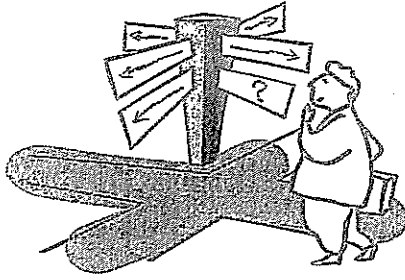


# City of Rolla, MO Sign Permit Information



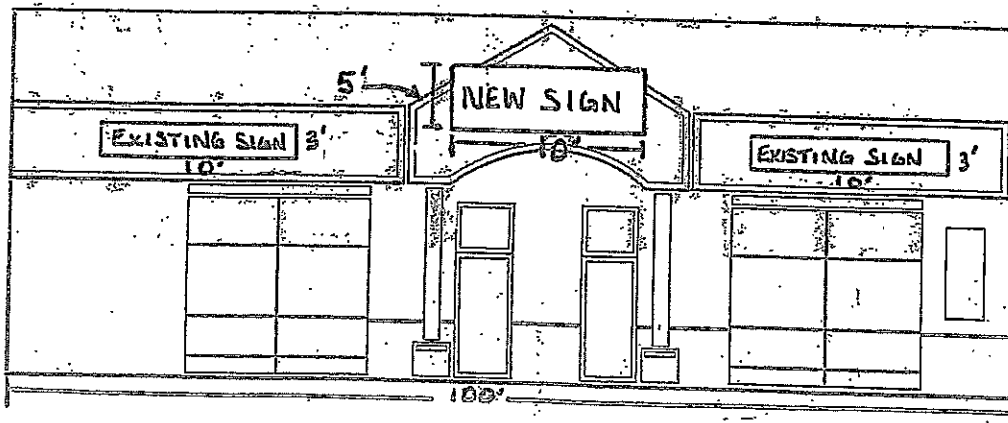
## Sign Permit Requirements



A permit is required for the placement of all attached and detached signs on the property. The maximum allowable area of all signs on a building or the area of a detached sign is based upon the zoning and the lineal feet of the building fronting along a street. If a building fronts along a street on multiple sides, then the combined frontage may be used to calculate the allowable area of signage for the building.

### Application Requirements

1. Completed building permit application.
2. Site plan showing detached sign locations
3. Plan showing sign construction. **Note:** All detached signs over ten feet high require the pole and foundation to be designed by a State of Missouri Registered Engineer. Design plans must be signed and sealed.
4. Drawing depicting building front with the new sign or signs indicated as well as all other existing signs with their dimensions.
5. If sign is to be illuminated, please indicate type of illumination to be used.
6. If a sign is to replace an existing one on a pole or to be placed on an existing sign pole, the new sign must be of equal size or smaller or an engineer will be required to evaluate the existing pole and foundation to determine if they are adequate to support the new loads imposed.

