



AGENDA
PLANNING AND ZONING COMMISSION MEETING
CITY OF CREVE COEUR, MISSOURI
MONDAY, AUGUST 21, 2017
6:30 PM

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.

Reports, documents, plans, and related materials are available for examination at the Creve Coeur Government Center, 300 North New Ballas Road, prior to the meeting.

Special disabled service may be arranged by contacting the Office of the City Administrator in advance.

CALL TO ORDER

ROLL CALL

Ms. Beth Kistner (Chair)
Mr. Tim Carney
Ms. Muriel Hall
Mr. Don Magruder
Mr. Gene Rovak
Ms. Heather Silverman
Mr. Matthew Schuh
Mr. Carl Lumley, City Attorney
Mr. Jason Jaggi, Director of Community Development
Ms. Whitney Kelly, City Planner
Ms. Jessica Stutte, Planning Assistant/Recording Secretary

ACCEPTANCE OF THE AGENDA

APPROVAL OF MINUTES

- 1. July 17, 2017 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**1. PUBLIC HEARING. Application #17-018: Text Amendment to Article VIII Sign Regulations**

David Hutkin, Hutkin Properties Group, LLC; Tom Stern, Gershman Commercial Real Estate; Ken Capps, Capitol Land Company; and, Paul Hilton, Creve Coeur Plaza Associates, have submitted an application to amend the sign regulations of the Zoning Ordinance pertaining to ground signs and attached signs for corner uses in non-residential zoning districts. Continued public hearing from preceding meeting.

NEW BUSINESS**1. PUBLIC HEARING. Application #17-024: Amendment to the Master Sign Plan for Mercy Medical Campus at 615 S New Ballas Road to Allow for a 155 Square Foot “Mercy Kids” Sign**

Bill Behrens, of Warren Sign Company, on behalf of Mercy Hospital, has submitted an application for an amendment to the Master Sign Plan for the Mercy campus at 615 S. New Ballas Road, in the PH-Planned Hospital Zoning District to allow for an additional 155 square foot wall sign on the Children's Hospital Building. Section 405.950.6 Master Signage Plans allows as an alternative to what would otherwise be allowed, a comprehensive plan of signage subject to the recommendation of the Planning and Zoning Commission and approval by the City Council. A master sign plan for the campus was originally approved in 2005 and last revised by Ordinance 5276 on September 24, 2012.

2. Application #17-026: Public Facilities Site Development Plan for the New Police Station Building at the Creve Coeur Government Center , 300 N. New Ballas Road

Jim Heines, Director of Public Works, on behalf of the City of Creve Coeur, has submitted an application for Site Development Plan approval as a public facility for the new 25,000 square foot Police Station Building on the Government Center site at 300 N. New Ballas Road, just north of the existing building, with secondary access onto Magna Carta Drive.

WORK AGENDA**DEPARTMENT REPORTS**

1. Director of Community Development
2. City Attorney

ADJOURNMENT

Posted: _____
Jason W. Jaggi
Director of Community Development



MINUTES
PLANNING AND ZONING COMMISSION MEETING
CITY OF CREVE COEUR, MISSOURI
MONDAY, JULY 17, 2017
6:30 PM

CALL TO ORDER

ROLL CALL

Tim Carney	Commission Member	
Gene Rovak	Commission Member	
Beth Kistner	Commission Member	
Muriel Hall	Commission Member	(Absent)
Don Magruder	Commission Member	
Heather Silverman	Commission Member	
Matthew Schuh	Commission Member	(Absent)

ACCEPTANCE OF THE AGENDA

Ms Silverman made a motion to approve, Mr. Rovak seconded.
 All aye.

APPROVAL OF MINUTES

1. June 19, 2017 Planning and Zoning Commission Draft Meeting Minutes

Mr. Carney made a motion to approve as amended to correct typo, Ms. Silverman seconded.
 All aye.

PUBLIC COMMENT

None

UNFINISHED BUSINESS

1. Application #17-021: Proposed Revisions to Chapter 425 Stormwater Regulations

The City's Stormwater Committee and City staff propose revisions to the City's Stormwater Regulations (Chapter 425 of the Municipal Code) that are intended to protect residents from the potential negative effects of stormwater runoff resulting from development on adjacent residential lots. The proposed regulation would apply

to large-scale residential development that disturb less than one acre of land, such as a new home, swimming pool, or garage addition.

The proposed revision also adopts the most recent (2006) MSD Regulations by reference. The current Chapter 425 is an adaptation of the 1997 MSD Regulations.

Mr. Matt Wohlberg talked about the red line revision.

He said the goal is to keep the amount of stormwater the same with new development and put the responsibility on the new homeowner or developer instead of the person affected by the changes.

Mr. Wohlberg said they had not received comments from the HBA but they expected to receive those comments soon.

He said the packet contained information requested from the meeting in June. He said their proposal is middle of the road. He said their previous goal was lofty, but this request is reasonable. He said the number of projects varies per year, but the past year had 14 tear down re-builds. He said the staff perspective it is easier to address problems before they start during the planning process.

He addressed the Commission's question regarding cost. He said cost comparison is difficult to navigate but it is more fair to ask the developer to address the issues and plan for it than to unload the burden of cost on the neighboring homeowner.

Mr. Wohlberg covered the rest of the process in order for this to come into regulation.

Mr. Rovak asked Mr. Lumley if there would be an update like with building code.

Mr. Lumley said that was correct.

Mr. Rovak asked about how runoff increase would be measured.

Mr. Wohlberg said they would reference MSD's table.

Mr. Rovak suggested having criteria in place to keep builders from working during heavy rain.

Mr. Rovak said if rain was so heavy that if work has to stop it should trigger an inspection.

Mr. Lumley said that was in the Land disturbance code.

Mr. Jaggi said it was in Chapter 4 of the Land Disturbance Code.

Mr. Magruder asked how the amount of additional runoff was determined.

Mr. Wohlberg gave an example of how it would be done and said they would evaluate the survey.

Mr. Jaggi said the proposed code requires a stormwater management plan for pre & post construction for review by staff.

He said an increase in mitigation would have to be addressed. He said the idea is that no additional runoff will be created.

Mr. Wohlberg said the plan was geared to not causing problems for neighbors.

Mr. Carney asked if the Land Disturbance would pertain to sport courts.

Mr. Wohlberg said he thought so.

Mr. Jaggi confirmed it would.

Ms. Kistner asked about the typical size of a sport court.

Mr. Jaggi said there wasn't a typical size, but that site improvement permits were required.

Ms. Silverman asked what qualified as a land disturbance.

Mr. Jaggi said anything that requires regrading or disturbing the natural vegetation.

Mr. Rovak said he thought there would be backlash from local HBA.

Mr. Rovak made a motion to recommend the Council approve the changes to Chapter 14.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Gene Rovak, Commission Member
SECONDER:	Heather Silverman, Commission Member
AYES:	Carney, Rovak, Kistner, Magruder, Silverman
ABSENT:	Hall, Schuh

NEW BUSINESS

1. Public Hearing: Application #17-018 Text Amendment to Article VIII Sign Regulations

David Hutkin, Hutkin Properties Group, LLC; Tom Stern, Gershman Commercial Real Estate; Ken Capps, Capitol Land Company; and, Paul Hilton, Creve Coeur Plaza Associates, have submitted an application to amend the sign regulations of the Zoning Ordinance pertaining to ground signs and attached signs for corner uses in non-residential zoning districts.

All those speaking to the request were sworn in.

Mr. Jaggi went over some background of the sign ordinance and said tonight they hoped for some direction from the Commission.

He went over the key amendments requested by the applicant. He went over the sign recommendations in the Comprehensive Plan 2030.

He went over the request for attached signs. He said staff interpretation in the code already allows this and gave some examples.

Ms. Kistner asked who determines who gets the second sign space.

Ms. Kelly said the second sign has to be for that tenant space or it is considered an off-site sign.

Mr. Jaggi said the tenant who occupies the corner has to occupy both frontages.

Mr. Carney asked if the signs could be the same size.

Mr. Jaggi said they could be.

Mr. Jaggi went over low monument signs. He talked about what was permitted currently and what was proposed. He said the proposal asked for setbacks and separations to go down to 50%.

He went over current low monument signage and what was proposed.

Ms. Kistner asked about the size of the projection on the wall.

