

BILL NO. 2654

ORDINANCE NO. \_\_\_\_\_

**AN ORDINANCE PERTAINING TO ADVERTISING SIGNS ON VEHICLES IN RESIDENTIAL AREAS AND ESTABLISHING RULES FOR THE REGULATION AND PLACEMENT OF ADVERTISING SIGNS ON VEHICLES IN RESIDENTIAL AREAS WITHIN THE CITY OF CHESTERFIELD, MISSOURI.**

**WHEREAS**, the City Council of the City of Chesterfield has previously prohibited temporary advertising signs on vehicles in residential areas except for those located on vehicles engaged in the normal course of business and now wishes to regulate advertising signs that are permanently affixed to vehicles; and

**WHEREAS**, the presence of advertising signs may overload the public's capacity to receive information, or cause visual confusion by interfering with pedestrian or vehicular traffic; and

**WHEREAS**, the regulation of advertising signs on vehicles in residential areas will preserve the public health, convenience, welfare and/or safety within the City of Chesterfield by maintaining the high aesthetic quality of the community and ensuring the free flow of traffic; and

**WHEREAS**, the regulation of advertising signs on vehicles in residential areas whose sole purpose is to display the advertisement will discourage the type of competition which produces signs of ever-increasing size, brightness, and garishness; and

**WHEREAS**, placing certain limits and regulations upon advertising signs in residential areas is in the best interest of the community.

**NOW THEREFORE BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CHESTERFIELD, ST. LOUIS COUNTY, MISSOURI, AS FOLLOWS:**

**Section 1. Definitions.** For purposes of this Ordinance the following definitions shall apply:

"Advertising Signs" shall mean any sign intended to attract general public interest concerning a commercial enterprise, product, service, industry, or other activity not conducted, sold or offered on the same premises upon which the sign is affixed.

"Normal Course of Business" shall mean use for deliveries, service calls, or other business related purposes at least once a day.

**Section 2. Advertising Signs Affixed to Vehicles in Residential Areas.**

(1) An advertising sign affixed to a vehicle or trailer, which is parked or located in any of the following residential districts AG, NU, E-1, E-2, E-3, R-1, R-1A, R-2, R-3, R-4, R-5, R-6, R-6A,

R-6AA, R-7, R-8 and PC & R such that the primary purpose is to display such sign is prohibited. Nothing herein prevents affixing business signs upon business delivery vehicles, so long as the vehicles are engaged in the normal course of business and not being used solely for the purpose of advertising.

Passed and approved this \_\_\_\_\_ day of \_\_\_\_\_, 2008.

\_\_\_\_\_  
**MAYOR**

**ATTEST:**

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**CITY CLERK**

First Reading Held: \_\_\_\_\_