

# UPTOWN SIGN DESIGN MANUAL

FOR THE  
CITY OF DARDENNE PRAIRIE, MISSOURI



February 2015  
Ord. No. 1755

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Pursuant to Ordinance No. 1333, this manual is a supplement to the Dardenne Prairie SmartCode.

#### 5.12.4 Specific to Zones T3, T4, T5 and T6

A. Definitions. The following definitions shall apply in interpretation and enforcement of this Section, unless otherwise specifically stated:

**AWNING:** Any structure entirely supported by the wall to which it is attached and which has a frame covered by canvas, cloth or other similar temporary material and/or which can be retracted or rolled to the structure by which it is supported.

**AWNING SIGNS:** Any sign attached to or illustrated on an awning.

**BANNER SIGNS:** A sign of lightweight fabric, plastic or similar material mounted either with or without a frame, usually rectangular in shape, which allows slight movement by air and contains characters, letters, illustrations or ornamentation.

**BLADE SIGN:** A sign located below a marquee or awning and attached to a wall, marquee, or awning with the exposed face of the sign in a plane perpendicular to the plane of the building wall and with a total surface area of less than 4 feet.

**BUILDING FACE OR WALL:** All window and wall area of a building in one (1) plane or elevation.

**CANOPY:** Any structure attached to a building at the inner end and supported on the other end or a freestanding structure with one (1) or more supports meant to provide shelter from weather elements onto which signs may be affixed or incorporated.

**CONSTRUCTION SIGN:** A temporary sign used during construction of new buildings or reconstruction of or additions to existing buildings such as those identifying the project and denoting the owner, architect, engineer, contractor and/or financing institutions for the project.

**COPY:** The wording or graphics on a sign surface.

**DIRECTIONAL SIGNS:** A sign which indicates a direction for vehicular or pedestrian traffic or other movement.

**FACE OF A SIGN:** The entire area of a sign on which copy could be placed. The area of a sign which is visible from one (1) direction as projected on a plane.

**FRONTAGE:** The length of the lot along the street side. The front of a lot bordering more than one (1) street is considered separate from each street.

**GOVERNMENT FLAG:** Any fabric, plastic or similar material containing distinctive colors, patterns, symbols or emblems that are used to identify or designate a nation, organization of nations, State, or City.

**GROUND LEVEL:** Immediate surrounding grade.

**GROUND SIGN:** Any detached sign on the same lot or parcel as the use it advertises which has its bottom portion erected upon or supported by the ground, a ground planter box or other similar supports.

**HEIGHT OF SIGN:** The vertical distance measured from the surrounding grade to the highest point of sign.

**INSTITUTIONAL OR GOVERNMENT SIGN:** A sign identifying an institutional or governmental facility, including, but not necessarily limited to, municipal buildings and facilities, public or private schools, recreation centers, parks, churches, community theaters, etc.

**MEMORIAL OR TABLET SIGNS:** The permanent part of a building which denotes the name of the building, date of erection, historical significance, dedication or other similar information.

**NON-CONFORMING SIGN:** Any advertising structure or sign which was lawfully erected and maintained prior to such time as it came within the purview of this Section and any amendments thereto and which fails to conform to all applicable regulations and restrictions of this Section or a non-conforming sign for which a variance has been issued.

**PENNANT SIGNS:** A sign made of fabric, plastic or similar material which may or may not contain distinctive colors, patterns or symbols of a corporation or business, often in series and usually mounted without a frame and hung from poles and structures to allow movement by air. Such attention-getting displays not specifically defined as a flag or banner are considered pennants.

**PERMANENT WINDOW SIGN:** A sign that is permanently affixed to either side of the glass of an exterior door or window. For the purpose of this section, a glass block wall shall be deemed a window.

**REAL ESTATE SIGNS:** A sign pertaining only to the prospective rental, lease or sale of the property on which it is located. Real estate signs shall be excluded from the definition of pole signs.

**RESIDENTIAL NEIGHBORHOOD IDENTIFICATION SIGN:** A permanent ground sign identifying entry into a neighborhood or subdivision.

**SIGN:** Any identification, description, illustration or device illuminated or non-illuminated, which is visible from any public place or is located on private property and exposed to the public and which directs attention to a product, service, place, activity, person, institution, business or solicitation, including, but not limited to, any permanently installed or situated merchandise, or any emblem, painting, banner, pennant or placard designed to advertise, identify or convey information. For the purpose of removal, signs shall also include all sign structures. For the purposes of this Section, this definition shall include those signs painted directly upon a building or other structure.

**SPECIAL DISPLAY OR TEMPORARY SIGNS:** Any temporary sign intended for a limited or intermittent period of display intended for a specific activity or in celebration of holidays or other special events that does not meet any other definition contained within this section.

**UPTOWN SIGN DESIGN MANUAL:** The manual for sign design for the Uptown Zoning District prepared by the Town Architect, consistent with the requirements of this SmartCode, and on file with the City Clerk.

B. All signs shall be maintained in good repair and be properly anchored so as to be kept in a sound condition. When required, all exposed surfaces of metal or wood shall be protected from the elements and against decay or rust by periodic application of weather-coating materials, such as paint or similar surface treatment.

1. Residential Neighborhood Identification Signs shall be made out of stone, metal, cast iron or masonry, shall meet the specifications (color, size, mounting height, etc.) identified in Figure A of the Uptown Sign Design Manual, on file with the City Clerk and incorporated by reference herein, and must be located within and on the property of the development to which they pertain.

Notwithstanding the foregoing, signs made of stone, metal, cast iron or masonry that do not exceed 3 square feet per sign face, that are consistent with the intent of this SmartCode and consistent with or complimentary of the architecture of the buildings within the subdivision may be approved by the Town Architect.

