

1003.168D Sign Regulations - Temporary Sign + attention III. C. Setting Devices

(6) Subdivision direction signs.

(a) For the purpose of these regulations a subdivision direction sign is a sign intended to direct the general public to a subdivision under development. Subdivision direction signs may not be erected prior to site plan or preliminary plat approval.

(b) Subdivision direction signs may be erected at any of the corners of intersecting streets, highways or roads within an area bounded by the street right-of-way lines, a line connecting two (2) points from the street right-of-way lines one hundred thirty (130) feet from the point of intersection of the street right-of-way lines, but not including the area within the sight distance triangle. The bottom of the sign shall be not less than two (2) feet above the elevation of the street pavement and the total sign shall not extend more than ten (10) feet above the elevation of the street pavement. However, in the event that the elevation of the street is lower than the average existing finished grade, at the base of the sign, the bottom of the sign shall be no more than one (1) foot above existing finished grade at the base of the sign. The message upon the sign shall be limited to the name of the subdivision, the name of the developer, and insignia, price range, a directional arrow, and written directions. All signs shall be anchored at least by two (2) posts a minimum of four (4) inches by four (4) inches, painted white. No guy wires or angled braces shall be utilized to anchor the sign. Signs shall be located no closer than twenty (20) feet to any other subdivision direction sign on the same side of the street right-of-way; however, no sign shall be located closer to the street right-of-way line than permitted under the requirements of the applicable zoning district. A limit of one (1) sign per subdivision shall be allowed at an intersection.

(c) Subdivision direction signs may be erected beyond a point located not closer than two hundred thirty (230) feet of the intersection of any two (2) or more streets measured along the right-of-way line of the street. Additional subdivision direction signs may be located along the same side of the street. Signs may have one (1) face, a face on each side of the sign board, or be V-shaped (not to exceed an interior angle of sixty (60) degrees) and contain two (2) faces.

(d) A maximum of four (4) signs shall be permitted for subdivision under construction located totally, or partially, within the City of Chesterfield, or contiguous to and/or having primary access via an arterial road through the City. One (1) sign shall be permitted for a subdivision under construction within a two-mile radius of the City of Chesterfield.

(e) A sign in excess of sixteen (16) square feet shall have a decorative border of a minimum width of one and one-half (1 1/2) inch. However, no single sign shall exceed thirty-two (32) square feet or be less than sixteen (16) square feet in outline area. The total permitted sign area allocated for an individual development shall not exceed ninety-six (96) square feet.

(7) Subdivision promotion signs.

(a) For the purpose of these regulations, a subdivision promotion sign is a sign intended to inform the general public about the subdivision under development.

(b) Subdivision promotion sign(s), may be erected at each main entrance to a subdivision or an individual plat of a subdivision after site plan or preliminary plat approval. Such sign shall not exceed thirty-two (32) feet in outline area nor exceed ten (10) feet in height above the average existing finished grade at the base of the sign or above the elevation of the adjacent street. No subdivision promotion sign shall be erected within the sight distance triangle. Information

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contained on the sign shall be pertinent to the subdivision.

Additionally, one (1) subdivision promotion sign may be permitted for each individual plat of ten (10) lots or more to be erected internal to the overall subdivision as determined by the Department of Planning.

The maximum outline area of a subdivision promotion sign may be increased to sixty-four (64) square feet subject to Planning Commission approval as outlined in Section 1003.168.3(2) Sign Regulations - General.

(c) A display house promotion sign may be erected on each lot which a display house has been erected, provided that no one (1) sign exceeds thirty-two (32) square feet in outline area per face and that the total area of signs on one (1) lot not exceed sixty-four (64) square feet in outline area.

(d) A zoning authorization shall be obtained from the City of Chesterfield for the erection of all subdivision promotion, display house promotion and subdivision direction signs. In addition to the normal structural sign permit fee required by the City of Chesterfield Building Code, the applicant shall make a cash deposit with the Department of Planning of fifty dollars (\$50.00) for signs in excess of twenty (20) square feet in area, and of twenty-five dollars (\$25.00) for signs of twenty (20) square feet, or less, in area, together with a written consent authorizing the removal of said sign. If such sign is not removed within five (5) days of the expiration of its permit period the applicant shall forfeit said deposit to cover the cost of removal.

(e) All subdivision direction signs, display house promotion and subdivision promotion signs shall be removed from the site on which they are located within one (1) year of the date the authorization was issued for said sign. Application for one (1) year extensions may be made through the Department of Planning at any time within the last thirty (30) days of expiration.