



JULY 17, 2024

NOTICE OF WORK SESSION

Posted: 2:00 p.m., Friday, July 12, 2024

This meeting of the Ellisville Council will be in-person at the Parks and Recreation Building located within Bluebird Park, 225 Kiefer Creek Road, Ellisville, MO 63021. For viewing only, a livestream of the meeting will be available, go to <https://www.ellisville.mo.us/386/Meetings-Portal>.

Notice is hereby given that the Council of the City of Ellisville will conduct a work session on **Wednesday, July 17, 2024, at 6:30 p.m.** at the Parks and Recreation Building located within Bluebird Park, 225 Kiefer Creek Road, Ellisville, MO 63021. The tentative agenda of this work session includes the discussion of the following: (1) July 17, 2024 agenda and (2) Sign Code follow-up (staff).

Notice is hereby given that the City Council of the City of Ellisville may, subject to a motion duly made and adopted, conduct a closed session, for the purpose of considering one or more of the following matters pursuant to Section 610.021, RSMo: (1) legal actions, causes of action, litigation or privileged communications between the City's representatives and its attorneys.

Representatives of the news media may obtain copies of this notice by contacting:

Leigh A. Dohack, City Clerk
#1 Weis Avenue
Ellisville, MO 63011
636-227-9660

The City of Ellisville is currently working to comply with the Americans With Disabilities Act mandates. Individuals who require an accommodation to attend a meeting should contact our office at least 48 hours in advance: City Hall 636-227-9660 V/TDD.

City Hall, #1 Weis Avenue, Ellisville, MO 63011

This page was intentionally left blank.



1 Weis Avenue, Ellisville, Missouri 63011

Memo

To: Bill Schwer, City Manager

From: Ada Hood, AICP

Date: July 12, 2024

Re: Enforcement of temporary signage and consideration of less restrictive regulations

Background

The City Council discuss enforcement of temporary signage at their May 15th regular meeting. Staff was directed to review the current regulations, other cities' regulations and present options for the Council to consider. The City of Ellisville has a vibrant small business community. Effective signage is crucial for these businesses to promote themselves and reach potential customers. This memorandum proposes optional revisions to Chapter 410 of the Ellisville Sign Code to better accommodate the needs of all businesses while maintaining the City's aesthetic standards.

Options

- **Yard Signs:**
 - Increase allowance from 60 to 120 days and allow displaying multiple yard signs concurrently, with a total display time limit based on the number of signs.
 - Potentially allow unrestricted yard signs during summer and holidays.
- **Off-Premise Yard Signs:**
 - Allow temporary directional signs on private property with landowner consent directing customers to nearby businesses, especially those in less visible locations.
- **Digital Signage:**
 - Consider permitting electronic message signs with restrictions on brightness, size, and motion.
- **Sidewalk Luminaire Banner Program:**
 - Allow pre-designed banners on all sidewalk luminaires (meeting City specs).

- Property owners who maintain the luminaires can lease banner space to Ellisville businesses.
- Provides additional visibility on major roads for businesses not directly located there.

EXHIBIT A

SIDEWALK LUMINAIRE BANNERS

PURPOSE:

In an effort to encourage property owners to comply with [Section 400.493 Sidewalk and Street Lighting Requirements](#), the City is incentivizing the installation of sidewalk luminaires along Manchester Road and Clarkson Road by allowing the installation of Luminaire Banners, mounted on the sidewalk luminaires, for the purpose of business advertisement.

DEFINITION:

Luminaire Banner. For purposes of this Section, a "luminaire banner" is a banner sign which is painted or otherwise permanently affixed upon durable cloth or other flexible material and which is vertically mounted on or hung from a Sidewalk Luminaire, as described in [Section 400.493 Sidewalk and Street Lighting Requirements](#), on private or public right-of-way.

APPROVAL:

Although a permit is not required, property owners must comply with all the requirements and specifications as set for the by the City. It is the property owner's responsibility to ascertain compliance prior to installation of the luminaire banners and to produce the necessary documents to verify compliance upon demand by the Code Enforcement Officer.