2. Institutional or Government Signs shall meet the specifications (color, size, mounting height, etc.) identified in Figure B of the Uptown Sign Design Manual, on file with the City Clerk and incorporated by reference herein, and must meet the following requirements:
  - a. One (1) sign per street frontage not exceeding thirty-two (32) square feet in size per face.
  - b. No sign shall be more than six (6) feet in height from the surrounding grade to the highest point on the sign.

3. Construction Signs must be located within the development to which they pertain and must meet the following requirements:
  - a. Not more than one (1) sign per street frontage per lot not exceeding thirty-two (32) square feet in size per face.
  - b. Signs identifying mechanics, painters, architects, engineers and similar artisans and workmen which are attached to or on trailers on the site of construction shall be permitted, provided that the trailer must be removed within one (1) week upon completion of the project or upon the developer's failure to diligently pursue completion of the project for a period of ninety (90) days, whichever occurs first. These trailers shall not be located closer than fifteen (15) feet of street right-of-way and not located within the sight triangle. Signs on trailers may not be lit or otherwise illuminated.
  - c. Signs identifying mechanics, painters, architects, engineers and similar artisans and workmen attached to trailers exceeding 30 feet in length must be approved by the Board of Aldermen. Signs on trailers may not be lit or otherwise illuminated.
  - d. All such signs shall be removed when the project has received a final inspection or upon the developer's failure to diligently pursue completion of the project for a period of ninety (90) days, whichever occurs first.
4. Blade Signs.
  - a. For properties zoned T3 or T4, one blade sign for each business may be permanently installed perpendicular to the Facade within the first Layer. Such a sign shall not exceed a total of 4 square feet and shall clear 8 feet above the Sidewalk.
  - b. For properties zoned T5 or T6, one blade sign, not to exceed 6 square feet for each separate business entrance, may be attached to and should be perpendicular to the Facade, and shall clear 8 feet above the Sidewalk.
  - c. All blade signs shall be made of metal, polymers (except acrylic glass), finished grade wood suitable for outdoor use, etched glass or stone.
5. Property Real Estate Signs. One (1) sign per lot frontage located on the lot and not exceeding six (6) square feet per face and shall be removed within ten (10) days following the date of closing or lease initiation.
6. Special Displays and Other Temporary Signs. The following temporary signs may be approved by the Code Enforcement Officer for up to a thirty (30) day time period. Such signs may be extended beyond the thirty (30) day time period but only upon review and approval by the Board of Aldermen.
  - a. Only two (2) temporary sign permits will be issued during a calendar year to the same entity for the same purpose/location.
  - b. The following types of special displays and promotional signs are permitted subject to the following guidelines. In all cases they are to be maintained in good condition and if found otherwise, they are subject to immediate removal by order of the City Engineer, or his designee.

- i. Banners. Special displays using banners for promotional purposes will be permitted for a thirty (30) day time period per promotion. Banners must be hung from or attached to a permanent structure and any such banner may not exceed 6 feet in height and three feet in width.
  - ii. Flags in front of display homes. Will only be permitted until the home is no longer used for display purposes.
  - iii. Seasonal promotional signs. One (1) sign no greater than six (6) square feet. These signs shall be displayed only during the hours of operation of the business. The sign shall be placed inside at the close of each business day.
- 7. Official Government Flags. Shall meet acceptable flag etiquette pursuant to the United States "Flag Code" as found in Title 4 of the United States Code, and shall meet height limitations as set forth in the SmartCode.
- 8. Awnings Signs. In lieu of an attached sign, awnings advertising the business on the premises only will be permitted. Such awnings shall be in accordance with the architectural standards of the SmartCode, and awning signs must meet the following criteria:
  - a. Copy shall only be printed on the vertical face of the awning, and any text in the copy shall run parallel to the ground;
  - b. Copy shall not exceed one (1) foot in height;
  - c. Copy shall not cover more than fifty percent (50%) of the vertical face of an awning in an area measured twenty linear feet, said twenty foot area (or areas for awnings measuring in excess of 20 linear feet) being measured by drawing a straight line beginning at one end of the awning to the next, or from the beginning of the first awning to the end of last awning when multiple awnings continuously extend across any expanse of a building frontage; and
  - d. Copy shall not be neon or fluorescent in color.
- 9. Directional Signs shall meet the specifications (size, mounting height, etc.) identified in Figure C of the Uptown Sign Design Manual, on file with the City Clerk and incorporated by reference herein.
  - a. Directional signs shall not exceed two (2) square feet per face.
  - b. Directional signs shall only be permitted on the site of a developed parcel of land. The placement and number of signs shall be approved along with the plan approvals for the development of the site. The number and frequency of directional signs shall be limited to that number, as determined by the Town Architect, to be the least number of signs necessary to effectively control traffic through a given site and provide for the safety and security of the vehicles and pedestrians traveling onto, away from or on the site.
  - c. Directional signs shall not exceed thirty-two (32) inches in height.

10. Multi-story Building Signs shall be permitted on any building that is four (4) stories in height or more. No more than one (1) Multi-story Building Sign is allowed per building face. Such Multi-story Building Signs shall be in accordance with the architectural standards of the SmartCode, and shall meet the specifications (color, size, illumination, mounting height, etc.) identified in Figure D or E of the Uptown Sign Design Manual, on file with the City Clerk and incorporated by reference herein.

11. Permanent Window Signs.

- a. No more than one permanent window sign shall be allowed for each separate business.
- b. Shall not cover more than twenty percent (20%) of the total window area or door to which they are applied.
- c. Decals, numerals, names, addresses, hours, credit information, etc., attached door or windows and all of which occupy a total area of one (1) square foot or less are excluded from this provision.
- d. Such signs may be attached to either the interior or exterior of a Window or glass door and shall be maintained in good repair.

