

Temporary Signs

This brochure is an informational handout only, intending to address temporary sign structures. This is to be used as a guide for business patrons and should not be relied upon for the legality of its contents. This guide will summarize temporary signs and their use. The sign requirements for the City contain information which may apply to your sign request. This guide may not answer every question which may be raised about temporary signs. Please contact the City of Wentzville Community Development Department at:

**City of Wentzville
Community Development Department
1001 Schroeder Creek Blvd.
Wentzville Missouri
(636) 639-2047**

www.wentzvillemo.gov

Current Requirements:

Article XII “Signs” of the Wentzville Zoning Regulations manages sign size, height and location criteria for signs in the community. Sign regulations are adopted to provide standards for all business patrons to follow. The regulations are largely written to regulate permanent sign structures (attached signage; pole signs/monument signs).

In non-residential zoning districts, temporary signs are regulated by Section 405.1270 Special Use Signage, Letter B, #1 which indicates no more than two temporary signs, as identified, may be approved by the Planning Division. This permit is valid for a 30-day or 90-day time period. City Standards will allow a business to use temporary signs not to exceed 240 days in a calendar year.

The maximum allowed area of a temporary sign is thirty-two square feet. Use of a temporary sign beyond the allowed thirty-two square feet may only be permitted by the Planning and Zoning Commission. Please see Section 405.1270 Letter B for all specific standards.

What is a Temporary Sign?

Any sign intended for a limited or intermittent period of the display is a temporary sign. Such signs are not permanently affixed to the ground, and are normally mobile and/or allowed to be easily moved, placed, held up or tied to a structure for their use. Examples of supports for temporary signs are poles, braces, or ropes/wires. The following types of signs are examples of temporary signs:

- Banners; pennants and balloons;
- Signs announcing openings;
- Seasonal or special occasion signs such as special events and special business hours;
- Plastic portable sign structures;
- Portable metal A-frame, pole sign structures, or signs not affixed to the ground;
- All other temporary signs not specifically referenced in this guide.

General Information:

The Community Development Department is responsible for the enforcement of City sign requirements. These requirements are written and adopted to improve property values, maintain the general neighborhood appearance, and create a consistent appearance to signage in the City. Temporary signs must be on-premise (located on the

property in which they advertise for). Temporary signs are not allowed in the City right-of-way, and shall not be attached to utility poles. The sign regulations are regulated by the zoning district. The City's ordinance has requirements for residential signage; commercial signage; and industrial signage.

Why are they regulated?

The appearance of the community plays a main role in the enforcement and regulation of temporary signs. In addition, temporary signs are regulated for safety reasons. Temporary signs are not permanently affixed to the ground. In the event of storms or large winds, these signs may damage property or persons. If temporary signage goes unregulated, the signs become permanent fixtures, which violate the spirit and intent of the City's requirements and fairness to all business patrons.

City approval of your permit request.

A sign permit is required for the use and erection of temporary signs. To acquire a permit for a temporary sign, the following items are needed at the Community Development Department:

- A completed application form found on the City's website at: [Sign Permit Application](#).
- An image of your sign, a written description of the sign or a photograph of the sign.

- A location drawing indicating where the sign will be placed upon the property.
- Property owner approval letter.

What options exist to advertise for monthly, weekly, or daily specials or events?

It is not the City's intent to keep a business from advertising for the sale of goods or services offered by a business. Multiple temporary signs tend to cluster the landscape and may provide for "visual pollution". Permanent, changeable copy signage is the best option in most situations. This type of sign can be included with the attached signage permitted by ordinance or added to a pole sign, or added to a monument sign as permitted by ordinance.

Your input is welcomed and needed.

The City wishes to have requirements that accomplish the goals as identified in this guide and meet businesses advertising needs. If you have questions or comments, please contact us at your convenience.

Our Vision:

Located at the crossroads of the nation, Wentzville is a welcoming community uniquely positioned as an innovative regional leader. Wentzville delivers exceptional services and a vibrant quality of life for residents and businesses to thrive.