



**AGENDA
CITY OF CREVE COEUR
PLANNING AND ZONING
300 NORTH NEW BALLAS RD
DECEMBER 16, 2024
6:00 PM**

CALL TO ORDER

ROLL CALL

Ms. Julie LaBonte (Chair)
Mr. Thomas Buelter
Ms. Rhonda O'Brien
Mr. Larry Potashnick
Ms. Marjorie Richter
Mr. Stephan Tomlinson
Mr. AJ Wang

Mr. Carl Lumley, City Attorney
Mr. Jason Jaggi, AICP, Director of Community Development
Ms. Bethany L. Moore, AICP, City Planner
Ms. Claralyn Bollinger, Recording Secretary

ACCEPTANCE OF THE AGENDA

APPROVAL OF MINUTES

- 1. December 2, 2024 Planning and Zoning Commission Draft Meeting Minutes**

PUBLIC COMMENT

An opportunity for members of the public to address the Planning and Zoning Commission regarding issues or concerns not already on the agenda for this meeting. Those wishing to speak will be asked to limit comments to three minutes and to complete a speaker card.

UNFINISHED BUSINESS

NEW BUSINESS

- 1. Public Hearing. #24-031: Text Amendment to the Zoning Ordinance to Amend Section 405.950. J to Provide Signage Standards for New Car Dealers**

Kendall Hutson, Custom Facilities, on behalf of Jenal Zak, Spirit Lexus, has submitted a zoning ordinance text amendment application to provide signage standards for New Car Dealers (NAICS 441110). The submitted application would amend Section 405.950.J. of the Sign Regulations to regulate exterior signage for



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New Car Dealers. Currently, the zoning code does not provide signage provisions for New Car Dealers that are not part of a multi-dealership campus. The proposed sign standards for New Car Dealers include wall signs, monument signs, and directional signs. The applicant plans to seek approval of signage in accordance with these requirements for the Spirit Lexus dealership currently under construction at 10176 Corporate Square Drive if text amendment approval has been granted by the Planning and Zoning Commission and City Council. Text Amendments to the Zoning Ordinance require a public hearing and review by the Planning and Zoning Commission with final approval by the City Council.

WORK AGENDA

PENDING APPLICATIONS

DEPARTMENT REPORTS

ADJOURNMENT

Pursuant to Section 610.022 RSMo., the Planning and Zoning Commission 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 by: _____

Date/Time posted: _____

If you need special accommodations to attend a meeting, services may be arranged by contacting the Office of the City Administrator in advance.



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CALL TO ORDER

Meeting called to order at 6:00 p.m. by Ms. LaBonte.

ROLL CALL

**Ms. Julie LaBonte (Chair)
Mr. Thomas Buelter
Ms. Rhonda O'Brien (absent)
Mr. Larry Potashnick (absent)
Ms. Marjorie Richter
Mr. Stephan Tomlinson
Mr. AJ Wang**

**Mr. Carl Lumley, City Attorney
Mr. Jason Jaggi, AICP, Director of Community Development
Ms. Bethany L. Moore, AICP, City Planner
Ms. Claralyn Bollinger, Recording Secretary and Administrative Services
Supervisor**

ACCEPTANCE OF THE AGENDA

Motion requested by Ms. LaBonte to move the unfinished business behind the new business. Mr. Buelter made the motion and second by Mr. Tomlinson. All in favor of amended agenda.

APPROVAL OF MINUTES

**1. November 18, 2024 Planning and Zoning Commission Draft Meeting
Minutes**

Ms. Richter made a motion to approve the Nov. 18, 2024 minutes. Second by Mr. Wang. All in favor.

PUBLIC COMMENT

There were no public comments.

