

SECTION 29 SIGN STANDARDS

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2901 Intent

To promote the public health, safety and general welfare through reasonable, consistent, and non-discriminatory regulations for the installation and maintenance of signs. This Section is intended to preserve free speech, expression, and content neutrality while balancing the need to regulate the secondary effects of signs, particularly those that may adversely impact scenic views; safety for motorists, bicyclists, and pedestrians; and the interests of the public. These regulations are intended to ensure that signs are not overwhelming; are not a distraction or impediment due to brightness, movement, size, or height; and do not create a hazard.

The County recognizes that signs are a necessary means of visual communication for public convenience and way-finding; and businesses, services, and other activities have the right to identify themselves by using signs that are accessory and incidental to the uses on the premises where the signs are located.

This Section is not intended to regulate government signs.

The County has the authority to regulate signs under the United States Constitution, the State Constitution, and the Statutes of the State of Colorado.

To the extent any provision of the sign standards can be read in a manner that makes such provision legally invalid, such interpretation is unintended and the provision shall be interpreted only in a manner that is legally compliant. If any provision is or becomes legally unenforceable, then such provision shall be deemed stricken and all remaining provisions shall be enforced as if the offensive provision did not exist.

2902 General Requirements

- 2902.01 All signs located in the unincorporated portion of Douglas County, except those required by this Resolution for the posting of a public notice, shall be required to comply with all applicable requirements for zoning districts in which the sign permit is issued, unless otherwise provided for in this Section.
- 2902.02 Signs permitted within a Planned Development (PD) District shall be governed by this Section and determined by the zone district to which a planning area and the uses established therein most closely conform, except when a separate development guide has been adopted by the Board that incorporates separate guidelines for signage.
- 2902.03 Signs otherwise in compliance with this Section may be erected in a public right-of-way only with approval from the public agency that has control over the right-of-way, and shall be exempt from sign permit requirements. Regulation of any sign in the public right-of-way is the responsibility of the public agency that has control over the right-of-way.

- 2902.04 Signs and sign structures shall be maintained in a state of good repair, and free from deterioration at all times.
- 2902.05 Unless otherwise provided for in this Section, signs shall be accessory to a permitted use on the same parcel.
- 2902.06 Illuminated signs shall comply with Section 30, Lighting Standards.
- 2902.07 A sign permit fee shall be established by the Board.
- 2902.08 Signs shall not be located within any easement without the written approval of the easement holder.
- 2902.09 Multiple signs shall not be combined to convey a complete message, thought, idea, or expression. (*Amended 11/19/19*)

2903 Exemptions

The following are exempt from this Section as specified, unless otherwise prohibited in this Section:

- 2903.01 Official governmental signs including, but not limited to, traffic control signs and devices, directional signs, and temporary public notices.
- 2903.02 Signs inside a building, except those placed in or on a window for outdoor advertising, unless they meet the criteria of Section 2903.04.
- 2903.03 Window Signs that meet all of the following:
- Do not exceed six (6) square feet in area.
 - For each business:
 - A maximum of three (3) Window Signs shall be allowed if the building face at the main entrance of the business is equal to or less than 50 lineal feet in length.
 - A maximum of six (6) Window Signs shall be allowed if the building face at the main entrance of the business is greater than 50 lineal feet and equal to or less than 300 lineal feet in length.
 - Six (6) Window Signs plus one (1) additional Window Sign per additional 50 lineal feet in excess of 300 lineal feet of building face at the main entrance of the business shall be allowed.
- 2903.04 Scoreboards that meet all of the following:
- Are shown on the Site Improvement or Location and Extent Plan Exhibit.
 - Are in compliance with Section 30, Lighting Standards, if illuminated.