Mr. Jaggi said it was about 40 sq feet.

He then went through some examples of signs and showed how they would change if the sign requests were approved.

Mr. Jaggi said staff's view was some modest amounts of additional sign area may be justified.

He said some signs have a lot of tenant panels and clients want those panels there.

He said setback relief up to 50% may be justified with site constraints codified. And then only the minimum amount should be granted.

Ms. Kelly said this was based on the Supreme Court ruling of content. She said the real estate sign is considered a permanently installed sign.

Ms. Kistner asked about having a category called real estate signs.

Ms. Kelly said they could and that some spaces leave their real estate signs up all the time.

Mr. Jaggi went over the last request to have monuments on side streets. He gave some examples.

Mr. Toby Martin from Plazasaid they would like to preserve the beauty of the city, but also optimize the performance of the businesses in the tenant spaces. He said the little tenants make up the community and add to the character of the city. He said the purpose of the proposal is to increase revenue for the smaller tenants. He said signage can greatly increase revenue. He showed a slide that demonstrated the impact a larger sign can have.

He asked for sufficient flexibility to address the challenges they face. He said smaller centers should have the same opportunity as larger centers to compete. He said size shouldn't be equated with negativity.

Ms. Kistner said she was glad there was dialogue between the business owners and staff. She said some increases are reasonable, others are extremes. She said she would like a balance and to keep esthetics.

Mr. Carney said there was room for expansion, but 12' tall is excessive. He said there is room to get larger, but not for every lot.

Mr. Jaggi said that the 12' height did not take proportion into consideration. The sign is tall but not actually used for signage. An small increase in sq footage would be substantial.

Mr. Rovak said a larger setback gives the viewer a longer chance to view the sign.

Ms. Kelly said however you lay out the 40' sq feet is up to the applicant.

Mr. Jaggi said per the example shown 40' sq feet is not proportional.

Mr. Martin said it is difficult to read six inches at 40 miles an hour.

Ms. Kistner said there is a limit to what a sign can do at 45 mi an hour. She said to expect more is unrealistic and there needs to be a balance of readability and esthetic.

Mr. Tom Stern was sworn in.

Said he was looking for some balance for the large centers. He said the tenants need the opportunity to let people know they are there.

Mr. Carney said the variances on the monument signs requested are too great. He said some uniformity would be good.

Ms. Kelly gave some information on the prior code.

Mr. Carney said wider is better than skinny signs.

Mr. Magruder said the signs are there to attract impulse buyers. He said huge signs will make Creve Coeur look differently than the Comprehensive Plan intends.

Mr. Jaggi said a perfect sign code doesn't exist. He said an appropriate level of signage is necessary. He said they need to be careful. He said he would like to know why there are so many tenants on the panel.

Mr. Ted Martin was sworn in. He said when people are looking to move their business they are looking for ways to advertise their business. He said stagnant traffic on Olive allows driver to see the individual tenant spaces.

Ms. Kistner said she thought the Commission would like staff to bring back proposed language of a modified version of what was discussed.

Ms. Silverman asked about design review for signs.

Ms. Kelly said the structure isn't reviewed.

Ms. Kistner said she believed Ms. Silverman was asking if there could be a bonus if there was some unique feature.

Ms. Kelly said there were some limitations.

Mr. Jaggi said there could be more design requirements if the sq footage was increased. Mr. Jaggi said they could look at that.

Ms. Silverman said different areas may have a different feel that could be communicated through the structure of the sign.

Mr. Martin Heddinghaus said they would embrace that as it would be greatly positive.

Mr. Rovak said a wall sign is much more effective than a monument sign.

Mr. Magruder asked if they could use the "seconds" information given in the slide to regulate readability.

Mr. Jaggi said they could regulate it, but there would be limitations.

RESULT:	CONTINUED [UNANIMOUS]
MOVER:	Don Magruder, Commission Member
SECONDER:	Tim Carney, Commission Member
AYES:	Carney, Rovak, Kistner, Magruder, Silverman
ABSENT:	Hall, Schuh

2. Application #17-022: a Minor Site Plan Approval for a Real Estate Office Located Within a Single Family Home at 11142 Olive Boulevard

Peter Lu, Remax Select, has submitted for a site plan approval to use the existing home at 11142 Olive Boulevard as a real estate office. Section 405.270(D) of the C Single Family Residential District provides that for an existing single-family residential structure on Olive Boulevard, the Planning and Zoning Commission may approve a site development plan in accordance with the procedure provided for in Section 405.1080 to permit the conversion of the structure to an office or retail service use in accordance with the standards provided in

Section 405.450(E), Commercial Uses of Single-Family Residential Structures. City Council Action is not required

Mr. Peter Lu said he was looking to use the space at 11142 Olive as an office space. He said they agree with the recommendations by staff.

Ms. Kelly said it would be low-impact.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Don Magruder, Commission Member
SECONDER:	Gene Rovak, Commission Member
AYES:	Carney, Rovak, Kistner, Magruder, Silverman
ABSENT:	Hall, Schuh

3. Application #17-023: Minor Site Plan Approval for New Exterior Awnings at 295 N. Lindbergh Boulevard for the National Council of Jewish Women Office and Resale Shop

John Hinckley, of Lawrence Fabric Structures, on behalf of the National Council of Jewish Women (NCJW) Offices and its Resale Shop has submitted an application for new awnings at 295 N. Lindbergh Boulevard. Section 405.1080 requires minor site plan approval by the Planning and Zoning Commission for any proposed alteration that would significantly affect the exterior of a building, and increases coverage by less than 5,000 square feet. City Council action is not required

Ms. Silverman recused herself.

Mr. John Hinckley of Lawrence Fabric Structures said they wanted to discuss why they were requesting the black and white awnings.

Ms. Ellen Alper said they want the property to look good and attract the right type of customer. She said they want to maintain their image of upscale store. She showed a sample of the awning. She said it matches the colors of their logo. She said the building is long and flat and the awnings would make it look like the kind of business they want it to look like.

Ms. Kistner asked how many awnings there were and how many different types.

Ms. Alper said there were 3 existing...and they were asking to add a long awning to protect customers dropping off donated items.

2 black and white, 2 black small and one long black one with a red stripe.

Ms. Kistner said the black and white gives it a boutique look.

Mr. Carney said it was a nice improvement.

Mr. Magruder asked if there was black and white now.

Mr. Hinkley said there was not.

Ms. Kelly said awnings are considered significant alterations. She said in previous applications the difference in awnings could appear as signage. She said the metal posts are recommended to be black.

Mr. Lumley recommended the motion preserve the conditions regarding the metal posts.

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Mr. Magruder asked if they were setting a precedent for the future.

Ms. Kelly said that corporate identity is reflected in awnings.

Mr. Rovak said he felt it was continuous. He said this was a stand alone business and was not comparable to large chains or corporations.

Ms. Kelly said other companies would say the same.

Mr. Rovak said that it was a reach to make it an element of signage. He said it was a design element that was not tied to other locations as signage.

Ms. Kistner said she agreed.

Mr. Carney said he agreed that it was not bright color that was tied into a corporate theme.

Ms. Kistner said it created visual appeal, but it was not in the same vein as a corporation.

RESULT:	APPROVED [4 TO 0]
MOVER:	Tim Carney, Commission Member
AYES:	Carney, Rovak, Kistner, Magruder
ABSENT:	Hall, Schuh
RECUSED:	Silverman

WORK AGENDA**1. Proposed Changes on Certain Regulations Within Residential Zoning Districts**

Mr. Jaggi said they had outlined some areas for direction regarding text amendments.

Ms. Kelly went over the proposed list.

The Commission was supportive of the suggestions made by staff regarding the proposed changes.

RESULT:	ITEM DISCUSSED
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DEPARTMENT REPORTS

Mr. Jaggi informed the Commission of upcoming projects.

ADJOURNMENT

Chair

Recording Secretary



city of CREVE COEUR

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APPLICATION TO PLANNING AND ZONING COMMISSION #17-018 TEXT AMENDMENTS TO ARTICLE VIII SIGN REGULATIONS OF THE ZONING ORDINANCE

FOR THE MEETING OF: Monday, August 21, 2017, 6:30 P.M.

