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**AGENDA
CITY OF CREVE COEUR
CITY COUNCIL MEETING
300 N NEW BALLAS ROAD
Monday, February 28, 2011
7:00 PM**

CALL MEETING TO ORDER

PLEDGE OF ALLEGIANCE

INVOCATION

ROLL CALL

COMMENTS FROM THE GENERAL PUBLIC

ACCEPTANCE OF AGENDA

ANNOUNCEMENTS

The City Council meets the 2nd and 4th Monday of each month

6:00 p.m. – 7:00 p.m. – Work Session

7:00 p.m. – Regular Meeting of the City Council

1. CONSENT AGENDA

- a. Council Minutes dated February 14, 2011**

BILLS PAYABLE REPORT

For Information Only

Summary: A report of bills payable dated February 23, 2011 in the amount of \$250,812.02 has been provided for Council review. No vote is required,

UNFINISHED BUSINESS

- 2. Bill No. 5293- An Ordinance Repealing Ordinance Number 2205, Ordinance Number 3090, Ordinance Number 4068, And Ordinance Number 5039, And Approving A New Master Signage Plan Pursuant To Section 405.950.6 Of The City Of Creve Coeur's Code Of Ordinances For The Plaza Motors Campus Located Within The "CB" Core Business District. Final Reading and Passage**

Summary: An application was submitted by the TRI Architects, on behalf of Plaza Motors to revise the previously approved Master Signage Plan for the Plaza Motors Campus, pursuant to Section 405.950.6 of the City of Creve Coeur's Code of Ordinances, to include new signage throughout the campus. Plaza Motors received Master Signage Plan approval by City



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Council in 2003 (Ordinance #2205). This plan was amended in 2005 (Ordinance No. 3090), 2007 (Ordinance No. 4068), and in 2008 (Ordinance No. 5039). In order to clear up any confusion on what was previously approved, signs that are no longer up, and what is currently being proposed, the draft ordinance will repeal the prior approved and amending ordinances, and replace it with a new ordinance along with Applicant's Materials identifying all current and proposed new signage for the campus.

3. **Resolution No. 949 - A Resolution Approving Changes To The Donations Policy And Procedures Of The City Of Creve Coeur.**
Summary: Council Member Rhoades has proposed changes to the donations policy regarding solicitations.

NEW BUSINESS

4. **Bill No. 5294 - An Ordinance Amending Section 240.040 Of The Creve Coeur Code Of Ordinances Pertaining To Greens Fees – Creve Coeur Golf Course. First Reading**
Summary: The City is working with GolfNow.com to to market its course online. GolfNow.com allows courses to market specific tee times at discounted rates based on demand. An ordinance to amend the City's golf course fees is required to provide staff with the discretion to temporarily discount selected tee times.
5. **Bill No. 5295 - An Ordinance Amending The Adopted 2010-2011 General Fund Budget Of The City Of Creve Coeur By Authorizing Additional Appropriations And Unappropriations From Operating Departments. First Reading**
Summary: An ordinance to amend the FY11 General Fund operating budget for the City of Creve Coeur.

BUSINESS FROM THE MAYOR and CITY COUNCIL

6. **Security Matters**
Summary: Council Member Nealey has requested discussion of this matter.
7. **Deer Management**
Summary: Requested by Council Member Nealey



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BUSINESS FROM CITY ADMINISTRATOR

8. Street Lighting for Olive TDD and Olive/Graeser TDD

Summary: Staff will review proposed street lighting plans for the Olive TDD (phase 1) and the Olive/Graeser TDD.

Pursuant to Section 610.022 RSMo., the City Council could, at any time during the meeting, vote to close the public meeting and move to closed session to discuss matters relating to litigation, legal actions and/or communications from the City Attorney as provided under Section 610.021(1) RSMo. and/or personnel matters under Section 610.021(13) RSMo. And/or employee matters under Section 610.021(3) RSMo. and/or real estate matters under Section 610.021(2) or other matters as permitted by Chapter 610.

Posted: _____ posted 2/24/2011 4:30 p.m.
Deborah Ryan, MRCC
City Clerk



**MINUTES
CITY OF CREVE COEUR
CITY COUNCIL MEETING
300 N NEW BALLAS ROAD
Monday, February 14, 2011
7:30 PM**

CALL MEETING TO ORDER

A regular meeting of the City Council of the City of Creve Coeur was called to order by Council President Wang at the Creve Coeur Government Center, 300 North New Ballas Road on Monday, February 14, 2011.

PLEDGE OF ALLEGIANCE

Council President Wang led the Pledge of Allegiance.

INVOCATION

Council President Wang relayed the Mayor's wishes for a good meeting and updated everyone on the Mayor's recovery.

ROLL CALL

The following members were in attendance:

Mr. Kreuter	Council Member Ward I
Mrs. Nealey	Council Member Ward II
Mr. Wang	Council Member Ward II
Mr. Haddenhorst	Council Member Ward III
Mr. Hoffman	Council Member Ward III
Mrs. Rhoades	Council Member Ward IV
Ms. Bryant	Council Member Ward IV

* - Mayor Dielmann and Council Member Kistner, Ward I were absent.

COMMENTS FROM THE GENERAL PUBLIC

Robert Kent resident of 13084 Fern Trails Lane stated last fall a user tax was approved for trash and asked if someone was going to stand up and initiate a repeal of the trash tax or are we going to just leave it out there to be used at leisure.

Mark Perkins stated the ordinance in question has a built in repeal provision and as it is written, with the successful approval of the sales tax last November there is no need to repeal.

Mel Klearman resident of 739 Burgerac Drive and Advisory/Director of the Olive/Graeser TDD stated he is requesting an independent audit by the State for the Olive/Graeser TDD.

Council Member Bryant asked would this request be for something over and above what the State Auditor already does with the TDDs? The State Auditor completes an audit every three years on TDDs.

Dan Smith stated the TDD agreement requires an annual audit to be completed by an individual firm and not the State.



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David Caldwell resident of 257 Brooktrail Court stated the Olive Blvd TDD turned off all the street lights along Olive Blvd and asked who gave them the authority to turn those lights off?

Mark Perkins stated it is his understanding that there is going to be midblock street light in addition to the ones at the intersection. Street lights are approved by MoDOT and the new lighting will be a little better and cast a broader coverage of light. The TDD wouldn't replace every street light as MoDOT would review the placements of the lights.

Council Member Bryant asked why isn't the Council notified when a decision like turning off street lights is made by the TDD.

Mark Perkins stated this isn't an issue at the City level. The City doesn't have lighting regulations or guidelines but MoDOT does.

Council Member Hoffman stated what Council Member Bryant is pointing out that these types of changes are important and the Council is not being notified. There should be a procedure for the Council to find out about changes such as this.

Council Member Nealey stated she agrees that the Council needs to be notified with this type of information.

Mr. Kent stated we need the lights.

Council Member Bryant asked when the traffic signal will be activated at Graeser and Olive.

Mark Perkins stated it is currently scheduled for March 1, 2011.

ACCEPTANCE OF AGENDA

Council President Wang stated he would like to add Item 10A – Absences for February 28, 2011 Council meeting.

Council Member Haddenhorst moved, seconded by Council Member Kreuter to approve the agenda as amended with the vote upon such motion being as follows, to-wit:

Council Member Kreuter – Aye
Council Member Nealey – Aye
Council Member Haddenhorst – Aye
Council Member Rhoades - Aye
Council Member Wang – Aye
Council Member Bryant – Aye
Council Member Hoffman – Aye

The vote on the motion being 7 ayes and 0 nays, motion carried.



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ANNOUNCEMENTS

The City Council meets the 2nd and 4th Monday of each month

6:00 p.m. – 7:00 p.m. – Work Session

7:00 p.m. – Regular Meeting of the City Council

1. CONSENT ORDINANCE READINGS

- a. **Bill No. 5292 - An Ordinance To Amend The City Code Of Ordinances Of The City Of Creve Coeur By Inserting New Regulations Allowing The Cultivation Of Native Grasses And Trees And Discouraging The Use Of Invasive And Exotic Plant Species In Chapter 14, Health And Sanitation, Chapter 26.5, Vegetation, Appendix B, Subdivision And Development Of Land And Appendix C, The Zoning Code. Final Reading**

City Clerk read Bill No. 5292 for the final time.

2. CONSENT AGENDA

Council Member Rhoades moved, seconded by Council Member Bryant to approve the Consent Agenda as presented.

- a. **Council Minutes dated January 24, 2011**
- b. **Resolution No. 947 - A Resolution Of The City Council Of The City Of Creve Coeur, Missouri Authorizing The Execution Of The Necessary Documents For Submitting The Project Proposal Application And Later Execute An Agreement For A Grant-In-Aid From The Federal Transportation Improvement Program Grant Commission As An STP-S Application For The Graeser Road Overlay Project.**
- c. **Resolution No. 948 - A Resolution Repealing Resolution No 942 Pertaining To The Distribution Of Domestic Violence Funds For The Year 2011 And Approving A Revised Distribution Of Funds For The Year 2011.**
- d. **Bill No. 5292 - An Ordinance To Amend The City Code Of Ordinances Of The City Of Creve Coeur By Inserting New Regulations Allowing The Cultivation Of Native Grasses And Trees And Discouraging The Use Of Invasive And Exotic Plant Species In Chapter 14, Health And Sanitation, Chapter 26.5, Vegetation, Appendix B, Subdivision And Development Of Land And Appendix C, The Zoning Code. Final Passage**

Council President Wang called the question for the approval of the Consent Agenda as presented, with the vote upon such motion being as follows, to-wit:

Council Member Kreuter – Aye



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Council Member Nealey – Aye
Council Member Haddenhorst – Aye
Council Member Rhoades - Aye
Council Member Wang – Aye
Council Member Bryant – Aye
Council Member Hoffman - Aye

The vote on the motion being 7 ayes, 0 nays, motion carried. Bill No. 5292 becomes Ordinance No. 5176.

BILLS PAYABLE REPORT

For Information Only

Summary: A report of bills payable dated February 15, 2011 in the amount of \$356,819.67 has been provided for Council review. No vote is required.

UNFINISHED BUSINESS

3. Motion to Remove Bill No. 5289 from the Table.

Council Member Rhoades moved, seconded by Council Member Bryant to remove Bill No. 5289 from the table, with the vote upon such motion being as follows, to-wit:

Council Member Kreuter – Aye
Council Member Nealey – Aye
Council Member Haddenhorst – Aye
Council Member Rhoades - Aye
Council Member Wang – Aye
Council Member Bryant – Aye
Council Member Hoffman - Aye

The vote on the motion being 7 ayes and 0 nays, motion carried.

4. Bill No. 5289 - An Ordinance Accepting The Dedication Of The New Dautel Lane Right Of Way And Maintenance Of The Public Road Pavement Within Said Right Of Way; And Vacation Of The Existing Dautel Lane Right Of Way. Final Reading and Passage.

City Clerk read Bill No. 5289 for the final time.

Council Member Rhoades moved, seconded by Council Member Hoffman to approve Bill No. 5289, with the vote upon such motion being as follows, to-wit:

Council Member Hoffman – Aye
Council Member Bryant – Aye
Council Member Wang – Aye



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Council Member Rhoades – Aye
Council Member Haddenhorst – Aye
Council Member Nealey – Aye
Council Member Kreuter - Aye

The vote on the motion being 7 ayes and 0 nays, motion carried. Bill No. 5289 becomes Ordinance No. 5177.

NEW BUSINESS

5. Bill No. 5293- An Ordinance Repealing Ordinance Number 2205, Ordinance Number 3090, Ordinance Number 4068, And Ordinance Number 5039, And Approving A New Master Signage Plan Pursuant To Section 405.950.6 Of The City Of Creve Coeur's Code Of Ordinances For The Plaza Motors Campus Located Within The "CB" Core Business District. First Reading

City Clerk read Bill No. 5293 for the first time.

Whitney Kelly made a presentation from Staff.

6. Resolution No. 949 - A Resolution Approving Changes To The Donations Policy And Procedures Of The City Of Creve Coeur.

City Clerk read Resolution No. 949.

Council Member Rhoades moved, seconded by Council Member Bryant to approve Resolution No. 949 as presented.

Council Member Rhoades stated she brought this forward under Council Business as an update to our City's Anti-Fraud and Corruption Policy that was originally passed in 2004. On the dais is a proposed updated version. There isn't any significant change to the main body and the only difference is the whereas clauses.

Council Member Rhoades moved, seconded by Council Member Hoffman to accept the substitute Resolution No. 949 for consideration.

Council Member Kreuter stated there are a few different City sponsored events that St. Johns usually donates to and how do those types of donations play into this revised policy.

Carl Lumley stated the second provision indicates to avoid any potential confusion or misinterpretation, if someone has an active matter they should not be asked for a donation at that time. If there isn't something actively involved then the City Administrator and the Council would be looking at the same factors coming into play as if they would have come forward unsolicited.

Council Member Haddenhorst stated he understands the spirit of the Resolution and is open minded about how the proposed amendment has come about. But as Council Member Kreuter previously



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stated with the annual City events that are partially funded by outside businesses Council Member Haddenhorst stated he is not in favor of potentially cancelling popular community events.

Council Member Rhoades stated most of the text addressing donations for City events already existed and the bulk of the language was already approved in 2004. The substantial changes added are in Section 5 which is solicitations. Everything that was already in there regarding donations and sponsorships in Sections 1 – 4 were preexisting from the Resolution that was previously approved. At the time Creve Coeur Cares debacle unfolded and was discussed publically, Council Member Rhoades stated she clearly said that the funding was not inappropriate or wrong for a company to fund a campaign. The reasoning for initiating this policy in general was the potential or perceived conflict of interest that can occur if employees or city officials solicit vendors, contractors or applicants for any project the City might have. This is to avoid jeopardizing the integrity of the City's relationship with its vendors by creating a barrier for City employees and/or officials who solicit contributions for whatever cause. This has recently come up at the federal level with the US Congress and this language is modeled after the policy changes initiated at the federal level.

Council Member Hoffman stated he is in agreement to clarify policies but in Section 5.3 of the resolution it states, "with advanced approval" and asked who approves and asked what does the phrase, "reasonable period of time" mean?

Carl Lumley stated those phrases tie back to the same process as the donation itself. The idea being that if someone approached the City on their own for a donation we have a policy in place and the same thing would apply if the City reaches out to them, it is to be preapproved.

Council Member Nealey asked the meaning of the term, "immediate future" in Section 2a in general terms.

Carl Lumley stated in the sense that if someone has knowledge of something forthcoming.

Mark Perkins stated there are three ongoing annual events the City hosts that could be impacted by this policy (5K Run, Holiday on Ice and Flicks on the Fairway).

Council Member Rhoades stated the intention was not to obstruct ongoing City functions but rather this was strictly for covering solicitation of employees/officials for private purpose. Council Member Rhoades suggested deferring to next meeting to clarify and tighten up language.

Council Member Bryant asked if the three events previously mentioned are City functions.

Mark Perkins stated they are City functions.

Council Member Bryant asked for an example that is really not a City function but the City is involved in.

Carl Lumley stated a Chamber of Commerce event that the City might help out with.



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Council Member Kreuter stated Creve Coeur Days.

Council Member Bryant stated she is bothered by the concept that a City representative goes to a vendor and asks for a donation and are we really expecting that vendor to say no? Especially if that particularly vendor has a contract deadline with the City coming up.

Mark Perkins stated when he previously stated the three events the City holds annually and wanted the Council to be aware of the possible impacts but it could be awkward for a vendor that the City currently has a contract with to request a donation.

Council Member Bryant stated just because we have been doing it for years does not make it okay.

Council Member Nealey asked wouldn't Section 2a cover this issue?

Carl Lumley stated it would but there has been discussion tonight about changing that.

Council Member Hoffman stated we have agreements and long term partnership for crime prevention (Monsanto, St. Johns, etc) and we are accepting service and donations from our business constituents.

Council Member Bryant stated the donations can still be made we just can't ask for them any longer.

Council Member Hoffman stated he understands what is being said but it is a very fine line and not sure if we want to cut off our nose. These programs do help the community and the City isn't getting any gain from these programs.

Council Member Bryant stated we are leveraging our authority over these entities and putting them in a position where they can't say no. And the fact that we have been doing it for more than 20 years doesn't make it right.

Council Member Rhoades moved, seconded by Council Member Hoffman to defer Substitute Resolution No. 949 until Monday, February 28, 2011 to clarify and tighten up language, with the vote upon such motion being as follows, to-wit:

Council Member Hoffman – Aye

Council Member Bryant – Aye

Council Member Wang – Aye

Council Member Rhoades – Aye

Council Member Haddenhorst – Aye

Council Member Nealey – Aye

Council Member Kreuter - Aye

The vote on the motion being 7 ayes and 0 nays, motion carried.

7. Request for Excused Absences – Mayor Dielmann

Council President Wang asked how long do we expect the Mayor to be out?



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Mark Perkins stated at this point and per his memo it would be through the end of March.

Carl Lumley stated this request also includes his prior absence.

Council Member Kreuter moved, seconded by Council Member Hoffman to approve the request by Mayor Dielmann for excused absences, with the vote upon such motion being as follows, to-wit:

Council Member Kreuter – Aye

Council Member Nealey – Aye

Council Member Haddenhorst – Aye

Council Member Rhoades - Aye

Council Member Wang – Aye

Council Member Bryant – Aye

Council Member Hoffman - Aye

The vote on the motion being 7 ayes and 0 nays, motion carried.

BUSINESS FROM THE MAYOR and CITY COUNCIL

8. Olive TDD - You Paid for It Segment

Council Member Bryant stated due to the Mayor's absence she would like to defer this item until April 11, 2011.

9. Rezoning and Site Plan Approvals

Council Member Bryant stated this came up in conjunction with the Parc Provence matter that was before Council several months ago. Council Member Bryant stated during the process she realized that the process she thought she understood was completely different than what was actually happening and felt certain that there are others out there that don't understand the process either. The disconnect is that Council does not approve a rezoning, as a rule, without a Site plan. The question then becomes what happens if the Site plan expires and what does that mean for the rezoning and how connected is the rezoning to the Site plan. There is a false sense of security that the Site plan that is passed with the rezoning is limiting.

Carl Lumley stated it is understandable that when someone comes forward to change the zoning rules that people want to know what is going to happen. At the end of the day the zoning change is a "permanent" change. So even if the Site plan that is presented with the rezoning is built that doesn't mean that 20 years later that building can't be torn down and something new goes in. There is a false sense of security even if the Site plan is built. Carl Lumley stated that is why the zoning analysis needs to be separate and apart from this specific use that is contemplated even though it may make Council feel a little less certain about a project. Carl Lumley stated zoning is a completely separate issue from a Site plan and is a permanent decision in the sense that it takes a rezoning to change it again. The Parc Provence situation was a little unique because it was several buildings on a single site, although we have dealt with that before with resubdividing CityPlace and similar situations. That is not the



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normal development of a site typically. The Zoning Commission and the Council need to look at an application for rezoning independent of the proposed use/specific use and decide whether they are comfortable with that zoning in that area of the City. And to the extent the proposed use itself requires approval whether it is by Site plan, Conditional Use or whatever it would be.

Council Member Bryant stated she has the following concerns. The City receives a rezoning with a Site plan and the developer decides to wait until the Site plan expires and then builds anything that they want that the zoning district allows. Another possibility is the developer submits something and then switches and builds something different but still allowed by the zoning district. The citizens are left thinking that the zoning went through for one project and a different one gets built.

Carl Lumley stated a new Site plan would still be required in nearly every commercial circumstance and in a residential circumstance the same setbacks and general constraints would still apply. It isn't as if someone can go through all that effort and then have carte blanche to do whatever they want. Carl Lumley stated Council Member Bryant is underscoring the point that if there are things on the list of permitted uses in a zoning district and the Council looks at that site and decides one or several developments are not acceptable at the site then there are two ways Council could handle that. Council could either take them off the zoning list or vote no on the application.

Paul Langdon stated there is one key exception to all this, which is Planned Development Zoning. That is why we are trying to make that zoning part of the city and that zoning does lock the Site plan to the zoning.

Council Member Bryant stated she and others understood that when the City demands a Site plan along with the rezoning and Council won't approve one without the other. Why do we insist that under Planned Development they go together and under regular rezoning they do not? That is the disconnect.

Paul Langdon stated that is the nature of zoning and development all along.

Council Member Bryant stated that is not clearly articulated or understood and she doesn't understand why we have it one way under the long standing zoning districts but it is different under the Planned Districts and why would we do that.

Council Member Rhoades stated in the example of the Minners property which as Zoned A and the changed to C with the condition that they install underground detention. The development went bankrupt. After the Site plan expired the City initiated its own rezoning back to A. The issue is, how many times do we reward density as long as the City gets something in return and it is usually wrapped up with the Site plan. If a developer waited long enough for the Site plan to expire then they could put in anything they wanted without conditions. Is there a way to change the way we have been doing it to make the link tighter.



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Paul Langdon stated the key point is that once that Site plan expires a developer doesn't have carte blanche. They still have to come back with a new plan. Presumably if there are issues that were significant in the first approval the City feels that they should continue then they would be required at the second approval. Just because the first plan expires doesn't mean that a developer throws off the regulations. A project still has to go through the process.

Council Member Rhoades stated the City then has lost a lot of leverage.

Paul Langdon stated not necessarily because now a developer has land that they can't develop without the Council approving a plan. If a plan is presented ignoring the very issues that the first plan was approved dealing with them then it is the Council's responsibility to stand their ground and not approve the second proposal.

Carl Lumley stated a lot of these conditions aren't actually tied to the zoning change they are tied to the subdivision approval and a lot of other issues are tied to the Site plan approval. There is a Comprehensive Plan for the City that indicates in general what we would like to see in certain areas of the City and then there are zoning rules to assist in making that more concrete.

Council Member Nealey stated part of the problem is that as a routine and practical matter the Site plan and the rezoning are often viewed together. In fact it is the Council's job with Planning and Zoning to remove the Site plan from our minds and think about all of the possibilities with a rezoning and ask ourselves if we are comfortable with all of the possibilities for development. Once we approve the rezoning the property owner can do anything that is permitted under that rezoning.

Council Member Bryant asked then why are we not doing that under the new Planned Districts.

Council Member Nealey stated the Planned Development has tighter restrictions on what can be done in the zoning that typically more closely match what ultimately comes out in the Site plan.

Paul Langdon stated the plan is part of the zoning and the developer has to follow what is submitted.

Carl Lumley stated the difference is they are not just moving the boundary that currently divides A residential from MX. A developer usually wants something that is more inventive and creative and asked for more flexibility. Carl Lumley stated so the trade off, if Council approves, they get the flexibility to do what they want but they don't get the flexibility to do anything else.

Paul Langdon stated the only PDR we currently have is Coeur de Royale and what you see in the field is the only thing that is permitted.

Council Member Bryant asked because if that is a reasonable expectation, which has been misunderstood by the other zoning districts, considered unreasonable. Council Member Bryant stated she doesn't understand all of it. The other issue is that it is so confusing because the rezoning process legally requires a Site plan, but then we turn around and say but it doesn't really affect that.



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Carl Lumley stated we don't say that. A developer can't build without an approved Site plan, which means the City gets to review the entire plan.

Council Member Bryant stated but the rezoning still stands and that is not the case under the Planned Development Districts and she doesn't understand why we have a completely different attitude with one versus the other.

Council Member Nealey stated the Planned Zoning District is an exception to the rule.

Carl Lumley stated when the City began you had your original zoning districts. Some are residential, commercial and industrial. And then you let the public go forth and what happens then is pressure on the edges. A developer comes in and asks the Council to move the line which was drawn between two districts. The Council then has to make the decision whether to do that.

Council Member Bryant asked why does it have to be Planned Zoning to tie a Site plan to a rezoning request.

Council Member Nealey stated the point Carl is trying to make is that we simply cannot tie approvals subject to the same constraints as Planned Zoning. Conditions can be attached which are enforceable but we can't dictate to a property owner the finer limitations on what they are going to do with the property.

Council Member Bryant asked then why can we do it under Planned Development District.

Paul Langdon stated it is an elective choice under the part of the property owner to enter into that type of binding zoning.

Council Member Bryant stated what she is asking is if we legally require a Site plan to go with a rezoning and give the public the expectation that we are going to hold that developer to the plan. The perfect example is Mill Crossing.

Council Member Hoffman asked for clarification. There are two different issues when we are dealing with a zoned area. One is the zoning and the second is the Site plan and they are not connected if it is in a Business District or whatever District is already approved.

Carl Lumley stated the approvals are separate decisions.

Council Member Bryant stated what is being asked is when we require a Site plan before we will approve a rezoning. The expectation and general intuitive sense is that is what is going to be built and if that isn't what is going to be built then we are going to have to go back to square one. The reality is it is like a suggestion.



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Council Member Hoffman stated in the spirit of disclosure we the Council need to disclose to the public that the rezoning and the Site plan are two different issues because many people do not understand that.

Council Member Rhoades stated it seems like there is a difference if something is rezoning and then nothing happens versus a rezoning is completed and buildings are built and then ten years later something else is built. Not sure if there is a way to change that going forward.

Carl Lumley stated to clarify a couple of things. It isn't that the Council can't take it away because an application to return the zoning could be made. The tricky part of that is that the Council isn't allowed to make the decision arbitrarily and therefore the Council isn't allowed to make the first decision arbitrarily. By definition it can't be about a particular proposal.

Council Member Nealey stated to underscore the point is that the question is wanting to control a fundamental right of property. We as a municipal body can't be controlling to the level many would like to see the exact use of the property. Council has limited tools available to us under the law which would be zoning and site plan. The zoning can't be used for micromanaging and we can't just decide that we don't like a project or the way a developer is proceeding with a development. It has to be a rational decision that makes sense with a zoning decision. Council Member Nealey stated in the context of a zoning decision it is the job of the Council and the Commission to come up with a scenario and play out all of the worst possible cases so that everyone is very clear on what could happen.

Council Member Bryant stated rest assured that is not done nor has it ever been done in considering a zoning matter.

Council Member Kreuter stated maybe in the future we amend the code book and put in a clause that if an accompanying plat or site is not built out accordingly within two years then the zoning automatically reverts. Council Member Kreuter stated he believe he heard Mr. Lumley state that would be unreasonable and couldn't make it that simple.

Carl Lumley stated correct there was a narrow provision in the code and we took that out with the recodification. Because Chapter 89 of State Statutes dictates how we have to change zoning and we have to follow those steps both directions. The Council does contain the legislative control to change a zoning back. The City doesn't have the ability to force someone to go forward with a development.

Council Member Bryant stated one of the reasons she brought this up was because she feels the process is fundamentally wrong but also disclosure. We do a terrible job with disclosure. We give people the idea that the site plan rules and the two are interconnected. In fact that it was in the code and removed last year. This is a different mindset and we don't explain that to anyone. There is some sort of unreasonable expectation or micromanaging to say to that even though conditions were put on the plan a developer is free to do what they want as long as the uses are permitted.



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Paul Langdon stated a developer is never free to do what they want. A developer has to come back for a plan approval. If the Council does not think a plan is acceptable then they should turn it down.

Council Member Bryant asked how is the Council going to turn it down if it is a permitted use.

Carl Lumley stated we aren't talking about the use we are talking about the site.

Paul Langdon stated we are talking about the physical development of the site and if the Council doesn't agree then they say no. We have had projects go bankrupt but there is nothing that the City can do because there is no money.

Council Member Bryant stated she understands but she is not looking backwards she is looking forward. Council Member Bryant stated she has already given enough examples. The concern is since this was changed and since the realization that this was the way it is and since she realized that the Planned Development Districts are different than the current zoning districts and since she realized that this is how it should work is now concerned not only what has happened but going forward and that is why it is on the agenda. Council Member Bryant stated she doesn't feel that we do a very good job of explaining the doomsday scenario.

Charlotte D'Alfonso resident of 128 Ladue Oaks stated she is one of the residents that has been coming to Council meetings for the past couple of years. She does try to look at the doomsday scenario but trying to explain to those sitting next to her that they are only looking at the site plan. Is there a way that we could not have the two connected or approved consecutively? The way it is now is confusing for the residents when they come up. Time and again the residents are not getting the explanations of Council, Commission and staff.

Carl Lumley stated they are separate items and the Council and Commission vote on the zoning and the site plan separately consecutively, but separately. Carl Lumley stated the City will feel the push back from the development community because it will double the time frame. The decision points are separate. The Commission makes it reasonably clear because they actually take sometimes three votes on the same project.

10. Security Matters

Council Member Nealey asked for this item because due to the recent events it is appropriate to at least consider screening people attending meetings with the metal detector. Council Member Nealey stated she has spoken with the City Administrator and the Police Chief but wanted to see how the Council felt about the idea.

Council Member Rhoades stated she is neutral on the topic.

Council Member Nealey stated this is a low impact cost solution to some safety concerns.

Council Member Hoffman asked for the Chief's perspective on this issue.



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Chief Eidman stated it will create little to no inconvenience to attendees.

David Caldwell stated it is not a good message to send to the public as he would not put one up in his place of business.

Henry Klaus suggested if Council Member Nealey is afraid to attend the meetings and speak to her constituents then maybe she should give up her seat on the dais and stay at home where it is safe.

Council Member Nealey stated this is simply a topic for discussion and not a proposal.

Lynn Berry stated the population of Creve Coeur is aging and in this day of medical miracles with joint replacements with pins and screws it is going to slow down the screening process because those people will have to be screen individually.

Carl Lumley stated you never know what is going to make people snap and he was friends with all those people involved in Kirkwood. We would like to think that we could all point out the bad person when we see them, but it isn't that simple. Carl Lumley stated he also has a replaced joint and goes through metal detectors daily for court and it isn't an issue.

Council Member Nealey stated recently the City had arrested an individual that has a long history with the City and has made threats against the city in general, employees, elected officials and the buildings. He is known to have a weapon and that is a concern.

Charlotte D'Alfonso stated she is fine with the metal detector but would prefer not having to do individual searches with a wand and as long as the elected officials want to walk through it also.

Council Member Bryant stated if there is a heightened sense of concern then we should err on the side of caution for security. Council Member Bryant stated she would be interested to see what other cities in the area are doing for security at this point.

Council Member Haddenhorst stated that would be a good measure for us to consider.

10A. Absences Council President Wang

Council President Wang stated he will be absent for the February 28, 2011 Council meeting.

Carl Lumley stated Council will need to appoint a Chair for the February 28, 2011 Council meeting.

Council Member Rhoades moved, seconded by Council Member Nealey to nominate Council Member Laura Bryant to be the Chair for the February 28, 2011 Council meeting, with the vote upon such motion being as follows, to-wit:

Council Member Kreuter – Aye

Council Member Nealey – Aye

Council Member Haddenhorst – Nay



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Council Member Rhoades - Aye
Council Member Wang – Aye
Council Member Bryant – Aye
Council Member Hoffman - Aye

The vote on the motion being 6 ayes and 1 nay, motion carried.

BUSINESS FROM CITY ADMINISTRATOR

11. TDD Updates

Mark Perkins stated there is not much to report on either one of the TDDs. As mentioned earlier in the meeting Graeser/Olive TDD and Pace Properties expect that the traffic signal will be operational around March 1, 2011 and there will still be additional road work following that date. There will be a TDD meeting in the next few weeks and Walgreens is also planning to open in mid March. Bonds might issue after another 90 days or so.

Mark Perkins stated for the Olive Blvd TDD there is nothing to report. The West Oak Agreement is still outstanding.

Council Member Bryant asked how long do we wait?

Mark Perkins stated he is uncertain.

Council Member Rhoades stated Council discussed a few meetings ago to have the TDD Board ask their Attorney to consider renegotiating attorney's fees and asked has this question been raised yet. Council Member Rhoades stated she is bringing up the question again because the administrative costs have consumed a large amount of taxpayer dollars.

12. Second Quarter FY 2011 Financial Analyses

Dan Smith stated General Fund revenues for 2011 are decreased over those for the same time period in 2010. The significant changes are primarily in utility taxes, intergovernmental and licenses and permits. Dan Smith stated General Fund expenditures are currently anticipated to be above the original FY 2011 budgeted amounts, due to the fact that the implementation of new trash fees has been rescinded due to the November 2010 passage of a .25% sales tax. Dan Smith stated Enterprise Fund revenues for FY 2011 are higher than in 2010. A decrease in golf course revenues is offset by an increase in ice arena revenues. Enterprise Fund expenses in the 2nd quarter are lower than in FY 2010. Dan Smith stated the FY 2010 was a good year. The city generated a large surplus primarily as a result of the AT&T settlement. Projections for the General Fund for at least the next three years look good as a result of additional sales tax revenues approved by the voters and cost cutting measures. It is hoped that within the next few years the economy will pickup and revenues such as sales tax, building permits and interest income will show significant growth.

Council Member Haddenhorst moved, seconded by Council Member Kreuter to adjourn at 10:02 p.m., with the vote upon such motion being as follows, to-wit:



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Council Member Kreuter – Aye
Council Member Nealey – Aye
Council Member Haddenhorst – Aye
Council Member Rhoades - Aye
Council Member Wang – Aye
Council Member Bryant – Aye
Council Member Hoffman - Aye

The vote on the motion being 7 ayes and 0 nays, motion carried.

Deborah Ryan
City Clerk

AJ Wang, Council President
Acting for Mayor During Temporary
Absence Pursuant to Section 3.4
Of the City Charter



City of Creve Coeur
300 N. New Ballas Road
Creve Coeur, Missouri 63141
(314) 432-6000
www.creve-coeur.org

DATE: February 23, 2011

TO: Mark Perkins, City Administrator

FROM: Daniel Smith, Director of Finance

SUBJECT: Bills Payable

For your information and transmittal to the City Council, is a list of bills payable dated February 23, 2011, in the amount of \$250,812.02.