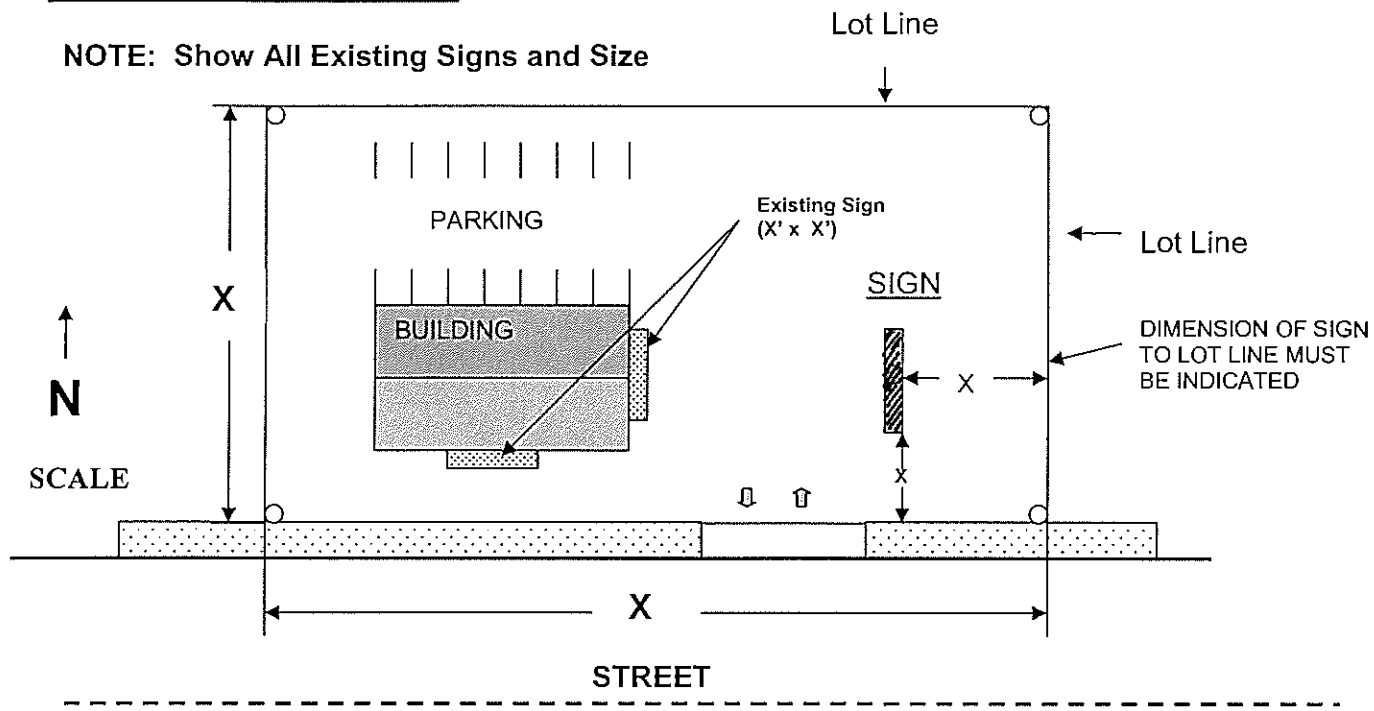


Once application has been submitted, the proposed location, size, and design will be reviewed and if approved, a permit will be issued.

If you have any questions, feel free to contact the City of Rolla Community Development Department at (573) 364-5333.

**EXAMPLE A: SITE PLAN**

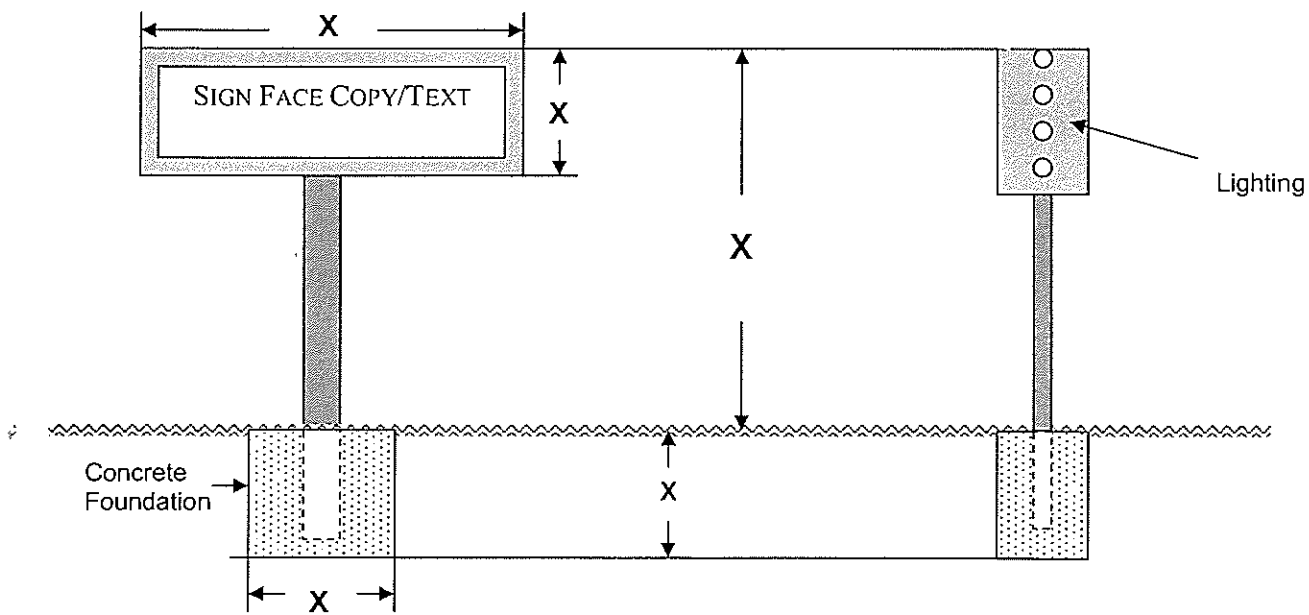
**NOTE: Show All Existing Signs and Size**



