

Wall Signs

- Size:** Total sign area may not exceed fifteen percent (15%) of the wall surface facing the street frontage, including the window and door area, not to exceed two hundred (200) square feet.
- Height:** Must maintain a minimum clearance of ten (10) feet between the lowest point of the sign and the walkway, paving or ground level beneath the sign.
- Number:** Sign facing per street frontage may consist of multiple sign elements but may not exceed the maximum allowable sign area.
- Location:** Allowed on each building wall with street frontage.
- Colors:** Not more than five (5).
- Special:** A wall sign shall contain the business or entity name only. Services, slogans and other operational information shall not be included as part of the wall sign. The City Planner may approve a logo as part of wall signage.
- Materials:** All wall signs shall be limited to the use of halo-lit channel letters, face-lit channel letters, or non-illuminated individual letters with a minimum of one (1) inch individual letter depth. The City Planner may approve a logo as part of this signage.
- Permit:** Required.



- Size:** Up to fifty percent (50%) of the window surface area.
- Location:** Signs may be placed on the exterior or interior of any window facing a street.

Materials: Professionally manufactured and professionally posted, placed or affixed onto the window, but excluding painted windows.

Special: One (1) neon "open" sign, measuring up to a maximum of six (6) square feet, may be included as part of the permitted window signage.



Permit: Required.

Appeal/Sign Variance

Illuminated Window Signage

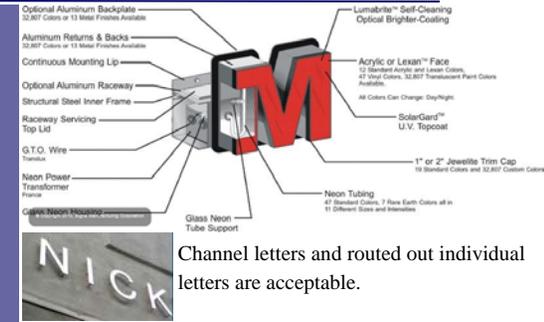
- Signs using neon, argon or any similar gas to illuminate transparent or translucent tubing or other materials or faces may be used as provided herein.
- Size:** Must be counted as part of the allowable permanent window signage.
- Location:** Windows located on the front facade and/or windows facing the street.
- Materials:** Must be professionally manufactured.
- Special:** All illuminated signage (except an "open" sign as described under window signage) must be approved by the Architectural Review Board prior to permit issuance. Illuminated signs previously approved by the Architectural Review Board may be replaced with other illuminated signs of like size and appearance without ARB approval, but will require a new sign permit.
- The use of neon, argon or any similar gas used in conjunction with transparent or translucent tubing or other materials to advertise or call attention to a business use by outlining property lines, roofs, doors, windows, wall edges or other exterior architectural elements is prohibited.
- The use of neon, argon or any similar gas to illuminate the interior of any commercial building is permitted, provided that such is not intended to advertise available products or services or to attract the attention of persons outside of the building, in which case the use is prohibited.
- Permit:** Required.

The Architectural Review Board shall have the authority to grant variances from the requirements and restrictions of this Chapter, provided the Board determines that:

1. Compliance with the applicable provision of this Chapter would impose unnecessary non-economic hardship on a particular applicant; and
2. The requested modification will provide a result that is aesthetically equal to or superior to that which would be allowed through the strict application of the relevant provision; and
3. Strict compliance with the relevant provision is not necessary to promote the general spirit and intent of this Chapter.

Fees

Letter Type and Lighting



Channel letters and routed out individual letters are acceptable.



Non-Illuminated letters do not have an internal light source and are not lit.

Externally Illuminated signs are lit from a source not within the sign.

Face-lit channel letters have colored acrylic translucent or transparent faces illuminated by internal neon tubing, housed in an aluminum letter or frame.

Halo-Lit The entire letter is made of solid aluminum construction and the back is transparent with a halo effect on the wall surface.

