



City of Springfield

Agenda

Planning and Zoning Commission

Randall Doennig, Chair

Dan Scott, Vice Chair
Vacant
Helen Gunther
David Jacques

Christopher Souliere
Eric Pauly
Jennifer McClure
Layne Hunton

May 21, 2026

6:30 PM

Regional Police-Fire Training Center
2620 West Battlefield Road
Room 101, 102, and 103

- 1. **ROLL CALL.**
- 2. **APPROVAL OF MINUTES.**
 - 2.1. May 7, 2026
- 3. **COMMUNICATIONS.**
- 4. **CONSENT ITEMS.**
- 5. **UNFINISHED BUSINESS.**
- 6. **PUBLIC HEARINGS.**
- 7. **OTHER BUSINESS.**
 - 7.1. Chapter 36 Article 9 Text Amendment
Citywide (Applicant: City of Springfield)
- 8. **ADJOURN.**

In accordance with ADA guidelines, if you need special accommodations when attending this meeting, please notify the Planning and Development office at 417-864-1611 as soon as possible to accommodate your needs.

**City of Springfield
Minutes
Planning and Zoning Commission**

Helen Gunther
Jennifer McClure
David Jacquez

Randall Doennig, Chair

Christopher Souliere
Eric Pauly
Dan Scott, Vice Chair
Layne Hunton

May 7, 2026

6:30pm

**Regional Police-Fire Training Center
2620 West Battlefield Road
Room 101, 102, and 103**

ROLL CALL.

Present: Commissioner Doennig, Commissioner Hunton, Commissioner Pauly, Commissioner McClure, Commissioner Gunther, Commissioner Souliere, and Commissioner Scott. Absent: Commissioner Jacquez.

Staff in attendance: Justin Crighton, Planning and Development Assistant Director, Bob Hosmer, Planning Manager, Laura Vales, Assistant City Attorney, and Daniel Neal, Senior Planner.

APPROVAL OF MINUTES.

The minutes of April 9, 2026 were approved.

COMMUNICATIONS.

CONSENT ITEMS.

Relinquishment of Easement 973
1650 South Ingram Mill Road
Applicant: J & M Tillman, LLC

Relinquishment of Easement 979
1 Convoy Drive
Applicant: Convoy of Hope

Relinquishment of Easement 980
1 Convoy Drive
Applicant: Convoy of Hope

COMMISSION ACTION:

Planning and Zoning Commissioner Pauly moved to approve Consent Items (Relinquishment of Easement 973, Relinquishment of Easement 979, and Relinquishment of Easement 980). Commissioner Souliere seconded the motion. The Consent Item **Passed** with the following votes: Ayes: Commissioner Doennig, Commissioner Hunton, Commissioner Pauly, Commissioner McClure, Commissioner Gunther, Commissioner Souliere, and Commissioner Scott. Nays: None. Absent: Commissioner Jacquez. Abstain: None.

UNFINISHED BUSINESS. None

PUBLIC HEARINGS.

Vacation 845
2616 & 2626 West College Road and 2630, 2638, 2643 & 2646 West Olive Street and 226 North Scenic Avenue
Applicant: Preferred Family Healthcare, Inc.

This item has been requested to be postponed to the June 11, 2026 meeting.

COMMISSION ACTION:

Planning and Zoning Commissioner Scott moved to postpone Vacation 845 to June 11, 2026. Commissioner Gunther seconded the motion. The item was **Postponed** with the following votes: Ayes: Commissioner Doennig, Commissioner Hunton, Commissioner Pauly, Commissioner McClure, Commissioner Gunther, Commissioner Souliere, and Commissioner Scott. Nays: None. Absent: Commissioner Jacquez. Abstain: None.

Vacation 846
2740, 2741, 2750, 2751, 2819 & 2820 South Park Avenue
Applicant: Dyke Industries

Mr. Hosmer stated that this is a request to vacate the 2700 and 2800 blk of South Park Avenue. The applicant, Dyke Industries Inc, owns all adjacent property and the public improvement plan to relocate the public storm sewer has been completed.

Commissioner Doennig opened the public hearing

Mr. Aaron Hargrave, 3213 S. West Bypass and here to answer any questions.

Commissioner Doennig closed the public hearing.

COMMISSION ACTION:

Planning and Zoning Commissioner McClure moved to approve Vacation 846. Commissioner Pauly seconded the motion. The item **Passed** with the following votes: Ayes: Commissioner Doennig, Commissioner Hunton, Commissioner Pauly, Commissioner McClure, Commissioner Gunther, Commissioner Souliere, and Commissioner Scott. Nays: None. Absent: Commissioner Jacquez. Abstain: None.

Vacation 847
700 to 800 blk of West Chestnut Street
Applicant: Craig Steensland Family Trust

Mr. Neal stated that this is a request to vacate the 700 – 800 blk of West Chestnut Street. The applicant intends on consolidating their properties and redeveloping the area to the south.

Commissioner Scott asked why there was no recommendation on the request. Mr. Neal noted that staff did not have a strong recommendation for it to be vacated and there are extenuating circumstances, such as the property owner to the far west oppose this request.

Commissioner Souliere asked if it can ever be reused for a connection to Chestnut Expressway as right-in or right-out (traffic relieving pathway).

Mr. Chad Zickefoose, Public Works stated that Chestnut Expressway is under MoDOT's jurisdiction and to break access on the expressway would need approval from the Highway Commission and believes it is highly unlikely.

Commissioner Doennig opened the public hearing

Mr. David Lundstrom, 2826 S. Ingram Mill Road representing the Steensland Family Trust noting that they would like to consolidate properties and redevelop the area with a new pre-engineered metal building and the Vacation would eliminate landscape setback requirements, allowing for the desired building placement and parking. This would improve the blighted area, increase tax revenue, and bring new businesses. The applicant has offered a cross-access easement to affected property owners and up to \$1500 to Top Deck for address

change costs and this will improve the blighted area, increase tax revenue, and bring new businesses. A revised site plan was presented to mitigate impact on DH Pace's parking.

Commission Souliere asked what the advantage of the vacation was if the applicant is granting an easement.

Mr. Lundstrom noted at their Administrative Review Committee (ARC) it was noted due to the pre-engineered building that they already own and that setbacks were be difficult to request a Vacation.

Commission Hunton asked about the setbacks and the pre-engineered building that the owner has already purchased.

Mr. Lundstrom noted that they don't have to worry about the distance from the center of the right-of-way if the road is vacated.

Commissioner Scott asked for further clarification on the updated site plan that was presented at the meeting.

Discussion regarding the striping of the parking lot, circle loop, truck turning radius, etc., and noting that the tenant could still park in the south side lot and if the right-of-way faces the curb or does it include sidewalks on both sides.

Further discussion about the latest site plan distributed and additional truck turning radius questions and concerns.

Commission asked Mr. Craig Steensland to come to the microphone to answer a direct question from the Commission.

Commissioner Scott asked if there was any attempt to purchase the remaining property to the west end of Chestnut Street?

Mr. Steensland stated that he had talked about the property but decided not to purchase it.

Mr. Jason Rickard, 310 Oakview Drive, is the developer who is going to build the building and take care of all the infrastructure if the proposal is approved. He noted that Mr. Steensland offered to help pay for the rebranding and other stuff that goes along the back half of the lot and noted that a new building will improve the area.

Mr. Clay Noble, 707 N. Grant Street, is opposed due to significant financial detriment stating that the business (wholesale/resale decking contractor) relies heavily on 53-foot truck access via Chestnut Street for materials. The Vacation would shift maintenance costs to the property owner, potentially devalue and render the property "worthless" without adequate truck access. The alternative "6th Street" access was described as an inaccessible alleyway.

Commissioner Pauly questioned the information that the developer has handed out and noted the new plans show a 53-foot trailer, however Mr. Noble stated that it does not adequately reflect what would happen in real life for backing in the parking stall.

Commissioner Scott about the lease on the south side of the building. Mr. Noble stated that it is part of their lease but is owned by the current owner.

Mr. Brian Kutter, 707 N. Grant Street stating that they operate under a lease through June 2027 with a renewal option, claiming exclusive use of the entire parking lot. The Vacation would result in a loss of 45-82 feet of

critical parking and maneuvering space for their 53-foot trucks, impacting operations and potentially leading to a lease default.

Mr. Randall Doennig asked how the trucks turn around now.

Mr. Kutter noted that they often have multiple trucks that arrive at the same time, and so we have the trucks go into the parking lot and wait as well as using forklifts.

Mr. Tyler Ray, 2900 S. Fremont Avenue, and here to oppose Vacation 847 and stated that he and Jason Dampier started previewing the property and if they had known about this, they would probably not have interest in purchasing the property. He also noted that they believe this would negatively impact the business and any possible resale value should he elect to find new property.

Commissioner Pauly asked what Top Deck is and was told that it is exterior patio decking, etc., and that they have the standard pedestrian, automobiles and 18-wheelers to bring in inventory on site.

Mr. Jason Dampier, 906 W. Chestnut Street stating that they are opposed and would be financially detrimental. He stated that the goal of the company was to be able to access materials that are delivered several times a week and the need for those trucks to be able to turn around and have a safe way to unload. He noted that earlier mention of 6th Street access would not be viable.

Discussion on who would maintain the street and the costs.

Mr. Todd Chandler, 186 South Payne Stewart Drive, went over some of the questions and responses. He noted that Overhead Door, if the Vacation is approved, that all the parking spaces can be built on the north side of the proposed building and not in the existing parking lot. So that way the existing parking lot will be utilized by Overhead Door. If the Vacation does not happen, then will put the parking over in the parking lot that's to the east of the building. He wanted to clarify the cross-access easement and Top Deck's access will remain the same.

Commissioner Hunton asked about changing the parking lot. Mr. Chandler noted that they do not want to impede Overhead's Door current parking.

Further discussion on setbacks for the new building and parking issues.

Commissioner Doennig closed the public hearing.

Discussion on the easement and the maintenance, with Mr. Zickefoose, Public Works noting that the right-of-way for Chestnut Street was platted with the subdivision to the north, so if Chestnut Street were to be vacated the owner of the north property would be responsible for the maintenance.

