

BOARD BILL NO. 241CS INTRODUCED BY ALDERMAN ALFRED WESSELS JR., ALDERMAN PHYLLIS YOUNG, ALDERMAN KENNETH ORTMANN, ALDERMAN MATT VILLA, ALDERMAN LYDA KREWSON, ALDERMAN GREGORY CARTER, ALDERMAN SHANE COHN, ALDERMAN JOSEPH VACCARO, ALDERMAN FRED HEITERT, ALDERMAN JENNIFER FLORIDA, ALDERMAN DIONNE FLOWERS, ALDERMAN CHARLES QUINCY TROUPE, ALDERMAN CRAIG SCHMID

1 An Ordinance recommended by the Planning Commission repealing §18 of Ordinance
2 59979, and also repealing Ordinances 60949, 63686, 63858, 64459, 65790, which amended
3 Ordinance 59979 which ordinances are codified as Section 26.68 of the Revised Code of the City
4 of St. Louis; repealing Ordinance 60704 and 62701, which amended Ordinance 60704, and is
5 codified as Section 24.44 of the Revised Code of the City of St. Louis; and enacting a new
6 Ordinance which will amend Section 26.68 of the Revised Code of the City of St. Louis by
7 adding definitions, new regulations and prohibiting digital outdoor general advertising devices
8 and digital signs in certain districts; containing a substitution clause, penalty clause, savings
9 clause, severability clause, and emergency clause.

10 **WHEREAS**, Ordinance 68606, approved on March 16, 2010, established a 12-month
11 moratorium on the erection, construction or installation of any digital signs or digital outdoor
12 general advertising devices and on the replacement of existing non-digital static display signs
13 and outdoor general advertising devices with digital signs and digital outdoor general advertising
14 devices;

15 **WHEREAS**, Ordinance 68606 required that the Zoning Section of the Department of
16 Public Safety and the Planning and Urban Design Agency submit to the Board of Aldermen
17 proposed regulations for digital signs and digital outdoor general advertising devices;

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1 **WHEREAS**, the City of St. Louis Planning Commission approved a resolution at its
2 meeting on December 1, 2010, that initiated a text amendment to the Zoning Code and
3 recommended to the Board of Aldermen the approval of the text amendment to the Zoning Code;

4 **WHEREAS**, digital signs and digital outdoor general advertising devices (billboards)
5 add to the City’s light pollution as well as harm the City property values due to the adverse
6 affects associated with visual blight and light pollution;

7 **WHEREAS**, digital signs and digital outdoor general advertising devices (billboards)
8 can distract motorists and the traveling public by diverting their attention from the road and the
9 flow of traffic and, therefore, impact public safety;

10 **WHEREAS**, digital signs and digital outdoor general advertising devices create visual
11 clutter, diminish aesthetic appeal for our streets and highways and generally detract from the
12 City’s desirability as a residential, business and tourism center;

13 **WHEREAS**, the City seeks to preserve the aesthetic character and view corridors by
14 prohibiting digital signs and digital outdoor general advertising devices (billboards) in those
15 areas;

16 **WHEREAS**, the City seeks to preserve the historic character of the City by prohibiting
17 new digital outdoor general devices (billboards) and further regulate existing digital outdoor
18 general advertising devices and digital signs;

19 **NOW THEREFORE BE IT ORDAINED BY THE CITY OF ST. LOUIS AS**
20 **FOLLOWS:**

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1 **SECTION ONE.** Section 18 of Ordinance 59979 is repealed and Ordinances 60949, 63686,
2 63858, 64459, 65790, are hereby repealed.

3 **SECTION TWO.** Ordinance 60704 and Ordinance 62701 are hereby repealed.

4 **SECTION THREE.** Enacted in lieu of the repealed ordinances is a new section on the same
5 subject matters, as follows:

6 **COMPREHENSIVE SIGN**

7 **CONTROL REGULATIONS**

- 8 26.68.010 Scope of chapter.
- 9 26.68.020 Definitions.
- 10 26.68.030 Signs permitted in all districts.
- 11 26.68.050 Political signs in F through K districts.
- 12 26.68.055 Political signs or vacant City or Land Revitalization Agency-owned
13 properties.
- 14 26.68.060 Permits required in all districts.
- 15 26.68.070 Signs in historic districts.
- 16 26.68.080 Signs in zone districts A, B, C, D and E.
- 17 26.68.090 Signs in zone district F.
- 18 26.68.100 Signs in zone districts G and H.
- 19 26.68.110 Signs in zone districts J and K.
- 20 26.68.120 Signs in zone districts I and L
- 21 26.68.130 Outdoor general advertising devices.

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- 1 26.68.135 Prohibited use of signs.
- 2 26.68.140 Signs for and by nonconforming use in all zone districts.
- 3 26.68.150 Nonconforming signs.
- 4 26.68.160 Signs in chapter 353 development plans, in signage plan overlay districts
- 5 and signs with special provisions.
- 6 26.68.170 Prohibited signs.
- 7 26.68.175 Board-up signage prohibited.
- 8 26.68.180 Removal of signs within or on public right-of-way or easement.
- 9 26.68.190 Substitution clause.

10 26.68.010 **Scope of chapter.**

11 These regulations shall govern and control the erection, remodeling, enlarging, moving,

12 operation and maintenance of all signs by conforming uses within all zoning districts. Nothing

13 herein contained shall be deemed a waiver of the provisions of any other ordinance or regulation

14 applicable to signs. Signs located in areas governed by several ordinances and/or applicable

15 regulations shall comply with all such ordinances and regulations.

16 **26.68.020 Definitions.**

17 For the purpose of this chapter the following terms, phrasing, words and their deviations shall

18 have the meaning given herein:

- 19 1. **Animation or Animated Sign.** "Animation or Animated sign" means any sign or part
- 20 of a sign which changes physical position by any movement or rotation, including electronic and
- 21 video display changed by remote or automatic means.

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1 **2. Area of Sign.** The area of a sign shall be measured in conformance with the
2 regulations as herein set forth provided that the structure or bracing of a sign shall be omitted
3 from measurement unless such structure or bracing is made part of the message or face of the
4 sign. Where a sign has two faces at a right angle to the building or street, the area of one face
5 shall determine the area of the sign. Where a sign has two faces not at a right angle to the
6 building or street or has three or more faces, the area of all faces shall determine the area of the
7 sign.

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

14 **b. Signs Without Backing.** The area of all signs without backing or a
15 background, material or otherwise, that is part of the overall sign display shall be
16 measured by determining the sum of the area of each square, rectangle, triangle, portion
17 of a circle or any combination thereof which creates the smallest single continuous
18 perimeter enclosing the extreme limits of each work, written representation (including
19 any series of letters), emblems or figures of similar character including all frames, face
20 plates, nonstructural trim or other component parts not otherwise used for support.

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1 c. **All Other Signs or Combinations Thereof.** The area of any sign having parts
2 both with and without backing shall be measured by determining the total area of all
3 squares, rectangles, triangles, portions of a circle of any combination thereof constituting
4 the smallest single continuous perimeter enclosing the extreme limits of any of the
5 following combinations: the display surface or face of the sign including all frames,
6 backing, face plates, nonstructural trim or other component parts not otherwise used for
7 support for parts of the sign that have backing and each words, written representation
8 (including any series of letters), emblems or figures or a similar character including all
9 frames, face plates, nonstructural trim or other component parts not otherwise used for
10 support for parts of the sign having no backing.

11 3. **Building Front.** "Building front" means that exterior wall of a building facing the
12 front line of a premises.

13 4. **Display Surface or Face.** "Display surface or face" means the area made available by
14 the sign structure for the purpose of displaying the message.

