Signs.* Illuminated signs shall be subject to the following requirements:
 - a. All lighting that is a part of any sign shall be in conformance with the City of Weldon Spring's Lighting Regulations (Chapter 425) as it applies to commercial property.
 - b. The light from any illuminated sign shall be shaded, shielded and/or directed away from the residents, occupants and motorists of surrounding areas. The intensity of such light shall not exceed one-half ($\frac{1}{2}$) foot-candle at the property line of any adjoining residentially-zoned property.
 - c. No sign shall have blinking, flashing or fluttering lights or other illuminating device of variable light intensity, brightness or color.
 - d. Neither direct nor reflected light from primary light sources shall create a hazard to operators of motor vehicles.
10. *Electronic Displays.* Electronic displays may be used as portions of allowed wall or monument signs. Examples include time/temperature information, gas prices, or other information. Electronic displays shall be essentially static; the display may be updated no more frequently than every ten (10) seconds. Displays shall not flash and shall not simulate motion.
11. *Building Codes.* Design, construction, and erection of any sign requiring a sign permit shall comply with all applicable building codes. The Zoning Commissioner or the Zoning Commissioner's designee shall deny approval of any sign which does not meet all minimum standards as set forth in the building codes of the City. All signs, except those attached flat against the wall of a building, shall be constructed to withstand wind loads of thirty (30) pounds per square foot of sign area.
12. *Maintenance.* All signs and related structures shall be maintained in a safe, clean and attractive condition. All signs and related structures shall be maintained in good repair, free of rust, peeling, flaking, fading, broken or cracked surfaces and broken or missing letters; signs that are not in good repair or that are unsafe shall be deemed non-compliant.

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13. *Inspection.* All signs may be inspected by the City at any time to ensure compliance with this Chapter.
14. *Permits and Fees.* Sections 415.070 and 415.080 indicate permit and fee requirements for certain signs. For further information about permits and fees, see Section 415.090

SECTION 415.040: PROHIBITED SIGNS

The following signs are prohibited in all zoning districts of the City:

1. Any sign not specifically allowed by this Chapter.
2. Signs that imitate, blend with, conflict with or might be construed as traffic control signals, devices or signs.
3. Signs on public land, including road right-of-way, and signs extending over a roadway, except those erected at the direction of or with the permission of an appropriate public authority.
4. Strips or strings of lights which call attention to a use or occupancy by outlining property lines, roof lines, doors, windows, wall edges or other architectural features of a building site or which are suspended from or attached to poles or similar structures. Exempted from this provision is non-blinking holiday lighting displayed from November twenty-first (21st) through January fifteenth (15th).
5. Moving or rotating signs, including signs on which all or any part of the sign moves or appears to move.
6. Commercial message signs in residential zoning districts. The only exceptions are residential real estate signs, new subdivision signs and temporary construction signs.
7. Signs painted directly on building surfaces, except window signs.
8. Portable signs (except temporary menu boards and permitted intermittent advertising signs).
9. Roof signs and snipe signs.
10. Balloons and inflatable signs that have any dimension greater than two (2) feet.
11. Any sign that exhibits statements, words or pictures of an obscene nature, as defined by the United States Supreme Court.

SECTION 415.050: MEASUREMENT OF SIGN AREA AND HEIGHT

1. *Sign Area.*
 - a. When a sign has two (2) faces back-to-back, only one (1) sign face shall be included in determining the total sign area.
 - b. The sign area shall be measured by including the entire area within a single continuous perimeter composed of parallelograms, triangles, circles, ellipses or combinations thereof enclosing the extreme limits of the sign, not including structural supports which are not an integral part of the sign
 - c. In the case of a wall or window sign consisting of individual letters, only two-thirds (2/3) of the entire area of the enclosing parallelograms, triangles, circles, ellipses or combinations thereof shall be counted as the area of the sign.
 - d. Architectural features, structural supports and landscape elements are not considered part of the sign area.
2. *Sign Height.* The height of a sign is the vertical distance measured from the grade at the base of the sign to the uppermost point of the sign structure, including architectural appendages. Signs may not be raised through the construction of berms or by any other form or super elevation treatment.

SECTION 415.060: TOTAL SIGN AREA ALLOWANCE

1. *Sign Frontage.* Sign frontage is the length of building facing a street (or an intervening parking area).
 - a. For multi-tenant center buildings, the sign frontage applicable to each leased unit shall be the length of that unit.
 - b. If a premises fronts one (1) street, the total sign frontage shall be the length of the building facing that street.
 - c. If a premises fronts two (2) or more streets, the sign frontage for each face shall be the length of the building facing each street. Each frontage shall apply separately to a total sign area allowance for signs along that frontage. Note that Section 415.030(7) limits signage to only two (2) frontages.
2. *Total Sign Area Allowance.* The total sign area allowance for any premises is one (1) square foot of sign area for every one (1) linear foot of sign frontage. For businesses which include a gas price display, an additional twenty-four (24) square feet may be added to the total sign area allowance. For each premises, the total area of all of the signs listed below shall not exceed the total sign area allowance. Other types of signs need not be included in calculation of the total sign area.
 - a. Wall signs.