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NEW BUSINESS

1. #24-033: Minor Site Development Plan For A Fence and Four Driveway Entry Columns within the Front-Yard Setback for the Property Addressed as 668 N. Mosley Road

Ms. Moore gave the city's presentation. The columns and fence were already built, and they need to be approved by the Planning and Zoning Commission. The fence did have a permit, which was issued in error. A complaint was received about these additions. Columns are common in this part of the city. A 4-foot-tall black metal fence extending into the front yard and a rear fence were installed. The front fence is within the front yard setback, and it is 15 feet from the front property line. The columns are 4 feet tall and 4 feet from the property line and two of them have lighting on top. The staff added as a condition of approval the requirement for upright landscaping along the portion of the fence that extends into the front yard.

Mr. George Mathai, the owner of 668 North Mosley Road, gave his presentation. The fence was installed to discourage a dog from coming into their yard. Two columns have lights on top and two columns are without lights. He was not aware that the Planning and Zoning Commission needed to approve the fence and columns.

Ms. Richter asked about the nature of the complaint. Ms. Moore answered that someone inquired about the location of the fence because it is unusual.

Ms. Jeanne Behan, of 641 North Mosley Road, spoke in favor of approval of the fence and columns.

Mr. Robert Niemeier, of 700 North Mosley Road, submitted a letter of support prior to the meeting and was in attendance at the meeting.

Mr. Wang made a motion to approve the site plan for the fence and 4 entry columns with the requirement for upright landscaping along the front yard fence to be approved by staff. Second by Mr. Buelter. All in favor.

UNFINISHED BUSINESS

1. Public Hearing. #24-032: Text Amendment to the Zoning Code to Establish Electric Vehicle Charging Station Definitions and Regulations

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Staff was sworn in.

Ms. Moore gave the city's presentation on the ordinance regarding electric vehicle charging stations. This hearing was continued from the November 18 Planning and Zoning Commission meeting. Staff amended the draft ordinance to reflect criteria for when a redevelopment project would be considered substantial enough to require EV charging space to be installed.

Ms. LaBonte asked what if it is a conditional use plan within a shopping plaza, as one of the businesses? Ms. Moore said not all conditional use plans require a site development plan. It would not be for every small project.

Mr. Jaggi said this turned out to be a very difficult exercise. We are looking at if there is an expansion of the site, adding more impermeable surface area. It is simple and clear if it is a new development. It becomes difficult to define what type of redevelopment would trigger this.

Mr. Lumley said that Ordinance Section 405.1080.2B point A will need to be altered to read: Any conditional use that involves site changes.

Ms. Richter thanked Mr. Jaggi and Ms. Moore for their efforts on this matter. She doesn't think that we can make an ordinance that won't require some changes down the road, but this is a good start.

Mr. Jaggi agreed with Ms. Richter. We have researched best practices. This will evolve as time goes on.

Ms. Moore stated that condominiums will not be required to install EV charging stations.

Ms. Moore made a clarification about when a gas station converting to an EV charging station. If the NAICS code changes, EV chargers will be required.

Mr. Wang asked if there are height restrictions on EV charging equipment. Ms. Moore said there are no height restrictions, but it will be subject to overall review.

Mr. Buelter asked if we are comfortable with this going forward, what are the next steps? Ms. Moore said this would go to the City Council and have two readings.

Mr. Lumley offered exhibits into the record. Mr. Wang made a motion to recommend to the City Council the draft Ordinance and that Ordinance 405.1080.2B be revised as discussed. Second by Ms. Richter. Roll call vote and all voted in favor.

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WORK AGENDA

PENDING APPLICATIONS

1. **New Car Dealership Signage Text Amendment for Spirit Lexus**
This will be on the agenda for the December 16, 2024 Planning and Zoning Commission meeting.

DEPARTMENT REPORTS

Mr. Jaggi stated that the Boards and Commissions Reception is tomorrow night from 6:00-8:00 p.m. He presented the draft amendments about accessory structures to Council. Some council members thought we should lower the thresholds. They wanted some revisions, to reduce the size of the buildings, make it smaller than 400 square feet. Staff will review the comments.

Mr. Buelter asked if the annexation map plan has gone anywhere. Mr. Jaggi said that it won't be reviewed until after April 2025 when the Boundary Commission's process ends.

