

City of Raymore Unified Development Code

Chapter 435: SIGNS

Section 435.010 Purpose *(Amendment 9 – Ordinance 2011-22 4.11.11)*

The purpose of this chapter is to achieve balance among the following differing, and at times, competing goals:

- A. to encourage the effective use of signs as a means of communication for businesses, organizations and individuals in Raymore;
- B. to provide a means of way-finding in the community, thus reducing traffic confusion and congestion;
- C. to provide for adequate business identification, advertising, and communication;
- D. to prohibit signs of such excessive size and number that they obscure one another to the detriment of the economic and social well-being of the City of Raymore;
- E. to protect the safety and welfare of the public by minimizing hazards to pedestrian and vehicular traffic;
- F. to preserve property values by preventing unsightly and chaotic development that has a blighting influence upon the community;
- G. to differentiate among those signs that, because of their location, may distract drivers on public streets and those that may provide information to them while they remain in their cars but out of active traffic;
- H. to minimize the possible adverse effects of signs on nearby public and private property; and
- I. to implement the goals and objectives of the Growth Management Plan.

Section 435.020 Applicability

A. Generally

The regulations of this chapter apply to all signs within the corporate limits of Raymore unless otherwise expressly stated.

B. Permits Required *(Amendment 9 – Ordinance 2011-22 4.11.11)*

- 1. Except as otherwise provided in this chapter, it is unlawful for any person to erect, construct, enlarge, move or convert any sign in the City of Raymore, Missouri or cause the same to be done without first obtaining a sign permit from the Community Development Director.
- 2. Permits are not required for:
 - a. replacing or altering the message on a changeable copy sign; or
 - b. painting, repairing, cleaning or maintaining a sign unless a structural change is made; or
 - c. non-commercial message signs.
- 3. Permits will be issued in accordance with the sign permit procedures of Section 470.190.

C. Signs Exempt from Regulation *(Amendment 9 – Ordinance 2011-22 4.11.11)*

- 1. The following signs are exempt from regulation under this chapter:

- a. signs placed by a governmental body, governmental agency, or public authority, such as traffic signs, signals or regulatory devices or warnings; public notices; signs of historical interest; or other similar signs or devices;
- b. memorial signs or tablets, names of buildings and date of construction or establishment when cut into any masonry surface;
- c. signs inside buildings, inside windows or painted on windows or on glass portions of doors of buildings;
- d. banners on public utility pole brackets placed by public entities for public events or campaigns, such as “Welcome to Raymore” banners; and
- e. signs carried by a person; and
- f. temporary event signs for public, charitable, religious or fraternal organizations, subject to the following limitations:
 - (1) maximize copy area of thirty-two (32) square feet;
 - (2) installed no sooner than thirty (30) days prior to the event and removed within five (5) days of the event.

D. Prohibited Signs

The following signs are prohibited:

