

AN ORDINANCE AMENDING SECTION 425.090 "STANDARDS FOR SIGNS" OF THE MUNICIPAL CODE OF THE CITY OF WARRENTON, MISSOURI.

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

SECTION I. Section 425.090, "Standards for Signs" of the Municipal Code of the City of Warrenton, Missouri, is hereby amended and readopted to hereafter read as follows:

SECTION 425.090: STANDARDS FOR SIGNS

The following standards and conditions shall be applicable to the signs listed herein:

1. No sign shall be located within the right-of-way of any street.
2. The Planning and Zoning Commission may adopt and, if adopted, may publish City construction standards or prototypes for directional signs to promote uniformity of directional signage in the City. If adopted and approved by the Board of Aldermen, such provisions shall become mandatory and all such signs shall be brought into compliance as set forth in Section 425.090.
3. Attached signs shall be subject to the following regulations:
 - a. Such signs shall include both wall signs and projecting signs.
 - b. Such signs shall not extend horizontally beyond the plane of the wall to which they are attached more than twenty-four (24) inches.
 - c. Such signs shall not exceed a total of fifteen percent (15%) of the side of the building or unit (maximum of one hundred fifty (150) square feet) to which they are attached. However, where more than one (1) side of a building or unit is used for signing, then the limitation shall be five percent (5%) for each side used, except as set forth in Section 425.060.
 - d. Such signs shall not project greater than twenty-four (24) inches above the parapet wall or roofline.
 - e. Such signs shall maintain a clearance of at least ten (10) feet above the ground or pavement where vehicular movement is possible under such sign and at least seven (7) feet above the ground or pavement where pedestrian movement is possible under such sign.

f. Such signs shall not exceed thirty-five (35) feet above the grade level of the fronting street.

g. Such signs shall be constructed and braced to withstand a pressure of not less than thirty (30) pounds per square foot of exposed surface and shall be securely attached to the building or wall.

h. No "attached wall" signs shall be permitted for businesses fronting on Cherry Lane.

4. Marquee, canopy and awning signs shall be subject to the following regulations:

a. Such signs shall not exceed four (4) feet in height of sign area.

b. Such signs shall meet the same standards of strength as an attached sign.

c. Such signs shall maintain a clearance of at least ten (10) feet above the ground or pavement where vehicular movement is possible under such sign and at least seven (7) feet above the ground or pavement where pedestrian movement is possible under such sign.

d. Awning signs shall be painted or otherwise permanently affixed to the awning.

5. Ground signs shall be subject to the following regulations:

a. Such signs shall be located in any required front yard or setback area and not closer than one-third (1/3) of the required setback distance from the property line.

b. Such signs shall be located so as not to obstruct vision at an intersection or a vehicular entry or exit from the property.

c. Such signs may be supported by post or poles that do not exceed a height of three (3) feet plus a planter box. The sign shall not exceed a height of four (4) feet. In no event shall posts, poles, planter boxes and sign elevation exceed a height of seven (7) feet.

d. Such signs shall not exceed ten percent (10%) of the surface of the building wall of which they are in front of or relate to, provided that the total of all permanent attached signs and ground signs on a frontage shall not exceed fifteen percent (15%) of the wall surface facing such frontage, except as otherwise provided in Section 425.060.

e. Landscaping shall be placed at the base of and around any ground sign for a distance equal to at least one-half (½) the total height of the sign or three (3) feet, whichever is greater.

f. In addition, businesses fronting on Cherry Lane shall limit "ground signs" to three (3) feet in height and ten (10) square feet of sign area.

6. Hanging signs shall be permitted in addition to all other signs, provided that such signs do not exceed three (3) square feet per sign face.

7. Temporary and permanent window signs shall be subject to the following regulations:

a. Such signs shall not cover more than twenty percent (20%) of the window or glass door to which they are applied.

b. All signs in one (1) window shall be deemed to be one (1) sign for the purpose of this paragraph.

c. Temporary window signs shall be maintained in good repair.

d. Permanent window signs shall be painted, metal leafed or in some other manner permanently applied to either side of an exterior window or door.

e. A permanent window sign shall be calculated with the total square footage of signs permitted per building side, but a temporary window sign shall not be so counted. Both signs shall be exempt from restrictions that two (2) signs per side be of different types.

8. Pole signs shall be subject to the following regulations:

a. Not more than one (1) pole sign shall be erected on any one (1) street frontage.

b. The bottom of any pole sign shall be at least ten (10) feet above the main ground level on which the sign is placed if it is within vehicular traffic areas and at least seven (7) feet above the main ground level on which the sign is placed if it is within pedestrian traffic areas, and shall not exceed a height of twenty (20) feet to the top of the sign above the ground level.

c. Pole signs shall be located not closer than fifteen (15) feet to any right-of-way.

d. Sign area shall not exceed one hundred (100) square feet.

e. *Highway 47 pole signs.* For properties that are contiguous to the Highway Forty-Seven (47) right-of way, located between Veterans Memorial Parkway and Anwijo Way only, including the properties contiguous to both Anwijo Way and Highway 47, the following pole sign regulations shall apply:

(1) Not more than one (1) pole sign shall be erected on any one (1) street frontage with a maximum of two (2) pole signs per property or development. Only one (1) pole sign shall be allowed to exceed a height of thirty-five (35) feet to the top of the sign above the main ground level on a property.

