

# SIGNAGE EXCERPTS FROM THE CODE OF THE CITY OF JACKSON

The entire City Zoning Code is available online at  
[www.jacksonmo.org/Govt-and-Administration/Ordinances/](http://www.jacksonmo.org/Govt-and-Administration/Ordinances/) (Chapter 65)

## Sec. 65-2. - Definitions.

*Sign.* An outdoor panel, structure, illustration, or device designed to carry or display information for the purpose of making anything known, including any portion of a wall, fence, or other structure on which information may be painted or attached. Signs shall include wooden, metal, vinyl, or other type frames in which banners or other flexible advertising materials are placed. Signs shall be categorized as follows:

- (1) *Banner.* A fabric, cloth, vinyl, or other flexible panel designed for temporary use typically attached to or suspended from independent supports.
- (2) *Billboard.* Any sign exceeding one hundred (100) square feet in sign face area. Signs meeting the definition of combination signs shall not be considered billboards.
- (3) *Combination sign.* A series of multiple sign faces upon a single support or set of supports which provides individual sign face area for more than one (1) business or use.
- (4) *Portable advertising sign.* A device or structure on legs, wheels, or similar supports designed for ease of relocation.
- (5) *Poster/placard.* A paper, cardboard, fabric, vinyl, plastic, metal, or other rigid panel typically attached to a permanent structure or attached to a movable support.

*Sign face.* A sign face shall include the area of the sign cabinet or other display area including border and trim, or the area of an individual channel letter, and shall exclude the sign base, supports, or other structural members.

*Structure.* Anything constructed or erected, the use of which requires more or less permanent location on the ground or attached to something having a permanent location on the ground and including, but not limited to, the following: buildings, signs, billboards, fences, pergolas, projecting roofs, satellite television antennas/dishes, freestanding solar collectors, or equipment, swimming pools, portable sheds, and portable carports.

## Sec. 65-21. - Sign uses and regulations.

The regulations set forth in this section or set forth elsewhere in this chapter when referred to in this section, are the regulations relating to signs and billboards. The purpose of the sign and billboard regulations is to provide for advertisement of businesses and services in an orderly manner without creating unnecessary sign clutter. In addition to other provisions of this chapter, all signs must also meet all applicable provisions of the city building code and all applicable regulations of the Missouri Department of Transportation.

- (1) Signs shall contain only the name of the business establishment, the principal business conducted on the premises, or commodities, services, or products sold or offered on the premises that the sign occupies.
- (2) Attached or painted signs containing not more than fifty (50) square feet in sign face area shall be permitted on any building or structure in any office, commercial, or industrial district. An attached sign shall not project more than twelve (12) inches from the building, if mounted parallel to the wall, or four (4) feet, if mounted perpendicular to the wall, and shall not project above the principal roof of a building; except that a sign may be attached flat against or painted on a parapet wall extending not more than three (3) feet above such roof line. Attached signs in excess of these requirements shall require a special use permit.
- (3) Any detached sign with the base of the sign face less than ten (10) feet above any adjacent street grade shall be located at least ten (10) feet from the pavement edge or curb line of the adjacent street or streets.
- (4) Sign face area for double-faced signs with sign faces parallel and back to back shall be measured as the sign face area of one (1) face of the sign.
- (5) In the event that two (2) or more business units occupy one (1) lot in an office, commercial, or industrial district, a combination sign may be permitted. Combination signs or structures shall contain no more than two hundred (200) square feet in sign face area. However, each individual sign located on a combination sign may not contain more than one hundred (100) square feet in sign face area for each individual business unit. Combination signs which exceed these requirements shall require a special use permit.
- (6) More than one (1) sign for a single business on common supports shall, in the aggregate, be considered as one (1) sign, except that one (1) accessory message board not exceeding thirty-two (32) square feet may be installed on the same supports as the sign(s) and not included in the aggregate sign size.
- (7) Only three (3) detached, free-standing ground signs, including banners but excluding billboards, shall be permitted on any lot or tract, exclusive of any attached on-premise signs, in conformance with provisions of the zoning district in which the lot or tract is located.
- (8) When any sign is illuminated, the light or lights shall be shaded or concealed so that they will not interfere with the vision of motor vehicle operators or shine directly on residential property in any residential district.
- (9) When within the above requirements, the following signs shall be allowed in the districts designated:
  - a. Home occupations in residential districts: One (1) sign, not exceeding one and onehalf (1.5) square feet, containing only the name of the business.
  - b. Nameplates for multifamily dwelling buildings, rooming, boarding or lodging houses, and bed and breakfast dwellings in residential districts shall not exceed five (5) square feet and shall be lighted only with indirect, non-intermittent light.