Commissioner Scott stated, "There is adequate space without the Vacation to put 6 parallel parking stalls without interrupting the eastern parking lot and there are other solutions that don't seem to have been explored. I also think that there's some additional burdens being put on the ownership of Top Deck and just something doesn't smell right about this to me because of the current lease by D.H. Pace and I will not be supporting it."

Commissioner Souliere stated, "The applicant had a chance to purchase the property to the west, and it would have not be an issue and vacating Chestnut isn't necessary for the building they want. I'm not in favor of this Vacation, just because of the use that the property owner on the west has of it and the value that brings to the property of which will be lost, so on those aspects, those main points, I'm not in favor of this."

Mr. Chad Zickefoose, Public Works noted that city code has a requirement that you cannot design parking for a commercial business that requires the vehicles to park back into the right-of-way, so parking along that north side of the building would not be allowed by code.

COMMISSION ACTION:

Planning and Zoning Commissioner McClure moved to approve Vacation 846. Commissioner Pauly seconded the motion. The item **Failed** with the following votes: Ayes: None. Nays: Commissioner Doennig, Commissioner Hunton, Commissioner Pauly, Commissioner McClure, Commissioner Gunther, Commissioner Souliere, and Commissioner Scott. Absent: Commissioner Jacquez. Abstain: None.

OTHER BUSINESS.

Initiate Land Development Code Text Amendment 3
Citywide

Applicant: City of Springfield

Mr. Hosmer stated is to make changes identified by testing the new land development code.

Commissioner Doennig opened the public hearing.

No speakers.

Commissioner Doennig closed the public hearing.

COMMISSION ACTION:

Planning and Zoning Commissioner Pauly moved to approve Initiate Land Development Code Text Amendment 3. Commissioner Scott seconded the motion. The item **Passed** with the following votes: Ayes: Commissioner Doennig, Commissioner Hunton, Commissioner Pauly, Commissioner McClure, Commissioner Gunther, Commissioner Souliere, and Commissioner Scott. Nays: None. Absent: Commissioner Jacquez. Abstain: None.

Initiate Chapter 36 Article 9 Text Amendment
Citywide

Applicant: City of Springfield

Mr. Hosmer stated that this is to address immediate and pressing changes needed for the sign ordinance.

Commissioner Doennig opened the public hearing.

No speakers.

Commissioner Doennig closed the public hearing.

COMMISSION ACTION:

Planning and Zoning Commissioner Pauly moved to approve Initiate Chapter 36 Article 9 Text Amendment. Commissioner Scott seconded the motion. The item **Passed** with the following votes: Ayes: Commissioner Doennig, Commissioner Hunton, Commissioner Pauly, Commissioner McClure, Commissioner Gunther, Commissioner Souliere, and Commissioner Scott. Nays: None. Absent: Commissioner Jacquez. Abstain: None.

ADJOURN.

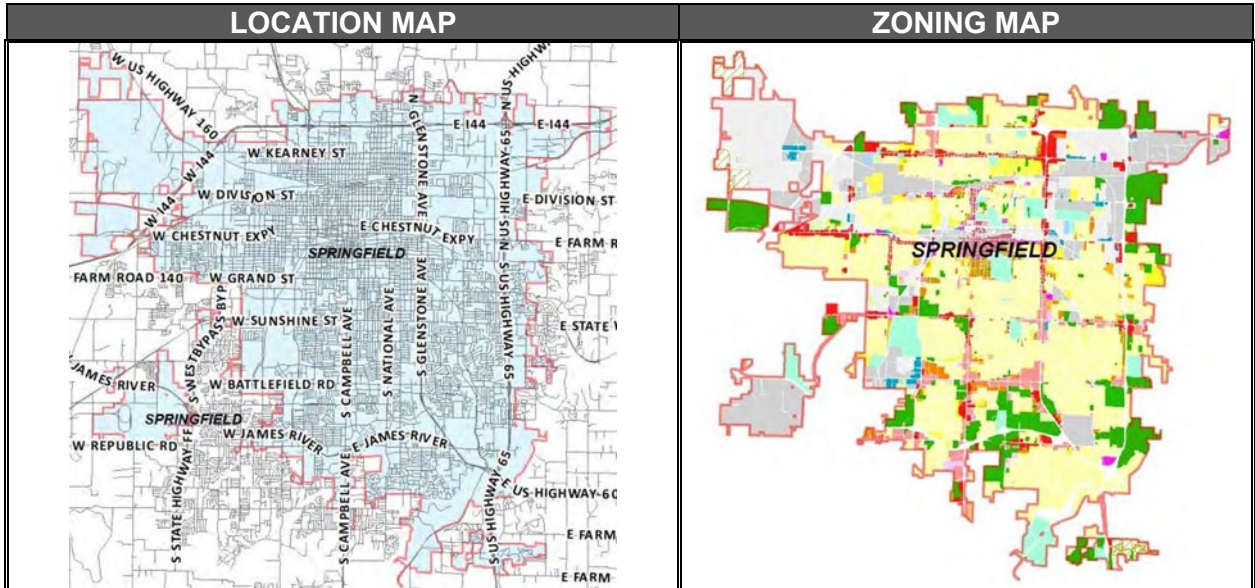
DEVELOPMENT REVIEW STAFF REPORT

PROJECT INFORMATION

Case Number:	Chapter 36 Article 9 Text Amendment
Applicant:	City of Springfield
Planning and Zoning Commission:	May 21, 2026
City Council:	June 8, 2026
Public Notification:	Legal in Springfield News Leader
Staff:	Justin Crighton, Assistant Director
Staff recommendation:	Staff recommends approval
Proposed motion:	I move to recommend approval of the text amendment to Chapter 36 Article 9 of the Land Development Code as set forth in Attachment 1 to the staff report. (All commission motions are made in the affirmative)
Required Vote:	A majority of those present (5 members are a quorum).

REQUEST SUMMARY:

Request to amend Article 9 (Signs), Sections 36-9.01 through 36-9.09, of the Chapter 36 Land Development Code of the City of Springfield, Missouri, as presented in Exhibit 1 (Redline of Article 9 with proposed amendments) and Exhibit 2 (Clean copy of Article 9 incorporating the proposed amendments). The amendment is limited to restoring the regulatory outcomes of former Sec. 36-454 of the prior zoning ordinance, consistent with the representations made to City Council at adoption.



DEVELOPMENT REVIEW STAFF REPORT

PROJECT SUMMARY:

The City Council adopted the updated Land Development Code, including a fully rewritten Article 9 (Signs), on March 10, 2025. The new Article 9 replaces former Sec. 36-454, the City's prior sign ordinance. During the drafting process, the consultant of record represented that the new Article 9 would have “no change in impact” relative to Sec. 36-454 — that is, that property owners, applicants of record, and the public would experience materially the same regulatory outcomes under Article 9 as they had under the prior ordinance. That representation was carried forward to Council, to the development community, and to other stakeholders as the framing on which Article 9 was adopted.

During staff implementation review following adoption, several provisions of Article 9 have been identified that, on close reading and as applied to real permit applications, produce outcomes different from Sec. 36-454. These divergences were not the subject of policy direction from Council and were not part of the public discussion that accompanied adoption. Because no new substantive policy direction has been provided, and because a more robust stakeholder conversation about sign regulation — among the property owners, applicants of record, sign installers, and neighborhood representatives who interact with these standards most — has not yet occurred, the proposed amendment is limited to restoring the Sec. 36-454 outcomes that were the represented baseline at adoption. The amendment does not introduce new regulation. It does not tighten standards beyond Sec. 36-454. It is a status-quo restoration.

The amendment does not alter the organizational framework, the simplified sign-type taxonomy, the content-neutrality improvements, or the design and pedestrian-sign provisions that Article 9 introduced. Those features are retained. The amendment is the minimum set of revisions necessary to align Article 9 with the regulatory baseline Council adopted.

PLANNING AND ZONING COMMISSION AUTHORITY:

Sec. 36-2.09. – Text Amendment

B. Review Criteria. A text amendment shall be reviewed according to the following criteria:

1. It is consistent with the comprehensive plan.
2. It furthers the purposes of these regulations in Section 36-1.02 and has been considered for both its long-range effects as well as immediate impacts.
3. Whether it is necessitated by a change in conditions in the zoning district or specific areas impacted by the change.
4. The amendment improves the effectiveness and efficiency of administering the Land Development Code.
5. Any relevant information submitted or presented at the public hearing.

DEVELOPMENT REVIEW STAFF REPORT

COMPATIBILITY WITH COMPREHENSIVE PLAN:

- Forward SGF identifies the continued refinement of development regulations as a key implementation strategy to ensure that land use policies are effectively translated into development standards and review procedures. The following actions and strategies provide guidance for this and future updates to the City's Land Development Code.

Chapter 5 – Land Use & Development

Land Use Planning Framework – Responding to Trends and Land Development Pressures

- Regulatory codes should balance flexibility in land use with standards that promote high-quality design, redevelopment, and pedestrian-oriented environments.
- Development regulations should support revitalization and reinvestment in existing neighborhoods and corridors while ensuring compatibility with surrounding development patterns.

Chapter 8 – Economic Development

Goal. Redefine Springfield's Narrative as a Major Competitor and Leader in the Regional Market

- Update the City's development regulations to support economic development, reinvestment, and flexible business environments.

Chapter 9 – Transportation & Mobility

Goal. Integrate Transportation and Land Use to Support Mobility and Placemaking

- (3.3) Enhance community character and placemaking through coordinated land use planning, site design, and streetscape improvements.

Chapter 10 – Infrastructure & Community Facilities

Chapter 15 – Implementation Forward SGF identifies the update and continued refinement of development regulations as a primary implementation tool for achieving the plan's land use and placemaking goals.

- Integrate Land Use, Placetypes, and Zoning
Continue refinement of the Land Development Code to ensure the regulatory framework effectively implements the Comprehensive Plan vision and placemaking strategy.
- Consistent with the implementation guidance provided in Forward SGF, the City continues to review and update the Land Development Code and other development controls to reflect the policies, goals, and strategies presented in the Comprehensive Plan.

