

**RESOLUTION NUMBER 190 CS
TO APPROVE THE UNIFORM SIGN STANDARDS FOR THE
SOUTH DOWNTOWN REDEVELOPMENT AREA
SIGNAGE PLAN OVERLAY DISTRICT**

WHEREAS, Ordinance No. 65668, approved on October 18, 2002, established the South Downtown Redevelopment Area (the “Redevelopment Area”); and

WHEREAS, Ordinance No. 69198, approved on July 18, 2012 (as the same may be amended or replaced from time to time, the “Signage Code”), enacted new regulations governing and controlling the erection, remodeling, enlarging, moving, operation and maintenance of all signs by conforming uses within all zoning districts; and

WHEREAS, Subsection 4 of Subsection B of Section 26.68.160 as set forth in Section Four of said Ordinance No. 69198 provides that any redevelopment project area established pursuant to Ordinance No. 65668 shall be deemed to be a Signage Plan Overlay District, provided that the developer(s) designated for such redevelopment project area promulgate(s) uniform sign standards with respect to the placement, location, size, height, type and number of signs within such redevelopment area, and that such uniform sign standards and any amendments thereto shall be immediately effective upon approval by resolution of the Board of Aldermen; and

WHEREAS, pursuant to Resolution No. 02-LCRA-7278, adopted on November 1, 2002, the Land Clearance for Redevelopment Authority of the City of St. Louis designated Gateway Stadium, L.L.C. and Gateway Parking, L.L.C. (collectively, “Redeveloper”) as “redeveloper” of the Redevelopment Area and authorized the execution of a redevelopment agreement with such parties; and

WHEREAS, pursuant to that certain Redevelopment Agreement dated as of November 1, 2002, as amended by Agreement dated as of June 27, 2003, Redeveloper is the “redeveloper” currently designated for the Redevelopment Area; and

WHEREAS, Redeveloper desires to promulgate uniform sign standards with respect to the placement, location, size, height, type and number of signs within with the Redevelopment Area; and

WHEREAS, Redeveloper has submitted to the Board of Aldermen the proposed uniform sign standards attached hereto as **Exhibit A** (“Uniform Sign Standards for the South Downtown Redevelopment Area Signage Plan Overlay District”); and

WHEREAS the Board of Aldermen desire to approve the Uniform Sign Standards for the South Downtown Redevelopment Area Signage Plan Overlay District;

NOW, THEREFORE, BE IT RESOLVED that this Board of Aldermen hereby approves the Uniform Sign Standards for the South Downtown Redevelopment Area Signage Plan Overlay District.

Introduced this 7th day of December 2012 by:

Honorable Phyllis Young, Alderwoman 7th Ward

Adopted this 14th day of December 2012 as attested by:

David W. Sweeney
Clerk, Board of Aldermen

Lewis E. Reed
President, Board of Aldermen

EXHIBIT A

UNIFORM SIGN STANDARDS FOR THE SOUTH DOWNTOWN REDEVELOPMENT AREA SIGNAGE PLAN OVERLAY DISTRICT

1. The provisions of these Uniform Sign Standards shall govern and control the erection, remodeling, enlarging, moving, operation and maintenance of all signs by the following uses within the Redevelopment Area: any retail, restaurant or mixed-use project that (A) is situated on more than 8 contiguous acres all located within the Redevelopment Area (provided that property located on either side of a public right-of-way shall be deemed to be “contiguous” for purposes of the foregoing), and (B) contains at least 100,000 square feet of floor area. Notwithstanding the foregoing, the provisions of these Uniform Sign Standards shall not apply to any retail, restaurant or mixed-use project within the Redevelopment Area that is located within 400 feet from any U.S. Interstate Highway.

A. Definitions. For the purpose of this Section 1 the following terms, phrasing, words and their deviations shall have the meaning given herein:

1. Directional Sign. “Directional sign” means a sign commonly associated with and limited to information and directions relating to the conforming use on the premises on which the sign is located. A directional sign shall not be deemed to be a ground sign.