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- b. Monument signs (except for multi-tenant center signs and commercial subdivision directory signs).
 - c. Freestanding bulletin board signs. (Other types of freestanding signs need not be included.)
 - d. Canopy signs.
3. *Maximum Size Of Individual Signs.* The maximum allowed sign area for some individual signs is detailed in Sections 415.070 and 415.080 below.

SECTION 415.070: SIGN TYPES

The most common types of signs are wall, monument, freestanding, window and canopy signs. Requirements for these types of signs are included in the following paragraphs. Section 415.080 identifies situations where these types of signs may be used, and identifies other types of allowed signs. The primary sign for a business or institution will usually be either a wall, monument, or canopy sign.

1. *Wall signs.*
 - a. *Zoning.* Non-residential only, except walls signs may also be used as institutional signs in a residential zoned area.
 - b. *Permit/Fee.* Permit required. Fee required.
 - c. *Uses.* The main use is as a business or institutional sign.
 - d. *Size.* The total sign area of any wall sign shall not exceed ten percent (10%) of the area of the wall upon which it is mounted, nor shall any wall sign exceed one hundred (100) square feet in size. A wall sign may extend above the eaves of a roof provided that it does not extend above the highest point of the roof. For a business within a multi-tenant center, these limits shall be determined using only the portion of the wall within the leased space for that business.
 - e. *Total sign area.* Wall signs shall be included when calculating the total sign area for any given premises.
 - f. *Materials.* Wall signs shall be constructed of metal, plastic and other permanent materials; wood is not allowed. Wall signs shall not be painted directly on walls.
2. *Monument signs.*
 - a. *Zoning.* Residential and nonresidential.
 - b. *Permit/Fee.* Permit required. Fee required.
 - c. *ARC Review.* The Architectural Review Committee (ARC) shall review all monument signs for approval. Landscaping and lighting plans shall be submitted with all monument sign applications and shall conform to current City landscaping and commercial lighting standards.
 - d. *Uses.* The primary uses for monument signs are as a main business or institutional sign, as a commercial subdivision or multi-tenant center sign, and as a residential subdivision entrance sign.
 - e. *Sign Frontage Requirement.* Non-residential monument signs are prohibited on premises with less than one hundred (100) feet of sign frontage.
 - f. *Number.* Only one (1) monument sign is allowed per non-residential premises, and per subdivision entrance (for commercial, industrial and residential subdivisions).
 - g. *Size.* Monument signs shall not exceed eight (8) feet in height, except multi-tenant center and commercial and industrial subdivision directory signs shall not exceed twelve (12) feet in height. Monument signs shall have a maximum sign area of sixty-four (64) square feet or ninety-six (96) square feet when a sign area bonus is applied, as follows. A fifty percent (50%) sign area bonus shall be provided if said sign is located entirely within a landscaped area. The bonus shall be granted if a minimum of four (4) square feet of landscaping is provided for every one (1) square foot of sign face. Only one (1) sign face of the sign shall be counted. To count as landscaping, seventy-five percent (75%) of the sign area landscaping shall be live plant cover within three (3) years of normal plant growth. If the sign is integrated into a raised planter box, the landscape area may be reduced to one (1) square foot of landscaping for every one (1) foot of sign area.
 - h. *Total Sign Area.* Non-residential monument signs shall be included when calculating the total sign area for any given premises (with the exception of multi-tenant center signs and commercial and industrial subdivision directory signs, which are not included).
 - i. *Materials.* All non-residential monument signs shall be constructed of masonry and shall be of a design, color and size that is in keeping with the facades of the buildings in the existing or proposed surrounding development and shall compliment the surrounding land uses. All residential (subdivision) monument signs

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shall be constructed of masonry and shall be of a design, color and size that is in keeping with existing subdivision monument signs in the City and shall complement the surrounding neighborhoods and/or land uses.

3. *Freestanding Signs.*

- a. *Zoning.* Residential and nonresidential.
- b. *Permit/Fee.* Permit and fee requirements depend on the specific use for any freestanding sign, as described in Section 415.080.
- c. *Uses.* Freestanding signs have many possible uses, including: temporary advertising signs, bulletin boards, temporary construction signs, subdivision development signs, directional signs, and commercial real estate signs. Freestanding signs are not allowed as primary business or institutional signs.
- d. *Sign Frontage Requirement.* Non-residential freestanding signs are prohibited on premises with less than one hundred (100) feet of sign frontage.
- e. *Size.* Freestanding signs shall not exceed eight (8) feet in height. The allowed size of freestanding signs depends on the specific use, as described in Section 415.080.
- f. *Maximum Total Sign Area Calculation.* Freestanding bulletin board signs must be included in calculation of maximum total sign area.
- g. *Materials.* All freestanding signs shall be constructed of permanent materials. Wood components of the sign face and supports must be painted. Freestanding signs shall be anchored into the ground; sandbags or similar temporary weights shall not be used to hold the sign in place.