- c. Complexes consisting of more than one (1) residential building in a residential or commercial district: One (1) sign, not exceeding thirty-two (32) square feet in sign face area, containing only the name of the complex. Such sign may also include contact information for the managing person or entity.
- d. MH-1 Mobile home park district: One (1) sign, not exceeding thirty-two (32) square feet in sign face area, containing only the name of the mobile home park. Such sign may also include contact information for the managing person or entity.
- e. O-1 Professional office district and C-1 Local commercial district: Detached freestanding ground signs or structures containing not more than sixty (60) square feet in sign face area and not more than fifteen (15) feet in height; provided that any such sign shall not be located within fifty (50) feet of any residential district and not more than two (2) such signs shall be permitted on any lot or tract.
- f. C-2 General commercial district: Detached, free-standing ground signs containing not more than one hundred (100) square feet in sign face and not more than thirty-five (35) feet in height; provided that any such sign shall not be located within fifty (50) feet of any residential district and not more than three (3) such signs shall be permitted on any lot or tract.
- g. C-3 Central business district: Detached free-standing ground signs or structures containing not more than sixty (60) square feet in sign face area and not more than fifteen (15) feet in height; provided that any such sign shall not be located within fifty (50) feet of any residential district and not more than one (1) such sign shall be permitted on any lot or tract.
- h. C-4 Planned commercial district: Plans for all signs must be submitted to the building and planning superintendent prior to issuance of a permit for their installation. All signs will be judged on the purpose and blending with the overall landscaping plan of the planned commercial district. Signs shall be limited to one (1) sign on each street or road frontage per commercial district. Signs shall contain only the name of business establishments located within the commercial district.
- i. CO-1 Enhanced commercial overlay: Except when altered or varied by this section, the signage requirements of the underlying district and of [section 65-19](#) shall apply.
  - (1) Attached signs shall be in accordance with the underlying district and with [section 65-19](#) with the following exception: Neon signs shall not be displayed on the exterior of buildings nor in exterior windows within this district.
  - (2) Banners, posters, placards, and portable advertising signs shall not be allowed in this district on either a temporary or permanent basis, including temporary directional

and informational signs of a public nature. This shall include banners displayed on the exterior of buildings and/or in an exterior window. The exception is that decorative banners installed by the city on utility pole brackets shall be allowed.

- (3) Signs that revolve, move laterally or transversely, or have flashing or blinking lights shall not be permitted in this district. Electronic message boards shall not be programmed to flash, blink, or scroll rapidly.
- (4) Accessory letter boards and message boards shall be permitted in this district when installed on the same supports as a permitted detached free-standing ground sign.
- (5) Combination signs containing off-site advertising shall be allowed at a common entrance to a private internal roadway from a public street for a series of businesses utilizing the private entrance as their primary access. Advertising space per business on a combination sign within this district shall be limited to fifteen (15) square feet per side of the sign. Off-site combination signs within this district shall be limited to a total area of one hundred (100) square feet per side and a total height of twelve (12) feet. Advertising on offsite combination signs shall be limited to the business name, logo, and/or directional arrow. Off-site combination signs shall be limited to one (1) sign per public street abutting the properties and shall be located at the common access point.
- (6) Directional signs shall be allowed on private internal roadways within commercial development complexes, provided that no individual business' advertising space on a directional sign exceeds five (5) square feet and the total sign face area does not exceed thirty-two (32) square feet. All off-site advertising shall be limited to the business name, logo, and/or directional arrow.
- (7) On-site and off-site billboards shall not be permitted in this district.
- j. I-1 Light industrial and I-2 Heavy industrial: Detached, free-standing ground signs or structures containing not more than one hundred (100) square feet in sign face area and not more than forty-five (45) feet in height; provided that any such sign shall not be located within fifty (50) feet of any residential district and not more than two (2) such signs shall be permitted on any lot or tract.
- k. I-3 Planned industrial park district: Plans for all signs must be submitted to the building and planning superintendent prior to the issuance of a permit for their installation. All signs will be judged on the purpose and their blending with the overall landscaping plan of the planned industrial park. Signs shall be limited to one (1) sign on each street or road frontage per industrial park. Signs shall contain only the name of business establishments located within the industrial park.

