

## 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 Development Services 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**

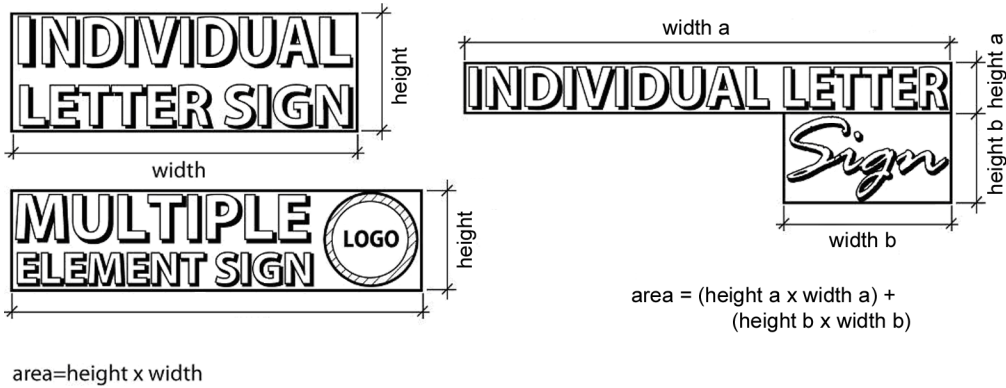
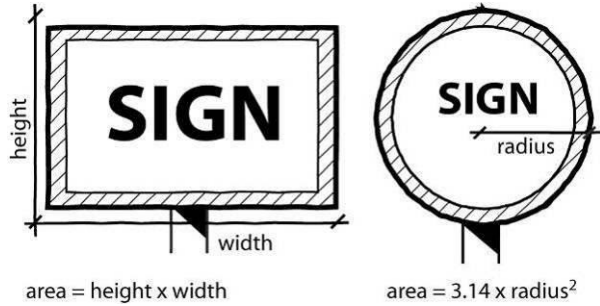
The following signs are prohibited:

- 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**

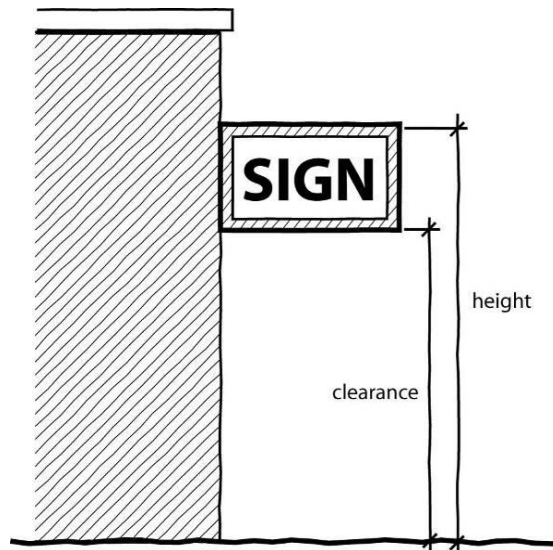
### **A. Measurement of Area of Individual Signs**

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.

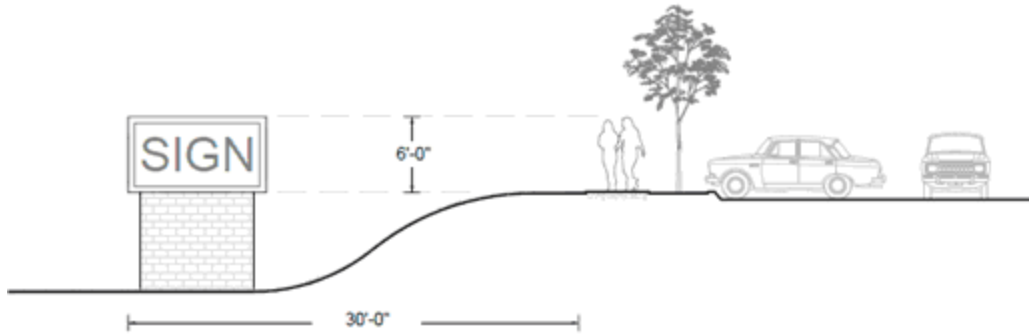


**B. Sign Height Measurement** (*Amendment 21 – Ordinance 2015-005 1.26.15*)

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.