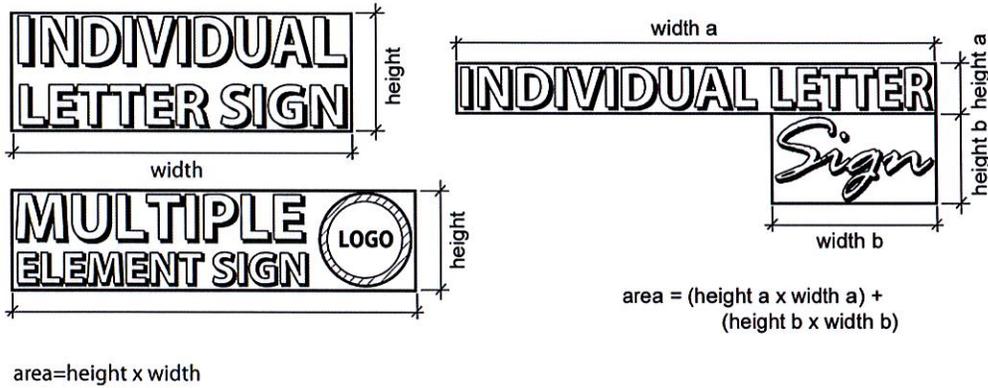
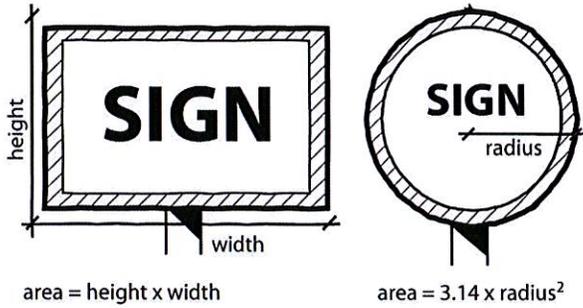
- 1. snipe signs;
- 2. vehicle signs;
- 3. portable signs;
- 4. any sign or other advertising structure displaying any obscene, indecent or immoral matter;
- 5. any sign that obstructs or is attached to a fire escape;
- 6. any sign that obstructs a window, door, opening required for legal ventilation, or any other opening; or prevents free passage from one part of the roof to another;
- 7. attention-attracting devices, electrical signs, displays or illuminated signs that may impair night vision, are a hazard to traffic or interfere with or conflict with traffic signals, whether inside or outside the building;
- 8. all signs in the public right-of-way or on public property, whether permanent or temporary, except signs installed by a government entity;
- 9. pole signs; and
- 10. roof signs.

Section 435.030 Sign Measurement and Interpretation

A. Measurement of Area of Individual Signs

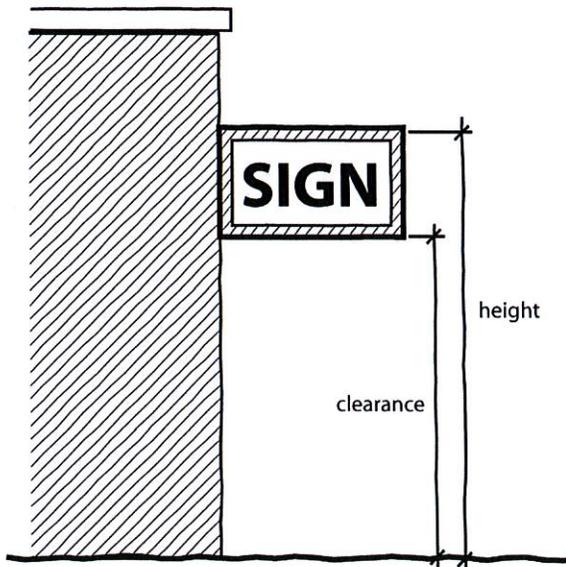
The area of a sign face will be computed by means of the smallest square, circle, rectangle, triangle or combination thereof that will encompass the extreme limits of the writing, representation, emblem or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed. The area of a sign face does not include any supporting framework, bracing or decorative fence or

wall when the fence or wall otherwise meets the regulations of this chapter and is clearly incidental to the display itself.

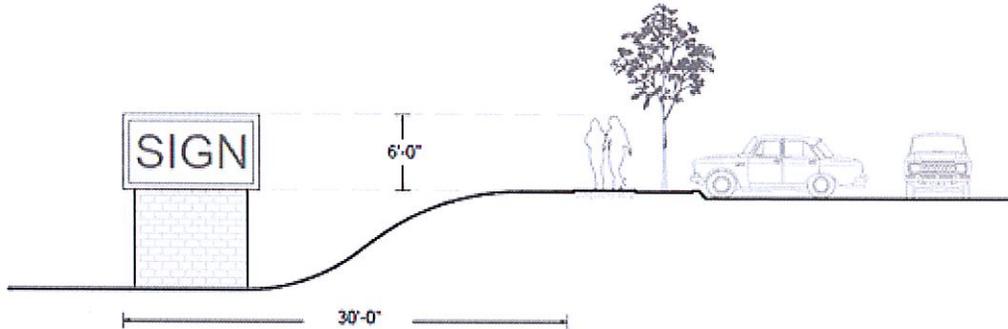


B. Sign Height Measurement (*Amendment 21 – Ordinance 2015-005 1.26.15*)

For projecting and under canopy signs, the height of a sign will be computed as the distance from the highest point of the sign structure to the lowest point on the ground directly below the sign.