LOCATION: Non-Residential Zoning Districts

REQUEST: A Public Hearing to consider the request from David Hutkin, Hutkin Properties Group, LLC; Tom Stern, Gershman Commercial Real Estate; Ken Capps, Capitol Land Company; and, Paul Hilton, Creve Coeur Plaza Associates, to amend Article VIII, the Sign Regulations, of the Zoning Ordinance to allow for greater sign area for monument signs, increase the number of monument signs on commercial developments under certain conditions, and allow more flexibility on the setbacks and spacing of ground signs, and to clarify the number of wall signs for corner properties.

ADDITIONAL INFORMATION: At the July 17, 2017 meeting, Planning and Zoning Commission directed staff to prepare a draft of suggested changes for further review at the following meeting of the Commission.

APPLICANT: David Hutkin, Hutkin Properties Group, LLC; Tom Stern, Gershman Commercial Real Estate; Ken Capps, Capitol Land Company; and, Paul Hilton, Creve Coeur Plaza Associates

**APPLICANT'S
REPRESENTATIVE:**

David Hutkin
Hutkin Properties Group, LLC
10829 Olive Blvd., Suite 200
St. Louis, MO 63141

REPORT PREPARED BY: Jason W. Jaggi, AICP, Director of Community Development
DATE: August 17, 2017
ATTACHMENTS: Draft revisions to the sign code prepared by staff
Village of Glenview, IL Sign Design Guidelines

Key Issues:

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

Comp. Plan References

- Creve Coeur's Downtown and Central Business District
- West Olive and Large Commercial Property Recommendations
- East Olive Corridor
- Lindbergh Boulevard

Zoning Code References

- Article VIII Sign Regulations, Section 405.950: Signage in Non-Residential Districts

BACKGROUND AND REQUEST

This request involves amendments to the sign ordinance requirements related to wall signs on buildings facing two streets; the size and height requirements for freestanding, low monument signs for multi-tenant buildings; the number of low monument signs allowed on a property; and, providing additional flexibility for spacing and setbacks from the right-of-way for all ground signs. A consortium of four (4) commercial property owners and real estate businesses are proposing the zoning text amendment affecting the sign regulations for non-residential districts, (Article VIII Sign Regulations, Section 405.950 Signs in Non-Residential Districts). An amended sign ordinance as suggested by the applicants was included with the application along with a comparison of sign ordinance regulations from nearby municipalities.

A public hearing was held on July 17, 2017 Planning and Zoning Commission meeting. A representative from the business consortium was present and addressed the Commission explaining the need for modifications to the sign ordinance. According the commercial property owners group, the issues with the current sign code relate to the increasing challenges regarding retail in light of online retailers compared to brick and mortar stores and the need for allowing larger signs for multi-tenant properties to encourage their viability and to enhance Creve Coeur's position in the competitive retail environment. Staff presented the existing sign regulations, policy guidance from the recently adopted Creve Coeur 2030 Comprehensive Plan, and the requested revisions as submitted by the applicant. Examples of existing signs in relation to the current code and proposed amendments were included in the presentation. Please refer to the July 17, 2017 staff report for additional background information.

At the conclusion of the meeting, the Commission directed staff to prepare a draft of suggested amendments for the next meeting that seek to incorporate some of the requested changes by the applicants for larger monument signs but to also include aesthetic requirements. The public hearing was continued to the following meeting.

To obtain further input, staff presented the suggested changes to the Economic Development Committee (EDC) at their August 17th meeting. The EDC was generally supportive of the direction in which the changes are being proposed but also discussed that an annual review occur to monitor the impacts of the changes as signs are installed. The EDC may choose to offer a written recommendation based upon further discussion at their next meeting in September. This recommendation may occur at a future Planning and Zoning Commission meeting (after the August 21, 2017 meeting) or at an upcoming City Council meeting depending on how long the review process takes.

Since the last meeting, a letter from Mercy East Region President, Mr. Jeffrey A. Johnston, was submitted expressing concern with the existing requirement that the negative space be dark and opaque for boxed displays.

Attached to this report is a draft of revisions prepared by staff as requested by the Commission for further review and discussion.

SUMMARY OF KEY REVISIONS

The proposed changes to the sign code have been prepared by staff based upon the direction of the Commission at the July 17, 2017 meeting. Staff conducted internet research and found that the sign standards for the Village of Glenview, Illinois, address many of the issues that are under consideration. Glenview and the other suburbs of Chicago's north shore have similar

development and socio-economic characteristics as Creve Coeur and west St. Louis County. Notable were the separation of single tenant and multi-tenant monument signs into two categories and the design standards that are required for these types of signs. These elements have been incorporated into the draft sign amendments.

In general, the proposed amendments involve the following key elements:

- Creates two separate low monument sign categories for multi-tenant properties (4+ tenants) and single tenant or buildings with 3 or less tenants
- Allows greater flexibility for sign setbacks and separation due to site constraints
- Introduces design standards for all low monument signs
- Clarifies the allowance for an additional sign for corner buildings or end cap buildings when facing two public streets

The following highlight the specific requirements as proposed:

Low Monument Signs

Two categories are now proposed: (1) One to three tenants and, (2) Four tenants and above.

One to Three Tenant Buildings

For single to three tenant buildings, there are now two standards for signs based on site area and frontage as follows:

Site Area	Sign Area	Height	Minimum Letter Height
30,000 SF – 3.0 acres; 300 feet of roadway frontage	25 SF	6-FT	None
3.0+ acres	35 SF	8-FT	None

The allowances have been reduced to two categories (from three) with overall smaller sign area and height due to the limited commercial messages that would be needed for buildings with fewer tenants. Lettering height is not restricted due to the need for only a few tenant panels.

Four or More Tenant Buildings

For multi-tenant buildings with four or more tenants, additional sign area has been provided with a reduction of the minimum frontage from 300 feet to 200 feet while introducing minimum letter height requirements as follows:

Site Area	Sign Area	Height	Minimum Letter Height
30,000 SF – 3.0 acres; 200 feet of roadway frontage	35 SF	8-FT	6-inches
3.0-5.0 acres	45 SF	10-FT	6-inches
5.0+ acres	60 SF	12-FT	6-inches

The proposed revisions do not introduce signs that are any taller than currently allowed at 12-feet; however, the maximum sign area increases from 40 square feet to 60 square feet. A

minimum letter height requirement has been added to increase readability and to discourage numerous smaller sign panels which are difficult to read and could contribute to safety concerns for drivers. Further, the proposed ordinance for the largest of signs (on sites greater than 5 acres) removes the approval by the Commission which is presently required; thereby, allowing staff to approve all low monument signs administratively through the sign permitting process.

Design Standards

A key discussion point at the last meeting involved the appearance of monument signs, especially in conjunction with the possibility of allowing larger signs. To encourage high quality signs, staff has proposed that the following design requirements for all new low monument signs:

- A landscaped area located around the base of the sign equal to two and one-half (2.5) square feet for each square foot of sign area shall be provided pursuant to a landscape plan with a plant schedule subject to Zoning Administrator approval in conjunction with the sign permit application for the low monument sign.
- The sign shall be constructed of the same or similar architectural elements and in similar materials and colors as the related buildings.
- The sign shall have a solid base of at least one (1) foot in height with brick, stone or other material to match the related buildings.
- All lettering and graphics on the sign shall be individual letters, which are pin-mounted, routed out or push-thru style to provide a dimensional quality.
- Sign faces shall be constructed of an opaque surface designed to illuminate the text or graphics.

The above standards would continue to require landscaping around the base of the sign with the requirement added to provide a landscape plan as part of the permitting documents.

Architectural controls for ground signs would require the sign to match the design of the building with similar materials and colors and a solid masonry base of at least 1-foot in height or if the building contains no masonry, other materials could be considered. Finally, in order to encourage high quality signs, all sign panels would need to be designed to provide a dimensional quality. Sign panels which are individual letters, including pin-mounted, routed out, and push-thru letters would be allowed. Flat acrylic sign panels would not be permitted.

Sign Setbacks and Separation

The proposed amendment incorporates the applicant's desire to allow greater flexibility with respect to the setback of signs from the right-of-way and the separation requirements for all ground signs. As was requested, the amendment would allow up to a 50 percent reduction in the required setback and 150 foot separation requirement due to site constraints. The option remains available to request a variance from the Board of Adjustment for any further reductions based on factors related to hardship.