DEVELOPMENT REVIEW STAFF REPORT

STAFF ANALYSIS AND RECOMMENDATION:

1. The City Council adopted the Land Development Code, including Article 9 (Signs), on March 10, 2025. The Land Development Code went into effect at 12:00am April 7, 2026, following the remapping of the entire city.
2. Article 9 (Signs) replaces former Sec. 36-454 of the prior zoning ordinance. The City contracted with the urban planning firm Multistudio in 2023 to assist with drafting the updated Land Development Code, and Multistudio prepared the draft of Article 9.
3. During the drafting and adoption process, the consultant represented that the new Article 9 would deliver the regulatory status quo of Sec. 36-454. No new substantive policy direction on sign regulation has been provided by Council to staff, and a broader stakeholder conversation about sign regulation has not yet occurred.
4. During staff review of Article 9 in preparation for implementation, and through review of sign permit applications under both Sec. 36-454 and Article 9, several provisions of Article 9 as adopted have been identified that produce outcomes different from Sec. 36-454. These differences are inconsistent with the “no change in impact” framing on which Article 9 was adopted. The proposed amendment restores the Sec. 36-454 outcomes for those provisions.
5. **Detached / Ground Sign Allowances — Nonresidential**
 - a. Sec. 36-454(17)(b)1: detached sign allowance on a local, collector, or secondary arterial street = 50 sf + 1 sf per lineal foot of frontage. Article 9 Table 9-2 as adopted: 1 sf per lineal foot of frontage only — the 50 sf base allowance was dropped.
 - b. Sec. 36-454(17)(b)2: detached sign allowance on a primary arterial, expressway, or freeway = 100 sf + 2 sf per lineal foot of frontage. Article 9 Table 9-2 as adopted: 2 sf per lineal foot of frontage only — the 100 sf base allowance was dropped.
 - c. The 50 sf and 100 sf base allowances are restored.
6. **Detached / Ground Sign Allowances — Residential**
 - a. Sec. 36-454(5)(a)1: residential detached sign maximum effective area = 6 sf, with up to 34 sf for premises with 250+ feet of frontage or 5+ acres. Article 9 Table 9-1 as adopted: up to 100 sf on local/collector, 200 sf on secondary arterial, 250 sf on primary arterial/expressway/freeway — a substantial expansion of permitted size in residential districts.
 - b. Article 9 also permitted 25-foot maximum height in residential. Sec. 36-454 area constraints implied a far lower height.
 - c. The 6 sf / 34 sf size allowance and 5-foot maximum height (consistent with Sec. 36-454(13)(c) neighborhood ID standard) are restored.
7. **Setback Methodology**
 - a. Sec. 36-454(3)(k) measured setback from the centerline of the adjacent street, using street-classification distances ranging from 20 feet on a residential local street to 150 feet on a freeway. Article 9 Tables 9-1 and 9-2 measure setback from the property line. Empirical review of recent permit applications confirms that the property-line standard tightens setbacks on some arterials and loosens them on others, contrary to the “no change in impact” framing.
 - b. The centerline measurement methodology and the Sec. 36-454(3)(k) street-classification distances are restored.

DEVELOPMENT REVIEW STAFF REPORT

8. Building / Wall Sign Allowance — Nonresidential

- a. Sec. 36-454(17)(c)3: the total effective area of all wall signs on a business in a business area shall not exceed 3 square feet per lineal foot of wall length. Article 9 Table 9-2 as adopted: 2 square feet per lineal foot of wall length — a 33% reduction in allowance.
- b. The 3 SF / lineal foot of wall length is restored.

9. Freeway Commercial Sign District

- a. Sec. 36-454(19) established a Freeway Commercial Sign District with specific provisions for six designated freeway interchange areas, permitting detached signs up to 70 feet in height with up to 600 square feet maximum effective area. Article 9 as adopted substituted a generic 60-foot height allowance with no 600-square-foot provision.
- b. The Freeway Commercial Sign District provisions of Sec. 36-454(19), including the Glenstone Avenue two-sign provision and the Schoolcraft Freeway/I-44 quadrant provision, are restored.

10. Temporary Signs

- a. Sec. 36-454 prohibited temporary signs except as expressly allowed (§ 3(d)6, § 5). The residential allowance was 4 sf for 2 consecutive days twice per year, no permit. The business-area allowance was 35 sf with a permit issued by Building Development Services, 15- or 30-day duration, capped at 6 permits per premises per calendar year. Inflatable display objects required a permit and were capped at 7 days per quarter. Streamers were prohibited.
- b. Article 9 as adopted exempted temporary signs from permit, permitted up to 100 sf in nonresidential and 48 sf in residential, allowed display for up to 180 consecutive days with only a 60-day intervening period, and capped only the days-per-year when more than 2 are displayed at 120.
- c. The Sec. 36-454(5) regulatory posture and numeric values are restored: prohibition with express allowances, 4 sf residential / 35 sf nonresidential permit allowance, 15- and 30-day permits, 6 permits per year, 7-day inflatable cap, streamer prohibition.

11. Pedestrian Signs (New Article 9 Category)

- a. Article 9 introduced a Pedestrian Sign category as new § 36-9.05.C and as a separate row in Tables 9-1 and 9-2. Sec. 36-454 had no Pedestrian Sign category. Pedestrian-scale signage was regulated under wall, projecting, suspended, and incidental sign provisions.
- b. The Pedestrian Sign category is removed in its entirety. Pedestrian-scale signage continues to be regulated under the wall, projecting, suspended, and incidental sign provisions of the article.

12. Landscape Plan Requirement (New Article 9 Provision)

- a. Article 9 § 36-9.05.A.2 introduced a requirement that ground signs be accompanied by a landscape plan. Sec. 36-454 contained no affirmative landscape obligation at the sign.
- b. Section 36-9.05.A.2 is deleted in its entirety.

13. Incidental Signs

- a. Sec. 36-454(4)(m) treated attached, incidental signs as exempt from permit, limited to 4 sf in effective area per business, attached only. Article 9 expanded this in Tables 9-1 and 9-2 to 12 sf (residential) and 16 sf (nonresidential) per lot, with per-acre kickers and ground mounting allowed up to 4–8 feet tall.

DEVELOPMENT REVIEW STAFF REPORT

- b. The Sec. 36-454(4)(m) exempt-sign treatment is restored, and the Article 9 Incidental Sign rows in Tables 9-1 and 9-2 are removed.

14. Exempt Signs — Restored Categories

- a. Sec. 36-454(4) contained several exempt sign categories that Article 9 did not carry forward as express exemptions. The proposed amendment restores them as new subsections under § 36-9.03: Now Hiring signs (6 sf max), Vehicular signs (Sec. 36-454(4)(h) standards), Parking Lot Light Pole Banners (Sec. 36-454(4)(j) standards), Attached Incidental signs (Sec. 36-454(4)(m) 4 sf max attached), Political signs (Sec. 36-454(4)(a) content-neutral standards), and Directional signs (Sec. 36-454(4)(b) 5 sf / 4 ft standards).
- b. Flags: Sec. 36-454(4)(c) used a use-based standard (not for advertising) with no numeric area or quantity limits. Article 9 § 36-9.03.C as adopted imposed numeric flag limits (residential 3 flags / 80 sf total / 40 sf single; nonresidential 5 flags / 200 sf total / 100 sf single; 375 sf flag on 3+ acres). The Article 9 numeric scheme is removed and the Sec. 36-454(4)(c) use-based standard restored.
- c. Special Event Signs: Sec. 36-454(4)(l) limited these to 10 sf residential / 34 sf commercial, displayed for no more than 30 days per year, removed within 24 hours after the event. Article 9 substituted a permissive deviations-through-special-event-permitting approach. The Sec. 36-454(4)(l) numeric limits are restored.
- d. Construction signs: Sec. 36-454(4)(f) limited these to 6 sf residential / 34 sf nonresidential. Article 9 expanded to 80 sf total per public street frontage. The Sec. 36-454(4)(f) limits are restored.
- e. Window signs: Sec. 36-454(17)(c)1.c–d treated interior window signs as counting toward wall sign allowances and prohibited exterior window signs except for days/times lettering. Article 9 § 36-9.03.D as adopted permitted up to 33% of first-floor window area. The Sec. 36-454 posture is restored.

15. Electronic Message Centers

- a. Sec. 36-454(8)(a)1.e: the electronic message center portion of a detached sign in a non-business area shall not exceed 40% of the proposed sign copy area. Article 9 narrowed this 40% cap to "nonresidential uses in residential districts" only, removing the broader non-business-area constraint.
- b. Sec. 36-454(8)(b)1.b: electronic message center signs within 100 linear feet of a non-business area shall display static copy for at least 3 seconds. Article 9 retained the 125-foot animation buffer but did not carry forward the 100-foot static-frame buffer.
- c. The 40% area cap in non-business areas and the 100-foot static-frame buffer are restored. The EMC animation buffer reference point is also restored from "residential district" to "non-business area," which is the broader reach used by Sec. 36-454.

16. Prohibited Signs and Specific Designs

- a. Sec. 36-454(3)(d) expressly prohibited motion-picture projection signage, searchlights, and strobe lights. Sec. 36-454(2) defined a "detached sign" to include any inoperable vehicle or trailer located for the primary purpose of advertising. Article 9 did not carry these specific prohibitions forward in express terms.
- b. Express prohibitions on motion-picture projection, searchlights, strobe lights, and inflatable display objects (as outdoor commercial display elements other than those expressly authorized) are restored. The inoperable-vehicle-as-detached-sign treatment is restored.

DEVELOPMENT REVIEW STAFF REPORT

17. Sign Maintenance and Abandonment

- a. Sec. 36-454(9) imposed an affirmative maintenance duty with specific triggers for fading, chipping, peeling, flaking, and mechanical, electrical, or structural defects. Sec. 36-454(9)(d) provided objective abandonment triggers (sign and structure not removed within six months of structure removal; sign faces removed for six months). Article 9 § 36-9.07.A.5 addresses "dilapidated state or condition" but does not impose the affirmative-maintenance duty or the objective abandonment triggers.
- b. The Sec. 36-454(9) affirmative-maintenance duty and objective abandonment triggers are restored.