REQUIREMENTS:

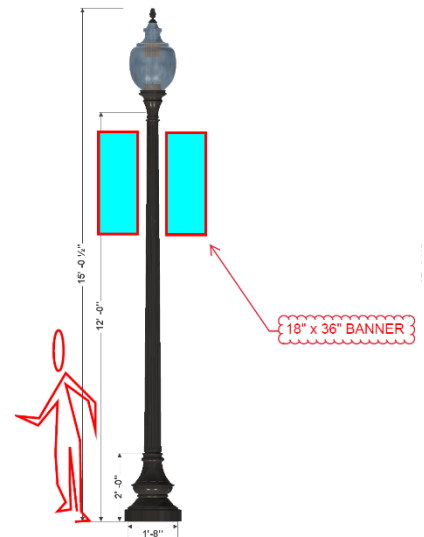
1. Luminaire banners may only be installed on sidewalk luminaires meeting the City's Zoning Code Requirements and Sidewalk Luminaire Guidelines
2. Property owner consent is required
3. Approval from the Missouri Department of Transportation when the sidewalk luminaire is located on the right-of-way
4. A fully executed maintenance and indemnification agreement which sets forth the light standard attachment device design; who will be responsible for the installation, removal and maintenance of the attachment device and luminaire banner; and that the property owner is responsible for any damage caused to the light standard by the installation of the attachment device, support structure or luminaire banner.
5. The luminaire banner must be installed and removed/replaced by a licensed rigger
6. A certificate of insurance issued by an insurance company authorized to do business in the State of Missouri which names the City of Ellisville as an additional insured and provides liability insurance in the minimum amounts as set forth in Section 537.610, RSMo., as adjusted for inflation, arising out of a single occurrence or for any one (1) person in a single accident or occurrence for any personal injury or property damage resulting from the luminaire banner, its attachment device or support structure
7. All costs associated with the installation, maintenance and removal of luminaire banners are the responsibility of the property owner

EXHIBIT A

8. The luminaire banner(s) shall not be attached to any traffic signal posts containing an electrical traffic control device
9. A luminaire banner sign must be installed so as not to block or otherwise interfere with any traffic control device, traffic sign or any public safety device. A luminaire banner sign may not obstruct or shield the light produced by the light standard on which it is located.
10. The luminaire banner(s) shall not be installed so as to obstruct the visibility of signs or signals that may be attached to other lampposts
11. Drilling of lampposts or welding of bracket supports is not permitted
12. All mounting hardware must be of a corrosion resistant material. Bracket arms must be of fiberglass material
13. The property owner is responsible for inspecting banners and poles and replacing and/or removing banners that are torn, defaced or in general disrepair, including rigging. The City's Department of Public Works shall have the right to inspect the installation of all attachment mechanisms or connection devices.
14. Banners displaying date specific events must be removed within 60 days of the conclusion of the event.
15. Luminaire banner(s) shall not be installed on lampposts designated as historic landmarks

SPECIFICATION:

Property owners may display a business, institution, logo, event, service or special district to promote commerce and services, located within and licensed to operate by the City of Ellisville. Note, it is the intent of the City to allow property owners to choose what is displayed on the luminaire banner(s), within the parameters of the allowed specifications (below). Property owners may lease their allotted 'space' on a banner(s) to other Ellisville businesses and institutions. However, the installation, maintenance and removal/replacement of luminaire banners are the responsibility of the property owner.



1. Luminaire banners may display a business, institution, logo, symbol mascot, phrase, slogan, event, service or special district to promote commerce and services, located and licensed to operate within the City of Ellisville.
2. A luminaire banner shall not exceed eighteen (18) inches in width and three (3) feet in height.
3. A luminaire banner must hang from the light standard vertically and must be finished on both sides.
4. The bottom edge of a luminaire banner sign must be at least eight (8) feet above a sidewalk or ground

EXHIBIT A

- Two (2) luminaire banners shall be installed per each sidewalk luminaire; no single banners. It is not required that the banner duo display the same message. Each of the two banners on a single pole may have different displays.
- Luminaire banners shall not be lit
- All banners must have air slits.
- Luminaire banners shall not contain any form of political content or solicitation. If it is unclear as to whether the message display is appropriate, the City Manager shall make the determination that the message display is appropriate and in compliance. Any party aggrieved by the decision of the City Manager may appeal the decision to the City Council on petition.
- Luminaire banners must be uniform in color, size and content as illustrated below:



EXHIBIT A



FEE:

There is no fee for luminaire banners.

