

CHAPTER 54. SIGNS

Article I. Sign Code

Section 54.010. Title.

This section shall be known, cited and referred to as: The City of Webster Groves Sign Code (hereinafter referred to as "**The Sign Code**").

Section 54.020. Intent.

The purpose of the regulations set forth in the City of Webster Groves Sign Code is to further an overall plan for the enhancement of public safety, consistent community development, preservation of property values, and the general welfare of the City of Webster Groves. The regulations are further intended to: aid in traffic control and safety; preserve and protect property values; lessen congestion of land and air space; provide against undue concentrations of signs which distract and endanger traffic safety and traffic flow; establish reasonable standards for commercial and other advertising through the use of signs in order to maintain and encourage business activity and area development; avoid uncontrolled proliferation of signs; recognize the rights of the public in its use of roads, streets and highways; preserve the wholesome and attractive character of the City; and to recognize that the general welfare of the public includes a community plan that provides for a community that shall be beautiful as well as healthful, spacious as well as clean, and well balanced in its growth and development.

The promotion of the public health and safety is to be accomplished by reducing the distracting and/or unsafe characteristics of signs along public streets and highways, by prohibiting all signs which interfere with public traffic control devices, and by assuring the establishment of adequate and sufficient standards for the erection and maintenance of all signs and sign structures.

The promotion of the public comfort and welfare is to be accomplished by reducing the number of signs in the City of Webster Groves and by insuring adequate and appropriate spacing of signs so that confusion is reduced and so that citizens and businesses can effectively communicate with the public. The public comfort and welfare will be furthered by regulating the size, height, location and general characteristics of permitted signs in order to protect and to enhance the physical appearance and scenic value of the City of Webster Groves and the surrounding area, and by regulating signs located near or visible from public property such as streets, highways, parks, schools and churches where such signs could jeopardize the public's investment in these facilities.

Section 54.040. Definitions.

Introduction: All terms shall have their common dictionary meaning except when defined herein or elsewhere in the City Code of Webster Groves.

"Abandoned Sign" means any sign that advertises a product, service, or business that is no longer on the premises where the sign is located.

"Arcade" means the occupied portion of a building or structure where a tenant does not have an exterior wall on a public way or parking lot.

“Balloon, Banner, Beacon, Flag, Pennant, or Vehicle Sign” means any sign constructed of cloth, bunting, plastic, paper, or similar material used for advertising purposes attached to or pinned on or from any structure, staff, pole, line, framing, or vehicle; including but not limited to captive balloons, inflatable signs, banners, beacons, bench signs, blimps, circulars, dirigibles, flags, fringe, handbills, paper posters, pennants, pinwheels, search lights, snipe signs, streamers, and vehicle signs but not including official flags of the United States, the State of Missouri, and other states of the nation, counties, municipalities, official flags of foreign nations and nationally or internationally recognized organizations.

“Building” means any structure designed or intended for the support, enclosure, shelter or protection of persons, animals, chattels, or property.

“Building Face” means the exterior wall of a building as viewed in a plane. This definition shall exclude, without limitation, but not be limited to, canopies, carports, marquees, open porches, and porte-cocheres as viewed as an extension of the plane of the wall.

“Bulletin Board” means any sign indicating the name, activities, and/or key personnel of a public or private institution and theaters.

“Century Plaque” means any Plaque approved by the Webster Groves Historic Preservation Commission or the Webster Groves Historical Society honoring buildings that are one hundred (100) years old or older.

“Civic Activity Sign” means any sign that advertises a civic event open to the public and sponsored by a political subdivision of the State, educational institution, religious institution, civic or fraternal organization, or similar not-for-profit organization.

“Commercial” as used in this Sign ordinance, property developed as commercial, industrial, institutional, and multiple-family residential uses, and vacant property zoned for these uses. (see also **“Single-Family”**)

“Construction Sign” means any sign used to identify the contractor, developer, architect and/or lender during construction of new buildings; reconstruction, remodeling, or additions to existing buildings; or exterior building maintenance being performed under contract with the property owner or lessee. (Ord. No. 8476, § 10, 9-20-05).

“Curb line” means the curb of a street or the edge of the street pavement in the event that no curb exists.

“Directional Sign”

1. Any on-premises sign located at the driveway entrance or within a complex for the purpose of traffic control.
2. Any off-premises sign erected and controlled by an established Special Business Taxing District indicating a path to two or more business

establishments.

“Free Standing Sign” means any sign supported by one or more uprights, posts, or braces affixed in the ground and not attached to any part of a building.

“Future Tenant Identification Sign” means any sign which identifies a future use of a site or building.

“Grand Opening” means any promotional activity, except as specified in next sentence, not exceeding thirty (30) calendar days used by newly established businesses, within two (2) months after occupancy, to inform the public of their location and service available to the community. The term “Grand Opening” shall not include an annual or occasional promotion of retail sales by a business.

“Height” means the vertical distance measured from grade to the highest part of a sign or sign structure, including projections.

“Identification Sign” means any sign, building wall or other outdoor surface used to identify the name of a building, or the individual, business, profession, organization or institution occupying the premises upon which it is located.

“Multi-faced Sign” means any sign having more than two (2) faces. For the purposes of this definition, “V” signs shall be considered as multi-faced signs.

“Municipal Sign” means any sign erected by the City for street or other municipal purposes.

“Nameplate” means any sign not larger than 2 square feet in area identifying the name of a person occupying a building, including, where appropriate, initials identifying a university degree or an occupation of said person.

“Neon Signs” means any neon sign in which the neon tubes are not covered by an opaque shield.

“Permanent Sign” means any sign that is not a temporary sign or semi-permanent sign.

“Political Sign” means any sign advocating or opposing any political proposition or expression protected by the First Amendment of the United States Constitution or any candidate for public office.

“Portable Sign” means any sign designed to be moved about from one place to another.

“Projecting Sign” means any sign that is attached directly to a building wall or other upright surface and that projects more than 12 inches from the face of the wall or surface. For the purpose of this definition a projecting sign shall include, but not be limited to, marquees, awnings, attached canopies and detached canopies.

“Reader Board” means any sign that is capable of having copy changed, whether electronically or manually.

“Real Estate Sign” means any sign pertaining to the prospective rental, lease or sale of the property on which it is located.

“Sandwich Board” means any free-standing, portable sign, frequently but not exclusively having the appearance of an “A” frame.

“Semi-Permanent Sign” means any sign that is neither Temporary nor Permanent, but which meets the requirements set forth in Section 54.054.

“Sign” means any identification, description, illustration, or device that is affixed to or represented directly or indirectly upon a building, structure, or land and which directs attention to a product, place, activity, person, institution or business, except for Billboards, which are regulated by Chapter 55 of the City Code.

“Sign Area” means the entire face of any sign, including the surface and any framing, projections, or molding, but not including the support structures. Individual channel-type letters mounted on a building shall be measured by the area enclosed by four straight lines outlining each word or group of words. All lines shall be straight and all angles shall be ninety degrees (90°).

“Single-Family” as used in this Sign ordinance, property developed as Single-Family residential uses, and vacant property zoned for Single-Family residential development. (See also **“Commercial”**)

“Special Promotion Sign” means any commercial sign used to promote an upcoming event that includes but is not limited to new products, new management, new hours of operation, new services, or promotion of a special sale.

