

**AN ORDINANCE AMENDING SECTION 525.060 "I-1" INDUSTRIAL 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 525.060. "I-1" Industrial District Sign Zone Regulations.**

**A. General Regulations.**

1. All signs in this zone shall be designed in the Old English look by lettering in style that is in the spirit of Old English and approved by the Planning Commission. Sign colors shall not be fluorescent, metal flake, chrome, holographic/reflective or high gloss. Size and attachments of signs in this zone shall comply with regulations pertaining to the Historic District. All signs shall go to the Planning Commission for approval before a permit will be issued. Artist drawing to scale or equivalent shall be submitted. The licensed sign contractor shall submit clear and legible drawings with description, showing a color rendering listing the pantone color numbers that will be used, dimensions, location of the sign which is the subject of the permit and all other signs on the same premises. Signs shall have no moving parts or create the appearance of movement.

2. All signs shall be permitted through the procedure set forth in Section **525.090** after receiving Planning Commission approval. Sections **525.090** through Section **525.130** of this Chapter shall apply to the Historic District Sign Zone.

3. All signs and sign locations conforming to the regulations of Chapter **525** and in use at the time of the passage of this Section, with the exception of portable/mobile marquees, shall be permitted as non-conforming signs (see Section **525.110**).

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

**C. Freestanding Or Ground Signs.**

1. Clearance. Signs over a sidewalk shall be at least ten (10) feet above a sidewalk.

2. Height. Freestanding signs (on-premises) shall not exceed twenty (20) feet from ground elevation.

3. Location.

a. Freestanding signs shall not protrude into any right-of-way beyond a sidewalk.

b. Ground signs shall be set back at least five (5) feet from any public right-of-way and shall not be located in the sight triangle of any intersection of street to street, alley to street or driveway to street.

c. Distance Between Signs. A minimum distance of one hundred (100) feet shall be kept between all freestanding or ground signs.

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.

#### 4. Maximum Area.

a. The maximum area for a freestanding or ground sign shall be one hundred (100) square feet.

b. Only one (1) side of a double-facing sign shall be considered in the total sign area permitted for any building, use or lot.

D. Illumination Of Signs. The sign shall be a steady light, no flashing lights, arrows, etc. 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. 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.

E. Incidental Signs. Signs indicating times of operation, contact information, and may include product advertising. This type of sign shall be placed on windows or doors and does not require a permit if it is less than twenty percent (20%) of the window area.

F. Maintenance Of Signs. All signs shall be maintained in good repair and shall be refurbished often enough to be legible or shall be subject to removal at the owner's or lessee's cost.

G. Miscellaneous Signs. Signs listed in this Section shall be allowed on private property, shall not require a permit, but are subject to the general requirements of this Chapter:

1. Construction Signs. A maximum 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, are permitted.

4. 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; they shall be on the private property on which the business is currently located.

5. Public Interest Signs. Signs publicizing a charitable or non-profit event of general public interest shall be permitted only on private property and shall be restricted to a maximum area of four (4) square feet in residential zones and thirty-two (32) square feet in business or industrial zones and shall be permitted for fourteen (14) days before and forty-eight (48) hours after the event.

6. 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.

7. Real Estate Signs. Signs advertising the sale, lease or rental of property shall be a maximum size of eight (8) square feet, and they shall be on the premises for sale, lease or rent. Such signs shall be removed within twenty-one (21) days of the sale, rental or lease.

8. 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 be allowed for a period of time not exceeding 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.

H. Off-premises signs shall not be permitted.

I. On-premises 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) daytime 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 one (1) banner at a time.

5. Banners shall not exceed twenty-four (24) 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.

J. Prohibited Signs. Any sign in violation of any Section of this Chapter shall be removed, altered or repaired in accordance with the provisions of this Chapter from and after May 3, 2019.

1. Contain or are an imitation of an official traffic sign or signal.

2. Are of a size, location, movement, content, coloring or manner of illumination which may be confused with or construed as a traffic control device or which hide from view any traffic or street sign or signal.