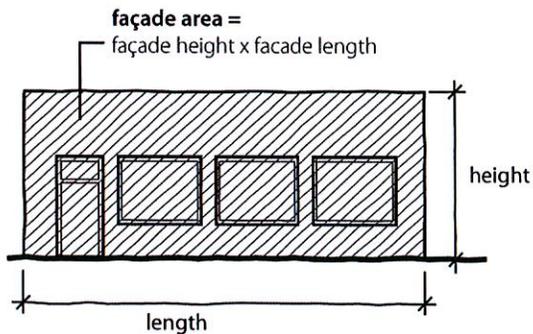


For freestanding signs, the height of a sign will be computed as the distance from the highest point of the sign structure to the lowest point on the ground directly below the sign. For lots with an elevation below the adjacent street, the height of the sign will be computed as the distance from the highest point of the sign structure to the height of the sidewalk, or curb line of street if no sidewalk exists, adjacent to the property, provided the sign is installed within thirty (30) feet of the street right-of-way line.



C. Building Façade Area Measurement

Building façade area includes the entire area of a building wall, including doors, windows, recessed and projecting areas, and all other features, measured from the ground to the top of the roof, including architectural features.

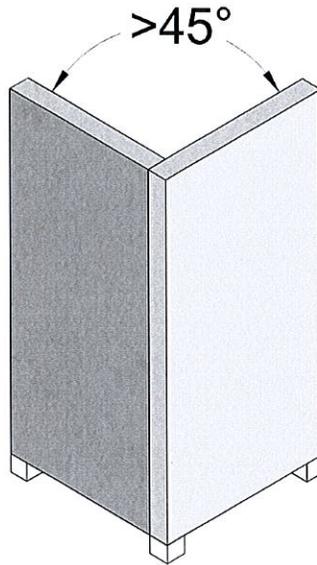


D. Determination of Visibility or Legibility

1. Where this chapter requires a determination of “visibility” or “legibility,” the standard will be based on the eyesight of an adult eligible to receive a Missouri driver’s license (wearing any corrective lenses required by the license). Where the height of the person is material to the determination, the person will be presumed to be more than five feet and less than six feet tall.
2. In determining visibility of a sign from a residential property, it will be assumed that a two-story residence will occupy the property with second-story windows facing toward the sign.

E. Sign Face Separation

For the purposes of computing sign area, a single sign becomes two signs if there is an angle created between the two outer surfaces of the sign greater than forty five (45) degrees.



Section 435.040 Standards of General Applicability *(Amendment 9 – Ordinance 2011-22 4.11.11)*

A. Materials and Construction

1. Except as otherwise expressly stated in this chapter, all permanent signs, sign structures and non-structural trim must be constructed of approved combustible or non-combustible materials.
2. Letters, figures, characters or representations in cutout or irregular form maintained in conjunction with, attached to or superimposed upon any sign must be safely and securely built or attached to the sign structure.
3. Illuminated signs produced in quantity (as opposed to signs custom-built for specific locations) must be constructed in accordance with the “Standards for Electric Signs” (U.L. 48) of the Underwriters’ Laboratories, Inc.
4. All electrical signs must be connected to permanent electrical service installed according to the requirements of the electrical code. All wiring for newly constructed detached signs must be underground.
5. Any sign, other advertising structure, marquee, canopy or awning as defined in this chapter must be designed and constructed to withstand a wind pressure of not less than 25 pounds per square foot of net surface area; and must be constructed to receive dead loads as required in the building code and/or other City ordinances.
6. Any sign drawing submitted with a sign permit application for a monument or projecting sign shall include the signature and seal of an engineer or architect registered in the State of Missouri.