“Street Banner” means any sign stretched above a City street and attached to one or two public utility poles identifying a business district, political subdivision of the state, or institutional use, or announcing a public event sponsored by one of these entities.

“Subdivision Sign” means any freestanding sign used to identify subdivision and located at the entrance to subdivision.

“Temporary Sign” means any sign displayed for a period of thirty (30) days or less in any twelve (12) month period, and Construction Signs displayed for a period of no more than ninety (90) days

“Trailer Sign” means any sign mounted on or attached to a trailer or a similar vehicle whether or not the trailer is towed about or stationed at a specific location.

“Wall Sign” means any sign integrated into or painted directly on the exterior wall of any building, and any sign, whether painted, etched, or fabricated on any

surface or plane that may be affixed flush to any exterior wall of any building.

“Window Sign” means any sign that is applied or attached to the inside of a window and located in such a manner that it can be seen from the exterior of the structure.

Section 54.050. General Sign Regulations.

Section 54.051. Permit Required.

Unless specifically exempted, no sign shall be erected until a permit has been issued.

Section 54.052. General Prohibition.

Any sign not expressly permitted by this Sign Code is prohibited in the City of Webster Groves. All signs must comply with all applicable provisions of the Building, Electrical, Plumbing and Municipal Codes of the City of Webster Groves.

Section 54.053. Temporary Signs.

- A. Unless otherwise stated, no temporary sign shall remain for more than a period of thirty (30) days in any twelve (12) month period.
- B. There shall be a maximum of two (2) temporary signs per lot, exclusive of political, construction, real estate and window signs. (Ord. No. 8476, § 1, 9-20-05)

Section 54.054. Semi-Permanent Signs.

- A. No permit shall be issued for a Semi-Permanent Sign which does not comply with the requirements of this Sign Code.
- B. Semi-Permanent signs shall:
 - 1. Not exceed the size authorized by sign Type, as provided for in Sections 54.071 through 54.076, or by sign Use, as provided for in Sections 54.081 through 54.092, whichever is less, but in no case shall it exceed 260 square feet total area per face.
 - 2. Not exceed the height authorized according to the sign Type or sign Use, whichever is less, but in no case shall it exceed the height of 25 feet above the adjacent ground.
 - 3. Be constructed of metal, wood, plastic, masonry, cloth, and/or glass, or painted on a permanent structure; and assembled and affixed using standard construction practices intended to withstand weathering and deterioration for periods in excess of two (2) years.
 - 4. Unless otherwise stated, no Semi-Permanent Sign shall remain for more than a period of one hundred eighty (180) days in any twelve (12) month period.

Section 54.055. Permanent Signs.

- A. No permit shall be issued for a Permanent Sign which does not comply with the requirements of this Sign Code.
- B. Permanent signs shall:
 - 1. Not exceed the size authorized by sign Type, as provided for in Sections 54.071 through 54.076, or by sign Use, as provided for in Sections 54.081 through 54.092, whichever is less, but in no case shall it exceed 260 square feet total area per face.
 - 2. Not exceed the height authorized according to the sign Type or sign Use, whichever is less, but in no case shall it exceed the height of 25 feet above the adjacent ground.
 - 3. Be constructed of metal, wood, plastic, masonry, cloth, and/or glass, or painted on a permanent structure; and assembled and affixed using standard construction practices intended to withstand weathering and deterioration for periods in excess of two (2) years.

Section 54.056. Location of Signs.

- A. Unless specifically exempted, all signs shall be located upon the property to which the sign refers.
- B. No sign shall be so erected on any door, window or elsewhere on any building so as to prevent free ingress or egress to or from any window, door or any fire escape of any building.

Section 54.057. Signs Not Permitted.

- A. No sign shall, by electronic, mechanical, environmentally activated or other means, flap, flash, flutter, glitter, move, revolve, rotate, sparkle, spin, swing, scroll text across any portion of a sign, or display video content on any portion of a sign. (Ord. No. 8647, § 1, 9-1-09)
- B. No sign is permitted whose color, location or design resembles or conflicts with traffic control signs or devices.
- C. Unless specifically exempted, no sign shall be painted on or attached to trees, shrubs, lamp posts, parking meter posts, hydrants, guard rails, bridge supports, traffic signs, stairways, benches, refuse containers, rocks, other natural features, telephone poles, utility poles or similar structures.
- D. Except as specified in Sections 54.083, 54.085, 54.090, and 54.092 hereof, no sign shall be placed, nor shall any person place any sign, in any public right-of-way.
- E. No sign shall be erected or painted on a roof.

- F. No sign shall use noise amplifiers of any kind. (Ord. No. 8476, § 2, 9-20-05)
- G. No signs or nameplates of any type shall be allowed for home occupations. (Ord. No. 8497, § 2, 5-2-06)

Section 54.058. Sign Faces.

Any multi-faced sign that has more than two (2) faces shall not exceed the maximum permitted square footage for double-faced signs.

Section 54.059. Sign Lighting.

Signs that project light in excess of an illumination level of 0.5 horizontal foot-candles as measured at the property line shall be prohibited. In no event shall sign lighting cause a glare or be directed in such a manner that traffic is impeded or the lighting of the sign causes a nuisance.

(Ord. No. 8647, § 6, 9-1-09)

Section 54.060. General Size, Number, and Height Regulations for Commercial and Industrial Properties.

- A. The total square foot area of all signs except those specifically excluded from the area calculation shall not exceed ten percent (10%) of the total square foot area of the face of the building as seen from the street on which the building fronts.
- B. For buildings facing two (2) or more streets, each such face of the building shall be computed separately in relation to signs on or related to that face.
- C. There shall be no more than two permanent (2) signs per street-facing wall per business.
- D. Where two (2) or more businesses occupy a single-building, the area of signs for each business shall not exceed ten percent (10%) of that portion of the face of the building that each business occupies.
- E. Where a business occupies space in a multi-tenant building and has an exterior building face that fronts only on an immediately adjacent public parking lot or a parking lot owned for the exclusive use of tenants of that building, that business may have one (1) sign that does not exceed 10% of that portion of the face of the building that the business occupies. Such area and sign shall not count towards the maximum allowable sign area and sign count for the building.
- F. There shall not be more than one (1) free standing sign for each 100 feet of total street frontage for each street on which the property fronts.
- G. No part of any sign shall be more than 25 feet above the adjacent ground.
- H. No sign that is attached to a wall shall have its highest point above the roofline.

Section 54.061. Sign Measurements.

All measured distances shall be to the nearest integral foot. For example if a fraction is 1.5 feet or more, the next largest integral foot shall be used.

Section 54.062. Sign Construction.

All signs shall be properly constructed and anchored to resist wind loads as specified in standards to be promulgated by resolution of the City Council from time to time and kept on file for public inspection in the office of the Building Commissioner.

Section 54.063. Maintenance of Signs.

All signs together with all their supports, braces and anchors shall be maintained in good repair and be structurally sound.

Section 54.064. State, County and Municipal Signs.

This code does not regulate any traffic and roadway signage generally governed by State statutes and that are erected by the State of Missouri, St. Louis County, or the City of Webster Groves.