CITY OF CREVE COEUR
ACCOUNTS PAYABLE LISTING

2/23/2011

NO DEPARTMENT

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00188	170		021811	18-Feb-11	ABBOUD, ROSE-MARIE	SEWER LATERAL REPAIR REIMB	02-00-00-1901	2,075.96
00019	0		74499	08-Feb-11	CURTIS, HEINZ, GARRETT & O'KEEFE	LEGAL FEES-SEWER LATERAL 2009	02-00-00-1901	1,121.66
00188	171		021711	17-Feb-11	FRIEDMAN, SUSAN	SEWER LATERAL REPAIR REIMB	02-00-00-1901	2,412.00
00479	0		1406	08-Feb-11	MISSOURI POLICE CHIEF ASSOCIATION	TRNG CLASS/HODAK/EIDMAN/FUNKHO	01-00-00-2411	300.00
01458	0		021611	16-Feb-11	PREMIER FINANCIAL PARTNERS	REFUND O/P 2011 BUS LICENSE	01-00-00-4402	40.00
Sum of Invoices								5,949.62



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LEGISLATIVE

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00114	11		0820	03-Feb-11	AT&T	CELL PHONES-JAN 2011	01-11-12-6253	191.36
00019	0		74219	03-Feb-11	CURTIS, HEINZ, GARRETT & O'KEEFE	LEGAL FEES-CITY ATTY JAN 2010	01-11-12-6201	10,113.50
00022	1		56	10-Feb-11	FEDEX KINKO'S	COPIES & BINDING	01-11-13-6203	45.04
01000	0		021111	11-Feb-11	SULLIVAN PUBLICATIONS	SUPP#4, UPDATE WEB/QUICKCODE	01-11-13-6203	4,126.00
Sum of Invoices								14,475.90



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Administration

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
01120	0		013111	31-Jan-11	ASI	ADMIN FEES-JAN 11 FLEX BENEFIT	01-12-11-6203	344.20
00114	11		83213298X020820	03-Feb-11	AT&T	CELL PHONES-JAN 2011	01-12-11-6253	71.89
00138	1		6067448	01-Feb-11	CSC CREDIT SERVICES	CREDIT SERVICE	01-12-11-6202	11.22
01262	0		23407	30-Nov-10	SPECIALTY MAILING	HANDLING RESIDENT NEWSLETTER	01-12-11-6203	272.64
00053	0		792616-001	03-Feb-11	ST JOHN'S MERCY CORPORATE HEALTH	D.O.T. TESTING	01-12-11-6271	45.00
00053	0		37301-40	03-Feb-11	ST JOHN'S MERCY CORPORATE HEALTH	PREPLACEMENT PHYS-B. HERSCKOWI	01-12-11-6271	85.00
Sum of Invoices								829.95



CITY OF CREVE COEUR
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IT

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00195	0		42830	27-Jan-11	ALARM 24, INC.	DATA DROP MULTIPURPOSE ROOM	01-12-51-6213	500.00
Sum of Invoices								500.00



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Finance

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00114	11		83213298X020820	03-Feb-11	AT&T	CELL PHONES-JAN 2011	01-13-11-6253	66.89
00072	0		XT00053418	15-Feb-11	HARRIS	TAX FORMS	01-13-11-7304	64.20
00041	0		020311	03-Feb-11	MUNI FINANCIAL	SERVICES 1/18 TO 1/27/11	01-13-11-6202	357.50
00030	0		020911	09-Feb-11	SMITH, DANIEL N.	REIMB FOR FEB 2011 GFOA MTG	01-13-11-6264	15.00
Sum of Invoices								503.59



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MUNICIPAL COURT

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00195	0		42834.	27-Jan-11	ALARM 24, INC.	CAMERA FOR FINANCE DEPT.	01-13-14-9504	1,045.00
Sum of Invoices								1,045.00



CITY OF CREVE COEUR
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INTERDEPARTMENTAL

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00255	0		30276709999131..	28-Jan-11	MISSOURI DIVISION OF EMPLOYMENT SECURITY	UNEMPLOYMENT BENEFITS	01-13-15-5244	389.86
00045	1		550473182001	01-Feb-11	OFFICE DEPOT	SUPPLIES FOR BLDG DIVISION	01-13-15-7312	87.48
00045	1		550035817001	27-Jan-11	OFFICE DEPOT	VARIOUS ENVELOPES FOR STOCK	01-13-15-7312	116.21
00077	0		2253829	10-Feb-11	QUILL	BATTERIES FOR STOCK	01-13-15-7312	54.74
01169	0		106966046	08-Feb-11	STAPLES ADVANTAGE	TONER-MUNI COURT	01-13-15-7312	178.26
Sum of Invoices								826.55



CITY OF CREVE COEUR
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COMMUNITY SERVICES

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00116	0		91348182008	07-Feb-11	SAM'S CLUB	FOOD FOR REC MEETING	01-14-11-7304	20.06
00431	0		56309	01-Feb-11	ELLIOTT DATA SYSTEMS	RIBBON FOR ID PRINTER	01-14-11-7304	226.50
Sum of Invoices								246.56



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ICE ARENA

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00195	0		42847	03-Feb-11	ALARM 24, INC.	SECURITY MONITORING ICE ARENA	06-14-31-6212	90.00
00249	0		1041071-0001-01	10-Feb-11	AMERICAN CARNIVAL MART	BIRTHDAY PARTY SUPPLIES	06-14-31-7304	87.42
00114	11		832132988 2/11	02-Feb-11	AT&T	CELL PHONE-JAN 2011	06-14-31-6253	73.09
00132	0		1295456-0	05-Feb-11	BRADBURN'S	SKATE SCHOOL SUPPLIES	06-14-31-7304	11.98
00948	0		109514	02-Feb-11	C&R MECHANICAL	BUILDING SERVICE AGREEMENT	06-14-31-6211	1,096.50
00729	1		15388809	04-Feb-11	CERTIFIED POWER, INC.	PART FOR OLYMPIA	06-14-31-6211	237.13
00015	1		452717214	10-Feb-11	CINTAS CORP. #452	CLEANING SUPPLIES (021011)	06-14-31-7301	1.92
00015	1		452720386	17-Feb-11	CINTAS CORP. #452	CLEANING SUPPLIES (021711)	06-14-31-7301	1.92
00015	1		452714050	03-Feb-11	CINTAS CORP. #452	CLEANING SUPPLIES (020311)	06-14-31-7301	1.92
00015	1		452717214	10-Feb-11	CINTAS CORP. #452	UNIFORM (021011)	06-14-31-7308	5.01
00015	1		452720386	17-Feb-11	CINTAS CORP. #452	UNIFORMS (021711)	06-14-31-7308	5.01
00015	1		452714050	03-Feb-11	CINTAS CORP. #452	UNIFORMS (020311)	06-14-31-7308	5.01
00080	0		7462-174-5	05-Feb-11	DIERBERGS	BIRTHDAY CAKE	06-14-31-7304	20.99
01450	1	P001163	123241	27-Jan-11	JACKSON ULTIMA SKATES	41 PR. RS3550 SOFTEC RENTAL	06-14-31-9503	2,255.00
01450	1	P001163	123241	27-Jan-11	JACKSON ULTIMA SKATES	18 PAIR RS3551 YOUTH SOFTEC RE	06-14-31-9503	900.00
01450	1	P001163	123241	27-Jan-11	JACKSON ULTIMA SKATES	28 PR. RH953 BOYS RENTAL HOCK	06-14-31-9503	1,316.00
01450	1	P001163	123241	27-Jan-11	JACKSON ULTIMA SKATES	34 PR. RH952 MENS RENTAL HOCK	06-14-31-9503	1,700.00
01450	1	P001163	123241	27-Jan-11	JACKSON ULTIMA SKATES	SHIPPING	06-14-31-9503	289.34
00082	0		046301	15-Feb-11	METROLIFT PROPANE	PROPANE FOR OLYMPIA	06-14-31-7307	209.26
00164	0		013467	17-Feb-11	NEW SYSTEM CARPET & BUILDING CARE	FLOOR MATS ICE ARENA	06-14-31-6212	106.00
00116	0		9134 8182	07-Feb-11	SAM'S CLUB	CLEANING SUPPLIES	06-14-31-7301	30.83
00711	0		301952299	24-Jan-11	TERMINIX	PEST CONTROL (ICE ARENA)	06-14-31-6212	32.00
00108	1		S1796566.001	27-Jan-11	WHOLESALE PLUMBING SUPPLY	BASEMENT SEWER PIPE REPAIR	06-14-31-6212	54.81
<i>Sum of Invoices</i>								8,531.14



CITY OF CREVE COEUR
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GOLF MAINTENANCE

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00066	1		000189234	08-Feb-11	FROESEL OIL	UNLEADED REGULAR GAS	06-14-32-7307	708.04
00970	0		1388-352939	09-Feb-11	O'REILLY AUTO PARTS	OIL FILTER AND CLEANER	06-14-32-6211	9.81
00116	0		9786	09-Feb-11	SAM'S CLUB	MOTOR OIL FOR EQUIPMENT	06-14-32-6211	68.64
Sum of Invoices								786.49



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PRO SHOP

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00195	0		42847	03-Feb-11	ALARM 24, INC.	SECURITY MONITORING PRO SHOP	06-14-33-6202	90.00
00948	0		109514	02-Feb-11	C&R MECHANICAL	BUILDING SERVICE AGREEMENT	06-14-33-6211	1,096.50
00665	1		0143264-IN	09-Feb-11	M&M GOLF CARS	GOLF CART MAINTENANCE	06-14-33-6210	12.68
00711	0		301952299	24-Jan-11	TERMINIX	PEST CONTROL (PRO SHOP)	06-14-33-6212	32.00
00462	1		43760966 2/11	01-Feb-11	UNITED STATES GOLF ASSOCIATION	ANNUAL DUES	06-14-33-6262	110.00
Sum of Invoices								1,341.18



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SNACK BAR

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
01072	0		634763	04-Feb-11	C.R. FRANK POPCORN AND SUPPLY CO.	FOOD FOR RESALE	06-14-34-8319	27.05
01072	0		634302	28-Jan-11	C.R. FRANK POPCORN AND SUPPLY CO.	FOOD FOR RESALE	06-14-34-8319	83.00
00015	1		452717214	10-Feb-11	CINTAS CORP. #452	WIPING TOWELS (021011)	06-14-34-7301	5.17
00015	1		452720386	17-Feb-11	CINTAS CORP. #452	WIPING TOWELS (021711)	06-14-34-7301	5.17
00015	1		452714050	03-Feb-11	CINTAS CORP. #452	WIPING TOWELS (020311)	06-14-34-7301	5.17
00084	2	P001142	3828196218	25-Jan-11	COCA-COLA	DRINKS FOR RESALE (8317)	06-14-34-8317	13.10
00080	0		3740-140-5	28-Jan-11	DIERBERGS	BEVERAGES FOR RESALE	06-14-34-8317	4.99
01304	0	P001152	0056220	11-Feb-11	LANDSHIRE, INC.	SANDWICHES FOR RESALE (8315)	06-14-34-8315	79.56
00048	0		185063	15-Feb-11	PAVYER	OLYMPIA BLADE SHARPENING	06-14-34-6211	61.51
00116	0	P001145	9134	07-Feb-11	SAM'S CLUB	SNACKS FOR RESALE (8319)	06-14-34-8319	140.22
00116	0	P001145	9134	07-Feb-11	SAM'S CLUB	SNACKS FOR RESALE (8319)	06-14-34-8319	27.62
00086	0		102099026	09-Feb-11	SYSCO FOOD	BEVERAGES FOR RESALE	06-14-34-8317	71.79
00086	0		102089094	08-Feb-11	SYSCO FOOD	BEVERAGES FOR RESALE	06-14-34-8317	100.25
01121	0		13373	03-Feb-11	TJ'S PIZZA	PIZZA FOR RESALE	06-14-34-8319	48.30
<i>Sum of Invoices</i>								672.90



CITY OF CREVE COEUR
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BUILDING MAINTENANCE

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00090	0		2011-288	15-Jan-11	AMERICAN WATER TREATMENT	QTRLY BILL-CHEMICAL WATER TRTM	01-16-11-6212	489.55
00114	11		83213298X020820	03-Feb-11	AT&T	CELL PHONES-JAN 2011	01-16-11-6253	31.79
00394	0		11-1104	01-Feb-11	CHUCK'S BOOTS	JACKET & BIBS FOR D. MICHELS	01-16-11-7308	169.98
00015	1		452714041	03-Feb-11	CINTAS CORP. #452	UNIFORM RENTAL (2/3/11)	01-16-11-7308	10.00
00015	1		452717205	10-Feb-11	CINTAS CORP. #452	UNIFORM RENTAL (2/10/11)	01-16-11-7308	10.00
00015	1		452720377	17-Feb-11	CINTAS CORP. #452	UNIFORM RENTAL (2/17/11)	01-16-11-7308	10.00
00505	1		6633776	11-Feb-11	HILLYARD	CLEANING SUPPLIES	01-16-11-7301	299.99
00039	0		703236	04-Feb-11	INDUSTRIAL SOAP	PAPER PRODUCTS/CLEANING SUPPLY	01-16-11-7301	645.35
01421	0		02082011-1	08-Feb-11	JIM DUGGER	LOCK REPAIR-POLICE DEPT	01-16-11-6212	610.00
00164	0		013504	11-Feb-11	NEW SYSTEM CARPET & BUILDING CARE	CALCIUM CHLORIDE-ICE REMOVAL	01-16-11-7301	319.00
00087	1		36928	28-Jan-11	SYSTEMAIRE, INC.	HEAT PUMP REPAIRS	01-16-11-6212	773.95
00123	0		758949	01-Feb-11	THYSSENKRUPP ELEVATOR CORP.	QTRLY FEE-ELEVATOR MAINT.	01-16-11-6211	719.63
00054	1		01748942	02-Feb-11	WALTER KNOLL FLORIST	ATRIUM FLORAL MAINT-MAR 2011	01-16-11-6212	80.00
Sum of Invoices								4,169.24



CITY OF CREVE COEUR
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POLICE-ADMIN

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00195	0	P001119	42834	27-Jan-11	ALARM 24, INC.	1 QUOTE AAAQ2288, MOUNT TWO 32	01-21-11-9503	930.00
00195	0	P001119	42834	27-Jan-11	ALARM 24, INC.	QUOTE AAAQ2316, READER FOR COU	01-21-11-9503	1,778.00
00195	0	P001119	42834	27-Jan-11	ALARM 24, INC.	QUOTE AAAQ2315, MINI DOME CAME	01-21-11-9503	1,100.00
00195	0	P001119	42834	27-Jan-11	ALARM 24, INC.	QUOTE AAAQ2314, 2ND PTZ CAMER	01-21-11-9503	1,075.00
00195	0	P001119	42834	27-Jan-11	ALARM 24, INC.	QUOTE AAAQ2292, CAMERA TO	01-21-11-9503	740.00
00195	0	P001119	42834	27-Jan-11	ALARM 24, INC.	QUOTE AAAQ2291, READER FOR	01-21-11-9503	1,918.00
00195	0	P001119	42834	27-Jan-11	ALARM 24, INC.	QUOTE AAAQ2110, NEW PTZ CAMERA	01-21-11-9503	1,075.00
00195	0	P001119	42834	27-Jan-11	ALARM 24, INC.	1 QUOTE AAAQ2287, USED 8 CHANN	01-21-11-9503	2,545.00
00114	11		826147039X0208201	31-Jan-11	AT&T	WIRELESS PHONES FOR ADMIN	01-21-11-6253	156.16
01068	1		066106	14-Feb-11	DNT	QTRLY MAINT COPIER CHIEF OFFIC	01-21-11-6213	89.00
00043	251		298576	10-Feb-11	FIELDER ELECTRICAL SVC INC	ELECTRICAL WORK FOR RECORDS RM	01-21-11-9503	665.00
00125	0		234230	14-Feb-11	LEON UNIFORM	REPAIR SGT. BADGE	01-21-11-7308	15.00
00310	0		001	31-Jan-11	REUTHER	3DAY RNTL OF VEH DUE TO WEATHR	01-21-11-7304	300.00
00092	2		74623	14-Feb-11	ST LOUIS COUNTY DEPT. OF HEALTH	400 WARRANT ENVELOPES	01-21-11-7304	71.00
00092	4		23966	03-Feb-11	ST LOUIS COUNTY TREASURER	FEB CARE CONTRACT FEES	01-21-11-6202	23.91
00178	0	P001012	197647	15-Feb-11	WARNER COMMUNICATIONS CORP.	RADIO MAINT FOR BASE AND CAR	01-21-11-6211	386.33
Sum of Invoices								12,867.40



CITY OF CREVE COEUR
ACCOUNTS PAYABLE LISTING

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POLICE-INVESTIGATIONS

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00114	11		826147039X0208201	31-Jan-11	AT&T	WIRELESS PHONES FOR INVEST	01-21-21-6253	186.71
00298	0		0025717-IN	03-Feb-11	SIRCHIE	EVID COL JAR & REPL PORELON PD	01-21-21-7304	63.98
00273	1		T1101014	31-Dec-10	ST LOUIS UNIVERSITY	BLOOD SCREENING V. WHITE	01-21-21-6202	100.00
Sum of Invoices								350.69



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POLICE-PATROL

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00114	11		826147039X0208201	31-Jan-11	AT&T	WIRELESS PHONES FOR PATROL	01-21-22-6253	302.23
00681	0		16452	28-Dec-09	DATA911	POWER EXT CABLE FOR INCAR COMP	01-21-22-6211	259.00
00234	1		342931	16-Feb-11	ED ROEHR SAFETY PRODUCTS	(1) FLASHBACK FOR CAR 2404	01-21-22-6210	46.93
00096	0		114791	12-Feb-11	EVS	INSTALL VIDEO CABLE IN 2 CARS	01-21-22-6211	50.00
00094	1		133571	08-Feb-11	FIRESTONE	CAR 2411 3000 MILE SERVICE	01-21-22-6210	17.99
00094	1		133785	14-Feb-11	FIRESTONE	2409 - CLEANED THROTTLE	01-21-22-6210	76.49
00094	1		133445	04-Feb-11	FIRESTONE	CAR 2419 3000 MILE SERVICE	01-21-22-6210	17.99
00094	1		133857	16-Feb-11	FIRESTONE	2416 REAR WIPER MOTOR,3000 MIL	01-21-22-6210	435.93
00313	0	P001097	194002 - 194008	07-Feb-11	JOE MACHENS FORD	7 67R REAR DOOR HANDLES	01-21-22-9502	175.00
00313	0	P001097	194002 - 194008	07-Feb-11	JOE MACHENS FORD	7 DEALER PREP UNDER STATE	01-21-22-9502	3,815.00
00313	0	P001097	194002 - 194008	07-Feb-11	JOE MACHENS FORD	7 948 POWER WINDOWS DRIVER	01-21-22-9502	175.00
00313	0	P001097	194002 - 194008	07-Feb-11	JOE MACHENS FORD	7 432 FLEET KEYED ALIKE - CO	01-21-22-9502	350.00
00313	0	P001097	194002 - 194008	07-Feb-11	JOE MACHENS FORD	7 2011 FORD CROWN VICTORIA POL	01-21-22-9502	153,524.00
00313	0	P001097	194002 - 194008	07-Feb-11	JOE MACHENS FORD	7 CLOTH FRONT BUCKETS W/VINYL	01-21-22-9502	455.00
00347	1		434830	04-Feb-11	KUSTOM SIGNALS, INC.	2 CABLES FOR VIDEO CAMERAS	01-21-22-6211	93.82
00970	0		1852-246081	16-Feb-11	O'REILLY AUTO PARTS	2 RUBBER FLOOR MATS FOR 2416	01-21-22-7314	28.98
Sum of Invoices								159,823.36



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PUBLIC WORKS

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount	
00114	11		0820	03-Feb-11	AT&T	CELL PHONES-JAN 2011	6253	258.88	
								<u>Sum of Invoices</u>	258.88



**CITY OF CREVE COEUR
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STREETS

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00131	1		111789183	31-Jan-11	AIRGAS MID AMERICA	WELDING GAS/TANKS	01-31-41-7307	43.34
00114	11		0820	03-Feb-11	AT&T	CELL PHONES-JAN 2011	01-31-41-6253	128.16
00010	0		879810	16-Feb-11	BRANNEKY HARDWARE	WIRING ITEMS FOR DRILL PRESS	01-31-41-6211	12.77
00010	0		879670	15-Feb-11	BRANNEKY HARDWARE	SPRAYERS	01-31-41-6212	29.98
00010	0		879435	08-Feb-11	BRANNEKY HARDWARE	SHOP SUPPLIES	01-31-41-6212	141.75
00010	0		879292	07-Feb-11	BRANNEKY HARDWARE	MAIL BOX FOR STOCK	01-31-41-6212	35.99
00010	0		879475	09-Feb-11	BRANNEKY HARDWARE	SHOP SUPPLIES	01-31-41-6212	83.85
00010	0		879592	11-Feb-11	BRANNEKY HARDWARE	ELECTRICAL SUPPLIES	01-31-41-6212	63.73
00010	0		879574	10-Feb-11	BRANNEKY HARDWARE	PIPE FITTINGS FOR AIR LINES	01-31-41-6212	59.35
00010	0		879618	10-Feb-11	BRANNEKY HARDWARE	ANCHORS FOR STOCK AT SHOP	01-31-41-6212	37.40
00010	0		879628	11-Feb-11	BRANNEKY HARDWARE	MAILBOX FOR #15 MOSLEY ACRES	01-31-41-6212	233.39
00010	0		878954	14-Feb-11	BRANNEKY HARDWARE	SUPPLIES FOR TIRE MACHINE	01-31-41-6212	26.02
00010	0		879169	04-Feb-11	BRANNEKY HARDWARE	SHOP SUPPLIES	01-31-41-7301	28.73
00010	0		879628	11-Feb-11	BRANNEKY HARDWARE	CLEANING SUPPLIES	01-31-41-7301	5.98
00010	0		879045	03-Feb-11	BRANNEKY HARDWARE	ITEMS TO REPAIR MAIL BOX	01-31-41-7302	22.67
00010	0		878988	02-Feb-11	BRANNEKY HARDWARE	ITEMS FOR SNOW PLOW REPAIRS	01-31-41-7310	60.28
00010	0		879112	03-Feb-11	BRANNEKY HARDWARE	PIPE FITTINGS FOR CALCIUM LINE	01-31-41-7310	20.68
00013	0		1763-165737	04-Feb-11	CARQUEST	BARREL PUMP FOR HYDRAULIC FLUD	01-31-41-7310	201.39
00013	0		1763-165614	02-Feb-11	CARQUEST	PTO RELAYS FOR PLOW TRUCKS	01-31-41-7310	30.72
00013	0		1763-165696	03-Feb-11	CARQUEST	HYDRAULIC FLUID FOR SNOW PLOWS	01-31-41-7310	63.98
00013	0		1763-165606	02-Feb-11	CARQUEST	HYDRAULIC FILTERS/FLUID	01-31-41-7310	462.81
00013	1		1763-165695	03-Feb-11	CARQUEST	HYDRAULIC FLUID	01-31-41-7310	329.99
00013	0		1763-165628	02-Feb-11	CARQUEST	V-BELT FOR SALT SPREADER	01-31-41-7310	10.27
00013	0		1763-165629	02-Feb-11	CARQUEST	V-BELTS FOR SALT SPREADERS	01-31-41-7310	30.81
00013	0		1763-165941	08-Feb-11	CARQUEST	WIPER BLADES	01-31-41-7310	76.44
00013	0		1763-165940	08-Feb-11	CARQUEST	CREDIT-MDSE RETURN	01-31-41-7310	(85.25)
00013	0		1763-165939	08-Feb-11	CARQUEST	SNOW EQUIPMENT	01-31-41-7310	85.25
00394	0		11-1099	08-Feb-11	CHUCK'S BOOTS	WORK BOOTS-D. BROWER	01-31-41-7308	119.99
00394	0		11-1119	12-Feb-11	CHUCK'S BOOTS	WORK BOOTS-D. SEELY	01-31-41-7308	120.00
00394	0		11-1105	01-Feb-11	CHUCK'S BOOTS	WORK BOOTS-C. VONDOERSTEN	01-31-41-7308	99.99
00394	0		11-1097	08-Feb-11	CHUCK'S BOOTS	WORK BOOTS-A. MUELLER	01-31-41-7308	120.00



**CITY OF CREVE COEUR
ACCOUNTS PAYABLE LISTING**

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STREETS

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00394	0		11-1097	08-Feb-11	CHUCK'S BOOTS	WORK BOOTS-J. CANDELA	01-31-41-7308	120.00
00394	0		11-1098	08-Feb-11	CHUCK'S BOOTS	WORK BOOTS-D. FISCHER	01-31-41-7308	120.00
00394	0	P001139	11-1106	01-Feb-11	CHUCK'S BOOTS	WORK BOOTS-D. PORTWINE	01-31-41-7308	119.99
00394	0	P001139	11-1106	01-Feb-11	CHUCK'S BOOTS	WORK BOOTS-L. DERHAKE	01-31-41-7308	114.99
00394	0	P001139	11-1120	12-Feb-11	CHUCK'S BOOTS	WORKBOOTS-M. FISCHER	01-31-41-7308	109.99
00394	0	P001139	11-1120	12-Feb-11	CHUCK'S BOOTS	WORKBOOTS-S. MARCUS	01-31-41-7308	109.99
00015	1		452717211	10-Feb-11	CINTAS CORP. #452	SAFETY MATS (2/10/11)	01-31-41-6212	29.46
00015	1		452714047	03-Feb-11	CINTAS CORP. #452	SAFETY MATS (2/3/11)	01-31-41-6212	29.46
00015	1		452720383	17-Feb-11	CINTAS CORP. #452	SAFETY MATS (2/17/11)	01-31-41-6212	29.46
00015	1		452717211	10-Feb-11	CINTAS CORP. #452	CLEANING SUPPLIES (2/10/11)	01-31-41-7301	17.23
00015	1		452714047	03-Feb-11	CINTAS CORP. #452	CLEANING SUPPLIES (2/3/11)	01-31-41-7301	17.23
00015	1		452720383	17-Feb-11	CINTAS CORP. #452	CLEANING SUPPLIES (2/17/11)	01-31-41-7301	17.23
00015	1		452717212	10-Feb-11	CINTAS CORP. #452	UNIFORM RENTAL (2/10/11)	01-31-41-7308	40.82
00015	1		452714048	03-Feb-11	CINTAS CORP. #452	UNIFORM RENTAL (2/3/11)	01-31-41-7308	40.82
00015	1		452720384	17-Feb-11	CINTAS CORP. #452	UNIFORM RENTAL (2/17/11)	01-31-41-7308	125.28
00826	0		1093383	03-Feb-11	CREST INDUSTRIES, INC.	PLOW BOLTS	01-31-41-7310	36.04
00826	0		1093685	04-Feb-11	CREST INDUSTRIES, INC.	PLOW BOLTS, HEX NUTS, WASHERS	01-31-41-7310	77.79
00127	0		01 1030138	04-Feb-11	ERB EQUIPMENT COMPANY	TIRE REPAIR-FRONT END LOADER	01-31-41-7310	227.00
01231	0	P001103	022210	22-Dec-10	FICK SUPPLY SERVICE INC	2470 CY LEAVES REMOVED	01-31-41-6202	6,545.50
00117	0		7410727	07-Feb-11	HOME DEPOT	BLADES FOR SAWSALL	01-31-41-7302	91.82
00117	0		7015697	17-Feb-11	HOME DEPOT	ITEMS FOR MAILBOX REPAIRS	01-31-41-7305	59.45
00117	0		6014584	08-Feb-11	HOME DEPOT	MAILBOX REPAIR ON BALLAS RD.	01-31-41-7311	44.78
00349	1		539579-001	03-Feb-11	HTE TECHNOLOGIES	HYDRAULI HOSE-SPREADER #312	01-31-41-7310	77.13
01442	0		153292	04-Feb-11	IRON MOUNTAIN TRAP ROCK COMPANY	ICE CONTROL SAND	01-31-41-7310	1,005.06
00789	0		335246	10-Feb-11	K&K SUPPLY	8" ROLLER/TAMPER	01-31-41-7302	59.37
00789	0		335246	10-Feb-11	K&K SUPPLY	GLOVES	01-31-41-7308	48.00
00789	0		335014	07-Feb-11	K&K SUPPLY	SNOW SHOVELS, OVERALLS	01-31-41-7310	109.62
00156	0		0046580	04-Feb-11	L & C TRUCK REPAIR, INC.	REPAIRS ON TRUCK #306	01-31-41-7310	348.52
00348	0		62976	10-Feb-11	MIDWEST SYSTEMS TRUCK EQUIPMENT	DISC ASSEMBLY FOR TRUCK #310	01-31-41-6210	195.00
00348	0		62990	14-Feb-11	MIDWEST SYSTEMS TRUCK EQUIPMENT	SPARE MOTOR FOR SNOW PLOW	01-31-41-7310	259.00
00411	0		101885	08-Feb-11	N.B. WEST CONTRACTING CO.	COLD PATCH FOR POTHOLES	01-31-41-7305	135.00



CITY OF CREVE COEUR
ACCOUNTS PAYABLE LISTING

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STREETS

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00970	0		1388-352249	03-Feb-11	O'REILLY AUTO PARTS	FLOOR JACKS FOR SHOP	01-31-41-6212	1,100.00
00047	0		W32670	21-Jan-11	PAT KELLY EQUIPMENT	REPAIR HOT STEAM POWER WASHER	01-31-41-7310	473.91
01455	0		73103	11-Feb-11	PRAIRIE ARCHWAY INTERNATIONAL TRUCKS	REPLACE MIRROR ON TRUCK #315	01-31-41-7301	353.03
00169	1		71009569	31-Jan-11	PURCELL TIRE CO.	TIRE CHAINS-PLOW TRUCKS	01-31-41-7310	334.48
01413	0	P001135	92518	18-Jan-11	RAY'S TREE SERVICE	DEAD TREE REMOVAL AND PRUNING	01-31-41-6212	2,150.00
00110	0		306964	11-Feb-11	RICMAR INDUSTRIES	SALT AWAY FOR CLEANING TRUCKS	01-31-41-7310	749.00
01275	0		89178	10-Feb-11	SCOTT'S POWER EQUIPMENT, INC.	SNOW PLOW LIGHT	01-31-41-7310	153.00
01275	0		89086	10-Feb-11	SCOTT'S POWER EQUIPMENT, INC.	REPAIR POWER ANGLE ON PLOW	01-31-41-7310	482.70
01275	0		88931	31-Jan-11	SCOTT'S POWER EQUIPMENT, INC.	HOSES FOR SNOW PLOWS	01-31-41-7310	47.90
00851	1		0280955-IN	04-Feb-11	SCOTWOOD INDUSTRIES, INC.	2300 GAL CALCIUM CHLORIDE LIQU	01-31-41-7310	1,529.50
00270	1		26015-00	11-Feb-11	TERMINAL SUPPLY CO.	STROBE LIGHTS FOR 2-TON TRUCKS	01-31-41-6210	110.25
00270	1		25461-00	10-Feb-11	TERMINAL SUPPLY CO.	STROBE LIGHT	01-31-41-6210	36.75
00270	1		24359-00	04-Feb-11	TERMINAL SUPPLY CO.	ITEMS FOR PLOW EQUIPMENT	01-31-41-7310	93.80
00178	0		197508	28-Jan-11	WARNER COMMUNICATIONS CORP.	TRUCK REPAIRS #206	01-31-41-6210	270.00
00178	0		197593	10-Feb-11	WARNER COMMUNICATIONS CORP.	INSTALL RADIO IN TRUCK #316	01-31-41-7310	553.00
Sum of Invoices								21,498.81



CITY OF CREVE COEUR
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HEALTH & WELFARE

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00114	11		0820	03-Feb-11	AT&T	CELL PHONES-JAN 2011	01-31-42-6253	31.99
Sum of Invoices								31.99



CITY OF CREVE COEUR
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PARKS

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00114	11		0820	03-Feb-11	AT&T	CELL PHONES-JAN 2011	01-31-43-6253	36.78
00559	0		021100366	10-Feb-11	BARCO PRODUCTS CO.	PET LITTER BAGS FOR PARKS	01-31-43-6212	644.50
00455	1		104644	08-Feb-11	CHECKER BAG COMPANY	TRASH BAGS FOR PARKS	01-31-43-6212	319.00
00015	1		452717211	10-Feb-11	CINTAS CORP. #452	CLEANING SUPPLIES (2/10/11)	01-31-43-7301	17.22
00015	1		452714047	03-Feb-11	CINTAS CORP. #452	CLEANING SUPPLIES (2/3/11)	01-31-43-7301	17.22
00015	1		452720383	17-Feb-11	CINTAS CORP. #452	CLEANING SUPPLIES (2/17/11)	01-31-43-7301	17.22
00015	1		452717212	10-Feb-11	CINTAS CORP. #452	UNIFORM RENTAL (2/10/11)	01-31-43-7308	40.82
00015	1		452714048	03-Feb-11	CINTAS CORP. #452	UNIFORM RENTAL (2/3/11)	01-31-43-7308	40.82
00015	1		452720384	17-Feb-11	CINTAS CORP. #452	UNIFORM RENTAL (2/17/11)	01-31-43-7308	125.28
01431	0	P001137	6096638-01	28-Jan-11	GRIZZLY INDUSTRIAL INC	SHIPPING	01-31-43-9503	144.00
01431	0	P001137	6096638-01	28-Jan-11	GRIZZLY INDUSTRIAL INC	DRILLING & TAPPING MACHINE	01-31-43-9503	1,395.00
00040	0		749394	08-Feb-11	MILBRADT	FUEL LINE HOSE-CHAINSAW	01-31-43-6211	7.93
01413	0	P001136	92518.	18-Jan-11	RAY'S TREE SERVICE	DEAD TREE REMOVAL AND PRUNING	01-31-43-6212	5,800.00
Sum of Invoices								8,605.79



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COMMUNITY DEVELOPMENT - PLANNING

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00114	11		0820	03-Feb-11	AT&T	CELL PHONES-JAN 2011	01-32-11-6253	178.13
Sum of Invoices								178.13



CITY OF CREVE COEUR
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COMMUNITY DEVELOPMENT - BUILDING

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount
00044	1		265992316-110	09-Feb-11	NEXTEL	CELL PHONES FOR 1/6 - 2/5/11	01-32-61-6253	291.25
							<i>Sum of Invoices</i>	

291.25



CITY OF CREVE COEUR
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CAPITAL IMPROVEMENTS

Vendor Number	Address Number	Purchase Order	Invoice Number	Invoice Date	Vendor Name	Description	GL Account	Invoice Amount	
00314	0	P001078	M1002-11	04-Feb-11	GERSTNER ELECTRIC, INC.	WORK ON PEDESTRIAN SIGNALS-BAL	02-61-71-9510-11602	7,027.60	
Sum of Invoices									7,027.60
GRAND TOTAL OF ALL INVOICES									250,812.02

AN ORDINANCE REPEALING ORDINANCE NUMBER 2205, ORDINANCE NUMBER 3090, ORDINANCE NUMBER 4068, AND ORDINANCE NUMBER 5039, AND APPROVING A NEW MASTER SIGNAGE PLAN PURSUANT TO SECTION 405.950.6 OF THE CITY OF CREVE COEUR'S CODE OF ORDINANCES FOR THE PLAZA MOTORS CAMPUS LOCATED WITHIN THE "CB" CORE BUSINESS DISTRICT

WHEREAS, an application was submitted by the TRi Architects, on behalf of Plaza Motors to revise the previously approved Master Signage Plan for the Plaza Motors Campus, pursuant to Section 405.950.6 of the City of Creve Coeur's Code of Ordinances, to include new signage throughout the campus; and

WHEREAS, the boundaries of the Master Signage Plan will be for the Plaza Motors development including all existing and proposed signage as demonstrated in the Plan dated February 8, 2011 and attached as Exhibit 1; and

WHEREAS, the Planning and Zoning Commission of the City of Creve Coeur, Missouri, held a public hearing thereon at the Creve Coeur Government Center on January 18, 2011, beginning at 7:00 p.m., or immediately following the close of the previous public hearing; and

WHEREAS, notice of said public hearing had previously been published at least 15 days prior to the hearing in the St. Louis Countian, a newspaper of general circulation in the City of Creve Coeur; and

WHEREAS, all persons who presented themselves at said meeting and desiring to be heard were given an opportunity to be heard; and

WHEREAS, Planning and Zoning Commission reviewed and by an unanimous vote recommended approval of the Plan subject to certain conditions at its meeting on Tuesday, January 18, 2011; and

WHEREAS, a copy of the proposed ordinance has been made available for public inspection prior to its consideration by the City Council; and this Bill having been read by title in open meeting two times before final passage by the City Council; and

WHEREAS, the City Council being fully informed finds that approving the Plan subject to certain conditions would be in harmony with and bear a substantial relation to the public welfare, health, safety, comfort and convenience of the citizens of the City of Creve Coeur and in the public interest.

NOW, THEREFORE, be it ordained by the City Council of the City of Creve Coeur, Missouri as follows:

Section 1: Ordinance 2205 authorizing a Master Sign Plan for Plaza Motors Campus located at 11830 Olive Boulevard, and amending Ordinances 3090, 4068, and 5039 are hereby repealed.