4. *Window signs.*

- a. *Zoning.* Non-residential only.
- b. *Permit/Fee.* No permit required. No fee required.
- c. *Sign Area.* The total sign area of all window signs on any face of a building shall not exceed one hundred (100) square feet, or twenty percent (20%) of the total glass area on that face, whichever is smaller. For a business within a multi-tenant center, these limits shall be determined using only the windows within the leased space for that business.
- d. *Height.* Window signs are not allowed above the ceiling of the second story of any building.

5. *Canopy Signs.*

- a. *Zoning.* Non-residential only.
- b. *Permit/Fee.* Permit required. Fee required.
- c. *Uses.* Canopy signs are limited to use as business signs.
- d. *Sign Area.* No canopy sign shall exceed one hundred (100) square feet in size. For wall-mounted canopy signs, the total area of all canopy signs shall not exceed ten percent (10%) of the area of the wall to which the canopy is attached. For a business within a multi-tenant center, this limit shall be determined using only the portion of the wall within the leased space for that business.
- e. *Materials.* For fabric canopies mounted over a rigid framework, canopy signs shall be printed directly onto the fabric. For canopies constructed from rigid materials, canopy signs shall be either painted on the canopy, or they may be similar to a wall sign but mounted on the canopy rather than on a wall.
- f. *Maximum Total Sign Area Calculation.* Canopy signs shall be included when calculating the maximum total sign area for any given premises.

SECTION 415.080: ALLOWED SIGN USES

1. *Advertising signs, intermittent.*

- a. *Zoning.* Non-residential only.
- b. *Permit/Fee.* Permit required. Fee required.
- c. *Number.* Only one (1) intermittent advertising sign may be displayed per permit.
- d. *Sign Area.* The maximum area of intermittent advertising signs shall be thirty-two (32) square feet.
- e. *Permits per Year.* Any one (1) business is limited to a maximum of four (4) intermittent advertising sign permits in any calendar year.
- f. *Duration.* An intermittent advertising sign permit is good for one (1) day per week for three (3) months.
- g. *Type of Sign.* Intermittent advertising signs shall be a fabric banner or a portable sandwich board sign.

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2. *Advertising Signs, Temporary.*
 - a. *Zoning.* Non-residential only.
 - b. *Permit/Fee.* Permit required. Fee required.
 - c. *Number.* Only one (1) temporary advertising sign may be displayed per permit.
 - d. *Sign Area.* The maximum sign area of temporary advertising signs shall be thirty-two (32) square feet.
 - e. *Permits per Year.* Any one (1) business is limited to a maximum of six (6) temporary advertising sign permits in any calendar year.
 - f. *Duration.* An individual temporary advertising sign permit is good for fourteen (14) calendar days. Or the applicant may request a twenty-eight (28) day permit, however each such permit shall count as two (2) of the allowed six (6) permits per year.
 - g. *Continuance of Permit.* An applicant may opt to use one (1) of their allowed permits as a continuance. Using a permit as a continuance will allow a sign that has already been permitted to be displayed for an additional fourteen (14) days. Continuances may be obtained at any time prior to expiration of the original permit. Once a continuance is used, no additional permit shall be issued for thirty (30) days.
 - h. *Type of Sign.* Temporary advertising signs may be either a freestanding sign or a fabric banner.
3. *Billboards.*
 - a. *Zoning.* Non-residential only. A billboard may only be placed on lands zoned "PC" Planned Commercial District or "LI" Light Industrial District.
 - b. *Location.* All billboards must be located within six hundred sixty (660) feet of the nearest edge of the right-of-way of an interstate or primary highway (as defined by the Missouri Department of Transportation) and the interstate or primary highway must not be a scenic roadway.
 - c. *State Statutes.* The billboard shall, at a minimum, comply with all provisions of Sections 226.500 through 226.600, RSMo., as to size, lighting and other considerations.
 - d. *Size, Height and Mounting.* The size, height and mounting of billboards shall be regulated by the following:
 - 1) The maximum area for any one (1) sign shall be eight hundred (800) square feet with a maximum height of thirty (30) feet and a maximum length of seventy-two (72) feet, inclusive of border and trim, but excluding the base or apron, supports and other structural members.
 - 2) The maximum height of a billboard shall not exceed forty-five (45) feet above the natural grade where the sign is installed.
 - 3) No sign shall be located on the roof of a building or on a non-sign structure.
 - 4) Billboards may not be stacked such that a billboard sign face is placed immediately above or below another billboard sign face.
 - e. *Fall Line Requirements.* Any person, firm, partnership or corporation erecting or constructing a billboard shall provide a fall line equal to the height of said structure in a three hundred sixty degree (360°) radius where no other structure or parking area is currently or in the future will be located.
 - f. *Separation Requirements.* No billboard or any part of the billboard structure shall be erected:
 - 1) Within fifty (50) feet of the property line of the lot on which the billboard structure is located;
 - 2) Within two hundred (200) feet of any residentially-zoned property;
 - 3) Within fifty (50) feet of any existing building or parking area;
 - 4) Within two hundred (200) feet of any park, playground, school, library or place of worship;
 - 5) Within fifty (50) feet of an overhead power line;
 - 6) Within one thousand four hundred (1,400) feet of another billboard.
 - g. *Permits.* A permit from the City is required to erect a billboard, but no permit to allow a billboard to be newly erected shall be issued by the City without a permit issued by the Missouri Highways and Transportation Commission.
 - h. *Inspection Reports.* Whenever a billboard is erected or maintained within the City, the owner of such billboard shall cause an inspection of it by a civil engineer at least every five (5) years and a copy of the inspection report shall be submitted to the City Administrator.
4. *Bulletin board signs.*
 - a. *Zoning.* Non-residential and residential.
 - b. *Permit/Fee.* Permit required. Fee required.
 - c. *Uses.* Bulletin board signs are limited to the premises of a school, church or non-profit organization.
 - d. *Sign Area.* Bulletin board signs shall have a maximum sign area of thirty-two (32) square feet.