12. Recessed or Demountable Menu Boards shall meet the specifications (color, size, mounting height, etc.) identified in Figure F or G of the Uptown Sign Design Manual, on file with the City Clerk and incorporated by reference herein, respectively, and shall meet the following requirements:

- a. Two (2) signs are allowed per site.
- b. All menu items, promotions, pictures, or other displays related to the menu sign(s) must be contained within the permanent structure of the menu sign(s).
- c. Shall not exceed six (6) square feet per sign face.
- d. The bottom of any recessed menu board shall be no less than forty-eight (48) inches above ground level.

#### 5.12.5 Uptown Design Manual

The Town Architect be and is hereby authorized and directed to create and establish the Uptown Sign Design Manual consistent with the requirements of Article 5 of the SmartCode. A copy of the Uptown Sign Design Manual shall be kept in the office of the City Clerk. The Uptown Sign Design Manual, upon approval by the Board of Aldermen, shall be incorporated within Article 5 of the SmartCode as though fully set forth therein.



## 5.12.6 Miscellaneous Sign Regulations

### A. Non-Conforming Signs

Any sign legally existing prior to enactment of this Section, but which shall violate any provision of this Section, may continue to be maintained and used after passage of this Section subject to the following provisions:

1. Enlargement. No non-conforming sign shall be enlarged, expanded or extended to occupy a greater square footage or height than was occupied on the date of adoption or amendment of this Section of the SmartCode.
2. Relocation. No non-conforming sign shall be moved in whole or in part to any other portion of the lot, parcel or building not so occupied on the date of adoption of this Section, except that any such sign which is hereafter required to be moved by a governmental body for the purpose of construction, relocation, widening or improvement of a street, highway or other public purpose may be relocated once and allowed to be maintained and used as before.
3. Discontinuance. If the business or service advertised or identified by a non-conforming sign ceases to be conducted for a period exceeding thirty (30) calendar days, the non-conforming sign shall be classified as "abandoned sign" and removed by the owner, agent or person having beneficial use of the premises or lot upon which the sign is located within ten (10) days following written notice by the Town Architect concerning its removal.
4. Destruction. Should any non-conforming sign be destroyed by any means to an extent of up to fifty percent (50%) of its surface area or structure, it shall not be reconstructed, except in conformance with the requirements of this Section.

### B. Signs Exempt from Permit Requirements. The following types of signs are exempt from the permit requirements of this Section:

1. Memorial signs or tablets, names of buildings and date of erection when cut into any masonry surface or when constructed of bronze or other incombustible materials.
2. Traffic or other municipal signs, legal notices, railroad crossing signs, danger and such temporary, emergency or non-advertising signs as may be approved by the Board of Aldermen.
3. Political signs.
4. Signs erected inside a building and not visible through windows.

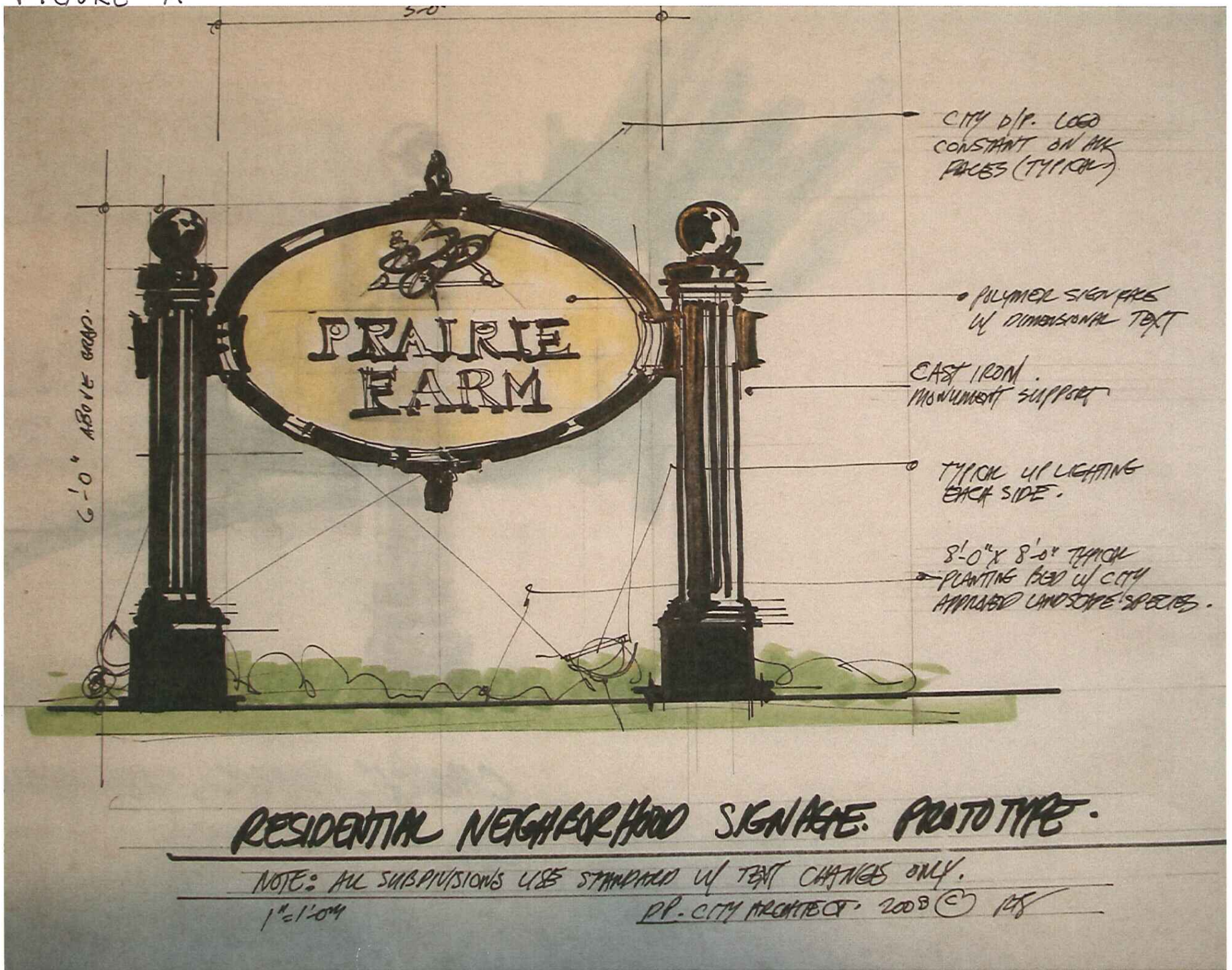
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## **FIGURES**