- Are oriented towards the sports field and are not an obstruction to or distraction for vehicular traffic. *(Amended 11/19/19)*
- 2903.05 Signs interior to a sports field or park structure that meet all of the following:
- Are mounted to an interior wall or fence.
 - Are oriented to spectators of the sports field or park.
- 2903.06 Drive-in or drive-through menu boards that meet all of the following:
- Are shown on the Site Improvement Plan.
 - Are oriented specifically for the drive-in or drive-through customer.
- 2903.07 Historical plaques.
- 2903.08 Street numbers and addresses.
- 2903.09 Vehicular signs that meet all of the following:
- Are permanently mounted or affixed, or magnetically attached to an operable vehicle actively used in a business operation or service.
 - Shall not be illuminated.
 - Vehicle(s) used as a sign shall be parked in a designated parking space in a manner that does not create a traffic distraction or other traffic hazard. *(Amended 11/19/19)*
- 2903.10 Signs that do not exceed four (4) square feet in area per sign. *(Amended 11/19/19)*

2904 Prohibited Signs

It shall be unlawful for any person to:

- 2904.01 Erect, maintain, or continue the use of any sign not in compliance with this Resolution.
- 2904.02 Erect, maintain, or continue the use of any Billboard Sign.
- 2904.03 Erect, maintain, or continue the use of any portable sign which is not permanently affixed to any structure on the site, or permanently mounted to the ground including, but not limited to, signs on wheels and sidewalk signs.
- 2904.04 Erect, maintain, or continue the use of any sign mounted, attached or painted on motor vehicles, trailers, or boats not actively used in the manner originally intended for. *(Amended 11/19/19)*

- 2904.05 Erect, maintain, or continue the use of any sign using revolving beacons or search lights; flashing signs; signs with any type of movement, animation, or the appearance or optical illusion of movement; or with varying light intensity of any part of the sign or sign structure.
- 2904.06 Erect, maintain, or continue the use of any sign emitting amplified sound, smoke, visible vapor, particles, or odor.
- 2904.07 Erect, maintain, or continue the use of any sign using a mirror or highly reflective device as part of the sign.
- 2904.08 Erect, maintain, or continue the use of any sign located in a manner that conflicts with the clear and obvious appearance of, or view of, public devices controlling public traffic and safety.
- 2904.09 Erect, maintain, or continue the use of any sign that causes a traffic hazard because of glare, focus, or intensity of illumination.
- 2904.10 Erect, maintain, or continue the use of any sign within a sight distance triangle, as defined in the Douglas County Roadway Design and Construction Standards, unless reviewed and approved by Engineering Services.
- 2904.11 Erect, maintain, or continue the use of any sign or signal, marking, or device that is not authorized and which purports to be, is an imitation of, or resembles but is not an official traffic control device or railroad sign or signal on or in view of any street or highway.
- 2904.12 Erect, maintain, or continue the use of any roof-mounted sign, or sign which projects above the highest point of the roof line or fascia of the building.
- 2904.13 Erect, maintain, or continue the use of any sign attached to a building which projects perpendicular a distance of more than 18 inches from the building.
- 2904.14 Erect, maintain, or continue the use of any sign attached parallel to the wall of a building, but mounted more than 18 inches from the wall.
- 2904.15 Erect, maintain, or continue the use of any sign on any property without the written permission of the property owner or person in lawful possession of the property.
- 2904.16 Erect, maintain, or continue the use of any sign attached to live landscape plants as shown on a Site Improvement Plan.

- 2904.17 Erect, maintain, paint, affix, or continue the use of any sign on or to any other sign unless done with a valid sign permit, or unless specifically exempted from the requirement for a permit under this Section.
- 2904.18 Erect, maintain, or continue the use of any streamers, fin signs, balloons, inflatable devices, or other similar devices.

2905 Sign Permits

2905.01 Permit Requirements

- 2905.01.1 A sign permit shall be required from Planning Services for all signs exceeding 6 square feet in area, unless this Section specifies that a permit is not required.
- 2905.01.2 For signs requiring a permit under Section 2905.01.1, a new sign permit shall be required if the sign area or height of an existing sign is increased, the location of an existing sign is altered, or any changes are made to illumination.
- 2905.01.3 A sign permit shall expire if the sign is not erected within 180 days of permit issuance. The Director may grant an extension of time for good cause shown upon a written request by the applicant.