**EXAMPLE B: FREESTANDING SIGN**

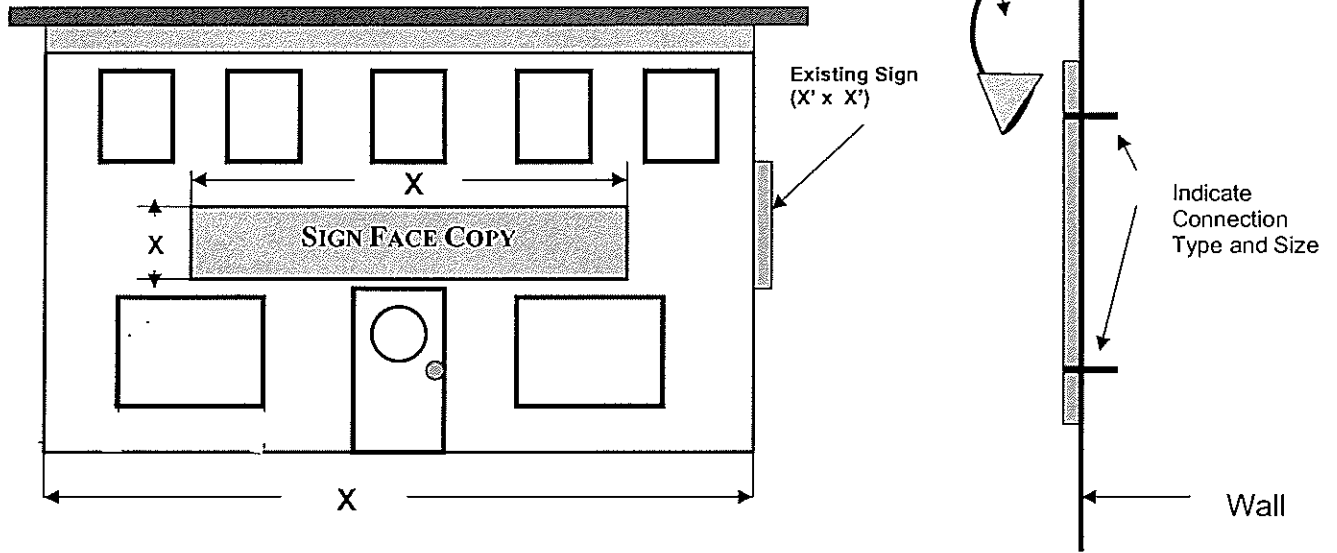
Front View

Side Profile



EXAMPLE C: WALL SIGN

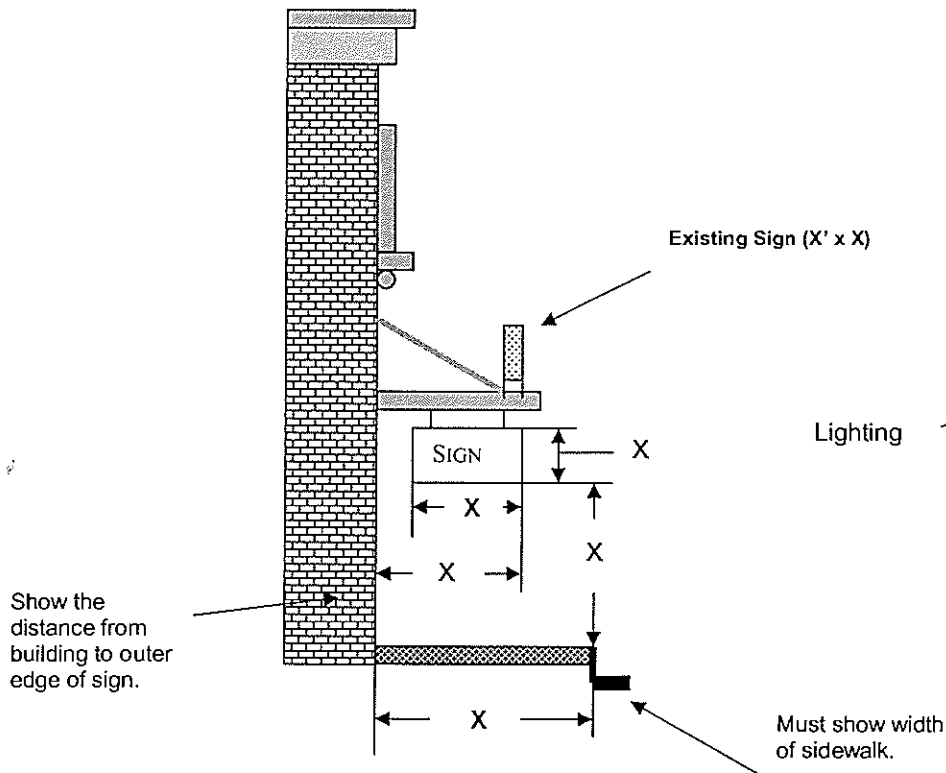
NOTE: Show All Existing Signs and Size



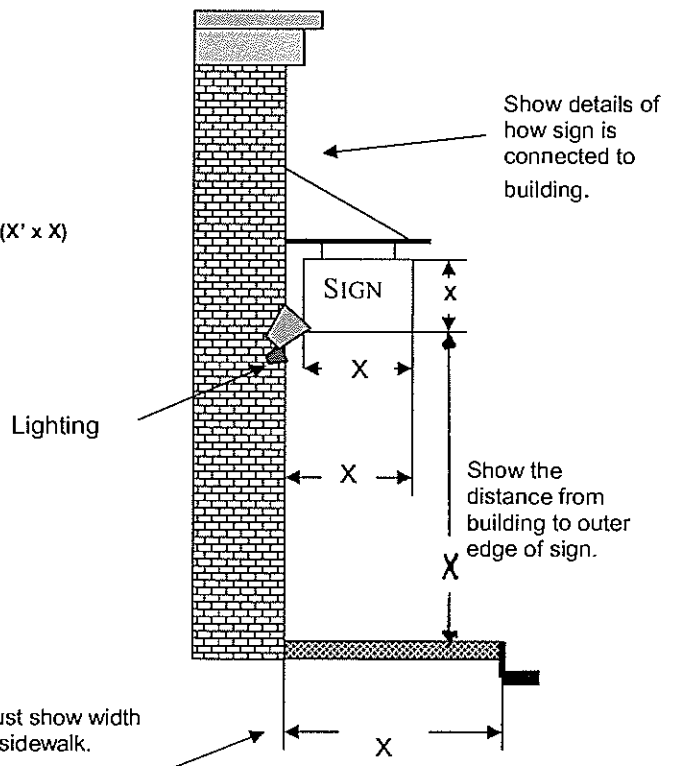
EXAMPLE D: PROJECTING AND SUSPENDED SIGNS

NOTE: Show All Existing Signs and Size

Suspended Signs



Projecting Signs



PLANNING AND ZONING  
ZONING CODE

ARTICLE III  
ZONING

DIVISION 18. SIGNS.

**Sec. 42-244. Purpose of Sign Regulations.**

The purposes of these sign regulations are: (1) to encourage the effective use of signs as a means of communication in Rolla; (2) to maintain and enhance the aesthetic environment and the City's ability to attract sources of economic development and growth; (3) to promote pedestrian and traffic safety; (4) to minimize the possible adverse effect of signs on the enjoyment and economic value of nearby public or private property; (5) and to enable the fair and consistent enforcement of these restrictions. (Ord. 3414)

**Sec. 42-244.1. Definitions.**

(a) *Animation*: Any action or motion other than flashing lights and automatic changeable copy in an attempt to develop a pictorial scene through the movement of lights or parts of a sign.

(b) *Attached Sign*: Any sign substantially and permanently attached to, applied on, structurally connected to, painted on, or supported by, any part of a building.

(c) *Copy*: The letters, figures, characters, representations, pictures or wording on a sign, including any identification, description, symbol, trademark, object, design, logo, illustration, or device illuminated or non-illuminated which directs attention to a product, service, place, activity, person, institution, business, or solicitation, including any permanently installed or situated merchandise; or any emblem or painting designed to advertise, communicate, identify, or convey information.

(d) *Billboard*: An off-premise sign.

(e) *Detached Sign*: Any freestanding sign, and including any inoperable vehicle or any trailer located for the primary purpose of advertising.

(f) *Directional Sign*: An on-premise informational sign.

