

6.1.4 - Statement of Purpose

The purpose of this Section is to:

- 1) Regulate signs and sign lighting to preserve and enhance the appearance of Sunset Hills, and to protect the value of properties in the City; including commercial real estate values. **THIS ORDINANCE WILL HAVE A NEGATIVE EFFECT ON COMMERCIAL PROPERTY VALUES.** Reduced visibility = loss of impulse sales; and loss of value to commercial real estate. The City should consider the negative impact to business - not just aesthetics

6.2 - Dimensional Standards of Permanent and Temporary Signs

3. Area of Signs without Backing. The area of all signs without backing shall be measured by computing the area of the smallest regular geometric figure that can encompass all words, letters, figures, emblems, and other elements of the sign copy.

Keep existing ordinance wording. Individual letters are measured (Height X Width X .66). Cabinet signs are measured (Height X Width) Signs limited to 10% of the wall area.

6.2.1 - Wall Signs

The following dimensional standards shall apply to wall signs in the following zoning districts: LC, GC, LI, and PO.

1) **Size.** Wall signs may cover a maximum of five percent (5%) of the area of the side of the building on which the sign is located. Keep it 10%.

4) **Number of signs.** Only one wall sign per frontage of the building or unit of a building. Some businesses have more than one sign per elevation. Some big box including Bass Pro have categories and different entrances. (Garden Center) (Outdoor)(Pharmacy) Enter & Exit. The total of all signs should be limited to 10% of the wall, but no restriction for just one sign.

6.2.2 - Monument Signs

The following dimensional standards shall apply to monument signs in the following zoning districts: LC, GC, LI, and PO.

1) **Size.** The maximum size of the sign area of a monument sign shall be no greater than fifty square feet (50 sq. ft.). Multitenant properties may have a monument sign with a maximum sign area of one hundred square feet (100 sq. ft.) **THIS IS INADEQUATE FOR LARGER COMMERCIAL PROPERTIES OR SIGNS WITH TRAFFIC AT HIGHWAY SPEEDS in commercial zones. In heavy retail areas monuments should be 75sf and multi-tenant signs should be 100sf. Large shopping centers should be 200sf.**

2) **Height.** The maximum height of any monument sign as measured from the base or foundation of the sign shall be no greater than eight feet (8') above the center line datum elevation of the street immediately adjacent to the sign location. (12' for monuments 30' for pole signs) **SUV'S AND PICKUPS BLOCK THE VISIBILITY OF 8' SIGNS ON MULTI-LANE ROADS. SIGNS ON GRAVOIS, LINDBERGH AND WATSON NEED TO BE TALLER IN ORDER TO BE SEEN. RETAILERS NEED VISIBILITY IN COMMERCIAL ZONES**

Number of signs. Each lot or parcel of land under one ownership or use may not have more than one monument sign, with a maximum of two display surfaces, except that any lot or parcel with a frontage of three hundred and fifty feet (350') or more may have two monument signs located not less than two hundred and fifty feet (250') apart. This should be revised to allow a monument sign on each street frontage. A sign on a corner lot should be allowed a sign on each side of the building fronting a street.

6) **Provisions.**

c) The base of any monument sign shall be stone, masonry, or a similar material to match the architectural style of the principle building. This should be revised to say, "Stone, Masonry or other material that matches the building construction".

6.2.3 - Canopy/Awning Signs

- 2) **Projection.** Such signs shall not horizontally project more than three feet six inches (3.5') beyond the line of the building or structure nor more than three feet six inches (3.5') beyond that portion of the building or structure to which it is attached. **Change to 6' or 8'. Protect people from the rain when standing outside waiting for a car etc.**
- 3) **Area.** No sign copy shall cover more than twenty percent (20%) of the canopy or awning face surface area.
- 4) **Provisions.**
 - a. Such signs shall have no internal illumination. **Down lighting for security should be OK**

6.2.5 – Wall Mounted Banner Signs

The following dimensional standards shall apply to wall mounted banner signs in the following zoning districts: LC, GC, LI, and PO.

- 1) **Size.** The maximum size of a wall mounted banner sign shall not be greater than one half square feet (0.5 sq. ft.) of sign area per lineal foot of frontage. No wall mounted banner sign shall exceed fifty square feet (50 sq. ft.). **(This restricts a standard 20' retail storefront to a puny 10sf banner. A large 50' frontage would only be allowed a 3'X8' banner) Way too small for "Grand Opening" or similar uses. I suggest the maximum size of a wall mounted banner shall not exceed 10% of the wall area. Same as the sign.**

6.2.6 – Ground Mounted Banner Signs

- 1) **Size.** The maximum size of a ground mounted banner sign shall not exceed sixty (60) square feet. **NOTE: this is 10sf larger than a permitted monument sign.**
- 2) **Height.** The maximum permitted height of a ground mounted banner sign shall be six (6) feet. **Raise to 8'**

6.3 - Permitted Permanent Signs

Table 6.3 Permitted Permanent Signs				
Sign Category	LC	GC	LI	PO
Wall Sign	P	P	P	P ¹
Monument Sign	P	P	P	P
Canopy/Awning Sign	P	P	P	P
Window Sign	P	P	X	X
1. Wall signs in the PO district are restricted to one sign per building, multitenant signs are prohibited.				

There is no reason to restrict a large office building to one sign if they have multiple street frontages. Wall signs should be allowed on elevations having street frontage, and/or the building entrance or parking lot. This is a significant issue to many tenants considering location. Allowing more than one sign when appropriate helps commercial property values.