Section 54.070. Type of Signs.

Section 54.071. Free Standing Signs.

- A. **Sign Faces.** Freestanding signs may be single-faced, double-faced or multi faced.
- B. **Sign Area.** The maximum square foot area for each face of a Freestanding sign shall be 12 square feet per face, plus 6 square feet per face for each 50 feet of street frontage, or part thereof, in excess of 100 feet, up to a total maximum size per face of 48 square feet per face.(Ord. No. 8647, § 3, 9-1-09)
- C. **Height.** No Freestanding sign, including its structure shall exceed 25 feet in height, except that commercial properties located within 250 feet of the edge of pavement of an interstate highway may have one freestanding identification sign constructed to a height of not greater than 40 feet, including the support, provided the applicant for such a sign permit can demonstrate to the satisfaction of the building commissioner that existing natural or manmade features located off-site, such as trees and bridges, located between the proposed sign location and the driving lanes of the interstate highway so diminishes the visibility of any such proposed freestanding identification sign from a distance of up to 750 feet so as to render it useless if erected to the allowable standard height of 25 feet.(Ord. No. 8647, § 4, 9-1-09)

D. Location of Sign.

- 1. Freestanding signs shall not be located within the 30 foot sight triangle of a street right-of way.
- 2. Freestanding signs shall not be located within 10 feet of a side property line.
- 3. There shall be not more than one (1) permanent or semi-permanent

Freestanding sign for each 100 feet of total street frontage for each street on which the property fronts. When more than one (1) Free-standing sign is allowed on a street front, such signs, when permanent, shall be ganged.

- E. **Single-Family/Commercial.** Freestanding signs may be allowed for both Single-Family and Commercial uses.
- F. **Other Conditions.** None.

Section 54.073. Portable Signs.

- A. **Sign Faces.** Portable signs may be single-faced, double-faced or multi-faced.
- B. **Sign Area.** The maximum square foot area for each face of a Portable sign shall not exceed 50 square feet per face or a total of 100 square feet for all faces.
- C. **Height.** No Portable sign, including its structure shall exceed 12 feet in height.
- D. **Location of Sign.**
 - 1. Portable signs shall not be located within the 30 foot sight triangle of a driveway or street.
 - 2. Portable signs shall not be located within 10 feet of a side property line.
 - 3. There shall be not more than one (1) portable sign for each street on which the property fronts.
- E. **Single-Family/Commercial.** Portable signs may be allowed for both Single-Family and Commercial uses.
- F. **Other Conditions.**
 - 1. Portable signs shall be properly designed and anchored to resist wind loads.
 - 2. Portable signs such as, but not limited to, Real Estate signs, Sandwich Boards, and Civic Activity signs may be more restrictive; provided, however, that this provision does not apply to Political Signs.

Section 54.074. Projecting Signs.

- A. **Sign Faces.** Projecting signs may be single-faced, double-faced or multi faced.
- B. **Sign Area.** The maximum square foot area for each face of a Projecting sign shall not exceed 16 square feet per face or a total of 32 square feet for all faces.
- C. **Height.**
 - 1. Projecting signs shall be located on a building wall that faces a street.
 - 2. In a multi-story building, in the "C" Commercial District, "D" Commercial District, or "PC" Planned Commercial District, no projecting sign shall be

erected above the floor line of the third floor as visible from the face of the building upon which the sign is erected. In all other districts, no Projecting sign shall be erected above the floor line of the second floor as visible from the face of the building upon which the sign is erected. For the purposes of this provision, a story shall have more than half of its height above grade. (Ord. No. 9011, § 1, 3-6-18)

3. In a single story building, no Projecting sign shall be erected above the parapet cap or the roof eave as related to the building wall facing the street.
4. If the roof eave is perpendicular to the front wall of the building, the lower eave line shall be prolonged.
5. No Projecting sign shall have a clearance of less than 7 feet 6 inches from ground level.

D. Location of Sign.

1. Projecting signs may extend not more than 6 feet from the building into the front yard or into the street right-of-way.
2. No part of any Projecting sign shall be located within 3 feet of the curb line.

E. Single-Family/Commercial. Projecting signs may be allowed for both Single-Family and Commercial uses.

F. Other Conditions. None.

Section 54.075. Wall Signs.

A. Sign Faces. Wall signs shall be single-faced.

B. Sign Area.

1. No Wall sign shall exceed ten percent (10%) of the wall area upon which the sign is erected.
2. A business with street frontage in addition to an entrance from a side or rear parking lot related to that business may have a Wall sign not exceeding 6 square feet in area which identifies the occupant of the building. This Wall sign shall not be included in the total sign area or number calculations.

C. Height.

1. In a multi-story building, in the "C" Commercial District, "D" Commercial District, or "PC" Planned Commercial District, no Wall sign shall be erected above the floor line of the third floor as visible from the face of the building upon which the sign is erected. In all other districts, no Wall sign shall be erected above the floor line of the second floor as visible from the face of the building upon which the sign is erected. For the purposes of this provision a story shall have more than half of its height above grade. (Ord. No. 9011, § 2,

3-6-18)

2. In a single story building, no Wall sign shall be erected above the parapet cap or the roof eave as related to the building wall facing the street.
3. If the roof eave is perpendicular to the front wall of the building, the lower eave line shall be prolonged.

D. Location of Sign.

1. Wall signs shall be located on the wall of a building that faces a street, or a parking lot on the same parcel of land as the building, or an immediately adjacent public parking lot.
2. No Wall sign shall extend beyond the building more than 12 inches.

E. Single-Family/Commercial. Wall signs may be allowed for both Single-Family and Commercial uses.

F. Other Conditions: None.

Section 54.076. Window Signs.

- A. Sign Faces:** Window signs shall be single-faced as visible from the street.
- B. Sign Area:** The total sign area of both permanent and temporary Window signs shall not exceed twenty percent (20%) of the total show or display window area.
- C. Height:** In a single-story or multi-story building, a Window sign may be erected in any first floor show or display window.
- D. Location of Sign:** Window signs shall be displayed in or attached to the inside of show or display windows.
- E. Single-Family/Commercial:** Window signs may be allowed for Commercial uses.
- F. Other Conditions:**
 1. Permanent Window Signs shall be included in the sign area and number limitations contained in Sec. 54.060.
 2. Temporary Window Signs shall not be included in the sign area and number limitations contained in Sec. 54.060.
 3. Holiday displays are exempted from this provision for up to thirty (30) days prior to the holiday, and fourteen (14) days after the holiday. (Ord. No. 8476, § 3, 9-20-05)

Section 54.080. Use of Signs.

Section 54.081. Bulletin Boards.