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- e. *Number.* One (1) bulletin board sign is allowed per premises.
 - f. *Type of Sign.* Bulletin board signs may be freestanding, monument or wall signs.
 - g. *Total Sign Area Calculation.* Bulletin board signs shall be included when calculating the total sign area for any given premises.
5. *Business Signs.* Business signs shall be either wall signs, monument signs or canopy signs. See Section 415.070 for requirements and restrictions for these types of signs. Freestanding signs shall not be used for business signs.
6. *Commemorative Signs.*
- a. *Zoning.* Non-residential and residential.
 - b. *Permit/Fee.* No permit required. No fee required.
 - c. *Sign Area.* Commemorative signs shall have a maximum sign area of four (4) square feet.
 - d. *Number.* One (1) commemorative sign shall be allowed per premises.
 - e. *Materials.* Commemorative signs shall be cast metal, with one (1) face, attached directly to a concrete or masonry surface.
 - f. *Signs in Parks.* Commemorative signs in City parks may be erected at the discretion of the Board of Aldermen.
7. *Construction Signs, Temporary.*
- a. *Zoning.* Non-residential zoning districts.
 - 1) *Permit/Fee.* Permit required. Fee required.
 - 2) *Sign Area.* The maximum sign area of construction signs shall be as shown thirty-two (32) square feet.
 - 3) *Number.* One (1) construction sign per entire development is allowed denoting the owner, architect, engineer, consultant, developer, lender and/or contractor.
 - 4) *Type of Sign.* Temporary construction signs shall be freestanding signs.
 - 5) *Duration.* Signs shall be allowed only during the period of active, continuous construction, indicating only the names of the owners and/or contractors having a role in the construction project. Signs shall be removed ten (10) days after the receipt of an occupancy permit for the building or development.
 - b. *Zoning.* Residential zoning districts.
 - 1) *Permit/Fee.* No permit required. No fee required.
 - 2) *Sign Area.* Temporary residential construction signs shall have a maximum sign area of six (6) square feet.
 - 3) *Number and Duration.* One (1) temporary residential construction sign shall be allowed per lot for the duration of said construction plus seven (7) days post construction.
8. *Covered Walkway Signs.*
- a. *Zoning.* Non-residential only.
 - b. *Permit/Fee.* No permit required. No fee required.
 - c. *Sign Area.* Covered walkway signs shall have a maximum sign area of two (2) square feet.
 - d. *Location.* Covered walkway signs may be hung from the canopy that is attached to the front of a retail store over a walkway. The signs shall be hung perpendicular to the retail storefront so as to be beneficial to pedestrian traffic.
 - e. *Sign Drop.* Covered walkway signs shall not exceed eighteen (18) inches in drop from the bottom of the sign to the lower surface of the canopy.
 - f. *Sign Height.* The bottom edge of all covered walkway signs shall be at least seven (7) feet above the sidewalk surface over which they are hanging.
 - g. *Number.* Only one (1) covered walkway sign per business shall be allowed.
9. *Directional Signs, Internal.*
- a. *Zoning.* Only in nonresidential zoning districts, for properties of greater than five (5) acres.
 - b. *Permit/Fee.* Permit required. Fee required.
 - c. *Sign Area.* Directional signs shall have a maximum sign area of twenty (20) square feet
 - d. *Type of Sign.* Directional signs shall be monument or freestanding signs.
 - e. *Sign Height.* Direction signs shall have a maximum height of seven (7) feet above ground level, and shall not impede the line of sight of a motor vehicle operator.
10. *Election Signs.*
- a. *Zoning.* Residential and nonresidential.
 - b. *Permit/Fee.* No permit required, except the permission of the property owner. No fee required.