Ms. LaBonte saw that the Olia Village groundbreaking happened; have they started the retaining walls and some of the landscaping? Mr. Jaggi said that they have submitted permits for the walls, and they are still under review.

Ms. LaBonte asked if we had heard anything about the East Campus? Mr. Jaggi said he received a couple of inquiries about it.

Mr. Jaggi said that the Olia Village tree removal may need to be adjusted. Engineering that has come to the city shows that more trees may need to be removed. No formal application has been received.

ADJOURNMENT

Meeting was adjourned at 6:50 p.m.

Submitted by:

Recording Secretary

Chair



**APPLICATION TO PLANNING AND ZONING COMMISSION
#24-031: TEXT AMENDMENT TO THE ZONING ORDINANCE TO AMEND
SECTION 405.950. J TO PROVIDE SIGNAGE STANDARDS FOR NEW CAR
DEALERS**

FOR THE MEETING OF: Monday, December 16, 2024, 6:00 P.M.

REQUEST: Kendall Hutson, Custom Facilities, on behalf of Jenal Zak, Spirit Lexus, has submitted a zoning ordinance text amendment application to provide signage standards for New Car Dealers (NAICS 441110). The submitted application would amend Section 405.950.J. of the Sign Regulations to regulate exterior signage for New Car Dealers. Currently, the zoning code does not provide signage provisions for New Car Dealers that are not part of a multi-dealership campus. The proposed sign standards for New Car Dealers include wall signs, monument signs, and directional signs. The applicant plans to seek approval of signage in accordance with these requirements for the Spirit Lexus dealership currently under construction at 10176 Corporate Square Drive if text amendment approval has been granted by the Planning and Zoning Commission and City Council.

ADDITIONAL INFORMATION: Text Amendments to the Zoning Ordinance require a public hearing and review by the Planning and Zoning Commission with final approval by the City Council.

APPLICANT'S Kendall Hutson
REPRESENTATIVE: Custom Facilities
6296 Rucker Road, Ste C.
Indianapolis, IN, 46220

REPORT PREPARED BY: Bethany L. Moore, AICP, City Planner
DATE: December 11, 2024
ATTACHMENTS: Draft Ordinance

Key Issues:

- Are the changes consistent with the purposes of the Zoning Code?
- Are the changes consistent with the objectives and strategies of the Comprehensive Plan?

Zoning Code References

- Section 405.950: Signs in Non-Residential Districts

BACKGROUND AND REQUEST

The applicant, Spirit Lexus, received Conditional Use permit and Site Development Plan approval for their new car dealership building at 10176 Corporate Square Drive on January 8th, 2024. The building is under construction and will open in early 2025. The applicant is seeking a text amendment to allow for additional signage for their dealership than what is currently allowed under the Zoning Code. Spirit Lexus is not eligible for a Master Sign Plan. This text amendment would impact one other dealership in Creve Coeur. The applicant is seeking the text amendment to add a new section to Section 405.950.J. which is currently empty. The text amendment would outline signage allowances, including requirements for wall signs, directional signs and low monument signs for New Car Dealers (NAICS 441110) that do not meet the requirements for a Master Sign Plan. Once the text amendment is approved, the applicant will apply separately for the sign permits for the signage.

ZONING REVIEW

The Zoning Code does not currently have a signage allotment specifically for car dealerships. Under the current Zoning Code, new car dealerships are allowed the same signage as other commercial uses including one low monument sign and one 50 square foot attached sign per street facing façade with a maximum of two attached signs for corner buildings. The Zoning Code also allows for a Master Signage Plan for non-residential multi-building developments or large campuses with 3 or more buildings and a minimum of 10 acres. The two existing new car dealerships that are not part of a campus, do not meet these requirements and are unable to install the signage necessary to advertise their vehicle brands available and direct customers to their service areas easily. This amendment to the Zoning Code would allow two wall signs for each new car dealership of 50 square feet each, with two additional signs allowed for a corner property facing another public street, one additional 50 square foot wall sign for the service area with a non-animated, 2 square foot traffic control sign per service bay, and one additional 50 square foot sign allowed for each dealership brand sold at the property. Directional and low monuments signs are also allowed per the existing Zoning Code allowances.

