

**AN ORDINANCE TO AMEND SECTION 525.040 "C-R" COMMERCIAL RETAIL DISTRICT SIGN ZONE REGULATIONS OF THE CODE OF THE CITY OF HOLLISTER, MISSOURI.**

**BE IT ORDAINED BY THE BOARD OF ALDERMEN OF THE CITY OF HOLLISTER, MISSOURI AS FOLLOWS:**

**Section 525.040. "C-R" Commercial Retail District Sign Zone Regulations.**

B. Church Signs. All sign regulations applicable to business establishments shall also apply to churches.

C. Development Complex Signs (Multiple-Tenant Areas). Multiple-occupancy developments shall be entitled to one (1) freestanding or ground sign meeting the requirements of Section D per street front for business (tenant) identification.

D. Directional or other official signs or those advertising the sale or lease of the property on which they are located, or those which advertise activities off the premises/property on which they are located shall not be counted, nor shall measurements be made from them for the purpose of compliance with spacing provisions.

E. Freestanding Or Ground Signs.

1. Clearance. Signs not over a sidewalk, driveway or alley, an area eight (8) feet in height, except for structural members, shall be maintained clear of obstruction under any freestanding sign to increase pedestrian safety and to create a clear field of vision to recognize the location of streets and commercial entrances. Signs over a sidewalk, driveway or alley shall be at least ten (10) feet above a sidewalk and fifteen (15) feet above alleys and driveways.

2. Height. Freestanding signs (on-premises) shall not exceed fifty (50) feet in height from ground elevation.

3. Location.

a. All freestanding signs (structure, supports or sign face) shall be set back from any public right-of-way at least five (5) feet. Ground signs shall be set back at least fifteen (15) feet from any public right-of-way.

b. Distance between signs. There shall be not less than one hundred twenty-five (125) feet (as measured along street frontage) between signs (freestanding or ground or any combination thereof).

4. Maximum Area.

- a. The maximum area for a freestanding or ground sign shall be six hundred (600) square feet.
- b. Only one (1) side of any double-facing sign shall be considered in the total sign area permitted for any building, use or lot.

F. Incidental signs are signs indicating services, products, trade information or other information but not including product advertising.

1. No product or container or incidental sign shall be closer to a public right-of-way line than ten (10) feet.
2. All incidental signs shall be those that are installed on windows, doors or walls of a structure. Incidental signs' square footage shall be not more than twenty percent (20%) of the allowable area permitted for wall signs.

G. Illumination of signs. The light from any illuminated sign shall be so shaded, shielded or directed so that the light intensity or brightness shall not be objectionable to surrounding areas, and the light rays shall not be projected over the property lines into a residential zone except by indirect reflection. Neither the direct nor indirect light from a primary light source of a sign shall create a traffic hazard to operators of motor vehicles or pedestrians on public thoroughfares. No sign is permitted with flashing or rotating lights that would interfere with safe passage of auto traffic. No sign shall be permitted to simulate an emergency vehicle.

H. Medical Marijuana Dispensary Facility Signs.

1. A facility shall not display marijuana, marijuana paraphernalia, or advertisements for these items in a way that is visible to the general public from a public right-of-way.
2. Outdoor signage and interior signage shall not be visible to the general public.
3. Shall not display any text other than the facility's business name or trade name, address, phone number and website.
  - a. Per State Statute Chapter 338.260, RSMO., "No person shall carry on, conduct or transact a business under a name which contains as part of the name the words "pharmacist", "pharmacy", "apothecary", "apothecary shop", "chemist shop", "drug store", "druggist", "drugs", "consultant pharmacist", or any word of similar or like import, unless the place of business is supervised by a licensed pharmacist."
  - b. In no case shall the facility's sign include or display the words "marijuana" or "cannabis" on any part of the sign face.

4. Shall not utilize images or visual representations of marijuana plants, products or paraphernalia, including representations that indicate the presence of these items, such as smoke.

5. Off-premises signs shall not be permitted.

#### I. Miscellaneous Signs.

1. Construction Signs. A maximum area of sixteen (16) square feet for each firm. These signs shall be removed within fourteen (14) days of the beginning of the intended use of the project or as individual subcontracts expire, whichever is sooner.

2. Institutional Signs. Signs setting forth the name and announcement of an event for any public, charitable, educational or religious institution, located entirely within the premises of that institution, up to an area of twenty-four (24) square feet, are permitted. If ground mounted, the top shall not exceed six (6) feet above ground level. Such signs shall be permitted no more than fourteen (14) days before or forty-eight (48) hours after the event.