- A. **Permits.** Bulletin Boards shall require a permit.
- B. **Permanent/Temporary Sign.** Bulletin Boards shall be considered as permanent signs.
- C. **Sign Faces.** Bulletin Boards may be single-faced or double-faced.
- D. **Sign Area.** Bulletin Boards shall be limited to 20 square feet per face.
- E. **Height.** No Bulletin Board, including its structure shall exceed 6 feet in height.
- F. **Area/Number of Sign (reference 54.060).**
 - 1. Bulletin Boards shall be included in the area calculations.
 - 2. Bulletin Boards shall be included in the number calculations.
- G. **Location of Sign.**
 - 1. Bulletin Boards shall be located on the property to which the sign references.
 - 2. Bulletin Boards shall not be located within the 30 foot sight triangle of a street.
 - 3. There shall be a maximum of one (1) Bulletin Board for each street on which the property fronts. Such sign shall be in lieu of any other Free Standing sign.
- H. **Single-Family/Commercial.** Bulletin Boards shall be allowed for use by institutions and theaters only.
- I. **Types of Signs.** Bulletin Boards shall be Freestanding or Wall signs.
- J. **Lighting.** Bulletin Boards may be internally lit or unlit.
- K. **Other Conditions:** None.

Section 54.082. Century Plaques.

- A. **Permits.** Century Plaques shall not require a permit.
- B. **Permanent/Temporary Sign.** Century Plaques shall be considered as permanent signs.
- C. **Sign Faces.** Century Plaques shall be single-faced.
- D. **Sign Area.** Century Plaques shall be limited to 2 square feet.

- E. **Height.** Century Plaques shall not exceed 6 feet in height.
- F. **Area/Number of Sign (reference 54.060).**
 - 1. Century Plaques shall not be included in the area calculations
 - 2. Century Plaques shall not be included in the number calculations
- G. **Location of Sign.** Century Plaques shall be located as close as practicable to the main entrance to the building to which the sign refers.
- H. **Single-Family/Commercial.** Century Plaques may be allowed for Single-Family and Commercial uses.
- I. **Types of Signs.** Century Plaques shall be wall signs.
- J. **Lighting.** Century Plaques shall not be lit.
- K. **Other Conditions.** Century Plaques shall not be erected without the approval of the Webster Groves Historical Society or the Webster Groves Historic Preservation Commission.

Section 54.083. Civic Activity Signs.

- A. **Permits.** Civic Activity signs shall require a permit, which shall be issued to Webster Groves institutions for events located within or immediately adjacent to Webster Groves only and subject to the terms and conditions of this section 54.083. (Ord. No. 8647, § 2, 9-1-09)
- B. **Permanent/Temporary Sign.** Civic Activity signs shall be considered as temporary signs.
- C. **Sign Faces.** Civic Activity signs may be single-faced or double-faced.
- D. **Sign Area.**
 - 1. For locations listed in G2 below, Civic Activity signs shall be limited to 6 square feet per face.
 - 2. For all other locations Civic Activity signs shall be limited to 12 square feet per face.
- E. **Height.**
 - 1. For Single-Family locations Civic Activity signs shall be limited to a height of 3 feet.
 - 2. For Commercial locations Civic Activity signs shall be limited to 12 feet per face.
- F. **Area/Number of Sign (reference 54.060).**

1. Civic Activity signs shall not be included in any area calculation
2. Civic Activity signs shall not be included in any number calculation
3. Only one (1) Civic Activity sign is allowed per approved location

G. Location of Signs.

1. In addition to the three locations listed below, Civic Activity signs may only be approved for other locations by the City Manager or his designee, who shall be guided by safety and sight triangle concerns in considering any alternate location.
2. Civic Activity signs shall be permitted in the following locations:
 - a. On the property located at the northwest corner of W. Glendale Rd. and S. Elm Ave. commonly known as Ruhe Park;
 - b. On a strip of land located on the west side of Rock Hill Rd. and being the median of W. Lockwood Ave. at that point; and
 - c. City property on the west side of Brentwood Blvd., immediately to the south of the municipal boundary.

(Ord. No. 8647, § 2, 9-1-09, Ord. No. 8841, §1, 6-17-2014)

H. Single-Family/Commercial. Civic Activity signs may be associated with either Single-Family or Commercial uses.

I. Types of Signs. Civic Activity signs may be free standing, portable, wall, or window.

J. Lighting. Civic Activity signs shall not be lit.

K. Other Conditions.

1. Any person or organization desiring to erect a Civic Activity sign shall make application to the City Manager or his designee in writing at least thirty (30) days prior to erecting the sign.
2. The City Manager or his designee shall grant permission for the installation and maintenance of such Civic Activity sign for a period not to exceed thirty (30) days if, in his opinion, the proposed display or sign will not adversely affect the neighborhood or create a nuisance to the surrounding area.
3. The Advisory Commission of any special business taxing district may request, and the City Manager or his designee may approve, Civic Activity signs for periods in excess of thirty (30) days.
4. Prior to issuance of any Civic Activity Sign permit for a period greater than thirty (30) days, the Architectural Review Board and, in the case of a

designated historic district, the Historic Preservation Commission, shall review and approve the sign.

5. Requests for any Civic Activity Signs for periods in excess of thirty (30) days to be placed in Single-Family zoned districts of the City may be approved by the City Manager or his designee provided, however, that prior to any approval for greater than thirty (30) days, the City Manager or his designee shall schedule a public hearing to assist him in determining whether the proposed sign will adversely affect the neighborhood or create a nuisance to the surrounding area.

Section 54.084. Construction Signs.

- A. **Permits.** Construction signs which are temporary signs shall not require a permit.
- B. **Permanent/Temporary Sign.** Construction signs may be considered as Semi-permanent, permanent or temporary signs.
- C. **Sign Faces.** Construction signs may be single-faced or double-faced.
- D. **Sign Area.**
 1. Construction signs that are temporary signs shall not exceed 3 square feet in area per face.
 2. Construction signs that are semi-permanent signs for Single-Family purposes shall be a maximum of 6 square feet.
 3. Construction signs that are semi-permanent or permanent signs for Commercial purposes shall be a maximum of 12 square feet.
- E. **Height.**
 1. The maximum height of Construction signs for Single-Family purposes, including its structure, shall be 3 feet above grade.
 2. The maximum height of Construction signs for Commercial purposes including its structure shall be 12 feet above grade.
- F. **Area/Number of Sign (reference 54.060).**
 1. Construction signs shall not be included in the area calculations.
 2. Construction signs shall not be included in the number calculations.
 3. Each property shall be limited to one (1) construction sign per front yard.
- G. **Location of Sign.** The location of Construction signs shall be based on the type of sign used, but in any case, shall be located upon the property where the construction is occurring.

- H. **Single-Family/Commercial.** Construction signs may be allowed for Single-Family and Commercial uses.
- I. **Types of Signs.** Construction signs may be Freestanding signs, Portable signs, Wall signs, or Window signs.
- J. **Lighting.** Construction signs shall not be lit.
- K. **Other Conditions.**
 - 1. Semi-permanent and permanent construction signs on Single-Family lots shall not be posted before the commencement of discernable construction work being performed or upon issuance of a building permit.
 - 2. Semi-permanent and permanent construction signs on Single-Family lots shall be removed no later than six (6) months following sign posting or upon completion of the project, whichever occurs first.
 - 3. Semi-permanent and permanent construction signs on Commercial lots shall not be posted before the commencement of discernable construction work being performed or upon issuance of a building permit.
 - 4. Semi-permanent and permanent construction signs on Commercial lots shall be removed no later than twelve (12) months following sign posting or upon completion of the project, whichever occurs first.
 - 5. Temporary Construction signs shall not be posted before the commencement of discernable construction work being performed.
 - 6. Temporary Construction signs shall be removed no later than ninety (90) days following sign posting or upon completion of the project, whichever occurs first. (Ord. No. 8476, § 4, 9-20-05)

Section 54.085. Directional Signs.