Section 2: A Master Sign Plan is approved for the Plaza Motors Campus pursuant to Section 405.950.6 in the "CB" Core Business Commercial zoning district whose legal description is as follows:

A tract of land situated in the City of Creve Coeur, the County of St. Louis, and the State of Missouri, being situated in part of Section 3, Township 45 North, Range 5 East, being all of

Adjusted Lot A of Plaza Lexus, a Boundary Adjustment Plat, a subdivision filed for record in Plat Book 353 page 38 of the land records of said St. Louis County, Missouri, all of Lots 1, 2, and 3, and part of Lot 4 of Decker Terrace, a subdivision filed for record in Plat Book 106 page 89 of said St. Louis County land records, part of Lot B of the Boundary Adjustment Plat of a tract of land being part of Lots 3 and 4 of 'Studt's Home Place', part of Lot 7 of "The Lake House Subdivision", and part of Vacated Decker Lane, a subdivision filed for record in Plat Book 345 page 557 of said St. Louis County land records, part of Lots 7 and 8 of the Lake House Farm Subdivision, a subdivision filed for record in Plat Book 9 page 74 of the land records of the City of St. Louis, Part of Decker Lane, Width Varies, part of Center Parkway Drive, Width Varies, and Part of Studt Avenue, 50 feet wide, and being more particularly described as follows:

BEGINNING at the Southwest corner of Lot A of said Boundary Adjustment Plat of a tract of land being part of Lots 3 and 4 of 'Studt's Home Place', part of Lot 7 of "The Lake House Subdivision", and part of Vacated Decker Lane, a subdivision filed for record in Plat Book 345 page 557 of said St. Louis County land records, said Southwest corner being on the North right-of-way line of said Studt Avenue, 50 feet wide; thence along said North right-of-way line of Studt Avenue, North 90 degrees 00 minutes 00 seconds West a distance of 163.94 feet; thence leaving said North right-of-way line, South 04 degrees 08 minutes 52 seconds West a distance of 50.13 feet across said Studt Avenue to the South right-of-way line of said Studt Avenue; thence 39.66 feet along the arc of a curve to the left, having a radius of 25.00 feet, through a central angle of 90 degrees 53 minutes 00 seconds, with a chord that bears South 44 degrees 33 minutes 30 seconds West a distance of 35.63 feet to a point of tangency on the East right-of-way line of Decker Lane, width varies; thence along said West right-of-way line of Decker Lane, South 00 degrees 53 minutes 00 seconds East a distance of 286.57 feet to the Northwest corner of said Lot 1 of Decker Terrace; thence leaving said East right-of-way line of Decker Lane, along the North line of said Lot 1 of Decker Terrace, North 89 degrees 07 minutes 00 seconds East a distance of 216.41 feet to the Northeast corner of said Lot 1; thence along the Eastern line of said Lots 1, 2, 3, and 4 of Decker Terrace, South 09 minutes 43 minutes 00 seconds East a distance of 323.26 feet to the intersection of said Eastern line of Lot 4 and the Northern right-of-way line of Old Ballas Road as widened, width varies; thence leaving said Eastern line of Lot 4, along said Northern right-of-way line as follows: North 89 degrees 58 minutes 00 seconds West a distance of 97.31 feet; South 83 degrees 37 minutes 30 seconds West a distance of 134.39 feet; North 89 degrees 56 minutes 00 seconds West a distance of 15.44 feet to the intersection of said Northern right-of-way line of Old Ballas Road and said East right-of-way line of Decker Lane; thence South 88 degrees 52 minutes 23 seconds West a distance of 80.00 feet across said Decker Lane to the West right-of-way line; thence along said West right-of-way line of Decker Lane as follows: North 00 degrees 50 minutes 00 seconds West a distance of 543.02 feet; North 88 degrees 26 minutes 57 seconds East a distance of 10.00 feet; North 00 degrees 50 minutes 00 seconds West a distance of 304.03 feet to the Southeast corner of said Adjusted Lot A of the Plaza Lexus Boundary Adjustment Plat; thence leaving said West right-of-way line, along the South line of said Adjusted Lot A, South 88 degrees 29 minutes 00 seconds West a distance of 550.89 feet to the Southwest corner of said Adjusted Lot A, said Southwest corner being on the East right-of-way line of Emerson Avenue, width varies; thence along said East right-of-way line of Emerson Avenue as follows, North 00 degrees 50 minutes 43 seconds West a distance of 278.48 feet; North 89 degrees 09 minutes 17 seconds East a distance of 10.00 feet; North 00 degrees 50 minutes 43 seconds West a distance of 11.70 feet to a point of curvature on the Southern right-of-way line of said Center Parkway Drive, width varies, thence along said Southern right-of-way line of Center Parkway Drive, 188.44 feet along the arc of a curve to the right, having a radius of 120.00 feet, through a central angle of 89 degrees 58 minutes 23 seconds, with a chord that bears North 44 degrees 08 minutes 29 seconds East a distance of 169.67 to a point of tangency; thence continuing along said Southern right-of-way line of Center Parkway Drive, North 89 degrees 07 minutes 40 seconds East a 115.13 feet; thence leaving said Southern right-of-way line of Center Parkway Drive, North 00 degrees 52 minutes 34 seconds West a distance of 425.44 feet across said right-of-way line of Center Parkway Drive and along the West right-of-way line of said Center Parkway Drive to the intersection of said West right-of-way line of said Center Parkway Drive and the Southern right-of-

way line of Olive Boulevard, a.k.a. Missouri Route 340, width varies; thence South 52 degrees 13 minutes 04 seconds East a distance of 102.45 feet across said Center Parkway drive to the intersection of the Eastern right-of-way line of said Center Parkway Drive and said Southern right-of-way line of Olive Boulevard; thence along said Southern right-of-way line of Olive Boulevard as follows: North 88 degrees 44 minutes 25 seconds East a distance of 1.47 feet; 97.57 feet along the arc of a curve to the right, having a radius of 50.89 feet, through a central angle of 109 degrees 51 minutes 37 seconds, with a chord that bears North 53 degrees 29 minutes 29 seconds East a distance of 83.30 feet; South 71 degrees 34 minutes 20 seconds East a distance of 192.80 feet; South 71 degrees 34 minutes 22 seconds East a distance of 116.95 feet; South 75 degrees 03 minutes 58 seconds East a distance of 37.14 feet; South 71 degrees 05 minutes 44 seconds East a distance of 61.01 feet; South 71 degrees 41 minutes 49 seconds East a distance of 91.84 feet to a point of curvature; 62.91 feet along the arc of a curve to the left, having a radius of 2920.93 feet, through a central angle of 01 degrees 14 minutes 02 seconds, with a chord that bears South 72 degrees 18 minutes 50 seconds East a distance of 62.91 feet to the Northeast corner of said Lot B of the Boundary Adjustment Plat filed for record in Plat Book 345 page 557 of said St. Louis County land records; thence leaving said Southern right-of-way line of Olive Boulevard along the Eastern line of said Lot B, South 00 degrees 45 minutes 05 seconds East a distance of 174.40 feet; thence continuing along said eastern line of Lot B, North 89 degrees 14 minutes 55 seconds East a distance of 159.73 feet to the West right-of-way line of New Ballas Road, width varies; thence along said West right-of-way line of New Ballas Road, South 01 degrees 10 minutes 55 seconds West a distance of 69.94 feet to a point of curvature; thence continuing along said West right-of-way line of New Ballas Road 118.62 feet along the arc of a curve to the left, having a radius of 2905.00 feet through a central angle of 02 degrees 20 minutes 22 seconds, with a chord that bears South 00 degrees 00 minutes 44 seconds West a distance of 118.61 feet to the Northeast corner of said Lot A of the Boundary Adjustment Plat filed for record in Plat Book 345 page 557 of said St. Louis County land records; thence leaving said Western right-of-way line of New Ballas Road along the North line of said Lot A as follows: South 89 degrees 14 minutes 55 seconds West a distance of 204.59 feet; South 00 degrees 50 minutes 00 seconds East a distance of 4.75 feet; South 89 degrees 14 minutes 55 seconds West a distance of 94.46 feet to the Northwest corner of said Lot A; thence along the Western line of said Lot A as follows: South 00 degrees 50 minutes 00 seconds East a distance of 28.37 feet; North 89 degrees 14 minutes 55 seconds East a distance of 12.34 feet; South 00 degrees 50 minutes 00 seconds East a distance of 392.17 feet to the point of beginning.

Containing 17.25 Acres, more or less, the forgoing description was compiled from record information and does not represent an actual survey of the described area.

SECTION 3: Such approval of the Master Signage Plan for the Plaza Motors Campus shall be subject to the following conditions:

1. The applicant shall submit sign permit and/or building permit applications for proposed signs referred to in the Master Sign Plan that currently do not possess a sign permit.
2. The applicant shall follow the Master Signage Plan for all new or altered signage on the campus, as approved by the City of Creve Coeur. The location, size, shape, color, type, and design of each sign shall not substantively depart from the Master Sign Plan, unless approved by the City of Creve Coeur.
3. Light pole banners shall not be located on poles that are within 125 feet of Olive Boulevard.
4. Any damaged or weathered light pole banners shall be immediately replaced
5. Any brackets that are damaged, rusted, and not securely holding banners to minimize movement shall be immediately replaced.

6. A two-sided monument sign identifying the BMW pre-owned inventory area, not to exceed an area of 16 square feet per sign face, may be installed in a location that otherwise complies with all requirements of the Code of Ordinances.
7. Window signs shall not exceed 20% of the area of any individual window and otherwise comply with limits on window signs in the Code of Ordinances.
8. No additional signage is allowed for the campus.
9. All leasing information signage for the development should be placed on a building. No additional leasing signs shall be permitted.

SECTION 4: The Master Signage Plan, and all components thereof, shall be as demonstrated on the Plan received by the Planning Department on January 11, 2011 except as modified by this Ordinance.

SECTION 5: This ordinance shall become effective in accordance with Section 3.11 (g) of the City Charter.

ADOPTED THIS ____ DAY OF _____, 2011.

A. JAMES WANG
PRESIDENT OF CITY COUNCIL

APPROVED THIS ____ DAY OF _____, 2011.

HAROLD DIELMANN
MAYOR

ATTEST:

DEBORAH RYAN, MRCC
CITY CLERK



VICINITY MAP

OWNER: Astbury Automotive St. Louis L.L.C.
(DBA) The Plaza Motors Company
11830 Olive Street Road
St. Louis, Missouri 63141
(314) 301-1700 fax: (314) 301-1719

LEGEND

LIMIT OF MASTER SIGN PLAN

GARAGE H BUILDING SIGNAGE SHEET 9

General Notes:

- This site is served by the following:
Telephone - S.W. Bell Telephone Co.
Gas - Locke's Gas Co.
Water - St. Louis County Water Co.
Sewer - Metropolitan St. Louis Sewer District
Electric - Ameren UE
Fire District - Creve Coeur Fire Protection District
- All existing lighting to remain.

- PREVIOUSLY APPROVED SIGNAGE
- PROPOSED SIGNAGE INCLUDED IN THIS PACKAGE
- PROPOSED BANNER LOCATION SHEET 16

SMART CAR PYLON SIGN

CENTER PARKWAY MEDIAN IMPROVEMENTS (PER LEXUS SITE COVERAGE BONUS)

LEXUS BUILDING SIGNAGE SHEET 8

MERCEDES BENZ DIRECTIONAL SIGN

MERCEDES BENZ/ SMART CAR BUILDING SIGNAGE SHEET 3

BMW SERVICE SIGN SHEET 15

PROPOSED 16 S.F. BMW CERTIFIED GROUND SIGN SHEET 17

BMW DIRECTIONAL SIGN

PLAZA MOTORS MONUMENT SIGN SHEET 10,11,12

BMW BUILDING SIGNAGE SHEET 4

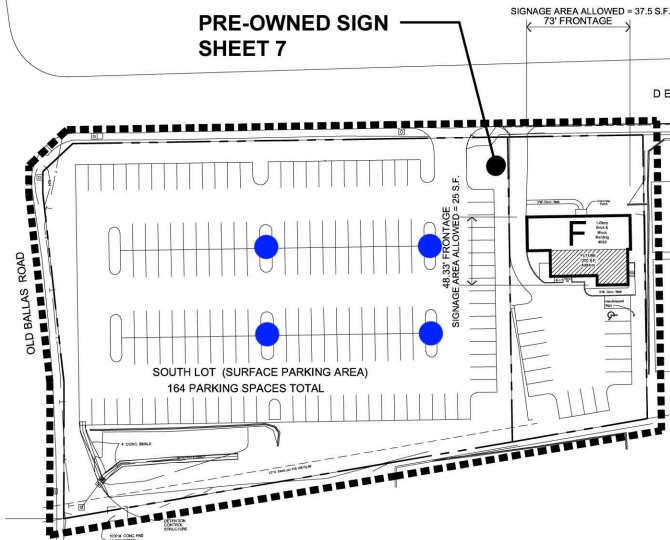
PLAZA MOTORS DIRECTIONAL SIGN

NEW RANGE ROVER BUILDING SIGNAGE SHEET 13

NEW FISHER BUILDING SIGNAGE SHEET 14

AUDI/CADILLAC/ LAND ROVER/PORSCHE BUILDING SIGNAGE SHEET 2

INFINITI BUILDING SIGNAGE SHEET 5



PRE-OWNED SIGN SHEET 7

SERVICE CENTER BUILDING SIGNAGE SHEET 6

MASTER SIGN PLAN SCALE: 1"=50'-0"



INFINITI DIRECTIONAL SIGN

NEW BALLAS ROAD

OLIVE STREET ROAD

MASTER SIGN PLAN FOR:

THE PLAZA MOTOR COMPANY

11830 OLIVE STREET ROAD
CREVE COEUR, MISSOURI



THOMAS ROOF INC. ARCHITECTS
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St. Louis, Missouri 63110
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www.thomasroof.com

DATE: 2-08-11

REVISIONS	

DWG. BY
PROJECT NO. 02-096
SHEET NO.

MSP-1
MASTER SITE PLAN

BUILDING A: ON PREMISE PERMANENT SIGNS

NORTH ELEVATION

SIGN:	SIZE:	AREA:	AREA PER ORDINANCE:	
A1 CADILLAC	4'-0" x 10'-8"	42.7	S.F. (x .687)	28.48 S.F.
A2 FISKER	4'-5" x 4'-5"	15.31	S.F.	15.31 S.F.
A3 LAND ROVER LOGO	3'-0" x 6'-0"	14.14	S.F.	14.14 S.F.
A4 LAND ROVER SERVICE	2'-0" x 10'-0"	20.0	S.F.	20.0 S.F.
A5 CADILLAC SERVICE	2'-3" x 3'-0"	6.75	S.F.	6.75 S.F.
A6 RANGE ROVER	2'-0" x 5'-10"	10.83	S.F.	10.83 S.F.
SUB-TOTAL SIGN AREA:		91.51	S.F.	

EAST ELEVATION

A7 SERVICE	1'-3" x 7'-6"	9.38	S.F. (x .687)	6.26 S.F.
A8 AUDI	3'-0" x 6'-0"	18.0	S.F.	18.0 S.F.
A9 PLAZA	2'-0" x 10'-0"	20.0	S.F.	20.0 S.F.
SUB-TOTAL SIGN AREA:		64.26	S.F.	

SOUTH ELEVATION

A10 PORSCHE	1'-3" x 12'-0"	15.0	S.F. (x .687)	10.0 S.F.
SUB-TOTAL SIGN AREA:		10.0	S.F.	

WEST ELEVATION

A11 AUDI PRE-OWNED	2'-0" x 18'-0"	36.0	S.F.	36.0 S.F.
SUB-TOTAL SIGN AREA:		36.0	S.F.	

BUILDING "A" TOTAL SIGN AREA:	201.77	S.F.
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BUILDING 'A' - NORTH ELEVATION



BUILDING 'A' - EAST ELEVATION



BUILDING 'A' - SOUTH ELEVATION



BUILDING 'A' - WEST ELEVATION

PREVIOUSLY APPROVED SIGN NOT YET INSTALLED PROPOSED SIGN EXISTING SIGN

BUILDING B ON PREMISE PERMANENT SIGNS

NORTH ELEVATION

SIGN:	SIZE:	AREA:	AREA PER ORDINANCE:	
B1 MERCEDES BENZ	15'-0 5/8" X 2'-0 1/4"	30.38 S.F.	30.38	S.F.
B2 PLAZA MOTORS	12'-10 3/8" X 2'-1 1/4"	27.69 S.F.	27.69	S.F.
B3 SERVICE	1'-3" x 7'-6"	9.38 S.F.	6.26	S.F. (x .667)
SUB-TOTAL SIGN AREA:			64.33	S.F.

EAST ELEVATION

SUB-TOTAL SIGN AREA: 0 S.F.

SOUTH ELEVATION

B4 SMART LOGO	10'-8" X 2'-1"	22.2 S.F.	22.2	S.F.
B5 SMART DEALER NAMEPLATE	23'-2" X 1'-0"	23.2 S.F.	23.2	S.F.
B6 MERCEDES BENZ Pre-Owned	15'-0" X 2'-0"	30.00 S.F.	20.01	S.F. (x .667)
B7 Pre-Owned	1'-3" X 6'-0"	7.5 S.F.	5.00	S.F. (x .667)
SUB-TOTAL SIGN AREA:			70.41	S.F.

WEST ELEVATION

B8 SMART LOGO	10'-8" X 2'-1"	22.2 S.F.
B9 SMART DEALER NAMEPLATE	23'-2" X 1'-0"	23.2 S.F.
B10 COMMERCIAL VEHICLE	3'-6" X 2'-8"	9.33 S.F.
SUB-TOTAL SIGN AREA:		54.73 S.F.

BUILDING "B" TOTAL SIGN AREA: 189.47 S.F.



BUILDING 'B' - NORTH ELEVATION



BUILDING 'B' - EAST ELEVATION



BUILDING 'B' - SOUTH ELEVATION



BUILDING 'B' - WEST ELEVATION

PREVIOUSLY APPROVED SIGN NOT YET INSTALLED PROPOSED SIGN EXISTING SIGN

**PLAZA MOTORS
MASTER SIGNAGE PLAN - BUILDING 'B'**

BUILDING C ON PREMISE PERMANENT SIGNS

NORTH ELEVATION

SIGN:	SIZE:	AREA:	AREA PER ORDINANCE:
C1 BMW - PLAZA	2'-5 1/2" x 14'-8"	36.0 S.F.	36.0 S.F.
C2 BMW SERVICE	1'-7" x 13'-0"	20.6 S.F.	20.6 S.F.
SUB-TOTAL SIGN AREA:			56.6 S.F.

EAST ELEVATION

SUB-TOTAL SIGN AREA: 0 S.F.

SOUTH ELEVATION

C3 BMW	2'-5 1/2" x 14'-8"	36.0 S.F.	36.0 S.F.
SUB-TOTAL SIGN AREA:			36.0 S.F.

WEST ELEVATION

SUB-TOTAL SIGN AREA: 0 S.F.

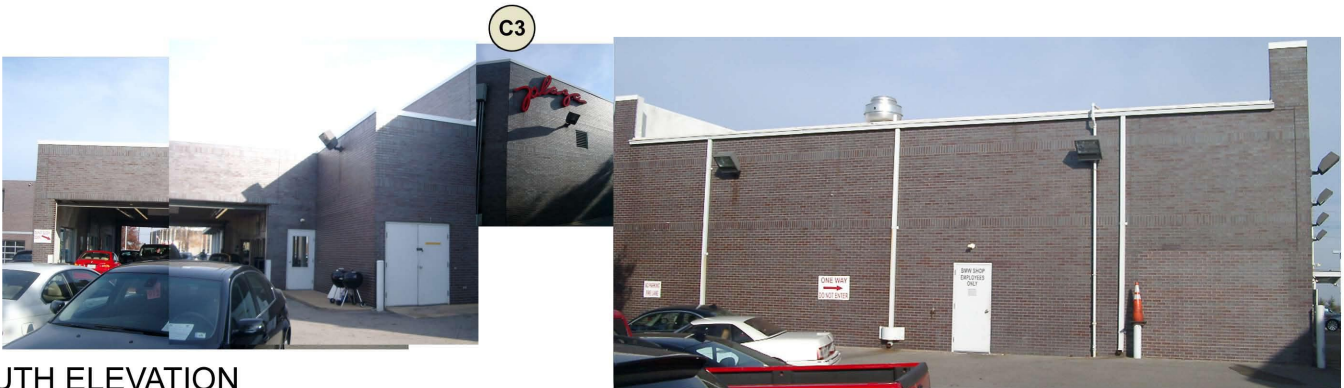
BUILDING "C" TOTAL SIGN AREA: 94.1 S.F.



BUILDING 'C' - NORTH ELEVATION



BUILDING 'C' - EAST ELEVATION



BUILDING 'C' - SOUTH ELEVATION



BUILDING 'C' - WEST ELEVATION

PREVIOUSLY APPROVED SIGN NOT YET INSTALLED PROPOSED SIGN EXISTING SIGN

BUILDING D ON PREMISE PERMANENT SIGNS

NORTH ELEVATION

SUB-TOTAL SIGN AREA: 0 S.F.

EAST ELEVATION

SIGN:	SIZE:	AREA:	AREA PER ORDINANCE:
D1 INFINITI	1'-3" x 11'-10 11/16"	14.9 S.F. (x .667)	9.94 S.F.
D2 INFINITI LOGO	3'-9 1/16" X 7'-3 13/16"	27.5 S.F.	27.5 S.F.
D3 PLAZA	1'-3" x 4'-1"	5.104 S.F. (x .667)	3.4 S.F.
SUB-TOTAL SIGN AREA:		40.84 S.F.	

SOUTH ELEVATION

D4 SERVICE	1'-3" x 5'-5 3/8"	7.0 S.F. (x .667)	4.67 S.F.
D5 INFINITI ENTRY	1'-6 1/2" x 1'-9 3/4"	2.8 S.F. (x .667)	1.86 S.F.
SUB-TOTAL SIGN AREA:		6.53 S.F.	

WEST ELEVATION

SUB-TOTAL SIGN AREA: 0 S.F.

BUILDING "D" TOTAL SIGN AREA: 47.57 S.F.



BUILDING 'D' - NORTH ELEVATION



BUILDING 'D' - EAST ELEVATION



BUILDING 'D' - WEST ELEVATION



BUILDING 'D' - SOUTH ELEVATION

PREVIOUSLY APPROVED SIGN NOT YET INSTALLED PROPOSED SIGN EXISTING SIGN

BUILDING E ON PREMISE PERMANENT SIGNS

NORTH ELEVATION
SUB-TOTAL SIGN AREA: 0 S.F.

EAST ELEVATION
SUB-TOTAL SIGN AREA: 0 S.F.

SOUTH ELEVATION
SUB-TOTAL SIGN AREA: 0 S.F.

WEST ELEVATION

SIGN:	SIZE:	AREA:	ORDINANCE:
E1 PARTS DEPARTMENT	2'-8" x 18'-0"	48.0 S.F.	48.0 S.F.
SUB-TOTAL SIGN AREA:			48.0 S.F.

BUILDING "E" TOTAL SIGN AREA: 48.0 S.F.



BUILDING 'E' - NORTH ELEVATION



BUILDING 'E' - SOUTH ELEVATION



BUILDING 'E' - WEST ELEVATION

 PREVIOUSLY APPROVED SIGN NOT YET INSTALLED  PROPOSED SIGN  EXISTING SIGN

BUILDING F ON PREMISE PERMANENT SIGNS

NORTH ELEVATION
SUB-TOTAL SIGN AREA: 0 S.F.

EAST ELEVATION
SUB-TOTAL SIGN AREA: 0 S.F.

SOUTH ELEVATION
SUB-TOTAL SIGN AREA: 0 S.F.

WEST ELEVATION

SIGN:	SIZE:	AREA:	ORDINANCE:
F1 PLAZA PRE-OWNED	3'-4" x 3'-4"	11.1 S.F.	11.1 S.F.
SUB-TOTAL SIGN AREA:		11.1 S.F.	

BUILDING "F" TOTAL SIGN AREA: 11.1 S.F.

F2 LOW MONUMENT SIGN

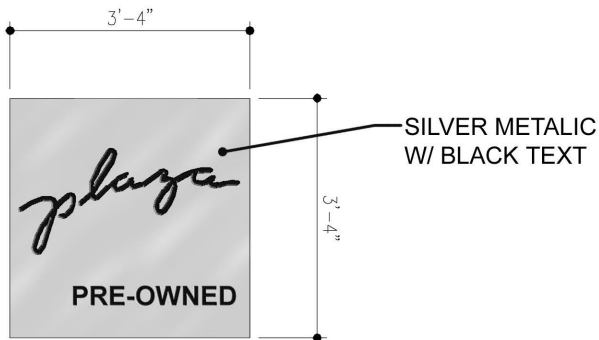
SIGN AREA REQUESTED PER SIGN FACE:	21.34 S.F.
SIGN AREA ALLOWED PER SIGN FACE:	30.0 S.F.



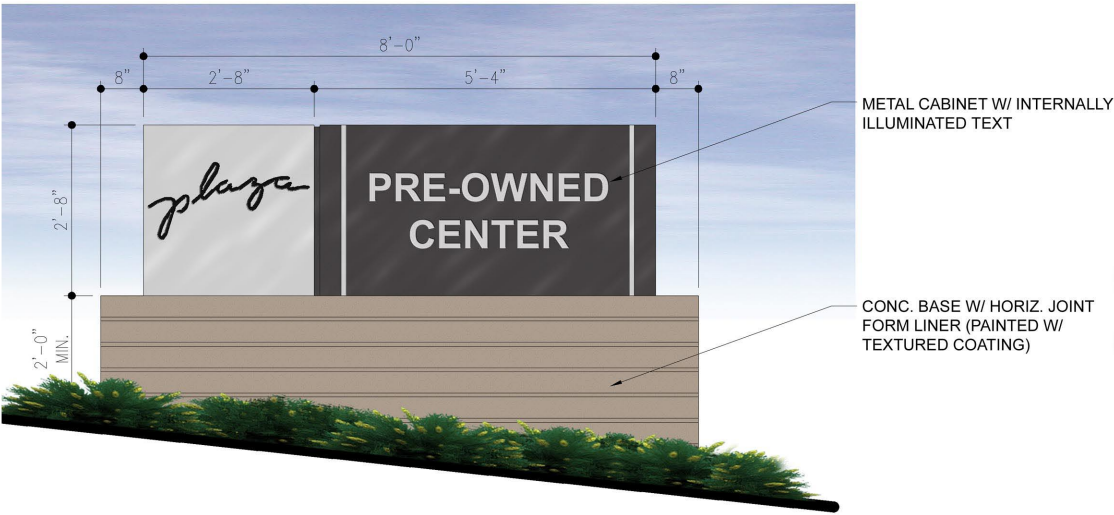
BUILDING 'F' - SOUTH ELEVATION



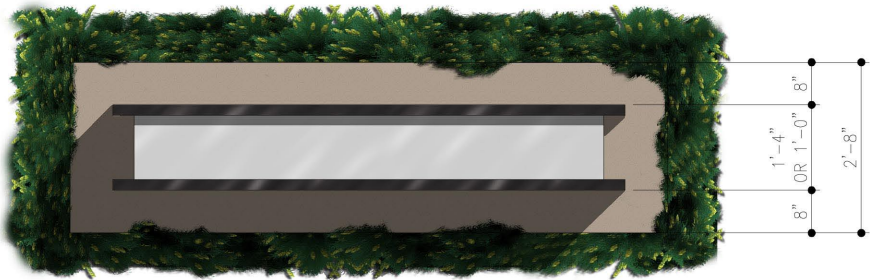
BUILDING 'F' - WEST ELEVATION



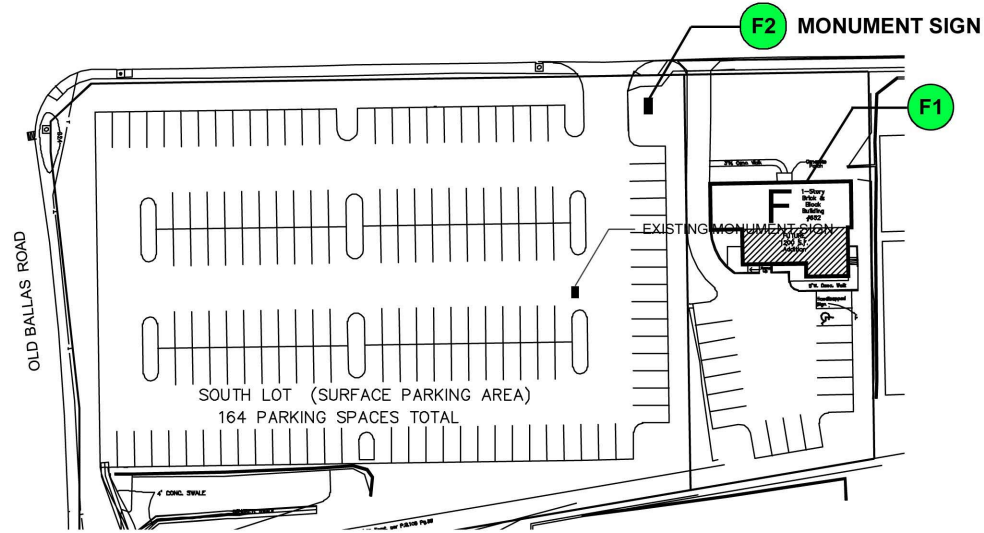
F1 PRE-OWNED SIGN ELEVATION



F2 PRE-OWNED SIGN ELEVATION
SCALE: NTS



F2 PRE-OWNED SIGN PLAN
SCALE: NTS



KEY PLAN

● PREVIOUSLY APPROVED SIGN NOT YET INSTALLED ● PROPOSED SIGN ● EXISTING SIGN

BUILDING G ON PREMISE PERMANENT SIGNS

NORTH ELEVATION

SIGN:	SIZE:	AREA:	AREA PER ORDINANCE:
G1 LEXUS	1'-4" x 12'-0"	16.0 S.F. (x .667)	10.67 S.F.
G2 LEXUS LOGO	2'-6" x 4'-0"	10.0 S.F.	10.0 S.F.
G3 SERVICE	1'-0" x 12'-0"	12.0 S.F. (x .667)	8.0 S.F.
SUB-TOTAL SIGN AREA:			28.67 S.F.

EAST ELEVATION

G4 LEXUS	1'-4" x 12'-0"	16.0 S.F. (x .667)	10.67 S.F.
G5 LEXUS LOGO	2'-6" x 4'-0"	10.0 S.F.	10.0 S.F.
SUB-TOTAL SIGN AREA:			20.67 S.F.

SOUTH ELEVATION

SUB-TOTAL SIGN AREA:			0 S.F.
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WEST ELEVATION

SIGN:	SIZE:	AREA:	ORDINANCE:
G6 PRE-OWNED	1'-4" x 22'-0"	29.33 S.F. (x .667)	19.56 S.F.
SUB-TOTAL SIGN AREA:			19.56 S.F.
BUILDING "G" TOTAL SIGN AREA:			68.9 S.F.



BUILDING 'G' - NORTH ELEVATION



BUILDING 'G' - EAST ELEVATION



BUILDING 'G' - WEST ELEVATION

PREVIOUSLY APPROVED SIGN NOT YET INSTALLED PROPOSED SIGN EXISTING SIGN

GARAGE H

NORTH ELEVATION

SUB-TOTAL SIGN AREA: 0 S.F.

EAST ELEVATION

SUB-TOTAL SIGN AREA: 0 S.F.

SOUTH ELEVATION

SUB-TOTAL SIGN AREA: 0 S.F.

WEST ELEVATION

SIGN:	SIZE:	AREA:	AREA PER ORDINANCE:
H1 PLAZA "SCRIPT"	8'-0" x 15'-0"	120.0 S.F. (x .667)	80.0 S.F.
SUB-TOTAL SIGN AREA:		80.0 S.F.	

BUILDING "H" TOTAL SIGN AREA: 80.0 S.F.



BUILDING 'H' - NORTH ELEVATION

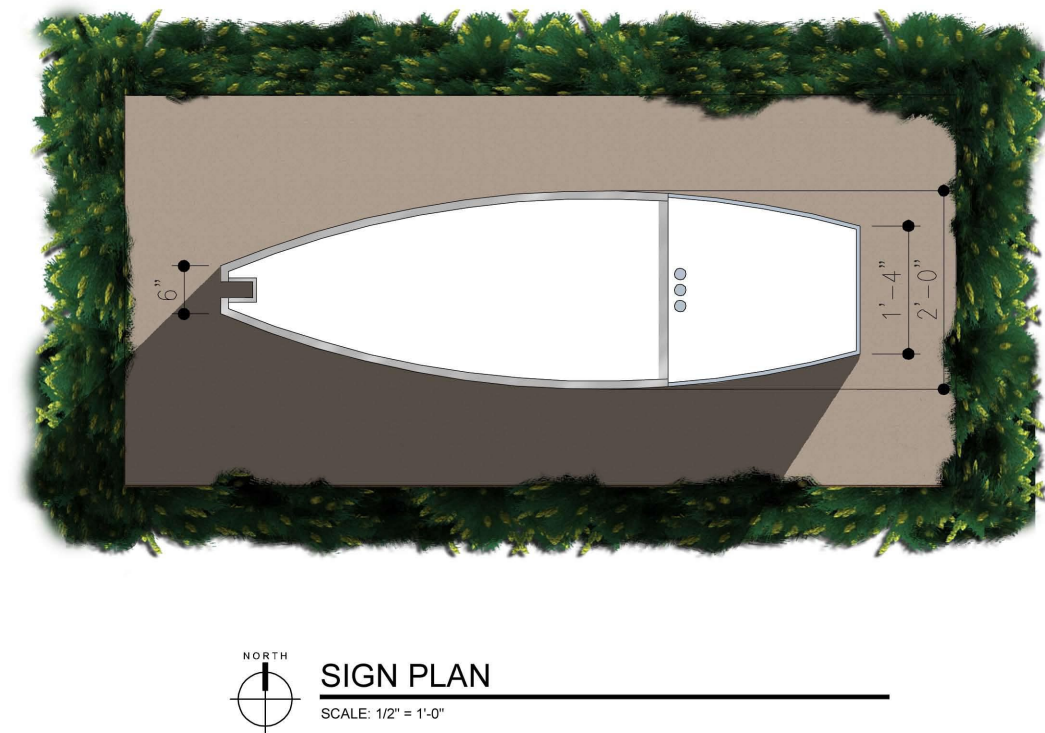
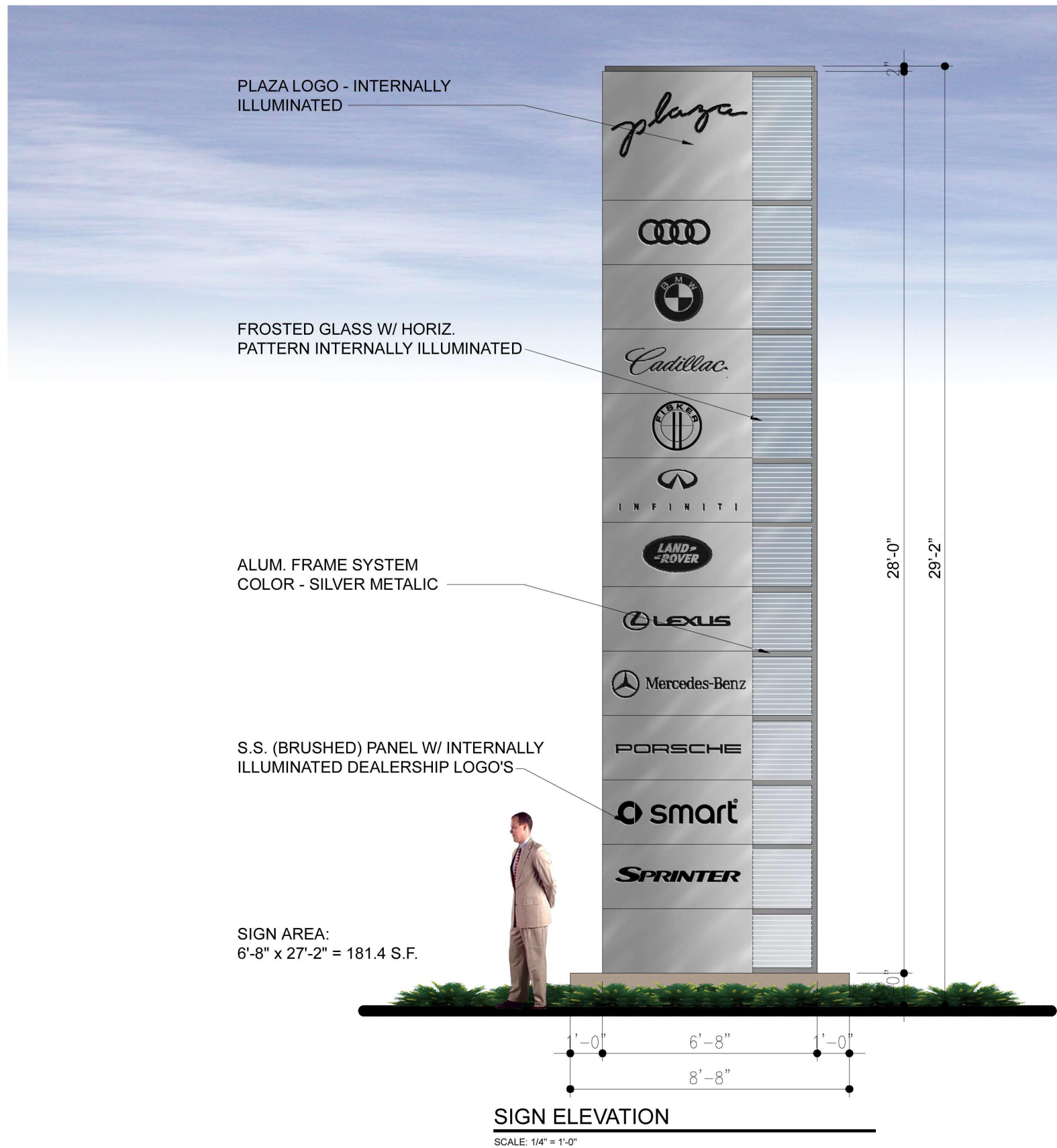