(g) *Effective Area*: The effective area of sign shall be computed from the area enclosed by the perimeter upon which sign copy are placed, except that when individual letters, numbers, logo, etc. are mounted individually and directly upon a building surface without a change in color or appearance of the surface background, the effective area of the sign shall be deemed to be the rectangle or other geometric form that encompasses the letters, numbers, logo, etc. One (1) face of a double-sided sign shall be used to determine effective area.

(h) *Freestanding signs*: A sign supported permanently upon the ground by poles or columns installed in the ground or mechanically fastened or welded to a foundation installed in the ground and are independent from any building or other structure. All freestanding signs, supports, and foundations shall be designed to withstand all required loads imposed at any point upon the sign.

(i) *Internally Illuminated Signs*: Signs where the source of the illumination is inside the sign and light emanates through the message of the sign, rather than reflected off the surface of the sign from an external source.

(j) *Off-Premise Sign*: Any sign intended or used to advertise or inform the public of uses, goods, services offered off the premises where the sign is located.

(k) *On-Premise Sign*: Any sign designating the name of the owner or occupant of the premises upon which the sign is placed, or identifying such premises; or advertising goods manufactured or produced or services rendered on or listing the sale or lease of, the premises upon which the entire sign is located.

(l) *Permanent Sign*: Any sign that is not a portable or a temporary sign. Permanent signs may be freestanding (detached) or attached to a building or other structure.

(m) *Portable Sign*: Any sign not permanently attached to the ground or to a permanent structure or building; or a sign designed to be transported or moved by lifting, hoisting, or hauling. This definition includes portable signs that are designed to be transported by means of wheels; signs converted to "A" or "T" frames, menu or sandwich board signs; balloons and other inflatable objects used as signs; umbrellas used for advertising; and signs attached to or painted on vehicles parked and visible from the public right-of-way, unless said signs are exempt vehicular signs, as defined herein.