CONCLUSION AND NEXT STEPS

Staff believes the proposed amendments address many of the concerns expressed by the applicants while balancing the aesthetic goals of the City's planning objectives as articulated in the Creve Coeur 2030 Comprehensive Plan and the Design Guidelines. The suggested amendments provide greater sign allowances for multi-tenant properties, as well as, building in additional flexibility for the placement of signs taking into account site constraints. Introducing two categories of monument signs allows separate standards to be in put in place for properties with several tenants compared to those with only a few. It should be noted that staff did not

incorporate as much sign area as requested by the applicants (up to 100 square feet was proposed for the largest properties) nor did staff provide an allowance for a second sign due for developments with entrances on two streets. Staff is of the opinion that an increase in the maximum size of a sign from 40 square feet to 100 square feet is too great of a change and is not recommended. Similarly, for the majority of developments, allowing an additional sign for properties with entrances on two streets is not necessary. Where such an additional sign is needed such as a large campus or for very large shopping centers with multiple buildings, the master sign process option is available and has been utilized for these reasons.

Further, the design standards that are offered would require very high quality monument-style signs. With respect to the concerns expressed by Mercy in their letter, requiring signs with a dimensional quality would not prohibit a white back ground with color text and logos. Other options to construct the signs are available such as routed out or push thru letters where only sign text and logos are illuminated and not the background panel. Staff will provide examples of these different construction types at the meeting.

Finally, as discussed at the last meeting, the comprehensive plan recommends consideration be given to allow larger signs for multi-tenant buildings and supports the continued allowance for monument-style ground signs in addition to wall signs. However, the plan also recommends consideration be given to limit monument signs in the Central Business District (CBD) to larger multi-tenant developments. Staff has not carved out an exemption for the CBD area at this time to prohibit monument signs for smaller single tenant buildings. Staff believes, that this recommendation should be reviewed at a later date in conjunction with a more thorough review of the overall design requirements for the CBD when such a review is made.

ACTION AND EXAMPLE MOTION

Staff understands that the Commission may want to continue the review and possibly seek further input, such as from the Creve Coeur/Olivette Chamber of Commerce based on the discussion at the meeting. In the event the Commission is satisfied that the proposed amendments are appropriate, a recommended motion has been provided and a draft ordinance has been prepared. A recommended motion to forward the application to the City Council would be as follows:

“I move to approve Application #17-018 for text amendments to the Sign Ordinance regulations as found in Section 405.950: Signs in Non-Residential Zoning Districts as provided in the draft ordinance.”

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 AMENDING VARIOUS SUBSECTIONS IN SECTION 405.950
REGARDING SIGNS IN NON-RESIDENTIAL DISTRICTS, IN THE ZONING CODE,
ARTICLE VIII SIGN REGULATIONS, OF THE CODE OF ORDINANCES OF THE CITY OF
CREVE COEUR.**

WHEREAS, an application by David Hutkin, Hutkin Properties Group, LLC; Tom Stern, Gershman Commercial Real Estate; Ken Capps, Capitol Land Company; and, Paul Hilton, Creve Coeur Plaza Associates, was submitted to amend Article VIII, the Sign Regulations, of the Zoning Ordinance, to modify the requirements pertaining to wall signs and ground signs in non-residential districts; and

WHEREAS, the Planning and Zoning Commission of the City of Creve Coeur, Missouri has recognized the need to provide for such modifications and clarifications as set forth herein, to more effectively implement the goals of the Comprehensive Plan and the purposes of Article VIII Sign Regulations and 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 commencing on July 17, 2017 and continued to August 21, 2017, beginning at 6:30 p.m., or immediately following the close of the previous public hearing, and continuing at the subsequent Commission meeting; and,

WHEREAS, the Planning and Zoning Commission reviewed and, by a vote of _____ recommended approval of the subject amendments at its meeting on August 21, 2017; 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(B) of the Code of Ordinances is hereby amended to read as follows:

B. Permanent Attached Signs.

1. *In-line or mid-block uses.* Each individual use located at ground floor level with its own entrance at street level may have one (1) attached sign, affixed or painted on

a wall, canopy, or awning, with a total gross sign area of one (1) square foot per linear foot of the use's front facade or twenty (20) square feet, whichever is greater, up to a maximum of fifty (50) square feet in area. The sign shall be located on the front facade which shall also be the same facade as the main entrance. Where the use has a storefront facade without the main entrance, the user may allocate a portion of the total gross sign area allowed by this paragraph to one (1) additional sign located on the storefront. No use shall be permitted more than two (2) permanent attached signs under this paragraph.

2. *Corner units, single uses on corner lots, or out-lot buildings within a shopping center.* Each individual use located at ground floor level with its own entrance at street level may have one (1) attached sign affixed or painted on a wall, canopy or awning with a total gross sign area of one (1) square foot per linear foot of the use's front facade or twenty (20) square feet, whichever is greater, up to a maximum of fifty (50) square feet in area. The sign shall be located on the front facade which shall also be the same facade as the main entrance. One (1) additional attached sign may be permitted, subject to the same size limitations, where the building faces two (2) or more public streets and is not separated from the streets by any other building, but the additional attached sign shall be located on a building elevation which faces a different street than the primary attached sign.
3. *Rear entrances.* A rear entrance to an individual or freestanding business used for delivery purposes may be identified by a sign not to exceed two (2) square feet in gross sign area. Such a sign shall be affixed directly to the rear entrance door. In locations where individual businesses or uses are grouped together in a shopping center, the permanent signs should maintain uniformity in location, height and general design.

Section 2: Section 405.950(C) of the Code of Ordinances of the Code of Ordinances is hereby amended to read as follows:

C. Low Monument Signs.

1. Single tenant/occupant buildings and buildings with up to three (3) tenants/occupants:
 - a. A project or development with a site area of at least thirty thousand (30,000) square feet and less than three (3) acres with at least three hundred (300) feet of lot frontage as measured on a roadway along which the sign will be placed shall be permitted a single low monument sign in accordance with the following standards:
 - i. Maximum sign area. Twenty-five (25) square feet per face.
 - ii. Maximum number of faces. Two (2) faces
 - iii. Maximum sign height. Six (6) feet above prevailing base grade
 - iv. Minimum setback from right-of-way. Ten (10) feet.
 - v. Minimum separation from any other ground sign: One hundred fifty (150) feet on the same side of the street.
 - b. A project or development with a site area of more than three (3) acres shall be permitted a single low monument sign in accordance with the following standards:
 - i. Maximum sign area. Thirty-five (35) square feet per face.
 - ii. Maximum number of faces. Two (2) faces

- iii. Maximum sign height. Eight (8) feet above prevailing base grade
 - iv. Minimum setback from right-of-way. Ten (10) feet.
 - v. Minimum separation from any other ground sign: One hundred fifty (150) feet on the same side of the street.
- 2. Multi-tenant buildings with four (4) or more tenants/occupants. For multi-tenant buildings with four (4) or more tenants/occupants:
 - a. A project or development with a site area of at least thirty thousand (30,000) square feet and with at least two hundred (200) feet of lot frontage as measured on a roadway along which the sign will be placed shall be permitted a single low monument sign in accordance with the following standards:
 - i. Maximum sign area. Thirty-five (35) square feet per face.
 - ii. Maximum number of faces. Two (2) faces
 - iii. Maximum sign height. Eight (8) feet above prevailing base grade
 - iv. Minimum letter height: Six (6) inches
 - v. Minimum setback from right-of-way. Ten (10) feet.
 - vi. Minimum separation from any other ground sign: One hundred fifty (150) feet on the same side of the street
 - b. A project or development with a site area of at least three (3.0) acres but less than five (5) acres shall be permitted a single low monument sign in accordance with the following standards:
 - i. Maximum sign area. Forty-five (45) square feet per face.
 - ii. Maximum number of faces. Two (2) faces
 - iii. Maximum sign height. Ten (10) feet above prevailing base grade
 - iv. Minimum letter height: Six (6) inches
 - v. Minimum setback from right-of-way. Ten (10) feet.
 - vi. Minimum separation from any other ground sign: One hundred fifty (150) feet on the same side of the street.
 - c. A project or development with a site area of more than five (5) acres shall be permitted a single low monument in accordance with the following standards:
 - i. Maximum sign area. Sixty (60) square feet per face.
 - ii. Maximum number of faces. Two (2) faces
 - iii. Maximum sign height. Twelve (12) feet above prevailing base grade
 - iv. Minimum letter height. Six (6) inches.
 - v. Minimum setback from right-of-way. Fifteen (15) feet.
 - vi. Minimum separation from any other ground sign: One hundred fifty (150) feet on the same side of the street.
- 3. *Design Standards.* The following design standards apply to all low monument signs:
 - a. A landscaped area located around the base of the sign equal to two and one-half (2.5) square feet for each square foot of sign area shall be provided pursuant to a landscape plan with a plant schedule subject to Zoning Administrator approval in conjunction with the sign permit application for the low monument sign.
 - b. The sign shall be constructed of the same or similar architectural elements and in similar materials and colors as the related buildings.