- L. Gasoline filling and service stations may have one (1) double-faced, freestanding sign not over twelve (12) inches in thickness and sixty (60) square feet in area on which shall be advertised only the trade name and price of the product offered for sale. The area of a double-faced sign shall be considered as the area of one (1) face of the sign.
- m. Signs, not exceeding seven (7) square feet in area, appertaining to the lease, hire, or sale of a building or premises, in a residential district, which boards or signs shall be removed as soon as the premises are leased, hired, or sold, or temporary signs pertaining to the sale of products grown on the premises.
- n. Signs appertaining to the lease, hire, or sale of a building or premises, not exceeding thirty-two (32) square feet in area, in an agricultural, office, commercial, or industrial district, which signs shall be removed as soon as the premises are leased, hired, or sold.
- o. Signs pertaining to the sale of products grown on the premises and not exceeding thirty-two (32) square feet in area in an A-1 Agricultural district.
- p. Temporary political campaign signs located in any residential district, not exceeding seven (7) square feet in sign face area. Such signs may be installed or maintained for no more than one hundred eighty (180) days prior to the election to which they pertain and which shall be removed within ten (10) days after the election to which they pertain.
- q. Church and school bulletin boards or identification signs for permitted public and semipublic uses may not exceed thirty-two (32) square feet in sign face area. No more than one (1) sign of the above character shall be permitted for each street upon which the tract has frontage.
- r. Temporary directional and informational signs of a public nature and not more than two hundred (200) square feet in sign face area may be permitted adjacent to arterial streets. Signs of a public nature shall be defined as pertaining to an event or occasion which is generally public in nature and calls attention to an event or occasion which is community-oriented (school or church functions, civic organization events, etc.).
- s. Temporary on-premises subdivision advertising signs, displaying the lot layout and other information relating only to the announcement of a proposed development, provided such signs are not more than fifty (50) square feet in sign face area, may be permitted in any subdivision under construction. However, any such sign must be located within the subdivision it advertises and shall be not less than ten (10) feet from any street line. No more than two (2) such signs of the above character shall be permitted within the proposed development and no more than one (1) sign of the above character per street entrance shall be permitted. Additionally, no such sign may exceed six (6) feet above the street grade or natural ground level, whichever is highest, and shall not be internally illuminated. Any such sign shall be removed within two (2) years of their installation, except with a written extension from the building and planning superintendent or when all of the lots within the subdivision are
- t. Permanent on-premises subdivision signs, displaying only the name of said subdivision, provided such signs are not more than fifty (50) square feet in sign face area, may be permitted in any subdivision. However, any such signs shall be located within the

subdivision advertised and not constructed upon or over any rights-of-way, easements, or other public places. No more than two (2) such signs of the above character shall be permitted within the development. No such sign may exceed six (6) feet above the street grade or natural ground level, whichever is highest. Additionally, these signs shall be ornamental in nature and shall be landscaped to provide an overall aesthetic appearance reflective of the type of subdivision advertised and not internally illuminated. Prior to their installation, the design and construction of these signs shall be reviewed and permitted by the building and planning superintendent. In no case shall the city be responsible for the preservation and maintenance of any permanent on-premises subdivision signs.

- u. Permanent subdivision signs in commercial or industrial park subdivisions displaying only the name of the subdivision and the name and location of each business or industry located within the park. Such sign shall be no more than fifty (50) square feet in sign face area, shall be located within the subdivision it advertises, and shall be not less than ten (10) feet from any street line. No more than two (2) such signs of the above character shall be permitted within the subdivision and no more than one (1) sign of the above character per subdivision entrance shall be permitted. Additionally, no such sign may exceed fifteen (15) feet above the street grade or natural ground level, whichever is highest.
  - v. A temporary sign in an office, commercial, or industrial district relating to the announcement of a proposed building, commercial or industrial business, commercial park, or industrial park, not exceeding thirty-two (32) square feet, may be located on the lot or tract where the proposed building, subdivision, commercial or industrial business, commercial park or industrial park will be located for a period of not more than one (1) year, unless an extension is authorized in writing by the building and planning superintendent.
  - w. Portable advertising signs, whether illuminated or not, may be located in any commercial or industrial district, provided that such sign shall be located at least ten (10) feet from the pavement edge or curb line of the adjacent street or streets and entirely within the property boundaries. All electrical installations for portable signs shall meet the applicable requirements of the city building codes. For the purpose of this chapter, a portable advertising sign shall be considered as a detached, freestanding ground sign and may be allowed under the following conditions:
    - 1. Portable advertising signs shall be used for temporary purposes only and shall be placed only after a temporary sign permit has been issued. Temporary sign permits shall be issued for a maximum period of six (6) months. No more than one (1) temporary sign permit may be issued for any address unless a change of occupancy use or change of business name occurs at that location.
    - 2. Only one (1) portable advertising sign may be placed for any address and only when an existing detached, freestanding sign is not available for that address. Advertising space on an existing combination sign intended for use by that address is considered an existing detached freestanding sign.
- (10) *Advertising banners, posters, and placards.* Advertising banners, posters, and placards shall not require a temporary sign permit. No more than two (2) banners, posters, or placards may be placed on freestanding posts or supports of existing freestanding signs on any lot at any one (1)