(n) *Street Frontage*: The distance for which a lot line adjoins a public street right-of-way, from one lot line intersecting the right-of-way to the furthest distant lot line intersecting the same right-of-way.

(o) *Temporary Sign*: A sign that meets the definition of a portable sign, as defined herein. (Ord. 3414; Ord. 3542, §1; Ord. 3566, §4; Ord. 3611, §8)

#### Sec. 42-244.2. Exempt Signs.

The following signs shall not require the issuance of a sign permit, but must conform to other City codes. These signs are allowed in addition to all other signs allowed under this Article.

(a) **Address Numbers and Name Plates**: Address numbers for each residential and business building shall not exceed one (1) square foot in effective area per character, and one (1) name plate not exceeding two (2) square feet in effective area per dwelling unit or business.

(b) **Banner Sign**: A sign of lightweight, flexible fabric or similar material that is attached to a structure or building at one or more edges. National, state, and municipal flags, or the official flag of any other public or private entity, shall not be considered as banners. Banner signs may not be posted for more than thirty (30) days per four (4) month period per premise. (Ord. 3566, §5; Ord. 3611, §9)

(c) **Directional Signs**: Detached on-premise directional signs that do not exceed five (5) square feet in effective area. No part of the sign shall exceed four (4) feet in height above finished grade, excluding berms or other landscaping features.

(d) **Flags**: Any lightweight fabric, bunting, or similar highly flexible material containing the distinctive colors, patterns, or designs used as a symbol of any government, political subdivision, or other public or private entity. (Ord. 3611, §9)

(e) **Temporary Displays**: Non-commercial signs, flags, banners, or other materials displayed in conjunction with traditionally accepted patriotic, religious, or seasonal celebrations, holidays, community events, or charitable drives. (Ord. 3611, §9)

PLANNING AND ZONING  
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(f) **Government Signs:** Any sign erected or maintained by or for any agency of government pursuant to and in discharge of any government function or required or authorized by law, ordinance, or governmental regulations.

(g) **Political Signs:** Temporary political signs announcing the candidates seeking public office and other pertinent information. Political signs shall be removed within fourteen (14) days following a general election.

(h) **Internal Signs:** Any on-premise sign located entirely within a building. (Ord. 3611, §9)

(i) **Neighborhood Identification Sign:** A detached sign, masonry wall, landscaping or similar material or features which, when combined, form a display for neighborhood or tract identification consisting of the neighborhood, subdivision, tract, or historic district name.

(j) **Real Estate Sale, Lessee and Construction Signs:** A detached or attached nonilluminated temporary on-premise sign pertaining to the construction, sale, or lease of that premise, not to exceed thirty-four (34) square feet in effective area in the Rural Residential District or commercial or industrial zones and not to exceed six (6) square feet in effective area in other residential zones. Real estate, lessee and construction signs shall be removed within fourteen (14) days after closing of the sale or lease or within thirty (30) days after the completion of construction.

(k) **Vehicular Signs:** Any permanently attached vehicular sign advertising a business which regularly uses the vehicle for transportation off-premise and is licensed by the State of Missouri for current operation. :

(l) **Inflatable Display Objects:** (*Repealed by Ord. 3542, §2*).

(m) **Miscellaneous Exempt Signs:**

- (1) Signs located on machinery or equipment which are necessary and customary to a business, such as gasoline pumps or vending machines.
- (2) Temporary residential garage, estate, or public auction sale signs.
- (3) Signs used as part of a public bench provided it does not interfere with driver vision or pedestrian movement.
- (4) Signs on facilities located in public places that provide information that is incidental to a sponsored activity, such as a scoreboard or time clock.
- (5) Building memorial signs or tablets reflecting building names, construction dates, and other relevant information when cut into any masonry surface, cast in metal, or constructed of other non-combustible material.
- (6) On-premise attached bulletin boards no more than thirty-four (34) square feet in area for public, not-for-profit, or religious institutions. Such signs may only be internally illuminated.
- (7) Temporary attached or detached signs not exceeding six (6) square feet in effective area advertising drives or events of a charitable, educational, or religious nature, provided that such sign shall be posted only during the drive or event for no more than thirty (30) days per year.
- (8) Historic landmark signs attached to any locally or nationally designated historic site, landmark or used to identify an historic district.
- (9) Lettering painted on a window or door of a business; and window signs located inside a building, excluding flashing or animated illuminated signs.
- (10) Private parking signs not to exceed three (3) square feet in effective area.

