

# SIGN REGULATIONS GUIDE



REVISED: February 8, 2021

# SUMMARY

The City of Ellisville Sign Code can be found on the City's website, [www.ellisville.mo.us](http://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.

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.

Scroll down until you find, "Article VI Temporary Signs" and click on the link. Here you will find the regulations applicable to all temporary signs.

After reviewing Article V and or Article VI, 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. If you have additional questions, please contact:

***Ms. Terry Belew***  
***City of Ellisville***  
***1 Weis Avenue, Ellisville, MO***  
***63011 636-227-9660 office***  
***636-227-9486 fax***  
***314-398-9055 cell***  
***tbelew@ellisville.mo.us***

## FEES

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
Temporary Signs	\$0.00	\$0.00

## APPEALS TO THE ARB

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.

To apply for an appeal (variance from the Sign Code regulations), you will have to file an Application Cover Sheet and an ARB Application form to the City Planner. The ARB meets on the first and

third Wednesday of every month. Please submit your application forms, drawings and a letter explaining your request at least 15 days prior to the ARB meeting date.

For more information on filing for an appeal, you may contact City Planner Ada Hood at [ahood@ellisville.mo.us](mailto:ahood@ellisville.mo.us) or via telephone at 636-22-9660.

## ILLUMINATION



**FACE-LIT /FRONT-LIT CHANNEL LETTERS:** A front lit channel letter will have an acrylic face, trim cap, aluminum returns, and an aluminum back.



**EXTERNALLY ILLUMINATED** signs are lit from a source not within the sign.



**REVERSE CHANNEL LETTERS/ BACK-LIT CHANNEL LETTERS/ HALO CHANNEL LETTERS:** Reverse channel letters utilize metal faces and aluminum returns, and have clear polycarbonate backs. These letters are mounted with a 1.5" standoff so that – – when illuminated – – there is a “halo effect” surrounding the shape of each individual character.



**NON-ILLUMINATED LETTERS** do not have an internal light source and are not lit.

## MOUNTING



Channel letters may be mounted on a **RACEWAY**, which is a metal box that houses the electrical wiring and power supply for the individual letters. The raceway is painted to match the color of the building façade.

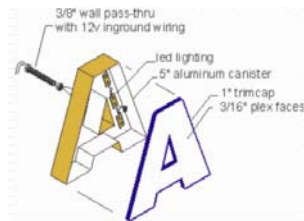


With a **DIRECT MOUNT**, the letters are attached directly to the building façade using a pattern, with non-corrosive fasteners. For reverse channel letters, direct mount with standoff spacers is the common option. With direct mount or flush mount channel letters, the power source and electrical wiring connecting one letter to another is housed behind the bulkhead wall or façade.



**BACKER MOUNT:** Similar to raceway mount, except that instead of a metal box, the channel letters are attached to a metal cabinet or backer panel that is typically larger in height and width than the channel letter configuration. The power supply and wiring can either be housed inside the backer "cabinet", or behind the bulkhead wall or façade.

## TYPES



**CHANNEL LETTERS** are custom-made metal or plastic letters commonly used in exterior signage on public and commercial buildings, and often internally illuminated.



Unlit three **DIMENSIONAL LETTERS** that are applied to sign panels or monuments are usually referred to as dimensional letters.



**PUSH-THROUGH:** push through sign is a letter or logo cut out of a specified sign material. Typically, this material is an acrylic material which is as thick or thicker than the sign face material, and mounted on the inside of the sign face. The acrylic letter or logo material's thickness extends flush with or through and beyond the front surface of the sign face. Sometimes push through lettering is illuminated through a lighting source on the inside of the sign.



**ROUTED LETTERS** are created by cutting away letters or logos or by cutting away at the background from a sign material to add depth to your sign.





**VINYL** used on window signage is permitted. The use of vinyl on tenant panels and wall signs is generally not allowed. cabinet signs are generally not allowed.