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- c. *Sign Area.* Elections signs shall have a maximum sign area of six (6) square feet, except those fronting on state or federal highways may be thirty-two (32) square feet.
 - d. *Duration.* Election signs may be displayed forty (40) days prior to and five (5) days after any election held within St. Charles County.
 - e. *Number.* Not more than one (1) election sign per individual candidate and/or proposition shall be permitted per twenty-five (25) feet width of any lot.
11. *Event Signs.*
- a. *Zoning. Residential and nonresidential.*
 - b. *Permit/Fee.* No permit required. No fee required.
 - c. *Sign Area.* Event signs shall have a maximum sign area of six (6) square feet.
 - d. *Frequency.* Event signs may be displayed not more than once a month.
 - e. *Duration.* Event signs may be displayed seven (7) days prior to and one (1) day after said event.
12. *Event Signs, Special.*
- a. *Zoning.* Residential and nonresidential.
 - b. *Permit/Fee.* No permit required. No fee required.
 - c. *Sign Area.* Special event signs shall have a maximum sign area of thirty-two (32) square feet.
 - d. *Frequency.* Special event signs may be displayed not more than twice a year.
 - e. *Duration.* Special event signs may be displayed fifteen (15) days prior to and one (1) day after said event.
 - f. *Type of Sign.* Special event signs shall be banners or freestanding signs.
13. *Fast Food Establishments.*
- a. *Prohibited Signs.* The following signs are specifically prohibited at fast food establishments: portable advertising signs and advertising signs mounted on light supports or other types of structures.
 - b. *Allowed Signs.* Only the following signs are allowed at fast food businesses, and these are subject to all provisions of other sections of this chapter. Any type of sign not identified below is prohibited.
 - c. *Business signs.* Business signs shall be either monument or wall signs.
 - d. *Menu Boards.* One (1) menu board is allowed.
 - e. *Temporary Menu Boards.* One (1) temporary menu board is allowed.
 - f. *Temporary Advertising Signs.* Temporary advertising signs are allowed.
 - g. *Window Signs.* Window signs are allowed.
 - h. *Drive-through Signs.* Directional signs are allowed at drive-through lanes, such as “enter”, “exit” and “one way”. These signs are each limited to an area of four (4) square feet. No permit is required for these signs.
14. *Fireworks Stands.* Provisions for temporary signage for fireworks stands are exempt from the provisions of this chapter. Such signs are addressed in Chapter 620.
15. *Flags and Flagpoles.*
- a. *Zoning.* Non-residential zoning districts.
 - 1) *Permit/Fee.* Permit required (for flagpoles). No fee required.
 - 2) *Size.* Flagpoles shall not exceed thirty-five (35) feet in height. No flag shall exceed sixty-four (64) square feet in size.
 - 3) *Number.* Each lot or parcel shall be allowed a maximum of five (5) flagpoles, and five (5) flags.
 - 4) *Duration.* In addition to the flags allowed by the previous sentence, within five (5) days prior to and three (3) days following a Federal holiday, there shall be no limitation on the number of U.S. flags displayed on any parcel of land within the City.
 - b. *Zoning.* Residential zoning districts.
 - 1) *Permit/Fee.* Permit required (for flagpoles). No fee required.
 - 2) *Size.* Flagpoles shall not exceed thirty (30) feet in height. No flag shall exceed forty-eight (48) square feet in size.
 - 3) *Number.* Each lot or parcel shall be allowed a maximum of one flagpole and two (2) flags.
 - 4) *Duration.* In addition to the flags allowed by the previous sentence, within five (5) days prior to and three (3) days following a Federal holiday, there shall be no limitation on the number of U.S. flags displayed on any parcel of land within the City.
16. *Garage Sale, Estate Sale, and Open House Signs.*
- a. *Zoning.* Residential and nonresidential.