18. Sign Relocation Due to Public Improvement Projects

- a. Sec. 36-454(18) provided a detailed procedure for relocating signs displaced by a public improvement project, including ARC review and specific approval criteria. Article 9 as adopted did not carry this procedure forward.
- b. A new Section 36-9.10 is added restoring the Sec. 36-454(18) sign relocation provisions.

19. Other Restorations of Express Language

- a. Neighborhood Identification Signs: Sec. 36-454(13) limited these to R-SF and R-TH districts, 50 sf maximum, 5-foot height. Article 9 § 36-9.06.A expanded the area allowance and removed the R-SF / R-TH constraint. The Sec. 36-454(13) standards are restored.
- b. Projecting (blade) signs: Sec. 36-454(17)(c)6 and (8) limited multi-tenant 10-square-foot projecting signs to the Center City (CC), Commercial Street (COM1), and College Street zoning areas. Article 9 extended this to all districts. The Sec. 36-454 geographic scope is restored.
- c. Roof signs: Sec. 36-454(17)(c)5 expressly addressed roof signs as a permitted category with specific design rules. Article 9 silently dropped the roof sign category. The Sec. 36-454(17)(c)5 roof sign provisions are restored.
- d. Channel letters along roof edge: Sec. 36-454(17)(c)4 expressly addressed treatment of channel letters along a roof edge as wall signs. The provision is restored.
- e. Suspended signs: Sec. 36-454(17)(d) required 7-foot clearance for suspended signs. The provision is restored.
- f. Detached sign over drive aisle: Sec. 36-454(3)(i) required 17-foot minimum clearance for detached signs over drive aisles. The provision is restored.
- g. Landscape Wall Signs: Sec. 36-454(15) was a defined sign category. The category is restored as new § 36-9.06.C.
- h. Historic Landmark Signs: Sec. 36-454(12) was a defined sign category with specific design standards. The category is restored as new § 36-9.06.D.

FINDINGS

- The proposed amendment is consistent with the Forward SGF Comprehensive Plan. Forward SGF identifies continued refinement of development regulations as a key implementation strategy to ensure that the regulatory framework functions as intended.
- The proposed amendment is limited to restoring the regulatory outcomes of Sec. 36-454, which was the represented baseline at the time of adoption of the Land Development Code. The amendment does not introduce new substantive policy direction and does not preempt any future stakeholder conversation about sign regulation.

DEVELOPMENT REVIEW STAFF REPORT

- The proposed amendment does not alter the organizational improvements, the content-neutrality improvements, the simplified sign-type taxonomy, or the design and pedestrian-sign provisions introduced by Article 9. Those features are retained.
- The proposed amendment has been reviewed by City departments, and comments have been incorporated where appropriate.
- Public notice of the proposed text amendment was provided in accordance with the requirements of the Land Development Code.

STAFF RECOMMENDATION:

1. Staff recommends approval of the proposed Text Amendment based on its consistency with the Forward SGF Comprehensive Plan and its role in improving the clarity, functionality, and implementation of the City's Land Development Code.

PLANNING AND ZONING OPTIONS:

The planning and zoning commission shall make one of the following recommendations in connection with each proposed change in the text of this article:

1. Recommend against the proposed change in the text amendment.
2. Recommend a change in the text amendment.
3. Recommend a change in the text amendment together with recommendations which, in the judgment of the planning and zoning commission, will ensure that the proposed amendment is consistent with the purpose and intent of this article.

EXHIBIT 2
ARTICLE 9 — SIGNS

Proposed Amendments — Clean Copy

Chapter 36, Land Development Code, City of Springfield, Missouri

Article 9. Signs

- 36-9.01 Intent
- 36-9.02 Applicability
- 36-9.03 Exempt Signs
- 36-9.04 Permitted Sign Allowances
- 36-9.05 Standards for General Sign Types
- 36-9.06 Standards for Specific Sign Types
- 36-9.07 General Standards — All Signs
- 36-9.08 Design Guidelines
- 36-9.09 Alternative Sign Plans

36-9.01 Intent

The intent of this article is to:

- A.** Create an attractive aesthetic environment in the city.
- B.** Enhance the quality and civic design of the community through the visual priority of buildings, streetscapes, open spaces, scenic views, landscapes, and other investments in the public realm and civic assets of the city.
- C.** Improve economic viability by assuring that the city is a visually pleasant place to visit, conduct business, and live.
- D.** Provide effective identification and communication for businesses, institutions, and other community destinations without excessive competition for visual attention.
- E.** Ensure that signs and graphics maintain the unique character of distinct places and districts.
- F.** Encourage creativity or flexibility in sign design that improves quality, uniqueness, or aesthetic characteristics of the area, as opposed to simply calling greater attention to one particular use or site.
- G.** Protect property values and investments by minimizing adverse effects from signs on adjacent property and public spaces.
- H.** Promote safety for pedestrians, bicyclists, motorists, or other users of the public rights-of-way with proper design, location, construction, operation, and maintenance of signs.
- I.** Ensure that the constitutionally guaranteed right of free speech is protected through appropriate and reasonable standards for signs as a way of public communication.

36-9.02 Applicability

A. Permits Required. A permit is required for all new signs or changes to existing signs, except:

1. Signs exempt from the permit under Section 36-9.03, subject to the limits and qualifications of each exemption.
2. Modifications of nonconforming signs subject to the provisions of Section 36-1.06.
3. Ordinary maintenance or repair of existing signs not involving structural changes.
4. The change of copy or content, change of sign panels, or similar changes to an existing sign that conforms to these standards.
5. Signs, including exempt signs, may require other permits demonstrating compliance with other codes such as building codes or electrical codes, as determined by the PD Director.

B. Applications. Application for sign permits shall be signed by the property owner or the owner's authorized agent, and include plans, specifications, and details that identify compliance with the applicable standards. Plans shall include:

1. Calculations of sign allowances for specific sign types based on the lot or building dimensions.
2. A zoning site plan and building elevations showing specific locations of all permitted signs.

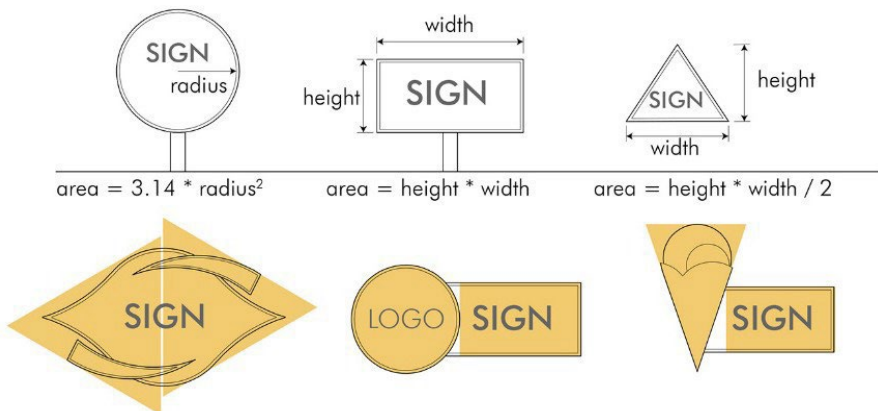
3. Sign designs with the dimension, type, materials, and other specifications for each sign and a schedule showing the totals for all signs within each sign type compared to allowances.
4. Other construction specifications including associated foundations, attachment methods, or electrical work necessary to demonstrate compliance with other applicable codes.

C. Sign Measurements. Sign dimensions shall be interpreted as follows:

1. Area Calculation. The total sign allowance and individual size of any sign shall be calculated as follows:

- a. The area of the sign shall be computed by the area of the face of the smallest geometric shape enclosing the sign face. Bases or supporting structures that include no message, and decorative frames may be excluded from the sign area calculation.
- b. Building signs mounted within a frame, panel, or distinct background shall include the entire frame, panel, or background areas.
- c. Building sign mounted directly on the wall, window, or otherwise not on a background or panel shall be measured by the smallest single and continuous perimeter of up to two standard geometric shapes that enclose the outer limits of the copy and graphics display. Gaps between the copy or graphic display which are greater than two times the height of the sign area may be subtracted from the calculation of the sign area, but it shall be interpreted as two signs.
- d. Signs mounted on or displayed as an irregular shape shall be measured by the smallest area of up to two standard geometrical shapes that can encompass the entire sign mounting.
- e. Signs mounted on illuminated objects and surfaces shall count the entire illuminated surface as the sign area. Examples include lit canopies or awnings, or digital or illuminated projections on a wall surface.

2. Double-faced Signs. Where the interior angle between two sign faces of a double-faced sign is no more than 45 degrees and the sign faces are no more than 5 feet apart at any location, only one face will be measured in computing sign area. If the two faces of a double-faced sign are of unequal area, the area of the sign will be the area of the larger face. In all other cases, the areas of all faces of a multi-faced sign shall be 50% of the sum of all sign faces.



only one face will be measured in computing sign area. If the two faces of a double-faced sign are of unequal area, the area of the sign will be the area of the larger face. In all other cases, the areas of all faces of a multi-faced sign shall be 50% of the sum of all sign faces.

3. Three-dimensional Objects.

A three-dimensional object or other non-planer sign area is

measured as 50% of the sum of four vertical and rectangular planes that enclose the entire object.

4. Height. Sign height is measured from the existing lowest grade directly below the sign to the highest point on the sign or sign structure. Decorative elements up to 1 foot above the sign may be excluded from the height. The average grade below the sign may be used; however, if the grade differs by more than 15 feet height shall be measured from 10 feet above the low point. Exit and entrance ramps from a freeway or expressway are part of a freeway or expressway. For purposes of determining the sign height the elevation of the right-of-way line nearest the sign shall be used.

5. Clearance. Sign clearance is measured from the highest point of the ground directly below the sign to the lowest point on the sign structure enclosing the sign face.

Figure 9-1 Sign Measurements The size of a sign is generally measured by the area it is mounted upon, or when mounted directly on walls or irregular shapes, the area of up to two standard geometric shapes that

encompass the sign or the outer limits of the sign. [36-9.02.C.1.]