2905.02 Permit Application

- 2905.02.1 All requests for signage shall be accompanied by a sign permit application; a fully dimensioned drawing of the sign; a site plan showing the location, setback, height and sign area of all proposed and existing signage; and landlord or property owner's written approval.
- 2905.02.2 Applications for sign permits for an Electronic Message Sign shall include the manufacturer's specifications demonstrating compliance with Section 2913.
- 2905.02.3 Processing a sign permit shall not begin until a complete application has been submitted.

2905.03 Permit Approval

- 2905.03.1 Planning Services shall make a decision to approve or deny a sign permit application within 10 working days of the date a complete application is received, unless the applicant agrees to an extension not to exceed 30 days.
- 2905.03.2 Signs located at intersections of roads and driveways, or signs located within a sight distance triangle as defined in the Douglas

County Roadway Design and Construction Standards, shall be reviewed and approved by Engineering Services.

2905.03.3 An appeal of Planning Services' decision regarding a sign permit application may be submitted to the Board of Adjustment pursuant to Section 26A of this Resolution.

2905.04 Permit Issuance

2905.04.1 A sign permit shall only be issued once all other required permits have been obtained, such as building and electrical permits.

2905.04.2 The required permit fee shall be paid prior to sign permit issuance.

2905.05 Permit Inspection

All signs requiring a permit shall be subject to an inspection to ensure the sign has been located, constructed, and programmed according to the approved sign permit.

2905.06 Message Substitution

Any First Amendment protected speech of any type may be substituted, in whole or in part, for the message displayed on any permitted sign. Such substitution of message may be made without any additional approval or permitting by the County. The purpose of this provision is to prevent any inadvertent favoring of commercial speech over noncommercial speech, or favoring of any particular noncommercial message over any other noncommercial message.

2906 Maximum Height of Signs

2906.01 A Freestanding Sign is restricted to a maximum height of 15 feet.

2906.02 Wall, Canopy, and Projecting Signs shall not exceed the height of the building.

2907 Sign Setbacks

The following setbacks shall be required for all Freestanding Signs:

2907.01 No sign shall be placed within 10 feet of any property line.

2907.02 The minimum setback for a sign adjacent to a Federal, State or major County arterial highway shall be a minimum of 75 feet from the lot line adjacent to the highway right-of-way. This distance may be reduced to the setbacks in Table A below, if adequate right-of-way has been dedicated to the State or County for future road widening, and written

approval has been obtained from the public agency that has control over the right-of-way.

2907.03 Signs shall be setback in accordance with Table A below, or as required in Section 2907.02 herein.

2907.04 Sign height shall be rounded to the nearest foot. Once height is determined, refer to Table A for the required setback.

Table A

Maximum Height of Sign	Setback
3'	10'
4'	12.5'
5'	15'
6'	17.5'
7'	20'
8'	22.5'
9'	25'
10'	27.5'
11'	30'
12'	32.5'
13'	35'
14'	37.5'
15'	40'

2908 Sign Area Measurement

The area of a sign shall be measured as follows:

2908.01 The structure or bracing of a sign shall be omitted from measurement unless such structure or bracing is made part of the message or face of the sign. The area of all faces shall be included in determining the total area of a sign.

2908.02 The area of a sign with backing or a background, material or otherwise, that is part of the overall sign display shall be measured by determining the sum of the areas in each square, rectangle, triangle, portion of a circle, or any combination thereof which creates the smallest single continuous perimeter enclosing the extreme limits of the sign including all frames, backing, background, face plates, nonstructural trim or other component parts not otherwise used for support.

2908.03 The area of a sign without backing or a background, material or otherwise, that is part of the overall sign display shall be measured by determining the sum of the areas of each square, rectangle, triangle, portion of a circle, or any combination thereof which creates the smallest single continuous

perimeter enclosing the extreme limits of each word, written representation (including any series of letters), emblems, or figures of similar character including all frames, face plates, nonstructural trim or other component parts not otherwise used for support.