## WALL SIGN

- 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:** Wall signs placed above walkways or areas accessible to pedestrians must provide a minimum clearance of ten (10) feet between the lowest point of the sign and any walkway, paving or ground level accessible to pedestrians which is located 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-inch individual letter depth. A sign cabinet or capsule may be used in addition to channel letters or individual letters, as subordinate signage. The cabinet or capsule shall be limited to 50% of the overall size of the primary (channel letter or individual letter) sign. Lettering used on the subordinate cabinet or capsule may be less than one-inch in depth, but, flat letters or vinyl decals may not be utilized on the cabinet or capsule. .

**Permit:** Required.

## WINDOW SIGNS

**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.





# ILLUMINATED WINDOW SIGNS



Outlining any exterior architectural element is prohibited.



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.

## 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

*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 mini-



Channel letters, routed/individual letters and push through letters provide dimension. Routed out letters with or without internal illumination are acceptable for tenant panels.

imum 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.

# LARGE RETAIL DEVELOPMENT MONUMENT SIGN

*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 freestanding 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.

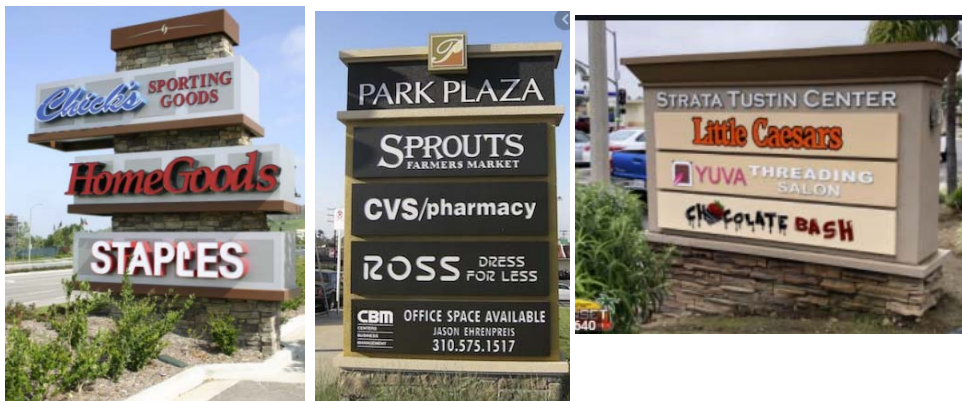
*Location:* Sign shall be set back a minimum of five (5) feet from the street right-of-way and at least twenty (20) feet from the road edge, nor shall any part of said sign obstruct vision at any intersection or vehicular access point. Lots fronting intersecting streets shall maintain a minimum of twenty-five (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.



## CHANGEABLE CHARACTERS

Changeable Characters. Changeable characters (lettering and numbers) may be used as part of any residential subdivision, institutional or commercial monument sign or large retail development monument sign to provide information relevant to the entity operating on the subject premises as permitted herein.

Size: The area to be used for such purpose shall not exceed thirty percent (30%) of the total sign area.

Height: Characters may not exceed ten (10) inches in height.

Special: Only fixed, non-moving, non-animated characters may be used; must secure approval from the Architectural Review Board for design, materials and colors.

Permit: Required.



# TEMPORARY SIGNS



**Size:** Total **BANNER** area may not exceed fifteen percent (15%) of the wall surface facing the street frontage, including the window and door area, not to exceed one hundred (100) square feet.

**Number:** One (1) sign per event and only one (1) event may be advertised at any one time.

**Location:** Attached to the building wall, building columns, building railings or fence (not freestanding in yard).

**Duration:** Each business will be allotted a bank of sixty (60) days maximum within a twelve-month period during which a banner may be displayed. The bank may be used incrementally or all at once; this limitation may be waived by the Architectural Review Board.