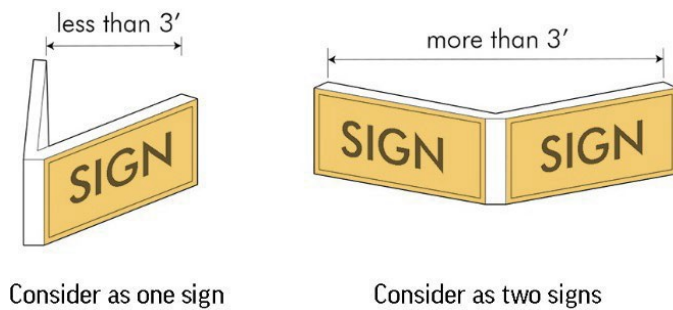


Figure 9-2 Double Faced Signs Double faced signs generally count the area of only one side as the sign area; except where they are more than 3 feet apart at any one point, then each sign face counts to the area. [36-9.02.C.2.]

36-9.03 Exempt Signs

The following signs are exempt from a permit provided they meet all other applicable requirements of this article. Unless specifically noted, exempt signs do not count towards the sign allowance specified for the applicable zoning district. Any signs beyond these exemptions and limitations shall only be allowed by a permit and count towards the sign allowance for the lot and building.

A. Property Identification Signs. Signs identifying a property address or building are encouraged to help public safety personnel, emergency services personnel, and the general public locate the property. Property identification signs shall be visible from the right-of-way and are subject to the following limitations:

1. Address Signs. Two per address up to 2 square feet each, only one of which may be ground mounted. Address signs on buildings shall be placed between 4 feet and 12 feet high on the building. Ground-mounted address signs shall be no more than 36 inches high.
2. Building Name Plate. Each building or site may have one name plate sign of up to 20 square feet per street. Building name plate signs shall be associated with the permanence or significance of the building or site, rather than a particular tenant, and include designs such as engraved stone, bronze plates, or similar ornamental detail integrated with the architecture of the building or the landscape of the site.

B. Public Safety, Traffic Control or Public Information. Signs designed and located to control traffic movement and safety of vehicles and pedestrians according to Manual of Uniform Traffic Control Devices (MUTCD) standards, signs required by the city's building or fire code, or signs otherwise required to support any official action or legal obligation of a federal, state, or local government, may be designed and located to meet the public purpose of the official entity or the requirements of other codes.

C. Flags. Flags shall be mounted to a building below the building height or mounted on a permanent pole subject to the height limit of the zoning district and setback from the property line a distance equal to the actual height of the flagpole. Flags may be displayed to show allegiance, respect, or patriotism to the particular symbol or person displayed on the flag. They may not be displayed for advertising or to attract attention of the public to a particular site. No flagpole may be placed in any easement or within a distance to an easement equal to the height of the flagpole without the permission of the easement owner.

D. Window Signs. Wall signs do not include signs on the inside of a window. Wall signs on the exterior face of windows are not permitted, except that lettering on the exterior face of a window stating the days and times that the business is open is permitted as an exempt sign.

E. Temporary Signs. All temporary signs are prohibited except as expressly authorized under Section 36-9.05.D. Temporary signs expressly authorized under Section 36-9.05.D are not exempt from the sign permit requirement except as specifically noted in that section.

F. Construction Signs. Non-illuminated temporary signs pertaining to the construction, sale, or lease of the premises are exempt from the sign permit subject to the following limits:

1. Residential districts: maximum effective area 6 square feet.
2. Nonresidential districts: maximum effective area 34 square feet.
3. One sign per street frontage.
4. The sign shall be removed within 7 days of the completion of construction, sale, or lease.

G. Interior Signs. Any sign that is not legible from the right-of-way, from any point along the perimeter of the property or from adjacent property, or from publicly accessible common spaces are exempt from permits and the standards of this article, but may be subject to electrical, fire, or building codes or other construction specifications. The sign shall be considered legible if the sign content exceeds one inch per 30 feet of distance from the right-of-way, adjacent area, or publicly accessible common space.

H. Machinery & Equipment Signs. Accessory signs necessary to devise function or safety on machinery or equipment, such as on gasoline pumps or vending machines. Devices or signs may not be enlarged beyond practical purposes to increase the sign area or visibility of the devices.

I. Special Event Signs. Temporary special event signs advertising drives, grand openings, or events of a civic, philanthropic, educational, religious, political, or similar nature may be displayed without a permit subject to the following limits: in residential districts, 10 square feet maximum; in commercial districts, 34 square feet maximum; displayed for no more than 30 days per year; and removed within 24 hours after the event.

J. Venue Signs. Signs associated with and accessory to a public or common gathering space for events, and which are oriented only towards patrons of the event, such as scoreboards, institutional logos, crowd instructions, or event-related messages are exempt from the permits and standards provided they are accessory to the facility and any structures the signs are mounted on are approved as part of a zoning site plan for the facility.

K. Now Hiring Signs. "Now hiring" signs not exceeding 6 square feet in size are exempt from permit.

L. Vehicular Signs. Signs lawfully displayed on a vehicle in normal operation are exempt from permit. Vehicular signs shall not contain any flashing or blinking lights, nor any animation. The sign may not increase the size of the surface area or alter the shape of the motor vehicle, except that a roof sign not to exceed 2 square feet in effective area shall be allowed. This exemption shall not include signs in transit to a site of permanent use, nor any inoperable vehicle or trailer located for the primary purpose of advertising, which is regulated as a detached sign.

M. Parking Lot Light Pole Banners. Parking lot light pole banners shall be located a minimum of 50 feet from any public right-of-way, and not exceed a total of 10 square feet in effective area. The bottom of the banner shall be a minimum of 10 feet above the parking lot grade.

N. Attached, Incidental Signs. Signs that pertain to goods, products, services, or facilities available on the premises where the sign is located, but only tangentially related to the main activities or purposes of the business, are exempt from permit. These signs shall be attached only and may not exceed a total of 4 square feet in effective area per business.

O. Political Signs. Temporary signs of an ideological, political, or noncommercial nature are exempt from permit subject to the same time, place, and manner limits applicable to other temporary signs in the same zoning district under Section 36-9.05.D. Any sign permitted under this article may contain ideological or noncommercial copy in lieu of any other copy.

P. Directional Signs. Detached directional signs not exceeding 5 square feet in effective area and 4 feet in height above street grade are exempt from permit. Any logo, business name, product or service identification, or other advertising shall not exceed 20 percent of the effective area.

36-9.04 Permitted Sign Allowances

A. Residential Signs. The following signs are permitted in residential districts (R-SF, R-MX1, R-MX2, R-MX3, and R-MHC), and for any residential building or use permitted in a nonresidential district. All planned zoning applications containing a residential component

shall follow these standards, unless specifically amended by the approved regulating plan in Section 36-2.06.

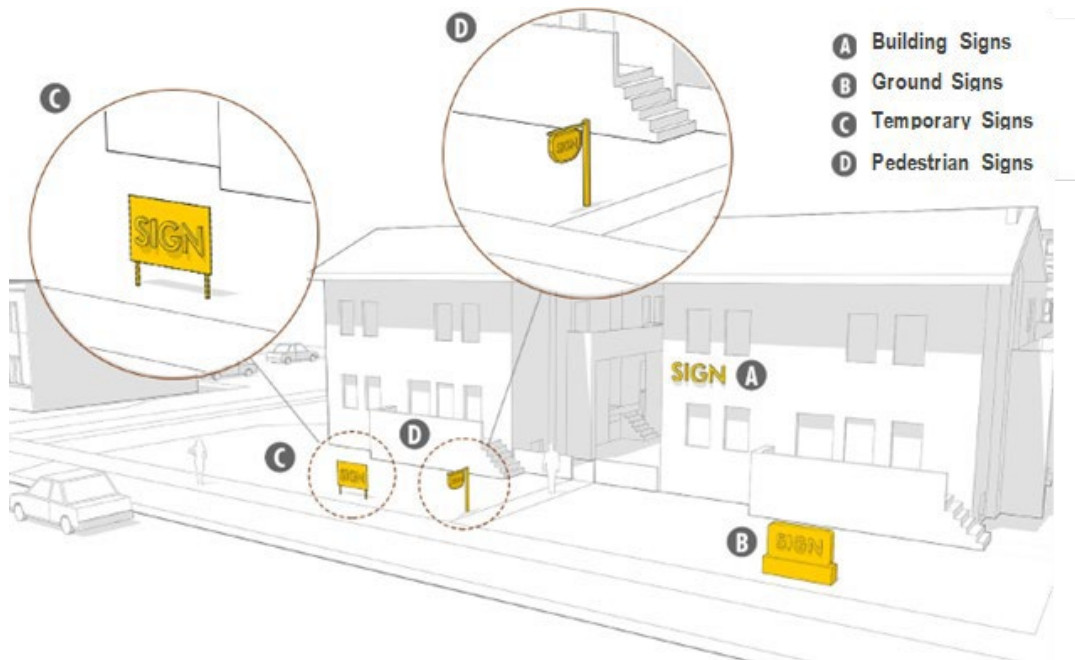


Figure 9-3 Residential Sign Types

Table 9-1: Residential Sign Allowances

Ground Signs	Standards
Total Allowance	Permitted for principal non-residential or multi-unit residential buildings. Maximum effective area of 6 square feet. A premises with 250 or more feet of frontage along one street, or 5 or more acres in lot area, may have a sign up to 34 square feet in effective area.
Maximum Size	100 s.f. on local and collector streets; 200 s.f. on secondary arterial streets; 250 s.f. on primary arterial streets, freeways, or expressways.
Quantity	1 / lot, but lots with more than 425' of frontage may have 2.
Maximum Height	25'
Location	Each ground sign shall be located no closer to the centerline of the adjacent street than the distance established by the major thoroughfare plan for the applicable street classification, as set forth in Section 36-9.05.A.1. 300' separation from another ground sign.
Other standards	See Sections 36-9.05.A and 36-9.06.A.
Building Signs	Standards
Total Allowance	Permitted for principal non-residential or multi-unit residential buildings. 1 s.f. / lineal foot of wall along the street frontage; 2 s.f. / lineal foot of wall along the street frontage if site has no ground sign.
Maximum Size	n/a — subject to overall allowance
Quantity	1 / street-facing wall or other wall facing internal common areas
Maximum Height	At least 1 foot below the top of the wall it is mounted on for flat roof buildings; at least 1 foot below the roof deck or eave line for pitched roof buildings.