2908.04 The area of any sign having parts both with and without backing shall be measured by determining the total area of all squares, rectangles, triangles, portions of a circle or any combination thereof constituting the smallest single continuous perimeter enclosing the extreme limits of either of the following combinations:

- the display surface or face of the sign including all frames, backing, face plates, nonstructural trim, or
- other component parts not otherwise used.

2909 Wall, Canopy, and Projecting Signs

Wall, Canopy, and Projecting Signs are permitted as follows:

2909.01 Wall Signs in the A-1 and LRR Districts:

- Maximum sign area: Shall not exceed 50 square feet in area.
- Maximum number of signs: One (1) per street frontage.
- Illumination: Not permitted.
- Additional requirements: Shall be allowed on conforming A-1 and LRR parcels only.

2909.02 Wall Signs in the A-1, LRR, RR, ER, SR, MF, and MH Districts for any use requiring a Site Improvement Plan (SIP) or Use by Special Review (USR):

- Maximum sign area: Shall not exceed 50 square feet in area.
- Maximum number of signs: One (1) per street frontage.
- Illumination: Permitted. See Section 2902.06.
- Additional requirements: None.

2909.03 Wall, Canopy, and Projecting Signs in the B, C, LI, and GI Districts:

- Maximum sign area and number of signs, single-use buildings:
 - The use is permitted one (1) Wall, Canopy, or Projecting Sign per building face up to 50 square feet in sign area.
 - Sign area may be increased at the rate of one (1) additional square foot per lineal foot of each building face in excess of 50 lineal feet to a maximum of 450 square feet in sign area.
- Maximum sign area and number of signs, multi-use buildings:
 - Each use without a separate exterior entrance is permitted one (1) Wall, Canopy, or Projecting Sign not to exceed 50 square feet in sign area.

- Each use with a separate exterior entrance is permitted one (1) Wall, Canopy, or Projecting Sign up to 50 square feet in sign area per building face adjacent to the occupied space. Sign area may be increased at the rate of one (1) additional square foot per lineal foot of each building face in excess of 50 lineal feet to a maximum of 450 square feet in sign area. Only that portion of the building face that is occupied by the use shall be used in calculating the permitted sign area.
- Illumination: Permitted. See Section 2902.06.
- Additional requirements:
 - Sign shall be located on the building face adjacent to the space occupied by the use.
 - Building faces shall not be combined to increase allowed sign square footage.
 - Sign shall not extend over windows or architectural features (pilasters, reveals, etc.).
 - Sign shall not have any characters or logos that exceed 10 feet in height.
 - Sign shall not project more than 18 inches from the wall or surface on which it is mounted. *(Amended 3/8/22)*

2909.04 Wall, Canopy, and Projecting Signs in the Sedalia CMTY, D, HC, and MI Districts for any use requiring a Site Improvement Plan (SIP) or Use by Special Review (USR):

- Maximum sign area and number of signs, single-use buildings:
 - The use is permitted one (1) Wall, Canopy, or Projecting Sign per building face up to 50 square feet in sign area.
 - Sign area may be increased at the rate of one (1) additional square foot per lineal foot of each building face in excess of 50 lineal feet to a maximum of 450 square feet in sign area.
- Maximum sign area and number of signs, multi-use buildings:
 - Each use without a separate exterior entrance is permitted one (1) Wall, Canopy, or Projecting Sign not to exceed 50 square feet in sign area.
 - Each use with a separate exterior entrance is permitted one (1) Wall, Canopy, or Projecting Sign up to 50 square feet in sign area per building face adjacent to the occupied space. Sign area may be increased at the rate of one (1) additional square foot per lineal foot of each building face in excess of 50 lineal feet to a maximum of 450 square feet in sign area. Only that portion of the building face that is occupied by the use shall be used in calculating the permitted sign area.
- Illumination: Permitted. See Section 2902.06.
- Additional requirements:
 - Sign shall be located on the building face adjacent to the space occupied by the use.