2. Entertainment Display. “Entertainment display” means an electronic device capable of displaying moving pictures. An entertainment display shall not be deemed to be a sign and shall be permitted as part of an Outdoor Entertainment and Advertising Structure so long as: (i) such device is (A) located north of Clark Street and facing south, or (B) not located within one hundred (100) feet of Broadway and not having any sign frontage on Broadway, not located within two hundred ninety (290) feet of and not having sign frontage on 8th Street, and not located within one hundred thirty (130) feet of and not having sign frontage on Walnut, and (ii) such device (A) broadcasts live or recorded Major League Baseball games, television programs, documentary programs, commercial motion pictures, public events, or similar events, and (B) may contain any information or advertising, provided that such broadcasts, information or advertising shall comply with all applicable Federal Communications Commission guidelines and shall not contain any programming that is lewd, obscene, indecent, profane or otherwise inappropriate for family audiences. Any device situated inside a building or under a retractable roof may contain any information or advertising.

3. Outdoor Entertainment and Advertising Structure. “Outdoor entertainment and advertising structure” means a structure situated outdoors supported by poles, uprights or braces extending from the ground that contains an entertainment display, and which may contain one or more signs. An outdoor entertainment and advertising structure shall not be deemed to be a ground sign, if the included entertainment display is not deemed to constitute a sign within the provisions of Section 1.A.2 above and any included outdoor entertainment and advertising signs contain content that would otherwise constitute an “On-premises sign” under the Signage Code, except that for (a)

devices located north of Clark Street and facing south, or (b) devices that are not located within one hundred (100) feet of or which do not have sign frontage on Broadway, within two hundred ninety (290) feet of or which do not have sign frontage on 8th Street, or within one hundred thirty (130) feet of or which do not have sign frontage on Walnut, such devices may contain any information or advertising.

4. Outdoor Entertainment and Advertising Sign. “Outdoor entertainment and advertising sign” means a sign located in, on or attached to an outdoor entertainment and advertising structure.

5. Redevelopment Area. “Redevelopment Area” means the South Downtown Redevelopment Area as created by Ordinance No. 65668, approved on October 18, 2002.

6. Roof Sign. Notwithstanding the definition of such word under the Signage Code, for purposes of these standards, “roof sign” means a sign which projects above the roof line or is located on the roof of a building or structure.

7. Signage Code. “Signage Code” means the City of St. Louis Comprehensive Sign Control Regulations as enacted by Ordinance No. 69198, approved on July 18, 2012 (as the same may be amended or replaced from time to time); terms used but not otherwise defined in these Uniform Sign Standards shall have the meaning set forth in the Signage Code.

B. Permitted Sign Types.

1. Wall, window, roof, projecting, marquee, ground, outdoor entertainment and advertising, directional, electronic message center (but excluding any electronic message center sign that meets the criteria for an entertainment display), illuminated, animated and flashing signs, provided that such signs meet the following criteria:

a. The sign shall be an “On-premises sign” under the Signage Code, except that for (a) devices located north of Clark Street and facing south, or (b) devices that are not located within one hundred (100) feet of or which do not have sign frontage on Broadway, within two hundred ninety (290) feet of or which do not have sign frontage on 8th Street, or within one hundred thirty (130) feet of or which do not have sign frontage on Walnut, such signs may contain any information or advertising.

b. The sign may contain one or more electronic message center signs, animated signs, illuminated signs or flashing signs.

2. For purposes of these standards, a sign that (i) complies with subsection 1 above, and (ii) is owned by the owner of the premises on which such sign is located, shall not be deemed to be an outdoor general advertising device, even if such sign contains off-premises outdoor advertising.

C. Permitted Placement and Location.

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

2. Ground Signs. Any location.

3. Projecting Signs. Any location.

4. Outdoor Entertainment and Advertising Signs. Any location on an outdoor entertainment and advertising structure.

5. Directional Signs. Any location.

D. Permitted Maximum Sign Area per Sign.

1. Wall and Window Signs.

a. 1,200 square feet for wall signs located on or attached to buildings where the roof line is more than 60 feet above grade and where such signs are located within the top 30 feet of the building just below the roof line.

b. 900 square feet for all other wall signs and all window signs.

2. Ground Signs. 500 square feet

4. Roof Signs. 900 square feet

5. Projecting Signs. 300 square feet

6. Outdoor Entertainment and Advertising Signs. 900 square feet

7. Directional Signs. 50 square feet

E. Permitted Maximum Height.

1. Wall and Window Signs. The roof line of the building to which the sign is attached, provided that if the roof line is more than 60 feet above grade, then the permitted maximum height for wall and window signs shall be (a) 60 feet above grade for signs that are located within 60 feet above grade, and (b) within the top 30 feet of the building just below the roof line for all other signs.