BUILDING 'H' - EAST ELEVATION



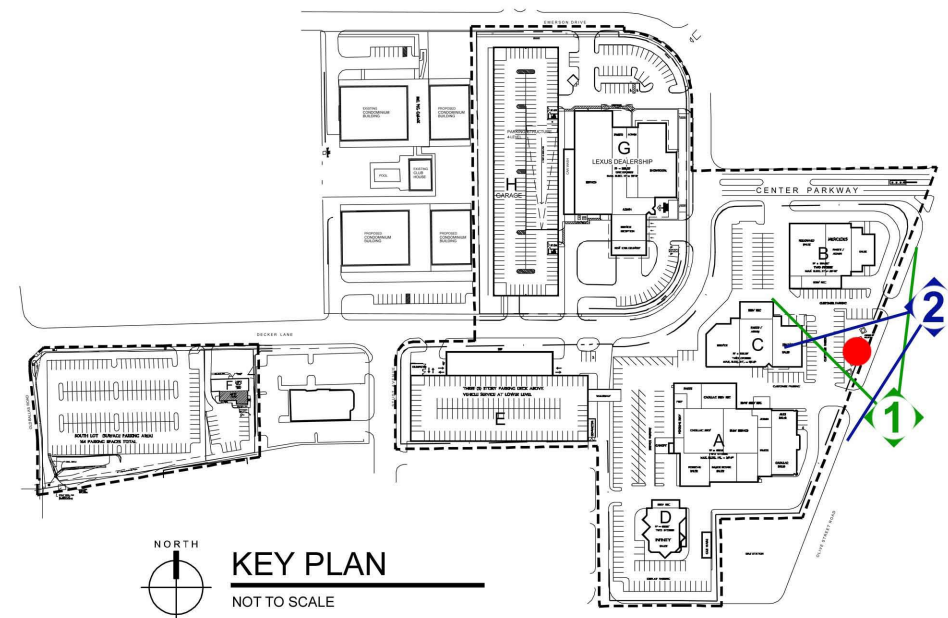
BUILDING 'H' - WEST ELEVATION

PREVIOUSLY APPROVED SIGN NOT YET INSTALLED PROPOSED SIGN EXISTING SIGN



NOTE:
PREVIOUSLY APPROVED
BY CITY OF CREVE COEUR

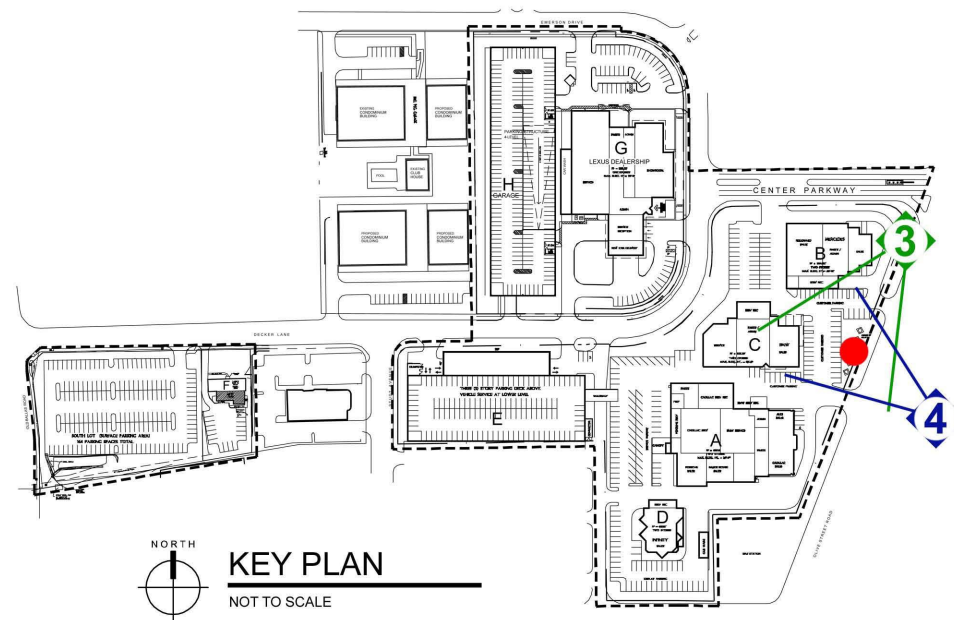
PLAZA MOTORS SIGNAGE IMPROVEMENTS



● MONUMENT SIGN
LOCATION

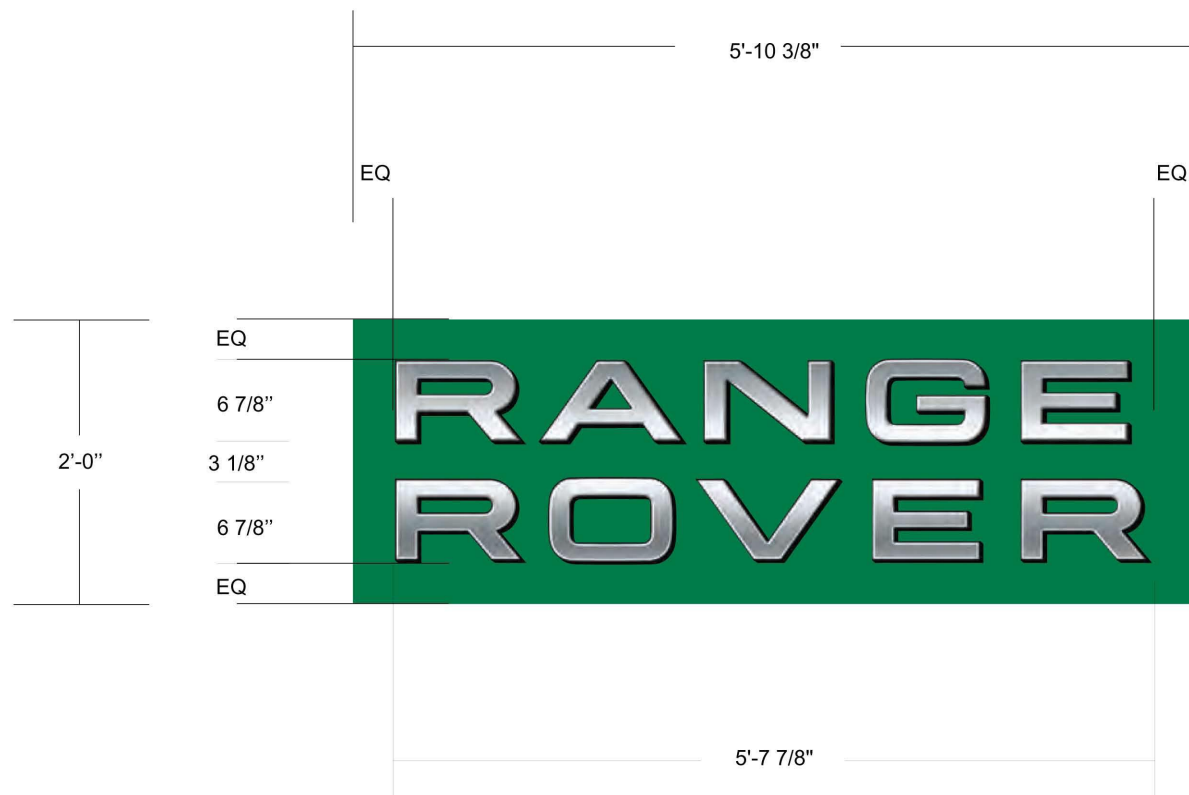
NOTE:
PREVIOUSLY APPROVED
BY CITY OF CREVE COEUR

PLAZA MOTORS SIGNAGE IMPROVEMENTS



NOTE:
PREVIOUSLY APPROVED
BY CITY OF CREVE COEUR

PLAZA MOTORS SIGNAGE IMPROVEMENTS



RR-0-2 - TOWER NEW BUILD

RANGE ROVER:
ALUMINUM SIGN CABINET FINISHED PMS #555 GREEN
ROUTED OUT GRAPHICS BACKED UP WITH 2447 WHITE ACRYLIC
MOULDED SILVER ACRYLIC LETTERS MOUNTED ON .5" CLEAR ACRYLIC
HALO EDGE LIGHTING
INTERNALLY ILLUMINATED WITH HO FLUORESCENT



LR-0-2 - FACE REPLACEMENT

ALUMINUM CONSTRUCTION FINISHED TO MATCH PMS# 555 GREEN
DOME FORMED ACRYLIC FACE
MIRROR STAINLESS STEEL ACCENT RING
VT 2791 GREEN BACKGROUND FILM (Second Surface)
SILVER CHROME 3635-110 LETTERS & BORDER (First Surface)
WHITE KEYLINE AROUND LETTERS & BORDER
WHITE DIFFUSER 3630-30 ON BACK OF SECOND SURFACE

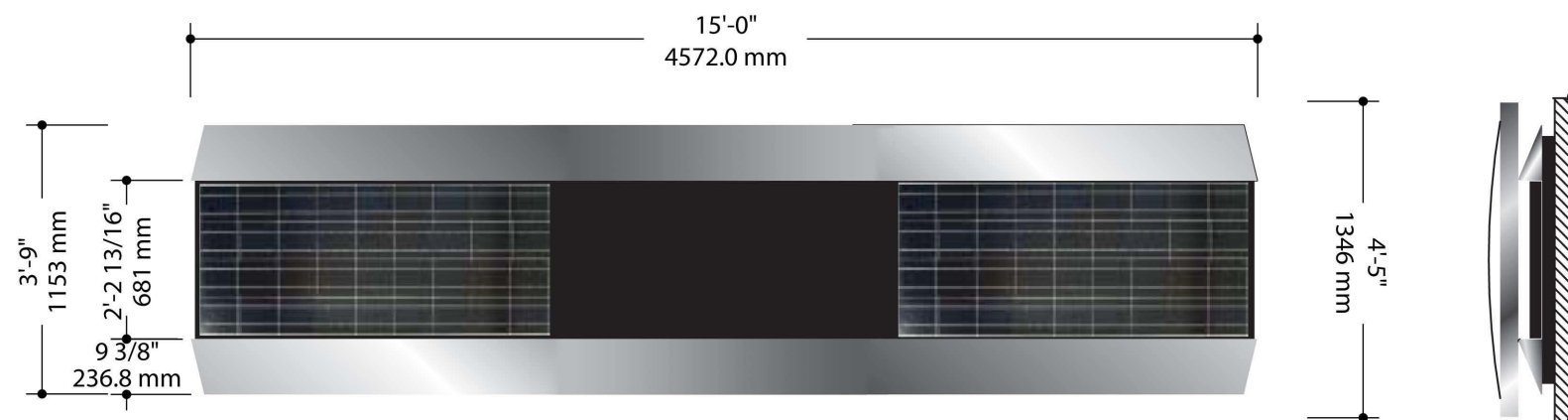
NEW FACEPLATE TO BE INSTALLED
IN PREVIOUSLY APPROVED AND INSTALLED SIGN FRAME

PLAZA MOTORS SIGNAGE IMPROVEMENTS



4'-5"
1346 mm

WM 20
WM 20 MEDALLION SIGN



W 20 Solar

SOLAR FASCIA SYSTEM

(GENERATES APPROXIMATELY 4 HOURS OF ENERGY TO ILLUMINATE THE SIGN EACH NIGHT)

**PLAZA MOTORS
SIGNAGE IMPROVEMENTS**



Architects of the Possible®
9812 Manchester Road
St. Louis, Missouri 63119
© Copyright 2010

CREVE COEUR,
02-096

MISSOURI
02-08-11

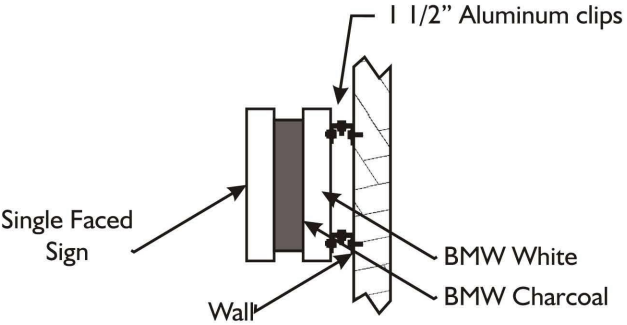
plaza

Sign requires:
 2 - 64" H.O. FL. Lamps
 2 - 72" H.O. FL. Lamps
 1-ASB-1224-24 @ 2.8 Amp draw

Customer Approval:	IMPORTANT: Permanent access to the back side of the wall is required for installation and wiring of the sign. If it is NOT available it must be provided by the customer before installation.
SIGNATURE	
Date: / /	
Approval Received by United: / /	



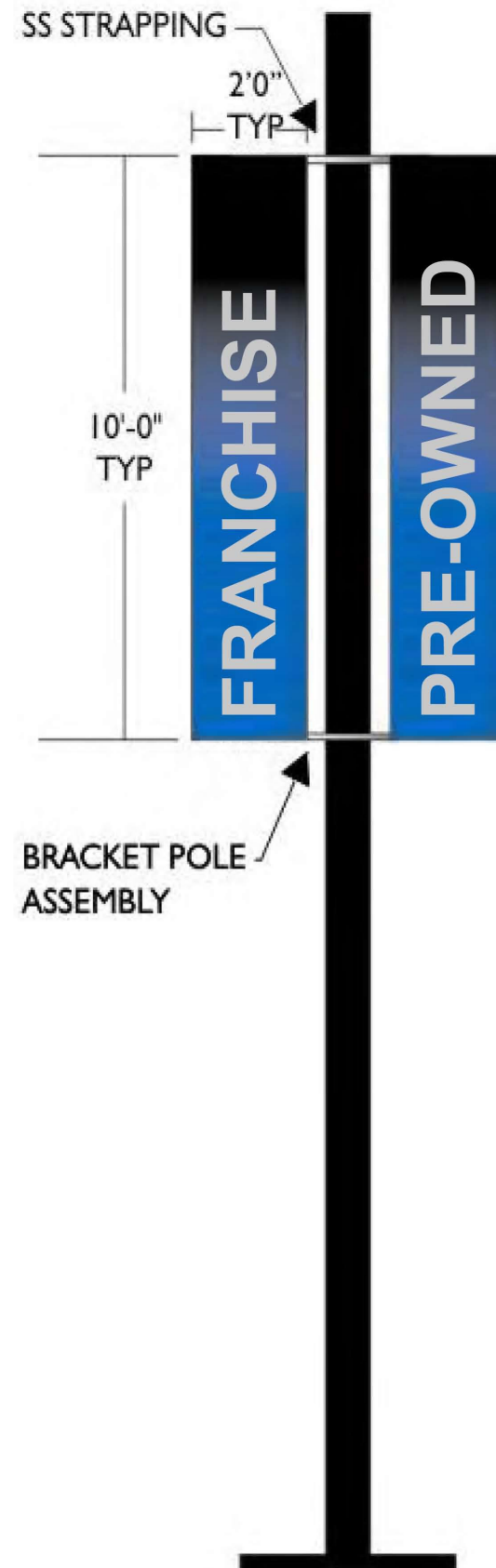
Elevation of Sign
 Scale: 1/2"=1'-0"



Side View @ Wall Mount

Constructed of standard BMW extrusion with 090 face pans, routed copy backed with Day-Nite acrylic. Internally illuminated with fluorescent lamps / ballasts.


 THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.



Application: For use on existing site lighting standards.

Specifications: Full color vinyl double-sided banners mount in series as shown.

NOTE:

- EXAMPLE ONLY FOR SIZE AND BRACKET FINISH REFERENCE

- ACTUAL BANNER IMAGE VARIES PER FRANCHISE

PLAZA MOTORS SIGNAGE IMPROVEMENTS

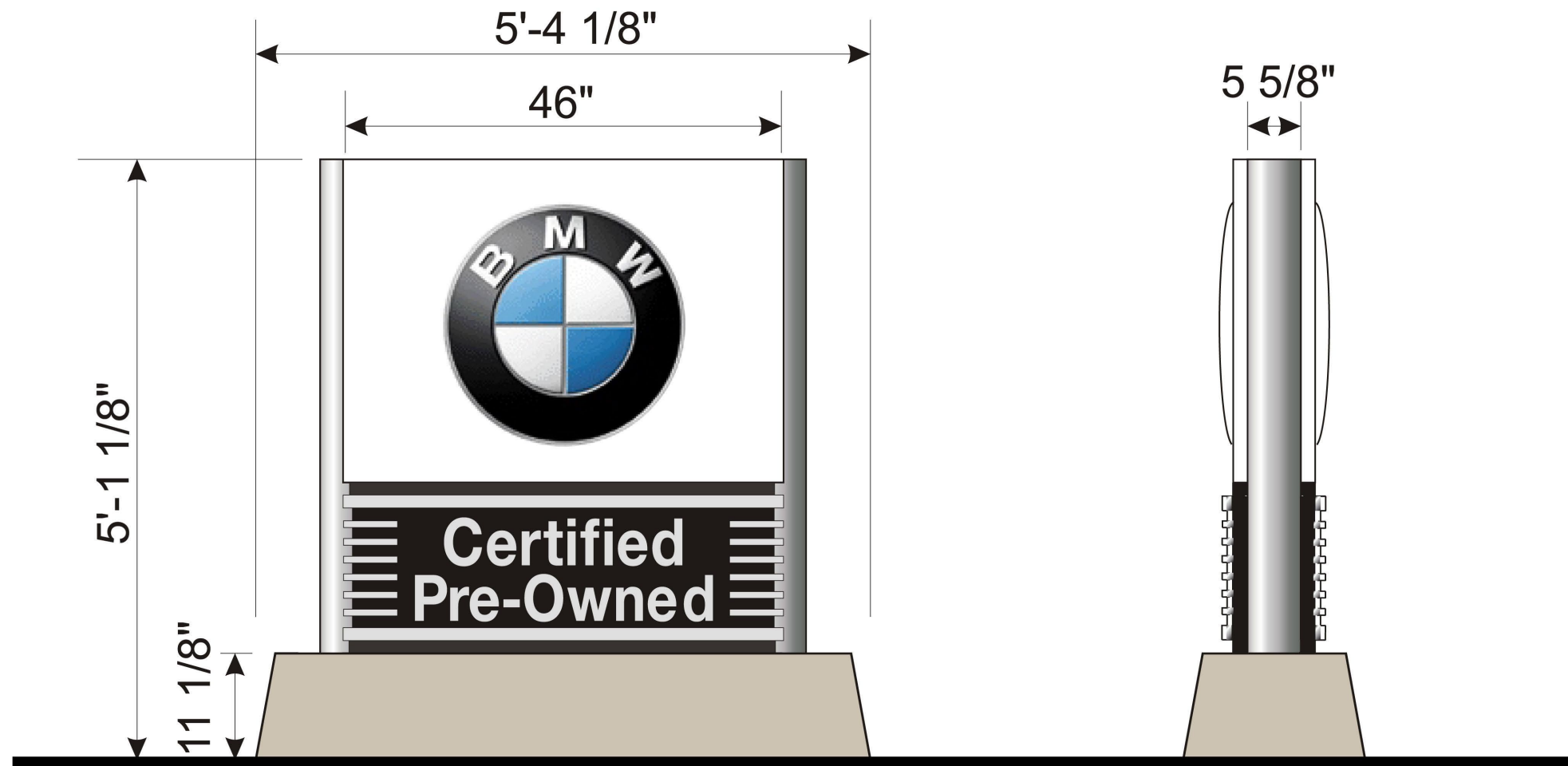


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Foundation required
to match local codes

1 - 120v circuit required

Specifications (CPO) SP4

Cabinet is fabricated using internal angle framing w/ .063" Alum. fillers. Welded gussets at corners as needed.

Faces are .090" flat Alum. routed copy and 1/2" clear acrylic push thru copy w/ polished Stainless Steel on face. No retainers or seams on face side. Face color: BMW White, NOTE: faces hinged for service. Internal illumination by H.O. FL. lamps.

Certified Pre-Owned section

Fabricated using Alum. angle framing, faces are .090" Alum. w/ push thru acrylic copy. Internal illumination by H.O. FL. lamps.

Dealer section

Fabricated using Alum. angle framing, faces are .090", painted BMW White, polished Stainless Steel copy mounted w/ VHB, non-illuminated.

Supports are steel pipe, finished to match #230-121 Silver

PLAZA MOTORS SIGNAGE IMPROVEMENTS



city of CREVE COEUR

300 North New Ballas Road • Creve Coeur, Missouri 63141
(314) 432-6000 • Fax (314) 872-2539 • Relay MO 1-800-735-2966
www.creve-coeur.org

APPLICATION TO PLANNING AND ZONING COMMISSION #10-040

FOR THE MEETING OF: January 18, 2011

LOCATION: 11830 Olive Boulevard

REQUEST: To allow additional signage at the Plaza Motors Campus for a new product line and additional directional light-pole banners throughout the campus.

ADDITIONAL INFORMATION: Plaza Motors received approval for a Master Sign Plan in 2003 (Ordinance No. 2205), that was amended in 2005 (Ordinance No. 3090), 2007 (Ordinance No. 4068), and in 2008 (Ordinance No. 5039). This request will repeal those ordinances and replace them with a new Master Sign Plan package to reflect current and new requested signage for the campus.

Key Issues:

- Sign Location, Size
- Visual Clutter
- Protection of pedestrian and vehicular traffic safety from the proliferation of signs.
- Identification of places of commerce

Comp. Plan References

- Design Guidelines

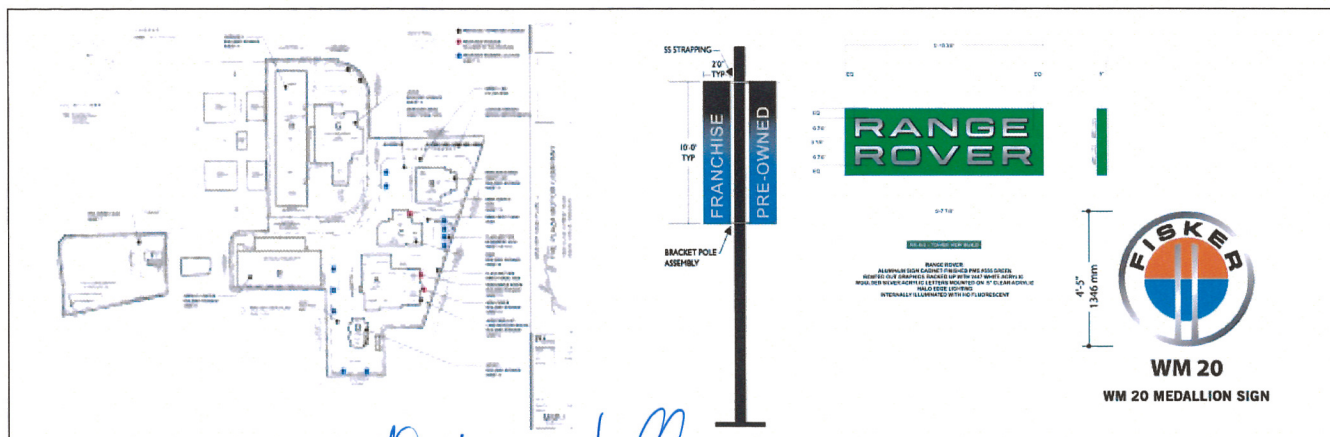
Zoning Code References

- Article VIII Sign Regulations
- 405.950 Signs in Non-Residential Districts
- 405.950.6-Master Signage Plans

APPLICANT: Mr. John Capps
Plaza Motors
11830 Olive Boulevard
Creve Coeur, MO 63141

**APPLICANT'S
REPRESENTATIVE:**

Lisa Woodruff
TRi Architects
9812 Manchester Rd
Saint Louis, MO 63119



REPORT PREPARED BY:

Whitney Kelly
Whitney Kelly, AICP
City Planner

1/14/2011
Date

ATTACHMENTS: Draft Ordinance

Applicants Materials Received January 11, 2011
Ordinance #2205, 3098, 4068, and 5039

PROPOSAL SUMMARY

Lisa Woodruff of TRi Architects, has submitted an application on behalf of Plaza Motors to update the existing Master Signage Plan for the Plaza Motors campus to include new signage for new product lines, and directional signs and banners throughout the campus. The new product signs include a “Range Rover” wall sign (10.83 sq. ft.) to be placed along with the existing “Land Rover” wall sign (14.14 sq. ft.) and a Fisker logo wall sign (15.31 sq. ft.) along Olive Boulevard on the building identified as Building “A” in the Applicant’s Materials attached. The product name will also be included on the prior approved monument tower along Olive Boulevard.

Directional signage includes a “BMW Service” wall sign on Building “B” and banners that are attached to existing light-pole fixtures throughout the campus. These ten feet x two feet banners would be secured to the light poles at both ends with brackets to minimize movement. Two double-sided banners would be placed on each light fixture. The banners along Olive Boulevard would be placed on the four light fixtures in front of the BMW building (identified as Building “C”) near the existing flag poles and the prior approved 30 foot sign. Two light fixture banners are proposed along N. New Ballas in front of the Plaza Infiniti showroom (Building “D”), three along the access drive behind Building “A”, two along behind Building “B”, along Decker Lane, and four within the pre-owned lot at the corner of Old Ballas Road and Decker Lane.

In addition, Plaza Motors is seeking to have window signs of up to 25% of the window space, instead of 20% as currently allowed under the existing Sign Regulations.

BACKGROUND

Plaza Motors received Master Signage Plan approval by City Council in 2003 (Ordinance #2205). This plan was amended in 2005 (Ordinance No. 3090), 2007 (Ordinance No. 4068), and in 2008 (Ordinance No. 5039). In order to clear up any confusion on what was prior approved, signs that are no longer up, and what is currently being proposed, the draft ordinance will repeal the prior approved and amending ordinances, and replace it with a new ordinance along with Applicant’s Materials identifying all current and proposed new signage for the campus.

LAND USE AND ZONING OF SURROUNDING PROPERTIES

The adjacent zoning and land uses are as follows:

DIRECTION	USE	ZONED	SEPARATED BY
North	Commercial/ Retail	“CB” Core Business	Olive Boulevard
South	Commercial/ Retail/ Restaurants	“CB” Core Business	NA
East	Commercial/ Restaurants	“CB” Core Business	N. New Ballas Road
West	Office/ Hotel/ Restaurant	“CB” Core Business	Decker Lane and Center Parkway Drive

COMPREHENSIVE PLAN REVIEW

The Comprehensive Plan does not provide much direction in sign review. However the subject property is within the Central Business District that calls for a linear “green-line” park along Olive Boulevard.

Community Health and Connectivity

2. Create a linear “green-line” park along Olive Boulevard connecting the Central Business District and other activity nodes. This feature will be developed primarily through additional landscaping and streetscaping, preservation of existing trees, and construction of sidewalks, with only such limited land acquisition as is necessary to fill in missing links. (p.22)
3. Require new commercial, institutional, and multi-family development or redevelopment to include public amenities such as pedestrian connections, bicycle facilities, public seating/gathering areas, and open space, as appropriate. (p.22)

The visual clutter of the prior approved 30 foot ground monument sign, the flags, wall signs on the buildings, window signs, and signs on the cars, with the proposed light pole banners competing for attention would detract from the “green-line” park experience in the area.

ZONING CODE REVIEW

All signs within the City are regulated under Article VIII of the Zoning Ordinance. The purpose of the Sign Regulations are to encourage the effective use of signs as a means of communication, to maintain and enhance the aesthetic appearance of the City and to facilitate and improve pedestrian and vehicular traffic safety, and to lessen confusion and visual clutter caused by a proliferation of signs competing for attention.

Relevant sections of the Sign Regulations are below:

Article VIII SIGN REGULATIONS OF THE ZONING ORDINANCE

SECTION 405.930: GENERAL PROVISIONS

- D. *Prohibited Signs.* The following types of signs are specifically prohibited in the City:
 8. Moving signs including those of which all or any part of the sign moves or appears to move. This prohibition against moving signs shall extend to devices including strings of light bulbs and rotating signs, whether part of any signs or maintained as an independent feature. This prohibition does not apply to tri-vision billboards or exempted governmental and official signs. "Tri-vision billboard" means a sign face having a series of three-sided rotating slats arranged side by side, either horizontally or vertically, which is capable of displaying a total of three (3) separate message copies, one (1) message copy at a time.

Section 405.950 SIGNS IN NON-RESIDENTIAL DISTRICTS

2: On-premises permanent signs.

- a. Individual or freestanding business or use. Each individual business or use located at ground floor level with its own entrance at street level or a second (2nd) story retail business, either of which has sign frontage as defined in Section 405.120, may have one (1) or more wall signs, window signs or signs affixed or painted on canopies or awnings with a total gross sign area per sign frontage not to exceed one (1) square foot per linear foot of sign frontage upon which the sign is to be located, up to a maximum of twenty-five (25) square feet in area; except that the total gross sign area per sign frontage may increase by twelve and one-half (12.5) square feet for each fifty (50) feet an individual business or use sets back from the edge of street pavement up to a maximum of one hundred twenty-five (125) square feet in area, provided said individual business or use has the required sign frontage to allow such an increase....
- 3: *Temporary or incidental signs.* The following signs are permitted as temporary or incidental to a given ground floor business or use and are not to be included in calculating the allowable gross sign area for on-premises permanent signs:
 - a. *Window signs.* The total gross sign area of all window signs as defined in Section 405.120, Definition of Terms, shall not exceed twenty percent (20%) of the area of any individual window located in the lowest eleven (11) feet of the storefront as measured from the adjacent exterior grade. For the purposes of this Section, panes of glass separated by a structural column or portion of exterior finished wall shall be considered individual windows. Further, glass located within a door, whether or not it is

used as an entrance/exit, is not an eligible location for a window sign. No window signs are allowed more than eleven (11) feet above the adjacent grade.

- b. *Temporary promotional displays and signs.* Temporary promotional displays such as banners, posters, pennants, ribbons, streamers and balloons shall be permitted for ground floor retail sales and service uses to announce grand openings, special sales or events. These special promotions shall be limited to two (2) times per year for up to three (3) weeks each period. A separate sign permit shall be required for each event. These temporary promotional displays shall be constructed and lettered to a professional quality and the size of banners or posters shall not exceed the allowable square footage for on-premises permanent signs. Permitted balloons shall not exceed two (2) feet in length or width. The items shall be secured in such a manner as to minimize movement and shall be attached to the main building or structure and not be erected as freestanding elements or attached to vehicles or low monument signs.

However, the Master Signage Plan allows for deviation from the sign regulations on large campuses in order to provide for a more consistent program as to ensure convenience to the visitor, user or occupant of the development while not adding to street clutter or otherwise detracting from the planned unit nature of the development.

- 6. *Master signage plans--*"CB" Core Business District, "PH" Planned Hospital District, "HE" Higher Education District and residentially zoned institutions (schools and places of worship with a minimum tract area of twenty (20) acres). The provisions set forth in the preceding Sections 405.910, et seq., shall be applicable as stated therein to signs accessory to uses in "CB" Core Business District, "PH" Planned Hospital District and "HE" Higher Education District and signs accessory to residentially zoned institutions (schools and places of worship with a minimum tract area of twenty (20) acres). However, in keeping with the intent to allow flexibility in the design of planned developments and campuses, the following options may be applicable to signs accessory to uses in the "CB" Core Business District, "PH" Planned Hospital District and "HE" Higher Education District and signs accessory to residentially zoned institutions (schools and places of worship with a minimum tract area of twenty (20) acres):
 - a. As an alternative, signs may be permitted in accordance with a Comprehensive Plan of signage subject to the recommendation of the Planning and Zoning Commission and approval of the City Council following a public hearing conducted in accordance with the provisions of Sections 405.1060(D)(3) and 405.1120 of the Zoning Code. The Comprehensive Plan of signage shall show the location, size, height and extent of all proposed signs, as well as the nature of the information to be displayed on the signs. In addition, the geographic limits of the area to be covered by the Comprehensive Plan of signage must be shown.
 - b. In addition, a plan for off-site directional signs in commercial districts which identify commercial centers and institutional campuses may be recommended by the Planning and Zoning Commission and approved by the City Council following a public hearing conducted in accordance with the provisions of Sections 405.1060(D)(3) and 405.1120 of the Zoning Code. The plan for off-site signs shall show the location, size, height and extent of all signs encompassed within the signage plan, as well as the nature of the information to be displayed on each sign. All such signs shall be located within the "CB" Core Business District, "PH" Planned Hospital District or "HE" Higher Education District. Off-site signage is not permitted in residential districts.
 - c. Any application submitted pursuant to Subsection (6)(a) or (b) above may be made by any property owner, owner of an easement, lessee, contract purchaser or their agent. Such application shall be accompanied by a statement setting forth the names of the record owners of the properties upon which such signs are proposed to be located and the notarized agreement of each record owner to the placement of such signs on their property. When an application requests permission to erect a sign on property owned by someone other than the applicant, then such application shall be accompanied by a written and notarized statement signed by the record owners of such properties which indicates their endorsement of the application.
 - d. The above-cited signage options shall be exercised in accordance with the standards for all planned developments as set forth in Section 405.1080. All proposed signs shall be in scale and harmonious with the development and shall be so located and sized as to ensure convenience to the visitor, user or occupant of the development while not adding to street clutter or otherwise detracting from the planned unit nature of the development and the purposes of architectural and urban design elements.

SIGN PLACEMENT AND DESIGN

The three wall signs are in general conformance with the existing signage on site and should not appear to be a significant change in character.

The proposed banners are a departure from the current sign regulations, as they are being proposed to be attached to light-fixtures around the Plaza Motors campus (not attached to any building), and brackets will remain for a more permanent timeframe allowing the banners to be changed periodically, but essentially remain up on a permanent basis. However, they will be securely attached to the light fixtures to minimize movement.

Staff believes that the four proposed locations along Olive Boulevard will significantly add to the visual clutter, especially in such close proximity to the existing flags, and the previously approved 30 foot ground monument sign, the window signage, and product logos on the building, as well as the cars parked in front of the buildings that also contain information. The ground monument sign was approved in 2008 (Ordinance #5039), and is currently under production and will be in place within the year. Below is the view of the flags with the ground monument sign and the light poles that the applicant is proposing to add banners.



Therefore the draft ordinance includes a condition that light pole banners are to be excluded from along Olive Boulevard. If the Commission Members disagree with Staff and would like to include them as proposed by the applicant, a motion would need to be made for this request.

The other proposed locations throughout the property would not substantially add to the visual clutter, are generally behind the main buildings along Olive Boulevard, and create identification of the campus area. Further conditions include that any damaged or weathered banners be immediately replaced and that any brackets that are damaged, significantly rusted, and/or not securely holding banners to minimize movement shall be immediately replaced.

At the time of Plaza Motors, original approval for the Master Signage Plan, sign regulations allowed for up to 25% of the window space to include signs. Current regulations limit window signs to 20%. The applicant is requesting that the total gross sign area of all window signs for the Plaza Motors campus remain at 25%. If Commission Members prefer a different percentage, a motion will need to be made that includes a percentage number not to exceed the total gross sign area for window signs.

CONCLUSION

The draft Master Sign Plan Ordinance offered by Staff recommends that the approval of the Plaza Motors Master Signage Plan include the following conditions:

- Light pole banners shall not be located along Olive Boulevard.
- Any damaged or weathered light pole banners shall be immediately replaced
- Any brackets that are damaged, rusted, and not securely holding banners to minimize movement shall be immediately replaced.

A further note: the Applicant's submittal on January 11, 2011 indicates a revision date error of 01-10-08. This shall be changed to indicate the correct date of revisions for City Council approval.

ACTION

If the Planning and Zoning Commission believe the proposed Master Sign Plan proposal for the Plaza Motors Campus is consistent with the purpose and requirements of Article VIII, a recommendation on the Master Signage Plan Amendment to the City Council for approval is necessary. Action on the Plaza Motors Master Signage Plan Amendment will come in the form of a recommendation of approval, approval with conditions or denial.

MOTION

The following is an example of an appropriate motion for this application:

"I move to recommend approval of the Master Signage Plan for the Plaza Motors Campus, submitted with Application #10-040, subject to the conditions contained in the draft ordinance attached to the staff report dated January 18, 2011" (conditions may be added, eliminated, or modified by preceding motion).

APPENDIX 1: COMPREHENSIVE PLAN

Included and attached by reference. See body of report for specific excerpts.

APPENDIX 2: ZONING CODE

Included and attached by reference. See body of report for specific excerpts.

BILL NUMBER 3179

ORDINANCE NUMBER 2205

**AN ORDINANCE FOR A MASTER SIGNAGE PLAN PURSUANT TO SECTION
104.6 OF ORDINANCE NUMBER 1903 OF THE CITY OF CREVE COEUR, FOR
PLAZA MOTORS LOCATED AT 11830 OLIVE BOULEVARD**

WHEREAS, An application, pursuant to Section 26-104.6 of the City's Code of Ordinances, was submitted by TR,i Architekts on behalf of Plaza Motors for a Master Signage Plan for properties located within the Plaza Motors campus with the primary address of 11830 Olive Boulevard;

WHEREAS, The boundaries of the Master Signage Plan will be for Plaza Motors including all existing and proposed signage as demonstrated in Exhibit 1, Master Signage Plan;

WHEREAS, Said property is zoned "CB" Core Business district,

WHEREAS, The Planning and Zoning Commission recommended approval of the Master Signage Plan on August 19, 2002;

WHEREAS, a Public Hearing was held by the Creve Coeur City Council on Monday, September 9, 2002, beginning at 7:30 p.m. or immediately following the close of the previous Public Hearing, on said application for the Conditional Use Permit as provided by Article 9, Section 26-114 of Ordinance Number 1903 of the City of Creve Coeur, and

WHEREAS, notice of publication for said Public Hearing had been previously published on August 23, 2002 in the St. Louis Countian and on the week of August 25, 2002 in the West County Journal, newspapers of general circulation in the City of Creve Coeur, and

WHEREAS, all parties desiring to be heard, either for or against said application, were given an opportunity to be heard, and a copy of the proposed ordinance has been made available for public inspection prior to its consideration by the Council; and this Bill having been read by title in open meeting three times before final passage by the City Council, and

WHEREAS, the City Council being fully informed finds that the granting of the application would be in harmony with and bear a substantial relation to the public welfare, health, safety, comfort and convenience of the citizens of the City of Creve Coeur and in the public interest and in conformance with good zoning practice.

NOW, THEREFORE, be it ordained by the City Council of the City of Creve Coeur, St. Louis County, Missouri, as follows:

SECTION 1: The Master Signage Plan for Plaza Motors, as submitted by TR,i Architekts on behalf of Plaza Motors, is subject to the hereinafter stated conditions, on the development commonly known as the Plaza Motors campus and identified as the area on the Master Sign Plan.

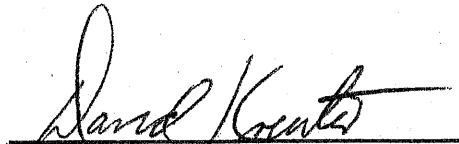
SECTION 2: Such approval of the Master Signage Plan for Plaza Motors shall be restricted to the following conditions:

1. All signage shall receive a sign permit as directed by Section 26-101 of the Zoning Ordinance.
2. The two (2) proposed "Service" signs on the canopy of the south elevation of Building "A" and the south elevation of Building "D" (the Infiniti dealership) shall be no larger than the raised letter "Service" sign on the west elevation (facing north) of Building "A." The new signs shall be the same type and style of the existing "Service" sign. If the existing sign is removed, all three "Service" signs shall be the same type and style but may be no larger than the existing sign.
3. The proposed Audi signs on Building "A" ("D" and "E" on the plan) shall be no larger than five (5) square feet.
4. The proposed BMW signs on Building "C" ("I" and "J" on the plan) shall be no larger than five (5) square feet. If the existing BMW logos on Building "A" are relocated to Building "C" the signs may be relocated without restriction, except the location as proposed on the plan.
5. The removal of signs shall occur after the approval of the Master Sign Plan ordinance. The applicant has ninety (90) days after approval to removal all signs shown on the Master Sign Plan as "Sign to be Deleted." The poles for ground signs shall be taken down when the existing sign is removed.
6. All new or altered Plaza Motors signage shall follow the Master Signage Plan, as approved by the City of Creve Coeur. The location, size, shape, color, type, and design of each sign may not depart from the Master Sign Plan, unless the governing ordinance is amended by the City Council.