(Ord. 3414; Ord. 3542, §2; Ord. 3566, §5; Ord. 3611, §9)

(Revised 4/04)

**Sec. 42-244.3. Exempt Operations.**

The following operations shall not require the issuance of a sign permit:

- (a) Changing the copy on an existing permitted sign which is specifically designed for the use of manually or automatically changeable copy, including billboard panels and posters; but not including changes in the structure, size, placement, or location of the sign, and
- (b) Maintenance, including repainting, cleaning, or other normal repair of an existing sign not involving structural changes in size, location, or placement. (Ord. 3414)

**Sec. 42-244.4. General Sign Provisions.**

(a) Except where a building is located within the "CC" Center City District, no private sign shall be allowed to be located within or projecting over any public property. In the Center City District signs, whether attached or detached, shall not project beyond a vertical plane two (2) feet from the curb line and the bottom of said sign shall not be less than ten (10) feet above the highest level of the ground under the sign's lowest point

(b) The following signs are prohibited, which:

- (1) Employ flashing or animated features;
- (2) Employ any searchlights or strobe lights;
- (3) May be confused with or construed as a traffic control sign, signal, or device, or the light of an emergency vehicle or road equipment by reason of their size, location, movement, content, coloring, or manner of illumination; and
- (4) Shield from view any traffic control device, sign, signal or other government sign.

(c) Illuminated signs shall be designed, located, and constructed to reduce glare and shall not be placed to permit focused light to be directed or beamed upon a public right-of-way, so as to cause a traffic hazard, or adjacent premises not under the same ownership and control, so as to create a nuisance.

(d) All signs, together with their supports, braces, connections, or anchors shall be kept in good repair. Unsafe signs, damaged, or deteriorated signs, or signs in danger of breaking apart or falling shall be removed or repaired by their owner upon written notice by the City.

(e) Signs may be erected near the intersection of two (2) streets or a driveway/street intersection provided the location of such sign does not create a sight distance problem by obstructing the vision of motorists or pedestrians. The City Engineer shall make this determination.

(f) If required, an application to erect an on-premise sign shall be accompanied by a Sign Plan. Sign Plans shall be consistent with the requirements specified in Section 42-244.8(d). Plans Required. (Ord. 3414; Ord. 3493, §9)



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**Sec 42-244.5. Provisions for Residential Zoning Districts.**

(a) **General Provisions:** Only on-premise signs are permitted. Signs may be internally illuminated.

(b) **Detached Signs:** One (1) detached sign shall be allowed for each premise containing either a multi-family use (three (3) or more units) or a permitted non-residential use. No detached sign shall exceed sixty (60) square feet in effective area or fifteen (15) feet in height above grade, as measured from the highest part of the sign, excluding supports.

(c) **Attached Signs:** One (1) attached sign shall be allowed for each premise containing a multi-family use or a permitted nonresidential use. The total effective area shall not exceed two (2) square feet of effective area per lineal foot of wall length upon which the sign shall be mounted. Attached signs shall not extend above the roof line or beyond the wall edge of the building. (Ord. 3414)

**Sec. 42-244.6. Provisions for Signs in Non-Residential Zoning Districts.**

(a) **General Provisions:** No sign shall be permitted within twenty-five (25) feet of a residential zoning district boundary line.

(b) **Signs permitted in "C-O" and "C-1" Districts:**

- (1) Only on-premise detached and attached signs shall be permitted. Illuminated signs must be internally lit.
- (2) Permanently attached flush mounted wall signs may be used. The effective sign area available for a single premise shall be limited to two (2) square feet of effective sign area for each lineal foot of building frontage facing a street. In no case shall an attached wall mounted sign project above the roof line or beyond a wall edge. Flush mounted wall signs shall not extend further than eighteen (18) inches.
- (3) Projecting signs shall have a minimum clearance of ten (10) feet above grade as measured from the lowest part of the sign and shall not exceed twenty (20) square feet in effective area
- (4) A premise shall be permitted one (1) detached sign. The sign shall be limited to a maximum effective area of one hundred (100) square feet and shall be limited to a maximum height of twenty (20) feet as measured from the highest part of the sign, excluding supports.

(c) **On-premise signs permitted in any "C-2, C-3, CC, M-1, or M-2" District:**

- (1) All on-premise signs permitted in the preceding Section, except that a limit of four (4) square feet of effective area shall be permitted for each lineal foot of building frontage facing a street.
- (2) On-premise signs may be externally or internally illuminated.
- (3) Detached on-premise signs may have one (1) surface containing copy in each direction. The maximum effective area shall be four hundred (400) square feet.

- (4) A premise shall be permitted to use up to two (2) detached signs, provided that the signs shall be separated by a minimum spacing of at least five-hundred (500) feet on the same side of the street between all other off-premise or on premise detached signs and are prohibited within one hundred twenty-five feet (125) of any residential zone. Premises may use detached, internally illuminated, menu board signs that do not front on a public right-of-way in addition to other exempt or permitted detached signs.
- (5) All detached signs shall be limited to a maximum height of forty (40) feet as measured from the highest part of the sign, excluding supports.