2. Ground Signs. 40 feet above grade.

3. Roof Signs. Including the supporting structures, 30 feet above roof line, or parapet wall if it is higher than the roof line, or top of any outdoor seating or deck structure that is higher than the roof line (provided that the maximum permitted height for roof signs shall be 90 feet above grade notwithstanding the location of the roof line).

4. Outdoor Entertainment and Advertising Structures. 100 feet above grade

5. Directional Signs. 15 feet above grade

F. Permitted Number of Signs.

1. Wall and Window Signs.

a. 1 wall sign between 901 and 1,200 square feet in sign area shall be permitted on each side of any building having a height in excess of 60 feet above grade.

b. 4 wall or window signs between 600 and 900 square feet in sign area, per 80 linear feet of sign frontage.

c. 5 wall or window signs between 100 and 599 square feet in sign area, per 80 linear feet of sign frontage.

d. 10 wall or window signs between 100 and 249 square feet in sign area, per 80 linear feet of sign frontage.

e. 20 wall or window signs less than 100 square feet in sign area, per 80 linear feet of sign frontage.

f. Notwithstanding the foregoing, the total area in square feet of all wall or window signs shall not exceed fifty percent (50%) of the building area along such sign frontage.

2. Ground Signs. 5 ground signs per 20,000 square feet of land area, provided that an additional 10 ground signs per 20,000 square feet of land area shall be permitted if such additional signs are limited to: (a) the name of the district, or (b) the name, logo or players from any professional sports team or franchise which plays the majority of its home games in downtown St. Louis.

3. Roof Signs. On buildings having a roof line less than or equal to 60 feet above grade, 4 roof signs per 80 linear feet of sign frontage.

4. Projecting Signs.

a. 10 light sconces containing signs per 80 linear feet of sign frontage, not to exceed 15 square feet in sign area per light sconce.

b. 2 other projecting signs per 80 linear feet of sign frontage.

5. Outdoor Entertainment and Advertising Structures. 1 outdoor entertainment and advertising structure within this portion of the Redevelopment Area.

6. Outdoor Entertainment and Advertising Signs. Unlimited.

7. Directional. Unlimited.

G. Notwithstanding anything in Section 26.68.150 to the contrary, a “nonconforming Sign” within this portion of the Redevelopment Area shall be any sign which:

1. On the effective date of these standards was lawfully maintained and had been lawfully erected in accordance with the provisions of any prior zoning ordinance but which sign does not conform to the limitations established by these standards; or

2. On or after the effective date of these standards was lawfully maintained and erected in accordance with the provisions of these standards but which sign, by reason of amendment to these standards after the effective date thereof does not conform to the limitations established by the amendment to these standards.

2. All other uses within the Redevelopment Area other than those described in Section 1 of these standards shall comply with the provisions of Ordinance No. 69198, approved on July 18, 2012, as the same may be amended from time to time, as applicable to the zone district in which such uses are located.

3. No person shall erect a sign, Entertainment Display, or Outdoor Entertainment and Advertising Structure until a building permit for said sign, Entertainment Display, or Outdoor Entertainment and Advertising Structure has been issued by the Building Commissioner stating that said proposed sign complies with these standards. In addition to other information with regard to said sign as may be required by the Building Commissioner, the applicant must provide a glossy 8” x 10” photograph(s) of the premises where the sign is proposed which adequately shows all existing signs on the premises, and all pertinent information needed to properly review the application as requested by the Building Commissioner. If said sign complies with these standards, the permit may be issued by the Building Commissioner if said sign also complies with all applicable provisions of the Building Code of the City; if said sign fails to comply with the rules and regulations set out in these standards, said permit shall not be issued, regardless of whether said sign complies with all provisions of the Building Code of the City.

4. Any owner of property may petition the Board of Adjustment for a variance from the requirements of these Uniform Sign Standards by in the same manner as provided for with respect to appeals in Section 26.84.040. Upon approval of such a variance or exception, petitioner shall comply with the provisions of Section 3 of these Uniform Sign Standards.

5. Pursuant to Subsection 4 of Subsection B of Section 26.68.160 as set forth in Section Four of Ordinance No. 69198, any amendments to these standards shall be promulgated by the developer(s) designated for the Redevelopment Area and shall be immediately effective upon approval by resolution of the Board of Aldermen of the City.