15 5. **Distance of Sign Projection.** "Distance of sign projection" means the distance from
16 the exterior wall surface of the building to the display face of a wall sign.

17 6. **Electronic Message Center.** "Electronic message center" means a sign or device
18 capable of displaying letters, numbers, words, symbols, figures or images, including graphics,
19 that can be electronically, digitally or mechanically changed by remote or automatic means. This
20 definition includes what is commonly referred to as a "digital" sign or device.

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1 7. **Exterior Wall Surface.** "Exterior wall structure" means the most exterior part of a
2 wall, sun screen or any screening or material covering a building.

3 8. **Flashing Signs.** "Flashing sign" means any directly or indirectly illuminated sign
4 either stationary or animated, which exhibits changing natural or artificial light or color effects
5 by any means whatsoever, including blinking, fluctuating scrolling or fading.

6 9. **Ground Sign.** "Ground sign" means a sign supported by poles, uprights or braces
7 extending from the ground or an object on the ground but not attached to any part of any
8 building. Height measurement for ground signs shall be from the grade level or the level of the
9 abutting roadway, whichever is higher.

10 10. **Illuminated Sign.** "Illuminated sign" means a sign lighted by or exposed to artificial
11 lighting either by lights on the sign or within the sign or directed towards the sign.

12 a. **Concealed Light Source.** Internal and external lighting, such as neon tubing,
13 flood lights, thin line and gooseneck reflectors are permitted provided the light source is
14 directed upon the face of the sign and is effectively shielded so as to prevent beams or
15 rays of light from being directed toward any person facing such sign or device upon any
16 public way or street and shall not be of such intensity so as to cause glare or impair the
17 vision of any person upon any public way or street or adjoining premises. Neon tubing
18 shall be enclosed in channels or covered by plastic faces.

19 b. **Exposed Light Source.** Internal and external lighting, such as neon tubing and
20 lamps are permitted, provided the intensity of such lighting shall not cause glare or

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1 impair the visions of any person, facing such sign or device, upon any public way, street
2 or adjoining premises.

3 **11. Joint Identification Sign.** "Joint identification sign" means a sign which serves as
4 common or collective identification for two (2) or more businesses or industrial uses on the same
5 premises.

6 **12. Marquee Sign.** "Marquee sign" means a sign on or attached to a permanent
7 overhanging shelter that projects from the face of a building and is supported entirely by the
8 building and which sign is painted on or erected against the marquee. Said such signs shall not
9 exceed seven (7) feet in height nor shall they project below the face of the marquee nor lower
10 than ten (10) feet above the sidewalk. A marquee sign may extend the full length but in no case
11 shall it project beyond the ends of the marquee.

12 **13. On-premises Signs.** "On-premises sign" means a sign relating to products, goods,
13 services or uses which are conducted, sold, manufactured, produced, offered or occurs on the
14 same premises as the sign.

15 **14. Outdoor General Advertising Device.** "Outdoor general advertising device" means
16 a device maintained by advertising agencies which advertises products of their customers or
17 clients, and all business signs individually or privately owned which are not on the premises of
18 the owner or place of business to which they apply, including wall signs and those otherwise
19 attached to buildings and structures or devices, as well as those not attached to buildings and
20 supported by uprights or braces on the ground.

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1 **15. Projecting Sign.** "Projecting sign" means a sign attached to a building at an angle,
2 provided:

3 a. There is no more than one such sign for each entrance door to a business
4 establishment;

5 b. It projects no more than five (5) feet from the building;

6 c. The sign advertises a use which occupies at least eighteen (18) feet of sign
7 frontage;

8 d. The bottom of the sign is at least ten (10) feet from grade and its top is no
9 higher than whichever of the following is highest: forty (40) feet above grade, or the
10 height of the building at the building line; and

11 e. No support for a sign shall extend above the cornice line of a building to which
12 it is attached.

13 **16. Roof Line.** "Roof line" means the highest point on any building where an exterior
14 wall encloses usable floor area including floor area provided for housing mechanical equipment.

15 **17. Roof Sign.** "Roof sign" means an on-premises sign which projects above the roof line
16 or is located on the roof of a building or structure.

17 **18. Sign.** "Sign" means any object or device or part thereof situated outdoors which is
18 used to advertise, identify, display, direct or attract attention to an object, person, institution,
19 organization, business product, service, event, or location by any means including words, letters,
20 figures, designs, symbols, fixtures, colors, motion, illumination or projected images. Signs do not
21 include the following:

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- 1 a. Flags of nations, states and cities, fraternal, religious and civic organization;
- 2 b. Merchandise, pictures of models of products or services incorporated in a
- 3 window display;
- 4 c. Time and temperature devices;
- 5 d. Any civic symbols or crests which do not identify a business;
- 6 e. Works of art which in no way identify a product.

7 If for any reason it cannot be readily determined whether or not an object is a sign, the
8 Planning Commission shall make such determination.

9 19. **Sign with Backing.** "Sign with backing" means any sign that is displayed upon,
10 against or through any material or color surface or backing that forms an integral part of such
11 display and differentiates the total display from the background against which it is placed.

12 20. **Sign without Backing.** "Sign without backing" means any word, letter, emblem,
13 insignia, figure or similar character or group thereof, that is neither backed by, incorporated in or
14 otherwise made part of any larger display area.

15 21. **Sign Frontage.** "Sign frontage" means the length along a ground floor building front,
16 facing a street or a private way accessible from a street, which is occupied by a separate and
17 distinct use or by the same use which occupies the front of said building.

18 22. **Street Front.** "Street front" means any boundary line of a premises or parcel of land
19 that runs parallel to and within twenty (20) feet of the right-of-way of a street or highway
20 designated and assigned an individual name or number by the legislative action of the
21 municipality.

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1 23. **Street Property Line.** "Street property line" means a common boundary between
2 private property and a dedicated street or alley.

3 24. **Temporary Sign.** "Temporary sign" means any exterior sign or advertising display
4 constructed of cloth, canvas, fabric, plywood, metal or other material intended to be displayed
5 for a short period of time not in excess of six (6) months.

6 25. **Wall Sign.** "Wall sign" means a sign attached to, painted on, or erected against a wall
7 or parapet wall of a building or structure which extends no more than twenty-four (24) inches
8 from the wall surface upon which it is attached and whose display surface is parallel to the face
9 of the building to which the sign is attached.

10 26. **Wind Sign.** "Wind sign" means any sign in the nature of a series of two (2) or more
11 banners, flags, pennants or other objects or material which call attention to a product or service
12 fastened in such a manner as to move upon being subjected to pressure by wind or breeze.

13 27. **Window Sign.** "Window sign" means a sign which is applied or attached to, or
14 located within three (3) feet of the interior of a window, which sign can be seen through the
15 window from the exterior of the structure.

16 **26.68.030 Signs permitted in all districts.**

17 The following described signs are not covered by the rules and regulations set forth below in
18 Section 26.68.060 and a building permit for any of the following described signs, if necessary,
19 may be issued by the Building Commissioner without the said Commissioner determining if said
20 sign complies with such rules or regulations.

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1 A. Signs required or specifically authorized for a public purpose by any law, statute, or
2 ordinance; may be of any type, number, area, height, above grade, location, illumination or
3 animation, authorized by law, statute or ordinance under which the signs are required or
4 authorized.

5 B. Signs of danger or a cautionary nature which are limited to: wall and ground signs; not
6 more than two (2) per street front for each conforming use, or two (2) for each dwelling unit; not
7 more than four (4) square feet per sign in area; not more than ten (10) feet in height above grade;
8 may be illuminated only from a concealed light source which does not flash, blink, fade, scroll,
9 or fluctuate; and shall not be animated.