- A. Residential Neighborhood Sign
- B. Church, Public, Semi-Public Buildings Sign
- C. Directional Sign
- D. Highway Sign – 4 to 6 Story Building (Type A)
- E. Highway Sign – 4 to 6 Story Building (Type A)
- F. Menu Board at Shop Sign
- G. Menu Board – Removable Sign
- H. Traffic Control Signs

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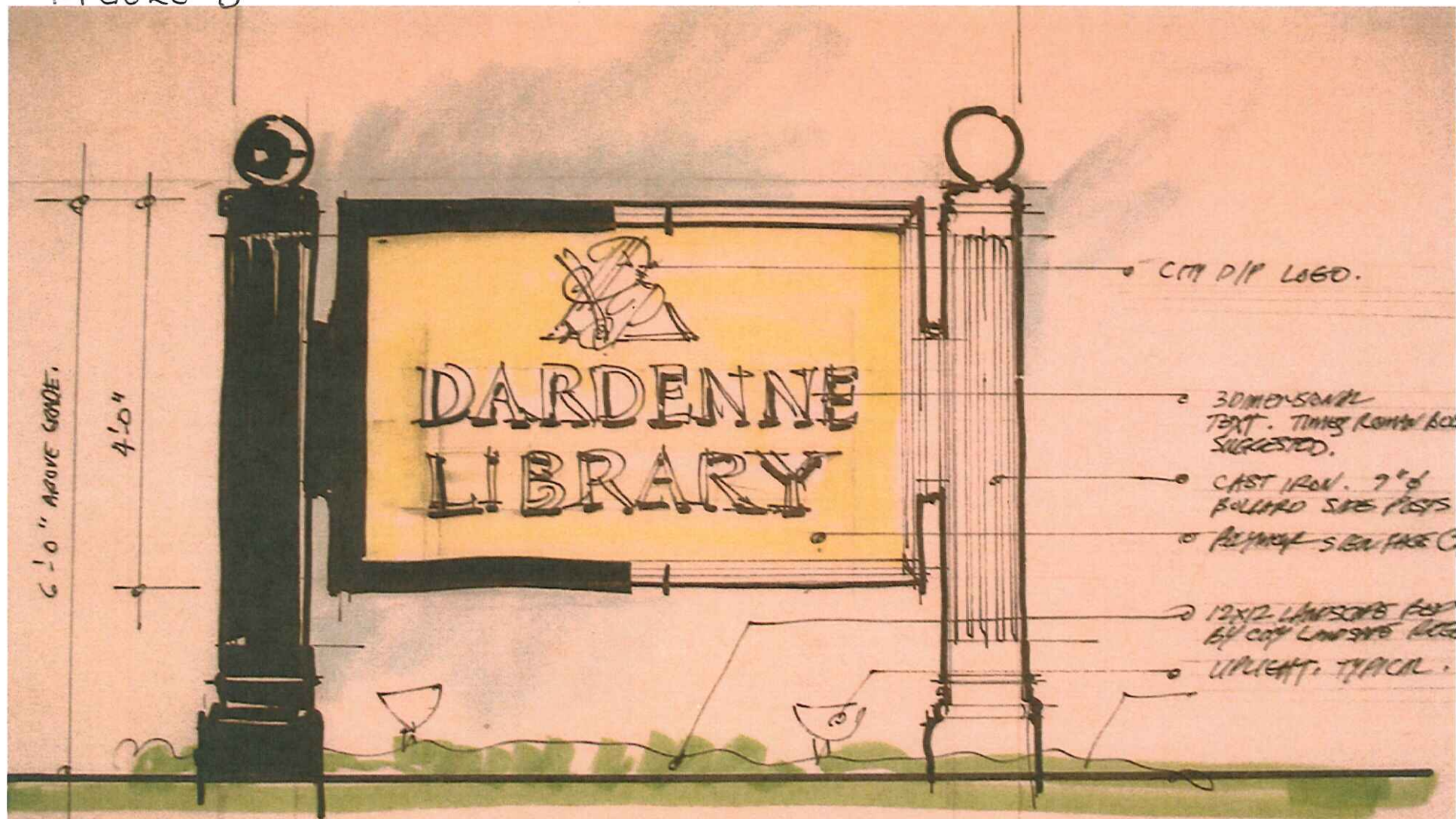
FIGURE A



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FIGURE B



## CHURCH, PUBLIC, SEMI-PUBLIC BUILDINGS.

NOTE: THIS FRAMEWORK IS CONSTANT FOR ALL CIVIC BLDGS.