(2) The bottom of the sign shall be at least ten (10) feet above the main ground level on which the sign is placed if it is within vehicular traffic areas and at least seven (7) feet above the main ground level on which the sign is placed if it is within pedestrian traffic areas and shall not exceed a height of fifty (50) feet to the top of the sign above the main ground level.

(3) Pole signs shall be located not closer than fifteen (15) feet to any right-of-way.

(4) Sign area shall not exceed one hundred (100) square feet for a sign at a height of or less than thirty-five (35) feet. Sign area shall not exceed one hundred fifty (150) square feet for a sign at a height of or less than fifty (50) feet to the top of the sign above the main ground level.

9. *Electronic message board signs.*

a. *Definition.* An "electronic message board sign" is a sign or portion thereof with a fixed or changing message composed of a series of lights that may change through electronic means and may incorporate LED or other lighting methods excluding signs displaying time and temperature only.

b. *Location.*

(1) No sign shall be located in such a manner as to obstruct or otherwise physically interfere with the effectiveness of an official traffic sign, signal or obstruct or physically interfere with a motor vehicle operator's view of approaching, merging or intersecting traffic.

(2) Placement of any electronic message board sign shall be on the same lot as the business it advertises.

c. *Illumination.* Direct or reflected light from the electronic message board sign shall not create a traffic hazard to operators of motor vehicles or create glares effecting residential properties. All electronic message board signs shall be required to have an automatic dimmer control and shall be programmed to meet the requirements of this Subsection to the satisfaction of the Board of Aldermen's designee.

d. *Size.* The maximum sign area for any one (1) sign per side shall not exceed twenty-four (24) square feet.

e. *Highway electronic message board signs.* Properties that are:

- (1) Contiguous to the Interstate Seventy (70) right-of-way;
- (2) Contiguous to the Veterans Memorial right-of-way; and
- (3) Contiguous to the Highway Forty-Seven (47) right-of way, located between Veterans Memorial Parkway and Interstate Seventy (70) only, the following additional electronic message board sign regulations shall apply:

(a) Only one (1) electronic message board sign shall be allowed with a maximum sign area of fifty (50) square feet per side, up to a height of thirty-five (35) feet to the top of the sign above the main ground level on a property or development.

10. *Banner signs.*

a. All banner signs must meet the following guidelines:

- (1) Must be located at least fifteen (15) feet back from the street edge.
- (2) May be a maximum size of thirty-two (32) square feet in commercial/industrial district.
- (3) May be a maximum size of twelve (12) square feet in residential districts.
- (4) Banner signs may be located on the property to which it advertises.
- (5) In the case of a lot with multiple street frontages, the entity may display two (2) banners as long as each banner is facing a different street.
- (6) Off-site advertisement is allowed provided the entity has written permission from the property owner.
- (7) Any banner sign not maintained shall be subject to the enforcement Section of the City of Warrenton Code.
- (8) Maximum number of banners per entity at any time shall be limited to one (1) per street front.

b. *Prohibited.*

- (1) Banner signs may not be affixed to any utility pole including telephone, electric, street and traffic poles.

(2) Pendants and streamers.

(3) Banners shall not be roof mounted or higher than the building on which it advertises.

(4) Banner signs shall not interfere with vehicular or pedestrian traffic.

11. *Temporary and flag signs--size and location requirements.*

a. Such signs shall be not greater than six (6) square feet per sign face in residential districts or twenty-four (24) square feet per sign face in all other districts.

b. Such signs shall be posted only on private property with the permission of the property owner or lessee.

c. Such signs shall not be placed within ten (10) feet of another temporary or flag sign.

d. Any temporary or flag sign not maintained shall be subject to the enforcement Section of the City of Warrenton Code.

SECTION II. All ordinances or parts of ordinances in conflict with this Ordinance are hereby repealed.

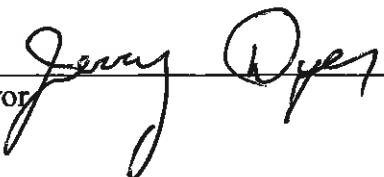
SECTION III. This Ordinance shall take effect and be in full force from and after the passage and approval thereof.

READ TWO TIMES AND PASSED by the Board of Aldermen of the City of Warrenton, Missouri, this 15th day of July, 2014.



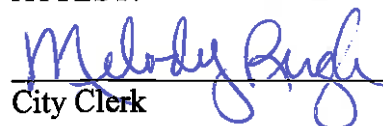
President of the Board of Aldermen

APPROVED BY THE MAYOR of the City of Warrenton, Missouri, this 15th day of July, 2014.



Mayor

ATTEST:



City Clerk