10 C. Signs in the nature of cornerstones, commemorative tables and historical signs which
11 are limited to: wall and ground signs; not more than two (2) per premises; not more than six (6)
12 feet in height above grade; may be illuminated only from a concealed light source which does
13 not flash, blink, fade, scroll, or fluctuate; shall not be animated.

14 D. Signs which identify by name or number individual buildings within institutional or
15 residential building group complexes and which are limited to: wall and ground signs; not more
16 than four (4) signs per building; not more than ten (10) square feet per sign in area; not more
17 than twelve (12) feet in height above grade; any location on the premises; may be illuminated
18 only from a concealed light source which does not flash, blink, fade, scroll or fluctuate and shall
19 not be animated.

20 E. Signs in the nature of decorations, clearly incidental and customary and commonly
21 associated with any national, local or religious holiday; provided that such signs shall be

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1 displayed for a period of not more than sixty (60) consecutive days nor more than sixty (60) days
2 in any one year; and may be of any type, number, area, height, location, illumination or
3 animation.

4 F. Signs in the display window of a business use which are incorporated into a display of
5 merchandise or a display relating to services offered on the same premises and limited to:
6 window signs; one (1) sign per five (5) feet of window frontage; not more than eight (8) square
7 feet per sign in area; ground level windows only; may be illuminated only from a concealed light
8 source which does not flash, blink, fade, scroll or fluctuate; shall not be animated.

9 G. Signs commonly associated with and limited to information and directions relating to
10 the conforming use on the premises on which the sign is located, provided that each such sign is
11 limited to: wall, window and ground signs; not more than four (4) square feet per sign in area;
12 not more than eight (8) feet in height above grade; may be illuminated only from a concealed
13 light source which does not flash, blink, fade, scroll or fluctuate; shall not be animated except
14 that gauges and dials may be animated to the extent necessary to display correct measurement.

15 H. No more than two (2) ground, wall or window political signs may be erected and
16 maintained on each premises provided that such signs shall not be more than ten (10) feet square,
17 shall not be more than six (6) feet in height; shall not flash, blink, fade, scroll or fluctuate or be
18 animated but may be illuminated; shall not be posted more than ninety (90) days prior to the
19 election to which the sign is related and shall be removed within fifteen (15) days following the
20 election to which the signs relate.

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1 I. Signs which are not visible from any public right-of-way, from any publicly owned
2 land or from any level whatsoever of any other premises; may be illuminated; may be animated.

3 J. Signs displaying only the name and address of a subdivision or of a planned building
4 group of at least eight (8) buildings each containing a conforming use or uses and limited to: wall
5 and ground signs; one (1) per street front; not more than twenty (20) square feet per face in area;
6 not more than six (6) feet in height above grade; may be illuminated only from a concealed light
7 source which does not flash, blink, fade, scroll or fluctuate; shall not be animated.

8 K. Signs consisting of illuminated buildings or parts of buildings which do not display
9 letters, numbers, symbols or designs and limited to illumination from a concealed light source
10 which may not flash or blink, but may fluctuate by a change of color or intensity of light,
11 provided that each change of color or dark to light to dark cycle shall have a duration of one and
12 one-half (1 1/2) minutes or longer; shall not be animated.

13 L. Signs giving parking or traffic directions, provided that such signs are limited to: wall
14 and ground signs; one (1) sign per curb cut on the premises; not more than six (6) square feet per
15 face in area; not more than six (6) feet in height above grade; may be illuminated from a
16 concealed light source which does not flash, blink, fade, scroll or fluctuate; shall not be
17 animated.

18 M. Temporary signs that only advertise or identify construction, remodeling, rebuilding,
19 development, sale, lease or rental of either a conforming use or a designated land area shall not
20 be required to comply with the rules and regulations, relating to signs in their zoning district,
21 unless said sign is viewable from any public right-of-way for a period in excess of six (6)

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1 months. If said sign is so viewable in excess of six (6) months, it must be approved by the
2 Building Commissioner as a permanent sign under the rules and regulations set out in Section
3 26.68.060.

4 N. Signs on trash or refuse containers.

5 26.68.050 **Political signs in F through K districts.**

6 In addition to the signs exempted by Section 26.68.030 permits are not required for the following
7 political signs in the F through K zoning districts:

8 A. **Permitted Sign Types of Political Signs.** Wall, ground, window and marquee.

9 B. **Permitted Maximum Number of Political Signs.** Three (3) signs for each premises
10 or designated land area on which the signs are located.

11 C. **Permitted Area of Political Signs.** No limitation.

12 D. **Permitted Maximum Height Above Grade of Political Signs.** Twenty-five (25) feet.

13 E. **Permitted Location of Political Signs.** No limitation.

14 F. **Permitted Illumination of Political Signs.** May be illuminated by a concealed light
15 source but shall not flash, blink, fade, scroll or fluctuate.

16 G. **Animation of Political Signs.** Signs shall not be animated.

17 26.68.055 **Political signs on vacant City or Land Revitalization Agency-owned properties.**

18 A. Notwithstanding any ordinance or statute the contrary, the placement of political signs
19 on any building or structure owned by the City or the Land Reutilization Agency which is vacant
20 or unoccupied, on any traffic control device or signal or on any utility pole is prohibited.

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1 B. The placement by any wall, window signs or advertisement on any building or
2 structure owned by the City or Land Reutilization Agency which is vacant or unoccupied is
3 prohibited.

4 **C. Notification of Violation--Removal Required.** Upon receiving a complaint from any
5 person that a sign or advertisement has been placed in violation of this ordinance, the Building
6 Commissioner shall issue a notice to the person, partnership or corporation whose name appears
7 on such sign or advertisement requiring such person, partnership or corporation to remove the
8 signage within fifteen (15) days of the date of the notice. Failure to remove the signage with this
9 period of times shall constitute a violation of this section.

10 **D. Penalty for Violation.** Any person who is found guilty or who enters a plea of guilty
11 to a violation of this section shall be punished by a fine of not more than \$500.00 or by
12 imprisonment of not more than ninety (90) days or by both a fine and imprisonment.

13 **26.68.060 Permits required in all districts.**

14 No person shall erect a sign not described herein above until a building permit for said sign has
15 been issued by the Building Commissioner stating that said proposed sign complies with the
16 rules and regulations described herein below relating to signs. In addition to other information
17 with regard to said sign as may be required by the Building Commissioner, the applicant must
18 provide a glossy 8" x 10" photograph(s) of the premises where the sign is proposed which
19 adequately shows all existing signs on the premises, and all pertinent information needed to
20 properly review the application as requested by the Building Commissioner. If said sign
21 complies with the herein below rules and regulations, the permit may be issued by the Building

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1 Commissioner if said sign also complies with all applicable provisions of the Building Code of
2 the City; if said sign fails to comply with the rules and regulations set out herein below said
3 permit shall not be issued, regardless of whether said sign complies with all provisions of the
4 Building Code of the City.

5 **26.68.070 Signs in historic districts.**

6 No sign shall be erected within a district which has been zoned an historic district, unless said
7 sign meets and satisfies an requirements of the applicable historic district ordinance and
8 accompanying development plan, which ordinance has been approved by the Board of Aldermen
9 and the Mayor of the City.

10 **26.68.080 Signs in zone districts A, B, C, D, and E.**

11 **A. General.** On premises signs may be erected, altered and maintained only for and by a
12 conforming use in the district in which the signs are located; shall be located on the same
13 premises as the conforming use and shall be clearly incidental, customary as commonly
14 associated with the operation of the conforming use provided, however, that no sign of any type
15 shall be erected or maintained for or by a single unit dwelling.