- c. The sign shall have a solid base of at least one (1) foot in height with brick, stone or other material to match the related buildings.
 - d. All lettering and graphics on the sign shall be individual letters, which are pin-mounted, routed out or push-thru style to provide a dimensional quality.
 - e. Sign faces shall be constructed of an opaque surface designed to illuminate the text or graphics.
4. *Setback and separation reduction.* The minimum setback and separation standards of this subsection C may be reduced up to fifty percent (50%) of the applicable requirement by the Zoning Administrator where it can be demonstrated that site conditions preclude full compliance.

Section 3: Section 405.950(D) of the Code of Ordinances is hereby amended to read as follows:

- D. Attached Signs For Multi-Floor Office Buildings.
- 1. Each freestanding, single or multi-tenant office building of two (2) floors of leasable space may have one (1) attached sign affixed parallel to the building, with a sign area of up to fifty (50) square feet, provided it is the only sign on that elevation. One (1) additional attached sign may be permitted, subject to the same size and location limitations above, where the building faces two (2) or more public streets and is not separated from the streets by any other building.
 - 2. Each freestanding, single or multi-tenant office building of three (3) or more floors of leasable space may have one (1) attached sign affixed parallel to the building, with a sign area of up to fifty (50) square feet for a three-story building, with an additional ten (10) square feet of sign area allowed for each additional floor over three (3), up to a maximum of one hundred fifty (150) square feet. One (1) additional attached sign may be permitted, subject to the same size limitations, where the building faces two (2) or more public streets and is not separated from the streets by any other building, but the additional attached sign shall be located on a building elevation which faces a different street than the primary attached sign.

Section 4: Section 405.950(F) of the Code of Ordinances is hereby amended to read shall read as follows:

- F. Multi-Tenant Real Estate Information Signs. Pursuant to Section 67.317 RSMo., each multi-tenant building or complex (where more than one (1) building is in the same development) may be permitted one (1) permanent real estate information sign, subject to the following:
- 1. The gross sign area shall not exceed twenty-four (24) square feet per face with a maximum of two (2) sign faces. Decorative edge treatments shall not be included in the gross sign area.
 - 2. The sign shall not be more than six (6) feet in total height above the elevation of the prevailing base grade, shall be set back at least ten (10) feet from the right-of-way of said fronting street or highway, located a minimum of one hundred fifty (150) feet from any other ground sign on other property on the same side of the street, and shall not be located within the site distance triangle as defined in Section 405.120, Definitions, of this Chapter. These minimum setback and separation standards may be reduced up to fifty percent (50%) of the applicable

requirement by the Zoning Administrator where it can be demonstrated that site conditions preclude full compliance.

3. The sign shall be permanently affixed to the ground with rot- and insect-resistant materials without use of supporting wires, cross-bracing or stanchions.
4. The aggregate visible width of the supporting legs or base shall be at least one-quarter (1/4) of the width of the sign.
5. The edges of the sign shall be boxed-in, framed or otherwise enclosed to eliminate visible gaps or spaces between any sign panels.
6. The sign copy shall be applied and protected with weather-resistant materials and finishes.
7. Any attached "riders" (e.g., available floor area) on the sign shall be incorporated within the external dimensions of the sign and are limited to one (1) rider per sign face.
8. These provisions shall not be applicable to single-tenant or single-occupant properties, which instead are subject to Section 405.950(G)(4), Temporary signs for single-tenant properties.
9. Nothing in these provisions shall be deemed to limit or alter in any way the provisions of Section 405.930(J), Substitutability, of this Chapter.

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

ADOPTED THIS ____ DAY OF _____, 2017.

DR. ROBERT HOFFMAN
PRESIDENT OF CITY COUNCIL

APPROVED THIS ____ DAY OF _____, 2017.

BARRY GLANTZ
MAYOR

ATTEST:

DEBORAH RYAN, MPCC
CITY CLERK

Multi-Tenant Ground Sign Appearance Code and Design Guidelines



Multi-Tenant Ground Sign Regulations and Approval Process

Intent

Signs can:

- Enhance the appearance of a business property
- Serve as business identification for customers and emergency responders
- Help maintain a quality community appearance

This document describes a user-friendly process for businesses and building owners to install well-designed signs in appropriate locations that enhance the character of the Village of Glenview.

Process

Signs require:

- Certificate of Appropriateness (Appearance Commission)
- Building Permit (Inspectional Services Staff)

A Certificate of Appropriateness is granted by the Appearance Commission, which indicates the proposed sign meets the appearance standards of the Village. A Building Permit is reviewed, approved, issued and inspected by the Inspectional Services Division for all new signs in the Village. Both the Certificate of Appropriateness and the Building Permit are issued prior to the beginning of any work.

To begin the approval process, contact the Planning & Economic Development Department at (847) 904-4340 for Appearance Commission application information. Sign details are submitted to the Planning Division with a completed Appearance Commission application and Building Permit application.

Design Guidelines

The design guidelines contained in this document provide guidance for the design of from the design guidelines, it does not necessarily mean the sign will not be allowed, but it means the Appearance Commission will review the proposal for consistency with the Design Guidelines at a public meeting and determine if a Certificate of Appropriateness should be issued. In order to vary from these Design Guidelines, the petitioner will need to demonstrate extraordinary circumstances.

Multi-Tenant Ground Signs

This document refers specifically to new ground signs in Glenview that identify two or more tenants. The ordinance does not apply to shopping center signs that do not include tenant names, outlot buildings or wall signs. Changes to existing sign panels, replacements which are identical to the previous approval, or minor repairs do not require a new sign to meet these Guidelines. However a completely new sign cabinet would require meeting the Code and Design Guidelines that are referenced in this document.



Appearance Code

i. Location/Placement

- ia) No sign shall be located within the clear sight triangle at any intersection, in accordance with the Village's current standard. See *Diagram 1 - Clear Sight Triangle* in the appendix.
- ib) Shopping centers shall have no more than one multi-tenant sign per public street frontage with a maximum of two total signs per lot.

ia –Sign is placed far back from the intersection so as not to interfere with visibility



ib – Only one sign per street frontage

Design Guidelines

i. Location/Placement

- i1. Signs should be appropriately placed to identify and enhance the appearance of a shopping center rather than be solely designed to be attention-getting.
- i2. Signs should be appropriately spaced, with enough separation to avoid visibility concerns.

ok



i1 - Sign is placed to enhance the shopping center



i2 - Sign is located to accentuate the shopping center without being a distraction to drivers and pedestrians

no



i1 & 2 - Sign interferes with visibility and does not enhance the character of the shopping center

Appearance Code

ii. Size/Compatibility

- ii a) Maximum Sign Height. Signs shall not exceed 15' in height.
- ii b) Maximum Sign Area. Shall not exceed 120 sq ft in area per side.
- ii c) Compatibility. The sign shall be constructed of the same or similar architectural elements and in similar materials and colors as the building(s).



ii b - Sign is less than 15' in height



ii c - Sign area equals the total of all panels on one side. This sign has two sides, each with an area of approximately 38 sq ft.