Sign Type	Application Fee	Inspection
Wall	\$2.00/SF	\$50.00
Window	\$20.00	\$25.00
Monument	\$2.00/SF	\$50.00
Tenant panels (on monument)	\$2.00/SF	\$25.00
Variance	\$50	\$0.00

Window Signs

Monument Sign

- Size:** The maximum area of a double-sided monument sign, including the masonry base, shall be thirty-five percent (35%) of the lot frontage or one hundred fifty (150) square feet, whichever is less, except that the maximum area need not be less than eighty (80) square feet. The area of a single face on a double-sided sign shall not exceed one-half (1/2) of the maximum area. The maximum area of a single-faced monument sign, again including the masonry base, shall be one-half (1/2) of the maximum area permitted for a double-faced monument sign on the same lot. For corner lots, both street frontages may be used to compute the allowable sign size.
- Height:** Maximum of ten (10) feet as measured from grade to the highest point on the monument sign; or if the development grade is lower than street level, ten (10) feet from the street level.
- Number:** One (1) per premises.
- Location:** Sign shall be set back a minimum of five (5) feet from the street right-of-way and at least twenty (20) feet from the road edge.
- Colors:** Not more than five (5).
- Special:** Sign must have plantings within three (3) feet of the base. A monument sign shall contain the business or entity name only. Services, slogans and other operational information shall not be included as part of the sign. One (1) tenant panel per face may be used to display real estate information as per Section 410.180(A). All monument signs shall include the property address or address range.
- Materials:** All monument bases shall be of masonry construction to match the building. Signage shall be limited to the use of individual letters or signage that provides the appearance of individual letters. Additionally, a minimum of one-inch individual letter depth must be utilized for the center name.
- Tenant panels on a monument sign may provide less than a minimum of one-inch individual letter depth. However, flat letters or vinyl decals may not be utilized on the tenant panels. All tenant panel backgrounds must be opaque.
- The City Planner may approve a logo as part of this signage.
- Permit:** Required.

Monument Signs – Large Retail Development

- Large Retail Development Monument Signs.** Large retail developments containing at least five (5) contiguous acres, held under common ownership, having common parking areas or common roof structures and consisting of two (2) or more stores, may have one (1) monument sign that identifies the development and each business located within that development. Monument signs shall not be erected on any parcel or premises that has an existing monument or other free-standing sign
- Size:** The maximum area of a double-faced sign, including the masonry base, shall be thirty-five percent (35%) of the lot frontage or four hundred (400) square feet, whichever is less, except that the maximum area need not be less than eighty (80) square feet. The area of a single face on a double-sided sign shall not exceed one-half (1/2) of the maximum area. The maximum area of a single-faced monument sign, again including the masonry base, shall be one-half (1/2) of the maximum area permitted for a double-faced monument sign on the same lot. For corner lots, both street frontages may be used to compute the allowable sign size.
- Height:** Maximum height shall be fifteen (15) feet, as measured from grade to the highest point on the monument sign; or if the development grade is lower than street level, fifteen (15) feet from the street level.
- Number:** One (1) per development or premises.
- Location:** Sign shall be set back a minimum of five (5) feet from the street right-of-way and at least twenty (20) feet from the road edge, nor shall any part of said sign obstruct vision at any intersection or vehicular access point. Lots fronting intersecting streets shall maintain a minimum of twenty-five (25) feet of clearance along the intersection of the rights-of-way of said streets.
- Colors:** Not more than five (5).
- Special:** Same as Monument Sign regulations.
- Materials:** Same as Monument Sign regulations.
- Permit:** Required.
- Message boards require ARB approval.
- Channel letters, routed/individual letters and push through letters provide dimension.
- Routed out panel with or without internal illumination is acceptable for tenant panels



Message boards require ARB approval.



Guide to Permanent Sign Regulations For Businesses



The City of Ellisville Sign Code can be found on the City's website, www.ellisville.mo.us. Once on the home page, hold the cursor over the "How do I" tab on the right top corner of the page and scroll down to "View", then click on "City Code" under the "View" section. Once you click on "City Code" a new page will launch and you will have to scroll down to Land Use Chapter 410: Signs and Advertising Devices. Again, scroll down until you find, "Article V Commercial and Light Industrial Zoning District Signs" and click on the link. Here you will find the regulations applicable to all permanent signs for businesses.

After reviewing Article V, it is recommended that you review "Article I In General" and "Article III General Regulations." These sections of the code contain important information regarding signage which must be adhered to.

Sign Permits are issued by the Code Enforcement Officer, David Taylor. You may contact Mr. Taylor at :

City of Ellisville, 1 Weis Avenue, Ellisville, MO 63011
636-227-9660 office-636-284-1448 cell-636-227-9486 fax

dtaylor@ellisville.mo.us

Prepared March 2015

Summary