3. Integral Signs. Names of buildings, dates of erection, monumental citations, commemorative tablets and the like, when made a permanent and integral part of the structure, shall be permitted.

4. Political Campaign Signs. Political campaign signs may be permitted, provided they are not a public danger or nuisance during high winds or inclement weather. These signs shall be confined to private property and shall be removed within seven (7) days after the election for which they were made.

5. Portable Signs. A business may have one (1) portable sign on the property the business is located on. The sign shall not exceed four (4) square feet in size. These signs are not to be on the right-of-way.

6. Private Traffic Direction Signs. Signs directing traffic movement onto a premises or within the premises, not exceeding three (3) square feet in area for each sign, may be permitted. Horizontal signs on and flush with paved areas are exempt from these standards.

7. Public Interest Signs. Signs publicizing a charitable or non-profit event of general public interest shall be permitted only on private property and shall not exceed an area of thirty-two (32) square feet and shall be permitted for fourteen (14) days before and forty-eight (48) hours after the event.

8. Public Signs. Signs in the public interest, such as memorial plaques, signs of historical interest and the like, shall be permitted when notification is given to the City Building Official.

9. Real Estate Signs. Signs advertising the sale, lease or rental of commercial property shall not exceed an area of thirty-two (32) square feet and setback of five (5) feet from the right-of-way. These signs shall either be on the property that is for sale or rent, or clearly be directional and intended to only indicate that a property is for sale or rent down a specific street. No signs are allowed on utility poles, any type of street/public sign pole or on public property. The signs shall be removed within twenty-one (21) days of the sale, rental or lease.

10. Temporary Signs. Signs not previously identified in this Section but which are temporary in nature, such as grand opening, fire sale, subdivision advertisement, shall be classified by the City Building Official within the standards of signs most similar to the applicant's signs. In the event that a sign or business is substantially damaged through fire, flood, act of God, insurrection, riot or similar emergency, a temporary sign shall not exceed sixty (60) days, unless the period is extended for reasons of continuing hardship at the discretion of the City Building Official and that of the Board of Adjustment.

J. Off-Premises Advertising Signs. No outdoor advertising shall be erected or maintained within six hundred sixty (660) feet of the nearest edge of the right-of-way and visible from the main traveled way of any highway which is part of the Federal aid primary highways as of June 1, 1991, and all highways designated as part of the National Highway System by the National Highway System Designation Act of 1995 and those highways subsequently designated as part of the National Highway System in this State (U.S. numbered routes and interstates) shall be regulated by the Missouri Department of Transportation. Directional or other official signs or those advertising the sale or lease of the property on which they are located, or those which advertise activities on the property on which they are located, including products sold, shall not be counted, nor shall measurements be made from them for the purpose of compliance with spacing provisions. Each side or face of a multiple-face sign structure shall be considered as one (1) sign for the purpose of determining whether or not it complies with the sizing, lighting, spacing and location requirements of this Code, provided that the total display area of each side of a multiple-sign structure is limited to the area allowed by code for that sign district. The total display area of each side shall be measured by the smallest square, rectangle, triangle, circle or contiguous combination of shapes which will encompass the display(s) of each side.

K. On-premise banners. May be allowed without obtaining a sign permit, provided that:

1. Banners shall be constructed so that they cannot be a public danger or nuisance during high winds or inclement weather.
2. Banners shall not be placed in any public right-of-way or obstruct vision to enter or exit a public right-of-way.
3. Banners shall not be displayed for more than a forty-five (45) day period. After the forty-five (45) day time period a banner shall be taken down for at least thirty (30) days; then it may be replaced.

4. No business shall display more than two (2) banners at a time.
5. Banners shall not exceed forty-eight (48) square feet.
6. Banners may appear fourteen (14) days before a public entertainment or event and shall be removed within forty-eight (48) hours afterward.
7. Banners existing in violation of this Section shall be removed within thirty (30) days after the effective date of this revision.

**READ THIS FIRST AND SECOND TIME AND PASSED BY THE BOARD OF ALDERMEN OF THE CITY OF HOLLISTER, MISSOURI THIS 4<sup>TH</sup> DAY OF FEBRUARY 2021.**

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**David G. Tate, Mayor**

**ATTEST:**

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**Bridget Epps, City Clerk**