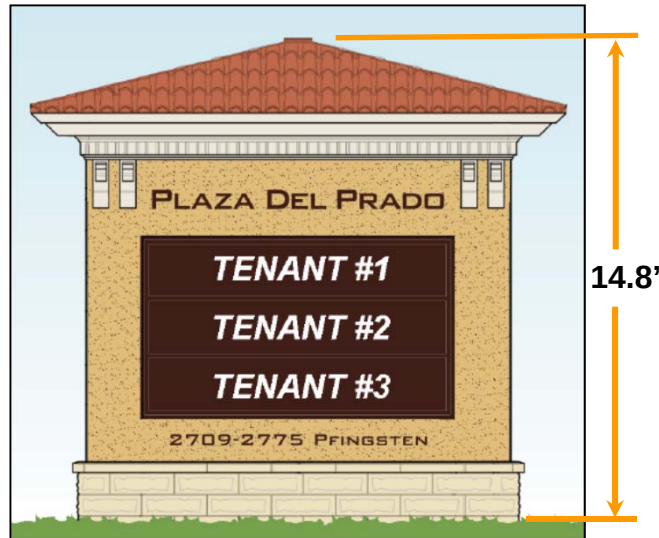
ii c - The sign is designed using the same elements as the shopping center

Design Guidelines

ii. Size/Compatibility

- ii1. The Appearance Commission will determine the appropriate sign area and height using *Table 1 – Size* located in the appendix.
- ii2. Height. Should be determined according to the square footage the building(s), without exceeding 15' per sign.
- ii3. Area. Should be determined according to the square footage the building(s), without exceeding 120 sq ft per side.

ok



ii2 – Sign is 14.8' in height (max height =15') and has an area of 55 sq ft (max area = 120 sq ft)



ii3 – Sign is constructed with the same materials and design as the shopping center

no



ii2 - Sign exceeds maximum allowable height and changeable electronic signs are not allowed



ii3 - Sign exceeds maximum allowable area

Appearance Code

iii. Landscaping/Lighting

- iiia) The sign base shall be surrounded by year-round landscaping.
- iiib) Sign faces shall be constructed of an opaque surface.
- iiic) All lighting shall comply with the electrical code.

ok



iiia -This sign is surrounded by year-round landscaping



iiic - Tenant panels are opaque with internal illumination shining through the text only

no



iiia -The base of this sign lacks year-round landscaping



iiia - Sign faces are translucent rather than opaque and sign does not have landscaping

Design Guidelines

iii. Landscaping/Lighting

iii1. The base landscaping will use materials to provide year-round appeal that should equal or exceed 2 square foot of landscaping per 1 square foot of the side with the largest sign area.

iii2. Focused external illumination is encouraged in order to increase sign legibility and reduce harsh glare.

iii3. Signs may be internally illuminated, but sign faces shall only be constructed of an opaque surface to allow internal light to project through translucent text.

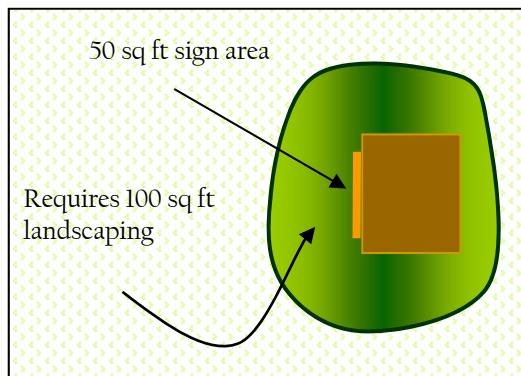
ok

iii1 - Sign is adequately landscaped



Sign area

Landscaped area



iiil - Illustration of appropriate landscaping. A 10' x 5' sign has an area of 50 sq ft. This means that there should be at least 100 sq ft of landscaping.



iii2 - Sign makes use of external lighting that focuses specifically on the sign and does not illuminate the surrounding area.

no



iiil - Although this sign is internally illuminated, it lacks adequate landscaping



iii3 - Sign faces are not opaque

Appearance Code

iv. Design

- iva) The sign shall have a sign base with a minimum one (1) foot height.
- ivb) A sign shall prominently display the building address (with numerals) that are a minimum height of six (6) inches.

ok



iva - Sign base provides at least 1' height

ivb - Building address is prominently displayed



no



iva - Sign does not have an adequate base



ivb - Sign does not display building address

Design Guidelines

iv. Design

- iv1. Signs should have an architectural top or cap to coordinate with the building. If the building's architecture does not include a prominent cornice or cap, it may be determined that a cap/cornice is not appropriate for the sign.
- iv2. Lettering: individual letter, pin-mounted, routed-out, and push-thru lettering are encouraged to provide dimension and visual interest to the sign.
- iv3. Panels: there should be no more than ten panels to improve legibility, and they should generally have the same dimensions, material, and background color for consistency, recognizing that the major tenant, and/or center name, may have a slightly larger panel.
- iv4. Panel Color & Text: tenant panels shall be opaque surfaces with same background color. Fonts may be different styles provided they combine in a harmonious manner.
- iv5. Text Height: for legibility, primary text should have a minimum height of 4 inches.

ok



iv1 – Sign has an architectural cap



iv2 - Push-thru or routed out letters & graphics are encouraged to provide dimension



iv4 – Panels have the same color background and different but harmonious text styles

no



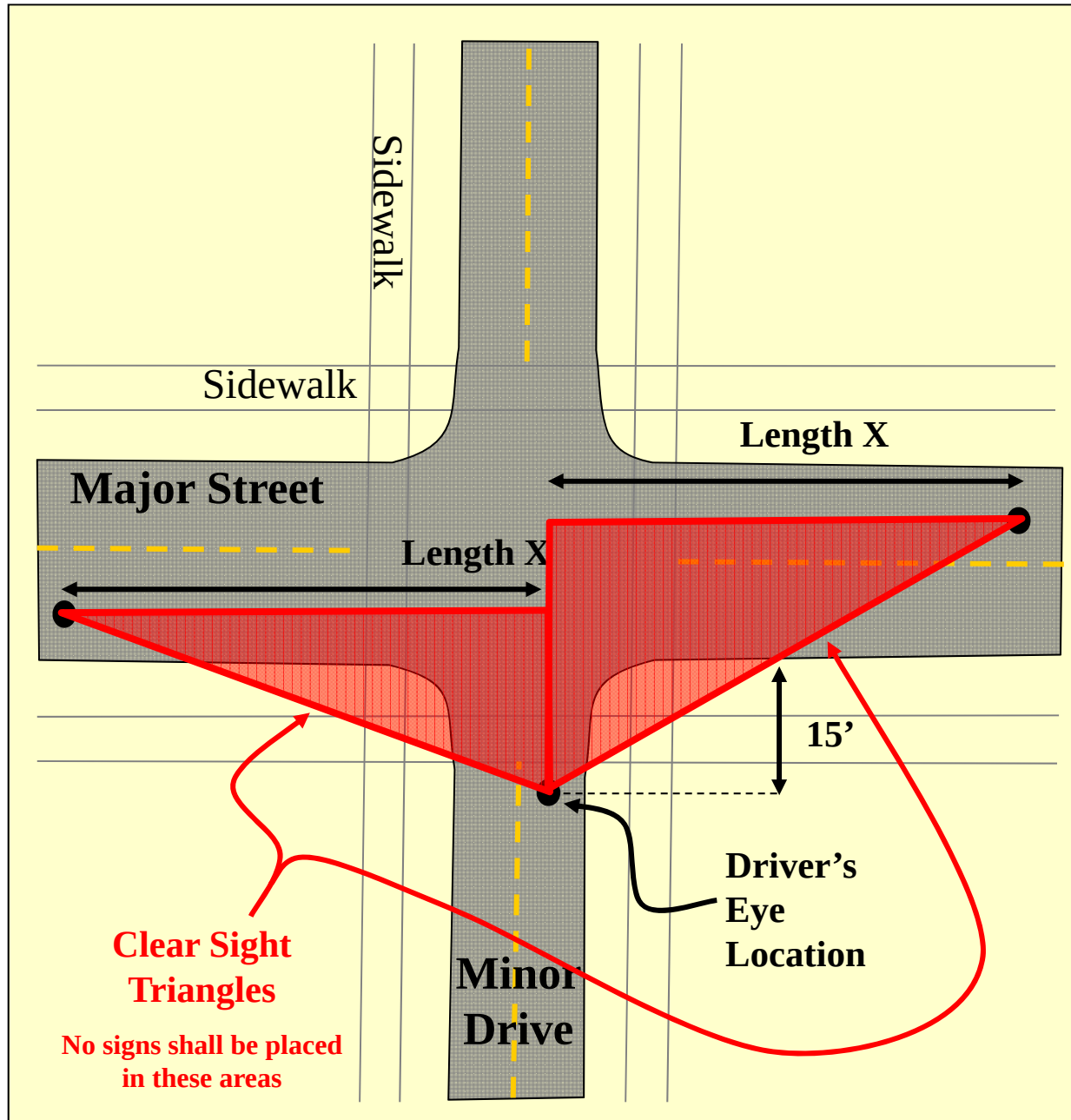
iv1 – Panels have different color backgrounds



iv3 – Panels are translucent

Appendix

Diagram 1 - Clear Sight Triangle



What is a Clear Sight Triangle?