- A. **Permits.** Directional signs shall require a permit.
- B. **Permanent/Temporary Sign.** Directional signs shall be considered as permanent signs.
- C. **Sign Faces.** Directional signs may be single-faced or double-faced.
- D. **Sign Area.**
 - 1. On-premises Directional signs shall be limited to 3 square feet per face.
 - 2. Taxing District Directional signs shall be limited to 2 square feet per business nameplate.
- E. **Height.**
 - 1. On-premises Directional signs shall not exceed 2 1/2 feet in height.

2. Taxing District Directional signs shall not exceed 6 feet in height.

F. Area/Number of Sign (reference 54.060).

1. Directional signs shall be included in the area calculations.
2. Directional signs shall not be included the number calculations.

G. Location of Sign.

1. On-premises Directional signs shall be located as close as practicable to the driveway and on the property of the person who causes the sign to be erected.
2. Taxing District Directional signs shall not be located so as to create a traffic safety hazard.

H. Single-Family/Commercial. Directional signs shall be allowed for Commercial uses.

I. Types of Signs. Directional signs may be free standing signs or wall signs

J. Lighting. Directional signs may be internally lit or unlit.

K. Other Conditions. Taxing District Directional signs may only be installed, controlled, and maintained by the Advisory Commission of a Special Business-Taxing District of the City.

Section 54.086. Identification Signs.

A. Permits. Identification signs shall require a permit.

B. Permanent/Temporary Sign. Identification signs shall be considered as permanent signs.

C. Sign Faces. Identification signs may be single-faced, double-faced or multi faced.

D. Sign Area. The maximum area of Identification signs shall be based on the type of sign.

E. Height. The maximum height of Identification signs shall be based on the type of sign, except as provided in 54.086.K.

F. Area/Number of Sign (reference Sec. 54.060).

1. Building Identification signs shall be included in the area calculations.
2. Building Identification signs shall not be included in the number calculations.
3. Business Identification signs shall be included in the area calculations.

4. Business Identification signs shall be included in the number calculations.
- G. **Location of Sign.** The location of Identification signs shall be based on the type of sign, and shall be located on the property to which the sign references.
- H. **Single-Family/Commercial.** Identification signs may be allowed for Single-Family and Commercial uses.
- I. **Types of Signs.**
 1. Business Identification signs may be free standing, ground, projecting, wall, or window signs.
 2. Building Identification signs may be wall or projecting signs.
- J. **Lighting.** Identification signs may be internally lit, externally lit or unlit.
- K. **Other Conditions.**
 1. Building Identification signs within historic districts or for landmark properties shall be approved by the Historic Preservation Commission as well as the Architectural Review Board.
 2. Building Identification Signs to name an historic building shall be approved by the Historic Preservation Commission, and may be installed up to a height of 25 feet.

Section 54.087. Name Plate Signs.

- A. **Permits.** Nameplate signs shall require a permit.
- B. **Permanent/Temporary Sign.** Nameplate signs shall be considered as permanent signs.
- C. **Sign Faces.** Nameplate signs may be single-faced.
- D. **Sign Area.** Nameplate signs shall be limited to 2 square feet.
- E. **Height.** Nameplate signs shall not exceed 7 feet high.
- F. **Area/Number of Sign (reference 54.060).**
 1. Nameplate signs shall be includes area calculations.
 2. Nameplate signs shall not be included in the number calculations.
- G. **Location of Sign.** Nameplate signs shall be located as close as practicable to the main entrance to the building where the person so identified is located.
- H. **Single-Family/Commercial.** Nameplate signs may be allowed for Single-Family and Commercial uses.

- I. **Types of Signs.** Nameplate signs shall be wall signs.
- J. **Lighting.** Nameplates shall not be lit.
- K. **Other Conditions.** None.

Section 54.088. Political Signs.

- A. **Permits.** Temporary Political signs and Semi-Permanent Signs shall not require a permit, but Permanent Political Signs shall require a permit as specified below in Section 54.144.
- B. **Permanent/Temporary Sign.** Political signs may be temporary, semi-permanent, or permanent signs for purpose of materials and size, but are exempt from time limits except as provided in Subsection K.2 of this section.
- C. **Sign Faces.** Political signs may be single-faced or double-faced.
- D. **Sign Area.**
 - 1. Political signs that are temporary shall not exceed 6 square feet per face.
 - 2. For Semi-Permanent Political signs, see Section 54.054 B.1
 - 3. For Permanent Political signs, see Section 54.055 B.1
- E. **Height.**
 - 1. Political signs that are temporary shall not exceed 3 feet in height on a Single-Family property, nor 12 feet in height on a Commercial property.
 - 2. For Semi-Permanent Political signs, see Section 54.054 B.2
 - 3. For Permanent Political signs, see Section 54.055 B.2
- F. **Area/Number of Sign.** (reference 54.060)
 - 1. Political signs shall not be included in the area calculations.
 - 2. Political signs shall not be included in the number calculations.
- G. **Location of Sign.**
 - 1. Political signs shall be located entirely on private property in compliance with the sign type.
 - 2. Political signs in excess of 2 1/2 feet in height shall not be located within the 30 foot sight triangle of a driveway or street.
- H. **Single-Family/Commercial.** Political signs may be allowed for Single-Family and Commercial uses.

- I. **Types of Signs.** Political signs may be any type of sign permitted by this code and shall be restricted in the same manner as any other sign of that type.
- J. **Lighting.** Political signs may be externally lit as any other sign of the same Type.
- K. **Other Conditions.**
 - 1. Political signs shall not be erected or affixed on or to any public property or utility poles and in no event may Political signs be erected or affixed by any person on or to any property without the consent of the owner or occupant of such property.
 - 2. Any sign concerning an election shall be removed within ten (10) days after the election.

Section 54.089. Real Estate Signs.

- A. **Permits.** None
- B. **Permanent/Temporary Sign.** Real Estate signs may be temporary or semi-permanent signs for purpose of materials and size, but are exempt from time limits except as provided in Subsections K.1 and K.2 of this section.
- C. **Sign Faces.** Real Estate signs may be single-faced or double-faced.
- D. **Sign Area.**
 - 1. Temporary Real Estate signs shall not exceed 6 square feet in area per face.
 - 2. Semi-permanent Real Estate signs shall be a maximum of 6 square feet in area per face for Single-Family residential property, and 24 square feet in area per face for all other properties.
 - 3. Real Estate signs which are semi-permanent signs advertising future use or development of property shall be a maximum of 24 square feet in area per face.
- E. **Height.**
 - 1. The maximum height of Real Estate signs for Single-Family purposes, including its structure, shall be 3 feet.
 - 2. The maximum height of Real Estate signs for Commercial purposes, including its structure shall be 10 feet.
 - 3. The maximum height of Real Estate signs advertising future use or development of property, including its structure shall be 10 feet.
- F. **Area/Number of Sign (reference 54.060).**