1-01-01

D/P CITY ARCHITECT 1-2005 RTSEA ©

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FIGURE C

Maximum  
2 Square  
Feet of  
Sign Face

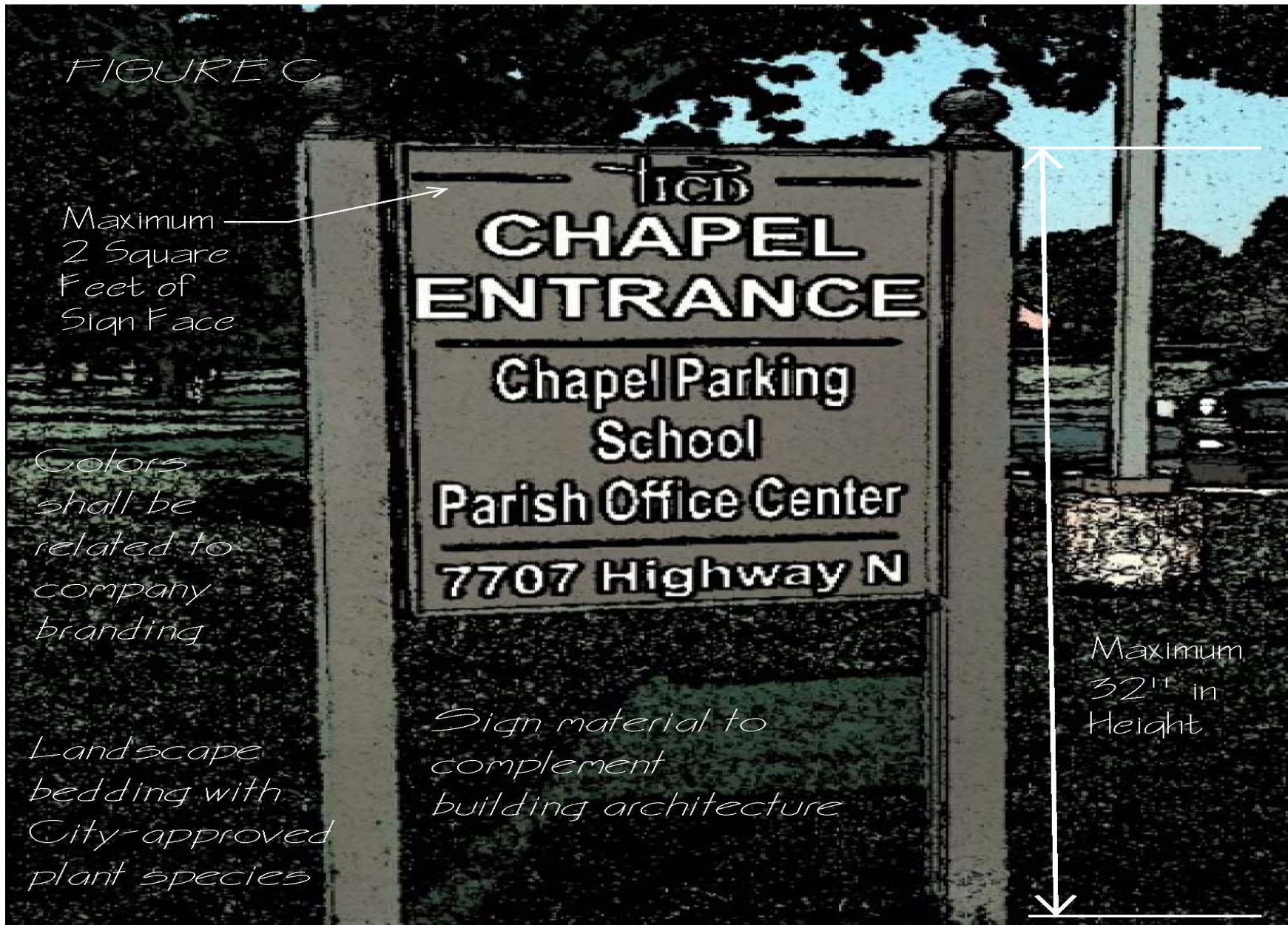
Colors  
shall be  
related to  
company  
branding

