

**PERMITTED PERMANENT SIGNS FOR PROPERTIES IN THE HIGHWAY COMMERCIAL DISTRICT
(C-3) AND THE CENTER CITY DISTRICT (C-C)**

General: In addition to the permanent signage permitted, properties are permitted a certain amount of temporary signage (see temporary signage guide). Each building, not individual tenants, are permitted a maximum amount of area for wall signs. The owner(s) of the premises may divide and distribute the allowable sign area in any way she/he/they chooses.

Sign Types: Seven types of signs are permitted (See examples on next page).

1. Projecting Sign: A building-mounted, double-sided sign with the two faces generally perpendicular to the building wall.
2. Ground Sign (AKA monument sign): A sign permanently affixed to the ground at its base, supported entirely by a base structure, and not mounted on a pole or attached to any part of a building.
3. Pole Sign: A freestanding sign that is permanently supported in a fixed location by a structure of one or more poles, posts, uprights, or braces from the ground and not supported by a building or a base structure. This definition includes pylon signs.
4. Wall Sign: A building-mounted sign, which is either attached to or displayed on an exterior wall in a manner parallel with the wall.
5. Mechanical Signs: A sign having parts that physically move rather than merely appear to move as might be found in a digital display.
6. Revolving Sign: A sign which revolves in a circular motion; rather than remaining stationary on its supporting structure.
7. Roof Signs: A sign mounted on the main roof portion of a building or on the uppermost edge of a parapet wall of a building and which is wholly or partially supported by such building.

**Quantity:
(Max.)** Wall Signs: Unlimited. Projecting Signs: One per tenant space. Pole or Ground Signs: If more than 500 feet apart, an interior lot is permitted up to two (only one is permitted if not 500 feet apart); corner lots are permitted two on each street regardless of distance between the signs.

**Sign Area:
(Max.)** Wall Signs (Roof Signs are included in total wall sign area): Each building frontage is permitted a cumulative total of sign area equal to the product of the lineal feet of building frontage and two sq. ft.; Projecting signs: 20 sq. ft. Pole/ground sign: 400 sq. ft. each.

**Sign Height:
(Max.)** Ground and pole signs shall be limited to a maximum height of 40 feet. Projecting signs shall have a minimum clearance of seven feet.

NOTE: This is only a guide. See Rolla P&Z Code for complete info. Created 01/19

EXAMPLES OF TYPES OF SIGNS

WALL SIGN



GROUND SIGN



PROJECTING SIGN



POLE SIGN