1. Real Estate signs shall not be included in the sign area calculations.
 2. Real Estate signs shall not be included in the sign number calculations.
 3. Each property shall be limited to one (1) sign per front yard.
- G. **Location of Sign.** Except for off-premises open house signs, all Real Estate signs shall be located on the property which such sign advertises.
- H. **Single-Family/Commercial.** Real Estate signs may be allowed for Single-Family and Commercial uses.
- I. **Types of Signs.** Real Estate signs may be freestanding signs, portable signs, wall signs or window signs.
- J. **Lighting.** Real Estate signs shall not be lit.
- K. **Other Conditions.**
1. All Real Estate signs shall be removed within seven (7) days of the written agreement to rent or lease, or the closing of the property or space advertised therein.
 2. Any Real Estate sign of any type is permitted only during the time that a property is available for rent, lease or sale, except signs indicating future development, which are permitted at such time as the City authorizes the future development or building permits are issued. (Ord. No. 8476, § 5, 9-20-05)
 3. Real Estate signs advertising Single-Family property are permitted off premises for directional purposes. Off-premises signs shall be permitted only during the time that a licensed real estate agent is located on the property for the purpose of conducting an open house, and may be placed off-premise only with the permission of the property owner upon which such sign is placed. Such signs shall be removed at the conclusion of the open house for public viewing.
 4. Single-Family for sale by owner (FSBO) signs may be placed off premises only between the hours of 9:00 p.m. and noon Tuesdays, and noon and 4:00 p.m. on Sundays unless otherwise approved by the building commissioner.

Section 54.090. Sandwich Boards.

- A. **Permits.** Sandwich Boards shall require a permit, which shall be renewed annually on a calendar year basis.
- B. **Permanent/Temporary Sign.** Sandwich Boards shall be considered as permanent signs.
- C. **Sign Faces.** Sandwich Boards may be single-faced or double-faced.

- D. **Sign Area.** Sandwich Boards shall be limited to 6 square feet per face.
- E. **Height.** Sandwich Boards shall be limited to 3 3/4 feet [45 inches] in height.
- F. **Area/Number of Sign (reference 54.060).**
 - 1. Sandwich Boards shall be included in the area calculations.
 - 2. Sandwich Boards shall be included in the number calculations.
 - 3. There shall be a maximum of one (1) Sandwich Board per business. (Ord. No 8476 § 6, 9-20-05)
- G. **Location of Sign.**
 - 1. Sandwich Boards may be located within the prolonged limits of the space to which the sign references.
 - 2. Sandwich Boards shall not be located within the 30 foot sight triangle of a street.
 - 3. Sandwich Boards shall allow for a clearance of paved walkways of not less than 3 feet.
- H. **Single-Family/Commercial.** Sandwich Boards shall be allowed for Commercial uses only.
- I. **Types of Signs.** Sandwich Boards shall be portable signs.
- J. **Lighting.** Sandwich Boards shall not be lit.
- K. **Other Conditions.**
 - 1. Sandwich Boards shall be constructed of metal or wood, and designed to resist wind loads.
 - 2. At a minimum, the top 40% of any Sandwich Board sign face shall be permanent lettering which is painted, etched, or affixed to the sign face.
 - 3. The Architectural Review Board shall approve any means of anchoring any sandwich board as part of the sign review and approval process.
 - 4. Sandwich Boards shall be removed when the establishment is not open for business.
 - 5. Any application for a permit to locate a Sandwich Board in a public right-of-way shall include in the application a certificate of liability insurance naming the City of Webster Groves as additionally insured. The certificate of liability shall be in the form of General Commercial Liability Insurance in a minimum amount of Three Hundred Thousand Dollars (\$300,000.00) per occurrence.

Section 54.091. Special Promotion Signs.

- A. **Permits.** Window Special Promotion signs shall not require a permit. All other Special Promotion signs shall require a permit.
- B. **Permanent/Temporary Sign.** Special Promotion signs shall be considered as temporary signs.
- C. **Sign Faces.** Special Promotion signs may be single-faced or double-faced.
- D. **Sign Area.** The maximum square foot area for each face of a Special Promotion sign shall not exceed 50 square feet per face or a total of 100 square feet for all faces.
- E. **Height.** No Special Promotion signs, including its structure shall exceed 12 feet in height.
- F. **Area/Number of Sign** (reference 54.060).
 - 1. Special Promotion signs shall not be included in the sign area calculations.
 - 2. Special Promotion signs shall not be included in the sign number calculations.
- G. **Location of Sign.**
 - 1. Special Promotion signs shall be located on the property to which the sign refers.
 - 2. Freestanding and Portable Special Promotion signs shall not be located within the 30 foot sight triangle of a driveway or street.
 - 3. Freestanding and Portable Special Promotion signs shall not be located within 10 feet of a side property line.
 - 4. There shall be not more than one (1) freestanding, wall or portable Special Promotion sign for each street on which the property fronts. (Ord. No. 8476, § 7, 9-20-05)
- H. **Single-Family/Commercial.** Special Promotion signs may be allowed for Commercial uses only.
- I. **Types of Signs.** Special Promotion signs may be Window signs, Wall signs, Portable signs, or Freestanding signs.
- J. **Lighting.** Special Promotion signs shall not be lit.
- K. **Other Conditions.**
 - 1. Grand Opening signs and Future Tenant Identification signs may only be Wall signs or Window signs.

2. Except for Window signs that require no permit, a separate Special Promotion sign permit is required for each event so advertised. Each permit application must state, at a minimum, the size, text, location, and duration of the placement of the sign.
3. No part of a special promotion sign shall contain changeable copy or type.
4. The Building Commissioner may reject the application for cause. (Ord. No. 8476, § 8, 9-20-05)

Section 54.092. Street Banners.

- A. **Permits.** Street Banners shall require a permit.
- B. **Permanent/Temporary Sign.** Street Banners announcing an event shall be considered as temporary signs. Street Banners identifying a district or area shall be considered as permanent signs.
- C. **Sign Faces.** Street Banners may be single-faced or double-faced.
- D. **Sign Area.**
 1. Street Banners extending across a street may not exceed dimensions of 2 feet by 30 feet per face.
 2. Street Banners mounted on individual utility, or similar, poles may not exceed 8 square feet.
 3. Street Banners attached to a utility, or similar, pole shall be at least 8 feet above the ground.

(Ord. No. 8647, § 5, 9-1-09)

- E. **Height.**
 1. Street Banners attached to two utility poles and stretched across a street shall be at least 16 feet above the pavement.
 2. Street Banners attached to one utility pole shall be at least 8 feet above the ground.
- F. **Area/Number of Signs.**
 1. No more than one (1) Street Banner is allowed per utility pole.
 2. Street Banners announcing an event shall be limited to no more than two (2) Street Banners per event.
- G. **Location of Sign.**
 1. Street Banners shall be installed in the immediate vicinity of the institution

or taxing entity seeking a permit to install such signs.

2. All locations shall be approved by the City Manager or his designee.

H. **Single-Family/Commercial.** Street Banners may be allowed for Single-Family and Commercial uses.

I. **Types of Signs.** Not applicable.

J. **Lighting.** Street Banners shall not be lit.

K. **Other Conditions.**

1. Street Banners shall only be allowed if the applicant for a permit is a political subdivision of the state or a major institution within the City.