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- b. *Permit/Fee.* No permit required. No fee required.
 - c. *Sign Area.* Garage sale, estate sale, and open house signs shall have a maximum sign area of six (6) square feet.
 - d. *Duration.* Such signs may be displayed three (3) days prior to the event and shall be removed the day of the event.
 - e. *Number.* One (1) on-premises and one (1) off-premises sign (with permission of property owner) is allowed per sale.
 - f. *Directional Arrows.* Up to 4 directional arrows may be used. These shall state "garage sale", "estate sale", or "open house" and shall have a maximum sign area of four (4) square feet. They may be displayed for a maximum of twenty-four (24) hours, with permission of property owner.
17. *Gas/Convenience/Oil Change Businesses.*
- a. *Prohibited Signs.* The following signs are specifically prohibited at gas/convenience/oil change businesses: portable advertising signs on stacked materials or tire racks or placed elsewhere on the property, and advertising signs mounted on light supports or other types of structures.
 - b. *Allowed Signs.* Only the following signs are allowed at gas/convenience/oil change businesses, and these are subject to all provisions of other sections of this chapter. Any type of sign not identified below is prohibited.
 - c. *Business Signs.* Business signs shall be either monument, wall or canopy signs, subject to all provisions of other sections of this chapter.
 - d. *Gas Price Signs.* Gas price information may be included as part of allowed business signs. Note that an additional twenty-four (24) square feet is added to the total sign area allowance when business signs include a gas price display.
 - e. *Temporary Advertising Signs.* Temporary advertising signs are allowed.
 - f. *Window Signs.* Window signs are allowed.
 - g. *Other Signs.* The following signs are allowed, without a permit.
 - 1) *Safety Signs.* Safety-related signs are allowed, such as "no smoking" or "turn off engine".
 - 2) *Directional Signs.* Directional signs are allowed, such as "enter", "exit" and "one way". Such signs may not be larger than four (4) square feet.
 - 3) *Air and Water Signs.* Informational signs to identify available air and water supplies may be posted near those supplies. Such signs may not be larger than four (4) square feet.
 - 4) *Signs at Pumps.* Miscellaneous advertising signs may be posted on the gasoline pump housings/supports. These signs may not be larger than three (3) square foot each, with a maximum of four (4) signs per pump.
 - 5) *State Inspection Signs.* Signs indicating official State inspection stations are allowed. These may not be larger than four (4) square feet.
 - 6) *Drive-through Signs.* For drive-through areas such as car washes or service bays, one sign may be mounted on the wall adjacent to each side of the entrance. Such signs may be advertising or instructional. Such signs are limited to six (6) square feet.
18. *Holiday Signs and Decorations.*
- a. *Zoning.* Residential and nonresidential.
 - b. *Permit/Fee.* No permit required. No fee required.
 - c. *Duration.* Holiday signs and decorations may be displayed November twenty-first (21st) through January fifteenth (15th). For other recognized holiday periods, signs and decorations may be displayed from thirty (30) days prior, until fourteen (14) days after the holiday.
19. *Ideological Signs.*
- a. *Zoning.* Residential and nonresidential.
 - b. *Permit/Fee.* No permit required. No fee required.
 - c. *Sign Area.* Ideological sign shall have a maximum sign area of six (6) square feet.
 - d. *Sign Height.* Ideological signs shall have a maximum sign height of three (3) feet.
 - e. *Number.* Only one (1) sign per street frontage is allowed.
20. *Incidental signs.*

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- a. *Zoning.* Residential and nonresidential.
 - b. *Permit/Fee.* No permit required. No fee required.
 - c. *Sign Area.* Incidental signs shall have a maximum sign area of one (1) square foot.
 - d. *Sign Height.* Incidental signs shall have a maximum sign height of six (6) feet.
21. *Institutional Signs.* Institutional signs shall be either wall signs, monument signs or canopy signs. See Section 415.070 for requirements and restrictions for these types of signs. Freestanding signs shall not be used for institutional signs
22. *Menu Boards.* See the section on fast food establishments for further information on menu boards.
- a. *Zoning.* Nonresidential only.
 - b. *Permit/Fee.* Permit required. Fee required.
 - c. *Size.* Menu boards shall be limited to a maximum of eight (8) feet high and an area of no more than forty (40) square feet.
 - d. *Type.* Menu boards shall be wall, monument or freestanding signs.
 - e. *Total Sign Area Calculation.* Menu boards are not included when calculating the total sign area for premises.
23. *Menu Boards, Temporary.*
- a. *Zoning.* Non-residential only.
 - b. *Permit/Fee.* No permit required. No fee required.
 - c. *Size.* One (1) temporary menu board is allowed per restaurant or fast-food business, and it shall have a maximum sign area of twelve (12) square feet.
 - d. *Type.* Temporary menu boards shall be folding sandwich boards.
 - e. *Other Requirements.* Temporary menu boards may only be displayed during the hours of operation of the business. Temporary menu boards shall be placed so as not to significantly interfere with pedestrian circulation outside the business.
24. *Multi-Tenant Center Signs.* See paragraph on Subdivision Directory Signs.
25. *Real Estate Signs.*
- a. *Residential Zoning Districts.*
 - 1) *Permit/Fee.* No permit required. No fee required.
 - 2) *Sign Area.* Real estate signs shall have a maximum sign area of six (6) square feet.
 - 3) *Number.* Only one (1) on-premises real estate sign shall be allowed per premises unless the premises abuts a golf course or other public use area and then a second (2nd) sign is allowed.
 - 4) *Duration.* Real estate signs may be displayed up to ten (10) days after the premises is sold, leased or rented.
 - 5) *Other Signs.* No other real estate related signage is allowed, other than open house signs and directional arrows, as described above.
 - b. *Non-residential Zoning Districts.*
 - 1) *Permit/Fee.* No permit required. No fee required.
 - 2) *Sign Area.* Real estate signs shall have a maximum sign area of thirty-six (36) square feet.
 - 3) *Number.* Only one (1) on-premises real estate sign shall be allowed per premises.
 - 4) *Duration.* Real estate signs may be displayed up to ten (10) days after the premises is sold or leased.
 - 5) *Type of Sign.* Non-residential real estate signs shall be freestanding signs.
26. *Subdivision Development Signs.*
- a. *Zoning.* Residential only.
 - b. *Permit/Fee.* Permit required. Fee required.
 - c. *Sign Area.* Subdivision development signs shall have a maximum sign area of thirty-six (36) square feet.
 - d. *Type of Sign.* Subdivision development signs shall be freestanding signs.
 - e. *Number.* One (1) subdivision development sign is permitted for each entrance to the subdivision. In addition, a new development sign not exceeding sixteen (16) square feet in area may be permitted for each model home in the subdivision.
 - f. *Duration.* Subdivision development signs shall be removed after the last model home is sold.
27. *Subdivision Direction Signs.*
- a. *Zoning.* Subdivision direction signs are permitted in the "GC" General Commercial District, "PC" Planned Commercial District and "LI" Light Industrial District.
 - b. *Permit/Fee.* Permit required. Fee required.