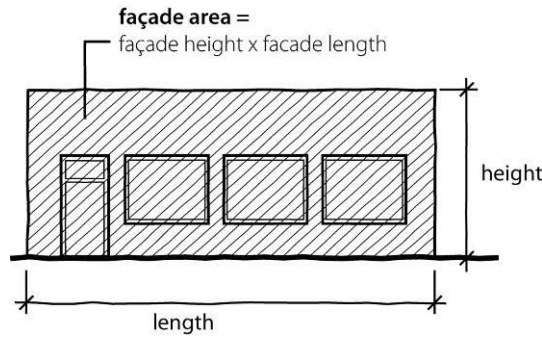


For freestanding signs, the height of a sign will be computed as the distance from the highest point of the sign structure to the lowest point on the ground directly below the sign. For lots with an elevation below the adjacent street, the height of the sign will be computed as the distance from the 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.

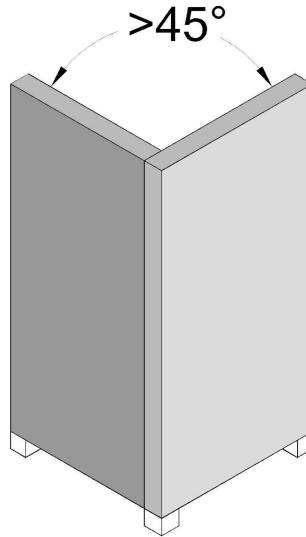


**D. Determination of Visibility or Legibility**

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;

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- 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) (Amendment 34 - Ordinance 21-073 12.13.2021)*

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 per street frontage	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 435.070A2. 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 per street frontage	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 435.070A2. See Sections 435.060 A,B,C, &D; 435.070
	Wall		3 per establishment	10% of facade 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				

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Zoning District	Sign Type		Max Number Permitted	Maximum Size (sq ft)	Maximum Height	Illumination Permitted	Additional Requirements
R-1A, R-1, R-1.5, and R-2	Monument		1 per street frontage	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 435.070A2. 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				
PO & C-1	Monument		1 per street frontage	32	6	direct or indirect	See Section 435.060D
	Wall		3 per establishment plus one 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				

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Zoning District	Sign Type	Max Number Permitted	Maximum Size (sq ft)	Maximum Height	Illumination Permitted	Additional Requirements	
C-2, C-3, BP, M-1 and M-2	Monument Sign	Individual building with 1 tenant	1 per street frontage	32	6	direct or indirect	See also Section 435.060D
		Individual building 2-4 tenants	1 per street frontage	48	6	direct or indirect	See also Section 435.060D
		Shopping center under 100,000 square feet	1 per street frontage	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 per street frontage	32	6	direct or indirect	See also Section 435.060D & E
		Billboard on lot 2-5 ac	1 per street frontage	48	6	direct or indirect	See also Section 435.060D & E
		Billboard on lot greater than 5 ac	1 per street frontage	80	15	direct or indirect	See also Section 435.060D & E
	Wall	3 per establishment plus 1 under canopy	10% of facade 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 *(Amendment 33 - Ordinance 2020-068 11.23.2020)*

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 comply with Section 435.060I.
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.

### I. Drive Thru Menu Boards *(Amendment 33 - Ordinance 2020-068)*

1. Location of the sign shall be included with development or site plans.
2. Sign cannot be located between the building and the right-of-way line or any arterial road.
3. Restaurants providing drive-thru but not curbside service may have no more than two (2) menu boards per drive-thru lane, not to exceed eight (8) feet in height and forty-two (42) square feet in total size per menu board.
4. Restaurants providing curbside service may have no more than one (1) menu board per bay not to exceed six (6) square feet per sign face for each menu board.
5. Electronic menu boards are limited to changing three (3) times per day maximum.

## 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.

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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 *(Amendment 33 - Ordinance 2020-068)*

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/Tenant Space Sale or Lease. Initiation upon the actual availability of the parcel or tenant space for sale or lease, and termination upon transfer of ownership of the real estate or occupancy of the new tenant.
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 sub-section, 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.

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### **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** *(Amendment 21 – Ordinance 2015-005 1.26.15)*

A request to install a sign that is not allowed by this chapter or a request to install a sign that is 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.