2. Applications for Street Banners announcing an event must be made six (6) weeks in advance and must include evidence of public liability insurance carried by the requesting organization and details of construction and support.

3. Street Banners which announce an event shall not be erected more than thirty (30) days before the event and shall not remain for more than seven (7) days after the event.

4. If, in his opinion, the proposed banner will adversely affect the neighborhood or create a nuisance in the area surrounding the proposed location of the banner, the City Manager or his designee may deny an application for a Street Banner.

5. Street Banners may be ordered removed by the City Manager or his designee, if in his judgment they are, or become, unsafe, a public nuisance, or obsolete.

Section 54.100. Exceptions.

Section 54.101. Shopping Centers.

A. In shopping centers the total square foot area of all signs, except Political Signs, shall not exceed fifteen percent (15%) of the total square foot area of the face of the building as seen from the street on which the building fronts. Each tenant shall be allowed a maximum of two (2) signs that shall not be detached from the building. Each tenant shall have a maximum sign area of ten percent (10%) of its façade.

B. In any shopping center there may be a shopping center Identification sign, erected detached from the main building, the total area of which shall not exceed 125 square feet except that there is hereby allowed an additional 25 square feet of sign area for each acre above the 5 acre minimum provided herein for shopping centers generally, but in no event shall any such Identification sign exceed 260 square feet per face. Any such sign shall be included in the

calculated permitted sign area. Such sign shall be in lieu of any Freestanding or Ground sign and shall be located within the middle fifty percent (50%) of the aggregate street frontage.

- C. In arcades and below ground level commercial space where no tenant face is visible from the street there may be a directory at the entrance to such space. The directory shall not exceed 2 square feet of area for each tenant listed. No other sign that is visible from or located on the exterior of the building shall be permitted.
- D. A tenant in a shopping center with a tenant face visible from a street may be permitted to install a Sandwich Board located within 8 feet the prolonged tenant wall of the space to which the sign references. All other regulations of Section 54.090 regarding Sandwich Boards shall apply.
- E. Electronic Reader Boards may be permitted in shopping centers provided that the sign is incorporated into a shopping center Identification sign. Such sign shall not advertise any product, business or activity that is not associated with the shopping center.

Section 54.102. Service Stations.

- A. Each service station may have one single-faced or double-faced sign not exceeding 60 square feet per side of sign area or 20 square feet per gasoline type whichever is less. Such sign shall be restricted to stating the price and type of gasoline. Such sign, if free standing, shall be ganged.
- B. Any such sign shall not be included in the calculated permitted sign area.
- C. Gasoline type and price signs may be increased but such increase shall be counted against the sign area calculation.

Section 54.103. Planned Districts.

- A. The owner/developer of a Planned District (applicable districts include those as listed in Chapter 53 Zoning, Article VIII: Planned Districts), as an alternative to the sign regulations contained elsewhere in this code, may propose a "Sign Package" addressing all aspects of exterior permanent signage for the entire Planned District. In such cases variation from the criteria for signs contained in this Chapter 54 are permitted. Such variation is permitted in keeping with the purpose of a Planned District which is to provide flexible design criteria that promotes integrated design and good planning practices. (Ord. No.8988 § 1, 9-5-2017)
- B. The total square foot area of all signs proposed in a Sign Package, except those specifically excluded from the area and number calculations, as listed elsewhere in this code, shall not exceed ten percent (10%) of the total square foot area of the face of the building(s) as seen from the street(s) on which the building(s) fronts.
- C. Variations from standard requirements shall be considered in keeping with the

purpose of a Planned District, however no sign shall exceed 125% of the area or height allowed per the standard requirements of the Sign Code.

D. A sign package shall include the following:

1. A site plan delineating the location, height, and size of all existing and proposed signs.
2. Dimensions, area, construction materials, colors, and illumination source and level of all existing and proposed signs.
3. Color elevations of all proposed signs.
4. Description of advertising copy to be displayed on signs.
5. Proposed landscaping for free-standing signs

E. Sign Packages shall be approved by the Architectural Review Board (ARB).

F. Appeals

As the request for a Sign Package is a strictly voluntary decision on the part of a developer, decisions of the ARB are final, and notwithstanding anything to the contrary in Chapter 54, the decision of the ARB shall be binding with the development, and shall run with the land unless amended by the City Council in the same manner as development plans are amended pursuant to Chapter 53.801. (Ord. No.8476 § 9, 9-20-06)

Section 54.120. Non-Conforming Uses.

Section 54.121. Discontinuance of Uses.

In all districts, the lawful use of a sign existing at the time of the effective date of this ordinance may be continued although such use does not conform to the provisions hereof. If no structural alterations are made or any sign face is changed, a nonconforming use of a sign may be changed to another nonconforming use of the same or of a more restricted classification. Whenever a nonconforming use has been changed to a more restricted use or to a conforming use, such use shall not thereafter be changed to a less restricted use.

Section 54.122. Nonconforming Use Created by Sign Amendment.

In all districts, whenever the use of a sign becomes nonconforming through a change in the Sign Code, such use may be continued and if no structural alterations are made, it may be changed to another nonconforming use of the same or of a more restricted classification.

Section 54.123. Abandonment.

Any Abandoned sign, including the support structure, shall be removed within thirty (30) days after the business or product is no longer present.

Section 54.124. Enlargement, Extension, Reconstruction and/or Alteration.

No sign in any district devoted to a use not permitted by this Sign Code in the district in which such sign is located, except when required to do so by law or order, shall be enlarged, extended, reconstructed or structurally altered, unless such use is changed to a use permitted in the district in which such sign is located.

Section 54.125. Damage by Fire, Explosion, Act of God, Etc.

In any district, when fire, explosion, act of God, or the public enemy damages a sign, the use of which does not conform to the provisions of this Sign Code; it shall not be restored except in conformity with the sign regulations.

(Ord. No. 8647, § 7, 9-1-09)

Section 54.130. Building Code.**Section 54.131.**

All permanent signs shall be designed, constructed and maintained in compliance with the structural integrity and fire resistive construction requirements of Chapter 20 of the Code of Webster Groves (Building Code), with Chapter 21 of the Code of Webster Groves (Electrical Code), and with Chapter 27 of the Code of Webster Groves (Plumbing Code).

Section 54.132.

All Semi-Permanent signs shall be constructed according to standards adopted by resolution by the City Council from time to time and kept on file for public inspection in the office of the Building Commissioner.

Section 54.133.

Temporary Signs shall not be required to meet Building, Electrical or Plumbing Code requirements.

Section 54.140. Permit Procedures, Fees, and Exceptions.**Section 54.141.**

Unless specifically exempted, a permit is required for the erection of a sign or outdoor display structure. Such exemption shall not relieve the owner of the sign from responsibility for its erection and maintenance in a safe manner, from responsibility from compliance with all provisions of this article, or from responsibility for damages or injuries to property or persons.

Section 54.142.

Application for a sign permit shall be filed with the Building Commissioner, and shall include, when required by the Building Commissioner: a site plan; the plans and specifications for said sign, including the dimensions, materials and required details of construction, including weights and methods of anchorage.