B. Obstructions

1. All signs must comply with the intersection visibility standards of Section 440.040.
2. No sign may interfere with, block or obstruct:
 - a. any vehicular entrance or exit to a parking lot;

- b. any vehicular access way;
- c. any parking space; or
- d. any pedestrian sidewalk, path or crosswalk.

C. Landscaping

All monument signs for new developments must be landscaped according to Section 430.050.

D. Noncommercial Messages

Any sign allowed under this chapter may contain, in lieu of any other message or copy, any lawful noncommercial message, so long as the sign complies with the size, height and other requirements of this chapter.

E. Master Signage Plan

A master signage plan shall be submitted with any site plan application for new developments. The signage plan should generally depict location and design of monument and wall signs. The actual tenant name does not need to be identified on the signage plan.

Section 435.050 Sign Types Permitted (*Amendment 2 – Ordinance 29073 7.27.09*) (*Amendment 9 – Ordinance 2011-22 4.11.11*)

Signs are permitted in each zoning district as follows:

Zoning District	Sign Type		Max Number Permitted	Maximum Size (sq ft)	Maximum Height	Illumination Permitted	Additional Requirements
A	Monument		1	64	12	direct or indirect	Signs with a commercial message are only permitted upon property that has approval for a public, civic or commercial use or as permitted in Section 470.070A2. See Sections 435.060 A,B,C,&D; 435.070
	Wall		3 per establishment	10% of façade area	n/a	direct or indirect	
	Temporary Event	Noncommercial Message	1 per street frontage for each event, issue, candidate or belief	64	12	not permitted	
		Commercial Message	1 per street frontage				
RE, RR, R-3, R-3A, R-3B, PUD and PR	Monument		1	32	6	direct or indirect	Signs with a commercial message are only permitted upon property that has approval for a public, civic or commercial use or as permitted in Section 470.070A2. See Sections 435.060 A,B,C,&D; 435.070
	Wall		3 per establishment	10% of façade area	n/a	direct or indirect	
	Temporary Event	Noncommercial Message	1 per street frontage for each event, issue, candidate or belief	32	6	not permitted	
		Commercial Message	1 per street frontage				
R-1A, R-1, R-1.5, and R-2	Monument		1	32	6	direct or indirect	Signs with a commercial message are only permitted upon property that has approval for a public, civic or commercial use or as permitted in Section 470.070A2. See Sections 435.060 A,B,C,&D; 435.070
	Wall		3 per establishment	10% of façade area	n/a	direct or indirect	
	Temporary Event	Noncommercial Message	1 per street frontage for each event, issue, candidate or belief	16	6	not permitted	
		Commercial Message	1 per street frontage				

Zoning District	Sign Type		Max Number Permitted	Maximum Size (sq ft)	Maximum Height	Illumination Permitted	Additional Requirements
PO and C-1	Monument		1	32	6	direct or indirect	See also Section 435.060D
	Wall		3 per establishment, plus 1 under canopy	10% of façade area	n/a	direct or indirect	See Section 435.060 A,B,C
	Temporary Event	Noncommercial Message	1 per establishment per street frontage for each event, issue, candidate or belief	32	6	not permitted	See Section 435.070
		Commercial Message	1 per establishment per street frontage				
C-2, C-3, BP, M-1 and M-2	Monument	Individual building with 1 tenant	1	32	6	direct or indirect	See also Section 435.060D
		Individual building 2-4 tenants or less	1	48	6	direct or indirect	See also Section 435.060D
		Shopping center under 100,000 square feet	1	80	15	direct or indirect	See also Section 435.060D
		Shopping center 100,000 square feet or more	1 per street frontage	300	30	direct or indirect	See also Section 435.060D
	Monument or Ground	Billboard on lot under 2 ac	1	32	6	direct or indirect	See also Section 435.060D&E
		Billboard on lot 2-5 ac	1	48	6	direct or indirect	See also Section 435.060D&E
		Billboard on lot greater than 5 ac	1	80	15	direct or indirect	See also Section 435.060D&E
	Wall		3 per establishment, plus 1 under canopy	10% of façade area	n/a	direct or indirect	See also Section 435.060A,B,C
	Temporary Event	Noncommercial Message	1 per establishment per street frontage for each event, issue, candidate or belief	32	6	not permitted	See Section 435.070
		Commercial Message	1 per establishment per street frontage				