- Building faces shall not be combined to increase allowed sign square footage.
- Sign shall not extend over windows or architectural features (pilasters, reveals, etc.).
- Sign shall not have any characters or logos that exceed 10 feet in height.
- Sign shall not project more than 18 inches from the wall or surface on which it is mounted. *(Amended 3/8/22)*

2910 Freestanding Signs

Freestanding Signs are permitted as follows:

2910.01 Freestanding Signs in A-1 and LRR Districts:

- Maximum sign area: A sign up to 50 square feet in area is permitted. On parcels greater than 35 acres, sign area may be increased five (5) additional square feet per each additional 50 acres of land not to exceed 100 square feet in sign area.
- Maximum number of signs: One (1) per street frontage.
- Illumination: Not permitted.
- Additional requirements: Signs shall be permitted on conforming A-1 and LRR parcels only.

2910.02 Freestanding Signs in the A-1, LRR, RR, ER, SR, MF, and MH Districts for any use requiring a Site Improvement Plan (SIP) or Use by Special Review (USR):

- Maximum sign area: Shall not exceed 50 square feet in area.
- Maximum number of signs: One (1) per street frontage.
- Illumination: Permitted. See Section 2902.06.
- Additional requirements: None.

2910.03 Freestanding Signs in the B, C, LI, and GI Districts:

- Maximum sign area: Shall not exceed 100 square feet in area, at the rate of one (1) square foot in sign area per lineal foot of street frontage.
- Maximum number of signs: One (1) per street frontage per parcel.
- Illumination: Permitted. See Section 2902.06.
- Additional requirements: None. *(Amended 3/8/22)*

2910.04 Freestanding Signs in the Sedalia CMTY, D, HC, and MI Districts for any use requiring a Site Improvement Plan (SIP) or Use by Special Review (USR):

- Maximum sign area: Shall not exceed 100 square feet in area, at the rate of one (1) square foot in sign area per lineal foot of street frontage.

- Maximum number of signs: One (1) per street frontage per parcel.
- Illumination: Permitted. See Section 2902.06.
- Additional requirements: None. (*Amended 3/8/22*)

2911 Directory Signs

Directory Signs are permitted as follows:

2911.01 Single-family residential developments:

- Maximum sign area: Shall not exceed 50 square feet in area.
- Maximum number of signs: Two (2) per entrance, one (1) for each direction of travel.
- Illumination: Permitted. See Section 2902.06.
- Additional requirements:
 - Shall be designed and used to improve traffic flow and safety.
 - Shall not exceed six (6) feet in height. (*Amended 11/19/19*)

2911.02 Shopping centers or business, commercial, and industrial parks:

- Maximum sign area: Shall not exceed 75 percent of the permitted Freestanding Sign area permitted under Section 2910.04.
- Maximum number of signs: One (1) per entrance.
- Illumination: Permitted. See Section 2902.06.
- Additional requirements: Shall be designed and used to improve traffic flow and safety. (*Amended 11/19/19*)

2912 Temporary Signs

Temporary Signs do not require a sign permit. Each sign shall be displayed for a total of no more than 90 days in a calendar year and are otherwise allowed as follows: (*Amended 11/19/19*)

2912.01 Temporary Signs in the A-1 and LRR Districts:

- Maximum sign area:
 - Within a calendar year, from January 1 through August 31 and from November 16 through December 31, two (2) signs shall not exceed 100 square feet in area per sign, at the rate of 50 square feet in area per sign face.
 - Within a calendar year, from September 1 through November 15, four (4) signs shall not exceed 100 square feet in area per sign, at the rate of 50 square feet in area per sign face.
 - Within a calendar year, from January 1 through August 31 and from November 16 through December 31, three (3) signs shall not exceed six (6) square feet in area per sign.

- Within a calendar year, from September 1 through November 15, the number of signs not exceeding six (6) square feet in area shall not be limited.
- Illumination: Not permitted.
- Additional requirements:
 - Signs are permitted on conforming A-1 and LRR parcels only.
 - Signs on A-1 and LRR parcels less than nine (9) acres in size, refer to Section 2912.02.
 - Signs shall be removed within seven (7) days of the completion of the purpose for which the sign was erected.