MAINTENANCE:

Luminaire banners and their supports shall be maintained in good condition. Luminaire banners that exhibit any of the following conditions shall be deemed to be in violation and subject to code enforcement procedures:

1. Any portion of the perimeter of the sign is frayed;
2. The sign fabric is ripped or torn or any stitching is loose;
3. The sign is faded to a degree that the original content of the sign cannot be easily recognized by passing motorists or pedestrians;
4. The sign is partially disconnected from its support; or
5. Any portion of the sign, sign support or frame contains rust or rust stains.

VIOLATION:

EXHIBIT A

If a luminaire banner is deemed to be in violation of this section and cited by the Code Enforcement Officer, the property owner shall repair the luminaire banner to its original condition or shall remove the sign within two (2) weeks from the date of the citation. The City shall have the right to remove any luminaire banner that has been cited for a violation and has not been repaired or removed within the time specified. If the City removes a luminaire banner sign, the property owner shall be liable for the cost of removal.

FOR REFERENCES PURPOSES ONLY:

Section 400.493.A. Sidewalk Luminaires.

1. Every property along Manchester Road and along Clarkson Road shall be required to install sidewalk luminaires, in association with:

- a. New construction;
- b. Use and/or reuse of property which has been vacant for one (1) year or more;
- c. Any addition to existing structure(s);
- d. Exterior facade renovations; and
- e. Exterior site changes.

Exception: A change in use and/or reuse of property within less than one (1) year of vacancy will not trigger the requirement to install sidewalk luminaires.

2. Sidewalk luminaires shall comply with the City's Sidewalk Luminaire Guidelines available at City Hall.

This page was intentionally left blank.

Municipality	Type	Allowed	Maximum Size	Duration (how long can they be displayed/up)	Fees	Location (where can they be displayed/installed)
Ellisville	Balloons	Yes	As permitted by Planner	30 days maximum within a 12-month period	\$0	In yard, parking lot
Creve Coeur	Balloons	Yes	2-feet	2 times per year, 3 weeks each	\$15.00	Attached to building
Fenton	Balloons	No				
Maryland Heights	Balloons	No				
Ballwin	Balloons	No				
Wildwood	Balloons	No				
Municipality	Type	Allowed	Maximum Size	Duration (how long can they be displayed/up)	Fees	Location (where can they be displayed/installed)
Ellisville	Banners	Yes	15% of wall area facing the street	60 days maximum within a 12-month period	\$0	Building wall, columns or railings. On fence. Not free-standing
Creve Coeur	Banners	Yes	Same size as permanent wall sign	2 times per year, 3 weeks each	\$15.00	Attached to building
Fenton	Banners	No				
Wildwood	Banners	Yes	Not to exceed 32 ft ² , maximum height of 6 ft.	“No temporary banner may be in place for more than five (5) consecutive days over the allowable thirty-day period of time on the same property; no temporary banners may be displayed at the same property more than six (6) instances per calendar year; an interval of no less than seven (7) days must be provided between the placements of authorized temporary banners on the same property; and no temporary banner shall be allowed to deteriorate, separate from its supports, or otherwise be determined to be a public safety hazard or nuisance.”	\$50.00	NU Non-Urban Residence District and any ‘C’ Commercial District; Private property; Not within public right-of-way
Ballwin	Banners	Yes	24 s.f.	n/a	n/a	Onsite only
Maryland Heights	Banners- ground	Yes	36 SF	Up to 7 days per event. Up to 8 events per calendar year	\$0	Ground mounted
Maryland Heights	Banners- wall	Yes	60SF	Up to 7 days per event. Up to 8 events per calendar year	\$0	Building, fence or retaining wall

