

BILL NO. 2169

ORDINANCE NO. 1987

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AN ORDINANCE AMENDING SECTION 515.140 OF THE CITY CODE REGARDING  
COMMERCIAL SIGNAGE SPECIFICALLY THE SIZE OF  
BRAND IDENTIFICATION SIGNS.

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Whereas, the Board recognizes and seeks to address the need for different advertising standards for businesses along the Highway 141 and Interstate 44 Corridors,

Whereas, the Board of Aldermen, after due consideration, desire to amend Section 515.140(A)(1) of the City Code regarding the size of brand identification signs.

BE IT ORDAINED, by the Board of Aldermen of the City of Valley Park, Missouri as follows:

Section One

SECTION 515.140(A)(1) shall be amended to read as follows:

1. Allowable Signs

a. Brand identification signs.

- i. One (1) pole mounted sign not exceeding thirty (30) square feet per face **unless the pole mounted sign is located contiguous to Highway 141 or Interstate 44 and located in C1, C2 or PDC zoned areas in which areas the sign shall not exceed one hundred forty-four (144) square feet per face.**
- ii. One (1) ground mounted sign, in lieu of a pole-mounted sign, not exceeding forty (40) square feet in size per face **unless the ground mounted sign is located contiguous to Highway 141 and located in C1 or C2 zoned areas in which area the sign shall not exceed eighty (80) square feet per face or is located contiguous to Interstate 44 and located in C2 or PDC zoned areas in which areas the sign shall not exceed one hundred (100) square feet per face.**

Section Two

This Ordinance shall become effective from and after its passage and approval by the Mayor.

PASSED AND APPROVED BY THE BOARD OF ALDERMEN THIS 17<sup>th</sup> DAY OF July, 2017.

Michael N. Pennise  
Mayor Michael Pennise

(Seal)

ATTEST:

William C. Hanks  
William C. Hanks, City Clerk