Section 435.060 Additional Standards for Specific Sign Types (*Amendment 9 – Ordinance 2011-22 4.11.11*)

The following standards are in addition to the applicable standards as specified in Section 435.050.

A. Wall Signs

1. A wall sign that is attached to a masonry wall shall be secured by means of anchors, bolts and expansion screws, masonry nails or similar connectors. A wall sign that is attached to a wall of wood may be anchored with wood blocks and screws.
2. Signs advertising special services count against the allowable total number of signs and sign area (e.g. pharmacy sign on a discount store).
3. Wall signs are permitted on any side of a building.

B. Projecting Signs

1. Projecting signs may not project more than five-and-a-half feet beyond the face of the building.
2. Projecting signs must be a minimum of 10 feet above the level of any sidewalk from the bottom of the sign.
3. Any projecting sign within 25 feet of a street or alley intersection must be a minimum of 14 feet above the sidewalk from the bottom of the sign.

C. Under Canopy Signs

Under canopy signs of greater than four (4) square feet must be rigidly mounted, and there must be 10 feet clearance between the base of any under canopy sign and the sidewalk.

D. Freestanding Signs

1. A freestanding monument sign shall be supported with a base that is at least 80 percent of the width of the sign at its widest point.
2. A freestanding ground sign shall be supported by two or more posts or supports.
3. Permanent freestanding signs are not permitted within any utility or drainage easement.
4. Freestanding signs shall be set back a minimum of five feet from all property lines.

E. Billboard Signs

1. Billboard signs are permitted only along Interstate 49, U.S. Highway 71 or Missouri 58.
2. No billboard sign may be located within 1,000 feet of any existing billboard sign.
3. A letter of authorization by the property owner is required for application of any billboard sign.
4. Billboard signs shall be set back a minimum of five feet from all property lines.

F. Subdivision Entrance Signs

Subdivision entrance signs may be located at entrances to the subdivision and shall be within a sign easement, common area, or private property. The developer or property owners association is responsible for the maintenance and upkeep of the subdivision identification signs. Location of signs shall be subject to the provisions of this chapter as well as other applicable ordinances. Such signs shall be monument signs.

G. Incidental Signs

Incidental signs are permitted subject to the following limitations:

1. Incidental signs used for directing traffic shall be monument signs and are subject to the following limitations:
 - a. are only allowed for businesses with drive-thru facilities;
 - b. shall not exceed nine square feet in area or three feet in height; and
 - c. the maximum number and location of signs shall be determined by the Planning and Zoning Commission.
2. An incidental sign that is used for ordering products, such as a drive-thru menu board, shall not exceed 16 square feet in area or eight feet in height.
3. No commercial message shall be included on any incidental sign, except upon a drive-thru menu board.
4. All other incidental signs must be wall signs and shall not exceed nine square feet in area.

H. Electronic Message Center Signs

Electronic message center signs are permitted subject to the following limitations:

1. Not allowed as part of a temporary event sign.
2. Any portion of the message or image must have a minimum duration on screen of eight seconds. Exception to this requirement is made for a sign that displays time and temperature.
3. The change from one message to the next shall not take more than one second and shall not involve flashing or movement of text or images.
4. In case of malfunction, the sign display shall be defaulted to a blank screen.
5. Prior to the issuance of a sign permit, the applicant shall provide written certification from the sign manufacturer that the light intensity has been factory pre-set not to exceed 7,000 NITS during daylight hours and 2,500 NITS between dusk and dawn and that the intensity level is protected from end-user manipulation.
6. The sign shall not display light of such intensity or brilliance to cause glare or otherwise impair the vision of the driver, or result in a nuisance to the driver.