Section 54.143.

The written consent of the owner or lessee of the premises upon which the sign is to be erected shall accompany the application.

Section 54.144.

Before the issuance of each required sign permit, a fee shall be paid to the City of Webster Groves according to the following schedule:

Century Plaques; Directional (Taxing Districts); Permanent Street Banners and Temporary Signs, Civic Activity Sign and Semi-Permanent Signs	None
Directional (Private); Name Plates; Special Promotion	\$15.00
All Other permits not listed	\$.30 per square foot or \$30.00 (whichever is greater)

Section 54.145.

No sign shall be enlarged or relocated except in conformity with the provisions of this article neither for new signs, nor until a permit has been issued. The changing of movable parts of an approved sign that is designed for such changes, or repainting or reposting of display matter, shall not be deemed an alteration, provided that the conditions of the original approval and the requirements of this article are not violated.

Section 54.146.

All applications for building Identification signs for buildings on the National Register of Historic Places, buildings designated by the City as landmark buildings, and buildings within a City-designated historic district shall be approved by the Historic Preservation Commission before being reviewed by the Architectural Review Board. Such name shall be historically in context with the building identified.

Section 54.160. Appeals.**Section 54.161.**

Any person, firm or corporation may appeal any order, requirement, decision, or determination made by the city manager or the city manager's designee in the enforcement of this article to the Board of Adjustment of the City of Webster Groves within twenty (20) days of the date of the order, requirement, decision, or determination.

Section 54.162.

Such appeal shall be in writing and shall be accompanied by a filing fee of One Hundred Dollars (\$100.00).

Section 54.163. The Board of Adjustment shall have the power to:

- A. Affirm, modify, or reverse the decision of the Building Commissioner if the board finds the city manager or the city manager's designee has made an error in any order, requirement, decision, or determination in the enforcement of this article.
- B. Permit variations where practical difficulties, unnecessary hardships, or results inconsistent with the general purpose of this ordinance result from the strict application of this article. If it is determined that the applicant for a variance is subject to such difficulty, hardship, or result then the board, must also determine whether the proposed sign:
 - 1. Will not be inappropriate to the type of activity to which it pertains to the scale of the building to which it is related, or to the aesthetic environment of the surrounding structures and land use, and
 - 2. Will not materially diminish or impair established property values within the surrounding area, and
 - 3. Will not in any other respect impair the public health, safety comfort, morals, and welfare of the City of Webster Groves.

Section 54.170. Violations.

Section 54.171. Unlawful Acts.

It shall be unlawful for a person, firm or corporation to erect, construct, alter, repair, remove, demolish or utilize any sign, or cause same to be done, in conflict with or in violation of any of the provisions of this code.

Section 54.172. Notice of Violation.

The Building Commissioner shall serve a notice of violation or order to the person responsible for the erection, installation, alteration, extension, repair, or removal of any sign in violation of the provisions of this code, or in violation of a detail statement or the approved construction documents thereunder, or in violation of a permit or certificate issued under the provisions of this code. Such order shall direct the discontinuance of the illegal action or condition and the abatement of the violation.

Section 54.173. Prosecution of Violation.

If the notice of violation is not complied with promptly, the code official shall request the legal counsel of the jurisdiction to institute the appropriate proceeding at law or in equity to restrain, correct or abate such violation, or to require the removal or termination of the unlawful occupancy of the structure in violation of the provisions of this code or of the order or direction made pursuant thereto.

Section 54.174. Violation Penalties.

Any person, firm, association or corporation who shall violate any provisions of this article or who shall fail to comply with any order of the City Manager or the Building Commissioner issued pursuant to the terms of this code within the time therein specified, shall be guilty of an infraction and upon conviction thereof shall be punishable by a fine of not less than Ten Dollars (\$10.00) and not more than One Hundred Dollars (\$100.00) for each and every day that such violation continues, but if the offense be willful on conviction thereof, the punishment shall be a fine of not less than One Hundred Dollars (\$100.00) and not more than Two Hundred Fifty Dollars (\$250.00) for each and every day that such violation shall continue, or by imprisonment for ten days for each and every day such violation shall continue or by both such fine and imprisonment in the discretion of the Court.

54.175. Stop Work Order.

Upon notice from the Building Commissioner that work is being done contrary to the provisions of this code or in a dangerous or unsafe manner, such work shall immediately cease. Such notice shall be in writing and shall be given to the owner of the property, or to the owner's agent, or to the person doing the work. The notice shall state the conditions under which work is authorized to resume. Where an emergency exists, the building commissioner shall not be required to give a written notice prior to stopping the work. Any person who shall continue any work on the system after having been served with a stop work order, except such work as that person is directed to perform to remove a violation or unsafe condition, shall be guilty of an offense punishable by a fine of not less than Ten Dollars (\$10.00) and not more than One Hundred Dollars (\$100.00) for each and every day that such violation continues, but if the offense be willful on conviction thereof, the punishment shall be a fine of not less than One Hundred Dollars (\$100.00) and not more than Two Hundred Fifty Dollars (\$250.00) for each and every day that such violation shall continue, or by imprisonment for ten (10) days for each and every day such violation shall continue or by both such fine and imprisonment in the discretion of the Court.

Section 54.176. Abatement of Violation.

The imposition of the penalties herein prescribed shall not preclude the legal officer of the jurisdiction from instituting appropriate action to prevent unlawful construction or to restrain, correct or abate a violation, or to prevent illegal occupancy of a building, structure or premises, or to stop an illegal act, conduct, business or utilization of the sign on or about any premises.

Section 54.180. Emergency Measures.**Section 54.181. Imminent Danger.**

When, in the opinion of the Building Commissioner, there is imminent danger of failure or collapse of a sign or structure or any part thereof which endangers life, or when any part of any sign or structure has fallen and life is endangered, the Building Commissioner is hereby authorized and empowered to order and require the same to be made safe forthwith.

Section 54.182. Temporary Safeguards.

When, in the opinion of the Building Commissioner, there is imminent danger, due to an unsafe condition, the Building Commissioner shall cause the necessary work to be done to render such sign temporarily safe, whether or not the legal procedure herein described has been instituted.

Section 54.183. Emergency Repairs.

For the purposes of this section, the Building Commissioner shall employ the necessary labor and materials to perform the required work as expeditiously as possible.

Section 54.184. Cost of Emergency Repairs.

Costs incurred in the performance of emergency work shall be paid from the treasury of the jurisdiction on approval of the Building Commissioner. The legal counsel of the jurisdiction shall institute appropriate action against the owner of the premises where the sign is located.

Section 54.190. Validity.**Section 54.191. Validity.**

If any section, subsection, paragraph, sentence, clause or phrase of this code shall be declared invalid for any reason whatsoever, such decision shall not affect the remaining portions of this code which shall continue in full force and effect, and to this end the provisions of this code are hereby declared to be severable.

Section 54.192. Saving Clause.

This code shall not affect violations of any other ordinance, code or regulation existing prior to the effective date hereof, and any such violation shall be governed and shall continue to be punishable to the full extent of the law under the provisions of those ordinances, codes or regulations in effect at the time the violation was committed.