SECTION 3: The Master Signage Plan, and all components thereof, shall be demonstrated as the attached Exhibit 1.

SECTION 4: This Ordinance shall be in full force and effect 15 days after adoption by the City Council and the signing thereof by the Mayor.

Adopted this 13th day of January 2003.



DAVID KREUTER, PRESIDENT
CITY COUNCIL

Approved this 13th day of January 2003.



ANNETTE KOLIS MANDEL
MAYOR

Attest:



LAVERNE COLLINS, CMC
CITY CLERK

BILL NUMBER 4075

ORDINANCE NUMBER 3090

**AN ORDINANCE TO AMEND THE MASTER SIGNAGE PLAN FOR PLAZA MOTORS
LOCATED AT 11830 OLIVE BOULEVARD, PURSUANT TO SECTION 104.6 OF
ORDINANCE NUMBER 1903 OF THE CITY OF CREVE COEUR, MISSOURI**

WHEREAS, An application, pursuant to Section 26-104.6 of the City's Code of Ordinances, was submitted by TR,i Architekts on behalf of Plaza Motors to amend the Master Signage Plan for properties located within the Plaza Motors campus with the primary address of 11830 Olive Boulevard; and

WHEREAS, The boundaries of the Amended Master Signage Plan will be for Plaza Motors including all existing and proposed signage as demonstrated in Exhibit 1, Master Signage Plan; and

WHEREAS, Said property is zoned "CB" Core Business district, and

WHEREAS, The Planning and Zoning Commission recommended approval of the Amended Master Signage Plan on September 19, 2005; and

WHEREAS, a public hearing was held by the Creve Coeur City Council on Monday, October 10, 2005, beginning at 7:00 p.m. or immediately following the close of the previous public hearing, on said application for the Conditional Use Permit as provided by Section 26-114.4(c), and

WHEREAS, notice of publication for said public hearing had been previously published at least 15 days prior to the hearing, in the St. Louis Countian on September 24, 2005 and in the West County Journal the week of September 25, 2005, newspapers of general circulation in the City of Creve Coeur, and

WHEREAS, all parties desiring to be heard, either for or against said application, were given an opportunity to be heard, and a copy of the proposed ordinance has been made available for public inspection prior to its consideration by the Council; and this Bill having been read by title in open meeting three times before final passage by the City Council, and

WHEREAS, the City Council being fully informed finds that the granting of the application would be in harmony with and bear a substantial relation to the public welfare, health, safety, comfort and convenience of the citizens of the City of Creve Coeur and in the public interest and in conformance with good zoning practice.

NOW, THEREFORE, be it ordained by the City Council of the City of Creve Coeur, St. Louis County, Missouri, as follows:

Section 1: The Amended Master Signage Plan for Plaza Motors, as submitted by TR,i Architekts on behalf of Plaza Motors, is subject to the hereinafter stated conditions, on the development commonly known as the Plaza Motors campus and identified as the area on the Master Sign Plan.

Section 2: Such approval of the Amended Master Signage Plan for Plaza Motors shall be restricted to the following conditions:

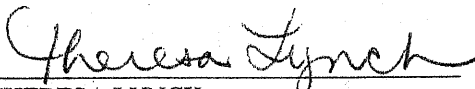
1. The applicant shall submit sign permit and/or building permit applications for proposed signs, including existing building or directional signage referred to in the Master Sign Plan that currently does not possess a building permit.
2. The removal of signs shall occur after the approval of the Master Sign Plan ordinance. The applicant has ninety (90) days after approval to remove all signs shown on the Master Sign Plan.

3. The applicant shall follow the Master Signage Plan for all new or altered signage on the campus, as approved by the City of Creve Coeur. The location, size, shape, color, type, and design of each sign shall not substantively depart from the Master Sign Plan, unless approved by the City of Creve Coeur.

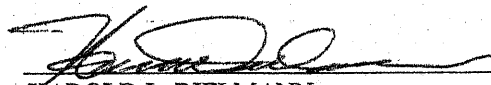
Section 3: The Amended Master Signage Plan, and all components thereof, shall be demonstrated as the attached Exhibit 1.

Section 4: This Ordinance shall be in full force and effect 15 days after adoption by the City Council and the signing thereof by the Mayor.

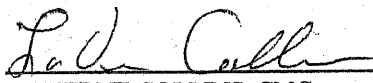
Adopted this 24th day of October, 2005.


THERESA LYNCH
PRESIDENT OF CITY COUNCIL

Approved this 24th day of October, 2005.


HAROLD L. DIELMANN
MAYOR

Attest:


LAVERNE COLLINS, CMC
CITY CLERK

BILL NUMBER 5057

ORDINANCE NUMBER 4068

**AN ORDINANCE FOR AN AMENDMENT TO THE MASTER SIGNAGE PLAN
PURSUANT TO SECTION 104.6 OF ORDINANCE NUMBER 1903 OF THE CITY
OF CREVE COEUR, FOR THE PLAZA MOTORS CAMPUS LOCATED SOUTH
OF OLIVE BOULEVARD, WEST OF N. NEW BALLAS ROAD AND ZONED "CB"
CORE BUSINESS DISTRICT**

WHEREAS, An application, pursuant to Section 26-104.6 of the City's Code of Ordinances, was submitted by TR'I Architects, on behalf of Plaza Motors for an amendment to the previously approved Master Signage Plan for the Plaza Motors Campus;

WHEREAS, The boundaries of the Master Signage Plan will be for Plaza Motors Campus development including all existing and proposed signage as demonstrated in Exhibit 1, Master Signage Plan;

WHEREAS, Said property is zoned "CB" Core Business district,

WHEREAS, The Planning and Zoning Commission by unanimous vote recommended approval of the amendment to the Master Signage Plan on December 18, 2006;

WHEREAS, a Public Hearing was held by the Creve Coeur City Council on Monday, February 12, 2007, beginning at 7:00 p.m. or immediately following the close of the previous Public Hearing, on said application for the Master Signage Plan amendment as provided by Section 26-104.6 of Ordinance Number 1903 of the City of Creve Coeur, and

WHEREAS, notice of publication for said Public Hearing had been previously published on January 24, 2007 in the St. Louis Countian and on the week of January 29, 2007 in the West County Journal, newspapers of general circulation in the City of Creve Coeur, and

WHEREAS, all parties desiring to be heard, either for or against said application, were given an opportunity to be heard, and a copy of the proposed ordinance has been made available for public inspection prior to its consideration by the Council; and this Bill having been read by title in open meeting three times before final passage by the City Council, and

WHEREAS, the City Council being fully informed finds that the granting of the application would be in harmony with and bear a substantial relation to the public welfare, health, safety, comfort and convenience of the citizens of the City of Creve Coeur and in the public interest and in conformance with good zoning practice.

NOW, THEREFORE, be it ordained by the City Council of the City of Creve Coeur, St. Louis County, Missouri, as follows:

SECTION 1: The Master Signage Plan amendment for the Plaza Motors campus, as submitted by TR'I Architects, on behalf of Plaza Motors, and attached hereto, is approved subject to the hereinafter stated conditions, on the property commonly known as the Plaza Motors campus and identified as the area on the Master Signage Plan.

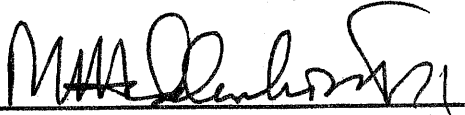
SECTION 2: Such approval of the Master Signage Plan for the Plaza Motors campus shall be restricted to the following conditions:

1. The applicant shall submit sign permit and/or building permit applications for proposed signs, including existing building, monument, or directional signage referred to in the Master Sign Plan that currently does not possess a building permit.
2. The applicant shall follow the Master Signage Plan for all new or altered signage on the campus, as approved by the City of Creve Coeur. The location, size, shape, color, type, and design of each sign shall not substantively depart from the Master Sign Plan, unless approved by the City of Creve Coeur.
3. The proposed median sign in Center Parkway is included with the Master Signage Plan for Plaza Motors, with the following conditions:
 - a. Proposed lighting shall be directed toward the sign and shall not cause glare onto adjacent roadways.
 - b. The applicant shall submit a Final Landscape Plan for review, as directed by the Department of Planning.
 - c. The applicant shall submit Building Plans to the Building Department for review, as required by Section 26-116 of the Zoning Ordinance.
 - d. The applicant shall submit Improvement Plans to the Department of Public Works for review, as directed by Section 26-60 of the Zoning Ordinance.
4. The proposed median sign replaces the fountain that was to be provided in connection with bonus site coverage for the approved Lexus dealership. The median sign shall be completed within twelve (12) months of the Master Signage Plan amendment approval.

SECTION 3: The Master Signage Plan, and all components thereof, shall be demonstrated as the attached Exhibit 1.

SECTION 4: This Ordinance shall be in full force and effect 15 days after adoption by the City Council and the signing thereof by the Mayor.

Adopted this 26 day of February 2007.


ROBERT HADDENHORST
PRESIDENT OF CITY COUNCIL

Adopted this 26 day of February 2007.


HAROLD DIELMANN
MAYOR

Attest:


LAVERNE COLLINS, CMC
CITY CLERK

AN ORDINANCE APPROVING AN AMENDMENT TO THE MASTER SIGNAGE PLAN PURSUANT TO SECTION 104.6 OF ORDINANCE NUMBER 1903 OF THE CITY OF CREVE COEUR, FOR THE PLAZA MOTORS CAMPUS LOCATED SOUTH OF OLIVE BOULEVARD, WEST OF N. NEW BALLAS ROAD AND ZONED "CB" CORE BUSINESS DISTRICT

WHEREAS, An application, pursuant to Section 26-104.6 of the City's Code of Ordinances, was submitted by TR'I Architects, on behalf of Plaza Motors for an amendment to the previously approved Master Signage Plan for the Plaza Motors Campus;

WHEREAS, The boundaries of the Master Signage Plan will be for Plaza Motors Campus development including all existing and proposed signage as demonstrated in Exhibit 1, Master Signage Plan;

WHEREAS, Said property is zoned "CB" Core Business district,

WHEREAS, The Planning and Zoning Commission by unanimous vote recommended approval of the amendment to the Master Signage Plan on March 17, 2008;

WHEREAS, a public hearing was held by the Creve Coeur City Council on Monday, April 28, 2008, beginning at 7:00 p.m. or immediately following the close of the previous Public Hearing, after having given fifteen (15) days prior public notice of the time, place and purpose of said hearing by publication in the St. Louis Countian and in the West County Journal, newspapers of general circulation in the City of Creve Coeur and after other written notice was given all according to the provisions of law made and provided for such notices and hearings, and

WHEREAS, all parties desiring to be heard, either for or against said application, were given an opportunity to be heard, and a copy of the proposed ordinance has been made available for public inspection prior to its consideration by the Council; and this Bill having been read by title in open meeting two times before final passage by the City Council, and

WHEREAS, the City Council being fully informed finds that the granting of the application would be in harmony with and bear a substantial relation to the public welfare, health, safety, comfort and convenience of the citizens of the City of Creve Coeur and in the public interest and in conformance with good zoning practice.

NOW, THEREFORE, be it ordained by the City Council of the City of Creve Coeur, St. Louis County, Missouri, as follows:

SECTION 1: The Master Signage Plan amendment for the Plaza Motors campus, as submitted by TR'I Architects, on behalf of Plaza Motors, and attached hereto, is approved subject to the hereinafter stated conditions, on the property commonly known as the Plaza Motors campus and identified as the area on the Master Signage Plan.

SECTION 2: Such approval of the Master Signage Plan for the Plaza Motors campus shall be restricted to the following conditions:

BILL NO. 5144

ORDINANCE NO. 5039

1. The applicant shall submit sign permit and/or building permit applications for proposed signs, including existing building, monument, or directional signage referred to in the Master Sign Plan that currently does not possess a building permit.
2. The applicant shall follow the Master Signage Plan for all new or altered signage on the campus, as approved by the City of Creve Coeur. The location, size, shape, color, type, and design of each sign shall not substantively depart from the Master Sign Plan, unless approved by the City of Creve Coeur.
3. The Smart Car pylon sign shall not exceed ten feet in height.

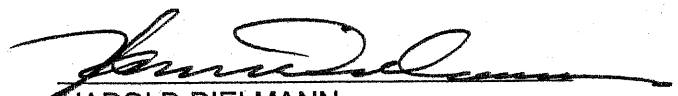
SECTION 3: The Master Signage Plan, and all components thereof, shall be demonstrated as the attached Exhibit 1.

SECTION 4: This ordinance shall become effective in accordance with Section 3.11 (g) of the City Charter.

ADOPTED THIS 12 DAY OF may, 2008


ELIZABETH KISTNER
PRESIDENT OF CITY COUNCIL

APPROVED THIS 12 DAY OF may, 2008


HAROLD DIELMANN
MAYOR

ATTEST:


DEBORAH RYAN, MRCC
CITY CLERK

1 PLANNING AND ZONING COMMISSION PUBLIC HEARING

2 CITY OF CREVE COEUR, MISSOURI

3 300 NORTH NEW BALLAS ROAD

4 TUESDAY, JANUARY 18, 2011

5 7:00 P.M.

6
7 THOSE IN ATTENDANCE:

8 Mr. Tim Madden, Chair

Dr. Michael Barton

9 Mr. Gary Eberhardt, Vice Chair

Ms. Cynthia Kramer

10 Dr. Scott Saunders

Mr. Jim Schnarr

11 Mr. Carl Lumley, City Attorney

Mr. Paul Langdon, AICP, Director of Community Development

12 Ms. Whitney Kelly, AICP, City Planner

Ms. Pat Rosenblatt, Recording Secretary

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23 McLaughlin Court Reporting Services, Inc.

24 Deborah K. McLaughlin, RPR, MO-CCR #314, IL-CSR, KS-CCR

4772 Gatesbury Drive

25 St. Louis, MO 63128

1 MR. MADDEN: Like to call to order the Planning
2 Zoning Commission meeting for Creve Coeur, Missouri for
3 Tuesday, January 18, 2011.

4 We'll start with roll call.

5 (Roll call was taken.)

6 MR. MADDEN: We'll move on to the public
7 hearing.

8 Plaza Motors.

9 (Kelly Whitney was sworn.)

10 MS. KELLY: Good evening. I'm Whitney Kelly,
11 City Planner for the City of Creve Coeur.

12 Lisa Woodruff of TRI Architects has submitted an
13 application on behalf of Plaza Motors to update the
14 existing Master Signage Plan to include new signage for
15 product lines and directional signs and banners throughout
16 the campus.

17 The new product sign -- wall signs include a
18 Range Rover logo, in addition to the existing Land Rover,
19 a Fisker logo.

20 Directional signs, including the BMW Service
21 wall sign and banners that are attached to light fixtures
22 throughout the campus, and will be 10 by 2 feet two-sided
23 banners secured to light poles.

24 In addition, Plaza Motors is seeking to have
25 window signs of up to 25 percent of the window space

1 instead of our current regulation of 20 percent.

2 The Comprehensive Plan doesn't provide much
3 direction in sign review, however, it does discuss the
4 Central Business District that calls for a linear
5 green-line park along Olive Boulevard.

6 The code further discusses the effective means
7 of the sign regulations as an effective means of
8 communication to maintain and enhance the aesthetic
9 appearance of the City and to facilitate and improve
10 pedestrian and vehicular traffic safety, and to lessen
11 confusion and visual clutter -- clutter.

12 The banners -- the wall signs are in general
13 conformance with what is existing on the property, and
14 we -- staff does not have any issues with those.

15 The banners throughout the campus are generally
16 at entrance locations except for those located along Olive
17 Boulevard.

18 We find that in addition to the 30-foot monument
19 sign that was prior approved that would go in imminently,
20 as well as the flagpole, the extra window signage and the
21 wall signage, that this would create too much additional
22 clutter in this area.

23 And, therefore, the draft ordinance that is
24 presented before you includes a condition that these
25 banners not be located along Olive Boulevard.

1 MR. GLANTZ: I'm sorry, did you say they did or
2 did not?

3 MS. KELLY: They did add to too much clutter
4 along Olive Boulevard, so we're recommending they be
5 removed along Olive, but can be placed elsewhere
6 throughout the campus to create identity of the other
7 sites around the area.

8 That's basically my presentation.

9 If you have any other questions, I'll be happy
10 to answer them, and I believe the --

11 MR. MADDEN: Dr. Saunders.

12 DR. SAUNDERS: Just one question to clarify. If
13 I understood the staff report right, in terms of the
14 25 percent window coverage, under their existing current
15 master site plan that was originally approved, they were
16 allowed 25 percent?

17 MS. KELLY: Right. Their original master site
18 plan was in 2002, and at that time the code ordinance
19 allowed up to 25 percent of window signage, and so they're
20 asking to maintain that percentage.

21 DR. SAUNDERS: Okay.

22 MR. EBERHARDT: But the draft ordinance that's
23 attached contemplates the current signage per se, isn't
24 that correct?

25 MS. KELLY: No, the attachment would -- the

1 ordinance would include the documents from the applicant
2 that identify all current and proposed signage, and window
3 signage would be at 25 percent.

4 MR. EBERHARDT: I thought that the draft
5 ordinance indicates all other respects it would comply
6 with the current regulation.

7 MS. KELLY: In all other respects it will comply
8 with current regulations in that we've seen some balloons
9 and flags that do not -- that are strictly prohibited as
10 part of the code, and those would be enforced, and they
11 would have to comply with those.

12 MR. EBERHARDT: So if we approve the draft
13 ordinance as written it would include 25 percent coverage
14 for the window signs?

15 MS. KELLY: Yes, sir.

16 MR. EBERHARDT: Okay.

17 MR. MADDEN: Any other questions?

18 Mr. Lumley.

19 MR. LUMLEY: Whitney, I'm a little concerned
20 about the concept of along Olive being too big --

21 MS. KELLY: Okay.

22 MR. LUMLEY: -- in the future if it's relocated.

23 Do you have a sense of how far back before we
24 wouldn't be concerned about it? Or I mean if you need to
25 think about that for a while or look at plans, but I think

1 we ought to address that, the ordinance, just not within a
2 certain number of feet of Olive, so that we don't get in
3 dispute later about some internal post that's visible from
4 Olive or along Olive.

5 MS. KELLY: Oh, okay.

6 MR. EBERHARDT: I have one more.

7 MS. KELLY: Oh, sorry.

8 MR. EBERHARDT: The -- the staff report
9 indicates that on large campuses there should be more
10 flexibility that are covered --

11 MS. KELLY: Uh-huh.

12 MR. EBERHARDT: -- but as I read the draft -- as
13 I read the ordinance, it talks about campuses with a
14 minimum area of 20 acres, but it doesn't -- appears to me
15 from the description that appears in the legal description
16 in the draft ordinance that we only have 17.25 acres in
17 the campus for Plaza.

18 MS. KELLY: I think the 17.25 acres was related
19 to the hospital, and that for Central Business District it
20 did not have the 20-acre rule.

21 MR. EBERHARDT: Not the way I read this.

22 It says for CB, Core Business District; PH,
23 Planned Hospital, and HE, Higher Education, with a minimum
24 of 20 acres.

25 Didn't seem to me that was flexible if, in fact,

1 it's correct, that this Plaza campus was less than that.

2 MR. MADDEN: Mr. Langdon.

3 MR. LANGDON: I'll pull up the wording here,
4 just to verify, but I believe that applies only for
5 institutional in those districts. We'll make sure.

6 MS. KELLY: It does say Core Business District;
7 PH, Planned Hospital District; HE, Higher Education
8 Districts, and residentially zoned institutions, schools
9 and places of worship, with a minimum tract of 20 acres
10 so --

11 MR. LANGDON: We're reading that as the 20 acres
12 applies only to those things at the end.

13 MR. LUMLEY: Residential.

14 MS. KELLY: Right.

15 MR. EBERHARDT: Well, then I see, okay, I
16 misread that then.

17 It has to be -- the residential area has to be a
18 minimum of 20 acres, is that what you're saying? I still
19 don't understand.

20 MR. LANGDON: Residentially zoned institution
21 has to have 20 acres, so it would have to be a large
22 school or very large church. Either way this particular
23 doesn't fall within that.

24 MR. EBERHARDT: Okay. Thank you.

25 MR. MADDEN: Mr. Capps.

1 MR. CAPPS: Yes, sir.

2 MR. MADDEN: Need to be sworn in tonight.

3 (Mr. John Capps was sworn by the court
4 reporter.)

5 MR. MADDEN: Will you please state your name and
6 address for the record.

7 MR. CAPPS: My name is John Capps. I'm
8 president of the Plaza Motor Company.

9 Good evening, everybody. Thank you for the
10 opportunity.

11 I just want to clarify sort of why we came
12 before you.

13 We're getting a new franchise. It's called the
14 Fisker. It's an electric plug-in hydrid. It's a very
15 small line of cars. It's, at this point, we're just going
16 to deal with, it's an expensive car, that'll probably be
17 about maybe two or three a month sold out of our campus.

18 But that will require a sign, obviously, to
19 identify them, so that was the main reason.

20 And then Land Rover, one of the franchises we do
21 have, they have a new model, which is a Range Rover, and
22 so now that requires a little sign too from them above the
23 existing sign we have.

24 The service sign for BMW was more -- there was
25 no mandate from any of the manufacturers on that -- we had

1 people come into our complex, they -- even though BMW
2 building, the Cadillac people are going in there thinking
3 Cadillac service, so we have a sign that says service over
4 the BMW service, so that's really nothing more than
5 identifying that service drive-in as BMW. We would like
6 to add a BMW logo above the service sign just to identify
7 for customers that that's where you can pull, and it's
8 more congested area in the morning.

9 The -- the light pole flags, you know, signs
10 that will fit on the rigid, I mean they don't really move,
11 or move at very minimal amount, that is to identify the
12 area on our lot that where we sell the certified used
13 cars.

14 There is no current identity signage for that
15 and people are confused. They come in and they think we
16 don't have a area to sell preowned cars, so that's why we
17 asked for those.

18 The area, which is kind of controversial to the
19 City Planner, which is on Olive, is actually in front of
20 BMW building. There's some light poles there. There's
21 four light poles, and we would love to have the signs on
22 those light poles.

23 If it would -- I mean I can get away with -- I
24 mean to me, I can get by with two as opposed to four, if
25 you would consider that, but it does identify the area

1 where the certified preowned cars are sold by BMW. That's
2 why we request. Currently there's no identification on
3 campus for our preowned certified cars.

4 MR. MADDEN: Any questions?

5 Mr. Eberhardt.

6 MR. EBERHARDT: The last name on the 30-foot
7 monument sign is Sprinter. What is that, please.

8 MR. CAPPS: Sprinter is a Mercedes-Benz cargo
9 van; used to be sold by Dodge. It was built by Mercedes,
10 but sold by Dodge, and they took it back over and selling
11 it through certain Mercedes dealers in the United States.
12 I think about two of them have a franchise.

13 MR. EBERHARDT: If we didn't -- did not have the
14 four sign posts -- excuse me -- light posts along Olive to
15 have the banner signs, how many other banner sign poles
16 are there on the campus that you intend to --

17 MR. CAPPS: I'd have to count them, but there
18 are approximately on the -- on the Olive campus, I believe
19 there is two, three, four, five -- seven, not counting the
20 four --

21 MR. EBERHARDT: And are they all --

22 MR. CAPPS: -- and those would all be behind the
23 buildings with the exception of two of them which are on
24 Ballas.

25 MR. EBERHARDT: And they're all related to

1 preowned vehicles?

2 MR. CAPPS: For the various franchises that we
3 have.

4 And then if you go down to what we call a
5 preowned lot down the street, there'll be -- those are
6 pretty much hidden by the tree areas, so I don't think
7 anybody can really see those, unless you drive on them,
8 but there will be some there too.

9 MR. EBERHARDT: Thank you.

10 MR. MADDEN: Cynthia.

11 MS. KRAMER: Yeah, could you just, actually for
12 me, the issue is really the building sign -- the window
13 signage.

14 MR. CAPPS: Yes.

15 MS. KRAMER: Cause that's definitely a different
16 issue, and has a different sense and sensitivity.

17 MR. CAPPS: The -- we have 25 percent today
18 under the old ordinance. Now we're requesting now, I
19 guess we would call it the new ordinance, we're asking to
20 keep what we have today is what we're asking for.

21 If that is completely controversial, I mean
22 we'll go down to what you say, obviously. We can live
23 with 20, but prefer 25.

24 And I'm not saying we would utilize 25. We may
25 not even use that much now. It's just sort of knowing you

1 have it.

2 MR. GLANTZ: Is there an example of the window
3 signs in your packet?

4 MR. CAPPS: There should be, Barry. And
5 there -- you don't have them up all the times. Sometimes
6 you do if there's a special from the manufacturer, you'll
7 put them in. If there's not, they're generally not there,
8 so and some manufacturers use them, some don't.

9 MR. GLANTZ: I think the banner signs, just
10 personally, I think the banner signs are a lot more
11 attractive than window signs.

12 MR. CAPPS: I would agree. My wife would agree
13 with you also.

14 MR. MADDEN: Anybody else?

15 DR. BARTON: Are there other solutions that you
16 can envision on Olive that might attract people to what
17 you're trying to communicate as opposed to having the
18 banners along Olive?

19 MR. CAPPS: The only other thing, that would be
20 a small directional sign maybe could do it. Permanent
21 type of deal.

22 The higher up, obviously, if you get something
23 real small, it's not as visible. I mean people are
24 looking for that.

25 Listen, I have -- I just appreciate what you all

1 do for us, so, once again, I don't want to push the hog
2 button here at all, but we'd like to have it. It would be
3 convenient for us. It's good for us. It's good for our
4 business, we think, but we can live with what you all can
5 live with.

6 DR. BARTON: I mean, obviously, kind of has a --

7 MR. CAPPS: And these signs -- these signs will
8 be attractive. These banners are not unattractive. You
9 see them at the hospital at St. -- at Barnes West. It's
10 the same type of thing that you would have there. It's
11 hardly -- I mean I don't know if you notice it, but you're
12 looking at it, but they're not unattractive. They're
13 professionally done. And it's significantly different
14 than a, what I would call window sign, which is more a
15 paper-type, you know, appliqué they put on the window for
16 a particular promotion that they're having.

17 DR. SAUNDERS: I guess following up on what
18 Dr. Barton said. I guess I sort of have that same kind of
19 sense. I think of these banners kind of thing you see on
20 the lower-end used car lot. I mean the monument you
21 propose is quite spectacular. I have not seen that
22 before.

23 Is there any way you can incorporate for your
24 campus something on that moniment that you're proposing to
25 build that says preowned?

1 MR. CAPPS: We could do that. The issue with
2 preowned is because we do not have one preowned department
3 there. Every franchise has a different -- has a different
4 area for them to sell their preowned cars, so you almost
5 have to have a separate area for each one. That's just
6 the nature of the campus. A lot of car dealerships have
7 one giant used car lot for their business. We didn't have
8 that luxury here, so we sort of had to use five or six
9 separate ones behind the buildings. That's the issue
10 there.

11 We'd love to just have one, but we didn't have
12 it. Didn't have the space. There's a picture -- I don't
13 know if you find these -- that is a picture of it.

14 MS. KELLY: Turn it --

15 MR. CAPPS: Not really a good picture.

16 Here you have the name Mercedes as an example on
17 the one side, and then the other one either say certified
18 or preowned. They're not flaggish, is what I'm trying to
19 say. Little more significantly updated from that.

20 MR. MADDEN: John, where are we in relation to
21 the BMW new sales is the preowned lot?

22 MR. CAPPS: It's directly in front of the
23 building, but close -- you know where the flagpoles are in
24 the very front part?

25 MR. MADDEN: Right.

1 MR. CAPPS: The parking spots butt into that
2 island there, and the flagpoles are along those parking
3 spaces.

4 Let me see if I could find it here.

5 MR. GLANTZ: If you look at picture on page 12.

6 MR. CAPPS: See where the four poles are right
7 here?

8 MR. MADDEN: Yes.

9 MR. CAPPS: There's about a dozen or fourteen
10 parking spots there; fourteen, fifteen, whatever.

11 MR. MADDEN: That's where you do the preowned
12 cars right there?

13 MR. CAPPS: Yes, those are the certified. And
14 those are generally the cars that are one or two years
15 old. They almost look new. They're called certified
16 preowned, and they still have factory warranty on them.

17 MR. GLANTZ: If you look at Photograph 4 on
18 page 12 you can see the four light fixtures behind the
19 flagpoles.

20 MR. CAPPS: And they're probably, the flagpoles
21 are probably 15 -- 15 to 20, yeah, 15 feet, I guess, from
22 the flagpoles. I don't know that exactly, but there's
23 a -- there's a reasonable distance between the flagpole
24 and the light pole.

25 MR. EBERHARDT: In addition to the monument

1 sign, the window signs and the -- and the logos at the top
2 of the building, don't you also -- and I don't remember
3 whether this is so or not, but any car dealers, and I
4 think Plaza as well, frequently have signs on cars that
5 are in front of the showroom indicating a special on
6 financing or something or other that's posted or pasted on
7 the side of the car?

8 MR. CAPPS: Yeah, that's correct. They do have
9 that periodically. There may be one or two cars on the
10 campus that do that.

11 And, once again, that's -- that's -- that's just
12 a promotional thing. They'll do it a particular time, and
13 it's not up all the time, but they do -- they do have
14 those periodically, yes.

15 MR. LANGDON: Mr. Chair.

16 MS. KRAMER: I was just curious, you said
17 possibly you might consider, I think there were four
18 poles, but potential of reducing it, and the only reason I
19 say that is because it looks like 30-foot monument, I
20 definitely can see the situation, even visually when
21 you're driving by, sometimes if there's a visual you might
22 even miss what you're hoping to find.

23 MR. CAPPS: I would definitely go from four to
24 two, if the Council -- if the Commission would consider
25 that.

1 MS. KRAMER: I was just curious, which would
2 work for you, out of the four, would you sort of put them
3 in the ends?

4 MR. CAPPS: I'd probably put them at the ends
5 because there's two entrances, and they'd be able to see
6 from either end, probably what we'd do, yes.

7 MS. KRAMER: And just one quick question. I'm
8 sorry. I heard something about balloons or were there
9 other visual?

10 MS. KELLY: Currently our code does not allow
11 for freestanding balloons or flags that wave or, outside
12 of the American flag, of course, but the -- sometimes
13 dealers will have the tall flags to attract attention, and
14 we don't -- our code does not allow those. So they would
15 still have to comply with that.

16 MR. CAPPS: Yes. And we're good with that.

17 MR. MADDEN: Anybody else up here? Okay.

18 Anybody in the audience?

19 Mr. Langdon, you were --

20 MR. LANGDON: I just wanted to make one
21 clarification or explanation about those signs on the
22 cars.

23 If they relate to the price of the vehicle, then
24 we're willing to interpolate those as being price-related,
25 which is part of the regular marketing of the vehicle.

1 Ones they simply say spring event or, you know,
2 come in, see low lease rates or something, that's not a
3 price sign, and they have been asked to remove those in
4 the past, so there is -- there is sort of a rational limit
5 on how far they can go with those signs as well.

6 MR. CAPPS: That's correct.

7 MR. EBERHARDT: Price include financing, zero
8 percent financing?

9 MR. LANGDON: Has to actually relate to the
10 dollar value of the car.

11 MS. KELLY: Yeah.

12 MR. CAPPS: Thank you for your consideration.

13 MR. MADDEN: You're welcome.

14 MR. LUMLEY: I'd like to offer some exhibits
15 into the record for the public hearing.

16 Documentation in possession of the City
17 reflecting the notice that was provided to the public of
18 the hearing; Ms. Kelly's report dated January 18th, 2011;
19 City's Charter and Code of Ordinances; City's
20 Comprehensive Plan, and the public file regarding this
21 application.

22 MR. MADDEN: Okay. Mr. Eberhardt.

23 MR. EBERHARDT: I move to recommend approval of
24 the Master Signage Plan for the Plaza Motors campus
25 submitted, Application No. 10-040, subject to the

1 conditions contained in the draft ordinance attached to
2 the staff report dated January 18, 2011, including the
3 elimination of the four banner signs along Olive.

4 DR. SAUNDERS: Second.

5 MR. MADDEN: Any discussion?

6 I'll call for a vote.

7 Dr. Saunders?

8 DR. SAUNDERS: Aye.

9 MR. MADDEN: Dr. Barton?

10 DR. BARTON: Aye.

11 MR. MADDEN: Mr. Eberhardt?

12 MR. EBERHARDT: Aye.

13 MR. MADDEN: Mr. Schnarr?

14 MR. SCHNARR: Aye.

15 MR. MADDEN: Ms. Kramer?

16 MS. KRAMER: No.

17 MR. MADDEN: Mr. Glantz?

18 MR. GLANTZ: Aye.

19 MR. MADDEN: And Chair votes no.

20 I wasn't against what you were doing. I was for
21 you getting the two signs, just so --

22 MR. CAPPS: Thank you.

23 MR. LANGDON: Mr. Chair, just for clarification
24 and Members of the Commission understand, they could have
25 discussed that further before we move on.

1 MR. SCHNARR: I think we should have. I agree.
2 MR. LANGDON: Okay.
3 MR. GLANTZ: So what's the proper --
4 MR. LUMLEY: Motion to reconsider.
5 MR. GLANTZ: And who does that have to be made
6 by?
7 MR. LUMLEY: Somebody that voted yes.
8 DR. SAUNDERS: Move to reconsider.
9 MR. SCHNARR: Second.
10 MR. MADDEN: We got to vote on that motion
11 first.
12 Dr. Saunders?
13 DR. SAUNDERS: Aye.
14 MR. MADDEN: Dr. Barton?
15 DR. BARTON: Aye.
16 MR. MADDEN: Mr. Eberhardt?
17 MR. EBERHARDT: Nay.
18 MR. MADDEN: Mr. Schnarr?
19 MR. SCHNARR: Aye.
20 MR. MADDEN: Ms. Kramer?
21 MS. KRAMER: Aye.
22 MR. MADDEN: Mr. Glantz?
23 MR. GLANTZ: Aye.
24 MR. MADDEN: And Chair votes aye.
25 MR. LUMLEY: So you're back to the pending

1 motion to approve with the four banners restricted.

2 That's the pending motion now.

3 So you have motion to amend would be order to --

4 DR. SAUNDERS: Or we can discuss?

5 Yeah, I mean personally I feel that the four
6 banners really are -- really do contribute to the clutter.

7 I'm actually comfortable with the 25 percent
8 because that was under their previous master signage, but
9 I think with the monument out front, et cetera, I think
10 the banners just really does add to the clutter along
11 Olive.

12 And I'm thinking to the notion that they have a
13 lot of different products that you're trying to sell
14 there; that you're trying to, you know, advertise to
15 people, and I really get that, but, you know, at the same
16 time it does contribute to the clutter.

17 MR. MADDEN: Ms. Kramer.

18 MS. KRAMER: I would just submit that we all
19 consider the fact that, first of all, I think it's very
20 nice to have a partner to offer options to the plan.

21 And I think that while it is a visual issue, the
22 reality is that in order to do good business, you do have
23 to be able to delineate what that business represents, and
24 there currently is situation that does make it difficult
25 when you're at the business.

1 So going down to four -- going from four to two,
2 I think is very reasonable, particularly if it's spaced
3 out.

4 I, however, would suggest that going and
5 remaining with the 20 percent because I think that
6 everything combined does become a bit more of a clutter,
7 and it also elevates the appearance of what is a very nice
8 street and very nice vision.

9 So that would be my thought for everyone to
10 consider.

11 MR. MADDEN: Anybody else? Mr. Eberhardt.

12 MR. EBERHARDT: I feel that -- my personal
13 opinion is that the -- there is a ton of advertising
14 already going on there.

15 We all know that the Plaza Motors is the luxury
16 car capital of the universe, or words to that effect.

17 If it was important to put preowned in some way,
18 I certainly would suggest that it could be added at the
19 top of the 30-foot monument sign that says new and
20 preowned or new and certified preowned.

21 I think that four, or even two banners would add
22 more distraction and visual clutter. I personally would
23 like to see all four removed.

24 MR. MADDEN: Well, as one that drives by there
25 every morning in the far right lane, I've never been

1 distracted. I'm more worried about the people that are in
2 the right lane that are supposed to be in the center lane
3 or left lane. They're holding up the traffic for the
4 people going right.

5 And also I agree with Cynthia. The first and
6 fourth pole would be fine with me, so I don't -- I mean
7 they've been one of our best citizens so.

8 MR. CAPPS: Can I say something?

9 MR. MADDEN: Sure.

10 MR. CAPPS: I'd be delighted to offer compromise
11 of maybe going to 20 percent on the windows, which I find
12 actually probably appropriate, and if we could keep two
13 banner signs and you go down 20, I'm happy with that.

14 And, certainly, if that makes your decision any
15 easier, I'd be glad to offer that up. That's something
16 that would be great for us.

17 MR. MADDEN: Thank you.

18 Mr. Caldwell.

19 MR. LUMLEY: You don't need to be sworn, the
20 hearing's over.

21 MR. CALDWELL: I would just ask Mr. Langdon to
22 speak to one other master signage plans exist along Olive
23 and Ballas, which might see the banner signs as a
24 precedent for amending their own master signage, more
25 banners along Olive to other master sign plans.

