

1003.168D Temporary Signs.

1. Temporary Subdivision Signs.

The regulations governing temporary signs for new subdivisions under construction are as follows:

(1) 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.
- (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 points on the street right-of-way lines 130 feet from the point of intersection of the street right-of-way lines, but not including the area within the sight distance triangle. Each sign shall contain not more than sixteen (16) square feet in area, shall measure not more than five (5) feet in horizontal length or more than four (4) feet in vertical height. The bottom of the sign shall be not less than five (5) feet nor more than seven (7) feet above the elevation of the street pavement. The sign shall contain letters not less than six (6) inches in height and a directional arrow with a head not less than six (6) inches in height and a tail with a width not less than one-half (1/2) the height of the head. The message shall be limited to the name of the subdivision, the name of the developer, an insignia, the price range, a directional arrow, and written directions.
- (c) One Subdivision Direction Sign, not to exceed fifty (50) square feet in area, not to measure more than ten (10) feet in horizontal length or more than six (6) feet in vertical height or extend more than fifteen (15) feet above the elevation of the adjacent street, may be erected beyond a point located not closer than 230 feet of the intersection of any two or more streets measured along the right-of-way line of the street. Additional subdivision direction signs may be erected along the same side of the street, provided that no sign is located closer than 200 feet to any other subdivision direction sign on the same side of the street and that said signs shall be set back at least twenty (20) feet from the street right-of-way line. Six (6) subdivision direction signs, as set forth in this paragraph, may be erected for each subdivision development (not to include each section of a subdivision) provided said signs are erected within an area of four (4) miles radius from the exterior boundaries of the subdivision. The signs may have one face, a face on each side of the signboard, or be V-shaped (not to exceed an interior angle of sixty (60) degrees) and contain two faces. The signs shall contain letters not less than eight (8) inches in height. The message shall be limited to the name of the subdivision, the name of the developer, an insignia, the price range, a directional arrow, and written directions.

(2) 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 or about a particular display house in the subdivision.
- (b) One (1) Subdivision Promotion Sign, not to exceed 100 square feet in area, and not to extend more than fifteen (15) feet above the elevation of the adjacent street, may be erected at each entrance to the subdivision. No Subdivision Promotion Sign shall be erected within the sight distance triangle. Information contained on the sign shall be pertinent to the subdivision.
- (c) A Subdivision Promotion Sign may be permitted on each lot on which a display house has been erected, not to exceed thirty (30) square feet in outline area per facing.

(3) **Supplementary Regulations.**

- (a) A sign permit shall be obtained from the St. Louis County Department of Public Works for the erection of each and every Subdivision Promotion and Direction Sign. In addition to the normal structural sign permit fee required by the St. Louis County Building Code, the applicant shall make a cash deposit with the Department of Public Works of fifty (50) dollars for a sign in excess of twenty (20) square feet in area and of twenty-five (25) dollars for a sign of twenty (20) square feet or less in area together with a written consent authorizing the use of said deposit to be applied against the cost of removal of any such sign by St. Louis County or its designee without liability therefore, if such sign is not removed at the expiration of its permit period by the applicant.
- (b) All Subdivision Direction Signs and Promotion Signs shall be removed from the site on which they are located within one year of the date the permit was issued for said sign. Application for one year extensions may be made at any time prior to the last thirty (30) days of the permit period.
- (c) All Subdivision Direction and Promotion Signs for which a permit is required shall bear in one-inch letters, on the back or attached to the support structure of said signs as indicated on plans on file for a sign permit, the expiration date of the permit or the extension thereof authorizing the erection of the sign.

2. Temporary Construction Signs.

Construction signs which identify the architects, engineers, contractors or other individuals or firms involved with construction on a site may be erected during the construction period. Each construction site may have no more than one (1) such sign facing each roadway on which the site has frontage. No construction sign shall exceed 150 square feet in outline area per facing; nor exceed a width of fifteen (15) feet; nor extend more than fifteen (15) feet in height. The signs shall be confined to the site of the construction and shall be removed no later than fourteen (14) days after completion of all construction on the site or after ninety (90) days of suspension of work. The message on a construction sign shall not include any advertisement of any product but may include information announcing the character of the business enterprise or the purpose for which the business is intended.

3. Temporary Signs Announcing Future Use of Site.

Signs announcing the future use of a site, by a use permitted by the regulations of the particular zoning district in which the site is located or by an approved Special Procedure Permit, may be erected not more than six (6) months prior to construction or development of the site. Each site may have no more than one (1) such sign facing each roadway on which the site has frontage. No such sign shall exceed 150 square feet in outline area per facing; exceed a width of fifteen (15) feet; nor extend more than fifteen (15) feet in height. The signs shall be erected only on the site in question and shall be removed within fourteen (14) days after the completion of construction of a building on the site in the case of a previously undeveloped site, or the occupancy of an existing building, or the beginning of the intended use of the site where no building is to be constructed.

4. Real Estate Signs.

Real estate signs advertising the sale, rental or lease of a property or portion thereof may be erected on the property being offered. Each property may have no more than one (1) such sign facing each roadway on which the property has frontage. These signs may be either freestanding or flat wall signs. Such signs shall be confined to the property in question and shall be removed within fourteen (14) days after the sale, rental or lease being advertised. A sign permit shall not be required for real estate signs which are not greater than twenty-five (25) square feet in outline area.

- (1) Real estate signs in the "FP" Flood Plain District, "PS" Park and Scenic District, "NU" Non-Urban District, or any "R" Residence District on vacant, undeveloped property containing five (5) or more acres in area shall not exceed thirty-two (32) square feet in outline area per facing.
- (2) Other real estate signs located in the "FP" Flood Plain District, "PS" Park and Scenic District, "NU" Non-Urban District, and all "R" Residence Districts shall not exceed sixteen (16) square feet in outline area per facing.
- (3) Real estate signs located in any "C" Commercial District, "M" Industrial District, or "MXD" Mixed Use Development District shall not exceed thirty-two (32) square feet in outline area per facing.

5. Other Temporary Signs.

The following additional temporary signs are permitted in any zoning district:

- (1) Temporary signs and pennants, fringe, lights, inflatables, sound equipment or similar devices for attracting attention shall be permitted only in conjunction with a grand opening for commercial uses for a period not in excess of thirty (30) days, or with special promotions. The use of such devices for special promotions shall be limited to three (3) such events for each business in a calendar year but not more than one during a thirty (30) day period, with a maximum time period of fourteen (14) days for each event.
- (2) Banners located on structures, parking lot light standards, or on utility poles situated on the street and road rights-of-way are permitted under the following conditions:
 - a) A temporary sign permit is secured for each banner, or a series of banners.
 - b) The banners relate to a civic condition or event or are part of a County sponsored or endorsed banner program including a not-for-profit, religious, educational, institutional, seasonal, or holiday display.
 - c) All such banners shall be securely affixed to a parking lot light standard or a public utility pole, but only after securing written authority to do so from the owner of the light standard or utility pole.
 - d) The banners shall not exceed two (2) feet in width or six (6) feet in height.
 - e) The bottom of the banner shall be not less than ten (10) feet above ground level.
 - f) Other than a logo or other symbol, no advertising is permitted on the banner.
 - g) Banners shall be displayed for not more than ninety (90) days.
 - h) Commercial sponsorship of banners is limited to not more than ten percent (10%) of the banner area.

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