16 **B. Permitted Contents.** Identification by letter, numeral, symbol or design of the
17 conforming use by name, use, hours of operation, services offered and events.

18 **C. Permitted Sign Types.** Wall, window and ground.

19 **D. Permitted Maximum Number.** One (1) sign for each front line of the premises on
20 which the conforming use is located.

21 **E. Permitted Maximum Sign Area.**

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1 1. **Hotel and Motel.** No one sign shall exceed thirty (30) square feet.

2 2. **All other uses.** Total signage shall not exceed thirty (30) square feet.

3 **F. Permitted Maximum Height.**

4 1. **Wall and Window Signs.** The roof line of the building to which the sign is
5 attached.

6 2. **Ground Signs.** Six (6) feet above grade.

7 **G. Permitted Location.**

8 1. **Wall and Window Signs.** Shall be set back from the boundary lines of the
9 premises on which they are located, the same distance as a building containing a
10 conforming use; provided, however, wall signs may project into the required setback
11 space the permitted depth of the sign;

12 2. **Ground Signs.** Shall be set in at least ten (10) feet from every boundary line of
13 the premises or shall be set in on a line parallel with the exterior line of any building on
14 the said premises.

15 **H. Permitted Illumination.** May be illuminated but only from a concealed light source,
16 shall not remain illuminated between the hours of 12:00 a.m. and 6:00 a.m., and shall not flash,
17 blink, fade, scroll or fluctuate.

18 **I. Animation.** Shall not be animated.

19 26.68.090 **Signs in zone district F.**

20 **A. General.** On premises signs may be erected, altered or reconstructed only for and by a
21 conforming use in the district in which the signs are located; shall be located on the same

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1 property as the conforming use and shall be clearly incidental, customary and commonly
2 associated with the operation of the conforming use; provided, however, that no sign of any type
3 shall be erected or maintained for or by a single unit dwelling except signs identifying home
4 occupations.

5 **B. Permitted Contents.** Identification by letters, numeral, symbol or design of the
6 conforming use, by name, use, hours of operation, services offered and events.

7 **C. Permitted Sign Types.** Wall, window, ground, marquee, roof and projecting signs
8 that meet the provisions outlined in Section 26.68.020(15)(a-e).

9 **D. Permitted Maximum Sign Area.**

10 1. **Hotel and Motel.** No one sign shall exceed two hundred (200) square feet.

11 2. **All Other Uses.** The total area in square feet of all on-premises signs on a sign
12 frontage, except for free-standing signs shall not exceed:

Average Distance of Sign from Center Line of Abutting Street	Sign Frontage Multiplied by
Less than 100	2*
100—399	4
400 and over	5

13 * Excepting that a use with less than twenty-five (25) feet of sign frontage may have a maximum
14 of fifty (50) square feet of on-premises signs.

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1 3. The distance of a sign on or under a canopy, marquee or awning from the
2 center line of an abutting street shall be constructed to be the same as if such sign were
3 attached to the building to which the said canopy, marquee or awning is attached.

4 4. If the first floor of a building is substantially above street grade and the
5 basement is only partially below street grade, separate occupants of each level may each
6 have one-half (1/2) the square feet of signage to which use would be entitled if it were a
7 single ground floor use.

8 5. If a building fronts on two (2) or more streets, the sign area for each street
9 frontage shall be computed separately.

10 6. If the ground sign has two (2) faces the area of each face shall not exceed
11 seventy-five (75) square feet; if a ground sign has more than two (2) faces the total of all
12 faces shall not exceed one hundred fifty (150) square feet. A premises with a front line of
13 two hundred (200) feet or more may have two (2) ground signs.

14 **E. Permitted Maximum Height.**

15 1. **Wall and Window Signs.** The roof line of the building to which the sign is
16 attached.

17 2. **Ground Signs.** Shall not exceed thirty (30) feet above grade.

18 3. **Roof Signs.** Including the supporting structures fifty percent (50%) of the
19 building height on which they are erected but a maximum height of five (5) feet above
20 roof line, or parapet wall if it is higher than the roof line. Further, there must be a clear
21 space of not less than four (4) feet between the lowest part of the sign and roof level,

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1 except for necessary structural supports, if sign is over one hundred (100) square feet in
2 size. If such clearance is necessary said sign cannot exceed nine (9) feet above roof line
3 or parapet wall. If sign is less than one hundred (100) square feet no such clearance is
4 necessary.

5 **F. Permitted Location.**

6 **1. Wall and Window Signs.** Shall be set in from the boundary lines of the
7 premises on which it is located, the same distance as a building containing a conforming
8 use; provided, however, wall signs may project into the required setback space the
9 permitted depth of the sign.

10 **2. Ground Signs.** Shall be set in at least three (3) feet from every boundary line
11 of the premises.

12 **G. Permitted Illumination.** Concealed or exposed light source. No sign shall be
13 illuminated that it interferes with the effectiveness of an official traffic sign, signal or device,
14 illumination shall not flash, blink, fade, scroll or fluctuate.

15 **H. Animation.** Shall not be animated.

16 **26.68.100 Signs in zone districts G and H.**

17 **A. General.** On premises signs may be erected, altered or reconstructed only for and by a
18 conforming use in the district in which the signs are located; shall be located on the same
19 premises as the conforming use; and shall be clearly incidental, customary and commonly
20 associated with the operation of the conforming use.

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1 **B. Permitted Contents.** Identification by letter, numeral, symbol and design of the
2 conforming use by name, use, hours of operation, services and products offered, events and
3 prices of products and services.

4 **C. Permitted Sign Types.** Wall, window, ground, marquee, roof and projecting signs
5 that meet the provisions outlined in Section 26.68.020(15)(a-e).

6 **D. Permitted Maximum Sign Area.**

7 1. **Hotels and Motels.** On premises having a linear street frontage of one hundred
8 (100) feet or less: one hundred (100) square feet; on premises having a linear street
9 frontage of more than one hundred feet: one (1) square foot of street front; provided,
10 however, computations shall be made and sign area shall be made and sign area shall be
11 determined on each street front separately, and provided, further, that in no event shall
12 more than three hundred (300) square feet of sign area be applied to any one (1) street
13 front and no sign shall exceed three hundred (300) square feet in size.

14 2. **All Other Uses.** The total area in square feet of all on-premises signs on a sign
15 frontage, except for free-standing signs, shall not exceed:

Average Distance of Sign from Center Line of Abutting Street	Sign Frontage Multiplied by
Less than 100	3*
100—399	4

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400 and over	5
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1 * Excepting that a use with less than twenty-five (25) feet of sign frontage may have a maximum
2 of fifty (50) square feet of on-premises signs.

3 3. The distance of a sign on or under a canopy, marquee and awning from the
4 center line of an abutting street shall be construed to be the same as if such sign were
5 attached to the building to which the said canopy, marquee or awning is attached.

6 4. If the first floor of a building is substantially above street grade and the
7 basement is only partially below street grade, separate occupants of each level may each
8 have one-half (1/2) the square feet of signage to which use would be entitled if it were a
9 single ground floor use.

10 5. If a building fronts on two (2) or more streets, the sign area for each street
11 frontage shall be computed separately.

12 6. If the ground sign has two (2) faces the area of each face shall not exceed one
13 hundred (100) square feet; if a ground sign has more than two (2) faces the total of all
14 faces shall not exceed two hundred (200) square feet. A premises with a front line of two
15 hundred (200) feet or more may have two (2) ground signs.

16 **E. Permitted Maximum Height.**

17 1. **Wall and Window Signs.** The roof line of the building to which the sign is
18 attached.

19 2. **Ground Signs.** Shall not exceed thirty (30) feet above grade.