Other Standards	See Section 36-9.05.B.
Pedestrian Signs	Standards
Total Allowance	Permitted for principal non-residential or multi-unit residential buildings. 1 / public building entrance.
Maximum Size	10 s.f.
Maximum Height	14' if mounted on a wall; 6' if mounted on the ground.
Other Standards	See Section 36-9.05.C.
Incidental Signs	Standards
Total Allowance	Permitted for principal non-residential or multi-unit residential buildings. 12 s.f. / lot or 25 s.f. / ac., whichever is greater.
Maximum Size	6 s.f.; or 12 s.f. for lots more than 1 ac. and if setback at least 50' from property line.
Maximum Height	14' high if mounted on a building; 4' high if ground mounted, or 8' high if setback at least 50' from property line.
Location	Signs shall be setback at least 6' from any front lot line, and 10' from any other property line.
Temporary Signs	Standards
Total Allowance	Temporary signs are prohibited in residential districts except as expressly authorized in Section 36-9.05.D. The express residential allowance is one (1) non-illuminated temporary sign of up to 4 square feet, displayed for not more than 2 consecutive days, twice per calendar year, no permit required.
Quantity	As provided in Section 36-9.05.D.
Maximum Size	4 s.f.
Maximum Height	4'
Other Standards	See Section 36-9.05.D.

B. Nonresidential Signs. The following signs are permitted in nonresidential districts (C-MX1, C-MX2, CC, GC, GI, LIC, and HM), and for any overlays of these districts that do not specifically modify sign standards. All planned zoning applications containing a nonresidential component shall follow these standards, unless specifically amended by the approved regulating plan in Section 36-2.06.

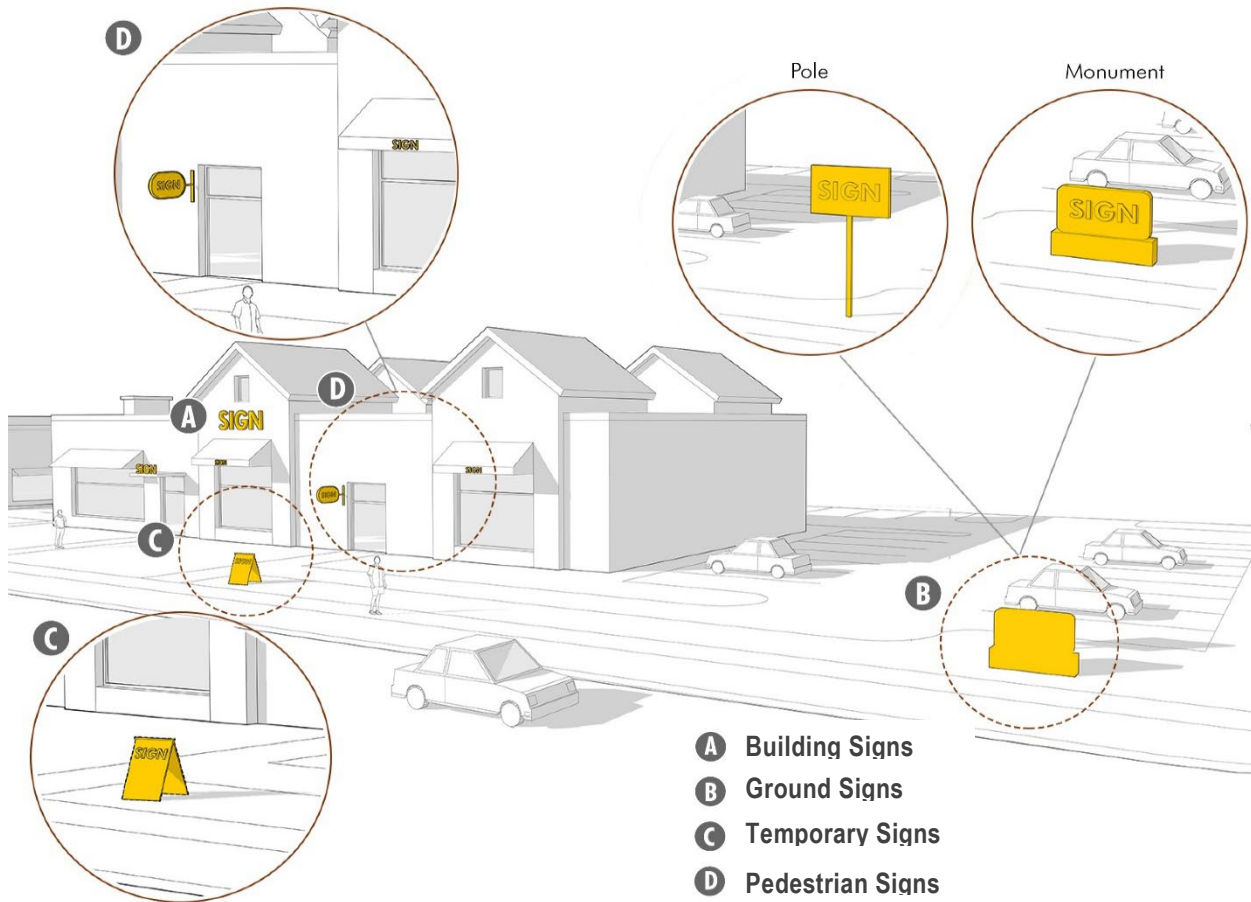


Figure 9-4 Nonresidential Sign Types

Table 9-2: Nonresidential Sign Allowances

Ground Signs	Standards
Total Allowance	50 square feet plus 1 s.f. per 1 lineal foot of street frontage on local, collector, or secondary arterial street; 100 square feet plus 2 s.f. per 1 lineal foot of street frontage on primary arterial, expressway, or freeway.
Maximum Size	250 s.f. for lots fronting on a local, collector, or secondary arterial; or any lot that contains a state-licensed off-premises sign. 400 s.f. for lots fronting on primary arterial, expressway, or freeway.
Quantity	1 / lot. Plus 1 additional sign per each 425' of lot frontage on a primary arterial, expressway, or freeway.
Maximum Height	25'; up to 70' with a maximum effective area of 600 square feet in a designated freeway commercial sign district per Section 36-9.05.A.3.
Location	Each ground sign shall be located no closer to the centerline of the adjacent street than the distance established by the major thoroughfare plan for the applicable street classification, as set forth in Section 36-9.05.A.1. 300' separation from any other ground sign; 100' separation from any state-permitted off-premises sign. The PW Director may require additional setback from centerlines of streets or for utility easements when a plan for expansion of any public facility is planned and could be built within two years.

Other Standards	See Section 36-9.05.A.
Building Signs	Standards
Total Allowance	3 s.f. / 1 lineal foot of wall length.
Maximum Size	n/a — limited by total wall allowance for each wall.
Quantity	n/a — limited by total wall allowance for each wall.
Maximum Height	At least 1 foot below the top of the wall it is mounted on for flat roof buildings; at least 1 foot below the roof deck or eave line for pitched roof buildings.
Other Standards	See Section 36-9.05.B.
Pedestrian Signs	Standards
Quantity	1 sign / each 50' of building frontage. Plus, one sign for each public building entrance.
Maximum Size	6 s.f.; 10 s.f. if associated with the primary building entrance on each elevation.
Maximum Height	14' if mounted on a wall; 5' if mounted on the ground.
Other Standards	See Section 36-9.05.C.
Incidental Signs	Standards
Total Allowance	16 s.f. / lot; or 40 s.f. / ac., whichever is greater.
Maximum Size	8 s.f.; or 16 s.f. for lots more than 1 ac. and if setback at least 50' from property line.
Maximum Height	14' high if mounted on a building; 4' high if ground mounted, or 8' high if setback at least 50' from property line.
Location	Signs shall be setback at least 6' from any front lot line, and 10' from any other property line.
Temporary Signs	Standards
Total Allowance	Temporary signs are prohibited in nonresidential districts except as expressly authorized in Section 36-9.05.D. The express nonresidential allowance is a temporary sign of up to 35 square feet displayed under a sign permit issued by Building Development Services for a period of 15 or 30 days, with a maximum of 6 permits per premises per calendar year.
Quantity	1 permitted temporary sign per premises at any one time. As provided in Section 36-9.05.D.
Maximum Size	35 s.f. Plus, a banner sign of highly flexible, lightweight material up to 4 s.f. in effective area is permitted for not more than 30 days per calendar year without a permit.
Maximum Height	20' or below the top of the wall plane, whichever is less if mounted on a wall; 5' if mounted on the ground. All temporary signs shall be attached to a building as an attached sign or attached at each side or corner within the supports of the structure for a permanent sign.
Other Standards	See Section 36-9.05.D.

36-9.05 Standards for General Sign Types

A. Ground Signs. Ground signs are subject to the following additional standards:

1. Setback from Centerline of Street. All ground signs and detached signs shall be located no closer to the centerline of a street than that allowed by the right-of-way line established by the major thoroughfare plan, in accordance with the following table:

Street Classification	Centerline of Right-of-Way to Setback Line
Residential local	20 feet
Commercial/industrial local	30 feet
Collector	30 feet
Secondary arterial	35 feet
Primary arterial	50 feet
Expressway	65 feet
Freeway	150 feet

2. Support structures and bases shall be constructed with durable, quality materials that complement the building or are integrated into the landscape and other site elements in terms of material, colors, and ornamentation.