**Special:** Signs must be professionally manufactured, maintained at all times and displayed tautly.

**Permit:** Not required.



**Type:** **YARD SIGNS** include corrugated plastic sign or wind sail.

**Size:** Corrugated yard sign may not exceed six (6) square feet in size. Wind sail signs may not exceed eleven (11) feet in height.

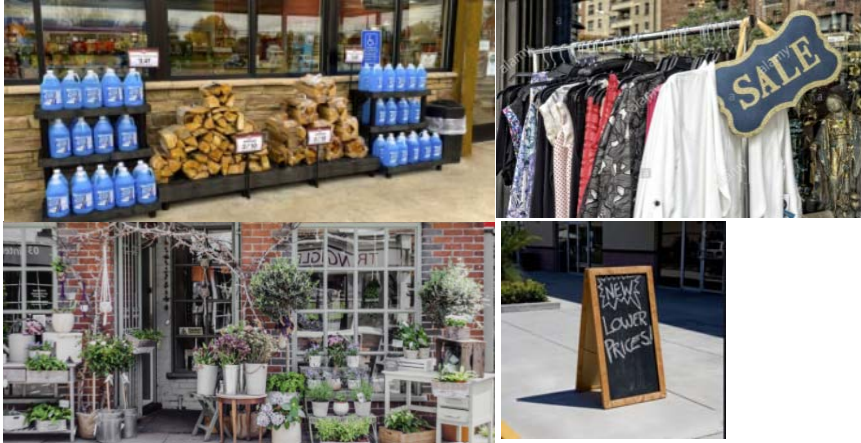
**Number:** One (1) yard sign per business may be displayed.



Location: A yard sign may be displayed in the front yard of a business, on private property.

Duration: Each business will be allotted a bank of sixty (60) days maximum within a twelve month period during which a yard sign may be displayed. The bank may be used incrementally or all at once; this limitation may be waived by the Architectural Review Board.

Permit: Not required.



Type: **OUTDOOR DISPLAY** of merchandise is allowed for any commercial business.

Location: Merchandise shall be displayed in an orderly and aesthetically appealing manner in front of the business. Merchandise may not be displayed in the right-of-way and must be set back a minimum of twenty (20) feet from any property line. Merchandise shall be placed so as not to impede or diminish pedestrian or vehicular traffic and circulation. Access to all properties and businesses shall be maintained at all times, including adequate sidewalk clearance. If pedestrian and/or vehicular access becomes an issue, all outdoor display items must be removed.

Special: Small A-frame or other freestanding signs may be displayed immediately outside the main front entrance of the business. Size shall not exceed eight (8) square feet in size.

Permit: Not required.

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Only **FORCED AIR BALLOONS** are allowed.

Dimension: As permitted by the City Planner.

Number: One (1) per event and only one (1) event may be advertised at any one time.

Locations: Balloon must be set back at least twenty (20) feet from the road edge and at least five (5) feet from the property line. No balloon shall be placed within twenty-five (25) feet of any intersection (street or driveway). Balloons, including all support lines and stakes, shall be placed so as not to impede or diminish on-site vehicular or pedestrian traffic circulation. Ingress and egress to all properties and businesses shall be maintained at all times, including adequate parking lot circulation. Balloons must be appropriately anchored by utilizing sandbags, water barrels or weights and that they are kept away from overhead wires. (Unanchored balloons can easily be blown over and present a safety hazard and/or may cause damage to property.) The parking bumper blocks may not be moved or removed to secure a balloon. In shopping centers or parking lots where adequate parking demand can be maintained, balloon(s) may be placed within the parking lot, with specific property owner written approval submitted with the application. Staking or holes into the parking lots are not permitted, unless specific permission is granted from the property owner in writing. Balloons shall be removed if parking demand becomes an issue.

Duration: Each business will be allotted a bank of thirty (30) days maximum within a twelve-month period during which a balloon may be displayed. The bank may be used incrementally or all at once; this limitation may be waived by the Architectural Review Board.