A clear sight triangle is a method used to determine where objects may not be placed to ensure that a driver leaving a stop sign controlled intersection can see an approaching vehicle in either direction.

To determine a clear sight triangle, use the table to determine **Length X** for a 2 lane street of a given speed.

One point of the triangle is the driver stopped 15' from the pavement's edge, the other point is in the middle of the lane of the approaching vehicle **Length X** away from the stopped driver.

Major Street Posted Speed	Length X
10 mph	170 ft
15 mph	225 ft
20 mph	280 ft
25 mph	335 ft
30 mph	390 ft
35 mph	445 ft
40 mph	500 ft
45 mph	555 ft
50 mph	610 ft
55 mph	665 ft
60 mph	720 ft

Appendix

Table 1 - Size

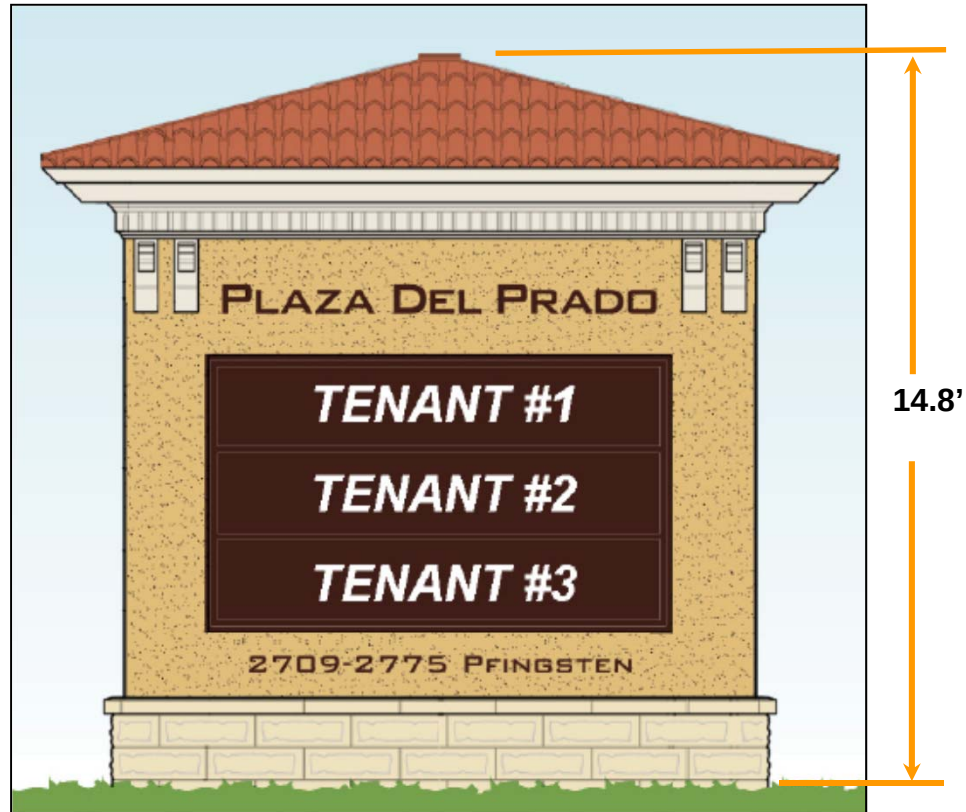
Commercial Development's* max leasable sq ft	Area max sq ft	Max ht
0-49,999	80	11
50,000-99,999	100	13
100,000 +	120	15

This table indicates the maximum allowable sign area and height, determined by the size of the development. Should unique site conditions arise for developments under 100,000 square feet, such as exceptionally deep setbacks or extremely small street frontage, a development may be able to receive a waiver, not to exceed 15 feet in height or 120 square feet of area.

*For regulations regarding signs in industrial districts see Sec. 98-337.



Example A



Example B

Single-Tenant Ground Sign Appearance Code and Design Guidelines



Single-Tenant Ground Sign

Regulations and Approval Process

Intent

Signs can:

- Enhance the appearance of a business property
- Serve as business identification for customers and emergency responders
- Help maintain a quality community appearance

This document describes a user-friendly process for businesses and building owners to install well-designed signs in appropriate locations that enhance the character of the Village of Glenview.

Process

Ground signs require:

- Certificate of Appropriateness (Appearance Commission)
- Building Permit

The Appearance Commission grants a Certificate of Appropriateness, which indicates the proposed sign meets the appearance standards of the Village, after reviewing the sign proposal. A Building Permit is issued and the sign is inspected for all new signs in the Village. Both the Certificate of Appropriateness and the Building Permit are issued prior to the beginning of any work.

To begin the approval process, contact the Planning & Economic Development Department at (847) 904-4340 for Appearance Commission application information. Sign details are submitted to the Planning Division with a completed Appearance Commission application and Building Permit application.

Design Guidelines

The design guidelines contained in this document provide standards for the design of new single-tenant ground signs.

Waivers

Waivers of the Wall Signs Design Guidelines may be granted by the Appearance Commission if an applicant can document that meeting specific provisions of the Design Guidelines would result in an unsafe condition, impede normal operations or inflict undue hardship. The Appearance Commission may determine and waive the requirements of the design guidelines in harmony with its general purpose and intent. The applicant shall provide a full explanation as to what provision cannot be met, why it cannot be met and what alternative is proposed. Waivers shall be submitted to the Appearance Commission and will be decided on a case by case basis. Waivers will not be denied without justification and the specific reasons for denial will be provided to the applicant at the Appearance Commission meeting.

Please see Article VII of the Zoning code for additional guidance.

Single-Tenant Ground Signs

This document refers specifically to new ground signs in Glenview that identify a single tenant. This ordinance does not apply to multi-tenant ground signs (*see Multi-Tenant Ground Sign Design Guidelines*).



Changes to existing sign panels, replacements which are identical to the previous approval, or minor repairs do not require a new sign to meet the guidelines found within this document. However, a completely new sign cabinet would require meeting the Code and Design Guidelines that are referenced in this document.

Appearance Code

i. Location/Placement

a) No sign shall be located within the clear sight triangle at an intersection, in accordance with the Village's current standard. See *Diagram 1 - Clear Sight Triangle* in the appendix.

b) Businesses shall have no more than one ground sign per public street frontage.

Design Guidelines

i. Location/Placement

1. Signs should be appropriately placed to identify and enhance the appearance of a building and its surroundings rather than be solely designed to be attention-getting.

2. Signs should be appropriately spaced, with enough separation to avoid visibility concerns. Drivers should be able to clearly see other drivers and pedestrians when entering and leaving a site.

3. Business can choose to be identified with a single tenant ground sign or on a multi-tenant ground sign panel.

ok



ib) – One sign is placed along the lot's street frontage



il) – Sign is appropriately placed and enhances its surroundings.



ia) – Sign is outside the clear sight triangle at an intersection

no



ib) – Business has four ground signs along one street frontage



il– Sign does not enhance the appearance of the building or its surroundings.

Appearance Code

ii. Landscaping/Illumination

a) The sign base shall be surrounded by year-round landscaping that equals or exceeds 2 sq ft of landscaping per 1 sq ft of the side with the largest sign area.

b) Sign faces shall be constructed of an opaque surface.

Design Guidelines

ii. Landscaping/ Illumination

1. The base landscaping should utilize a variety of plant materials including but not limited to: deciduous and evergreen shrubs, small ornamental trees, ornamental grasses, perennials and groundcovers, to provide interest through all four seasons. To ensure diversity in the design, multiple types of plant material should be installed, including annuals and some evergreens.

2. Focused external illumination is encouraged in order to increase sign legibility and reduce harsh glare.

3. Signs may be internally illuminated, but sign faces shall only be constructed of an opaque surface to allow internal light to project through translucent text.