1 3. **Roof Signs.** Including the supporting structures fifty percent (50%) of the
2 building height on which they are erected but a maximum height of ten (10) feet above
3 roof line, or parapet wall if it is higher than the roof line. Further, there must be a clear
4 space of not less than four (4) feet between. the lowest part of the sign and the roof level,
5 except for necessary structural supports, if sign is over one hundred (100) square feet in
6 size. If such clearance is necessary said sign cannot exceed fourteen (14) feet above roof
7 line or parapet wall. If sign is less than one hundred (100) square feet no such clearance is
8 necessary.

9 F. **Permitted Location.** Ground signs shall be set in at least three (3) feet from every
10 boundary line of the premises. Provided, however, wall signs may project into the required
11 setback space the permitted depth of the sign.

12 G. **Permitted Illumination.** Concealed or exposed light source. No sign shall be
13 illuminated that it interferes with the effectiveness of an official traffic sign, signal or device.
14 Illumination shall not flash, blink, fade, scroll or fluctuate.

15 H. **Animation.** May be animated unless the Building Commissioner shall determine that
16 animation will constitute a distraction to traffic or a source of undue annoyance to adjoining
17 uses.

18 I. **Joint Identification Signs.** Subject to the conditions hereinafter set forth and upon
19 application to and issuance by the Building Commissioner of a sign permit therefor, joint
20 identification signs are permitted for three (3) or more conforming uses on the same premises as

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1 the sign, excluding parking. The following joint identification signs are in addition to all other
2 signs:

3 **1. Permitted Sign Types of Joint Identification Signs.** Wall and ground.

4 **2. Permitted Maximum Number of Joint Identification Signs.** One (1) sign for
5 each front line of the premises.

6 **3. Permitted Area of Joint Identification Signs.** The greater number of the
7 following: (1) one hundred (100) square feet or (2) two (2) square feet of sign area for
8 each linear foot of street frontage on the premises; provided, however, that the total area
9 of all signs on each front line of the premises shall not exceed two hundred (200) square
10 feet.

11 **4. Permitted Maximum Height Above Grade of Joint Identification Signs.**
12 Thirty-five (35) feet.

13 **5. Permitted Location of Joint Identification Signs.** Shall be set in at least three
14 (3) feet from every boundary line of the premises.

15 **6. Permitted Illumination of Joint Identification Signs.** May be illuminated but
16 shall not flash, blink, fade, scroll or fluctuate and shall only be illuminated by a concealed
17 or exposed light source.

18 **7. Animation of Joint Identification Signs.** Shall not be animated.

19 **26.68.110 Signs in zone districts J and K.**

20 **A. General.** On premises signs may be erected or altered and reconstructed only for and
21 by a conforming use in the district in which the signs are located; shall be located on the same

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1 premises as the conforming use and shall be clearly incidental, customary and commonly
2 associated with the operation of the conforming use.

3 **B. Permitted Contents.** Identification by letter, numeral, symbol or design of the
4 conforming use by name, use, hours of operation, services and products offered, events and
5 prices of products and services.

6 **C. Permitted Sign Types.** Wall, window, roof, projecting, marquee ground and
7 electronic message center signs, provided such electronic message center signs meet the
8 following criteria;

9 1. The sign shall not flash, blink, fade, scroll, fluctuate or have animation and
10 shall only be illuminated by a concealed or exposed light source.

11 2. Each message on the sign shall be displayed for a minimum of five (5)
12 minutes.

13 3. The sign shall not be located within five hundred (500) feet of any
14 premises used as a dwelling unit or zoned residential.

15 4. Only one (1) such sign shall be allowed and the electronic message center
16 portion of such sign size shall not exceed ten (10) square feet per side and no letter or
17 numeral on any sign shall exceed ten (10) inches by 14 (fourteen) inches in size. No sign
18 shall have more than two sides.

19 **D. Permitted Maximum Sign Area.** The total area in square feet of all on premises
20 signs on a sign frontage, except for free-standing signs shall not exceed:

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Average Distance of Sign from Center Line of Abutting Street	Sign Frontage Multiplied by
Less than 100	4*
100—399	5
400 and over	6

1 *Excepting that a use with less than twenty-five (25) feet of sign frontage may have a maximum
2 of fifty (50) square feet of permanent signs.)

3 1. The distance of a sign on or under a canopy, marquee or awning from the
4 center line of an abutting street shall be construed to be the same as if such sign were
5 attached to the building to which the said canopy, marquee or awning is attached.

6 2. If the first floor of a building is substantially above street grade and the
7 basement is only partially below street grade, separate occupants of each level may each
8 have one-half (1/2) the square feet of signage to which use would be entitled if it were a
9 single ground floor use.

10 3. If a building fronts on two (2) or more streets, the sign area for each street
11 frontage shall be computed separately.

12 4. If the ground sign has two (2) faces the area of each face shall not exceed one
13 hundred twenty-five (125) square feet; if a ground sign has more than two (2) faces the

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1 total of all faces shall not exceed one hundred fifty (150) square feet. A premises with a
2 front line of two hundred fifty (250) feet or more may have two (2) ground signs.

3 5. Roof signs shall be limited to one (1) per building except in the case of a group
4 of buildings under the same ownership, one (1) per building group.

5 **E. Permitted Maximum Height.**

6 1. **Wall and Window Signs.** The roof line of the building to which the sign is
7 attached.

8 2. **Ground Signs.** Fifty (50) feet above grade.

9 3. **Roof Signs.** Including the supporting structures fifty percent (50%) of the
10 building height on which they are erected but a maximum height of thirty-five (35) feet
11 above roof line, or parapet wall if it is higher than the roof line. Further, there must be a
12 clear space of no less than four (4) feet between the lowest part of the sign and the roof
13 level, except for necessary structural support, if sign is over one hundred (100) square
14 feet in size. If such clearance is necessary said sign cannot exceed thirty-nine (39) feet
15 above roof line or parapet wall. If sign is less than one hundred (100) square feet no such
16 clearance is necessary.

17 **F. Permitted Location.**

18 1. **Wall and Window Signs.** Set back from the boundary lines of the premises on
19 which it is located, the same distance as a structure containing a conforming use
20 provided, however, wall signs may project into the required setback space and permitted
21 depth of the sign.

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1 2. **Ground Signs.** Any location provided that the sign is at least three (3) feet
2 from any boundary line of the premises on which the conforming use is located.

3 **G. Permitted Illumination.** May be illuminated but shall not flash, blink, fade, scroll or
4 fluctuate and shall be illuminated by a concealed or exposed light source.

5 26.68.120 **Signs in zone districts I and L.**

6 **A. General.** Signs may be erected, altered and maintained only for and by a conforming
7 use in the district in which the signs are located; shall be located on the same premises as the
8 conforming use and shall be clearly incidental, customary and commonly associated with the
9 operation of the conforming use.

10 **B. Permitted Contents.** Identification by letter, numeral, symbol or design of the
11 conforming use by name, use, hours of operation, services and products offered, events and
12 prices of products and services.

13 **C. Permitted Sign Types.** Window signs; wall signs other than wall signs which are
14 painted on the side of a building. Ground signs which denote names, entrances, exits, rates and
15 hours of operation for parking lots. Projecting signs that meet the provisions outlined in Section
16 26.68.020(15)(a-e).

17 **D. Permitted Maximum Sign Area.** The total area in square feet of all on premises
18 signs on a sign frontage, except for freestanding signs, shall not exceed:

Average Distance of Sign from Center Line of Abutting Street	Sign Frontage Multiplied by
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Less than 100	3*
100—399	4
400 and over	5

1 * Excepting that a use with less than twenty-five (25) feet of sign frontage may have a maximum
2 of fifty (50) square feet of on-premises signs.

