

**INTRODUCED BY:** Councilmember Bwayne Smotherson

**DATE:** September 23, 2024

**BILL NO.:** 9556

**ORDINANCE NO.:** 7369

**AN ORDINANCE AMENDING ZONING CODE SECTION 400.2320.A OF THE UNIVERSITY CITY MUNICIPAL CODE, RELATING TO PRIMARY SIGNS, BY INCREASING THE MAXIMUM ALLOWABLE TOTAL GROSS SIGN AREA FOR BUSINESSES OR INSTITUTIONS OCCUPYING THE GROUND FLOOR BASED ON BUILDING FRONTAGE, FOR SUCH BUSINESSES OR INSTITUTIONS WITH MORE THAN 120 FEET OF BUILDING FRONTAGE.**

WHEREAS, Chapter 400 (Zoning Code) of the University City Municipal Code divides the City of University City, Missouri (City) into several zoning districts, and establishes standards therein to which land, buildings, structures and their uses must conform; and

WHEREAS, in a meeting held on August 28, 2024, the City Plan Commission examined a Zoning Code text amendment to Section 400.2320.A to increase the maximum allowable total gross sign area for businesses or institutions occupying the ground floor based on building frontage, for such businesses or institutions with more than 120 feet of building frontage, and recommended to the City Council that the amendment be approved; and

WHEREAS, due notice of a public hearing to be held by the City Council in the City Council Chambers at City Hall at 6:30 p.m. on October 14, 2024, was duly published on September 29, 2024 in the St. Louis Countian, a newspaper of general circulation within the City; and

WHEREAS, the public hearing was held at the time and place specified in said notice, and all suggestions or objections concerning said Zoning Code text amendment were duly heard and considered by the City Council.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF UNIVERSITY CITY, MISSOURI, AS FOLLOWS:

Section 1. Zoning Code Section 400.2320.A of the University City Municipal Code, relating to primary signs, is hereby amended by increasing the maximum allowable total gross sign area for businesses or institutions occupying the ground floor based on building frontage, for such businesses or institutions with more than 120 feet of building frontage, so that Section 400.2320.A, as so amended, shall read as follows:

Section 400.2320 Primary Signs.

- A. Each business or institution occupying the ground floor of a premise shall be permitted primary signs with a total gross sign area according to the table below. Primary signs may be freestanding signs, wall signs, roof signs, window signs, or signs affixed to or painted on canopies or awnings, subject to the limitations stated herein. In the "CC" Core Commercial District the above may include wall signs perpendicular to the face of the building if erected according to the regulations set forth in Section 400.2220(B)(3).

Building frontage of the portion of the building occupied by the business or institution	Total gross primary sign area
Less than 19 feet	Up to 25 square feet
20-89.99 feet	Up to 40 square feet
90-119.99 feet	Up to 80 square feet
120-149.99 feet	Up to 120 square feet
150-199.99 feet	Up to 150 square feet
200-499.99 feet	Up to 180 square feet
500 feet or greater	Up to 300 square feet

Section 2. This ordinance shall not be construed so as to relieve any person, firm or corporation from any penalty incurred by the violation of Zoning Code Section 400.2320.A of the University City Municipal Code, nor bar the prosecution of any such violation.

Section 3. Any person, firm or corporation violating any of the provisions of this ordinance shall, upon conviction thereof, be subject to the penalties provided in Section 400.2570 of the University City Municipal Code.

Section 4. This ordinance shall take effect and be in force from and after its passage as provided by law.

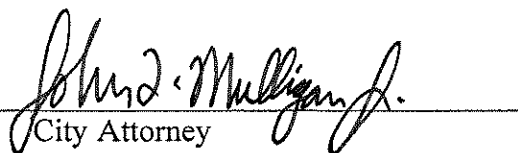
PASSED and ADOPTED this 14<sup>TH</sup> day of October, 2024.

  
 Mayor Pro-tem

ATTEST:

  
 City Clerk

CERTIFIED TO BE CORRECT AS TO FORM:

  
 City Attorney

