



WILDWOOD

**Update Report on Temporary Banners**  
for the  
**CITY OF WILDWOOD'S PLANNING AND ZONING COMMISSION**  
**July 16, 2018 Executive Meeting**  
CITY OF WILDWOOD, MISSOURI  
"Planning Tomorrow Today"

**Petition Number:** P.Z. 8-17  
**Petitioner/Address:** City of Wildwood Planning and Zoning Commission, c/o Department of Planning, 16860 Main Street, Wildwood, Missouri 63040  
**Request:** A request to review and consider possible amendments to the City of Wildwood's Zoning Ordinance – Chapter 415.440 Temporary Signs Regulations, thereby reviewing and refining the current allowance for temporary banners under the City's existing Sign Regulations.  
**Locations:** Citywide  
**Tract Size (acreage):** Not Applicable  
**Wards:** All  
**Public Hearing Date:** August 7, 2017  
**Date and Vote on Letter of Recommendation:** October 16, 2017

In 2017, the Planning and Zoning Commission agreed to recommend changes to the regulations governing temporary banners and their use within the City of Wildwood. This support of the Planning and Zoning Commission for these proposed changes to these regulations was premised on its desire to ensure the character of the City's streetscapes would not be unduly harmed by unauthorized or lightly regulated signage. This action reversed previous allowances that had been authorized to the Temporary Sign Regulations, which allowed up to fifty (50) days per calendar year to display this type of sign. These temporary sign allowances need to also be considered in conjunction with already approved permanent signage, which could be placed on the building or, in some instances, the lot's frontage onto a street or roadway.

These changes to the aforementioned regulations can be summarized below:

**Chapter 415.440 Temporary Signs, Section E (5.)** [Ord. No. 2009 §§1 — 2, 4, 8-28-2014] - In the "NU" Non-Urban Residence District and all "C" Commercial Districts, temporary banners (**a sign made of flexible materials and supported along two (2) sides, at two (2) or more corners by fixed, rigid supports, such as poles or rods**) for special events may be authorized by a permit granted by the Director of Planning.

The use of **any** temporary banners shall meet the following criteria:

- a. The location of the banner shall be limited to the property where the institutional use, business, or similar entity is situated and subject to location approval by the Director of Planning. However, no



temporary banner shall be placed in **within public rights-of-way areas or other publicly held lands;** and

- b. The property has direct frontage on a City-defined arterial roadway; and
- c. The number of banners that may be displayed on the property shall be limited to no more than one (1) representation in total; and
- d. The maximum period of display during which the same institutional use, business, or similar entity may maintain a banner on its subject property shall be based upon a period of time not to exceed ~~fifty (50)~~ **thirty (30)** days when displayed, within any given calendar; and
- e. **The allowance for up to thirty (30) days for a business or other allowable use to display a temporary banner shall be further governed as follows: no temporary banner can be in place for more than five (5) consecutive days over the allowable thirty (30) day period of time on the same property; no temporary banners can be displayed at the same property more than six (6) instances per calendar year; an interval of no less than seven (7) days must be provided between the placements of authorized temporary banners on the same property; and no temporary banner shall be allowed to deteriorate, separate from its supports, or otherwise be determined to be a public safety hazard or nuisance;** and
- f. No banner shall exceed thirty (30) square feet in overall size; and
- g. The banner's placement shall be approved by the Department of Planning on a plot plan submitted in conjunction with the required zoning authorization form of the City, on which the applicant shall provide specific time frames relating to its installation and date of removal. Failure of the applicant to obtain the required authorizations, adherence to stipulated timelines, and/or maintenance of said temporary banners does constitute cause for their immediate removal and the issuance of a summons, without the benefit of any warning period of time to be provided.

With these changes to the Temporary Sign Regulations being favorably recommended by the Planning and Zoning Commission and, ultimately, supported by the City Council, their intent was to allow these types of displays for a singular or important event or events during any given year that a business or institution might offer, but not to the extent the signage was in place for almost two (2) months. Additionally, the new regulations were also intended to better define what a banner entailed and how it was required to be displayed relative to the support framework for it, thereby avoiding issues with flags and plywood signs.

As part of the action by the Planning and Zoning Commission, it requested that, in approximately six (6) months of the implementation of the new regulations, the matter be returned to the members for an update to determine the effectiveness of them in better managing the use of temporary banners. This update was in response to certain Commission Members noting that no temporary banners should be allowed in any instance, regardless of circumstances, which was not universally supported. However, the Planning and Zoning Commission did note that, if the new regulations were not effective, when reviewed, they could be altered again to reduce or eliminate this sign component altogether from the Zoning Ordinance.

The review of Department records indicates the number of signs of this nature that have been requested, since the adoption of the new regulations, has remained unchanged between 2017 and 2018 (nine (9) in 2017 versus ten (10) in 2018 for the first six (6) months). However, the length of their respective displays has dropped from 171 days to 54 days in total, over this same six (6) month period. This outcome in the reduction of the number of days of display reflects the achievement of the desired goal, when these regulations were passed. There have been issues of on-going use of illegal banners, but they appear to be reduced as well. These outcomes, in the opinion of the Department, are positives in this regard and reflect better education

of users and enforcement actions of the City. Accordingly, the Department does believe the current regulations in this regard should remain as-is.

If any of the Planning and Zoning Commission Members should have questions or comments in this regard, please feel free to contact the Department of Planning before tonight's meeting. A presentation is planned on this matter at tonight's meeting, where questions and comments are encouraged. Thank you for your review and input on this matter.