time. Banners, posters, and placards installed on the exterior of a building shall be considered as attached signs and shall meet all requirements for attached signs.

(11) The following signs and advertising devices are prohibited:

- a. Signs that revolve, move laterally or transversely, or have flashing lights. This shall not be construed to include stationery signs with movable electronic letters or graphics used as an auxiliary sign on the same support as a detached free-standing ground sign. Movable electronic letters or graphics shall not be programmed to flash, blink, or scroll rapidly.
- b. Signs erected on or over any public right-of-way or easement.
- c. Any sign erected so as to prevent free ingress to or egress from any door, window, or other exit way required by the city building code.
- d. Any sign erected in any location where, by reason of its location, it will obstruct the view of any authorized traffic sign, signal, or other traffic control device; nor may any sign imitate any official traffic sign.
- e. Any sign erected in a location where it will obstruct vision of the public right-of-way to a vehicle operator during ingress to, egress from, or travel on the public right-of-way.
- f. Any sign attached to any public utility pole, tree, fire hydrant, curb, sidewalk, or other surface located on public property.
- g. Any sign which constitutes a pedestrian or traffic hazard, as determined by the building and planning superintendent.
- h. Billboards and signs that are not maintained in good repair shall be subject to removal. The building and planning superintendent shall give written notice to the owner, and the owner shall have thirty (30) days to commence the needed repairs with completion within ninety (90) days. If such evidence of repairs is not produced, the building and planning superintendent shall order the billboard or sign to be removed.

(12) The following signs and advertising devices are exempt from the provisions of this chapter, provided that portable advertising signs are not utilized for these purposes:

- a. Any sign erected and maintained pursuant to and in the discharge of governmental function or required by law, ordinance, or a governmental regulation, except as otherwise designated in this chapter.
- b. One (1) sign displaying the street number and/or name of the occupant of the premises not exceeding one (1) square foot in area.
- c. Signs being manufactured, transported and/or stored; provided that such signs are not used for advertising in any manner at the place or places of manufacture or storage.
- d. Commemorative plaques of a historical nature.

- e. Temporary signs, decorations, or displays celebrating the occasion of traditionally accepted patriotic, religious, or local holidays or events. Additionally, temporary offpremise advertising signs or displays for the sale of goods relative to patriotic, religious, or local holidays or events (Christmas trees, fireworks, etc.) which are erected or maintained for no more than thirty (30) days prior to the event to which they pertain and which are removed within ten (10) days after the event to which they pertain shall be exempt.
- f. Signs located within malls, courts, arcade porches, patios, and similar areas where such signs are not visible from any point on the boundary of the premises.
- g. Signs on licensed commercial vehicles, including trailers; provided that such vehicles are not utilized as parked or stationary outdoor display signs.
- h. Temporary political campaign signs, including their support structures, which are installed or maintained for no more than one hundred eighty (180) days prior to the election to which they pertain and which are removed within ten (10) days after the election to which they pertain.
- i. Temporary signs advertising yard sales, garage sales, open houses, or personal or real property auctions for no more than two (2) days. Any such sign shall be removed on the day such sale, auction, or open house ends.
- j. Any other auxiliary signs, such as directional or informational signs related to the business (exit and entrance, menu boards, gasoline price signs, letter boards, or electronic message centers, etc.) of less than thirty-two (32) square feet in area. Letter boards, electronic message boards, and gasoline price signs as allowed by this section shall be permanently affixed to the supports of a permanent freestanding ground sign, shall be auxiliary to the sign upon which it is supported, and shall not include banners, posters, or placards of a temporary nature.
- k. Portable A-frame signs, in an office, commercial, or industrial district provided that:
  - 1. Such signs are limited to eight (8) square feet per sign face with not more than two (2) sign faces.
  - 2. The overall size of the sign shall not exceed thirty (30) inches in width or forty-eight (48) inches in height.
  - 3. Such signs may not be internally illuminated.
  - 4. Such signs may be placed only on or adjacent to a sidewalk in front of the place of business it advertises and must allow a minimum thirty-six (36) inch wide space on the sidewalk for pedestrians to pass.
  - 5. Such signs shall be removed from the sidewalk and placed inside the business at the close of each business day and/or whenever the business ceases to be open.