3 1. The distance of a sign on or under a canopy, marquee or awning from the
4 center line of an abutting street shall be construed to be the same as if such sign were
5 attached to the building to which the said canopy, marquee or awning is attached.

6 2. If the first floor of a building is substantially above street grade and the
7 basement is only partially below street grade, separate occupants of each level may each
8 have one-half (1/2) the square feet of signage to which use would be entitled if it were a
9 single ground floor use.

10 3. If the building fronts on two (2) or more streets, the sign area for each street
11 frontage shall be computed separately.

12 4. A parking lot ground sign in zone district I or L shall have no more than two
13 (2) faces and the area of each face shall not exceed thirty (30) square feet.

14 **E. Permitted Maximum Height.**

15 1. **Wall and Window Signs.** The roof line of the building to which the sign is
16 attached.

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1 2. **Ground Signs.** Twenty (20) feet above grade.

2 F. Permitted Location.

3 1. **Wall and Window Signs.** Shall be set back from the boundary lines of the
4 premises on which it is located, the same distance as a structure containing a conforming
5 use; provided, however, wall signs may project into the required setback space the
6 permitted depth of the sign.

7 2. **Ground Signs.** Any location.

8 G. **Permitted Illumination.** May be illuminated by a concealed or exposed source but
9 shall not flash, blink, fade, scroll or fluctuate.

10 H. **Animation.** Shall not be animated.

11 26.68.130 **Outdoor general advertising devices.**

12 A. **Prohibited.** The erection and maintenance of outdoor general advertising devices
13 (device) are non-conforming and prohibited in all districts except as may be allowed pursuant to
14 the provisions of this chapter.

15 B. **Nonconforming.** Any device lawfully existing prior to March 11, 1988, or prior to the
16 effective date of this ordinance, but could not be erected in accordance with the provisions herein
17 shall be deemed nonconforming, but may continue in accordance with the following conditions.

18 1. **Destruction, Damage or Obsolescence.** The right to maintain any non-
19 conforming device shall terminate and shall cease to exist whenever the device is damaged over
20 60% of its value or destroyed, from any cause whatsoever, or became obsolete or substandard

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1 under any ordinance regulating such devices to the extent that the device becomes a hazard or a
2 danger.

3 **2. Changes.**

4 a. **Message.** The message of the device may be changed or modified
5 without a permit, subject to all other provisions herein, provided the area of the
6 device is not enlarged, the height or depth of the sign increased or any portion of
7 the device structurally altered.

8 b. **Maintenance.** Permits shall be obtained pursuant to applicable City
9 ordinance(s) for any alterations (other than changing or modifying the message),
10 electrical work or repairs.

11 c. **Damage.** Any device that is damaged in excess of 60% of the device
12 shall be deemed unlawful and shall be immediately removed. If the device is not
13 damaged more than 60%, then it may be maintained and repaired pursuant to the
14 maintenance provisions above.

15 **3. Ownership.** There may be a change in tenancy, ownership or management of a
16 nonconforming device provided there is no change in the area or height of such device.

17 **4. By Discontinuation.** Discontinuation of a device shall mean the absence of any
18 commercial advertisement or public information message and the discontinuation of any
19 device for a period of sixty days or more regardless of any intent to resume or not to
20 abandon such use or device shall be considered abandonment of use and that device for
21 rent is not considered a continued use under this subsection.

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1 **5. By Relocation.** Unless it is a device under a settlement agreement with the City
2 of St. Louis, any device that is moved or relocated for any reason for any distance
3 whatever, shall become an unlawful device and shall be removed immediately. Devices
4 that are subject to the terms of a settlement agreement with the City of St. Louis may be
5 relocated pursuant to the terms of the agreement and if the relocation site is a conforming
6 site with the State of Missouri as of March 15, 2011.

7 **6. By Violation of Law.** Any violation of ordinance, state or federal statute shall
8 terminate immediately the right to maintain such device.

9 **7. Replacement.** A nonconforming device may be replaced with a permit if the
10 replacement device is at the exact same location, of the same kind/type of device,
11 operates in the same manner, has no greater area, no greater height, and has the same or
12 less number of faces than the existing nonconforming device. This provision shall not
13 apply to devices that have been discontinued, per §26.68.130(B)(4) of the City of St.
14 Louis Revised Code, and those discontinued devices shall be removed and shall not be
15 replaced.

16 **8. Removal.** Any device that loses its nonconforming status shall be removed
17 within seven (7) days of such loss of nonconforming status by the owner of the device or
18 the owner of the property on which the device is located. If the device is not removed
19 within said seven (7) days, the Building Commission may remove said device and charge
20 the owner of the device for said removal and the City of St. Louis may also place a lien
21 on the property on which the device is located.

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1 **C. Exemptions.**

2 The following devices are hereby exempted from the provisions of this chapter:

3 1. All on-premises signs;

4 2. All non-commercial signs, flags, emblems, or insignia of any national, state or
5 political subdivision;

6 3. Governmental signs of any type;

7 4. Notice of any judicial or public proceeding posted by public officers or
8 employees in the performance of their duties pursuant to laws, ordinances, orders of the
9 court, regulations, policies and procedures;

10 5. Political signs are permitted as regulated by Chapter 26.68 of the Revised Code
11 of the City of St. Louis;

12 6. Signs required or specifically authorized for a public purpose by a law, statute,
13 regulation or ordinance;

14 7. Signs of government, public utility, public service, railroad companies, or their
15 contractors which aid safety, indicate installations or repairs, or which show the location
16 of underground facilities;

17 8. Devices that encroach the public right-of-way that have been lawfully erected;

18 9. Any device designated as a city landmark pursuant to Title 24 of the Revised
19 Code of the City of St. Louis;

20 10. Pursuant to Sections 226.500 to 226.600, RSMo, Cum. Supp. 1993, any
21 lawfully erected or proposed device located within six hundred sixty feet of the nearest

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1 edge of the right-of-way of any interstate or primary highway in areas zoned commercial
2 or industrial subject to the following regulations which are consistent with said Missouri
3 statutes and customary use in the City of St. Louis:

4 a. The City of St. Louis shall not issue a permit to allow a device to be
5 newly erected without having the requisite permit issued by the Missouri
6 Highways and Transportation Commission,

7 b. Lighting;

8 i. No revolving or rotating beam or beacon of light that simulates
9 an emergency light or device shall be permitted as part of any sign. No
10 flashing, intermittent, or moving light or lights will be permitted except
11 scoreboards and other illuminated signs designating public service
12 information, such as time, date, or temperature, or similar information,
13 will be allowed; trivision, electronic, digital, projection or other
14 changeable message signs or devices shall not be allowed, except as
15 provided herein;

16 ii. The lighting on an outdoor general advertising device shall not
17 exceed the level of 0.3 footcandles over ambient lighting levels using a
18 footcandle meter at a preset distance based on sign size as follows:

Billboard Dimension	Measurement Distance
11x 22	150'
10.5' x 36'	200'
14' X 48	250'

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20' X 60	350'
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If the state or federal government adopts more restrictive lighting standards then the more restrictive regulations shall apply;

iii. Signs or devices may not have message surfaces made entirely or partly of light emitting diodes (LEDs) or similar lighting technology. Any sign or general outdoor advertising device with one or more LED message surfaces, trivision display or projection display that was permitted prior to April 16, 2010, shall be considered a nonconforming general outdoor advertising device and shall be allowed to continue in operation and be maintained in accordance with the provisions herein.

iv. External lighting, such as floodlights, thin line and gooseneck reflectors are permitted, provided the light source is directed upon the face of the sign or device and is effectively shielded so as to prevent beams or rays of light from being directed into any portion of the main traveled way of the interstate or federal-aid primary highway and the lights are not of such intensity so as to cause glare, impair the vision of the driver of a motor vehicle, or otherwise interfere with a driver's operation of a motor vehicle; provided the light source is effectively shielded so as to prevent beams or rays of light from shining onto any lot which is used or zoned residential,

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1 v. No sign or device shall be so illuminated that it interferes with
2 the effectiveness of, or obscures, an official traffic sign, device, or signal,

3 vi. No sign or device shall emit scent, odor, amplified sound, noise,
4 radio frequencies or visible matter with the exception of light.