3. Move in any manner, have a major moving part, or swing because of the manner of their suspension or attachment as a result of wind pressure, unless professionally designed to operate in this manner. Not included in this prohibition are signs which are designed to include small, integral parts which flutter due to wind pressure.

4. Cause odor or sound emission.

5. Operate or employ any motion picture or video projection in conjunction with any advertisements.

6. Are classified as vehicular signs.

7. Are attached to utility poles or trees on public property.

8. Are marquee signs, including mobile marquees.

K. Projecting Signs. A business may have a projecting sign only if it does not have a freestanding sign. Projecting signs shall have a minimum clearance of eight (8) feet six (6) inches above ground level at the sign's lowest point and shall not exceed twenty (20) square feet in sign area. Projecting signs shall not project beyond the outer boundary line of the sidewalk.

L. Roof Signs are not permitted.

M. Wall Signs. Commercial establishments may be permitted a wall sign for each side of a building. Multiple wall signs may be permitted on a wall, but the aggregate area of all signs on the wall (including signs in windows) shall not exceed one hundred (100) square feet. Wall signs shall not project more than one (1) foot from the building wall. Any sign that is not an incidental sign painted, affixed or displayed in windows shall be considered as a part of the total signage permitted on a wall.

1. Sign area. The total sign area permitted for all wall signs on a wall fronting the street shall be the lesser of the following: the size of the wall face times twenty percent (20%) or one hundred (100) square feet. The total sign area for all other walls shall not exceed the size of the individual wall face times ten percent (10%) not to exceed the maximums listed above. "Wall face" shall mean the area determined by multiplying the linear footage of the wall times the vertical height to the top of the wall.

**READ THE FIRST AND SECOND TIME AND PASSED BY THE BOARD OF ALDERMEN OF THE CITY OF HOLLISTER MISSOURI THIS 1<sup>ST</sup> DAY OF DECEMBER 2022.**

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**Lamar Patton, Mayor**

**ATTEST:**

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**Bridget Epps, City Clerk**

## STAFF REPORT FOR PLANNING COMMISSION

Prepared by Kathy Knight

TO: Rick Ziegenfuss, City Administrator

DATE: November 16, 2022

SUBJECT: Amending Chapter 525 Sign Code, Section 525.060 (B) "I-1" Industrial Districts Sign Zone Regulations

Information: The staff recommends amending Section 525.060 (B) to relocate “Campaign Signs” to its own Section 525.085 “Campaign and Ballot Initiative Signs. When campaigns and ballots come around, we will have a one location for all commercial and residential regulations for the signage. This will eliminate the need for searching each Section for clarification of signage rules

Deleted wording is shown in ~~striketrough~~-print and added wording is in **bold underlined** print.

Staff recommends approval of this change.

## Chapter 525. Sign Code

### Section 525.060. "I-1" Industrial District Sign Zone Regulations.

#### A. General Regulations.

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3. All signs and sign locations conforming to the regulations of Chapter **525** and in use at the time of the passage of this Section, with the exception of portable/mobile marquees, shall be permitted as non-conforming signs (see Section **525.110**).

#### B. Campaign Signs.

~~1. Campaign signs shall be temporary for a period of thirty (30) days prior to an election involving candidates for a Federal, State or local office that represents the district in which the property is located. The signs shall be removed within forty eight (48) hours after any such election.~~

#### ~~2. Locations.~~

~~a. Only one (1) candidate campaign sign or banner shall be at each location with owner's consent.~~

~~b. Campaign signs shall not be a visual obstruction placed within a street intersection sight triangle or a street. Signs shall be located as least ten (10) feet from the edge of the paved surface of public roadways.~~

#### ~~3. Maximum Area~~

~~a. The maximum area for a campaign sign shall be three (3) square feet (18" x 24") and three (3) feet in height.~~

~~b. The maximum area for a campaign banner shall be thirty-two (32) square feet and four (4') feet in height.~~

**b. The maximum area for a campaign banner shall be thirty-two (32) square feet and four (4') feet in height.**

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

~~D.~~ **C.** Freestanding Or Ground Signs.

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3. Location.
  - a. Freestanding signs shall not protrude into any right-of-way beyond a sidewalk.
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