Municipality	Type	Allowed	Maximum Size	Duration (how long can they be displayed/up)	Fees	Location (where can they be displayed/installed)
Ellisville	Digital Reader Boards	Only time and temperature	counted as part of the maximum allowed for monument or wall	The display may not flash or scroll. The display information must remain constant after each information update.	\$2/SF	part of wall sign or part of monument sign
Creve Coeur	Digital Reader Boards	Only time and temperature	16 square feet per face	15 seconds between changes in display		Freestanding allowed
Fenton	Digital Reader Boards	Yes			\$1 per square foot of sign face + \$25 processing fee	
Wildwood	Digital Reader Boards	No				
Ballwin	Digital Reader Boards	Yes	50 s.f.			Onsite only – requires approval with several conditions (changing only once every 30 minutes is the biggest)
Maryland Heights	Digital Reader Boards	Yes		minimum duration of 8 seconds	\$1 per square foot of sign face + \$25 processing fee	
Municipality	Type	Allowed	Maximum Size	Duration (how long can they be displayed/up)	Fees	Location (where can they be displayed/installed)
Ellisville	Tents	Yes	None	30 days maximum within a 12-month period	\$0	Not within setbacks or sight distance triangle
Creve Coeur	Tents	YES—Approved through a Temporary Use Permit	N/A	45 days max; Grand openings, 3 days, 2 times per year	\$200/ \$300 reserve deposit	Not within setbacks or sight distance triangle
Fenton	Tents	Yes – Not regulated under sign code	Permit only needed if over 900 square feet		Residential Use: \$25	
Maryland Heights	Tents	NO				
Ballwin	Tents	Yes				Subject to setbacks
Wildwood	Tents	No				

Municipality	Type	Allowed	Maximum Size	Duration (how long can they be displayed/up)	Fees	Location (where can they be displayed/installed)
Ellisville	Wind Sails	Yes	11' in height maximum	60 days maximum within a 12-month period (Deemed a yard sign. Therefore, may display either yard sign or wind sail, not both. Wind sail and yard sign share same duration bank of days)		
Fenton	Wind Sails	No				
Creve Coeur	Wind Sails	No				
Ballwin	Wind Sails	Yes	24 s.f.			Onsite only
Wildwood	Wind Sails	No				
Maryland Heights	Wind Sails	No				
Municipality	Type	Allowed	Maximum Size	Duration (how long can they be displayed/up)	Fees	Location (where can they be displayed/installed)
Ellisville	Yard Signs	Yes	6SF	60 days maximum within a 12-month period (Deemed a yard sign. Therefore, may display either yard sign or wind sail, not both. Wind sail and yard sign share same duration bank of days)	\$0	In front of business on private property
Fenton	Yard Signs	Yes	Varies by use		\$0	
Maryland Heights	Yard Signs	Yes	4SF	Up to 7 days per event. Up to 8 events per calendar year	\$0	
Ballwin	Yard Signs	Yes	24 s.f.		\$65	Onsite only
Wildwood	Yard Signs (Non-Commercial Type)	Yes	One sign not to exceed 16 ft ² , total area not to exceed 32 ft ²	"These signs shall be erected only on private property and with temporary materials and shall be removed before such materials deteriorate. Such signs shall be exempt from the permitting requirements of Section 415.400 of this Code."	\$0	Any zoning district; Private property; Not within public right-of-way
Municipality	Type	Allowed	Maximum Size	Duration (how long can they be displayed/up)	Fees	Location (where can they be displayed/installed)
Ellisville	Sandwich Board Signs	Yes	8 SF	Duration of event	\$0	In front of storefront
Wildwood	Sandwich Board Signs	Yes	Not to exceed 10 ft ² : Maximum height 4 ft.; Maximum width 30 in.	Normal business hours, Sunday through Saturday. "Each ground floor tenant space shall be authorized to place a sandwich board type sign in front of its business space during normal business hours, Sunday through Saturday." "Sandwich board signs shall not obstruct the public right-of-way or sidewalk located adjacent to or abutting the business space."	\$0	'C' Commercial District and 'M' Industrial District; See commentary