1 MR. MADDEN: Mr. Langdon.

2 MR. LANGDON: I suppose for clarification, let
3 me ask which one you mean, 555 North New Ballas or --

4 MR. CALDWELL: No, I don't have any particular
5 one.

6 MR. LANGDON: Oh, if one of them comes along.

7 MR. CALDWELL: If we -- are there other master
8 sign plans that request amendments?

9 MR. LANGDON: I understand. You know, they're
10 all based on a case by case analysis, depending on the
11 visual circumstances that you have in the field, as well
12 as whatever issues that arise because of the disposition
13 of the sign.

14 Kings Landing, for example, has banners, and
15 they worked through a master plan sign because of the
16 difficulties advertising component of that development.

17 They're extremely large compared to say, Barnes,
18 who is a very wide open campus and really doesn't have a
19 need to advertise a particular use on those banners, but
20 what they were looking for was something that's in color
21 and a little bit of visual interest.

22 So in that case, it was a whole different reason
23 for doing it. But because one had them didn't necessarily
24 justify the other having them. That's why this is a
25 discretionary review. It allows the Council to say here

1 is a problem and here's how to fix it.

2 And this site, there is not a problem. There is
3 not a necessary means to fix it.

4 MR. MADDEN: Mr. Eberhardt.

5 MR. EBERHARDT: Correct me if I'm wrong, but I
6 believe that with the BJC campus we approved banner signs,
7 but not along Olive. I thought we deleted the only banner
8 that was to be placed along Olive Boulevard in that
9 approval.

10 MR. LANGDON: And there was a setback
11 requirement from Mason Road as well.

12 DR. BARTON: I do -- I'm very sympathetic, and I
13 would certainly apply for banners along there as well, but
14 I just can't help thinking aesthetic it would look nice if
15 the banners weren't there.

16 And I just wonder if the dealers along that area
17 have advantage of having frontage anyway that I wonder if
18 the banners are necessary there as it would be in other
19 areas, and, you know, just a thought.

20 MS. KRAMER: I definitely think though, and it
21 is true that when you're a resident in an area, you tend
22 to know everything that's in your area, but there
23 certainly are people who go looking, and I just would say,
24 someone who purchased a vehicle not that long ago, that
25 sometimes you don't know what they have, because you

1 don't -- I mean just depends. Just a thought.

2 MR. MADDEN: Mr. Glantz.

3 MR. GLANTZ: Well, the new monument sign is
4 outstanding. It's really, really well done.

5 I think the banners are far better than window
6 signs, and I would agree that four banners would probably
7 add some visual clutter on Olive.

8 If Mr. Capps is willing to compromise on the
9 window signs, which I think of all this are the weakest,
10 least attractive of the signs that we've been presented,
11 if they're willing to compromise to 20 percent on window
12 signs, the banner signs out in front are -- are concern
13 for me to detract from what you've created.

14 I mean it's really an outstanding entry there,
15 and I'm not sure that you should try to detract from that,
16 but if it's a compromised position if we go with two
17 banner signs and 20 percent window signs.

18 DR. BARTON: Does that really do anything? I
19 mean are you going to notice any difference between
20 20 percent and 25 percent in terms of a visual effect of a
21 window sign? If you went down to 5 percent, you know,
22 probably be a big difference.

23 MR. LANGDON: Mr. Barton, I'm going to ask you
24 to stay closer to the mic.

25 DR. BARTON: Sorry, I have a bad habit of doing

1 that.

2 So my argument would be does that five make a
3 difference, if you went down to 5 percent, then you would
4 see.

5 MR. MADDEN: Mr. Eberhardt.

6 MR. EBERHARDT: I point out as well that these
7 signs are not small banners. They're 2 feet by 10 feet on
8 each side, so we got 40 square feet of sign on each
9 flag -- on each light pole. To me, that's excessive.

10 MR. MADDEN: Cynthia.

11 MS. KRAMER: So I just want to point out, so is
12 when you're really looking at the plans, those poles are
13 also tremendously large, and so when you're looking at it
14 visually, it really does kind of -- there's a context to
15 put it into, and I think that originally the way that this
16 was presented was to have the 25 percent, so clearly there
17 was a thought that it did make a difference to not address
18 the 20 percent that was in place before.

19 So -- so maybe -- maybe the dealership does feel
20 there is a difference between 25 and 20.

21 And the other thing I noticed in looking is
22 that, you know, these things become revisited over time,
23 so, you know, for me I think it's pretty spare building
24 too, another thing to point out, and they are very cleanly
25 presented logos all over as well, so just something else

1 to take into consideration on why signage is an issue.

2 MR. MADDEN: Mr. Eberhardt.

3 MR. EBERHARDT: Still so.

4 MR. GLANTZ: Can I ask a question? How tall are
5 those light poles, does anybody know?

6 MR. CAPPS: I don't know off the top of my head,
7 I'm sorry.

8 MR. LANGDON: I would guess that they're 18-foot
9 light standards on top of a 2 or 3 foot concrete face, so
10 roughly 20 feet to the top of the light. Estimate only.

11 MR. GLANTZ: So 10 foot tall banner will take up
12 at least half of the --

13 MR. SCHNARR: The scale on the drawing on
14 page 16 is to be believed, I'd say this was --

15 MR. CAPPS: Appears to take up about 40 percent
16 of the pole.

17 DR. BARTON: Plus, I would ask my colleagues to
18 take into context the pole, you know, pole standing there
19 is not -- tends to blend in. A pole with two banners on
20 the side tends to draw attention.

21 MR. MADDEN: Well, let me try one other thing
22 then, Mr. Capps, so we move this along.

23 How about if you go one banner on two poles; one
24 banner each per two poles? I mean you're mainly looking
25 for BMW, right?

1 MR. CAPPS: Yes.

2 MR. MADDEN: I would think you could fit BMW
3 preowned on -- I mean you would never fit Cadillac or
4 Mercedes-Benz or anything like that. You'd need both
5 banners on one pole.

6 MR. CAPPS: You're talking about those ones in
7 front -- two in front?

8 MR. MADDEN: Yeah. Two in the front where you'd
9 have just one banner on two different poles instead of
10 having two banners on two different poles.

11 MR. CAPPS: If aesthetically you don't feel
12 there's a balance on either side, I don't know, I mean I'm
13 just -- I'm not a artist or --

14 MR. MADDEN: Neither am I.

15 DR. SAUNDERS: I guess I'd argue if the message
16 is that simple, BMW preowned, then that could easily be
17 incorporated into the monument.

18 MR. MADDEN: But when you look at that monument,
19 that's telling everything that's at Plaza. That doesn't
20 tell me that the preowned cars are right there behind the
21 monument.

22 MR. CAPPS: Yeah, the whole purpose of the --
23 the banners is to identify the area where the preowned
24 certified is.

25 MR. MADDEN: Yeah.

1 MR. CAPPS: Cause right now there's confusion
2 amongst the clients.

3 MS. KRAMER: And I definitely agree with what
4 was said in terms of, you know, there is a difference
5 between a blank pole, that's a really good point.

6 So I guess my question is we see a rendering
7 here. Do you have any renderings of what it would look
8 like?

9 I'm just wondering, from the street, do you
10 actually end up, because of the 10-foot lane, actually
11 blocking out some of the view of your own buildings?

12 Do you understand what I'm saying?

13 MR. CAPPS: Yes. You know, I believe they're
14 going this way, so they'd be running, that would be north
15 south, so you wouldn't really see them so much, you see
16 them after you turn in and look.

17 MS. KRAMER: So what do we really see from
18 Olive?

19 MR. CAPPS: Well, you'll see the --

20 MS. KRAMER: You'll see -- you'll see the --

21 MR. CAPPS: Yeah, that much, right.

22 MR. LANGDON: That's only when you're looking at
23 them straight on, which is a momentarily passing --

24 MR. CAPPS: No, you're right, and if you're
25 driving down --

1 MR. LANGDON: That's why most merchants want the
2 sign 90 degrees to the street, because it's the most
3 visible position.

4 MS. KRAMER: But I'm just saying when you're
5 looking at the grass, what you're going to see is a light
6 pole with the strip of the banner, is that right?

7 MR. GLANTZ: Well, you're going to be moving by
8 it.

9 MS. KRAMER: Right.

10 MR. GLANTZ: Do we know how tall flagpoles are?
11 I mean we know their -- their entry sign --

12 MR. LANGDON: I'm going to say the flagpole is
13 30-foot pole.

14 MR. CAPPS: The light poles, I think, might be
15 bigger than 18 feet.

16 MR. LANGDON: I'm not sure.

17 MR. GLANTZ: I guess the question is is on
18 page 12, Picture 4 --

19 MR. LANGDON: Right.

20 MR. GLANTZ: -- is that accurately depicted or
21 not accurately depicted?

22 MR. CAPPS: I believe it is. And now what you
23 can't tell are those light poles, cause they're in the
24 distance a little bit, their relation to the sides of the
25 monument is hard to tell. It looks like they're not that

1 much smaller, but they may be a little bit smaller.

2 DR. SAUNDERS: But I guess if you look at the
3 drawing on page 16 of the banners, the 2-foot wide banners
4 with the pole, the bracket in between and looking at
5 something that's almost 5 feet wide, and this monument is,
6 you know, six and a half, almost 7 feet wide here, you're
7 going to make something almost as massive as that monument
8 on those poles really.

9 MR. CAPPS: You mean --

10 DR. SAUNDERS: The monument is 6 foot 8 at its
11 widest point. The banners are only 4 feet, but when you
12 add the width of that space, the space between the pole
13 and the brackets, it's probably a 5-foot wide span from
14 one end to the other, so you're talking about something
15 that really is going to be almost as massive.

16 MR. CAPPS: But it's significantly more, so,
17 obviously, monument's -- monument is massive, and this is
18 very --

19 DR. SAUNDERS: Okay. So unless it's invisible
20 or transparent, it's going to occupy that much space.

21 MR. CAPPS: Well, yeah, space wise.

22 MR. EBERHARDT: One last question. I promise
23 last comment from me.

24 It seems to me that the location of the lot
25 where the used preowned BMWs are could be easily found out

1 if anyone was looking for a preowned BMW, they would
2 either come in the showroom and call you and say, I'm
3 looking for a BMW, where is your -- where are your
4 preowned cars.

5 I doubt very seriously that these banners are
6 going to bring any more customers in to look for a
7 preowned car of some kind.

8 MR. CAPPS: It really isn't intended to bring
9 them in. It's intended to identify, once you come in.
10 Lot of our clients, we get told this every -- pretty much
11 every day that they didn't know we even had preowned cars.
12 They were not identified in the lot. They just didn't
13 think we did. They drive, they don't see it identified
14 there, and they leave and that's sort of what was the
15 impetuous behind this -- well, that's the only impetuous
16 behind it.

17 MR. EBERHARDT: Are there any car dealers that
18 don't sell used cars?

19 MR. CAPPS: No, they all do.

20 MR. MADDEN: I'll open another can of worms
21 while we're here.

22 At the first parking spot there where you have
23 first -- I still say used, I know you don't like that
24 term, but how about if you put a small monument sign there
25 saying BMW preowned?

1 MR. CAPPS: You could do that. You absolutely
2 could do that.

3 MR. MADDEN: So we've eliminated all your
4 banners and everything else. Keep this end happy maybe.
5 How do you feel about a monument sign right there?

6 MR. CAPPS: Listen, I'm with you, I want to move
7 this forward, so I mean whatever you all are comfortable
8 doing, I just as soon have you do it, and I'll go home.

9 DR. BARTON: I would move to allow a monument
10 sign.

11 MR. EBERHARDT: An additional monument sign?

12 MR. GLANTZ: Do we need some sort of definition
13 as to what a monument sign is?

14 MR. CAPPS: We have -- we have approved already
15 directional signage. I would even say you don't need
16 another additional monument sign, I think as long as we
17 could accommodate that probably on a directional sign if
18 we had to probably, if we have the sign people sort of
19 look at it, but they might be able to do that.

20 MR. GLANTZ: Then perhaps the solution is to
21 reapprove, I guess, the original motion that we approved,
22 and then have the applicant either work with staff to
23 include a low monument sign and/or bring something else
24 back.

25 MR. CAPPS: Right.

1 MR. MADDEN: Yes, Paul.

2 MR. LANGDON: Mr. Chair, Members of the
3 Commission, if you look at page 7 there's an example of a
4 low monument sign for the preowned lot.

5 I guess would be further comments of Mr. Capps
6 and you all as to whether you think that's large enough.

7 MR. MADDEN: Looks good to me.

8 MR. LANGDON: Just so there's some direction for
9 them which way to go.

10 MR. CAPPS: Yeah.

11 DR. BARTON: Does that require a motion to add
12 that or --

13 MR. MADDEN: I think we got to.

14 MR. LUMLEY: Be motion to amend to include in
15 lieu of the four banners. That motion already prohibit
16 this monument sign location of the BMW preowned area that
17 is similar to the F2 sign on page 7.

18 MR. CAPPS: And the look of the signs that we do
19 for directional signs may be a different look than that,
20 but be approximately the same size. Whatever we do on the
21 front part of the campus, would be consistent within the
22 front part of the campus.

23 MR. LANGDON: This sign shown here is like 11.1
24 square feet, just so you know what the measurements we're
25 talking about.

1 MR. LUMLEY: They could have the details before
2 the City Council final approval.

3 DR. SAUNDERS: So, Paul, are we talking about F1
4 or F2, cause I thought we were talking about F2, which
5 looks likes it's 21.3 square feet?

6 MR. LANGDON: That's what they're posing;
7 something larger in that location.

8 This sign here is not that large.

9 DR. SAUNDERS: F2?

10 MR. LANGDON: Yeah, the illustration for F2 is
11 the existing sign.

12 DR. SAUNDERS: I thought that was F1.

13 MR. LANGDON: Well, I know. What I'm saying,
14 they're proposing a larger sign for F2 than what's shown
15 in this illustration.

16 DR. SAUNDERS: Okay.

17 MR. LANGDON: That's just a little sign that's
18 about three and a half on site equivalent to what they're
19 going in F1, so it's -- that sign, that particular sign
20 shown as F2 is going to go away in place of something
21 somewhat larger, correct?

22 MS. KELLY: No, they're just adding this to the
23 front of building.

24 MR. LANGDON: That sign shown as F2 is not 21
25 square feet. There's no way. It's not even as wide as

1 the sidewalk.

2 MR. CAPPS: I agree.

3 MR. LANGDON: So the illustration is not
4 representative of what they're asking for in that
5 location. Is --

6 MR. EBERHARDT: What they're asking for is
7 30 square feet, correct?

8 MR. LANGDON: No, 21. If you look on the left
9 side of that page, sign area requested for sign.

10 MR. EBERHARDT: Got it. Okay.

11 MR. CAPPS: That thing is angled since it's been
12 put in.

13 MR. EBERHARDT: Does it need a height limitation
14 on the monument?

15 DR. BARTON: I would just say not to exceed
16 16 square feet and specification will be provided before
17 Council meeting.

18 MR. MADDEN: Okay. You guys happy with
19 16 square feet for his BMW preowned sign monument style?

20 Okay. We need somebody to make a motion, I
21 guess what you made before, Mr. Eberhardt.

22 MR. LUMLEY: You could just include the new item
23 in one motion.

24 MR. MADDEN: Yeah, we got to exclude the four
25 banners and include the monument sign.

1 MR. EBERHARDT: Am I moving to amend the prior
2 motion or what am I moving to do?

3 MR. LUMLEY: Either way.

4 MR. EBERHARDT: I move to amend the prior motion
5 to admit in lieu of the four banner signs along Olive a
6 single 16-foot monument style sign for the purpose of
7 advertising BMW preowned along the sidewalk, is that the
8 proper way to say that, near the BMW dealership.

9 MR. GLANTZ: Sorry, just point of clarification.
10 Is that sign not to exceed 16 square?

11 MR. EBERHARDT: Not to exceed. Thank you.

12 DR. SAUNDERS: Second.

13 MR. MADDEN: Any more discussion?

14 MS. KRAMER: Could you just clarify the -- what
15 we're looking at in terms of window display percentage?

16 MR. EBERHARDT: Well, that's already part of the
17 ordinance. It's 25 percent at the moment.

18 Are we changing that to 20? It reads
19 25 percent.

20 MS. KRAMER: I was just asking. That's fine.

21 MR. LUMLEY: This motion wouldn't address that.
22 Would be just amending the motion. You could still
23 address. It's not the final decision.

24 MR. GLANTZ: So we're just voting on replacing
25 four banner signs in the front with a low ground monument

1 sign?

2 MR. MADDEN: Is everybody okay with what we're

3 voting on? Okay.

4 Mr. Glantz.

5 MR. GLANTZ: Aye.

6 MR. MADDEN: Ms. Kramer?

7 MS. KRAMER: Aye.

8 MR. MADDEN: Mr. Schnarr?

9 MR. SCHNARR: Aye.

10 MR. MADDEN: Mr. Eberhardt?

11 MR. EBERHARDT: Aye.

12 MR. MADDEN: Dr. Barton?

13 DR. BARTON: Aye.

14 MR. MADDEN: Dr. Saunders?

15 DR. SAUNDERS: Aye.

16 MR. MADDEN: And the Chair votes aye.

17 MR. LUMLEY: Amended unless there's other

18 amendments.

19 MR. MADDEN: Any other amendments to that?

20 Mr. Langdon.

21 MR. LANGDON: I'm actually not going to pose

22 amendment; just for clarification.

23 Sign code does not allow any sign within 10 feet

24 of the right-of-way, so that would also be inherent

25 standard. Just want to make sure that's clear.

1 MR. MADDEN: Okay.

2 MR. LANGDON: Not only to you, but to Mr. Capps.

3 MS. KRAMER: I would add the amendment for

4 reducing from 25 percent to 20 percent on window signage.

5 MR. GLANTZ: Second.

6 MR. MADDEN: Any discussion?

7 Okay. Call for a vote.

8 Dr. Saunders?

9 DR. SAUNDERS: Aye.

10 MR. MADDEN: Dr. Barton?

11 DR. BARTON: Aye.

12 MR. MADDEN: Mr. Eberhardt?

13 MR. EBERHARDT: Aye.

14 MR. MADDEN: Mr. Schnarr?

15 MR. SCHNARR: Aye.

16 MR. MADDEN: Ms. Kramer?

17 MS. KRAMER: Aye.

18 MR. MADDEN: Mr. Glantz?

19 MR. GLANTZ: Aye.

20 MR. MADDEN: And the Chair votes aye.

21 I think the bottom line is you're down to

22 20 percent and you got a monument sign.

23 MR. CAPPS: Got you.

24 MR. MADDEN: Is that the bottom line?

25 MR. LUMLEY: We need a final vote.

1 MR. MADDEN: Oh, we need a final vote.
2 MR. LUMLEY: As amended.
3 DR. SAUNDERS: We still need to vote on it?
4 MR. LUMLEY: Motion pending. So now final vote.
5 MR. MADDEN: Okay. We're voting.
6 MR. EBERHARDT: Motion as amended by the two
7 prior motions.
8 MR. MADDEN: Okay.
9 Mr. Glantz?
10 MR. GLANTZ: Aye.
11 MR. MADDEN: Ms. Kramer?
12 MS. KRAMER: Aye.
13 MR. MADDEN: Mr. Schnarr?
14 MR. SCHNARR: Aye.
15 MR. MADDEN: Mr. Eberhardt?
16 MR. EBERHARDT: Aye.
17 MR. MADDEN: Dr. Barton?
18 DR. BARTON: Aye.
19 MR. MADDEN: Dr. Saunders?
20 DR. SAUNDERS: Aye.
21 MR. MADDEN: And the Chair votes aye. Okay.
22 MR. CAPPS: Thank you.
23 MR. MADDEN: Thank you, John.
24 (Hearing concluded at 7:51 p.m.)
25



city
of

CREVE COEUR

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www.creve-coeur.org

January 19, 2011

Mayor Harold Dielmann
City Council Members
City of Creve Coeur
300 N. New Ballas Road
Creve Coeur, MO 63141

Re: Plaza Motors Master Sign Plan
Application 10-040

Honorable Mayor and City Council Members:

The Planning and Zoning Commission, at its meeting of January 18, 2011, reviewed the request of John Capps, President of Plaza Motors, for approval of a master sign plan.

By unanimous vote, the P&Z Commission recommends approval of the master signage plan, subject to the conditions contained in the draft ordinance, including the elimination of the four banner signs along Olive Boulevard to be replaced with a low ground monument sign, not to exceed 16 feet, and reducing window signage from 25 to 20 percent.

Sincerely,

CITY OF CREVE COEUR

Timothy Madden, Chairman
Planning & Zoning Commission

TM:pr

cc: Mr. John Capps, Plaza Motors
M.C. Perkins, City Administrator
Carl Lumley, City Attorney
J. Heines, Director of Public Works
G. Eidman, Chief of Police
A. Oestereich, Fire Marshal
S. Unser, Chief Building Official
G. Seifried, Project Manager

B. Holmes
D. Woods
P. Burke

AMENDED RESOLUTION NO. 949

A RESOLUTION APPROVING CHANGES TO THE DONATIONS POLICY AND PROCEDURES OF THE CITY OF CREVE COEUR.

WHEREAS, PREVENTION OF FRAUD AND CORRUPTION IS AN IMPORTANT OBJECTIVE FOR ANY ORGANIZATION AND,

WHEREAS, THE CITY OF CREVE COEUR DESIRES TO ENCOURAGE THE PREVENTION AND REPORTING OF ANY FRAUD OR CORRUPTION WHICH MAY OCCUR WITHIN ITS ORGANIZATION AND,

WHEREAS, IN 2004 THE CITY OF CREVE COEUR ORIGINALLY ADOPTED AN ANTI-FRAUD AND CORRUPTION POLICY IN RESPONSE TO RECOMMENDATIONS MADE BY THE CITY'S AUDITORS AND,

WHEREAS, IT IS RECOGNIZED THAT SOLICITATION OF DONATIONS BY CITY OFFICIALS OR EMPLOYEES FROM PARTIES HAVING CURRENT OR POTENTIAL CONTRACTS, APPLICATIONS OR OTHER FORMAL BUSINESS BEFORE THE CITY CAN CREATE A POTENTIAL CONFLICT OF INTEREST AND,

WHEREAS, AMENDING THE CURRENT POLICY TO ADDRESS SOLICITATION OF DONATIONS BY CITY OFFICIALS OR EMPLOYEES HELPS THE CITY TO MAINTAIN THE INTEGRITY OF ITS RELATIONSHIPS WITH VENDORS, DEVELOPERS, SERVICE PROVIDERS, OR ANY OTHER PARTIES HAVING CURRENT OR PENDING INTERESTS WITH THE CITY.

Now, therefore, be it resolved by the City Council of the City of Creve Coeur, Missouri:

SECTION 1. The Donations Policy and Procedures of the City are hereby revised to read as follows:

Section 1. Purpose

The purpose of this policy is to establish procedures and guidelines regarding the solicitation and acceptance of donations to the City for use by its citizens, employees and officials. Employees and officials as individuals are also subject to the City's Anti-Fraud & Corruption Policy. A uniform set of procedures shall be followed in solicitation and acceptance of all donations and proper approval shall be obtained prior to solicitation or acceptance. All cash, equipment, in-kind services, materials, donated to the City, sponsorship arrangements, and business discount offers to City employees and/or officials shall be accounted for in accordance with the procedures set forth in this policy.

Section 2. Definitions

1. Donation. For purposes of this policy, the term "donation" means a monetary contribution and/or equipment, in-kind goods or services, or business discounts, which a City department or the City would accept and for which the donor would not receive any goods or service in return.

2. Business Discount. For the purposes of this policy, the term "business discount" means any offer, formal or informal, to discount the normal purchase price of any item for City employees and/or officials because of their affiliation with the City of Creve Coeur. Such offers may include coupons, promotional

AMENDED RESOLUTION NO. 949

discounts, and other programs that would provide special discounted rates to City employees and/or officials that are not extended to the general public.

3. Sponsorship. For the purposes of this policy, the term “sponsorship” means an arrangement in which a person would make a donation in support of a City event and the City would provide in return benefits such as name recognition and special participation in the event.

Section 3. Policy and Procedures

1. Donations and sponsorships valued at \$1,000 or less.

- a. The City Administrator will consider the guidelines established in Section 4 of this policy and either accept or reject offers of donations of money, equipment and in-kind contributions or sponsorships to the City up to \$1,000.
- b. Donated money will be expended for general purposes or specified purposes, if agreed upon with the donor, as one-time supplements to the City's operating budget. Donations of equipment will be considered based on program outcomes, department goals and needs. Each donation will be evaluated for usefulness, and costs of potential replacement/rental rates will be considered. In-kind contributions and sponsorships, or business discounts for specific events will be treated in the same way as donated funds.
- c. The City Administrator will accept or reject donations to the City and sponsorship arrangements with the City and business discount offers for City employees and/or officials with a cumulative value of up to \$1,000. Acceptance of such discount offers by individuals shall comply with the policies and procedures set forth in the City's Anti-Fraud and Corruption Policy. Unless otherwise directed by the City Council, the City Administrator shall determine any necessary allocation of gifts to the City.
- d. Donations, sponsorships, and business discounts that are approved by the City Administrator shall be recorded by the Office of the City Administrator. Recorded information shall include the name of the donor or sponsor, a description of the donation, sponsorship or discount including approximate material value, and the date of approval by the City Administrator.

2. Donations and sponsorships valued at more than \$1,000.

- a. For monetary, equipment and in-kind contributions, sponsorships, or discounts with material values over \$1,000, a report to the City Council will be written outlining the purpose of each proposed transaction and any relevant considerations of the guidelines provided in Section 4 of this policy. The City Council will decide, on a per-case basis, if donations or sponsorships should be accepted or rejected. Corporations offering in-kind contributions will be requested to state the value of the offered item or service.
- b. All donations and sponsorships valued at more than \$1,000 either separately or cumulatively during a calendar year require City Council approval. Subsequent to Council's acceptance, procedures for handling transactions of more than \$1,000 shall be the same as those for the acceptance of transactions valued at \$1,000 or less.

Section 4. Guidelines for Accepting Donations

AMENDED RESOLUTION NO. 949

The following criteria shall be considered in the acceptance or rejection of all donations:

1. Does acceptance of funds, equipment or in-kind services, materials, or business discounts, present a conflict of interest for the City or its employees? Regardless of the value, donations shall not be accepted if there is reason to believe there may be a conflict of interest. Examples may include donations from:
 - a. donors that are involved in a matter under current review with a pending outcome with any City process such as any zoning or development matter, building inspection, police investigation, property maintenance code investigation, or any investigation into the violation of municipal code.
 - b. contractors, vendors, or persons seeking to provide services/materials to the City of Creve Coeur.
2. Do restrictions upon the use of the item or funds make it practical to accept?
3. Do restrictions on disposal or retention of the item or funds make it practical to accept?
4. Is required accounting for the item or funds excessively difficult?
5. Would donated materials or equipment require extensive repair or maintenance, and if so, is maintenance support available?
6. Does the equipment or materials require the purchase of additional items to be useful?
7. Will the donation result in an increase to the City's budget? Donations are to be considered one-time supplements and should not be used to develop new programs or services which would require budget supplements from the City in the current or subsequent years.

Section 5. Solicitations

1. Solicitation of donations to the City shall be subject to this section 5 of this policy as well as the same procedures that would apply to acceptance of an unsolicited donation under section 4 of this policy. Approval of a solicitation shall constitute approval of acceptance unless the terms and conditions required for acceptance are materially different from those included with the solicitation.

2. No elected or appointed City official or employee of the City shall solicit anything of value, for any purpose, from a person or corporation:

a. that is currently seeking or subject to official action of, or doing business with, the City, or anticipated to be doing so in the immediate future; or

b. whose interests may be substantially affected by the performance or nonperformance of the individual's official duties.

3. With advance approval, City officials and employees may solicit donations to the City from those that have previously engaged in the conduct set forth in section 5.2 of this policy, provided that such solicitations are not connected to or presented as requests for payment for services rendered and that a reasonable period of time has passed, so as to avoid any semblance of impropriety. While the City cannot provide its approval, City officials and employees that wish to solicit something of value for

AMENDED RESOLUTION NO. 949

purposes other than donations to the City from those that have previously engaged in the conduct set forth in section 5.2 of this policy should make sure such solicitations are not connected to or presented as requests for payment for services rendered by the City and that a reasonable period of time has passed, so as to avoid any semblance of impropriety.

4. Those soliciting donations are prohibited from exerting any form of pressure upon those they have benefited through official acts.

5. City officials and employees shall not offer any form of "special access" to themselves in exchange for donations.

6. City officials and employees shall not solicit anything of value, for a private purpose, through the use of the City's letterhead, official stationary, assigned City email address, or any other means that suggest that the solicitation is made with authority or on behalf of the City.

7. City officials shall not directly solicit anything of value from City employees. City employees shall not directly solicit anything of value from their subordinates. Notwithstanding the foregoing, fundraising campaigns directed to all employees may be approved by the City Administrator.

8. This policy does not apply to solicitations of campaign contributions. Such activities are subject to separate regulations.

SECTION 2 – THIS RESOLUTION SHALL BECOME EFFECTIVE UPON ITS PASSAGE.

ADOPTED THIS ____ DAY OF _____, 2011.

AJ Wang, Council President
Acting for Mayor During Temporary
Absence Pursuant to Section 3.4
Of the City Charter

ATTEST:

DEBORAH RYAN, MRCC
CITY CLERK

RESOLUTION NO. 949

**A RESOLUTION APPROVING CHANGES TO THE DONATIONS POLICY
AND PROCEDURES OF THE CITY OF CREVE COEUR.**

WHEREAS, prevention of fraud and corruption is an important objective for any organization and,

WHEREAS, the City of Creve Coeur desires to encourage the prevention and reporting of any fraud or corruption which may occur within its organization and,

WHEREAS, in 2004 the City of Creve Coeur originally adopted an anti-fraud and corruption policy in response to recommendations made by the City's auditors and,

WHEREAS, it is recognized that solicitation of donations by individual City officials or employees from parties having current or potential contracts, applications or other formal business before the City can create a potential conflict of interest and,

WHEREAS, amending the current policy to address solicitation of donations by individual City officials or employees helps the City to maintain the integrity of its relationships with vendors, developers, service providers, or any other parties having current or pending interests with the City.

**NOW THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE
CITY OF CREVE COEUR, MISSOURI AS FOLLOWS:**

SECTION 1. The Donations Policy and Procedures of the City are hereby revised to read as follows:

Section 1. Purpose

The purpose of this policy is to establish procedures and guidelines regarding the solicitation and acceptance of donations to the City for use by its citizens, employees and officials. Employees and officials as individuals are also subject to the City's Anti-Fraud & Corruption Policy. A uniform set of procedures shall be followed in solicitation and acceptance of all donations and proper approval shall be obtained prior to solicitation or acceptance. All cash, equipment, in-kind services, materials, donated to the City, sponsorship arrangements, and business discount offers to City employees and/or officials shall be accounted for in accordance with the procedures set forth in this policy.

Section 2. Definitions

1. Donation. For purposes of this policy, the term "donation" means a monetary contribution and/or equipment, in-kind goods or services, or business discounts, which a

City department or the City would accept and for which the donor would not receive any goods or service in return.

2. *Business Discount.* For the purposes of this policy, the term “business discount” means any offer, formal or informal, to discount the normal purchase price of any item for City employees and/or officials because of their affiliation with the City of Creve Coeur. Such offers may include coupons, promotional discounts, and other programs that would provide special discounted rates to City employees and/or officials that are not extended to the general public.

3. *Sponsorship.* For the purposes of this policy, the term “sponsorship” means an arrangement in which a person would make a donation in support of a City event and the City would provide in return benefits such as name recognition and special participation in the event.

Section 3. Policy and Procedures

1. *Donations and sponsorships valued at \$1,000 or less.*

- a. The City Administrator will consider the guidelines established in Section 4 of this policy and either accept or reject offers of donations of money, equipment and in-kind contributions or sponsorships to the City up to \$1,000.
- b. Donated money will be expended for general purposes or specified purposes, if agreed upon with the donor, as one-time supplements to the City’s operating budget. Donations of equipment will be considered based on program outcomes, department goals and needs. Each donation will be evaluated for usefulness, and costs of potential replacement/rental rates will be considered. In-kind contributions and sponsorships, or business discounts for specific events will be treated in the same way as donated funds.
- c. The City Administrator will accept or reject donations to the City and sponsorship arrangements with the City and business discount offers for City employees and/or officials with a cumulative value of up to \$1,000. Acceptance of such discount offers by individuals shall comply with the policies and procedures set forth in the City’s Anti-Fraud and Corruption Policy. Unless otherwise directed by the City Council, the City Administrator shall determine any necessary allocation of gifts to the City.
- d. Donations, sponsorships, and business discounts that are approved by the City Administrator shall be recorded by the Office of the City Administrator. Recorded information shall include the name of the donor or sponsor, a description of the donation, sponsorship or discount including approximate material value, and the date of approval by the City Administrator.

2. *Donations and sponsorships valued at more than \$1,000.*

a. For monetary, equipment and in-kind contributions, sponsorships, or discounts with material values over \$1,000, a report to the City Council will be written outlining the purpose of each proposed transaction and any relevant considerations of the guidelines provided in Section 4 of this policy. The City Council will decide, on a per-case basis, if donations or sponsorships should be accepted or rejected. Corporations offering in-kind contributions will be requested to state the value of the offered item or service.

b. All donations and sponsorships valued at more than \$1,000 either separately or cumulatively during a calendar year require City Council approval. Subsequent to Council's acceptance, procedures for handling transactions of more than \$1,000 shall be the same as those for the acceptance of transactions valued at \$1,000 or less.

Section 4. Guidelines for Accepting Donations

The following criteria shall be considered in the acceptance or rejection of all donations:

1. Does acceptance of funds, equipment or in-kind services, materials, or business discounts, present a conflict of interest for the City or its employees? Regardless of the value, donations shall not be accepted if there is reason to believe there may be a conflict of interest. Examples may include donations from:
 - a. donors that are involved in a matter under current review with a pending outcome with any City process such as any zoning or development matter, building inspection, police investigation, property maintenance code investigation, or any investigation into the violation of municipal code.
 - b. contractors, vendors, or persons seeking to provide services/materials to the City of Creve Coeur.
2. Do restrictions upon the use of the item or funds make it practical to accept?
3. Do restrictions on disposal or retention of the item or funds make it practical to accept?
4. Is required accounting for the item or funds excessively difficult?
5. Would donated materials or equipment require extensive repair or maintenance, and if so, is maintenance support available?
6. Does the equipment or materials require the purchase of additional items to be useful?
7. Will the donation result in an increase to the City's budget? Donations are to be considered one-time supplements and should not be used to develop new programs or services which would require budget supplements from the City in the current or subsequent years.

Section 5. Solicitations

1. Solicitation of donations to the City shall be subject to this section 5 of this policy as well as the same procedures that would apply to acceptance of an unsolicited donation under section 4 of this policy. Approval of a solicitation shall constitute approval of acceptance unless the terms and conditions required for acceptance are materially different from those included with the solicitation.

2. ~~Other than a donation solicitation approved pursuant to this Section 5.3s policy, No~~ elected or appointed City official or employee of the City shall directly solicit anything of value, for any purpose, from a person or corporation:

a. that is currently seeking or subject to official action of, or doing business with, the City, or anticipated to be doing so in the immediate future; or

b. whose interests may be substantially affected by the performance or nonperformance of the individual's official duties.

3. ~~With advance approval,~~ City officials and employees shall obtain approval prior to ~~may~~ soliciting donations to the City. If the solicitation is for a donation of less than \$1,000, approval shall be obtained from the City Administrator. If the solicitation is for a donation of \$1,000 or more, approval shall be obtained from the City Council. City officials and employees soliciting donations to the City pursuant to approval from those that are or have previously engaged in the conduct set forth in section 5.2 of this policy, provided shall make clear that such solicitations are not connected to or presented as requests for payment for services rendered and ~~that a reasonable period of time has passed, so as to otherwise strive to~~ avoid any semblance of impropriety.

While the City cannot provide its approval for solicitation purposes other than for donations to the City, City officials and employees ~~that wish to solicit something of value for purposes other than donations to the City from those that have previously engaged in the conduct set forth in section 5.2 of this policy~~ should make sure clear that such solicitations are not connected to or presented as requests for payment for services rendered by the City. ~~and that a reasonable period of time has passed, so as to avoid any semblance of impropriety~~ [M1]:

4. Those soliciting donations are prohibited from exerting any form of pressure upon those they have benefited through official acts.

5. City officials and employees shall not offer any form of "special access" to themselves in exchange for donations.

6. City officials and employees shall not solicit anything of value, for a private purpose, through the use of the City's letterhead, official stationary, assigned City email address, or any other means that suggest that the solicitation is made with authority or on behalf of the City.

7. City officials shall not directly solicit anything of value from City employees. City employees shall not directly solicit anything of value from their subordinates. Notwithstanding the foregoing, fundraising campaigns directed to all employees may be approved by the City Administrator.

8. This policy does not apply to solicitations of campaign contributions. Such activities are subject to separate regulations, [including Chapter 130 RSMo](#).

SECTION 2 – THIS RESOLUTION SHALL BECOME EFFECTIVE UPON ITS PASSAGE.