Section 435.070 Temporary Event Signs *(Amendment 9 – Ordinance 2011-22 4.11.11)*

A. General *(Amendment 2 – Ordinance 29073 7.27.09)*

1. Temporary event signs may be installed as a freestanding sign or a wall sign.
2. The only commercial messages allowed on temporary event signs on residential property are a message pertaining to the sale or lease of the premises; a message for a business that is completing construction, remodeling or home improvement work upon the property; or a message related to an occasional sale (such as a garage sale or yard sale), held in compliance with all applicable city ordinances.

B. Permits

1. A temporary event sign permit and applicable fee is required prior to the placement of any temporary event sign that contains a commercial message and is located on a non-residential zoned property.
2. A maximum of four temporary event sign permits will be issued per establishment per calendar year.
3. A temporary event sign permit is initiated upon the placement or installation of the sign and expires upon the termination of the event as defined in Section 435.070F.
4. A period of 10 days must elapse between the time a prior temporary event sign is removed and another temporary event sign permit is issued for the same establishment.
5. A temporary event sign permit is not required for a real estate sale or lease sign.

C. Size

The maximum size and height of any temporary event sign is specified in Section 435.050.

D. Location

Temporary event signs must be located entirely on private property. Temporary event signs that contain a commercial message shall be located on the parcel where the advertised goods, service or event is available.

E. Number

The maximum number of temporary event signs per parcel is specified in Section 435.050.

F. Duration

Temporary event signs may be placed upon initiation of the temporary event, and must be removed within five (5) days of the termination of the event. Initiation and termination of particular events shall be interpreted as follows:

1. Election. Initiation thirty (30) days prior to the election of candidates or decision of a ballot question and termination upon the election of a candidate to office; resolution of a ballot question; or defeat of a candidate in a primary or general election event, as applicable.
2. Real Estate Sale or Lease. Initiation upon the actual availability of the parcel for sale or lease, and termination upon execution and acceptance of a final contract for the real estate transaction.
3. Building Construction or Remodeling. Initiation upon issuance of a building permit or commencement of the construction or remodeling work and termination upon issuance of a certificate of occupancy or completion of the construction or remodeling work.
4. Sales or Promotional Event. Initiation upon installation of the temporary event sign and termination upon the ending of the sales or promotional event. For the purposes of this subsection, under no circumstance shall a sales or promotional event exceed thirty (30) days.

Section 435.080 Illumination of Signs (*Amendment 6 – Ordinance 2010-50 6.14.10*) (*Amendment 13 – Ordinance 2012-074 9.24.12*)

- A. Signs may be illuminated as permitted in Section 435.050 and other provisions of this chapter. The lighting for any sign that would be visible from any residentially zoned property shall be designed so that no direct glare from any light source is focused, beamed or directed at such property.
- B. Flashing lights, rapidly changing or intermittent-type illumination, rotating beams, or illumination resembling emergency lights are prohibited for the illumination of signs.
- C. The electric wiring for all illuminated signs must be located underground.
- D. An electrical permit shall be obtained for any illuminated sign.

Section 435.090 Removal of Abandoned and Illegal Signs (*Amendment 9 – Ordinance 2011-22 4.11.11*)

- A. Any temporary event sign for which a permit has expired shall be considered an illegal sign.
- B. Any sign that fails to meet the maintenance requirements of this chapter shall be deemed to be abandoned.
- C. Except as specifically provided elsewhere in this chapter, any sign placed within the City right-of-way shall be considered an illegal sign.
- D. Abandoned and illegal signs shall be subject to the enforcement provisions of Chapter 480.