3. Freeway Commercial Sign District. In the designated freeway commercial sign districts, larger and taller detached signs are permitted in business areas. The maximum height for any detached sign in a freeway commercial sign district shall be 70 feet above street grade of the closest street to the sign. The maximum effective area for any detached sign in a freeway commercial sign district shall be 600 square feet. The designated freeway commercial sign districts are:

- a. Property within a 660-foot radius from the intersection of: Interstate 44 and Kansas Expressway; Kearney Street and Schoolcraft Freeway (U.S. Highway 65); Sunshine Street and Schoolcraft Freeway (U.S. Highway 65); the southwest quadrant of Chestnut Expressway and Schoolcraft Freeway (U.S. Highway 65); or Interstate 44 and Mulroy Road.
- b. Property with frontage on Glenstone Avenue between the northern right-of-way of Kearney Street and 100 feet north of the northern right-of-way of McClernon Street, and property within a 1,800-foot radius from the center of the intersection of Interstate 44 and Glenstone Avenue. Any premises in this area may erect two detached signs, provided one sign is over 50 feet in height but not higher than 70 feet and the other is not more than 25 feet in height. The total effective area permitted for the premises shall not be considered in reviewing the shorter sign, which may have an effective area up to 100 square feet.
- c. Property at the southwest quadrant of Interstate 44 and Schoolcraft Freeway (U.S. Highway 65) within a 1,800-foot radius from the center of the intersection of these two highways. Any premises having frontage along Schoolcraft Freeway (U.S. Highway 65) in this district is permitted to erect two detached signs with a maximum height of 60 feet above adjacent street grade with a maximum combined effective area of 450 square feet.

B. Building Signs. Building signs are subject to the following additional standards:

1. Signs attached to a building shall not extend more than 18 inches off the surface, except projecting signs meeting the following additional limitations:

- a. Projecting building signs may extend from and be perpendicular to the wall up to 10 feet, but no closer than 5 feet to the back of the curb.

- b. Projecting building signs may extend vertically above a canopy or similar building projection up to 4 feet above the mounting surface, provided it is below the wall plane, roof deck, or eave line for the building elevation.
- c. Projecting signs shall have a minimum clearance of 10 feet above the highest level of the ground under the sign at the sign's lowest point.
- d. A business may have a projecting sign only if it does not have a roof sign or the maximum allowable number of detached signs for that premises. Where a premises frontage would allow the use of two or more detached signs, a projecting sign may be substituted for one of the detached signs. Projecting signs shall not exceed 20 square feet in effective area.
- e. In the Center City (CC) and Commercial Street (COM1) zoning districts, and along College Street between Grant and Nettleton Avenue, each premises with multiple businesses located on the ground floor with direct exterior public access is permitted a projecting sign not to exceed 10 square feet per business, with minimum 10-foot clearance, regardless of detached signs allowed on the premises. If the premises consists of only one business located on the ground floor with direct public access, a projecting sign not to exceed 30 square feet may be permitted.
- f. Projecting signs meeting the standards of this section have a limited license to project over public right-of-way but may be required to be removed by the city for any public safety reason or any other priority use of the right-of-way.

2. Roof Signs. A premises may have a roof sign only if it does not have a detached or projecting sign. A roof sign is any sign erected upon, against, or directly above a roof. Roof signs shall be set back from the outside walls of the building no less than 4 feet, and no part of the sign shall extend beyond any roof edge. The methodology used to determine the effective area allowed for detached signs shall be used to calculate the effective area allowed for roof signs. All roof signage shall comply with appendix H of the adopted edition of the International Building Code. A sign mounted on the lower one-third of a mansard roof shall be considered a wall sign and not a roof sign.

3. No portion of a building wall may be built above the roofline, that serves no other structural or architectural purpose, other than to mount a sign or expand the sign area allowance or sign height.

4. Channel Letters Along Roof Edge. Individual channel letters located along a roof edge which is not the primary roof of a structure shall be considered a wall sign. If a sign bar is utilized, it shall be located at the base of the letters and shall not exceed 6 inches in height. The maximum allowable height of the individual letters shall not exceed 12 inches.

5. Suspended Signs. A sign attached to the underside of a lintel, arch, or other overhead spanning member of a porch or walkway, and which is hung either perpendicular or parallel to a vertical wall surface, shall have a minimum clearance of 7 feet above the walking surface.

C. Temporary Signs. All temporary signs are prohibited except as expressly authorized in this Section 36-9.05.C. Temporary signs are subject to the following standards:

1. General Prohibition. All temporary signs are prohibited except as expressly authorized in this subsection. A temporary sign means any sign that is not permanently affixed to a building or sign structure.

2. Residential Districts. A premises in a residential district may display one (1) non-illuminated temporary sign of up to four (4) square feet in effective area for not more than two (2) consecutive days, twice (2 times) each calendar year. No permit is required for a temporary sign authorized under this paragraph. No other temporary sign is permitted in a residential district except an exempt sign authorized under Section 36-9.03.

3. Nonresidential Districts — Banner Allowance Without Permit. A premises in a nonresidential district may use a banner sign composed of highly flexible, lightweight material, up to four (4) square feet in effective area, for not more than thirty (30) days per calendar year, without obtaining a sign permit.

4. Nonresidential Districts — Temporary Sign Permit. Except for exempt signs under Section 36-9.03 and the banner allowance in paragraph (3) above, a sign permit issued by Building Development Services is required for each temporary sign in a nonresidential district. A temporary sign permit allows a temporary sign to be displayed for either fifteen (15) or thirty (30) days, as elected by the applicant at the time of permit issuance. Each premises, and each business within a multi-tenant premises, may obtain up to six (6) temporary sign permits per calendar year. Each business may display one (1) temporary sign of no more than thirty-five (35) square feet in effective area at any one time. All temporary signs shall either be attached to a building as an attached sign or attached at each side or corner within the supports of the sign structure for a permanent sign.

5. Inflatable Display Objects. No person shall erect, maintain, or display an inflatable display object, with or without sign copy, outdoors for commercial purposes at the same site in any three-month period for more than seven (7) days. The inflatable display object shall be located on grade and appropriately anchored. A temporary sign permit is required.

6. Streamers. Streamers are prohibited regardless of color, design, or script displayed on the streamers.

7. Unusual Situations. In nonresidential districts: (a) a temporary business with a valid business license and a temporary building permit may apply for and obtain a special permit for a temporary sign for the period of the building permit, attached to a temporary or permanent structure; (b) a temporary business with a valid business license but no structure may apply for and obtain a special permit for a temporary sign attached to a nearby temporary or permanent structure or to the business vehicle in a workmanlike manner; and (c) in the event of fire, flood, act of God, insurrection, riot, or similar emergency beyond the control of the business owner or occupant, a temporary sign shall be allowed for a period of time not to exceed sixty (60) days, unless extended by the PD Director for a continuing hardship.

8. Construction Standards. Temporary signs shall not be illuminated or painted with light-reflecting paint, and shall be securely anchored so as not to pose a distraction or hazard.

36-9.06 Standards for Specific Sign Types

A. Neighborhood Identification Signs. Residential projects with more than 25 lots or more than five acres and with multiple blocks or internal streets are permitted gateway signs in addition to the permitted ground sign allowances subject to the standards in Table 9-3:

Table 9-3: Neighborhood Identification Signs

Ground Signs	Standards
Allowance	Maximum effective area: 50 square feet total per neighborhood.
Location	6' setback from all property lines. Permitted in R-SF and R-MX1 zoning districts.
Maximum Height	5' — monument signs only; unless mounted on a retaining wall or accessory structure incorporated into the landscape design and approved through the zoning site plan process.
Other Standards	Neighborhood Identification signs shall be located in a common area owned and controlled by a property owner association to ensure on-going maintenance of the sign and landscape.

B. Off-Premises Signs. Off-premises signs shall only be permitted as follows:

- 1. General Allowance.** Off-premises signs are only permitted within 660 feet of an interstate or primary highway where the city is required to allow off-premises signs according to RSMo. Chapter 226.500 to 226.600. Where intersecting streets are not state controlled, the sign shall not be located in a right triangle formed by 660 feet from the intersection along the non-state right-of-way, 660 feet from the intersection along the state-controlled right-of-way,

and the diagonal line connecting those two end points. Off-premises signs on state right-of-way shall meet the Missouri Department of Transportation’s outdoor advertising permit standards.

2. Standards. State-licensed signs shall meet the size and location standards in Table 9-4.

Table 9-4: Off-Premises Signs

Standard	Requirement
Total Allowance	Off-premises signs shall be limited by the applicable ground sign allowance unless otherwise authorized by state permit. Detached signs otherwise permitted by Table 9-2 shall be further restricted on any site with an off-premises sign to: one additional detached sign; 250 s.f. maximum area or applicable property allowances, whichever is less; 25’ maximum height; and 100’ separation from any other detached sign.
Location	25’ setback from all right-of-way or other property lines; 125’ setback from any property in a non-business area; 1,500’ separation from any other off-premises sign, except on I-44 where the required separation shall be 2,500’. The PW Director may require additional setback from centerlines of streets or for utility easements when a plan for expansion of any public facility is planned and could be built within 2 years.
Maximum Height	25’
Other Standards	Applicants for off-premises signs shall obtain a state permit prior to submitting an application to the City. Signs with a valid state-issued permit may contain off-premises or on-premises information.

3. Scenic Corridors. Off-premises signs in scenic corridors shall conform to the following additional standards:

- a. Location. Scenic corridors are 660 feet from the edge of right-of-way on the following corridors: James River Freeway (U.S. 60); West By-Pass and U.S. 160; and Kansas Expressway north of the nearest paved portion of I-44 and south of the nearest paved area of the James River Freeway (U.S. 60).
- b. Limitations. (1) Off-premises signs shall not be oriented towards or have copy visible from the listed scenic corridors but may be located on property and oriented to streets other than the designated scenic corridor. (2) Off-premises signs shall be separated by at least 2,500 feet from other off-premises signs. (3) The maximum area shall not exceed 128 square feet and the maximum height shall not be more than 20 feet above the highest paved portion of the right-of-way.

C. Landscape Wall Signs. A landscape wall sign consists of individual letters mounted on a screen or perimeter wall, attached or detached from a building, which is architecturally integrated with the overall development. Landscape wall signs shall meet the wall sign allowances applicable to the use and zoning district.

