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## **Planning Commission Staff Report**

**Meeting Date:** July 28, 2008

**From:** Aimee Nassif, Planning and Development Services Director

**Subject:** Zoning Ordinance Amendment

**Project Name:** City of Chesterfield Zoning Ordinance Section 1003.168.D.7.(6), (7), (8), and (9) Temporary Signs-Development Related

### **Proposal Summary**

Staff was directed by the Planning and Public Works Committee to propose language to revise the requirements related to temporary signage. The specific temporary signs under review include: subdivision promotion signs, subdivision identification signs, and display house signs. The requirements for these types of signs are currently found in Section 1003.168.D.7.(6) and (7). In addition, Staff has added criteria for Display House signs thereby creating subsection (8).

### **History**

Over the past several years the number of residential subdivisions in the City of Chesterfield has been on the rise. With the construction of these new residential developments has come an increase in the number of off-site subdivision promotion signs and subdivision directional signs. The current language regulating these types of signs is difficult to read and interpret and provides complications in terms of administration and enforcement. The criteria that were updated included:

- Section (6) (c) "Location-Subdivision Direction Signs" and (7) (d) "Location-Subdivision Promotion Signs" was amended to increase readability and provide clarification as to where signs can be located.
- Language allowing the placement of subdivision promotion and identification signs in the City limits for residential developments that are not located in the City was removed.
- Language regarding Sign Maintenance was added to sections (6) (j) and (7) (g).
- Language addressing Display House Signs has been included.

**Request**

Attached is a copy of the proposed amendment along with the current language. Staff requests action on the Ordinance Amendment for Section 1003.168.D.7.(6), (7), and (8)

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Aimee Nassif". The signature is fluid and cursive, with a long horizontal stroke at the end.

Aimee Nassif  
Planning and Development Services Director

Attachments

1. Attachment A

### **Current Language**

#### SECTION 1003.168.D.7(6) TEMPORARY SIGNS-DEVELOPMENT RELATED (Subdivision Direction Signs)

##### **(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.

SECTION 1003.168.D.7(7) TEMPORARY SIGNS-DEVELOPMENT RELATED  
(Subdivision Promotion Signs)

**(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 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.

**AMENDING SECTION 1003.168.D.7 TEMPORARY SIGNS-DEVELOPMENT  
RELATED (for both subsection (6) Subdivision Direction Signs and (7)  
Subdivision Promotion Signs)**

**AND ADDING A NEW SECTION 1003.168.D.7(8) for Display House Signs**

**(6) *Subdivision direction signs.***

- (a) For the purpose of these regulations a Subdivision Direction Sign is a sign placed at some location outside the limits of a residential subdivision intended to inform and direct the general public to an approved or pending development within the City of Chesterfield. Subdivision Direction Signs may not be erected until a site plan or preliminary plat has been approved for the subject development. The message upon the sign shall be limited to the name of the subdivision, the name of the developer, insignia, price range, a directional arrow, and written directions.
- (b) 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.
- (c) Subdivision Direction Signs may be erected on properties at any of the corners of intersecting streets, highways or roads, subject to the following criteria:
  - 1) Location:
    - i) Within the 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; or.
    - ii) Subdivision Direction Signs may be erected beyond a point located not closer than one hundred thirty (130) feet, but not farther than two hundred thirty (230) feet from the point of intersection of the street right-of-way lines, as measured along the right-of-way line.
    - iii) In the case of non-symmetrical intersections, the limits established for sign placement shall be

measured from the prolongation of the right-of-way lines on the opposite side of the street.