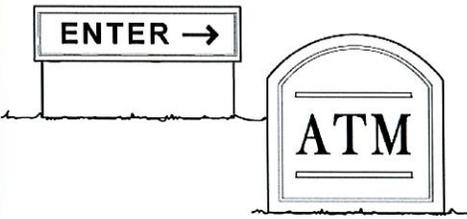
Section 435.100 Conditional Use Permits

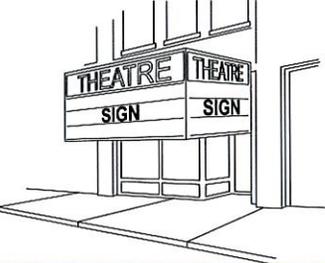
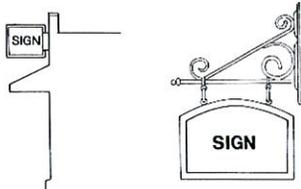
A request to install a sign that is allowed by this chapter but not in conformance with the standards of this chapter may be filed as a Conditional Use Permit in accordance with Section 470.030.

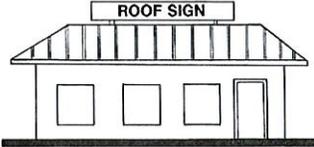
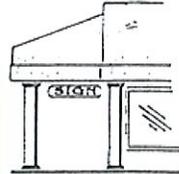
Section 435.110 Inflatable Sign Permit

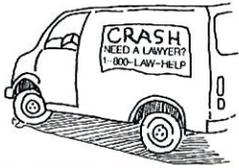
In order to install an inflatable sign, an application shall be filed for an Inflatable Sign Permit. Applications for an Inflatable Sign Permit shall be filed in accordance with Section 470.240.

Sign Definitions

Sign	Any device, structure or painting which displays or includes any letter, word, model, banner, flag, pennant, insignia, device, or representation used as, or which is in the nature of, an advertisement or announcement which directs attention to an object, product, place, activity, person, institution, organization, or business, but not including any display of official notice or official flag.
Sign Area	The area of a sign means the area encompassed by the perimeter of the sign. The area of the sign shall be computed from the area enclosed by the perimeter upon which the letters, logo, etc., are placed, except that when individual letters, logo, etc., are mounted individually and directly upon a building surface without change in the color or appearance of the surface background, the area of the sign shall be deemed to be the rectangle or other geometric form that encompasses the letters, logo, etc.
Sign, Billboard <i>(Amendment 9 – Ordinance 2011-22 4.11.11)</i>	A freestanding monument or ground sign that directs attention to a business, commodity, service, or entertainment conducted, sold or offered at a location other than the parcel on which the sign is located.
Sign, Changeable Copy	A sign or portion thereof designed to accommodate frequent message changes composed of characters, letters, or illustrations and that can be changed or rearranged, either manually or electronically, without altering the face or surface of such sign.
Sign, Commercial Message <i>(Amendment 9 – Ordinance 2011-22 4.11.11)</i>	A sign that directs attention to or advertises a business, office or any other commercial interest or activity, or that directs attention to a product, commodity or service offered for sale or lease.
Sign, Directly Illuminated	Any sign that is illuminated by an external or internal light source that is visible.
Sign, Electronic Message Center	Any sign that has copy change completed by electronic means. This definition includes television screens, plasma screens, digital screens, flat screens, LED screens, video boards, and/or the use of changing lights to form a message.
Sign, Freestanding <i>(Amendment 9 – Ordinance 2011-22 4.11.11)</i>	Any sign supported wholly or in part by some structure other than the building or buildings housing the use to which the sign pertains or any other building upon the property.
Sign, Ground <i>(Amendment 9 – Ordinance 2011-22 4.11.11)</i>	A freestanding sign with 2 or more posts in which the bottom of the sign face is less than six (6) feet above the ground, but not directly in contact with the ground.
Sign, Home Occupation	A sign that advertises or identifies a properly permitted home occupation.
Sign, Identification	A sign giving the name or other attributes of a business or entity, for purposes of identification.
Sign, Incidental	<p>A sign providing information or direction regarding the use upon which the sign is located. Incidental signs include help wanted signs, open/closed signs, signs indicating hours of operation, signs directing traffic flow through the site, menu boards, signs identifying drive-thru lanes, and similar signs.</p> 
Sign, Indirectly Illuminated	Any sign that is completely or partially illuminated at any time by an external light source that is so shielded as to not be visible at eye level.
Sign, Inflatable	A sign that is intended to be expanded by air or other gas for its proper display or support.

