

City of St. Louis
Regulations of Signage Plan Overlay Districts

1) Purpose for Regulations

- a) A Signage Plan Overlay District (SPD) provides a means for common sign regulations for a designated SPD to encourage a creative incentive and latitude in the design and display of signs in “unique areas of the City”.
- b) This regulation’s signage standards promote specific Signage Plans that are flexible in the size, height, type, placement and number of allowed signs in a designated SPD.
- c) Specific Signage Plans should encourage high quality, creative design of signs out of appropriate materials. The plans should encourage high quality display of signs that are compatible with the theme or unique character of the area and with other proposed signs while respecting high quality existing signs within and adjacent to a designated SPD.

2) Criteria for Unique Area of the City (must meet all three node criteria)

- a) Theme Node. A SPD must develop a theme that expresses the unique character of buildings, land uses and/or public/private spaces. Possible examples include “Boulevard Streetscape”, “Theater/Entertainment District”, “Riverfront”, “Art Deco Towers”, “Garment District”, and “Park/Plaza/Courtyard Area”.
- b) Activity Node. A SPD must 1) be a pedestrian oriented area for workers, shoppers, residents and/or visitors, and 2) contains a major street and/or has access to a Metro-Link or Metro-Bus route.
- c) Mixed-Use, High-Density Node. A majority of SPD major street frontage shall contain 1) first-floor commercial, institutional, cultural, or entertainment uses, and 2) existing or proposed buildings more than two-stories tall.

**3) Definitions for Signs not defined in Comprehensive Sign Control Regulations
(other signs in regulations use definitions in Comprehensive Sign Control Regulations)**

- a) Awning Sign: any sign located on the valance of a shelter supported entirely from the exterior wall of a building which extends over a building feature such as a door or window, or a landscape or site feature such as a patio, deck, or courtyard and which is constructed of fabric, metal, fiberglass or plastic.

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- b) Banner Sign: a temporary sign of no more than 96 square feet kept in place for a maximum of 180 days, with no more than four different banner signs per calendar year. Banner signs do not include wind signs such as pennants.
- c) Blade Sign: a tenant identification projecting sign of no more than 10 square feet per each first floor tenant, that is located at a right angle from the face of the building at least 8 feet above any walkway and below a maximum height of 16 feet.
- d) District Joint Identification Sign: a sign which serves as common or collective identification for two (2) or more businesses which are located in a Signage Plan Overlay District (SPD) comprised of two (2) or more premises.
- e) In-district Sign: a sign relating to products, goods, services or uses for two (2) or more businesses which are located in a Signage Plan Overlay District (SPD) comprised of two (2) or more premises.
- f) Monument Sign: a sign that is erected directly upon the existing or artificially created grade, or that is raised no more than 12 inches from such grade to the bottom of the sign, with a horizontal dimension equal to or greater than its vertical dimension.
- g) Mural Sign: a sign that is painted on or applied to and made integral with a wall, the written message of which does not exceed three percent of the total area of the sign.
- h) Sandwich Board Sign: a portable sign consisting of two faces which connect at the top and extend outward at the bottom, with a maximum size of 30" wide and 48" height per side, to be located no less than 25 feet apart from another such sign, and that may be displayed only during hours of operation. (Note: sandwich board signs on walkways in the public right-of-way of streets are in the jurisdiction of the Street Department).
- i) Supergraphic Sign: a sign, consisting of an image which is applied to and made integral with a wall, or projecting onto a wall or printed on vinyl, mesh or other material, and which does not comply with the definitions related to wall, mural or temporary signs.

4) Requirements to Apply

- a) An applicant (herein referred to as the Petitioner) may apply for the establishment of a Signage Plan Overlay District (SPD) for any property or project area zoned "F" Neighborhood Commercial District or higher with a minimum area of two acres, that meets the criteria as a "unique area of the City".