5 vii. No sign or device shall use interactive technology that allows
6 electronic communications with the viewers of the sign except for
7 communication necessary for repairs.

8 viii. The duration of each message on changeable message devices
9 shall be no less than eight (8) seconds. If the state or federal government
10 adopts more restrictive duration standards then the more restrictive
11 regulations shall apply.

12 **c. Size of Signs/Devices.**

13 i. The maximum area per face for any one sign shall be one
14 thousand two hundred square feet, inclusive of border and trim but
15 excluding the base of apron, supports, and other structural members,

16 ii. The maximum size limitations shall apply to each side of a sign
17 structure, and signs may be placed back to back, or in V-type construction
18 with not more than one display to each facing,

19 iii. The maximum height of any sign shall be no more than thirty-
20 five feet from the highest point on the device to the grade of the highway
21 from which the sign is intended to be read,

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1 **d. Spacing and Location of Signs.**

2 i. No sign structure shall be erected within five hundred feet of an
3 existing sign on the same side of the highway,

4 ii. No sign structure shall be erected within three hundred feet of
5 any lot which is used or zoned residential, nor shall any sign structure be
6 located:

7 a. Within fifty feet of any property line of the lot on which
8 the sign structure is located,

9 b. Within thirty feet from the nearest building,

10 c. Within one hundred feet of any on-premise sign,

11 d. In or within 300 feet of any park, playground, school,
12 library, hospital, church, historic district, landmark, an area on the
13 National Register of Historic Places or the Jefferson Memorial
14 District,

15 e. The spacing between structure provisions of subsection
16 (10)(d)(i) of this section do not apply to signs which are separated
17 by buildings, natural surroundings, or other obstructions in such
18 manner that only one sign facing located within such distance is
19 visible at any one time. Directional or other official signs or those
20 advertising the sale or lease of the property on which they are
21 located, or those which advertise activities on the property on

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1 which they are located, including products sold, shall not be
2 counted, nor shall measurements be made from them for the
3 purpose of compliance with spacing provisions,

4 f. No sign shall be located in such manner as to obstruct or
5 otherwise physically interfere with effectiveness of an official
6 traffic sign, signal, or device or obstruct or physically interfere
7 with a motor vehicle operator's view of approaching, merging or
8 intersecting traffic,

9 g. The measurements in this section shall be the minimum
10 distances between outdoor advertising sign structures measured
11 along the nearest edge of the pavement between points directly
12 opposite the signs along each side of the highway and shall apply
13 only to outdoor advertising sign structures located on the same side
14 of the highway involved,

15 h. No sign shall be located adjacent to or within five
16 hundred feet of an interchange, intersection at grade, or safety rest
17 area. Such distances shall be measured from beginning or ending
18 of the pavement widening at the exit from or entrance to the main
19 traveled way,

20 i. No sign shall be located on the roof of a building or non-
21 sign structure.

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1 11. Signs located within the redevelopment project area established pursuant to
2 Ordinance No. 65668, approved October 18, 2002.

3 **26.68.135 Prohibited use of signs.**

4 It shall be unlawful to allow any sign to fall into non-use by failing to display a message or
5 public information message for a period of sixty (60) days or more. If any such sign shall fall
6 into such non-use its removal and dismantling shall be ordered by the Building Commissioner of
7 the City whether or not said sign is a nonconforming sign. Failure to obey the Building
8 Commissioner's said order by removal of said sign or by renewing the use of said sign by
9 placement of a new advertising message or public information message within seven (7) days of
10 receipt of said order shall be unlawful and shall subject the owner of said sign to a fine of not
11 less than twenty-five dollars (\$25.00) and not more than five hundred dollars (\$500.00) for each
12 week subsequent to such order which passes without compliance with said order.

13 **26.68.140 Signs for and by nonconforming use in all zone districts.**

14 A. **General.** Signs may be erected, altered and maintained for and by a nonconforming
15 use in any zone district under the following restrictions:

16 1. **Nonconforming Uses in Zone Districts A and B.** Signs may be erected,
17 altered and maintained for and by a nonconforming use in zone districts A and B subject
18 to all of the restrictions concerning signs for and by conforming uses in zone districts A,
19 B, C, D and E as set out herein above in Section 26.68.080.

20 2. **Nonconforming Uses in Zone Districts C, D and E.** Signs may be erected,
21 altered and maintained for and by a nonconforming use in zone districts C, D and E

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1 subject to all of the restrictions concerning signs for and by conforming uses in zone
2 districts C, D and E as set out herein above in Section 26.68.080.

3 **3. Nonconforming Uses in Zone District F Local Business.** Signs may be
4 erected, altered and maintained for and by a nonconforming use in zone district F subject
5 to all of the restrictions concerning signs for and by conforming uses in zone district F as
6 set out herein above in Section 26.68.090.

7 **4. Nonconforming Uses in Zone Districts G and H.** Signs may be erected,
8 altered and maintained for and by a nonconforming use in zone districts G and H subject
9 to all of the restrictions concerning signs for and by conforming uses in zone districts G
10 and H as set out herein above in Section 26.68.100.

11 **5. Nonconforming Uses in Zone Districts I, J, K and L.** Signs may be erected,
12 altered and maintained for and by a nonconforming use in zone districts I, J, K and L
13 subject to all of the restrictions concerning signs for and by conforming uses in zone
14 districts I, J, K and L as set out herein above in Sections 26.68.110 and 26.68.120.

15 **26.68.150 Nonconforming signs.**

16 **A. Declaration of Public Policy.** A nonconforming sign may be maintained and
17 repaired. If reconstructed (not meaning to restyle or reword), the sign must conform to the
18 regulations in the district in which it is located.

19 **B. Definition of Nonconforming Signs.** A nonconforming sign shall be any sign which:

20 1. On the effective date of this ordinance was lawfully maintained and had been
21 lawfully erected in accordance with the provisions of any prior zoning ordinance but

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1 which sign does not conform to the limitations established by this ordinance in the district
2 in which the sign is located; or

3 2. On or after the effective date of this ordinance was lawfully maintained and
4 erected in accordance with the provisions of this ordinance but which sign, by reason of
5 amendment to this ordinance after the effective date thereof does not conform to the
6 limitations established by the amendment to this ordinance in which the sign is located.

7 **3. Continuance of Nonconforming Signs.** Subject to the termination hereinafter
8 provided, any nonconforming sign may be continued in operation and maintained after
9 the effective date of this ordinance; provided, however, that no such sign shall be
10 changed in any manner that increases the noncompliance of such sign with the provisions
11 of this ordinance established for signs in the district in which the sign is located; and,
12 provided, further that the burden of establishing a sign to be nonconforming under this
13 Section rests entirely upon the person or persons, firm or corporation claiming a
14 nonconforming status for a sign.

15 **4. Termination of Nonconforming Signs.**

16 a. **By Abandonment.** Abandonment of a nonconforming sign shall
17 terminate immediately the right to maintain such sign.