(Ord. 3414)

**Sec. 42-244.7. Temporary Portable Signs.**

(a) All temporary portable non-exempt signs are prohibited. The owner(s) of the premise where any temporary portable sign is located or displayed made non-conforming as a result of the adoption of this ordinance shall have sixty (60) days following the said adoption to comply with the provisions of the Planning and Zoning Code, as per the provisions of Section 42-244.9 (g). Non-Conforming Signs. (Ord. 3611, §10)

(b) No temporary portable sign may be located in any parking stall, driveway, or in any required landscaping area. Temporary portable signs may not be attached to any light pole, tree, telephone pole, column, or other structure, excluding signs placed in windows.

(c) In the event a permanent sign is substantially damaged through fire, flood, act of God, insurrection or similar emergency beyond the control of the business owner or occupant, a temporary portable sign shall be allowed for a period of time not to exceed ninety (90) days. (Ord. 3414; Ord. 3542, §3; Ord. 3611, §10)

**Sec. 42-244.8. Outdoor Advertising Structures (Off-premise Billboards).**

Outdoor advertising structures, off-premise billboards, shall comply with all the requirements of this Section and shall only be permitted upon property having frontage on either Interstate 44, Highway 63, or Business Loop 44 and zoned C-3, M- 1, or M-2. Within areas zoned Planned Unit Development District, or property in any District upon which a conditional use permit has been issued in the above mentioned corridors, such advertising structures shall only be permitted when specifically authorized upon the final development plan or permit approval. (Ord. 3414)

**(a) Area, Height, Location - I-44:**

- (1) The maximum height of a billboard along Interstate 44 shall not exceed forty five (45) feet from the highest point on the sign above the natural grade at the base of the sign or the adjacent street grade, whichever is higher. No part of structure shall extend below fifteen (15) feet.

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- (2) The maximum surface area along Interstate 44 shall be six hundred seventy two (672) square feet with a maximum sign height of 20 feet and a maximum sign width of forty eight (48) feet. The sign shall be limited to two signs in each direction with one message per sign. In no case will the total sign surface in any one direction exceed six hundred seventy two (672) square feet.
- (3) Sign spacing along I-44 shall be five hundred (500) lineal feet per side.

### (b) Area, Height, Location - Hwy. 63 and Business Loop-44:

- (1) The maximum height of a billboard along Highway 63 and Business Loop 44 shall be thirty (30) feet above the natural grade at the base of the sign or the adjacent street grade whichever is higher.
- (2) The maximum surface area of a billboard along Highway 63 and Business Loop 44 shall be one-hundred ninety-two ( 192) square feet surface on each side with a maximum sign height of twelve (12) feet and a maximum sign width of twenty four (24) feet. No part of structure shall extend below fifteen (15) feet.
- (3) Sign spacing along Highway 63 and Business Loop-44 shall be one thousand (1000) lineal feet per side.
- (4) Billboards along Business Loop 44 and Highway 63 shall not exceed two sign surfaces, one surface in each direction, with one hundred ninety two ( 192) square feet surface on each side and not more than two (2) advertising faces on each side.
- (5) No sign shall be located within one thousand ( 1000) feet of a residential zoning district.
- (6) The minimum front yard setback for such signs shall be fifteen (15) feet from any public right-of-way, and/or private roadway easement. The maximum setback for such sign shall be fifty (50) feet from the public right of way.

### (c) Restrictions for all highways:

- (1) External lighting of billboards, such as floodlights, thin line and gooseneck reflectors are permitted, provided the light source is directed upon the face of the sign and is effectively shielded so as to prevent beams or rays of light from being directed toward any residential structure or into any portion of the main traveled way. The lights should not be of such intensity so as to interfere with the residential use of property or to cause glare, impair the vision of the driver of a motor vehicle, or otherwise interfere with a driver's operation of a motor vehicle.
- (2) No such sign shall be located in such a manner as to obstruct or otherwise interfere with the effectiveness of an official traffic sign, signal, or device or obstruct or physically interfere with a motor vehicle operator's view of approaching, merging, or intersecting traffic.
- (3) No part of any billboard shall be located on any public street or private utility easement, drainage easement, or railroad right-of-way.

(Revised 4/01)

- (4) All lineal distances required by this section shall be measured from the nearest outside edge of the subject sign, whether a support, structural member, or the sign surface itself, to the nearest outside edge of the corresponding sign, building, right-of-way, or easement involved.
- (d) **Plans Required:** An application to erect such a sign shall include the following:
- (1) A set of plans, to scale, approved and sealed by a licensed engineer, providing all necessary construction and electrical details of the sign and sign structure, including height.
  - (2) A Sign Plan, to scale containing:
    - (i) The proposed location of the sign on the property.
    - (ii) The distance from the proposed sign location to any buildings upon the property, and adjoining street right-of-way lines, and driveway entrances.
    - (iii) In conditional use areas, the distance from the proposed sign location to the next nearest billboard sign within one hundred (100) feet on either side of the street in either direction.
    - (iv) The distance from the proposed sign location to the nearest street intersection in either direction.
    - (v) Other information deemed necessary by city officials.
  - (3) A representation of the proposed sign, to scale, including the width and length of the sign faces, and height from surrounding grade.
  - (4) Construction Specifications: Any sign erected under this Article shall be a single pedestal type, constructed of non-flammable material, excluding wood. Construction of the sign and material specifications shall meet the structural requirements of the City's Building Code.
- (Ord. 3414)