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- b) The Petitioner shall submit one original and one copy of a petition containing the following items to the Zoning Administrator on forms supplied by the Zoning Administrator:
- i) A description of Signage Plan Overlay District (SPD) of at least two contiguous acres using a generalized metes and bounds legal description, and a list of SPD street addresses within the district boundary.
 - ii) An affidavit on a form supplied by the Zoning Administrator from each property owner in the proposed SPD acknowledging and consenting to creation of a SPD on their property that will regulate signage.
 - iii) A statement that the designated SPD meets the criteria for a “unique area of the City” in Section 2 of these regulations.
 - iv) Existing and proposed land uses within a designated SPD and in adjacent neighborhood(s) at least one-half block beyond the district boundary.
 - v) A list of permitted types of signs in a SPD, which may include wall, window, awning, blade, monument, sandwich board on private property, ground, projecting, marquee, electronic message center, roof, animation-animated, super graphics, and /or 3-dimensional figurative signs.
 - vi) A list of prohibited types of signs in a SPD, which shall include but not be limited to new outdoor general advertising devices. Any sign not on the list of permitted types of signs or the list of prohibited types of signs is prohibited.
 - vii) A site plan of sign locations for all monument, ground, projecting, marquee, roof, electronic message center, animation-animated, and 3-dimensional & figurative signs. Site plans must show existing / proposed building footprints and buildings to be demolished.
 - viii) Elevation plans of buildings showing sign placement for all wall, window, awning, blade, projecting, marquee, electronic message center, roof, mural, supergraphic, animation-animated, 3-dimensional & figurative signs in a designated SPD, and for existing outdoor general advertising devices located in a designated SPD.
 - ix) Description of district’s policy on temporary and portable signs including but not limited to banner signs and sandwich board signs.

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- x) A filing fee for a SPD of an amount determined by ordinance is collected when a petition is submitted.
- c) Petitions must meet standards necessary for proper development of a Signage Plan listed in Section 5 of these regulations.
- d) Petition for SPDs greater than two acres can be phased. The entire SPD Area shall be created by ordinance. The initial phase at time of petition must be at least two acres and contain the site plan and elevation plan of buildings for that phase. Site plan and elevations for subsequent phases shall only require Planning Commission approval.

5) Standards

- a) The Signage Plan of a SPD shall comply with the “purpose for regulations” in Section 1 of these regulations.
- b) The Signage Plan of a SPD shall be consistent with applicable development plans and the City’s Strategic Land Use Plan within the designated district.
- c) Individual signs shall enhance the overall SPD to be in harmony with and to relate visually to 1) other signs included in the Signage Plan; 2) the theme that expresses the unique character of the SPD; and 3) adjacent development and neighborhoods.
- d) Signs on historic buildings shall avoid when possible covering or altering physical characteristics that convey the building’s historic identity.
- e) Signs in SPDs have no established maximum size, but specific signs should be limited in size to compliment the physical dimensions or character of existing and proposed buildings.
- f) Materials and type of illumination of specific signs should compliment adjacent buildings and support the theme that makes a SPD a unique area.
- g) Landscaping in the vicinity of signs should minimize blocking views of signs while supporting the theme that makes a SPD a unique area.
- h) Proposed signs shall be reviewed as to whether they will create a hazard within the SPD or on adjacent streets and highways.

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- i) The Signage Plan of a SPD shall accommodate future revisions that may be required because of changes in use or tenants.

6) Planning Commission Action

- a) The Planning Commission shall make its recommendation on the Signage Plan of a SPD within forty-five days of the Petitioner's submittal of all required information and materials, unless the Petitioner has requested a time extension.
- b) The Planning Commission may: recommend the Board of Aldermen approve the Signage Plan of a SPD as submitted, recommend the Board of Aldermen approve the Signage Plan of a SPD with modification(s), or recommend the Board of Aldermen not approve the Signage Plan of a SPD.
- c) Petitioners are encouraged to obtain a letter of support for the SPD from the Aldermen for the ward(s) containing the SPD at the time the petition is submitted or prior to the Planning Commission making a recommendation to the Board of Aldermen.
- d) After recommendation from the Planning Commission in accordance with the procedure for zoning changes and amendments pertaining to Action by Board of Aldermen (St. Louis City Code Section 26.92.030) and Notice of proposed change (St. Louis City Code Section 26.92.040), a Signage Plan Overlay District (SPD) may be approved by Ordinance by the Board of Aldermen of the City of St. Louis.

7) Revisions

- a) Minor revisions to a Signage Plan of a SPD may be approved by the Zoning Administrator with concurrence of the Director of the Planning & Urban Design Agency if the intent of the original approval is not affected. Revisions that would substantially deviate from the original approval shall require a new Signage Plan.