

ORDINANCE #68606
Board Bill No. 334
Committee Substitute

An Ordinance that provides for a twelve month moratorium on the erection, construction or installation of any new digital sign, including any digital outdoor general advertising device (“digital billboard”), so as to provide time for a study to be conducted to determine appropriate regulations for said signs and devices; and containing an emergency clause.

WHEREAS, the City of St. Louis officials have received a number of complaints regarding the brightness and distracting nature of digital signs and digital billboards with video displays;

WHEREAS, the Board of Aldermen has heard testimony that digital signs and digital billboards with video displays impact safety and quality of life in the City of St. Louis and create a visual distraction for drivers; and

WHEREAS, the City of St. Louis has determined that the regulation of digital signs and digital billboards is a complex issue and that a study needs to be conducted to determine appropriate regulations for digital signs and digital billboards.

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

SECTION ONE. For purposes of this ordinance, a “digital sign” shall mean a sign as defined in Chapter 26.68 of the Revised Code of the City of St. Louis that has the capacity to display a changeable image on an electronic, LED, or plasma video display face and a “digital outdoor general advertising device” or “digital billboard” shall mean a general outdoor advertising device as defined in Chapter 24.44.010 and Chapter 26.68 of the Revised Code of the City of St. Louis that has the capacity to display a changeable image on an electronic, LED, or plasma video display face. The definition of digital sign for purposes of this moratorium shall exclude LED and electronic message center reader board signs.

SECTION TWO. There is hereby established, commencing on the effective date of this Ordinance, a twelve month moratorium on the erection, construction or installation of any new digital signs or digital outdoor general advertising devices and on the replacement of existing non-digital static display signs and outdoor general advertising devices with digital signs and digital outdoor advertising devices. The Building Commissioner shall not issue any permits for the erection, construction or installation of any digital signs or digital outdoor general advertising devices during said twelve month moratorium.

SECTION THREE. The Zoning Section of the Building Division of the Department of Public Safety and the Planning and Urban Design Agency shall within ten (10) months after the effective date of this Ordinance submit to the Board of Aldermen proposed regulations concerning the erection, construction or installation of new digital signs and digital outdoor general advertising devices.

SECTION FOUR. Emergency Clause. The passage of this ordinance being deemed necessary for the immediate preservation of the public peace, health and safety, an emergency is hereby declared to exist within the meaning of Section 20 of Article IV of the Charter, and this ordinance shall be in full force and effect immediately upon its passage and approval by the Mayor.

Approved: March 16, 2010