SUMMARY OF PROPOSED AMENDMENTS

Below are the requirements for New Car Dealership signage that will be included in Section 405.950.J. which is currently blank and reserved for future sections.

New Section 405.950.J.

J. New Car Dealers.

1. New Car Dealers (NAICS 441110) which do not meet the qualifications of the Master Signage Plan requirements of Section 405.955 shall be subject to the signage provisions and limitations set forth in this Section.
2. Wall Signs.
 - a. Except as provided below, only two (2) wall signs shall be permitted for each New Car Dealer. Wall signs shall be located on the front facade which shall also be the same facade as the main entrance. Each wall sign shall not exceed fifty (50) square feet in gross sign area. Two (2) additional wall signs shall be permitted if a New Car Dealer is located on a corner property with two street frontages, subject to the same size limitations, provided the building faces two (2) or more public streets and is not separated from the streets by any other building. The additional wall signs shall be located on a building elevation which faces a different street than the front facade wall signs.
 - b. Service Department Wall Signs. If the New Car Dealer has a service department, one (1) additional wall sign of up to fifty (50) square feet shall be permitted at the entrance to

the service department. Non-animated electronic traffic control signs located at the entrance of each service door are permitted not to exceed two (2) square feet in size.

c. Co-locating New Car Dealers. In the event a New Car Dealer has more than one brand located within a single building, one (1) additional wall sign shall be permitted for each additional dealership brand in the building subject to the location and size requirements in Section 405.950.J.2.a.

3. Directional Signs. Freestanding directional signs, which may be internally illuminated subject to Section 405.930(F), shall be allowed with not more than two (2) sign faces, provided such a sign shall not exceed twelve (12) square feet in gross sign area per face, the sign height shall not exceed four (4) feet in height and no portion of the sign shall extend into the public right-of-way. These signs shall be placed within the parking lot and/or at the entrance to the parking lot for enhanced traffic directional purposes. The Zoning Administrator shall determine the appropriate number of such directional signs taking into account the size and configuration of the property.

4. Low Monument Signs. Low monument signs shall be permitted in accordance with Section 405.950.C.1. and Section 405.950.C.3. Design Standards.

CONCLUSION AND ACTION

The proposed amendment has been submitted to address the need for additional signage for new car dealership uses that are ineligible for a Master Signage Plan. The size allowances for the signage are consistent with the existing signage size allowance for other non-residential uses and for other car dealerships approved through the Master Sign Plan procedure. The amendment allows for more signage when service areas or multiple dealership brands are present on site.

MOTION

If the Planning and Zoning Commission believes the amendment is appropriate, the following would be a suitable motion for this application:

“I move to recommend approval to City Council for the text amendment to amend the Zoning Code to regulate signage for New Car Dealerships as described in the attached draft ordinance as part of Application 24-031 discussed at the Planning and Zoning Commission meeting of December 16, 2024.”

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 NO. _____

ORDINANCE NO. _____

AN ORDINANCE REGULATING SIGNAGE FOR NAICS 441110 NEW CAR DEALERSHIPS IN SECTION 405.950.J. IN CHAPTER 405, ZONING ORDINANCE, OF THE CODE OF ORDINANCES OF THE CITY OF CREVE COEUR

WHEREAS, an application was made by Kendall Hutson, Custom Facilities, on behalf of Spirit Lexus, 10176 Corporate Square Drive, within the City of Creve Coeur was submitted to amend the requirements for signage specifically for new car dealerships; and

WHEREAS, the Planning and Zoning Commission of the City of Creve Coeur, Missouri has recognized the need for such corrections and clarifications as set forth herein, to more effectively implement the goals of the Comprehensive Plan and the purposes of the Zoning Ordinance; 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 December 16, 2024, beginning at 6:00 p.m., or immediately following the close of the previous public hearing; and

WHEREAS, the Planning and Zoning Commission reviewed and, by a vote of ____ recommended approval of the subject amendments at its meeting on December 16, 2024; 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 otherwise posted and published in accordance with the Zoning Ordinance; and

WHEREAS, all persons who presented themselves at said meeting and desiring to be heard 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 City Council; and the Bill was 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 amending the City Code of Ordinances 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: Section 405.950.J. of the Zoning Ordinance, of the City of Creve Coeur's Code of Ordinances shall be amended as follows:

Section 405.950.J. New Car Dealers.