2912.02 Temporary Signs in the RR, ER, SR, MF, and MH Districts:

- Maximum sign area:
 - Within a calendar year, from January 1 through August 31 and from November 16 through December 31, two (2) signs shall not exceed 64 square feet in area per sign, at the rate of 32 square feet in area per sign face.
 - Within a calendar year, from September 1 through November 15, four (4) signs shall not exceed 64 square feet in area per sign, at the rate of 32 square feet in area per sign face.
 - Within a calendar year, from January 1 through August 31 and from November 16 through December 31, two (2) signs shall not exceed six (6) square feet in area per sign.
 - Within a calendar year, from September 1 through November 15, the number of signs not exceeding six (6) square feet in area shall not be limited.
- Illumination: Not permitted.
- Additional requirements: Signs shall be removed within seven (7) days of the completion of the purpose for which the sign was erected.

2912.03 Temporary Signs in the B, C, LI, and GI Districts; and Sedalia CMTY, D, HC, and MI Districts:

- Maximum sign area: Shall not exceed 200 square feet in area, at the rate of 100 square feet in area per sign face.
- Maximum number of signs: One (1) per street frontage.
- Illumination: Not permitted.
- Additional requirements: Signs shall be removed within seven (7) days of the completion of the purpose for which the sign was erected.

2913 Way-finding Signs (Amended 11/19/19)

Way-finding Signs do not require a sign permit and are permitted in all zone districts, as follows:

- Maximum sign area: Shall not exceed six (6) square feet in area.

- Illumination: Permitted. See Section 2902.06.
- Additional requirements:
 - Shall be permanently installed in a location and manner that does not create a traffic hazard.
 - Shall be located on private property and not in any public right-of-way.
 - Shall serve to make the site on which they are erected safer for traffic and pedestrians.

2914 Electronic Message Signs (Amended 7/24/18)

Electronic Message Signs are permitted as follows:

2914.01 Electronic Message Signs in the A-1, LRR, RR, ER, and SR Districts:

- Signs shall be permitted in place of, or as part of, a Freestanding Sign for any use requiring a Site Improvement Plan (SIP) or Use by Special Review (USR). Refer to Section 2910.02.
- Maximum sign area: Shall not exceed 50 square feet in area, at the rate of 25 square feet per side maximum.
- Maximum number of signs: One per parcel
- Illumination: Permitted. See Section 2902.06.
- Additional requirements:
 - Signs shall be limited to a maximum of three different messages per day.
 - Minimum message hold time: Displayed messages shall not change more frequently than once per 20 seconds in areas with posted speed limits up to 35 mph or once per 10 seconds in areas with posted speed limits greater than 35 mph; and must be one complete message per transition.
 - Signs shall only be in operation between the hours of 7:00 a.m. and 9:00 p.m. Verification of the ability to control the signage lighting shall be required as part of the sign permit application.
 - Transition method: Signs shall contain static messages only, changed only through an instant transition, and shall not have movement, animation, color variation, or the appearance or optical illusion of movement or varying light intensity.
 - Transition duration: The transition time between each message displayed on the sign shall not exceed one-half second.
 - Signs shall be equipped with a sensor or other device that automatically determines the ambient illumination and is programmed to automatically dim according to ambient light conditions. Lighting from the message module shall not exceed 0.3-foot-candles above ambient lighting conditions.
 - All displays shall be equipped to default to black or to automatically shut off if a malfunction occurs.
 - Messages displayed on the module shall only direct attention to a business, product, service, activity, or entertainment that is

conducted, sold, or offered on the premise on which the sign is located.

- The distance between any two Electronic Message Signs shall be a minimum of 1,500 feet measured in a straight line, without regard to intervening structures or objects, from the nearest portion of one sign to another.