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- c. *Sign Area.* The maximum sign area of a subdivision direction sign shall be thirty-six (36) square feet.
 - d. *Type of Sign.* Subdivision direction signs shall be freestanding signs and may be off-premises.
 - e. *Number.* Only one (1) subdivision direction sign shall be allowed per subdivision within the City; signs are not allowed for subdivisions that are not within the City.
 - f. *Duration.* Such signs shall be permitted for one (1) year and at the end of the year, the permit may be renewed for one (1) year increments of time. Signs shall be removed within ten (10) days after the subdivision is completed.
 - g. *Sign Content.* Subdivision direction sign information shall be limited to the name of the subdivision, a directional arrow and written directions.
28. *Subdivision Directory Signs (for commercial and industrial subdivisions with at least three (3) lots, and for multi-tenant centers).*
- a. *Zoning.* Non-residential only.
 - b. *Permit/Fee.* Permit required. Fee required.
 - c. *Sign Type.* Subdivision directory signs shall be monument signs.
 - d. *Number.* Each subdivision shall be limited to one (1) sign per entrance; each multi-tenant center shall be limited to one sign. This does not preclude the use of individual signs for each business within the subdivision or center.
29. *Subdivision Information Signs.*
- a. *Zoning.* Residential only.
 - b. *Permit/Fee.* Permit required. Fee required.
 - c. *Sign Area.* Subdivision information signs shall have a maximum sign area of eight (8) square feet.
 - d. *Type of Sign.* Subdivision information signs shall be monument or freestanding signs.
30. *Subdivision Entrance Signs.*
- a. *Zoning.* Residential only.
 - b. *Type of Sign.* Subdivision entrance signs shall be monument signs.

SECTION 415.090: PERMITS FEES AND VARIANCES

1. *Sign Permits.* No sign which requires a permit under Sections 415.070 and 415.080 shall be erected or displayed until a sign permit has been issued by the Zoning Commissioner or the Zoning Commissioner's designee, and any necessary fees have been paid.
 - a. Sign permit applications for monument signs shall be accompanied by seven (7) copies of drawings; applications for other types of signs shall be accompanied by four (4) copies of drawings. Drawings shall show the following information:
 - 1) Plans and specifications for the sign, including dimensions, materials, colors.
 - 2) Details of construction, including loads, stresses and anchorage.
 - 3) Wind load data, which shall be certified by an engineer for all freestanding and monument signs.
 - 4) For signs that are to be attached to a building or other independent structure, the drawings shall show the position of the sign on the supporting structure, the method of attachment to such structure and the character of the structural member to which such attachment is made.
 - 5) For freestanding and monument signs, the proposed location with reference to street right-of-way lines and the walls of adjacent buildings, if any.
 - 6) For monument signs, the landscape and lighting plans.
 - 7) Information on the size and location of all existing signs on the site.
 - b. All applications for sign permits shall be filed by the owner or lessee of the premises or shall be accompanied by written consent of the owner or lessee of the property upon which such sign is to be displayed or erected.
 - c. If the Zoning Commissioner or the Zoning Commissioner's designee fails to issue a permit after ninety (90) days of the receipt of a completed application, the applicant may appeal to the Planning and Zoning Commission for issuance of the necessary permit.
 - d. Sign permit cards shall be available for inspection at the business with which the sign is associated. Temporary sign permits shall be displayed until the permit expires or the temporary sign is removed.
2. *Fees.* Fees are required for all sign permits, unless otherwise noted in Sections 415.070 or 415.080. The fee for sign permits shall be two dollars (\$2.00) per square foot of sign area except that:

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- a. The minimum fee for any sign permit shall be thirty dollars (\$30.00);
 - b. For a billboard the City shall charge an initial fee of five hundred dollars (\$500.00) for initial inspection to assure compliance with the City wind load and electrical requirements when the sign is first erected and shall charge a one hundred dollar (\$100.00) annual business tax for the inspection of such sign.
3. *Variances.* A variance from this Chapter may be granted for any permitted form of signage where it is found that the applicant would otherwise be subject to practical difficulties or unnecessary hardship. Unnecessary hardship is not considered the loss of possible advantage, economic loss or gain or mere inconvenience to the applicant. The procedures and criteria for granting a variance from the regulations in this Chapter shall be as set out in the zoning ordinance.