6.5 – Comprehensive Sign Plans

A Comprehensive Sign Plan may be approved as an alternative to the requirements set forth in this Section for the uses and developments listed below

3) Size. All signs shall be no larger than necessary for visibility and legibility. Factors to be considered in determining appropriate size include topography, volume, and speed of traffic, viewing distances and angles, proximity to adjacent uses, and placement of display. There shall be no limit on the amount by which a Comprehensive Sign Plan may allow a monument sign to exceed the height restrictions permitted on the site when the monument sign is placed or oriented so as to be visible only internally to the development. In no event shall a Comprehensive Sign Plan contain a wall sign that exceeds by more than twenty-five percent (25%) any maximum size (area) standard permitted by this Section. There shall be no limit on the amount by which a Comprehensive Sign Plan may allow a wall sign to exceed the size (area) restrictions permitted on the site when the wall sign is placed or oriented so as to be visible only internally to the development itself. *This seems to be missing something. It limits the increase of size of a wall sign to 25%. It does not restrict the size or height increase of a monument sign variance. I feel there should not be a limit on size or height of either sign type in a comprehensive plan, but if council insists on limiting the variances, I suggest a maximum of 100% increase of size or height. Bass Pro is going to want more than this.*

*PROPERTIES THAT CLEARLY REQUIRE A PYLON SIGN COULD GET NO RELIEF FROM A COMPREHENSIVE SIGN PLAN. **PROHIBITED SIGNS** CANNOT BE APPROVED IN A COMPREHENSIVE SIGN PLAN. Remove pylon signs from the list of prohibited signs.*

6.7 - Prohibited Signs

The following sign categories and types are prohibited in all zoning districts.

- 1) Flashing signs
- 2) Marquee signs
- 3) Animated signs
- 4) Obstructive signs
- 5) Off-premises signs
- 6) Billboard signs
- 7) Signs painted directly on a building wall or fence
- 8) Portable signs
- 9) Vehicle signs
- 10) Roof signs
- 11) Projecting Signs
- 12) Streamers
- 13) Wind operated devices
- 14) Search lights
- 15) Signs affixed to utility poles or trees
- 16) Signs affixed to fire escapes or fire suppression systems
- 17) Signs creating traffic hazards
- 18) Signs erected without proper permits
- 19) Signs in the public right-of-way
- 20) Signs related to abandoned uses or activities
- 21) Unsafe signs
- 22) Outline lighting
- 23) Pole/pylon signs. **These are appropriate and necessary in heavy commercial retail areas. They should not be prohibited on Watson, Lindbergh or Gravois in competitive retail areas.**
- 24) Attention getting devices
- 25) Box signs **Almost every free standing sign in Sunset Hills is a box sign.**
- 26) Sandwich board/A-frame/Sidewalk signs
- 27) Any sign not expressly permitted

6.8 - Illegal Signs

6.8.1 - Illegal Permanent Signs

If any permanent sign has been constructed or erected or is being maintained in violation of the provisions of this Section, written notice shall be given to the occupant or property owner of the property on which the sign is located. If the occupant or property owner fails to remove or alter the permanent sign so as to comply with the standards set forth in this Section within thirty (30) days after receipt of such notice, such sign may be removed or altered by the City and a lien placed on the property for the full cost of such action, including administration, legal and overhead costs. Allows confiscation of "altered" signs with no compensation. City claims the right to come onto private property and remove private property and charge the owner for the related costs.

6.9 - Existing Signs

6.9.1 - Removal or Reconstruction

Any sign previously approved and erected shall not be altered or moved, nor shall any sign or substantial part of the sign, which is blown down, destroyed, or removed, be re-erected, reconstructed, rebuilt, or relocated unless it is made to comply with all applicable requirements of this Section. This results in a conforming sign to become non-conforming by simply changing the name, logo or tenant panel on a sign. Once it is non-conforming through an "alteration" it is subject to immediate removal per 6.8 Illegal Signs.

6.9.4 - Nonconforming Signs

Signs which do not conform to the provisions of this Section, but which complied with all applicable Ordinances, rules, and regulations in effect at the time of their erection, may remain so long as the use with which they are associated remains; but in no case may said nonconforming pole signs remain after January 1, 2032. A list of all nonconforming pole signs will be attached to the approved Ordinance. We need a list of all non-conforming pole, monument and wall signs prior to the ordinance being voted on. You will be shocked!. No nonconforming sign shall be enlarged, reconstructed, or structurally altered or changed in any manner nor shall the copy be altered in any manner. At any time that such nonconforming sign shall cease to be associated with the use it was originally associate with, it shall lose its nonconforming status and must be removed in accordance with the provisions of this Section.

This results in a conforming sign to become non-conforming by simply changing the name, logo or tenant panel on a sign. Once it is non-conforming through an "alteration" it is subject to immediate removal per 6.8 Illegal Signs.

6.10.2 - Changeable Copy

Changeable copy displays shall be permitted subject to the following conditions:

1) The area devoted to changeable copy shall not exceed forty percent (40%) of the maximum allowed sign area. The city should not dictate the design of the sign or how a business utilizes its sign area. This limitation should be stricken. If a business prefers to split the area 50/50 or 80/20 it should be of no concern to the city.

6.10.3 - Electronic Message Signs

Electronic message signs shall be subject to the conditions listed below:

1) The area devoted to the actual electronic message portion of the sign shall not exceed forty percent (40%) of the maximum allowed sign area.. The city should not dictate the design of the sign or how a business utilizes its sign area. This limitation should be stricken.

4) Electronic messages shall be white, yellow, or other light-colored font on a black or other dark colored background. This is controlling the content of the message. Some messages require color to be readable. The city has no right to dictate acceptable colors.