BILL NO. 2869 ORDINANCE NO. 2688

AN ORDINANCE REPEALING SECTION 2.5-4 PERTAINING TO OFF PREMISE RESIDENTIAL REAL ESTATE OPEN HOUSE DIRECTIONAL SIGNS; AND TO ESTABLISH NEW RULES FOR THE REGULATION AND PLACEMENT OF RESIDENTIAL REAL ESTATE OPEN HOUSE SIGNS WITHIN THE CITY OF CHESTERFIELD, MISSOURI.

WHEREAS, the City of Chesterfield had previously prohibited residential real estate open house directional signs except for those located on the property to be sold; and,

WHEREAS, the presence of residential real estate open house directional signs may be disruptive and lead to visual clutter within the City; and,

WHEREAS, the residential real estate open house directional signs will help ease traffic congestion and lost motorists within residential neighborhoods by solely directing customers to open houses; and,

WHEREAS, the City of Chesterfield modified the language to permit, for a specified time period, residential real estate open house directional signs on Saturdays when an open house is in progress; and,

WHEREAS, the Home Builders Association (HBA) has requested a one-year extension of residential real estate open house directional signs on Saturdays; and,

WHEREAS, the Planning and Public Works Committee, having considered said request, recommended approval; and,

WHEREAS, the City Council, having considered said request, voted to approve the ordinance amendment.

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:

"Residential Real Estate Open House Directional Sign" shall mean a temporary sign that solely indicates that the owners of a residential property, or portion thereof, are having an "open house" and provides directions to the property and "open house" information.

"Open House" shall mean the time that a residential property is open for viewing by the general public without appointment and a licensed real estate agent is at the residential property.

Section 2. Residential Real Estate Open House Directional Signs on Public Streets.

(a) Residential Real Estate Open House Directional Signs may be placed in accordance with the restrictions on signs set forth in this section.

(b) All Residential Real Estate Open House Directional Signs are subject to the following conditions:

1. Size. The total face area of the signs shall not exceed three (3) square feet in size. No Attention Getting Devices shall be attached to any Residential Real Estate Open House Directional Sign.

2. Height. The vertical distance measured from ground level to the highest point of such sign or sign structure or other support shall not exceed three (3) feet.

3. Local address. Signs shall only advertise a residence in the City of Chesterfield or for a property which can only be accessed through the City of Chesterfield.

4. Limit. No more than six (6) signs per property for sale or lease shall be posted and not more than one sign at each required change of travel directions.

5. Type. Signs shall be mounted either on stakes placed in the ground or with an A-frame support of sufficient weight so that the sign remains upright when mounted. Signs and any supporting structures shall be maintained in good condition at all times and shall be constructed out of quality materials normally used in professional signage.

6. Location. No sign shall be placed, used or maintained in the following manners:

   (1) on trees, traffic signs or utility poles, nor be placed in such a manner as to obstruct the view of any official public sign.
   (2) if the location obstructs the safe and convenient use by the public of any street, sidewalk, or curbside parkway area as determined by the City of Chesterfield.
   (3) in any roadway area or center median area.
   (4) at any location whereby the clear space for the passageway of pedestrians is reduced to a width that violates the American with Disabilities Act.
   (5) on streets undergoing construction, nor on streets with special events.

(6) within five (5) feet of any of the following: traffic signal; traffic sign; designated bus stop sign; bus bench or any other bench on the sidewalk.

Section 3. Residential Real Estate Open House Directional Signs shall be displayed only during the following times:

(a) On Tuesday, only when an open house is in progress, Open House Directional Signs shall be permitted from 9:00 a.m. to 3:00 p.m.

(b) On Sunday, only when an open house is in progress, Open House Directional Signs shall be permitted from 11:00 a.m. to 6:00 p.m.

(c) The following provision shall be in effect from the time of passage of this ordinance and shall terminate on December 31, 2012:

i. On Saturday, only when an open house is in progress, Open House Directional Signs shall be permitted from 11:00 a.m. to 6:00 p.m.

Section 4. Identification Required. Every person who places or maintains a Residential Real Estate Open House Directional Sign on the streets of the City of Chesterfield shall have his or her name, address and telephone number affixed to the sign.

Section 5. Any sign installed, placed or deposited in violation of the provisions of this Ordinance may be summarily removed by the City.

Section 6. This Ordinance shall be in full force and effect from and after its passage and approval.

Passed and approved this 18th day of January, 2012.

J Bruce Geiger

MAYOR

ATTEST:

Judith A. Nagsian

CITY CLERK

First Reading Held: January 4, 2012