SECTION 415.100: NON-COMPLIANT SIGNS AND LEGAL NON-CONFORMING SIGNS

1. *Non-Compliant Signs.* The following is a listing of signs that are considered to be non-compliant.
 - a. *Unsafe Signs.* Any sign that has become structurally unsafe, endangers life or property, or is not being maintained in good repair.
 - b. *Obsolete Signs.* Any sign that advertises an activity or business shall be removed within six (6) months after such activity or business ceases operation. Any such sign that is not removed within said timeframe shall be deemed non-compliant.
 - c. *Pre-existing Signs.* Any sign erected without a permit, which required a permit when it was erected.
 - d. *Legal Non-Conforming Signs.* Certain legal non-conforming signs may be considered non-compliant, as defined below.
2. *Legal Non-Conforming Signs.* A legal non-conforming sign is any sign that was issued a sign permit and lawfully erected prior to the enactment of this Chapter and any applicable amendments, but which does not conform to all the current regulations and restrictions of this chapter.
 - a. *Replacement.* Any legal non-conforming sign that is destroyed, deteriorated or damaged after the effective date of this Chapter, to the extent of fifty percent (50%) of its surface area or structure exclusive of the foundation, shall not be rebuilt, repaired or replaced unless in compliance with the provisions of this Chapter. Any such sign that is rebuilt, repaired or replaced and not brought into compliance with the provisions of this Chapter shall be deemed non-compliant.
 - b. *Alterations.* No legal non-conforming sign may be altered in structure, relocated or replaced after the effective date of this Chapter. Any such sign that is altered in this fashion shall be deemed non-compliant.

SECTION 415.110: ENFORCEMENT AND VIOLATIONS

1. *Enforcement.*
 - a. *Notification.* Once a sign is determined to be non-compliant, the owner or person in charge of the sign shall be notified by the City and informed that the sign must be removed, or altered and/or repaired in a manner that will make the sign compliant.
 - b. *Non-Compliant Permanent Signs.* All non-compliant permanent signs shall be removed or brought into compliance by the owner within fifteen (15) days of notice by the City. If the owner fails to act after fifteen (15) days' notice to the owner of the property, such sign will be considered a violation, subject to the penalties described below.
 - c. *Non-Compliant Temporary Signs.* All non-compliant temporary signs shall be removed or brought into compliance by the owner within three (3) days of notice by the City. If the owner fails to act after three (3) days' notice to the owner of the property, such sign may be removed by the City and the cost of the removal shall be charged to the owner of or person maintaining such sign.
 - d. *Prohibited Signs.* All prohibited signs are subject to immediate removal by City staff without any notice or warnings being issued.
 - e. *Sign Removal.* All signs removed by City staff become City property and may be destroyed. The parties from whom the signs are taken will not be entitled to compensation or remuneration.
2. *Violations.* Any person, firm, partnership or corporation determined to be in violation of any provision of this Chapter shall be subject, upon conviction, to a fine of up to five hundred dollars (\$500.00) and each day of such violation shall constitute a separate offense.

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SECTION 415.120: SEVERABILITY OF PARTS OF THIS CHAPTER

1. The phrases, clauses, sentences, paragraphs and Sections of this Chapter are severable and if any phrase, clause, sentence, paragraph or Section of this Chapter shall be declared unconstitutional or otherwise unlawful by the valid judgment, decree or injunction order of a court of competent jurisdiction, such ruling shall not affect any of the remaining phrases, clauses, sentences, paragraphs and Sections of this Chapter.
2. In the event that, contrary to the policies, interests and values of the City of Weldon Spring, a court of competent jurisdiction issues a judgment, decree or injunction order that this Chapter or any part thereof is unconstitutional or otherwise unlawful because of any omission or prohibition in this Chapter, then all provisions of this Chapter not specifically declared to be unconstitutional or otherwise unlawful shall remain in full force and effect and all signs not already specifically regulated in this Chapter shall be permitted but shall not be greater than six (6) square feet. In the event that a judgment, decree or injunction order declaring all or a portion of this Chapter to be unconstitutional or otherwise unlawful is reversed or vacated by a court of competent jurisdiction, the provisions contained in this Chapter shall remain in full force and effect.