

BILL NO. 2802

ORDINANCE NO. _____

AN ORDINANCE AMENDING CITY OF CHESTERFIELD ZONING ORDINANCE SECTION 1003.168.D.3 RELATED TO TEMPORARY SIGNS OR ATTENTION GETTING DEVICES BY ADDING LANGUAGE TO ADDRESS LIVING OR HUMAN SIGNS AND AMENDING CITY OF CHESTERFIELD ZONING ORDINANCE SECTION 1003.020 BY CREATING A DEFINITION FOR LIVING OR HUMAN SIGNS.

WHEREAS, the City of Chesterfield has seen an increase in the number of living or human signs throughout the City; and,

WHEREAS, these living or human signs are often found in the rights-of-way posing a threat to public health and safety; and,

WHEREAS, the City of Chesterfield recognizes the importance of providing regulations for this type of signage; and

WHEREAS, the Planning & Public Works Committee of the City of Chesterfield having considered said request, recommended approval.

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

Section 1. The City of Chesterfield hereby amends Section 1003.168.D.3 and Section 1003.020 as set out in Attachment "A" that is attached hereto and made part thereof.

Section 2. This ordinance shall be codified within the Municipal Code of the City of Chesterfield.

Section 3. This ordinance shall be in full force and effect from and after its passage and approval.

Passed and approved this _____ day of _____, 2010

MAYOR

ATTEST:

CITY CLERK

FIRST READING HELD: _____

Attachment A

AMENDING SECTION 1003.020 Definitions

The following definition shall be added to **the Definitions section of the City Code as definition 104a.**

(104a) Living or Human Sign. A living or human sign is a sign held by or attached to a human for the purposes of advertising or otherwise drawing attention to an individual, business, commodity, service, activity, or product. This can also include a person dressed in costume for the purposes of advertising or drawing attention to an individual, business, commodity, service, activity or product.

AMENDING SECTION 1003.168.D Sign regulations--Temporary signs and attention getting devices.

The following language shall be added to **Subsection 3. Advertising/informational signs (on-premises) as item (7)**

- (7) Living or Human Signs associated with a commercial or retail business or activity are permitted on the premises of the business for which the advertising is for. The maximum size of a sign that may be held by an individual is 3 square feet. These *signs do not require municipal zoning authorization and are not permitted off-site, nor within the right-of-way.*