18 b. **By Violation of the Title.** Any violation of this title shall terminate
19 immediately the right to maintain a nonconforming sign.

20 c. **By Destruction, Damage or Obsolescence.** The right to maintain any
21 nonconforming sign shall terminate and shall cease to exist whenever the sign is

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1 damaged over sixty percent (60%) of its value or destroyed, from any cause
2 whatsoever, or becomes obsolete or substandard under any applicable ordinance
3 of the municipality to the extent that the sign becomes a hazard or a danger.

4 **26.68.160 Signs in chapter 353 development plans, in signage overlay plan districts and**
5 **signs with special provisions.**

6 **A. Chapter 353 Development Plans.**

7 Any urban redevelopment corporation ("Developer") formed, existing and in good standing
8 under Chapter 353 of the Revised Statutes of Missouri that has obtained approval by ordinance
9 adopted by the Board of Aldermen for the City for a development plan ("Development Plan") in
10 accordance with Chapter 11.06 of the Revised Code of the City of St. Louis may, with respect to
11 the area described in the Development Plan ("Development Area") promulgate uniform sign
12 standards for the development area with respect to the placement, location, size, type and
13 appearance of signs erected or caused to be erected and placed by or on behalf of the Developer
14 in connection with its redevelopment activities in the development area including access within
15 the public right-of-way. Such uniform sign standards and any amendments thereto shall be
16 immediately effective upon the approval of such standards by resolution of the Board of
17 Aldermen and shall terminate upon expiration of the agreement approved and authorized by the
18 ordinance approving the Development Plan, as amended or modified; provided, however, that
19 prior to the adoption of any such resolution by the Board of Aldermen, any such standards shall
20 have been reviewed and favorably recommended by the Planning Commission which may
21 delegate said review to the Director of the Planning & Urban Design Agency; and provided

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1 further that no authority is given to any Developer to regulate or restrict the placement, location,
2 size, type or appearance of signs indicating that any real estate is "for sale" or "for lease"; and
3 provided further that no authority is given to any Developer to regulate, restrict placement,
4 location, size, type or appearance of signs as set forth and provided in Section 26.68.130.

5 B. Signage Plan Overlay Districts.

6 1. A Signage Plan Overlay District may be created by Ordinance to promulgate
7 uniform sign standards for a designated district allowing for flexibility in the size, height,
8 type, placement and number of allowed signs. A Signage Plan District provides a means
9 for defining common sign regulations for unique areas of the City, to encourage a
10 creative incentive and latitude in the design and display of signs for the Signage Plan
11 Overlay District.

12 2. An applicant may apply for the establishment of a Signage Plan Overlay
13 District for any property or project area zoned "F" Neighborhood Commercial District or
14 higher with a minimum of two (2) acres of area and in accordance with other regulations
15 to be established by the Planning Commission.

16 3. A Signage Plan Overlay District may be approved by Ordinance by the Board
17 of Aldermen of the City of St. Louis after a recommendation from the Planning
18 Commission.

19 4. Notwithstanding the foregoing, any redevelopment project area
20 established pursuant to Ordinance No. 65668, approved October 18, 2002, shall hereby
21 be deemed to be a Signage Plan Overlay District, provided that the developer(s)

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1 designated for such redevelopment project area promulgate(s) uniform sign standards
2 with respect to the placement, location, size, height, type and number of signs within such
3 redevelopment area. Such uniform sign standards and any amendments thereto shall be
4 immediately effective upon approval by resolution of the Board of Aldermen.

5 **C. Kiel Center Arena – Special Provisions.**

6 Notwithstanding the provision of Ordinance 60704, approved March 11, 1988, Ordinance
7 60364, approved June 18, 1987, Ordinance 62121, approved December 17, 1990, the zoning
8 code of the City of St. Louis, a building sign including off-premise outdoor advertising may be
9 erected, maintained and operated on the new Kiel Center Arena located in City Blocks 209 and
10 210 south subject to the following conditions:

- 11 1. Said device shall display no more than five logo signs; and
- 12 2. Said device may contain any information or advertising and an electronic
13 message board; and
- 14 3. Said device may be either a wall or window type; and
- 15 4. Said device may be installed no less than two hundred feet from any other off-
16 premise outdoor general advertising device on the same side of the highway existing at
17 the time of the erection; and
- 18 5. Said device may not exceed (a) two hundred feet in length, (b) ten feet in
19 height, and (c) sixty-five feet above grade on Clark Avenue as measured to the bottom of
20 the device.

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1 Except as herein provided, the device shall be subject to all other provisions of the
2 ordinances of the City of St. Louis.

3 **26.68.170 Prohibited signs.**

4 Any sign not specifically permitted by this title shall be deemed prohibited. These prohibited
5 signs include, but are not limited to the following:

6 A. Signs which emit any odor, noise, amplified sound, radio frequencies or visible
7 matter, other than light.

8 **26.68.175 Board-up signage prohibited.**

9 A. The application, by stencil or other similar means, of any words, letters, numbers, or
10 graphic advertising designs on the plywood or other material used to secure openings in vacant
11 or occupied buildings is prohibited.

12 B. The City of St. Louis and the Land Reutilization Authority shall be exempt from the
13 provisions of this section.

14 **C. Penalty for Violation.** Any person violating the provisions of this ordinance shall,
15 upon conviction, be punished by a fine of not more than five hundred dollars, or by
16 imprisonment of not more than ninety days, or by both fine and imprisonment.

17 **26.68.180 Removal of signs within or on public right-of-way or easement.**

18 A. No person, partnership, corporation or organization shall place, erect, attach or set up
19 a prohibited sign, as defined in Chapter 26.68 of the Revised Code, within or on a public right-
20 of-way or a public easement.

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1 B. The Refuse Commissioner is hereby authorized to remove and dispose of any signs
2 which are placed within or on a public right-of-way or a public easement and which are
3 specifically prohibited by Chapter 26.68 of the Revised Code.

4 **C. Penalty for Violation.** Any person violating the provisions of this chapter shall be
5 subject to a fine of not more than five hundred dollars or by imprisonment of not more than
6 ninety days, or by both fine and imprisonment.

7 **26.68.190 Substitution clause.**

8 Any device, display, or sign allowed under this Ordinance may contain in lieu of any other copy,
9 any otherwise lawful noncommercial message including any political message, that does not
10 direct attention to a business operated for profit or to a commodity or service for sale, and that
11 complies with all other requirements of this Ordinance.

12 **SECTION FOUR. Severability.**

13 If any section, subsection, sentence, clause, phrase or portion of this Ordinance is held invalid or
14 unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate,
15 distinct, and independent provision, and such holding shall not affect the validity of the
16 remaining portions thereof.

17 **SECTION FIVE. Savings clause.**

18 Any act done or right vested or accrued, or any proceeding, suit or prosecution had or
19 commenced in any cause before the effective date of the ordinance codified in this title shall not
20 be affected by this title; but every act done, or right vested or accrued, or proceeding, suit or
21 prosecution had or commenced shall remain in full force and effect to all intents and purposes as

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1 if prior law had remained in full force and effect. No offense committed and no liability or
2 penalty incurred prior to the effective date of said ordinance, shall be discharged or affected by
3 this title; but prosecutions and suits for such offenses, liabilities or penalties shall be instituted
4 and proceeds with in all respects as if this ordinance had not taken effect.

5 **SECTION SIX. Emergency Clause.** The passage of this ordinance being deemed necessary
6 for immediate preservation of the public peace, health and safety, an emergency is hereby
7 declared to exist within the meaning of Section 20 of Article IV of the Charter, and this
8 ordinance shall be in full force and effect immediately upon its passage and approval by the
9 Mayor no later than March 15, 2011.

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