



The Business Brief

Helpful information for businesses and commercial areas in Liberty

Welcome to all of the new businesses that have recently opened or are about to open in Liberty! We're glad you are here.

Have you noticed that Liberty is an attractive and inviting place to live, work, and conduct business?

This information is provided to familiarize you with some of the City's regulations on commercial signs, displays, and events, and to help you avoid making any costly investments that may not be permitted.

Thank you to all the businesses for your continued efforts to keep our community the quality place we all enjoy.

If you have questions about the city's codes, commercial standards, or zoning, please contact us at City Hall:

Liberty City Hall
101 E. Kansas St.
Liberty, Missouri
816.439.4530
www.ci.liberty.mo.us

Signs of the Times

Signs are valuable marketing tools for most businesses, and provide identification and information to customers. Here are some general guidelines to follow when considering commercial signage.

Permanent Signs: Each free-standing commercial building may have one wall sign on each side of the building. Shopping centers, business parks, and stores or offices with more than one front may have a sign on each façade.

Pole signs are permitted only in a corridor along I-35, and may not be installed less than 500 feet from another pole sign.

For more information about permanent signs, call a city planner at 439-4548 or 439-4536.

Temporary Signs:
Banners: Each business is allowed a single banner displayed for 90 days per year. Banners should be securely affixed to a building and not larger than 10% of the wall area. A permit is not required. *Only banners promoting community-wide public events may be staked on posts.*

Prohibited Signs:
Inflatables, balloons, pennant flags, and temporary commercial signs are not allowed. Signs placed in the public right-of-way will be

removed and discarded. Human sign holders must remain on private property. Violations of these regulations are often reported by citizens, so please keep our commercial areas looking their best. For questions about temp signs, call 439-4539.



Don't Forget! If your business is located on or near the downtown square, you may be in the Liberty Square Historic District. New signs or awnings in this district require review by the Historic District Review Commission (see below).

Doing Business Downtown: Liberty Square Historic District

If you own a business or property within the Liberty Square Historic District, which includes buildings within one block of the square and South Main Street, you must apply for a certificate of appropriateness (CoA) when planning changes to the exterior of

your building. This includes the replacement of windows and doors, removal of non-historic materials, and the installation of new signs and awnings.

For ideas on what is (or is not) considered appropriate for these historic buildings, check out the Historic

District Design Guidelines at www.ci.liberty.mo.us/preservation, or pick up a booklet, free of charge, at City Hall.

Call the Preservation Office at 439-4537 if you have questions about your old building, or how to obtain a CoA.

Liberty City Hall
101 E. Kansas St.
Liberty, Missouri 64068
www.ci.liberty.mo.us

Planning & Zoning
Katherine Sharp 439-4538
ksharp@ci.liberty.mo.us
David Jones 439-4536
djones@ci.liberty.mo.us

Code Enforcement
Laurie Brown 439-4539
lbrown@ci.liberty.mo.us

Building Inspections
Jeremy Adams 439-4530
jadams@ci.liberty.mo.us

**Downtown /
Preservation**
Jonna Wensel 439-4537
jwensel@ci.liberty.mo.us

Business Licenses
Linda Bell 439-4417
lbell@ci.liberty.mo.us

To stay informed about City news and events, subscribe to the City's NewsFlash at www.ci.liberty.mo.us and insert your e-mail address in the "E-newsletters" box in the main menu.

The City of



The Ins and Outs of Outdoor Displays

Some retail businesses sell seasonal merchandise that is well-suited to outdoor display. Where the zoning allows it, outdoor displays may include:

- Bedding plants and nursery stock in containers of one gallon or less;
- Christmas trees and pumpkins;
- Seasonal merchandise, such as lawn mowers, grills, firewood, or other outdoor type merchandise.

Where such outdoor displays are allowed, the merchandise must be well-kept and orderly, and not alter the appearance of the building. The display should not impede pedestrian traffic or force customers onto the parking lot to view the merchandise.

Items are prohibited from display in the parking lot, unless a special use permit has been obtained.

Other types of merchandise must be stored inside a building or screened from view.

These standards serve to keep our commercial areas tidy and assure the highest level of customer safety.

If you have questions about what can be displayed outdoors, or are unsure about the standards in your area, call the Planning Department at 439-4530.

Did You Know?

- Restaurants and food producing businesses need to clean out their grease traps quarterly. Keeping the grease interceptor clean protects your sewer lines.



- All regulations regarding signs, banners, special events, outdoor displays, etc. apply on weekends and holidays, too.

Business licenses must be renewed annually. Watch for a renewal letter and license application approximately 30 days before your current

license expires. When paid, the annual license is effective for 12 months. Contact the Deputy City Clerk's office at 439-4417 if you have questions about the application.

- A *temporary use permit* (TUP) is required for all outdoor special events. One event per month is allowed, and each event can last up to 5 days. An application for a TUP should be submitted to the Planning Department at least one week prior to the event.

The permit is issued free of charge. Call 439-4533 for more information, or to obtain an application.

A BIG thank you to everyone who picks up litter and removes trash from their properties. It makes a difference!