D. Historic Landmark Signs. One free-standing or façade-mounted sign identifying a premises of historical significance is permitted in any locally or nationally designated historic district, and at any duly-designated historic site, historic landmark, or interior landmark located elsewhere within the City. Such signs shall identify, at minimum, the original owner, the current owner, and the year the building was built. No such sign may exceed 2 square feet in sign area. Illumination shall be from the exterior only. Free-standing signs are only permitted for structures with a front yard setback of 20 feet or more, with a minimum 2-foot setback from any public right-of-way line or lot line and shall not exceed 30 inches in height.

36-9.07 General Standards — All Signs

A. Public Health, Safety, & Maintenance.

1. All signs shall be designed, constructed, located, and maintained in a manner that is compliant with all electrical, fire, building codes, and any other industry standards so that the sign does not present any potential risk to public safety.
2. No sign shall be designed or located in a way where it can obscure, imitate, or be confused with an official government sign for traffic direction or any other public safety symbol.
3. Signs shall not obstruct visibility of pedestrians and vehicles within sight triangles, as defined by Section 36-3.03.B.7.
4. No sign shall hide from the view of those to whom the device is directed any traffic or street sign, signal, or similar device.
5. Any sign projecting over a walkway, active area in front of a building, or other area where people may pass shall maintain at least 7.5 feet vertical clearance and 14 feet vertical clearance if it is accessible to vehicles.
6. No sign, sign structure, or associated grounds shall present any dilapidated state or condition that may negatively impact the relationship to or appearance from the public right-of-way or adjacent property.
7. **Affirmative Maintenance Duty.** No person shall maintain or allow to be maintained on any premises owned or controlled by that person any dangerous or defective sign. All signs, together with all their supports, braces, connections, or anchors, shall be kept in good repair. Unsafe, damaged, or deteriorated signs, or signs in danger of breaking apart or falling, shall be removed or repaired by their owner. Any fading, chipping, peeling, or flaking of paint, plastic, or glass; or any mechanical, electrical, or structural defect shall be corrected upon written notice by the PD Director.
8. **Abandoned Signs.** A sign shall be deemed abandoned or discontinued whenever: (a) a detached sign and sign structure is not removed within six (6) months of the removal of the principal structure on the lot and a new building permit has not been issued; or (b) the sign faces have been removed for a period of six (6) months. An abandoned sign shall be removed by the owner upon written notice by the PD Director.

B. Specific Designs Prohibited.

1. No sign shall be placed on any vehicle or trailer visible from the right-of-way, where the sign and the vehicle or trailer is located to avoid the standards or criteria for permitted permanent signs in this article. For purposes of this paragraph, any inoperable vehicle, or any trailer, located for the primary purpose of advertising shall be deemed a detached sign and shall be subject to all standards applicable to detached signs under this article.
2. No sign shall be attached to any public utility pole, placed in any utility easement, or installed within the public right-of-way, except:
 - a. Official government signs exempt from these standards according to Section 36-9.03.B;
 - b. Signs attached to and projecting from buildings and meeting the standards in Section 36-9.05.B.1; or
 - c. Signs otherwise licensed by the City through special events or management of the design and use of the right-of-way, apart from this code.
 - d. Signs located in a utility easement shall require written approval of the utility provider.
3. Grouping or arranging signs to have the effect of a larger permitted sign or increase visibility to the public beyond size or quantity limits is prohibited.
4. No sign shall include balloons, streamers, pennants, inflatable display objects, motion-picture projection used in conjunction with any advertisement, searchlights, strobe lights, or other air-activated elements and animated elements, whether animated by mechanical, electrical, or environmental means.
 - a. This limitation shall not apply to pedestrian signs, provided any animated element shall apply to the size of the overall pedestrian sign allowances.

- b. This provision shall not apply to prohibit flags, temporary signs, or digital displays meeting the standards of this article and which have motion, or to signs approved in association with a special event permit.
 - c. This provision shall not apply to prohibit temporary holiday displays or works of art, provided there is no business message associated with them.
5. Any sign with a business message shall be located on the lot of the business activity and shall not direct attention to a business, product, or service sold or offered off-premises, except:
- a. Signs for multi-tenant premises, which must be associated with the site and located in common areas controlled by the businesses or property owners' associations; or
 - b. State-licensed signs according to Section 36-9.06.B.
6. A detached sign may be located over an internal drive aisle provided a minimum of 17 feet of clearance is maintained from the bottom of the sign to the drive aisle pavement.

C. Illumination.

- 1. Any illumination shall be designed to eliminate glare or any other negative impacts on surrounding right-of-way and property. In general, any direct source of light shall not be visible from the public street or adjacent property.
- 2. Light from an illuminated sign shall not spill onto adjacent properties. The light reading at any point within 10 feet from an adjacent private property shall be less than one foot-candle.
- 3. External light sources shall be directed and shielded to conceal the light source and illuminate only the surface of the sign.
- 4. External illumination of signs 10 feet high or more shall only occur from the top down.
- 5. No light source shall cause any glare, flashing, movement, or other distraction to traffic.
- 6. Exposed incandescent, neon, or tube lighting, or other integral illumination where the light source is the sign, shall be limited to window signs mounted to the inside of the building, or used only as an accent of less than 10% of the sign area.

D. Digital or Electronic Message Displays. Digital or electronic message displays may be incorporated into permitted signs and are subject to the following additional limitations:

- 1. Digital and electronic message displays are permitted for a portion not to exceed 40 percent of the sign allowance in nonresidential districts for signs in non-business areas, and may be considered through a conditional use permit for nonresidential uses allowed in residential districts.
- 2. Only static displays are permitted with at least 8 seconds before transitioning to another static display. However, in nonresidential districts any sign setback at least 125 feet from a non-business area and elevated at least 10 feet above the street grade may use the following limited animation techniques:
 - a. Frame effects during transition;
 - b. Static displays of at least 3 seconds; and
 - c. Transitions lasting no longer than 2 seconds.
- 3. Flashing is prohibited on all signs.
- 4. All digital or electronic displays shall be equipped with automatic dimming technology to adjust the brightness in direct response to ambient conditions.
- 5. No digital or electronic display shall exceed a brightness level of 0.3 foot-candles above ambient light measured at a distance equal to the square root of the sign copy area times 100 feet.
- 6. Non-Business Area Buffer (100 feet).** Digital or electronic message displays within 100 linear feet of a non-business area shall display static copy for at least three (3) seconds per copy frame, and any frame-effect transition shall last no longer than two (2) seconds.
- 7. Signs permitted for nonresidential uses in residential districts shall be limited to no more than 40% of the allowed sign area and shall be setback at least 100 feet from any residentially used property.

36-9.08 Design Guidelines

A. Applicability. All signs should meet the following design guidelines to convey durability and quality appearance. Where the PD Director determines that signs present a substantial deviation with these guidelines and conflict with the intent of this article, the PD Director may deny the sign permit or require that the sign plan be reviewed according to Section 36-9.09.

B. Placement. The location of all permanent building signs shall be incorporated into the architectural design of the building according to the following principles:

1. Placement of signs should be considered part of the overall facade design and composition.
2. Sign locations should align with major architectural features such as storefront sign bands, cornices and parapets, entrance features, marquees, windows, canopies, and other similar architectural features.
3. Signs shall not be placed where they obstruct any significant building design feature, including windows, architectural details, trim, and ornamentation.

C. Durability & Appearance. All permanent signs shall be designed to convey durability and a quality appearance according to the following principles:

1. Materials, particularly for the frames, casings, or bases of signs, should be chosen to complement the architecture of the building, and coordinate with other accent materials or architectural details of the building and site.
2. Simple 2- and 3-color contrasting color schemes should be used between the color of the background, letters, and accents to ensure legibility and quality appearance. Fluorescent colors should be limited to accents and typically less than 10% of the sign area.
3. Buildings and sites that have multiple building or ground signs should coordinate all signs using one or more consistent coordinating elements, such as similar fonts, colors, sign scale or shapes, backgrounds, or casing and framing material.

D. Multi-Tenant Buildings & Sites. Buildings and sites that have multiple wall or ground signs, or multiple tenant components on a single sign, shall coordinate all signs for the building or site. Coordination may be established by combinations of two or more of the following:

1. The same or similar fonts, in terms of color, scale, and style. However, a primary and secondary font may be incorporated into signs.
2. The same sign background in terms of material and color or coordinated colors.
3. The same casing or framing in terms of materials and style, provided it is prominent enough to be a visible coordinating element across multiple signs.
4. A consistent scale, orientation, shape or placement of signs. For example, all oval signs, or all signs located within a sign band across storefronts.
5. Pedestrian signs or portions of principal signs that are less than 33% of the sign areas, may deviate from coordinating elements to account for logos, icons, or branding unique to the tenants.

36-9.09 Alternative Sign Plans

Shopping centers, office parks, campuses, or other nonresidential areas with multiple uses or buildings on a single site or development over 2 acres may propose a property-specific sign plan. The sign plan shall be based on the intent, types of signs, and standards of this article, but the Planning and Zoning Commission may approve deviations to these standards in coordination with other land development approvals, where they find that the specific sign plan meets the following criteria:

A. The sign plan promotes a unique character for the area and improves the image and identity of the project as it relates to the surrounding community. In particular, the sign plan considers:

1. Mitigating impacts and improving relationships to adjacent property not subject to the plan.
2. Coordination with streetscapes, including pedestrian or traffic qualities of a particular street.
3. Integration with the architecture of the buildings or other landscape and site design components of the site.

4. Any deviations from these standards, and particularly those for the size, quantity, or location of signs, clearly meet the intent of this article and conform to the design guidelines in Section 36-9.08.

B. The sign plan coordinates with multiple components of the project, including building designs, open and common space designs, and access and circulation, and where there are distinctions in the type and design of the signs within the plan, they are based on effective transitions with the overall development plan.

C. The sign plan has clear and explicit standards for the size, location, design, and quality of the signs, and it anticipates future tenants or changes in tenants through subsequent sign permits without requiring amendments to the plan.

D. The property owner or landlord has authorized the plan, and any changes to the plan will require the property or landlord to submit a new application to be approved by the Planning and Zoning Commission.

— END OF ARTICLE 9 —