**Sec 42-244.9. Non-Conforming Signs.**

- (a) All signs, which have been lawfully erected, shall be deemed to be legal and lawful signs and may be maintained in good condition subject to the provisions of this Article.
- (b) Non-conforming signs, which become deteriorated or dilapidated, other than by vandalism, to the extent that over sixty (60) percent of the market value they would have if they had been maintained in good repair is lost, must be removed within sixty (60) days or brought into compliance with the provisions of this Article. Nonconforming signs that are damaged, to the extent that sixty (60) percent or less of their physical value is lost, must be repaired within sixty (60) days from the date of notification by the City, or removed. Non-conforming signs, which are damaged by vandalism to the extent that over sixty (60) percent of their physical value is lost, must be restored within ninety (90) days, removed, or brought into compliance. Nonconforming signs abandoned or discontinued for a period of one (1) year shall be removed at the owner's expense.

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A sign shall be considered abandoned or discontinued if the services or products advertised are no longer available at the destination, or by the directions indicated on the sign, or if the sign no longer has an advertising message other than the name of the sign owner on any part of the sign.

(c) Non-conforming signs may be structurally repaired, but such signs shall not be moved, repaired, enlarged, or increased in height. Non-conforming signs that are enlarged or increased in height in violation of this Article shall be removed immediately.

(d) A non-conforming sign shall not be relocated or replaced, except when such relocation or replacement shall bring the sign into compliance with this Article. Non-conforming signs that are relocated in violation of this Article shall be removed immediately.

(e) Detached signs, billboards, and on-premise attached signs lawfully in existence on June 1, 1999, including such signs existing pursuant to variances granted by the Board of Adjustment, which do not conform to the provisions of this Article, shall be removed, altered or replaced so as to conform to the provisions of this Article no later than June 1, 2013.

(f) The sign face of a non-conforming sign may be altered if the sign face is not thereby enlarged.

(g) Signs which are non-conforming because of their illumination shall be brought into compliance with this Article within sixty (60) days after the effective date of this Article. Non-conforming temporary signs shall also be brought into compliance within sixty (60) days.

(h) In cases of doubt or on a specific question raised whether a non-conforming sign exists, it shall be a question of fact decided by the Codes Administrator, and subject to appeal to the Board of Adjustment. (Ord. 3414)

### Sec. 42-244.10. Electronic Message Center Signs.

An EMCS is defined as any sign or portion of a sign that uses changing lights to form a sign message or messages in text form or by video image display wherein the sequence of messages and the rate of change is electronically programmed and can be modified by electronic processes. This definition includes standard television screens, plasma display panel (PDP) screens, digital (HDTV) screens, flat panel display screen, light-emitting diode (LED) screens, video boards, and holographic 2 or 3D animation presentation displays.

- (a) Portable or temporary EMCS are prohibited. The use EMCS shall be further restricted by the additional standards in this section and the lighting standards in Section 42-244.4, General Sign Provisions.
- (b) An EMCS may be used with other sign types and the area of the EMCS shall be included in the calculation to determine total permitted sign advertising area for a specific business application.
- (c) Advertising messages, information, images and background shall remain in a fixed, static position for a minimum of eight (8) seconds. The change sequence must be accomplished within an interval of two (2) seconds or less.

- (d) The EMCS shall have an automatic dimmer (factory set to the illumination intensities as follows) and a photo cell sensor to adjust the illumination intensity or brilliance of the sign so that it shall not cause glare or impair the vision of motorists, and shall not interfere with any driver's operation of a motor vehicle. The sign shall not exceed a maximum illumination of seven thousand five hundred (7,500) nits (candelas per square meter) during daylight hours and a maximum illumination of five hundred (500) nits between dusk to dawn as measured from the sign's face at maximum brightness. Any external illumination devices shall be effectively shielded so as to prevent beams or rays of light from being directed at any portion of a street or highway or any residential use.
- (e) No moving, rotating, fluttering, blinking, or flashing elements are permitted. No animation, video, audio, pyrotechnic, or blue casting components are permitted. "Blue casting" refers to any digital media transmitter device provisioned over Bluetooth used to send an unsolicited electronic message directly to any cell phone within range if switched on. The EMCS shall not display any message that moves, appears to move, scrolls, or changes in light intensity during the fixed display period.
- (f) The EMCS shall contain a default sign design that will freeze the sign in one (1) position if a malfunction occurs to avoid flashing.

**Secs. 42-245 to 42-246. Reserved.**