

2 An ordinance prohibiting the installation any new pole signs, any sandwich signs, limiting
3 signage to one sign attached to the building and establishing a closing time of 7:00 p.m., for all
4 businesses located on Kingshighway Memorial Boulevard, containing an exception, and
5 containing an emergency clause.

6 BE IT ORDAINED BY THE CITY OF ST. LOUIS AS FOLLOWS:

7 SECTION ONE.

8 WHEREAS, Kingshighway Memorial Boulevard was so named in 1922 after World War I when
9 it was planted and memorial plaques were placed in its central parkway to honor military heroes
10 killed in that war. The street extended from Easton Avenue (now Martin Luther King, Jr., Drive)
11 to West Florissant Avenue. Originally it was called North Kingshighway Boulevard.

12 WHEREAS, Kingshighway Memorial Boulevard is lined on both the East and West of
13 Kingshighway Memorial Boulevard with quiet neighborhoods filled with occupied homes in
14 which the owners live has and some of the best housing stock in St. Louis. Said Neighborhood
15 included Kingsway East, Kingsway West, Penrose, and Mark Twain. These Neighborhoods are
16 mostly zoned A Single Family and B Two Family with some C Multi Family Zoning.
17 Traditionally, the corners of these quiet Neighborhoods contain small businesses that are
18 supposed to service the surrounding community are zoned F Neighborhood Commercial District.
19 As such the businesses that abut these neighborhoods usually close at 7:00 p.m.

20 WHEREAS, Business that stay open later at night tends to attract people from outside the
21 Neighborhood in violation of the intent of the F Neighborhood Commercial District Zoning
22 which specifically states that the purpose of the "F" Neighborhood Commercial District is to
23 establish and preserve those commercial and professional facilities that are especially useful in
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1 close proximity to residential areas. The district is designed to provide convenient shopping and
2 servicing establishments for persons residing in the immediate neighborhood to satisfy those
3 basic home and personal shopping and service needs which occur frequently and so require retail
4 and service facilities in relative proximity to places of residence, so long as such uses are
5 compatible with and do not detract from adjacent residential uses.

6 WHEREAS, The existence of business in the F Neighborhood Commercial District that are
7 allowed to remain open later than 7:00 p.m. appears to contribute directly to numerous peace,
8 health, safety and general welfare problems including loitering, littering, drug trafficking,
9 prostitution, public drunkenness, defacement and damaging of structures, pedestrian
10 obstructions, as well as traffic circulation, parking and noise problems on the quiet adjacent
11 public streets and neighborhood lots.

12 WHEREAS, The existence of such problems creates serious impacts on the health, safety and
13 welfare of residents of single- and multiple-family within the district, including fear for the
14 safety of children, elderly residents and of visitors to the district. The problems also contribute to
15 the deterioration of the neighborhood and concomitant devaluation of property and destruction of
16 community values and quality of life.

17 WHEREAS, In order to preserve the residential character and the neighborhood-serving
18 commercial uses of the area, there shall be a prohibition installation any new pole signs, any
19 sandwich signs, limiting signage to one sign attached to the building on business remaining open
20 beyond 7:00 p.m. that are located on Kingshighway Memorial Boulevard south from Dr. Martin
21 Luther King Drive to West Florissant Avenue.

22 SECTION TWO

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1 WHEREAS, Excessive signage is tantamount to visual noise and pollution and decreases the
2 value of residential properties. In an F Neighborhood District business are supposed to establish
3 and preserve those commercial and professional facilities that are especially useful in close
4 proximity to residential areas. The district is designed to provide convenient shopping and
5 servicing establishments for persons residing in the immediate neighborhood to satisfy those
6 basic home and personal shopping and service needs which occur frequently and so require retail
7 and service facilities in relative proximity to places of residence, so long as such uses are
8 compatible with and do not detract from adjacent residential uses. As such they do not need
9 signage to attract those people living outside of the neighborhood and.

10 Whereas in order to preserve the residential character and the neighborhood-serving commercial
11 uses of the area, there shall be a prohibition of that are located on Kingshighway Memorial
12 Boulevard south from Dr. Martin Luther King Drive to West Florissant Avenue.

13 SECTION THREE

14 Notwithstanding the provisions of Section One, Business that are in the I-70 Mark Twain
15 Industrial Neighborhood and the Business that are located on Natural Bridge and abut
16 Kingshighway Memorial Boulevard, and Business that are abut Kingshighway Memorial
17 Boulevard from Lexington to Natural Bride are exempted from this ordinance.

18 SECTION FOUR. EMERGENCY CLAUSE. This being an ordinance for the preservation of
19 public peace, health and safety, it is hereby declared to be an emergency measure within the
20 meaning of Sections 19 and 20 of Article IV of the Charter of the City of St. Louis and therefore
21 this ordinance shall become effective immediately upon its passage and approval by the Mayor.

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