

Types of Outdoor Advertising Chart

	Billboard Sign	Official Signs	Public Utility Signs	Service Club & Religious Signs			Public Service Signs	Directional Signs
Definitions	Displays products or services not available at the sign location	Public agency within jurisdiction	Warning or information sign maintained by a utility company	Relating to cities, nonprofit service, fraternal & veterans clubs, charitable associations, educational institutions & religious organizations			Identify sponsor & public service message (located on bus shelter)	Historical, agri, educational, cultural, scientific, religious or natural scenic beauty
Size Limitations	800 sq. feet or less Max height 30' Max length 72'	None	None	32 sq. feet or less	Larger than 32 sq. feet & less than 76 sq. feet	76 sq. feet or more	32 sq. feet	150 sq. feet 20' vertical 20' horizontal
Spacing	1,400'	None	None	None	1,400'	1,400'	None / 1 per bus shelter	2,000' from interchange, rest area or scenic area
Location	Within 750' of business & properly zoned	None	None	None	Within 750' of business & properly zoned	Within 750' of business & properly zoned	None	1 mile apart 3 per each direction of travel
Message Content	Message content is not regulated	Carrying out official operations	Essential to operations	Related to the organization and meetings Directions allowed No advertising messages			Public service message & sponsor information	Attraction & directions only
Permitted	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Fees	\$200 application \$100 biennial renewal	\$200 application \$100 biennial renewal	\$200 application \$100 biennial renewal	No	No	\$200 application \$100 biennial renewal	\$200 application \$100 biennial renewal	\$200 application \$100 biennial renewal
Examples	Message content is not regulated	Water Conservation District Sigs	Gas Line Marker Sign City Recycling Center	1 st Baptist Church Turn left @ FR 12 Welcome to "City" State School  Service Club			Give Blood Don't Drink & Drive	Ozark Caverns 1 mile north