- iv) No Subdivision Direction Sign shall be erected within the sight distance triangle or otherwise be placed to obstruct vehicular sight distance.
  - 2) Subdivision Direction Signs shall be located no closer to the street right-of-way line than permitted under the requirements for structure setbacks of the applicable zoning district.
  - 3) Guy wires shall not be utilized to anchor the sign.
  - 4) Subdivision Direction Signs shall not be located closer than twenty (20) feet to any other sign.
- (d) Not more than four (4) Subdivision Direction Signs, each authorizing the placement of a single Subdivision Direction Sign at a location, will be authorized for each development, at any given time. Each development is allowed not more than four (4) sign locations concurrently. Upon expiration of a permit for a Subdivision Direction Sign at a given location, application can be made to place the same or similar Subdivision Direction Signs at other locations within the City, in conformance with all other provisions of this section. For the purposes of this Section, multiple plats or phases of contiguous development shall be considered a single development without regard to ownership.
- (e) A limit of one (1) sign per Development shall be allowed at an intersection.
- (f) Additional Subdivision Direction Signs may be located along the same side of the street.
- (g) Each sign face shall have a decorative border of a minimum width of one and one-half (1 1/2) inch.
- (h) 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.
- (i) A municipal zoning authorization shall be obtained from the City of Chesterfield, Department of Planning and Public Works for the placement of all Subdivision Direction Signs. Applicant must provide

a written consent authorizing the removal of said sign upon permit expiration.

- (j) **Sign Maintenance.** The permittee of any approved Subdivision Direction Sign is required to maintain such signage in a safe and satisfactory manner. A sign is considered to be unsafe and in unsatisfactory condition if the sign contains peeling paint, and/or the sign surface or support structures is rotted, warped, damaged, faded, sun baked or deteriorated. If the City of Chesterfield determines repair is needed and the owner fails to repair said sign within 30 days of receiving notification of the disrepair, the City will remove such signs at the permittee's expense.

**(7) *Subdivision promotion signs.***

- (a) For the purpose of these regulations, a Subdivision Promotion Sign is a sign which may be erected within a subdivision in progress and which is intended to inform the general public about the project. Subdivision Promotion Signs may not be erected until a site plan or preliminary plat has been approved for the subject development. The message upon the sign shall be relevant to the subdivision. Including the name of the subdivision, the name of the developer, insignia, price range and related information.
- (b) Subdivision Promotion Signs shall not exceed thirty-two (32) square feet. The maximum outline area of a subdivision promotion sign may be increased to sixty-four (64) square feet subject to approval by the Planning Commission as outlined in Section 1003.168.3(2) Sign Regulations.
- (c) Subdivision Promotion Signs shall not 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.
- (d) Location:
  - i) Subdivision Promotion Sign(s), may be erected at each main entrance to a subdivision or at the entry to each individual plat of a subdivision.
  - ii) No Subdivision Promotion Sign shall be erected within the sight distance triangle or otherwise be placed to obstruct vehicular sight distance.



- iii) No Subdivision Promotion Sign shall be located within a street right-of-way, access easement or designated emergency access way.
- (e) Guy wires shall not be utilized to anchor the sign.
- (f) A municipal zoning authorization shall be obtained from the City of Chesterfield, Department of Planning and Public Works for the placement of all Subdivision Promotion Signs. Applicant must provide a written consent authorizing the removal of said sign upon permit expiration.
- (g) Sign Maintenance. The permittee of any approved Subdivision Promotion Sign is required to maintain such signage in a safe and satisfactory manner. A sign is considered to be unsafe and in unsatisfactory condition if the sign contains peeling paint, and/or the sign surface or support structures is rotted, warped, damaged, faded, sun baked or deteriorated. If the City of Chesterfield determines repair is needed and the owner fails to repair said sign within 30 days of receiving notification of the disrepair, the City will remove such signs at the permittee's expense.

**(8) *Display House Signs***

- (a) For the purpose of these regulations a Display House Sign is a sign placed on a subdivision lot where a display house has been properly permitted by the City. The Display House Sign is intended to provide information to the general public related to the display home. In those instances where lots have not yet been permitted, Display House Signs shall only be permitted in those locations where construction has been authorized by an approved Display House Plat.
- (b) A single Display House Promotion sign may be erected on each lot on which a display house has been erected.

**Current Section 1003.168.D.7(8) Real Estate Signs is hereby renumbered to Subsection (9)**