Landscape  
bedding with  
City-approved  
plant species

**CHAPEL  
ENTRANCE**  
Chapel Parking  
School  
Parish Office Center  
7707 Highway N

Sign material to  
complement  
building architecture

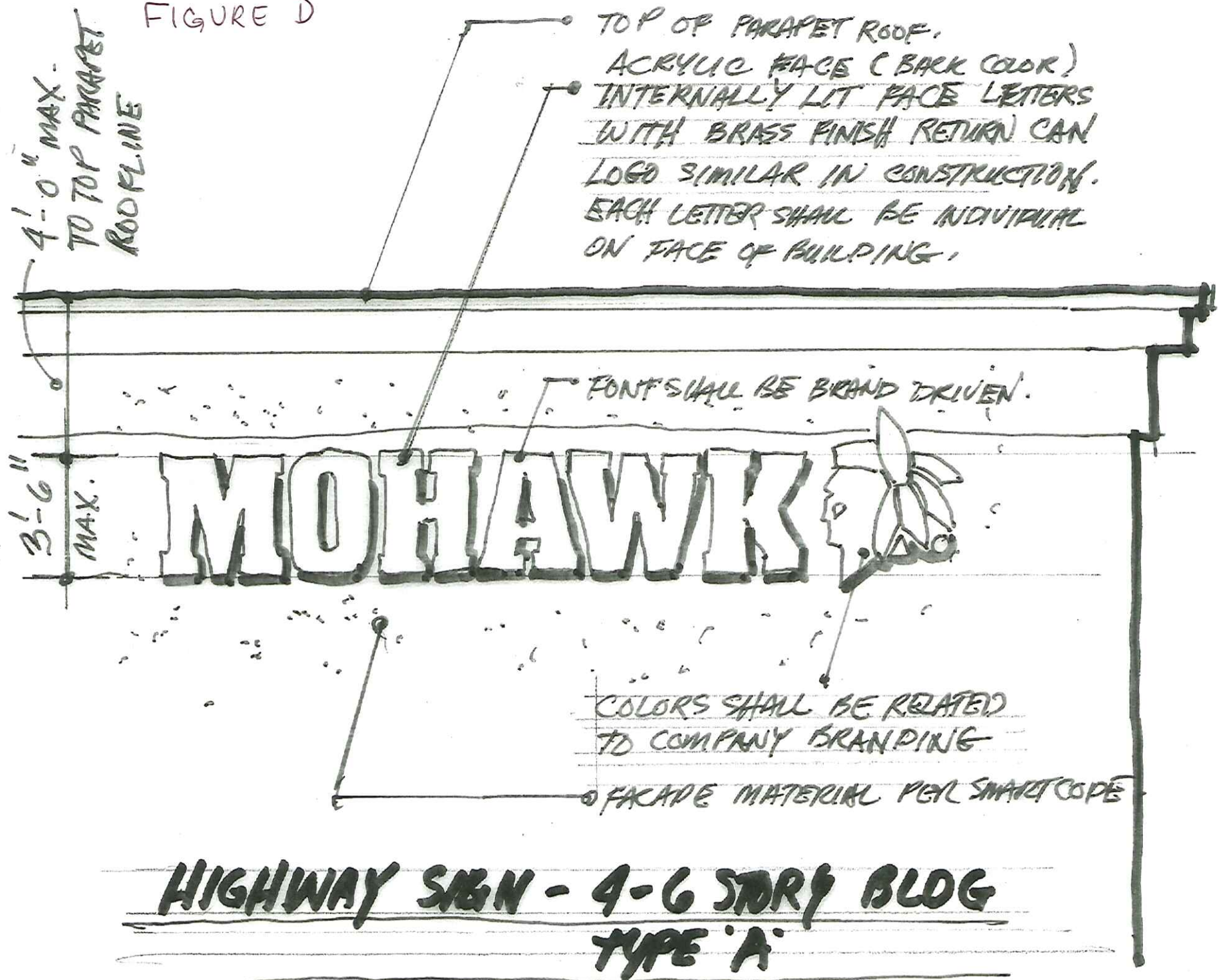
Maximum  
32" in  
Height



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FIGURE D



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FIGURE E

TOP OF BLDG. PARAPET.

POLISHED METAL, CHROME, BRASS  
STAINLESS STEEL PROJECTED FACE  
MOUNT LETTERS.

4'-0" MAX

3'-6" MAX.

FINLANDIA

PROJECTED LETTERS.

BACKLIT SIGN

NOTE: COLORS SHALL RELATE TO  
BRAND IMAGES.

MASCALY OR SHAPES MATERIAL.

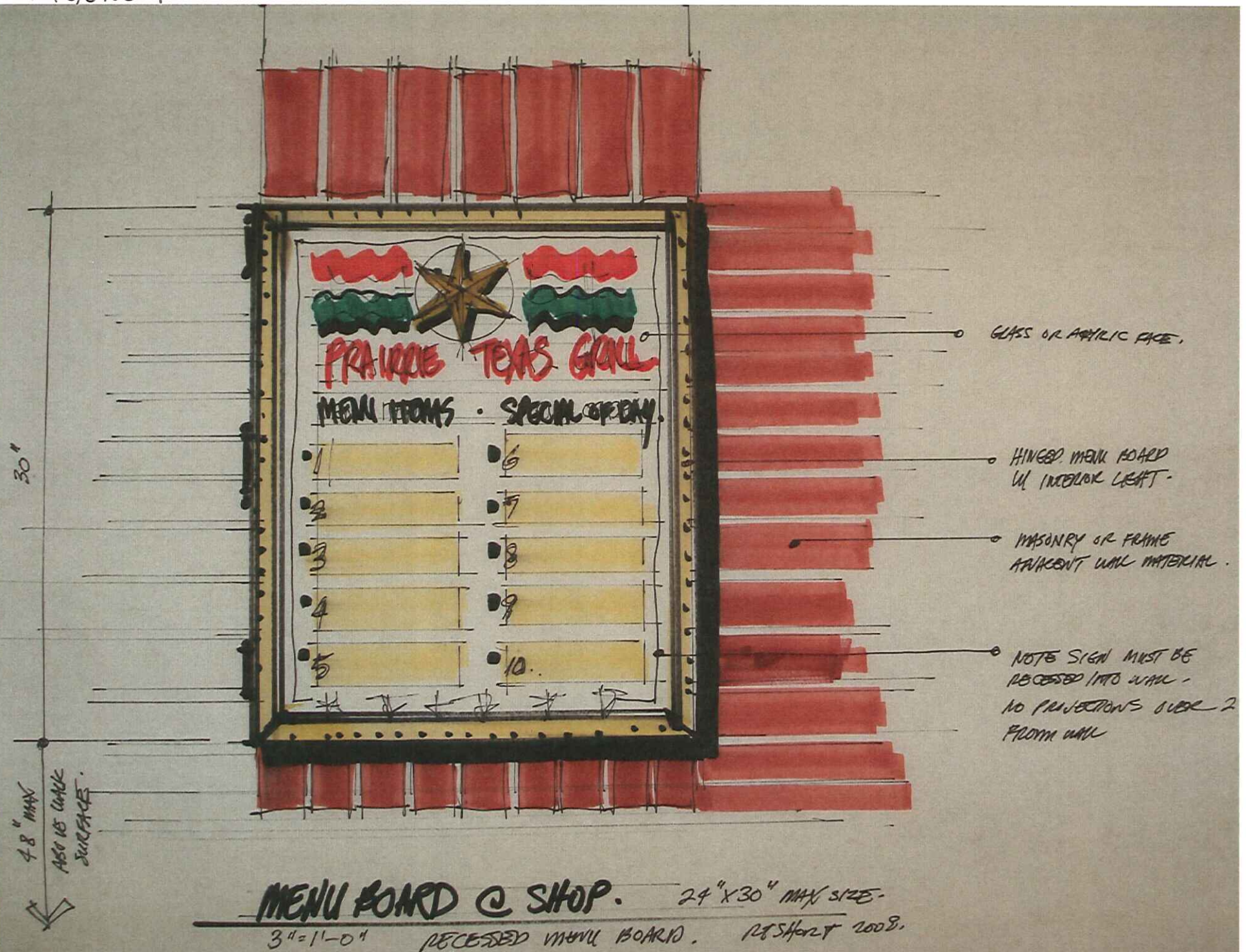
HIGHWAY SIGN 4-6 STORY BLDG.