Color: Generally, not more than five (5) colors may be displayed, unless otherwise approved by the City Planner.

Shape: Character shapes and figures are not allowed.

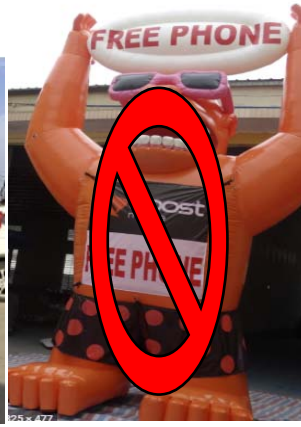
Special: The balloon shall be securely anchored with cable or rope and shall be kept away from overhead wires.

Permit: Not required.





FORCED AIR  
BALLOONS



No Size limit on **TENTS**. Please Note: Metro West Fire Protection District requires that a permit be obtained for tents exceeding eight hundred (800) square feet, or such other size as may be determined by Metro West Fire Protection District from time to time.

Number: No limit on the number of tents.

Location: Tents must be set back at least twenty (20) feet from the road edge and at least five (5) feet from the property line. No tent shall be placed within twenty-five (25) feet of any intersection (street or driveway). Tents, including all support lines and stakes, shall be placed so as not to impede or diminish on-site vehicular or pedestrian traffic circulation. Any seating or contents inside the tent shall be arranged to provide for appropriate access to and egress from the tent. Ingress and egress to all properties and businesses shall be maintained at all times, including adequate parking lot circulation. Tents must be anchored appropriately by utilizing sandbags, water barrels or weights. (Unanchored tents can easily be blown over and present a safety hazard and/or may cause damage to property.) The parking bumper blocks may not be moved or removed to secure a tent. In shopping centers or parking lots where adequate parking demand can be maintained, tent(s) may be placed within the parking lot, with specific property owner written approval. Staking or holes into the parking lots are not permitted, unless specific permission is granted from the property owner in writing. Tents shall be removed if parking demand becomes an issue.

Duration: Each business will be allotted a bank of thirty (30) days maximum within a twelve-month period during which a tent (s) may be displayed. The bank may be used incrementally or all at once; this limitation may be waived by the Architectural Review Board.

Permit: Not required.



## REAL ESTATE SIGNS

Info: For sale, rent or lease.

Size: Non-residential zoning district: twenty-four (24) square feet per face. Sign may be double-faced.

Height: Non-residential: Eight (8) feet for a single lot or premise.

No.: One (1) per lot or premise.

Location: On-site signage must be located at least ten (10) feet away from the curb. One (1) tenant panel per face of a legal monument sign (standard and large retail development) may be used to display real estate information as regulated by this Section. Additional directional real estate signs may be placed off-site to announce an open house or the sale of a property. Off-site signs may be installed after 6:00 P.M. on Friday and must be picked up no later than 6:00 P.M. on Sunday. Such off-site signage shall require the written permission of the owner of the property, whether private or public, which such permission shall be produced upon demand by the City Planner.



**Duration:** On-site signage must be removed within ten (10) days of closing, lease or completion.

**Colors:** Not more than five (5).

**Permit:** Not required.



**SPECIAL EVENT SIGNS.** ONLY Institutional/Non-Profit uses may display special event signs within any residential or commercial district as provided herein and the following may be used in combination with each other for such special events as may be permitted by the City Planner:

**Size:** Thirty-two (32) square feet per face. Sign maybe double-faced.

**Height:** Eight (8) feet.

**Number:** One (1) sign allowed per event and only one (1) event may be advertised at any one time.

**Location:** Ground mounted.

**Duration:** Signs may be posted not more than fourteen (14) days before the event and shall be removed within twenty-four (24) hours following the conclusion of the event.

**Special:** Off-site signs must have property owner permission. Limit of four (4) events per year for off-site signage.

**Permit:** Not required.