<p>Sign, Marquee</p>	<p>Any sign attached flat against the marquee or permanent sidewalk canopy of a building and not extending above the roof line.</p> 
<p>Sign, Monument <i>(Amendment 9 – Ordinance 2011-22 4.11.11)</i></p>	<p>A freestanding sign that rises from the ground and has no clearance under it, with an opaque base having a width at least 80 percent of the width of the sign at the widest point.</p> 
<p>Sign, Noncommercial Message <i>(Amendment 2 – Ordinance 29073 7.27.2009)</i></p>	<p>A sign that does not direct attention to or advertise a business, office or any other commercial interest or activity, or does not direct attention to a product, commodity or service offered for sale or lease.</p>
<p>Sign, Permanent</p>	<p>A sign that is permanently affixed to a building surface, parapet or overhang or is a monument type sign designed to remain in the original location. (Defined as Marquee; Monument; Projecting; Roof; Subdivision Entrance Marker; Under Canopy; or Wall Signs.)</p>
<p>Sign, Pole <i>(Amendment 9 – Ordinance 2011-22 4.11.11)</i></p>	<p>A freestanding sign with a single pole or post.</p>
<p>Sign, Portable</p>	<p>A sign that is not permanently affixed to one location and has the capability of being moved from one site to the next.</p> 
<p>Sign, Projecting</p>	<p>Any sign extending more than one foot from the face of the building to which it is attached.</p> 

<p>Sign, Real Estate</p>	<p>A sign advertising a piece of real property for sale or lease located on the real property that is for sale.</p> 
<p>Sign, Roof (<i>Amendment 9 – Ordinance 2011-22 4.11.11</i>)</p>	<p>A sign that extends above a roof or parapet wall of a building.</p> 
<p>Sign, Semi-Illuminated</p>	<p>Any sign that is uniformly illuminated internally over its entire area, including the area of the sign, by use of electricity or other artificial light.</p>
<p>Sign, Snipe</p>	<p>Any sign of a material such as cardboard, paper, pressed wood, plastic or metal that is attached to a fence, tree, light pole, utility pole or temporary structure or those staked into the ground, or any sign that is not securely fastened to a building or firmly anchored to the ground.</p>
<p>Sign, Subdivision Amenity</p>	<p>A sign directing traffic to amenities such as a clubhouse or swimming pool within the subdivision.</p>
<p>Sign, Subdivision Entrance Marker</p>	<p>A detached sign identifying the subdivision, located at one or more of the subdivision entrances.</p> 
<p>Sign, Temporary Event (<i>Amendment 9 – Ordinance 2011-22 4.11.11</i>)</p>	<p>A sign not intended, designed or installed for permanent display.</p>
<p>Sign, Under Canopy</p>	<p>A display attached to the underside of a marquee or canopy and protruding over public or private sidewalks or right-of-way.</p> 

<p>Sign, Vehicle</p>	<p>A sign attached to, placed upon, mounted, painted, pasted or drawn on any vehicle or trailer that is parked on a property for the principal purpose of displaying the sign message and is not regularly and customarily used in the operation of the business.</p> 
<p>Sign, Wall</p>	<p>A sign attached to or erected against an exterior wall of a building or structure that projects not more than 12 inches from a wall and presents only one face with advertising copy to the public and does not extend above the roofline.</p> 