TYPE 'B'

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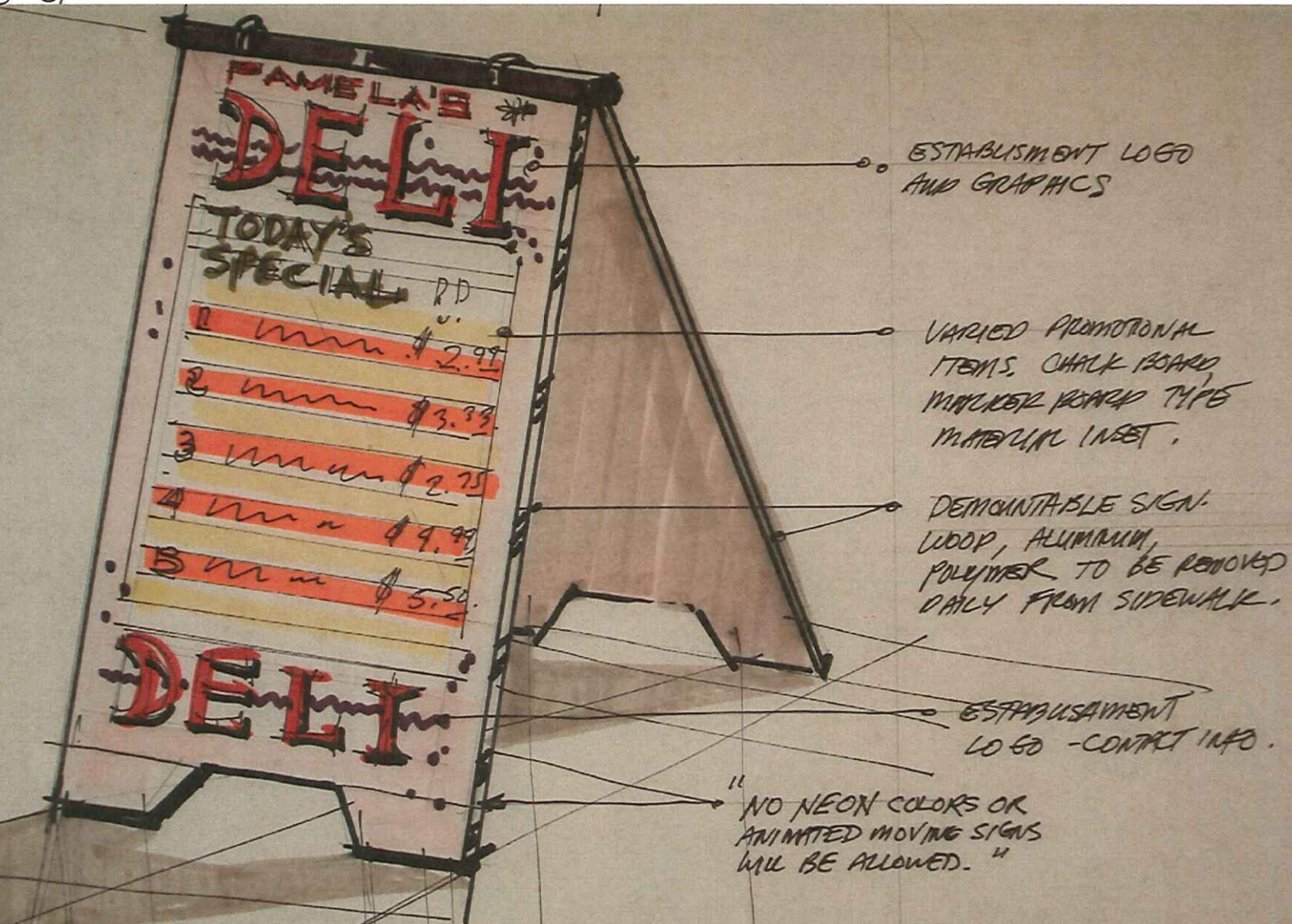
FIGURE F