(13) *Billboards*. On-premise and off-premise billboards shall be permitted in accordance with the following provisions and other applicable provisions of this chapter. For the purposes of this section, off-premise signs of less than one hundred (100) square feet in sign face area shall be considered as billboards:

- a. Off-premise signs and billboards are defined as those that advertise or direct attention to a business, product, commodity, service, entertainment, or the like not located, sold, or offered on the premises on which the sign is located.
- b. Billboards shall be permitted only on lots or tracts adjoining the following streets or segments of street in C-2, C-4, I-1, I-2, or I-3 zoning districts and only when their advertisement is directed toward the following streets or segments of streets:
  1. Interstate 55.
- c. Billboards may not be erected within one hundred (100) feet of any residential district unless a special use permit is obtained therefor.
- d. Billboards may not be erected within thirty (30) feet of any adjacent street pavement edge or curb line.
- e. No billboard shall be placed within one thousand four hundred (1,400) feet of another billboard on the same side of the street nor within one hundred (100) feet of another billboard on the opposite side of the street as measured along the centerline of the street.
- f. The maximum area of a billboard sign face and display area shall not exceed three hundred (300) square feet with a maximum length of thirty (30) feet.
- g. Billboards with a maximum sign face area of up to four hundred (400) square feet and a maximum length of forty (40) feet shall be permitted in any C-2, C-4, I-1, I-2, or I-3 zoning district when the sign is adjacent to and within one hundred (100) feet of Interstate 55; provided that a special use permit therefor is granted and all other applicable restrictions of this section, including spacing, are met.
- h. Billboards shall have a minimum clearance of twenty (20) feet from the grade of the adjacent street to the bottom of the sign face and a maximum of fifty (50) feet from the grade of the adjacent street to the top of the sign face.
- i. Billboards with two (2) back-to-back sign faces, either parallel or forming a "V" when viewed from above and with an interior angle of not more than sixty (60) degrees shall be considered as one (1) billboard; and each sign face may have the maximum square footage allowed for one (1) billboard.
- j. Billboards must be constructed of steel frame with a concrete base with no more than two (2) steel vertical supports.

- k. Billboards that require more than sixty-five (65) percent repair or replacement shall be reconstructed to meet all requirements of [section 65-21](#)

([Ord. No. 13-73](#), § 1, 11-18-13)

(14) *Off-premises signs.* Signs directing the public to locations of businesses or facilities which are not located on arterial or collector streets shall be allowed adjacent to arterial and collector streets as identified on the major street plan, only in commercial or industrial districts, at the intersection with the public streets leading to the business or facility. All off-premises directional signs shall be subject to the following limitations:

- a. The sign area shall not exceed six (6) square feet in area.
- b. The sign shall not exceed ten (10) feet in height above the ground surface and shall not obstruct the sight of traffic.
- c. The sign shall contain no more than the name of the facility, address, distance, logo, and/or directional arrow and shall not contain changeable letters or graphics.
- d. A sign must be located completely on private property and not less than ten (10) feet from the pavement edge of a street.
- e. The business or facility advertised must be located within the corporate limits of the City of Jackson and shall be allowed no more than two (2) such signs.
- f. No sign may be located within fifty (50) feet of another sign except when mounted on a common post. Multiple signs mounted on a common post shall, collectively, not exceed the maximum sign size or height.
- g. Signs which are no longer applicable because of name changes, relocations, going out of business, or other reasons shall be removed immediately.
- h. The square foot area of an off-premises directional sign shall not be counted toward the total allowable signage for the lot on which it is located but the sign shall be counted toward the total allowable number of signs per lot.
- i. Off-premises signs shall not be allowed for home occupations.
- j. Temporary real estate "for sale" or "for rent" signs shall be allowed subject to the same provisions of other off-site directional signs with the exception that temporary real estate signs shall be allowed in all zoning districts. Such signs shall be removed not later than ten (10) days after the execution of a lease or closing of a sale.

( [Ord. No. 13-73](#), § 1, 11-18-13; [Ord. No. 15-82](#), § 4, 10-5-15; [Ord. No. 17-40](#), § 2, 8-7-17