1. New Car Dealers (NAICS 441110) which do not meet the qualifications of the Master Signage Plan requirements of Section 405.955 shall be subject to the signage provisions and limitations set forth in this Section.

2. Wall Signs.

a. Except as provided below, only two (2) wall signs shall be permitted for each New Car Dealer. Wall signs shall be located on the front facade which shall also be the same facade as the main entrance. Each wall sign shall not exceed fifty

(50) square feet in gross sign area. Two (2) additional wall signs shall be permitted if a New Car Dealer is located on a corner property with two street frontages, subject to the same size limitations, provided the building faces two (2) or more public streets and is not separated from the streets by any other building. The additional wall signs shall be located on a building elevation which faces a different street than the front facade wall signs.

b. Service Department Wall Signs. If the New Car Dealer has a service department, one (1) additional wall sign of up to fifty (50) square feet shall be permitted at the entrance to the service department. Non-animated electronic traffic control signs located at the entrance of each service door are permitted not to exceed two (2) square feet in size.

c. Co-locating New Car Dealers. In the event a New Car Dealer has more than one brand located within a single building, one (1) additional wall sign shall be permitted for each additional dealership brand in the building subject to the location and size requirements in Section 405.950.J.2.a.

3. Directional Signs. Freestanding directional signs, which may be internally illuminated subject to Section 405.930(F), shall be allowed with not more than two (2) sign faces, provided such a sign shall not exceed twelve (12) square feet in gross sign area per face, the sign height shall not exceed four (4) feet in height and no portion of the sign shall extend into the public right-of-way. These signs shall be placed within the parking lot and/or at the entrance to the parking lot for enhanced traffic directional purposes. The Zoning Administrator shall determine the appropriate number of such directional signs taking into account the size and configuration of the property.

4. Low Monument Signs. Low monument signs shall be permitted in accordance with Section 405.950.C.1. and Section 405.950.C.3. Design Standards.

Section 2. This ordinance shall become effective in accordance with Section 3.11 (g) of the City Charter.

ADOPTED THIS ____ DAY OF _____, 2025.

TIMOTHY CARNEY
PRESIDENT OF CITY COUNCIL

APPROVED THIS ____ DAY OF _____, 2025.

DR. ROBERT HOFFMAN
MAYOR

ATTEST:

KELLIE HENKE
CITY CLERK



city

of

CREVE COEUR

PLANNING DIVISION

300 North New Ballas Road, Creve Coeur, Missouri 63141

Tel. (314) 872-2501 • Fax (314) 872-2505

RECEIVED

NOV 04 2024

PLANNING DEPT.

PLANNING AND ZONING COMMISSION AGENDA APPLICATION

SITE DEVELOPMENT PLAN

RECEIVED

NOV 04 2024

PLANNING DEPT.

Select Project Type: Site Development Plan ☐ Site Concept Plan ☐ Minor Site Plan ☒

Title of Project: Spirit Lexus

Location of Project: 10176 Corporate Square Drive Locator #

Subject for Agenda: Spirit Lexus Sign Plan

Applicant:

Architect ☐ Engineer ☐ Contractor ☐ Agent ☐ Owner ☒

<i>Applicant:</i>	<i>Applicant's Representative (if applicable):</i>
Jenal Zak	Kendall Hutson
<i>Name</i>	<i>Name</i>
Spirit Lexus	Custom Facilities
<i>Company (If Applicable)</i>	<i>Company (If Applicable)</i>
5302 Grape Rd, Mishawaka, IN 46545	6296 Rucker Road Ste C
<i>Address</i>	<i>Address</i>
	Indianapolis, IN 46220
<i>Address</i>	<i>Address</i>
Telephone # 574.247.2022	Telephone # 463.290.1901
<i>Telephone #</i>	<i>Telephone #</i>
Fax #	Fax #
Email: jzak@gurleyleep.com	Email: khutson@cfidm.com
<i>Email</i>	<i>Email</i>
	