ADOPTED THIS ____ DAY OF _____, 2011.

HAROLD DIELMANN
MAYOR AJ Wang, Council
President
Acting for Mayor During Temporary
Absence Pursuant to Section 3.4
Of the City Charter

ATTEST:

DEBORAH RYAN, MRCC
CITY CLERK

City of Creve Coeur Donations Policy and Procedures

Whereas, from time to time donations are offered to and/or requested by the City, and

Whereas, the City benefits from having a formal policy regarding such donations,

Now, therefore, on this day of , the City establishes the following revised policy and procedures,

Section 1. Purpose

The purpose of this policy is to establish procedures and guidelines regarding~~for~~ the solicitation and acceptance of donations to the City for use by its citizens, employees and officials. Employees and officials as individuals are also subject to the City's Anti-Fraud & Corruption Policy. A uniform set of procedures shall be followed in solicitation and acceptance of all donations and proper approval shall be obtained prior to solicitation or acceptance. All cash, equipment, in-kind services, materials, donated to the City, sponsorship arrangements, and business discount offers to City employees and/or officials shall be accounted for in accordance with the procedures set forth in this policy.

Section 2. Definitions

1. Donation. For purposes of this policy, the term "donation" means a monetary contribution and/or equipment, in-kind goods or services, or business discounts, which a City department or the City would accept~~has accepted~~ and for which the donor ~~has not~~ would not receive any goods or service in return.

2. Business Discount. For the purposes of this policy, the term "business discount" means any offer, formal or informal, to discount the normal purchase price of any item for City employees and/or officials because of their~~his or her~~ affiliation with the City of Creve Coeur. Such offers may include coupons, promotional discounts, and other programs that would provide special discounted rates to City employees and/or officials that are not extended to the general public.

3. Sponsorship. For the purposes of this policy, the term "sponsorship" means an arrangement in which a person would make a donation in support of a City event and the City would provide in return benefits such as name recognition and special participation in the event.

Section 3. Policy and Procedures

1. Donations and sponsorships valued at \$1,000 or less.

- a. The City Administrator will consider the guidelines established in Section 4 of this policy and either accept or reject offers of donations of money, equipment and in-kind contributions or sponsorships to the City up to \$1,000.
- b. Donated money will be expended for general purposes or specified purposes, if agreed upon with the donor, as one-time supplements to the City's operating budget. Donations of equipment will be considered based on program outcomes, department goals and needs. Each donation will be evaluated for usefulness, and costs of potential replacement/rental rates will be considered. In-kind contributions and sponsorships, or business discounts for specific events will be treated in the same way as donated funds.
- c. The City Administrator will accept or reject donations to the City and sponsorship arrangements with the City and business discount offers for City employees and/or officials with a cumulative value of up to \$1,000. Acceptance of such discount offers by individuals shall comply with the policies and procedures set forth in the City's Anti-Fraud and Corruption Policy. Unless otherwise directed by the City Council, the City Administrator shall determine any necessary allocation of gifts to the City.
- d. Donations, sponsorships, and business discounts that are approved by the City Administrator shall be recorded by the Office of the City Administrator. Recorded information shall include the name of the donor or sponsor, a description of the donation, sponsorship or discount including approximate material value, and the date of approval by the City Administrator.

2. Donations and sponsorships valued at more than \$1,000.

- a. For monetary, equipment and in-kind contributions, sponsorships, or discounts with material values over \$1,000, a report to the City Council will be written outlining the purpose of each proposed transaction and any relevant considerations of the guidelines provided in Section 4 of this policy. The City Council will decide, on a per-case basis, if donations or sponsorships should be accepted or rejected. Corporations offering in-kind contributions will be requested to state the value of the offered item or service.
- b. All donations and sponsorships valued at more than \$1,000 either separately or cumulatively during a calendar year require City Council approval. Subsequent to Council's acceptance, procedures for handling transactions of more than \$1,000 shall be the same as those for the acceptance of transactions valued at \$1,000 or less.

Section 4. Guidelines for Accepting Donations

The following criteria shall be considered in the acceptance or rejection of all donations:

1. Does acceptance of funds, equipment or in-kind services, materials, or business discounts, present a conflict of interest for the City or its employees? Regardless of the value, donations shall not be accepted if there is reason to believe there may be a conflict of interest. Examples may include donations from:

- a. donors that are involved in a matter under current review with a pending outcome with any City process such as any zoning or development matter, building inspection, police investigation, property maintenance code investigation, or any investigation into the violation of municipal code.
 - b. contractors, vendors, or persons seeking to provide services/materials to the City of Creve Coeur.
- 2. Do restrictions upon the use of the item or funds make it practical to accept?
- 3. Do restrictions on disposal or retention of the item or funds make it practical to accept?
- 4. Is required accounting for the item or funds excessively difficult?
- 5. Would donated materials or equipment require extensive repair or maintenance, and if so, is maintenance support available?
- 6. Does the equipment or materials require the purchase of additional items to be useful?
- 7. Will the donation result in an increase to the City's budget? Donations are to be considered one-time supplements and should not be used to develop new programs or services which would require budget supplements from the City in the current or subsequent years.

Section 5. Solicitations of Donations

1. Solicitation of donations to the City shall be subject to this section 5 of this policy as well as the same procedures that would apply to acceptance of an unsolicited donation under section 4 of this policy. Approval of a solicitation shall constitute approval of acceptance unless the terms and conditions required for acceptance are materially different from those included with the solicitation.

2. No elected or appointed City official or employee of the City shall solicit anything of value, for any purpose, from a person or corporation:

a. that is currently seeking or subject to official action of, or doing business with, the City, or anticipated to be doing so in the immediate future; or

b. whose interests may be substantially affected by the performance or nonperformance of the individual's official duties.

3. With advance approval, City officials and employees may solicit donations to the City from those that have previously engaged in the conduct set forth in section 5.2 of this policy, provided that such solicitations are not connected to or presented as requests for payment for services rendered and that a reasonable period of time has passed, so as to avoid any semblance of impropriety. While the City cannot provide its approval, City officials and employees that wish to solicit something of value for purposes other than

donations to the City from those that have previously engaged in the conduct set forth in section 5.2 of this policy should make sure such solicitations are not connected to or presented as requests for payment for services rendered by the City and that a reasonable period of time has passed, so as to avoid any semblance of impropriety.

4. Those soliciting donations are prohibited from exerting any form of pressure upon those they have benefited through official acts.

5. City officials and employees shall not offer any form of "special access" to themselves in exchange for donations.

6. City officials and employees shall not solicit anything of value, for a private purpose, through the use of the City's letterhead, official stationary, assigned City email address, or any other means that suggest that the solicitation is made with authority or on behalf of the City.

7. City officials shall not directly solicit anything of value from City employees. City employees shall not directly solicit anything of value from their subordinates. Notwithstanding the foregoing, fundraising campaigns directed to all employees may be approved by the City Administrator.

8. This policy does not apply to solicitations of campaign contributions. Such activities are subject to separate regulations.

**AN ORDINANCE AMENDING SECTION 240.040 OF THE CREVE COEUR
CODE OF ORDINANCES PERTAINING TO GREENS FEES – CREVE COEUR
GOLF COURSE.**

WHEREAS, City staff has explored opportunities to increase golf course revenues; and

WHEREAS, internet and email-based marketing would allow the City to instantly advertise discounted greens fees during slow periods such as periods of inclement weather; and

WHEREAS, City staff does not currently have authority to discount greens fees.

NOW, THEREFORE, be it ordained by the City Council of the City of Creve Coeur, Missouri, as follows:

SECTION 1: Section 240.040 of the Creve Coeur Code of Ordinances is amended by adding the following text at the end of the section:

The City Administrator or his designee shall have authority to temporarily discount greens fees from time to time when deemed appropriate for the purposes of marketing the golf course and maximizing golf course usage and revenues.

SECTION 2: This Ordinance shall become effective pursuant to the provisions of Section 3.11(g) of the Charter.

ADOPTED THIS _____ DAY OF MARCH, 2011

A.J. WANG
PRESIDENT OF CITY COUNCIL

APPROVED THIS _____ DAY OF MARCH, 2011

AJ Wang, Council President
Acting for Mayor During Temporary
Absence Pursuant to Section 3.4
Of the City Charter

ATTEST:

DEBORAH RYAN, CITY CLERK
CITY CLERK



INTEROFFICE MEMORANDUM

Date: February 28, 2011

To: Mark Perkins, City Administrator
From: Jaysen Christensen, Assistant to the City Administrator
Subject: Golf Course Operations

Over the last couple of months, staff has explored alternatives for increasing revenues and decreasing expenditures at the City's golf course including online marketing, personnel cost reductions through staff restructuring, and contracting a private golf management firm to either directly manage the course or provide consulting services to the City. During this process, staff has contacted multiple golf management firms to review the course's operations and financials to help identify the most viable alternatives.

Online Marketing and Flexible Fees

Effective marketing is critical to the success of the golf course. In addition to traditional marketing through print media and direct contacts to local leagues, businesses and residents that staff will continue, it is recommended that the City use an online golf course marketing program to increase market exposure and provide staff with the ability to instantly advertise discounted rates based on current demand for tee times.

Staff has begun working with GolfNow.com to add the Creve Coeur Golf Course to its site. GolfNow.com, which is owned by the Golf Channel, has a wide local and national following. The most attractive feature of GolfNow.com is that it allows courses to market specific tee times at discounted rates based on seasonal or even real-time demand. For example, during non-primetime hours or during periods of inclement weather when tee times are left unsold, staff would be able to directly market these times on GolfNow.com at discounted rates in order to maximize course usage and revenues. City staff would have the ability to instantly add or remove specific tee times from the site each day as needed. In exchange for use of the site, the City would agree to give one tee time to GolfNow.com on each day that the City uses the site. If the tee time sells, GolfNow.com collects the revenue for this tee time. If the time does not sell, GolfNow does not collect any revenue and nothing further is owed from the City to GolfNow.com. The City collects 100% of the revenues from all other tee times booked through the site. GolfNow.com charges golfers a \$1.50 surcharge to process each tee time that is booked through its site.

An ordinance to amend the City's golf course fees is required to provide staff with the discretion to temporarily discount selected tee times. This ordinance is attached for Council's consideration. Cart fees, which pay for the cost of purchasing and maintaining the carts, will not be discounted. It is difficult to project the impact of online marketing to revenues; however, staff will use discretion in determining the most effective use of the program and will periodically reevaluate and report on the program's success.

Staff Restructuring

Full-time personnel costs including salaries and benefits account for the majority of the City's total budget. The City continually explores alternatives for replacing full-time personnel with part-time and seasonal staff when appropriate. In order to reduce personnel expenditures at the golf course, one of the City's two full-time golf course grounds keeper positions has been eliminated and will be replaced with part-time or seasonal staff. The seasonal or part-time staff will replace approximately the same number of man hours as the full-time position while saving approximately \$15,000 to \$20,000 on benefit costs to the City.

Private Management

Staff has had multiple meetings and conversations with local and national golf management firms in recent months to explore options for improving the viability of the golf course through a private partnership such as through leasing arrangement, a third-party management contract, or a consulting arrangement. These firms have analyzed the golf course financials and operations and have visited the course. None of the firms have expressed any interest in entertaining a lease agreement with the City due to the current economy in which most courses are struggling to make a profit. After reviewing the course's financial statements and operations, most of the firms contacted have also frankly stated that a management fee would not be in the City's best interest as the potential savings are not likely to offset management fees, which range upwards of \$90,000 per year. Staff has also investigated opportunities to partner with a private firm to take advantage of volume discounts on purchases and to utilize proprietary electronic marketing tools to increase play. A consulting arrangement may be more viable than a third-party management fee in terms of cost; however, no firm that the City has contacted will guarantee that the savings and revenue they will generate will be enough to offset their management or consulting fees. Additionally, in talking with these management firms, staff has identified areas to improve the operations and marketing of the course that it can do without the assistance of a third party including staff restructuring where appropriate and online marketing as discussed above.

Building Efficiency

Staff is also recommending upgrades to the ice arena and pro shop building lighting and mechanical systems as part of the FY12-16 capital improvement program. If approved, these building energy efficiency upgrades could save tens of thousands of dollars per year in reduced utility costs.

I would be happy to provide any additional information as requested.

**AN ORDINANCE AMENDING THE ADOPTED 2010-2011 GENERAL FUND
BUDGET OF THE CITY OF CREVE COEUR BY AUTHORIZING ADDITIONAL APPROPRIATIONS
AND UNAPPROPRIATIONS FROM OPERATING DEPARTMENTS**

WHEREAS, REVENUES WERE ESTIMATED AND APPROPRIATIONS WERE AUTHORIZED IN THE ANNUAL CITY BUDGET ADOPTED ON JUNE 28, 2010 BY ORDINANCE NO. 5137, AMENDED BY ORDINANCE NO. 5151 SEPTEMBER 27, 2010 AND, AMENDED BY ORDINANCE NO. 5168 ON DECEMBER 13, 2010,

WHEREAS, IT IS IN THE INTEREST OF THE CITY OF CREVE COEUR TO AUTHORIZE ADDITIONAL APPROPRIATIONS TO PAY FOR UNBUDGETED AND UNANTICIPATED EXPENDITURES AND TO UNAPPROPRIATE ITEMS BUDGETED BUT NOT COMPLETED IN VARIOUS CATEGORIES AS PROVIDED IN THE CITY CHARTER AND THE CITY CODE.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CREVE COEUR AS FOLLOWS:

SECTION 1. THAT THE ANNUAL OPERATING BUDGET FOR THE GENERAL FUND FOR THE 2010-2011 FISCAL YEAR, AS ADOPTED, IS HEREBY AMENDED BY AUTHORIZING ADDITIONAL APPROPRIATIONS IN THE AMOUNT OF \$87,394 IN THE FOLLOWING DEPARTMENTS:

GENERAL FUND		
CITY CLERK	\$	7,882
MIS		250
FINANCE		2,000
MAINTENANCE		10,000
POLICE - ADMINISTRATION		8,644
POLICE - INVESTIGATIONS		1,563
STREETS		29,300
PARKS		5,500
BUILDING INSPECTIONS		22,255
TOTAL ADDITIONAL APPROPRIATIONS-GENERAL FUND	\$	87,394

TOTAL ALL ADDITIONAL APPROPRIATIONS	87,394
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SECTION 2. THAT THE ANNUAL OPERATING BUDGET FOR THE GENERAL FUND FOR THE 2010-2011 FISCAL YEAR AS ADOPTED, IS HEREBY AMENDED BY AUTHORIZING THE UNAPPROPRIATION OF BUDGETED AMOUNTS IN THE AMOUNT OF \$43,800 IN THE FOLLOWING DEPARTMENTS:

GENERAL FUND		
MAINTENANCE	\$	7,600
POLICE - INVESTIGATIONS		5,000
POLICE - PATROL		5,700
STREETS		20,000
BUILDING INSPECTION		5,500
TOTAL UNAPPROPRIATIONS-GENERAL FUND	\$	43,800

TOTAL ALL ADDITIONAL UNAPPROPRIATIONS	\$ 43,800
--	------------------

SECTION 3. THE ANNUAL GENERAL FUND OPERATING BUDGET FOR FISCAL YEAR 2010-2011 AS ADOPTED, IS HEREBY AMENDED BY THE FOLLOWING INCREASES OR (DECREASES) IN BUDGETED REVENUES:

ACCOUNT	AMOUNT
ELECTRIC	\$ 300,000
NATURAL GAS	(75,000)
INTEREST ON INVESTMENTS	(100,000)
TOTAL GENERAL FUND REVENUES	\$ 125,000

SECTION 4. THIS ORDINANCE SHALL BECOME EFFECTIVE PURSUANT TO THE PROVISIONS OF SECTION 3.11(G) OF THE CHARTER.

ADOPTED THIS _____ DAY OF _____ 2011.

A.J. WANG
PRESIDENT OF CITY COUNCIL

APPROVED THIS _____ DAY OF _____ 2011.

AJ Wang, Council President
Acting for Mayor During Temporary
Absence Pursuant to Section 3.4
Of the City Charter

ATTEST:

DEBORAH RYAN, MRCC
CITY CLERK



MEMORANDUM

DATE: February 24, 2011

TO: Mark Perkins, City Administrator

FROM: Daniel Smith, Director of Finance

SUBJECT: Fiscal Year 2011 Budget Amendment #3

During the fiscal year it becomes necessary to adjust the adopted budget. Since the last budget adjustment in December 2010 a number of events have occurred that will require an adjustment to the fiscal year 2011 budget adopted on June 28, 2010. Some of the more significant adjustments are as follows:

1. Maintenance of Municipal Property
One building custodian position was eliminated, and the work was outsourced. As a result salaries and benefits were reduced and the building and grounds maintenance contractual line item was increased. Net change was an increase of \$2,400, although savings will be realized in future years.
2. Patrol (overtime)
\$8,000 increase. Due to manpower shortages in police-administration more overtime was required.
3. Investigation (overtime)
\$5,000 decrease. Less overtime was needed than anticipated.
4. Streets (salaries)
\$20,000 decrease. Due to a number of vacancies in the street department salary expense was less than anticipated.
5. Streets (snow removal)
\$15,000 increase. Due to abnormally high snow accumulations this year more funds were required for snow removal.
6. Building Inspectors (salary and benefits)
\$22,225 increase. A recommendation has been made to retain the building inspector hired as a result of the St. Johns contract with the city. This position was originally budgeted to be eliminated on March 31, 2011. As a result of the increased workload and the recommended implementation of the new rental property inspection program this position needs to be retained. Attached to this memo you will find information from the Chief Building Official concerning the new inspection program and building inspector workloads.

7. Electric service (tax revenue)

Increase \$300,000. A large rate increase by Ameren and abnormal usage last summer has resulted in higher than anticipated revenues.

8. Interest revenues

\$100,000 decrease. A significant drop in interest rates (50% or above) from May 2010 through September 2010 has dramatically reduced interest revenues. Due to the historically low interest rates the city has maintained an unusually short investment portfolio. This also has affected the investment return. In January and February we are beginning to see rates move upward.

I would be pleased to respond to any questions.

**THIRD BUDGET ADJUSTMENTS
2011**

ACCOUNT	ACCOUNT NUMBER	DESCRIPTION	AMOUNT	
GENERAL FUND REVENUES				
Electric	01-00-00-4201	Increase in revenues due to rate increase and increased summer usage	300000	
Natural Gas	01-00-00-4202	Decreased revenues due to reduction in gas purchase price to supplier	-75000	
Interest on Investments	01-00-00-4703	Decrease due to substantial drop in interest rates during in 2010. Rates for 5yr and 3yr treasuries dropped over 50% between May and September	-100000	
TOTAL REVENUE ADJUSTMENTS				
	TOTAL		125,000	
GENERAL FUND EXPENDITURES				
Office Equipment Maintenance(City Clerk)	01-11-13-6213	Office expense for updated City Council recording device unanticipated	1882	
Election Expenses(city clerk)	01-11-13-6263	Unanticipated election expense for Sales Tax election	6000	7882
Overtime(MIS)	01-12-51-5103	Unanticipated OT for IT Tech	250	250
Salaries-Temp Employees(Finance)	01-13-11-5102	Addition part-time help required due to extensive Medical leave	2000	2000
SalariesPermanent Employees(Maintenance)	01-16-11-5101	Reduction due elimination of position as a result of contracting out work	-3600	
Health Insurance (Maintenancs)	01-16-11-5230	Reduction due elimination of position as a result of contracting out work	-4000	
Building and Grounds Maint.(Maint)	01-16-11-6212	Increase due to Building cleaning contract	10000	2400
Overtime(Police Admin)	01-21-11-5103	More OT than anticipated	8000	
Holiday Pay(Police Admin)	01-21-11-5106	More Holiday pay than anticipated	644	8644
Overtime(Investigation)	01-21-21-5103	Less OT than anticipated	-5000	
Workers Compensation(Investigation)	01-21-21-5243	Workers Compensation Higher than anticipated	1563	-3437
Workers Compensation(Patrol)	01-21-22-5243	Workers Compensation less than anticipated	-5700	-5700
Salaries(Streets)	01-31-41-5102	Reduction due to position not filled and other vacancies	-20000	
Overtime(Streets)	01-31-41-5103	OT higher due to snow storms	5000	
Temp-Professional Services(Streets)	01-31-41-6207	Temp services higher than anticipated due to position not filled	4300	
Vehicle Maintenance(Streets)	01-31-41-6210	Higher than anticipated	5000	
Snow Removal(Streets)	01-31-41-7310	Snow removal supplies more usage than anticipated	15000	9300
Overtime(Parks)	01-31-43-5103	Higher than anticipated OT	3000	
Dog Park(Parks)	01-31-43-6247	Not Budgeted for 2011	2500	5500
Salaries(Building Inspection)	01-32-61-5101	Building Inspector only Budgeted for 9 months	16150	
Overtime(Building Inspection)	01-32-61-5103	More OT than anticipated	2500	
Health Insurance(Building Inspection)	01-32-61-5230	Building Inspector only Budgeted for 9 months	2200	
Social Security(Building Inspection)	01-32-61-5240	Building Inspector only Budgeted for 9 months	1405	
Workers Compensation(Building Inspection)	01-32-61-5243	Workers Compensation less than anticipated	-5500	16755
TOTAL EXPENDITURE ADJUSTMENTS			43594	43594
	ACCOUNT			

ACCOUNT	NUMBER	DESCRIPTION	AMOUNT
		ENTERPRISE FUND-REVENUES	
		ENTERPRISE FUND-REVENUES-CONTINUED	
TOTAL ENTERPRISE FUND REVENUE ADJUSTMENTS			0
		ENTERPRISE FUND-EXPENDITURES	
TOTAL ENTERPRISE FUND EXPENDITURE ADJUSTMENTS			0
		CAPITAL FUND REVENUES	
TOTAL CAPITAL FUND REVENUE ADJUSTMENTS			0
		CAPITAL FUND EXPENDITURES	
TOTAL CAPITAL FUND EXPENDITURE ADJUSTMENTS			0
		EXPENDITURE SUMMARY	
GENERAL FUND ADDITIONAL APPROPRIATIONS			87394
GENERAL FUND UNAPPROPRIATIONS			43800
NET INCREASE/DECREASE IN GENERAL FUND APPROPRIATIONS			43594
ENTERPRISE FUND ADDITIONAL APPROPRIATIONS			
ENTERPRISE FUND UNAPPROPRIATIONS			
NET INCREASE/DECREASE IN ENTERPRISE FUND APPROPRIATIONS			
CAPITAL FUND ADDITIONAL APPROPRIATIONS			0
CAPITAL FUND UNAPPROPRIATIONS			0
NET INCREASE/DECREASE IN CAPITAL FUND APPROPRIATIONS			0
TOTAL ADDITIONAL APPROPRIATIONS ALL FUNDS			0
TOTAL UNAPPROPRIATIONS ALL FUNDS			0
TOTAL TRANSFERS ALL FUNDS			0
		REVENUE SUMMARY	
GENERAL FUND ADDITIONAL REVENUES			300000
GENERAL FUND REDUCTION IN REVENUES			175000
NET INCREASE/DECREASE IN GENERAL FUND BUDGET REVENUES			125000
ENTERPRISE FUND ADDITIONAL REVENUES			

ENTERPRISE FUND REDUCTION IN REVENUES
NET INCREASE/DECREASE IN ENTERPRISE FUND BUDGET REVENUES

CAPITAL FUND ADDITIONAL REVENUES
CAPITAL FUND REDUCTION IN REVENUES
NET INCREASE/DECREASE IN CAPITAL FUND BUDGET REVENUES

TOTAL ADDITIONAL REVENUES ALL FUNDS	175000
TOTAL REDUCTION IN REVENUES ALL FUNDS	125000

CITY OF CREVE COEUR
Department of Community Development
BUILDING DIVISION

MEMORANDUM

TO: Mark Perkins, City Administrator

CC: Paul Langdon, Director of Community Development

FROM: Steve Unser, Chief Building Official

DATE: February 11, 2011

RE: Amending the FY 2011 Budget to Retain the 2nd Commercial Building Inspector Position.

The sixth year of the building inspection agreement between the City and St. John's Mercy Health Care expires on March 27, 2011. It will not be renewed.

The 2nd Commercial Building Inspector position was created on 2/7/2005 as a result of the signing of this building inspection agreement on 3/28/2005. St. John's Mercy Health Care was willing to fund this position (\$572,412 over 6 years) because of their increased need for numerous, time-consuming and 'on-demand' type daily inspections during the construction of the Heart Hospital Tower, Patient Tower B, Surgery Center Addition and other 'fast-track' projects.

The original concept of this inspector position being dependent on the lifetime of the building inspection agreement needs to be re-visited.

During FY 2006, the building division staff numbered 8.5 positions; namely, 1 chief building official, 1 senior plans examiner, 1 plans examiner, 2 commercial building inspectors, 1 residential building inspector, 1 code enforcement officer, 1 office associate and 0.5 office assistant for a total of 340 available man-hours per week. Shortly before the beginning of FY 2010, the building division staff was reduced to 6.0 positions; namely, 1 chief building official, 1 senior plans examiner, 2 commercial building inspectors, 1 residential building inspector and 1 office associate for a total of 240 available man-hours per week.

As a result of this staff reduction, the building division had to re-define duties and re-distribute the work load. The loss of the office assistant meant that the building inspectors not only make their daily building inspections but now also enter their inspection results in the permit tracking system and file the inspection results in each permit folder. The loss of the code enforcement officer meant that the responsibility of investigating any complaints not related to building code enforcement (i.e. violations of the exterior maintenance codes, high weeds/grass, dead trees, litter, illegal parking of vehicles, etc.) now falls on the shoulders of

the 3 building inspectors. The building inspectors now type and mail any violation notices and make the necessary re-inspections to gain compliance. Tables I and III demonstrate the impact complaint inspections have had on the building inspectors' workloads during FY 2010 and FY 2011.

While Table I shows a gradual decline in the average number of inspections per day per inspector (from 9.1 in FY 2006 to 6.3 in FY 2010) it does not consider the administrative time the inspectors now have to spend after making these inspections during FY 2010 that they did not have to spend during previous fiscal years. Table I also shows a projected upward trend in the average number of inspections per day per inspector to 8.7. A reasonable average number of inspections per day per inspector (depending on the type and duration of each inspection) would be between 8-10. When this number is exceeded, the senior plans examiner and/or the chief building official provide assistance.

Table III shows that the 2nd Commercial Building Inspector (Patrick Burke) made 777 of the 1,538 commercial inspections completed during the first 6 months of FY 2011. If this position had been discontinued at the start of this fiscal year, the average number of commercial inspections per day per commercial building inspector would be 12.3 (based on 1 commercial building inspector) instead of 6.15 (based on 2 commercial building inspectors). Many of these commercial building inspections were made when the 1st Commercial Building Inspector (Dennis Woods) was on vacation or out sick.

Table III also shows that of the 1,102 inspections completed by the 2nd Commercial Building Inspector so far this fiscal year, 196 have been residential building inspections. This versatility has given the building division the coverage it needs when the residential building inspector is on vacation, out sick or needs assistance.

Table II projects that once the Apartment Re-Occupancy Program begins on 6/1/2011, approximately 2.2 inspections per day will be added to each of the 3 building inspector's daily work load. This will increase the number of daily inspections for each building inspector from 8.7 to 10.9. If it is decided to eliminate the 2nd Commercial Building Inspector position, it would be recommended not to proceed with the Apartment Re-Occupancy Program at this time.

The elimination of this position will have an adverse impact on certain building division service levels.

1. Because it will be unreasonable to expect the 2 remaining building inspectors to perform more than 8-10 quality building inspections per day, the chief building official and the senior plans examiner would need to perform any inspections that exceed these numbers. This will result in lengthening the time it takes to complete plan reviews and issue building permits. The archiving and escrow release processes will also be adversely effected.
2. When one of the 2 remaining building inspectors is on vacation or out sick the CBO or senior plans examiner will be making those inspections.
3. The commitment to make 'next day' inspections will not always be satisfied.
4. The ability to make 'timed' inspections for residents will be hampered.

5. The need of some projects to have multiple 'same-day' inspections will not be met.
6. Additional energy conservation inspections (insulation, pressurizing ducts to determine air leakage) required by the adoption of the 2009 International Residential Code will be more difficult to make.

While it is true that this position came about 6 years ago as a result of the building inspection agreement with St. John's Mercy Health Care, the loss of 2.5 other positions from the building division since this agreement was signed, the resulting expanded duties that had to be added to this position and the city's need for an Apartment Re-occupancy Program justify the 2nd Commercial Building Inspector position remaining in place beyond the agreement's March 27, 2011 expiration date.

CITY OF CREVE COEUR
DEPARTMENT OF COMMUNITY DEVELOPMENT
BUILDING DIVISION

TABLE I.
Building Permits Issued and Inspections Completed

Fiscal Year	Building Permits Issued	Building Inspections Completed	Commercial Occupancy Inspections Completed	Complaint Inspections Completed	Total Inspections Completed	Average Number of Inspections per Day per Inspector ** (3 building inspectors)	Total # of Staff Persons
2006	864	6,689	137	***	6,826	9.1	8.5
2007	833	5,924	66	***	5,990	7.9	8.5
2008	790	5,623	180	***	5,803	7.7	8.5
2009	594	5,101	150	***	5,251	7.0	8.5
2010	686	3,562	152	1,023	4,737	6.3	6.0
2011*	776	5,114	84	1,290	6,488	8.7	6.0

*Projections based on first 6 months of this fiscal year.

**Based on 250 working days per fiscal year.

***Did not track. City had a code enforcement officer during these fiscal years who made the complaint inspections. Beginning FY2010, the city's 3 building inspectors also began making the complaint inspections.

TABLE II.
Projected Certificates of Occupancy Issued and Inspections Completed
Per the Apartment Re-Occupancy Program
For Any Given Fiscal Year

Fiscal Year	Certificates of Occupancy Issued*	Apartment Re-Occupancy Inspections Completed**	Average Number of Re-Occupancy Inspections per Day Per Inspector*** (3 building inspectors)	Total # Of Staff Persons
Any Given FY	1,183	1,675	2.2	6.5****

*Based on a 40% turnover rate for 2908 apartment units.

**Based on 1,183 initial inspections and 50% (592) of the units being reinspected.

***Based on 250 working days per fiscal year.

****Based on a part-time office assistant (20 hours per week) being added to staff.

CITY OF CREVE COEUR
DEPARTMENT OF COMMUNITY DEVELOPMENT
BUILDING DIVISION

TABLE III.
TYPE AND NUMBER OF INSPECTIONS COMPLETED
BY EACH BUILDING INSPECTOR
FROM 7/1/2010 THROUGH 12/31/2010

Types of Inspections Completed	Dennis Woods, Commercial Bldg. Inspector	Patrick Burke, Commercial Bldg. Inspector	Scott Bolls, Residential Bldg. Inspector	Staff Totals
Commercial Footing	26	83	3	112
Residential Footing	3	27	86	116
Commercial Foundation	29	59	1	89
Residential Foundation	3	10	27	40
Commercial Framing	197	109	2	308
Residential Framing	8	39	164	211
Commercial Ceiling Cover	119	74	1	194
Commercial Drywall	163	84	4	251
Residential Drywall	6	21	60	87
Commercial Final	171	97	0	268
Residential Final	5	31	247	283
Residential Mechanical	5	29	155	189
Commercial Masonry Block	10	222	0	232
Commercial Fire Alarm	33	7	0	40
Certificate of Occupancy	20	22	0	42
Retaining Wall	24 commercial	39 residential 20 commercial	54 residential	137
Complaint Inspections	72	129	444	645
Total Inspections Completed / Average per Day	894 / 7.2	1,102 / 8.8	1,248 / 10.0	3,244

SLACMA Survey on Metal Detectors 2-16-2011

City	Do you use metal detectors at any public meetings?
Ballwin	No
Berkley	Municipal Court and City Council
Clayton	No
Creve Coeur	Municipal Court
Des Peres	No
Fairview Heights	Municipal Court and City Council
Fenton	No
Hazelwood	Municipal Court
Kirkwood	Municipal Court and City Council
Olivette	Municipal Court and City Council
Richmond Heights	Municipal Court
Rock Hill	Municipal Court
University City	Municipal Court
Webster Groves	Municipal Court



DEPARTMENT OF PUBLIC WORKS OFFICE MEMO

DATE: February 22, 2011

TO: Mr. Mark Perkins, City Administrator

CC: Mr. James Heines, Director of Public Works

FROM: Matt Wohlberg, City Engineer

SUBJECT: Lighting Review
Olive Boulevard TDD and Olive-Graeser TDD Projects
Creve Coeur, Missouri

These notes have been compiled in response to your inquiry regarding the pre-construction and proposed street lighting for the Olive-Boulevard TDD – Mary Meadows Lane to Graeser Road (Olive-Graeser TDD) and the Olive Boulevard TDD Phase I Improvements (Olive TDD) projects. These projects will alter the lighting along Olive Boulevard within the project limits, and it is understood that this has caused some concern with some residents in Creve Coeur and with the Creve Coeur City Council.

Applicable Standards for Street Lighting

The Missouri Department of Transportation (MoDOT) describes its policy for street lighting in its Engineering Policy Guide, specifically in Section 901.13 entitled “Lighting Proposed by other Political Subdivisions on State Highways.” The provisions of this policy apply to any street lighting proposal made for Olive Boulevard (Missouri Route 340) by entities such as the City of Creve Coeur or the Olive Boulevard TDD.

Section 901.13 indicates that there are two (2) classes of street lighting: “continuous” or “intersection.” Continuous lighting requirements include a specific range of illumination throughout the project corridor, whereas the intersection lighting requirements stipulate lighting levels at the intersections only. Continuous lighting standards are necessary when the intersections involved in the project are separated by less than 500 feet. When the intersections are separated by 500 feet or more, then the intersection lighting requirements apply and the continuous lighting standards are considered optional.

The Olive TDD project involves two (2) main intersections: Olive Boulevard at Old Ballas Road/City Place Drive and Olive Boulevard at Craig Road. These two (2) intersections are separated by approximately 890 feet. The “intersection” lighting requirements apply to this project.

The Olive-Graeser TDD project involves two (2) roadway intersections: Olive Boulevard at Mary Meadows/Schulte Road and Olive Boulevard at Graeser Road/Dautel Road (realigned). These two (2) intersections are approximately 725 feet apart, therefore the “intersection” lighting requirements apply to this project as well.

The City of Creve Coeur does not have any street lighting standards or policies in place to supplement the MoDOT requirements.

Lighting Review for the Olive TDD Project

Pre-construction conditions. Design plans for the Olive TDD project, dated 11-16-2005, were used to estimate the pre-construction conditions for Olive Boulevard between Old Ballas Road and Craig Road. These plans were drafted prior to the work to move the utilities to underground conduits and better show the pre-construction lighting pattern than the current design plans.

A review of these plans found the following lights listed along the project limits (all locations are approximate and relate to the stationing on the Olive Boulevard centerline):

1. Sta. 144+50 north side (at City Place Drive intersection)
2. Sta. 148+10 south side
3. Sta. 150+00 north side
4. Sta. 151+90 south side (at Craig Road intersection)
5. Sta. 153+10 north side (at Craig Road intersection)

In addition, several utility poles lined the north side of Olive Boulevard but have since been removed due to the placement of utilities under ground. It could not be immediately verified whether any of these poles held street lights.

The lights found on the plans seem to attempt continuous lighting with a staggered pattern (i.e. alternating north and south sides of the street).

Proposed conditions. The Olive TDD project has already included the removal of the utility poles and the street lights along the north side of the street. These utilities were relocated under ground as part of the preparations for the eventual street widening. The current proposal does not include stand-alone lights along Olive Boulevard to replace those that were removed during the utility work.

However, the current proposal does include lights above all of the traffic signal mast arms at the intersection of Olive at Old Ballas/City Place and Olive at Craig. This will introduce four (4) lights at each intersection to highlight the raised islands and the intersection for motorists. These eight (8) lights will replace the lights previously removed from the intersections (lights 1, 4, and 5 from the list above).

This lighting arrangement is consistent with MoDOT's "intersection" lighting requirements.

Discussion. While the proposed lighting design eliminates at least two (2) lights along Olive Boulevard, the proposed design also meets the current MoDOT lighting requirements.

It should also be noted that, at the time that the utilities were placed under ground, the design intent was to include street lighting along the Olive median similar to that along Olive in the vicinity of Interstate 270. These lights would have provided ornamental lighting only and would likely not have provided sufficient light for what would be considered "continuous" street lighting.

Lighting Review for the Olive-Graeser TDD Project

Pre-construction conditions. The design plans for the Olive-Graeser TDD project, dated 04/16-2010, indicate that street lights of some capacity existed at the following locations prior to the project (all locations are approximate and relate to the stationing indicated on the Olive Boulevard centerline):

1. Sta. 186+50 north side (at the northeast corner of Olive and Schulte – indicated to remain)

2. Sta. 187+20 north side (indicated to remain)
3. Sta. 188+95 south side (indicated to be removed and relocated/replaced)
4. Sta. 191+00 north side (indicated to remain)
5. Sta. 192+75 south side (indicated to remain)
6. Sta. 194+00 north side (at the northeast corner of Olive and the realigned Dautel - indicated to be removed and relocated)
7. Sta. 195+25 south side (indicated to be adjusted to grade and to remain)
8. Sta. 197+25 north side (indicated to remain)
9. Sta. 198+90 south side (indicated to remain)

A total of six (6) street lights (#1 through #6 above) impact Olive Boulevard between the Mary Meadows/Schulte intersection and the Graeser/Dautel intersection.

