

1 **BOARD BILL # 292 INTRODUCED BY ALDERWOMAN BENNICE JONES-KING**

2 An ordinance amending Section Two of Ordinance 63227 pertaining to general outdoor
3 advertising devices by adding a new exemption to the provisions of Ordinance 60704 and further
4 enacting a new section to be codified as Section 24.44.043 in the Revised Code of the City of St.
5 Louis allowing the owner of an existing outdoor advertising device to be issued a permit for a
6 new outdoor advertising device measuring up to 672 square feet if such owner permanently
7 removes ten existing outdoor advertising devices measuring a minimum of 72 square feet each.

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

9 **SECTION ONE.** Section Two of Ordinance 63227 is hereby amended to read as
10 follows:

11 24.44.040 Exemptions.

12 The following devices are hereby exempted from the provisions of Ordinance 60704:

13 A. All on-premises signs;

14 B. All non-commercial signs, flags, emblems, or insignia of any national, state or
15 political subdivision;

16 C. Governmental signs of any type;

17 D. Notice of any judicial or public proceeding posted by public officers or employees
18 in the performance of their duties pursuant to laws, ordinances, orders of the court, regulations,
19 policies and procedures;

20 E. Political signs are permitted as regulated by Chapter 26.68 of the Revised Code of
21 the City of St. Louis;

22 F. Signs required or specifically authorized for a public purpose by a law, statute,
23 regulation or ordinance;

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1 G. Signs of government, public utility, public service, railroad companies, or their
2 contractors which aid safety, indicate installations or repairs, or which show the location of
3 underground facilities;

4 H. Devices that encroach the public right-of-way that have been lawfully erected;

5 I. Any device designated as a city landmark pursuant to Title 24 of the Revised
6 Code of the City of St. Louis;

7 **J. Any device erected under the provisions of Section 24.44.043 of the Revised**
8 **Code of the City of St. Louis.**

9 K. Pursuant to Sections 226.500 to 226.600, RSMo, Cum. Supp. 1993, any lawfully
10 erected or proposed device located within six hundred sixty feet of the nearest edge of the
11 right-of-way of any interstate or primary highway in areas zoned commercial or industrial
12 subject to the following regulations which are consistent with said Missouri statutes and
13 customary use in the City of St. Louis:

14 1. No permit to allow a device to be newly erected shall be issued without a permit
15 issued by the Missouri Highways and Transportation Commission,

16 2. Lighting.

17 a. No revolving or rotating beam or beacon of light that simulates an emergency
18 light or device shall be permitted as part of any sign. No flashing, intermittent, or moving light or
19 lights will be permitted except scoreboards and other illuminated signs designating public service
20 information, such as time, date, or temperature, or similar information, will be allowed,

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

9 c. No sign shall be so illuminated that it interferes with the effectiveness of, or
10 obscures, an official traffic sign, device, or signal,

11 3. Size of Signs.

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

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

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

- 1 4. Spacing and Location of Signs.
- 2 a. No sign structure shall be erected within five hundred feet of an existing sign on
- 3 the same side of the highway,
- 4 b. No sign structure shall be erected within three
- 5 hundred feet of any lot which is used or zoned residential, nor shall any sign structure be located:
- 6 i. Within fifty feet of any property line of the lot on which the sign structure is
- 7 located,
- 8 ii. Within thirty feet from the nearest building,
- 9 iii. Within one hundred feet of any on-premise sign,
- 10 iv. In or within 300 feet of any park, playground, school, library, hospital, church,
- 11 historic district, landmark, an area on the National Register of Historic Places or the Jefferson
- 12 Memorial District,
- 13 c. The spacing between structure provisions of subsection (J)(4)(a) of this section do
- 14 not apply to signs which are separated by buildings, natural surroundings, or other obstructions
- 15 in such manner that only one sign facing located within such distance is visible at any one time.
- 16 Directional or other official signs or those advertising the sale or lease of the property on which
- 17 they are located, or those which advertise activities on the property on which they are located,
- 18 including products sold, shall not be counted, nor shall measurements be made from them for the
- 19 purpose of compliance with spacing provisions,
- 20 d. No sign shall be located in such manner as to obstruct or otherwise physically

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1 interfere with effectiveness of an official traffic sign, signal, or device or obstruct or physically
2 interfere with a motor vehicle operator's view of approaching, merging or intersecting traffic,

3 e. The measurements in this section shall be the minimum distances between
4 outdoor advertising sign structures measured along the nearest edge of the pavement between
5 points directly opposite the signs along each side of the highway and shall apply only to outdoor
6 advertising sign structures located on the same side of the highway involved,

7 f. No sign shall be located adjacent to or within five hundred feet of an interchange,
8 intersection at grade, or safety rest area. Such distances shall be measured from beginning or
9 ending of the pavement widening at the exit from or entrance to the main traveled way,

10 g. No sign shall be located on the roof of a building or non-sign structure.

11 **SECTION TWO.** The following new section is hereby enacted to be codified as Section
12 24.44.043:

13 **24.44.043. An owner of an existing outdoor general advertising device located within**
14 **the City of St. Louis may be issued a permit for a new outdoor general advertising device if,**
15 **prior to the issuance of the permit, such owner permanently removes ten (10) existing**
16 **outdoor general advertising devices located within the City of St. Louis. Each of the**
17 **existing outdoor general advertising devices shall be a minimum of seventy-two (72) square**
18 **feet inclusive of border and trim but excluding the base or apron, supports and other**
19 **structure improvements. The new outdoor general advertising device shall not be more**
20 **than six hundred seventy-two (672) square feet inclusive of border and trim but excluding**

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1 **the base or apron, supports and other structure improvements. New outdoor general**
2 **advertising devices permitted under this section shall be located in the following districts:**
3 **G, H, J and K. In zone districts G, H, J and K on nonfreeway highways or streets no**
4 **outdoor general advertising device permitted under this section shall be hereafter erected**
5 **within three hundred (300) feet of an existing outdoor general advertising device on the**
6 **same side of the highway or street. No outdoor general advertising device shall be located**
7 **in such manner as to obstruct or otherwise physically interfere with the effectiveness of an**
8 **official traffic sign, signal or device or obstruct or physically interfere with a motor vehicle**
9 **operator's view of approaching, merging or intersecting traffic.**