<i>Applicant's Signature</i>	<i>Applicant's Representative's Signature</i>

Owner's Acknowledgement (if different from applicant):

<i>Name</i>		
<i>Company (If Applicable)</i>		
<i>Address</i>		
<i>Phone</i>	<i>Fax</i>	<i>Email</i>
<i>Applicant's Signature</i>		

Description of Request (attach additional sheets as needed)

General Description: As we build a new dealership building we are submitting our sign plans, which are required by the Lexus brand. Our proposal includes all necessary signage, such as attached dealer name, Lexus logos, service entrance signage, lane indicators, and a monument sign, to effectively represent our brand and enhance visibility. All are required elements of the National Lexus Sign Program.

Additionally, we are including area directional signs to guide customers to their designated service areas. This will help ensure that customers can easily find the services they need, improving their overall experience.

Furthermore, we are proposing lane indicators for safety reasons. Clear signage will help direct traffic flow and prevent accidents in the service lanes, contributing to a safer environment for both customers and staff.

We are required a sign package that is consistent with other area automobile dealerships.

Rationale

Please describe in detail, on an attached sheet, the reasons why you believe the request should be approved and what steps are being taken to lessen any impacts on surrounding residences and businesses. An explanation of the building and landscape designs (if changes are proposed) should also be included. See attached sheet.

Submittal Checklist

- | | |
|---|--|
| ☐ Rationale | ☐ Building elevations for new construction |
| ☐ Site plan 4 hard copies | ☐ Photographs of existing structures |
| ☐ Access and parking plan-4 hard copies; (may be shown on site plan) | ☐ Materials samples for Commission review |
| ☐ Landscape plan 4 hard copies | ☐ Legal Description in Word format |
| ☐ Floor plan 4 hard copies | ☐ Fees: \$250 (non-refundable) \$100 |
| ☐ Electronic copies of all materials | ☐ \$2000 (refundable deposit) |
| | ☐ Other items as requested by staff |

Preferred Public Hearing Date: Monday, November 18th, 2024

****Confirm schedule and available meeting dates with Planning Division staff****

Office Use Only

- | | |
|-------------------------------------|-------------------------------|
| ☒ | All Sections Complete |
| ☒ | All Documents, incl. e-Copies |
| ☐ | Fees Paid |

Received By:

Clarayn Bollinger

Date: 11/4/2024

Revised: 7/22

Rationale:

We are submitting a request for the approval of essential signage for our dealership, which is critical for enhancing safety, improving customer navigation, and maintaining compliance with branding requirements.

1. Dealer Letters and Logo Signage:

The display of the dealership letters and logo on the building is not only a requirement from our manufacturer but also a key element in establishing our identity within the community. This signage will help customers easily locate our dealership, fostering a sense of familiarity and trust. In addition, it contributes to the aesthetic appeal of the area, aligning with the city's commitment to promoting well-maintained and visually appealing businesses.

2. Service Signage:

A clearly marked service sign is essential for guiding customers to the appropriate area of the building. This will enhance the customer experience by reducing confusion and ensuring that they know where to go upon arrival. Proper service signage also contributes to operational efficiency, enabling our staff to assist customers more effectively.

3. Lane Indicators:

Implementing lane indicators in our service area is crucial for promoting safety and preventing accidents. Clear signage will direct traffic flow and ensure that both customers and service vehicles navigate the area safely. This is particularly important in busy service lanes where the risk of accidents can increase without proper guidance.

We believe that these signage elements are vital not only for our dealership's operation but also for enhancing safety and improving customer service within the community. We appreciate your consideration of our request and look forward to your approval.

Thank you for your attention to this matter.