Proposed conditions. The roadway project involved widening Olive Boulevard by several feet on each side of the street. This work required the removal and replacement of the sidewalk to accommodate the new location of the curb. The roadway widening was necessary to provide space for the proposed median along the center of Olive.

Along the south side of Olive between Mary Meadows and Graeser, the result of the roadway expansion was a narrow corridor approximately four (4) feet in width between the back of the sidewalk and the MoDOT right-of-way line. This corridor is crowded with utilities, as at least one gas line and several fiber optic lines are shown to run through this space. This meant that the light along the south side of Olive in this area (specifically #3 from the list above) could not be relocated near their previous positions and remain within the MoDOT right of way. Space outside of the MoDOT right of way exists approximately 75 feet to the west, but moving the light there would bring it relatively close to the existing light on the north side of Olive and the proposed light above the new traffic signal mast arm. Therefore, City staff authorized its removal in November.

City staff also authorized the removal of the light on the south side of Olive approximately 60 feet west of the intersection with Graeser Road (#5 from the list above). The proposed lighting above the new traffic signal mast arms was thought to be sufficient to light the area previously lit by the existing light.

Light #6 will be relocated to allow for the expanded roadway and to avoid redundancy with the proposed lighting at the Olive/Graeser/Dautel intersection.

This lighting arrangement is consistent with MoDOT's "intersection" lighting requirements and nearly meets MoDOT's "continuous" lighting requirements.

Discussion. While the proposed lighting design eliminates at least two (2) lights along Olive Boulevard, the proposed design also meets the current MoDOT lighting requirements.

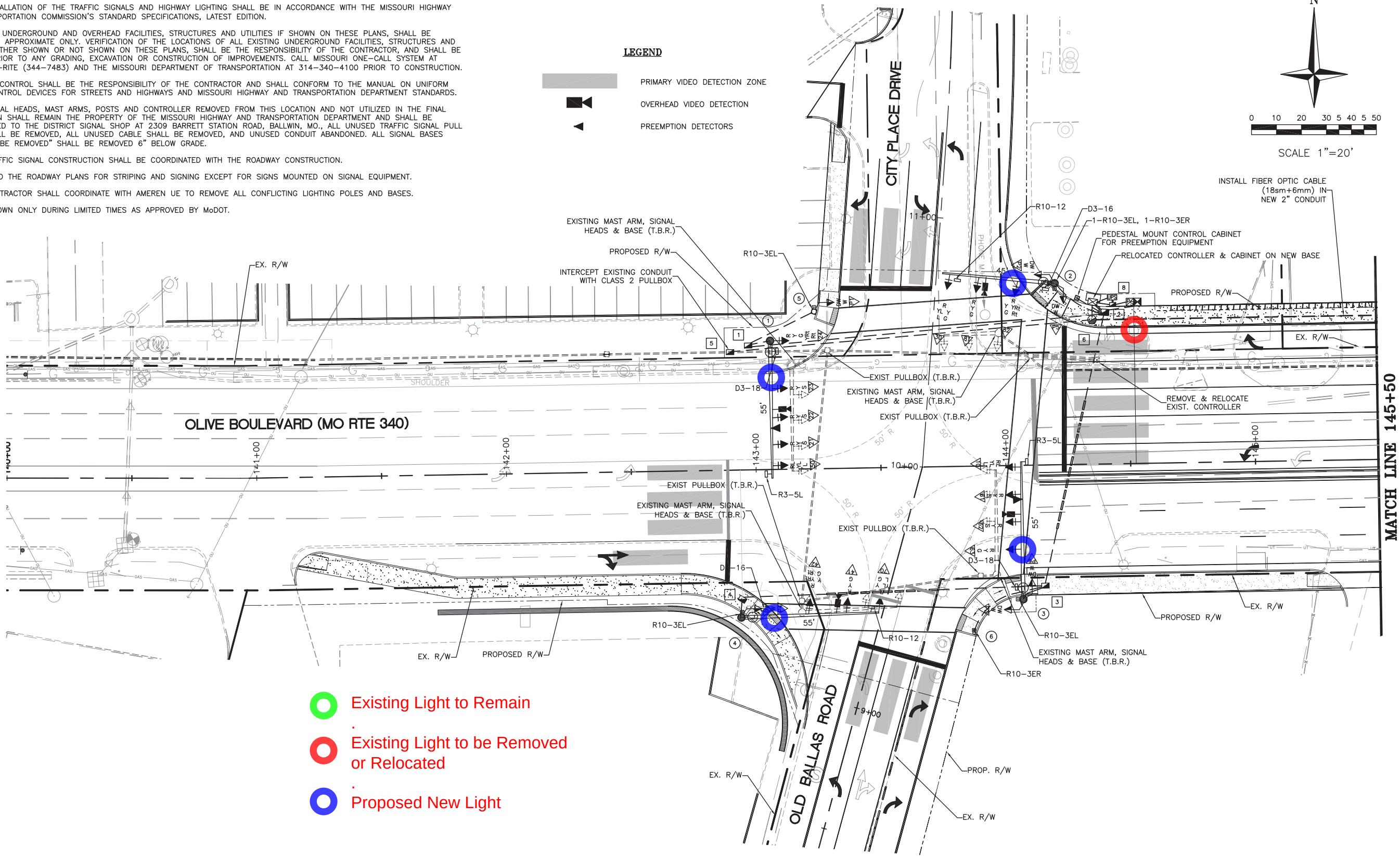
Ideally, the proposed design would include a light on the south side of Olive in the vicinity of light #3. As discussed above, there no longer appears to be a suitable location for a light in this area. City staff can explore whether a light mounted on the utility pole on the north side of the street opposite of this area (at approximately Sta. 189+00) would provide suitable lighting for this area.

GENERAL NOTES

1. THE INSTALLATION OF THE TRAFFIC SIGNALS AND HIGHWAY LIGHTING SHALL BE IN ACCORDANCE WITH THE MISSOURI HIGHWAY AND TRANSPORTATION COMMISSION'S STANDARD SPECIFICATIONS, LATEST EDITION.
2. EXISTING UNDERGROUND AND OVERHEAD FACILITIES, STRUCTURES AND UTILITIES IF SHOWN ON THESE PLANS, SHALL BE CONSIDERED APPROXIMATE ONLY. VERIFICATION OF THE LOCATIONS OF ALL EXISTING UNDERGROUND FACILITIES, STRUCTURES AND UTILITIES, EITHER SHOWN OR NOT SHOWN ON THESE PLANS, SHALL BE THE RESPONSIBILITY OF THE CONTRACTOR, AND SHALL BE VERIFIED PRIOR TO ANY GRADING, EXCAVATION OR CONSTRUCTION OF IMPROVEMENTS. CALL MISSOURI ONE-CALL SYSTEM AT 1-800-DIG-RITE (344-7483) AND THE MISSOURI DEPARTMENT OF TRANSPORTATION AT 314-340-4100 PRIOR TO CONSTRUCTION.
3. TRAFFIC CONTROL SHALL BE THE RESPONSIBILITY OF THE CONTRACTOR AND SHALL CONFORM TO THE MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES FOR STREETS AND HIGHWAYS AND MISSOURI HIGHWAY AND TRANSPORTATION DEPARTMENT STANDARDS.
4. ALL SIGNAL HEADS, MAST ARMS, POSTS AND CONTROLLER REMOVED FROM THIS LOCATION AND NOT UTILIZED IN THE FINAL INSTALLATION SHALL REMAIN THE PROPERTY OF THE MISSOURI HIGHWAY AND TRANSPORTATION DEPARTMENT AND SHALL BE TRANSPORTED TO THE DISTRICT SIGNAL SHOP AT 2309 BARRETT STATION ROAD, BALLWIN, MO., ALL UNUSED TRAFFIC SIGNAL PULL BOXES SHALL BE REMOVED, ALL UNUSED CABLE SHALL BE REMOVED, AND UNUSED CONDUIT ABANDONED. ALL SIGNAL BASES NOTED "TO BE REMOVED" SHALL BE REMOVED 6" BELOW GRADE.
5. THE TRAFFIC SIGNAL CONSTRUCTION SHALL BE COORDINATED WITH THE ROADWAY CONSTRUCTION.
6. REFER TO THE ROADWAY PLANS FOR STRIPING AND SIGNING EXCEPT FOR SIGNS MOUNTED ON SIGNAL EQUIPMENT.
7. THE CONTRACTOR SHALL COORDINATE WITH AMEREN UE TO REMOVE ALL CONFLICTING LIGHTING POLES AND BASES.
8. FIBER DOWN ONLY DURING LIMITED TIMES AS APPROVED BY MoDOT.

LEGEND

- PRIMARY VIDEO DETECTION ZONE
- OVERHEAD VIDEO DETECTION
- PREEMPTION DETECTORS



PREEMPTION OPERATION TABLE

CH.	PHASE	MOVEMENT
1	1 + 6	EB THRU AND LEFT
2	2 + 5	WB THRU AND LEFT

SHEET NO.

2

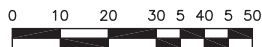
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Scale: 1"=20'
Drawn by: MH
Design by: EF
Approved by: RS
File Name: TS29-10-1

ISSUE RECORD	4/23/10	90% DESIGN SUBMITTAL	5/24/10	100% FINAL

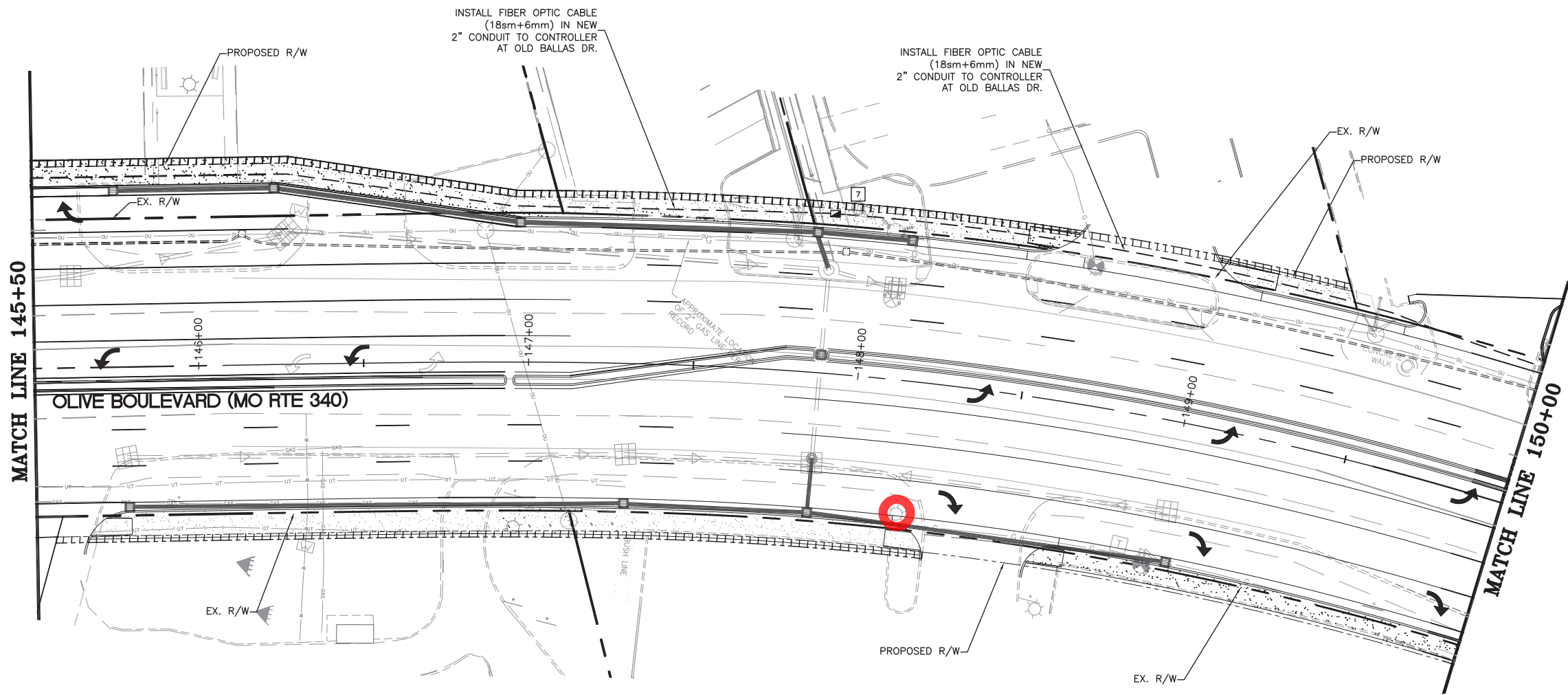


CBB Crawford, Bunte, Brammeier
Traffic and Transportation Engineers
St. Louis, Missouri / Glen Carbon, Illinois
314-878-6644 618-656-2612
Fax: 314-878-5876 E-Mail: cbb@cbbtraffic.com

TRAFFIC SIGNAL PLAN
OLIVE BLVD &
OLD BALLAS RD/CITY PLACE DR
CREVE COEUR, MISSOURI



SCALE 1"=20'



-  Existing Light to Remain
-  Existing Light to be Removed or Relocated
-  Proposed New Light

UNDERGROUND FACILITIES, STRUCTURES AND UTILITIES HAVE BEEN PLOTTED FROM AVAILABLE INFORMATION. THE CONTRACTOR SHALL HAVE THE RESPONSIBILITY OF LOCATING ALL UNDERGROUND FACILITIES, STRUCTURES AND UTILITIES PRIOR TO THE START OF CONSTRUCTION. CALL MISSOURI ONE-CALL SYSTEM AT 1-800-DIG-RITE (344-7483). NOTIFY MoDOT AT (314) 340-4100.

SHEET NO.	
3	
Job No.	29-10-1
Scale:	1"=20'
Drawn by:	MH
Design by:	EF
Approved by:	RS
File Name: TS29-10-1	

ISSUE RECORD	
4/23/10	90% DESIGN SUBMITTAL
5/24/10	100% FINAL



**Crawford, Bunte, Brammeier**
Traffic and Transportation Engineers

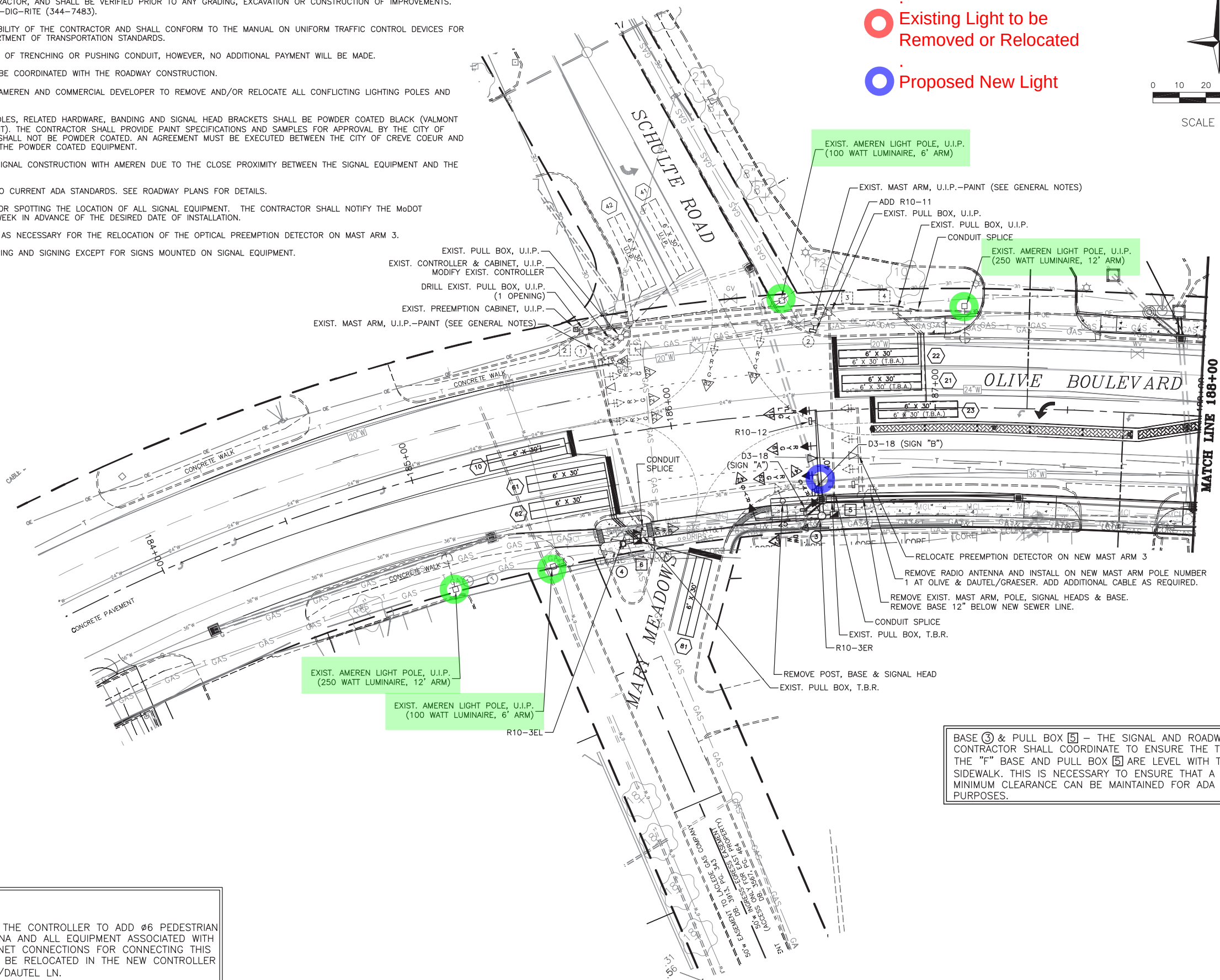
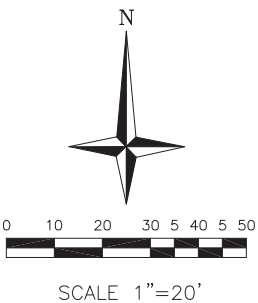
St. Louis, Missouri/Glen Carbon, Illinois
314-878-6644 618-656-2612
Fax: 314-878-5876 E-Mail: cbb@cbbtraffic.com

TRAFFIC SIGNAL PLAN
INTERCONNECT
OLIVE BLVD
CREVE COEUR, MISSOURI

GENERAL NOTES:

1. THE INSTALLATION OF THE TRAFFIC SIGNALS SHALL BE IN ACCORDANCE WITH THE MISSOURI HIGHWAY AND TRANSPORTATION COMMISSION'S STANDARD SPECIFICATIONS, LATEST EDITION.
2. EXISTING UNDERGROUND AND OVERHEAD FACILITIES, STRUCTURES AND UTILITIES IF SHOWN ON THESE PLANS, SHALL BE CONSIDERED APPROXIMATE ONLY. VERIFICATION OF THE LOCATIONS OF ALL EXISTING UNDERGROUND FACILITIES, STRUCTURES AND UTILITIES, EITHER SHOWN OR NOT SHOWN ON THESE PLANS, SHALL BE THE RESPONSIBILITY OF THE CONTRACTOR, AND SHALL BE VERIFIED PRIOR TO ANY GRADING, EXCAVATION OR CONSTRUCTION OF IMPROVEMENTS. CALL MISSOURI ONE-CALL SYSTEM AT 1-800-DIG-RITE (344-7483).
3. TRAFFIC CONTROL SHALL BE THE RESPONSIBILITY OF THE CONTRACTOR AND SHALL CONFORM TO THE MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES FOR STREETS AND HIGHWAYS AND MISSOURI DEPARTMENT OF TRANSPORTATION STANDARDS.
4. DIRECTIONAL BORING MAY BE USED INSTEAD OF TRENCHING OR PUSHING CONDUIT, HOWEVER, NO ADDITIONAL PAYMENT WILL BE MADE.
5. THE TRAFFIC SIGNAL CONSTRUCTION SHALL BE COORDINATED WITH THE ROADWAY CONSTRUCTION.
6. THE CONTRACTOR SHALL COORDINATE WITH AMEREN AND COMMERCIAL DEVELOPER TO REMOVE AND/OR RELOCATE ALL CONFLICTING LIGHTING POLES AND BASES.
7. ALL NEW AND EXISTING TRAFFIC SIGNALS POLES, RELATED HARDWARE, BANDING AND SIGNAL HEAD BRACKETS SHALL BE POWDER COATED BLACK (VALMONT EBONY BLACK #334 OR APPROVED EQUIVALENT). THE CONTRACTOR SHALL PROVIDE PAINT SPECIFICATIONS AND SAMPLES FOR APPROVAL BY THE CITY OF CREVE COEUR. TRAFFIC SIGNAL CONTROLLER SHALL NOT BE POWDER COATED. AN AGREEMENT MUST BE EXECUTED BETWEEN THE CITY OF CREVE COEUR AND MoDOT PERTAINING TO THE MAINTENANCE OF THE POWDER COATED EQUIPMENT.
8. THE CONTRACTOR SHALL COORDINATE THE SIGNAL CONSTRUCTION WITH AMEREN DUE TO THE CLOSE PROXIMITY BETWEEN THE SIGNAL EQUIPMENT AND THE OVERHEAD POWER LINES.
9. ALL PEDESTRIAN FACILITIES MUST COMPLY TO CURRENT ADA STANDARDS. SEE ROADWAY PLANS FOR DETAILS.
10. THE CONTRACTOR WILL BE RESPONSIBLE FOR SPOTTING THE LOCATION OF ALL SIGNAL EQUIPMENT. THE CONTRACTOR SHALL NOTIFY THE MoDOT OUTSOURCE INSPECTOR A MINIMUM OF ONE WEEK IN ADVANCE OF THE DESIRED DATE OF INSTALLATION.
11. CONTRACTOR SHALL PROVIDE NEW CABLES AS NECESSARY FOR THE RELOCATION OF THE OPTICAL PREEMPTION DETECTOR ON MAST ARM 3.
12. REFER TO THE ROADWAY PLANS FOR STRIPING AND SIGNING EXCEPT FOR SIGNS MOUNTED ON SIGNAL EQUIPMENT.

- Existing Light to Remain
- Existing Light to be Removed or Relocated
- Proposed New Light



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MODIFY EXISTING CONTROLLER

THE CONTRACTOR SHALL MODIFY THE CONTROLLER TO ADD Ø6 PEDESTRIAN PHASE. RELOCATE RADIO ANTENNA AND ALL EQUIPMENT ASSOCIATED WITH THE COMMUNICATION AND ETHERNET CONNECTIONS FOR CONNECTING THIS DEVICE. THIS EQUIPMENT SHALL BE RELOCATED IN THE NEW CONTROLLER AT OLIVE BLVD. & GRAESER RD./DAUTEL LN.

SHEET NO.

1

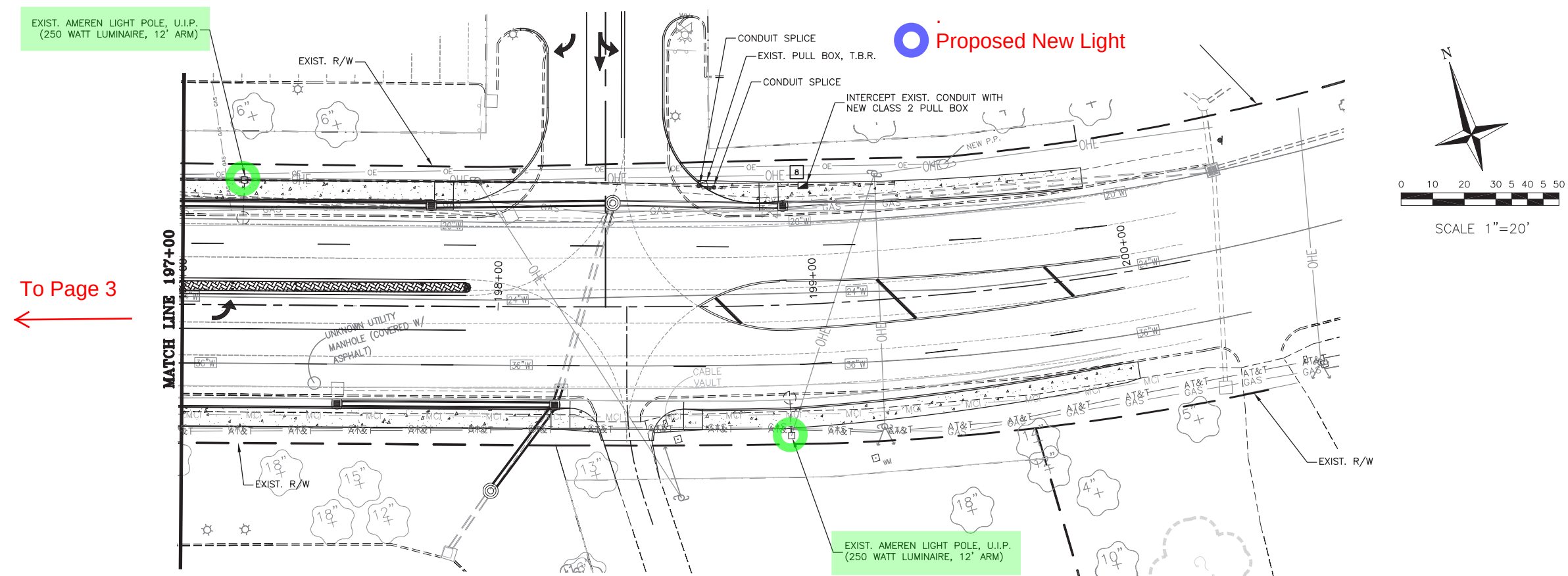
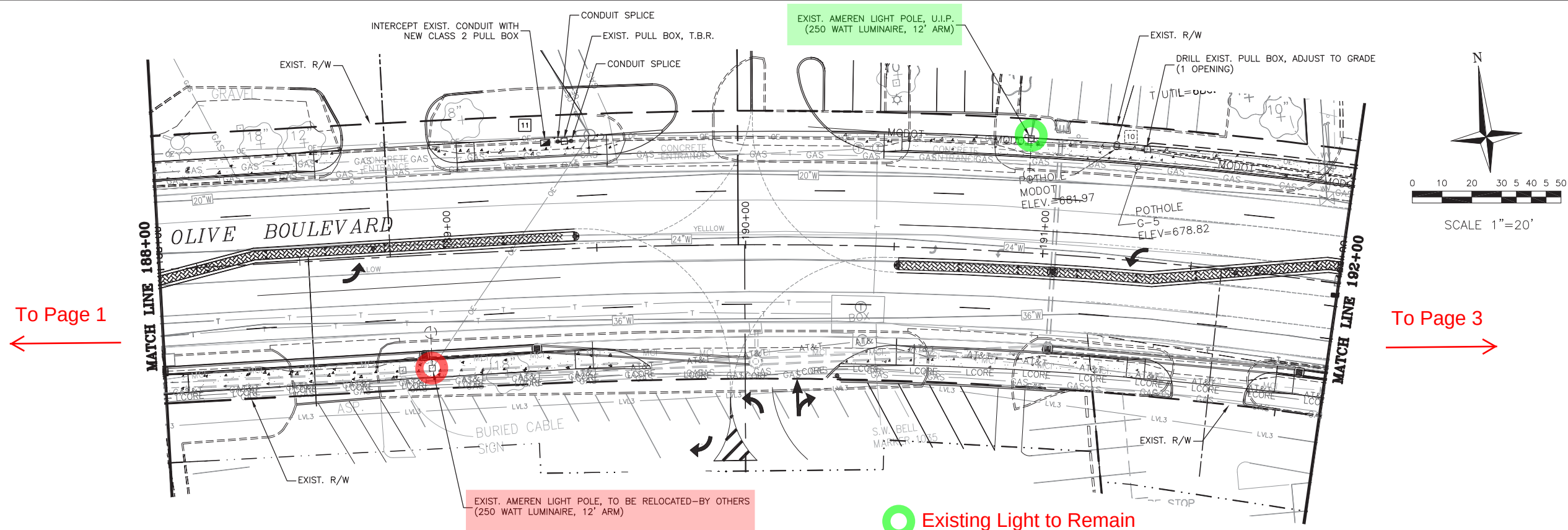
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Design by:	CP
Approved by:	RS
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	10/30/09	3/4/10	4/16/10

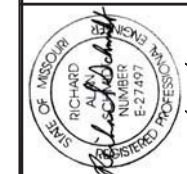


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TRAFFIC SIGNAL PLAN
OLIVE BLVD. & SCHULTE RD./
MARY MEADOWS LN.
CREVE COEUR, MISSOURI



ISSUE RECORD	
0/30/09	50% PRELIMINARY DESIGN
3/4/10	90% DESIGN SUBMITTAL
4/16/10	100% FINAL SUBMITTAL



1/16/10



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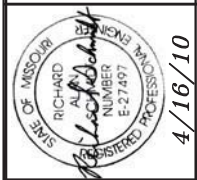
TRAFFIC SIGNAL PLAN

OLIVE BLVD.

CREVE COUER, MISSOURI

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Scale:	1"=20'
Drawn by:	WM
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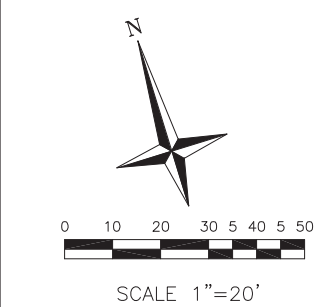
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TRAFFIC SIGNAL PLAN
OLIVE BLVD. & GRAESER RD./
DAUTEL LN.
CREVE COEUR, MISSOURI

GENERAL NOTES:

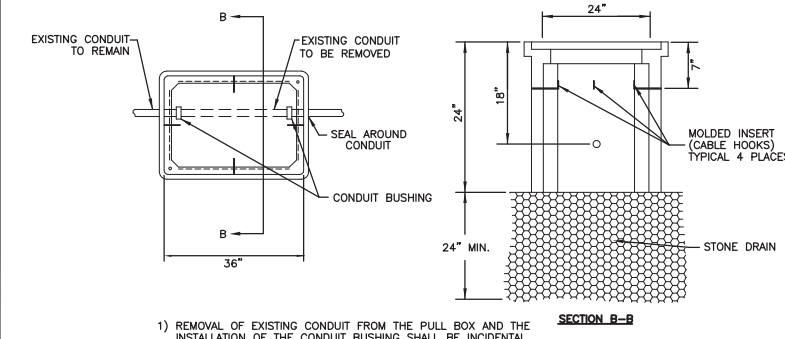
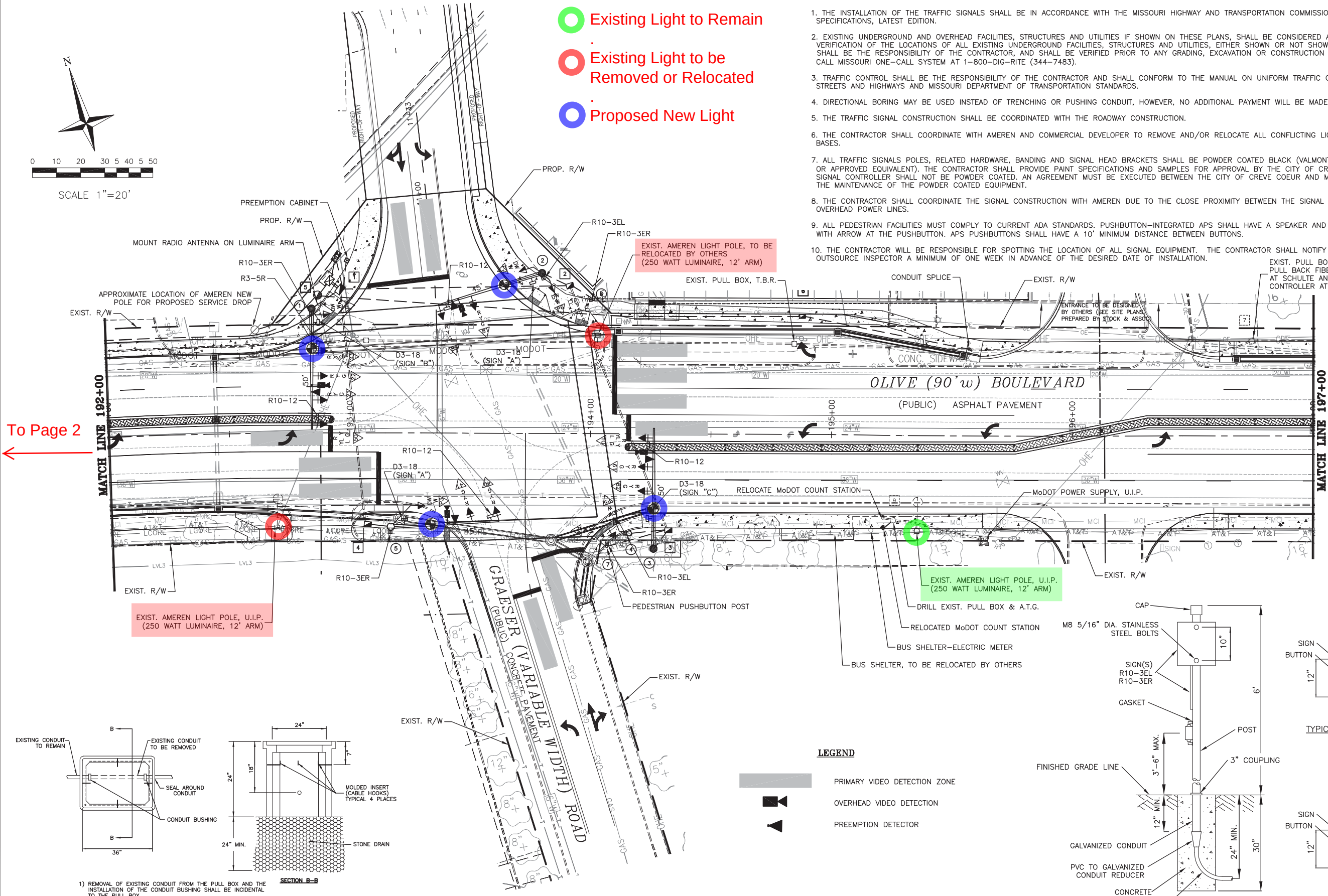
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8. THE CONTRACTOR SHALL COORDINATE THE SIGNAL CONSTRUCTION WITH AMEREN DUE TO THE CLOSE PROXIMITY BETWEEN THE SIGNAL EQUIPMENT AND THE OVERHEAD POWER LINES.
9. ALL PEDESTRIAN FACILITIES MUST COMPLY TO CURRENT ADA STANDARDS. PUSHBUTTON-INTEGRATED APS SHALL HAVE A SPEAKER AND A VIBRATING SURFACE WITH ARROW AT THE PUSHBUTTON. APS PUSHBUTTONS SHALL HAVE A 10' MINIMUM DISTANCE BETWEEN BUTTONS.
10. THE CONTRACTOR WILL BE RESPONSIBLE FOR SPOTTING THE LOCATION OF ALL SIGNAL EQUIPMENT. THE CONTRACTOR SHALL NOTIFY THE MoDOT OUTSOURCE INSPECTOR A MINIMUM OF ONE WEEK IN ADVANCE OF THE DESIRED DATE OF INSTALLATION.

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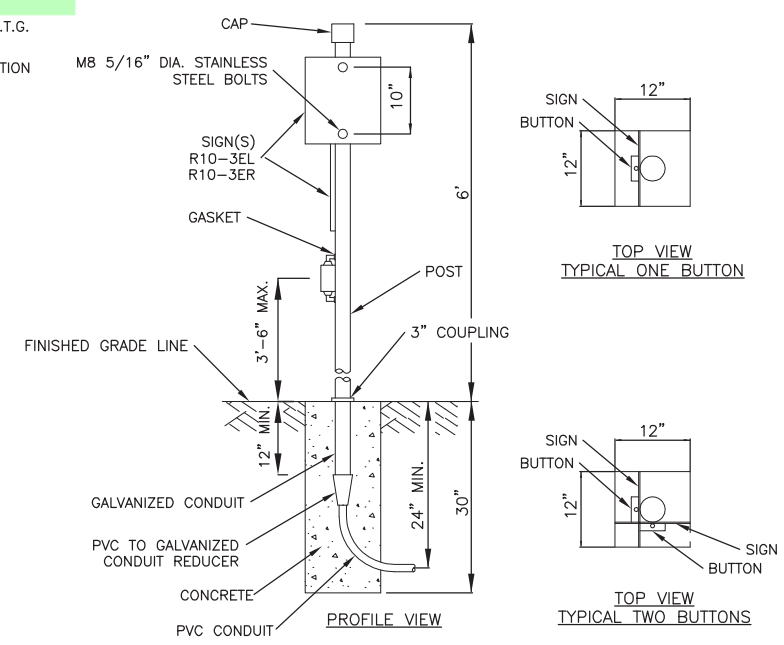
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DETAIL "B"
CLASS 2 PREFORMED PULL BOX TO INTERCEPT EXISTING CONDUIT (N.T.S.)*
* NOT A PAY ITEM

LEGEND

- PRIMARY VIDEO DETECTION ZONE
- OVERHEAD VIDEO DETECTION
- PREEMPTION DETECTOR



DETAIL "A"
PEDESTRIAN PUSH BUTTON POST