2914.02 Electronic Message Signs in residential or non-urban areas of Planned Developments:

- Signs shall be permitted in place of, or as part of, a Freestanding Sign for any use requiring a Site Improvement Plan (SIP), Use by Special Review (USR), or Location & Extent (L&E). Refer to Section 2910.02.
- Maximum sign area: Shall not exceed 50 square feet in area, at the rate of 25 square feet per side maximum.
- Maximum number of signs: One per parcel
- Illumination: Permitted. See Section 2902.06.
- Additional requirements:
 - Signs shall be limited to a maximum of three different messages per day.
 - Minimum message hold time: Displayed messages shall not change more frequently than once per 20 seconds in areas with posted speed limits up to 35 mph or once per 10 seconds in areas with posted speed limits greater than 35 mph; and must be one complete message per transition.
 - All signage lighting shall be turned off within one hour of the end of business and remain turned off until one hour prior to commencement of business. Verification of the ability to control the signage lighting shall be required as part of the sign permit application.
 - Transition method: Signs shall contain static messages only, changed only through an instant transition, and shall not have movement, animation, color variation, or the appearance or optical illusion of movement or varying light intensity.
 - Transition duration: The transition time between each message displayed on the sign shall not exceed one-half second.
 - Signs shall be equipped with a sensor or other device that automatically determines the ambient illumination and is programmed to automatically dim according to ambient light conditions. Lighting from the message module shall not exceed 0.3 foot-candles above ambient lighting conditions.
 - All displays shall be equipped to default to black or to automatically shut off if a malfunction occurs.
 - Messages displayed on the module shall only direct attention to a business, product, service, activity, or entertainment that is conducted, sold, or offered on the premise on which the sign is located.

- The distance between any two Electronic Message Signs shall be a minimum of 1,500 feet measured in a straight line, without regard to intervening structures or objects, from the nearest portion of one sign to another.

2914.03 Electronic Message Signs in the B, C, LI, and GI Districts for all uses; and Sedalia CMTY, D, HC, and MI Districts for business, commercial, community, and industrial uses:

- Signs shall be permitted in place of, or as part of, a Freestanding Sign. Refer to Section 2910.04.
- Maximum sign area: Shall not exceed 50 percent of the Freestanding Sign area permitted under Section 2910.04.
- Maximum number of signs: One per parcel.
- Illumination: Permitted. See Section 2902.06.
- Additional requirements:
 - Signs shall not be oriented to or adjacent to any federal, state, or major County arterial highway.
 - Minimum message hold time: Displayed messages shall not change more frequently than once per 20 seconds in areas with posted speed limits up to 35 mph or once per 10 seconds in areas with posted speed limits greater than 35 mph; and must be one complete message per transition.
 - Transition method: Signs shall contain static messages only, changed only through an instant transition, and shall not have movement, animation, color variation, or the appearance or optical illusion of movement or varying light intensity.
 - Transition duration: The transition time between each message displayed on the sign shall not exceed one-half second.
 - Signs shall be equipped with a sensor, or other device, that automatically determines the ambient illumination and is programmed to automatically dim according to ambient light conditions. Lighting from the message module shall not exceed 0.3-foot-candles above ambient lighting conditions.
 - All displays shall be equipped to default to black or to automatically shut off if a malfunction occurs.
 - Messages displayed on the module shall only direct attention to a business, product, service, activity, or entertainment that is conducted, sold, or offered on the premise on which the sign is located.
 - The distance between any two Electronic Message Signs shall be a minimum of 1,500 feet measured in a straight line, without regard to intervening structures or objects, from the nearest portion of one sign to another.

2915 Flags

Flags do not require a sign permit and are allowed as follows:

2915.01 Flags in the A-1, LRR, RR, ER, SR, MF, and MH Districts:

- Illumination: Permitted. See Section 3005.17.
- Additional requirements:
 - Shall be accessory to a permitted principal use.
 - Minimum setback shall be the height of the flag pole.
 - Shall be affixed to a flag pole or mounted to a structure.

2915.02 Flags in the B, C, LI, and GI Districts; and Sedalia CMTY, D, HC, and MI Districts:

- Illumination: Permitted. See Section 3005.17.
- Additional requirements:
 - Shall be accessory to a permitted principal use.
 - Pole-mounted flags shall not exceed 35 feet in height.
 - Building-mounted flags shall not exceed the height of the building.
 - Minimum setback shall be the height of the flag pole.
 - Shall be affixed to a flag pole or mounted to a structure.
 - Flag poles shall be depicted on the approved Site Improvement Plan.