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FIGURE G

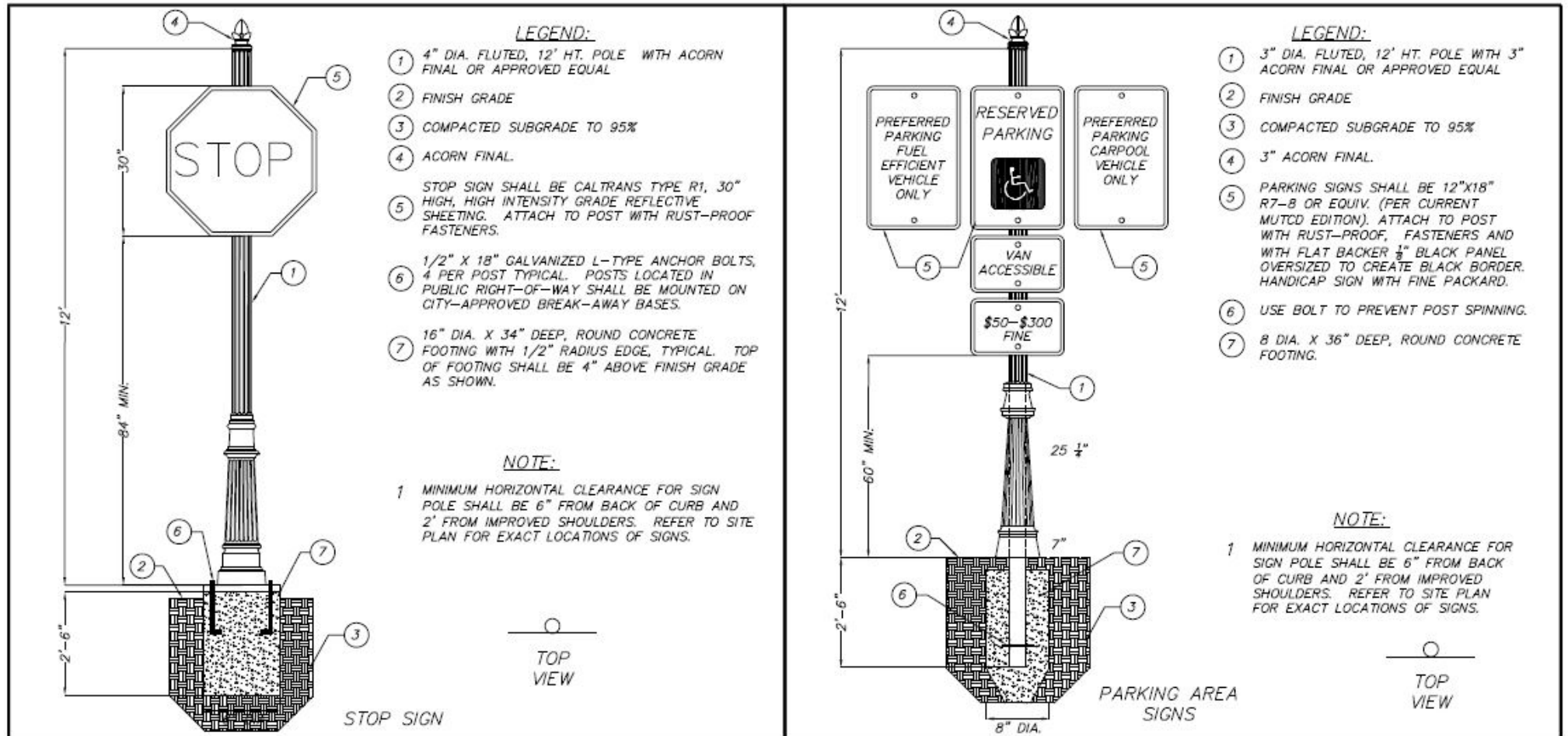


## MENU BOARD - DEMOUNTABLE SIGN.

6 SQ. FT. SIDEWALK SIGN. (TO BE MOVABLE). PROMOTIONAL SIGN.  
 DARDEN PRAIRIE, MO. R.T. SHORT DPCH. 1.2008.

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# Exhibit H



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Permit No. \_\_\_\_\_

City Hall  
2032 Hanley Road  
Dardenne Prairie, MO 63368  
Phone 636.561.1718  
Fax 636.625.0077

## UPTOWN ZONING DISTRICT - SIGN PERMIT APPLICATION

CITY OF DARDENNE PRAIRIE, MISSOURI

[www.DardennePrairie.org](http://www.DardennePrairie.org)

To the Town Architect:

Application for permit to erect sign at: \_\_\_\_\_

Location of property \_\_\_\_\_

Surface Area: \_\_\_\_\_ Application Fee: \_\_\_\_\_

Type of Sign:

- |  |  |
|--|--|
| <input type="checkbox"/> Residential Neighborhood Sign                 | <input type="checkbox"/> Highway Sign – 4 to 6 Story Building (Type A) |
| <input type="checkbox"/> Church, Public, Semi-Public Buildings Sign    | <input type="checkbox"/> Menu Board at Shop Sign                       |
| <input type="checkbox"/> Directional Sign                              | <input type="checkbox"/> Menu Board – Removable Sign                   |
| <input type="checkbox"/> Highway Sign – 4 to 6 Story Building (Type A) | <input type="checkbox"/> Non-Conforming Sign                           |

Business Name of Erector of Sign: \_\_\_\_\_

Structural Information: \_\_\_\_\_ Height of Top above Ground: \_\_\_\_\_

Electrical Information: \_\_\_\_\_ Surface Area: \_\_\_\_\_

OWNER

APPLICANT

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_

Printed Name, Title \_\_\_\_\_

Street Address \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip Code \_\_\_\_\_

City/State/Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Facsimile \_\_\_\_\_

Telephone \_\_\_\_\_ Facsimile \_\_\_\_\_

Email Address \_\_\_\_\_

Email Address \_\_\_\_\_

**Provide a sketch of the proposed sign showing dimensions and proposed materials and a site plan showing the proposed location of the sign on the property.**

**NOTE: By affixing signatures to this application form, the Applicant and Owner hereby verify that: they have reviewed the applicable sign and zoning regulations; they are familiar with the specific requirements relative to this application; and they take full responsibility for this application. The above signatures further indicate that the information provided on this form and on any additional data attached hereto is true, complete, and accurate.**

This permit to erect a sign expires 6 months after approval date unless otherwise extended. A building permit may need to be obtained from the City of Dardenne Prairie before construction of the sign begins. Any business occupying the site requires approval of a Business License.

☐ Approved ☐ Disapproved By Town Architect

\_\_\_\_\_  
Name\_\_\_\_\_  
Date