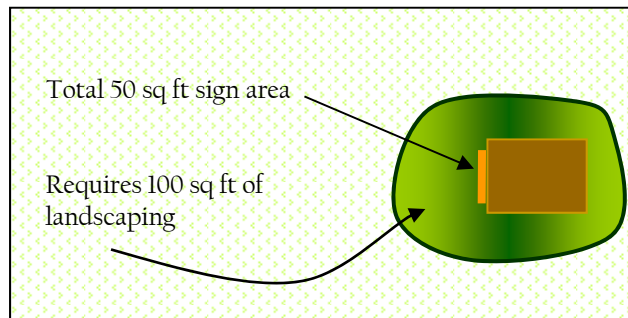
ok



liib) – Sign faces have an opaque (not translucent) background so light is emitted from push-through text and graphics only.



iii1. Base landscaping incorporates seasonal as well as evergreen plantings for year-round interest.



iiia - Illustration of appropriate landscaping

no



iiib) – Sign face should have an opaque background. Over time the transparent face has yellowed.



iiia) – Landscaping should be provided at the base of the ground sign.

Appearance Code

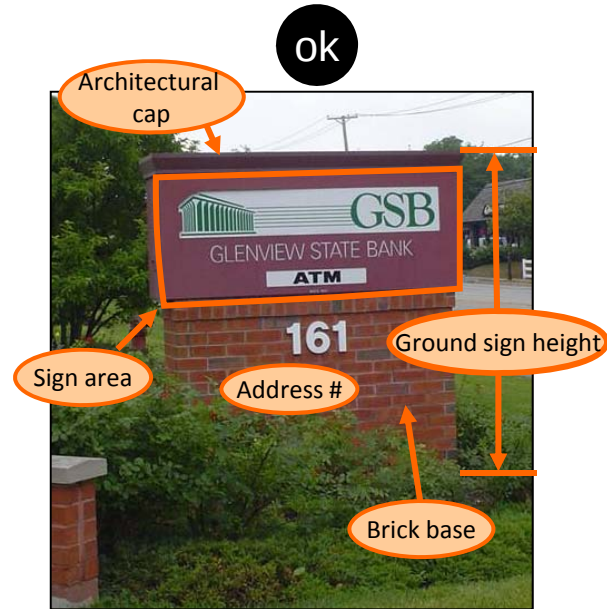
iii. Size and design

- Signs shall not exceed 11 feet in height.
- Signs shall not exceed 80 square feet in area per side.
- The sign shall be constructed of similar or compatible architectural elements as the building(s).
- Background panels shall be opaque surfaces, incorporating harmonious fonts.
- The sign shall have a sign base with a minimum one (1) foot height.
- A sign shall prominently display the building address (with numerals) that are a minimum height of six (6) inches.
- Signs shall incorporate negative space (the space around the text and graphics) to provide for a balanced design on the sign.

Design Guidelines

iii. Size and design

- Signs should have an architectural top or cap to coordinate with the building. If the building's architecture does not include a prominent cornice or cap, it may be determined that a cap/cornice is not appropriate for the sign.
- Individual letters, including pin-mounted, routed-out, and push-thru letters are encouraged to provide dimension and visual interest to the sign.
- Legibility
 - Simple typefaces and fonts increase legibility. Block letters and script fonts can be difficult to read.
 - For legibility, phone numbers and website addresses are not recommended.
 - Text should have a minimum height of 4 inches.
 - Contrast between the background color and the text/graphic colors increase legibility.
 - Color combinations that interfere with legibility of text/graphics should be avoided.
 - A minimum number of graphic elements should be incorporated for legibility. Menus of services and phone numbers/website addresses are not desirable.
- A border of negative space can help balance overly bright background colors and logos.



iv(f) – Sign meets height and size requirements, displays address numeral and has an architectural cap and base to coordinate with the building.

iv1. – Architectural cap of the sign is coordinated with the architecture of the building.



iv4. – Non-illuminated negative space balances the color and logo

no



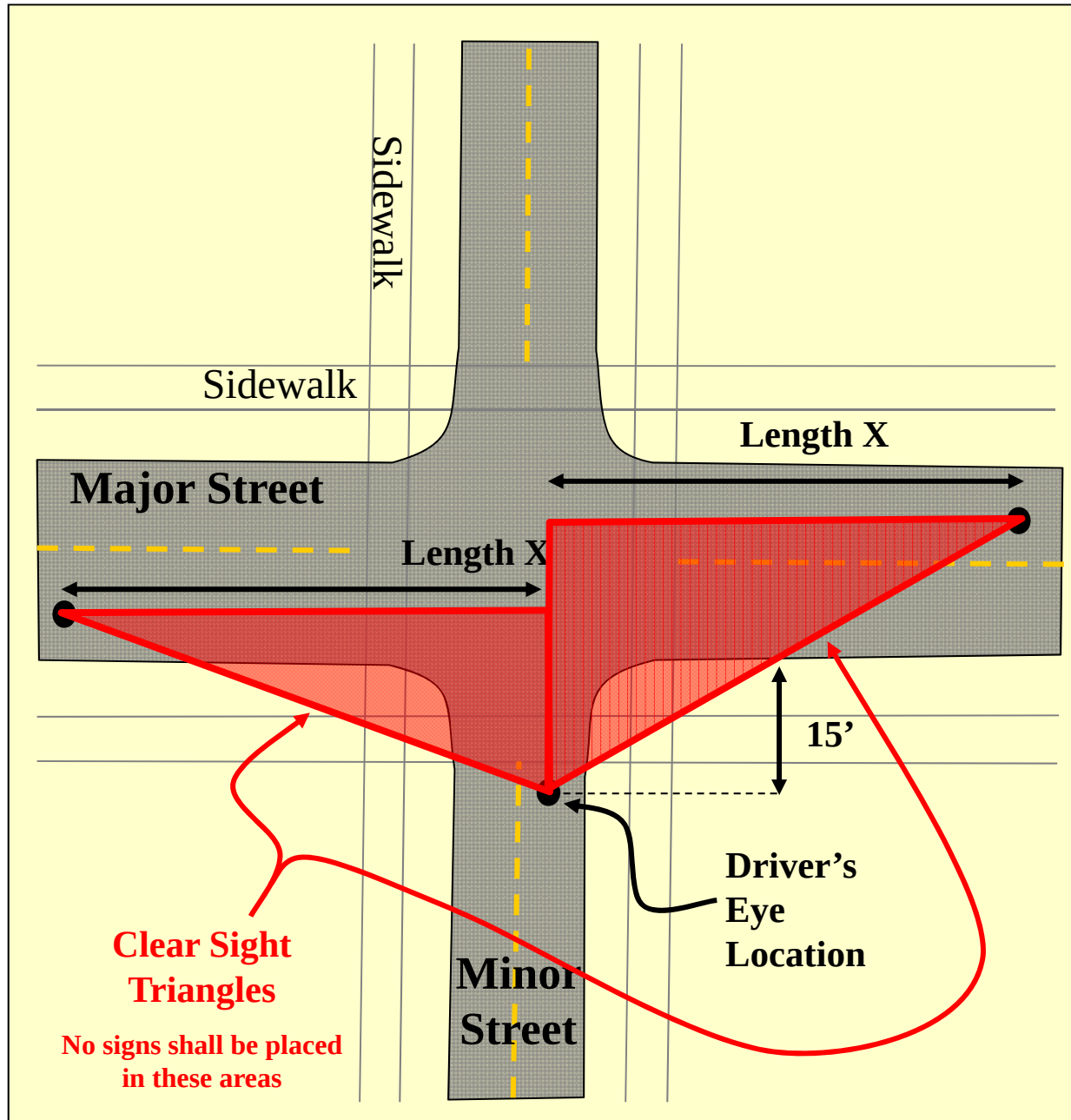
iv(a) and (b) – Sign exceeds height and size requirements



iv(c)- Sign is not constructed of architectural materials to match the building.

Appendix

Diagram 1 - Clear Sight Triangle



What is a Clear Sight Triangle?

A clear sight triangle is a method used to determine where objects may not be placed to ensure that a driver leaving a stop sign controlled intersection can see an approaching vehicle in either direction.

To determine a clear sight triangle, use the table to determine **Length X** for a 2 lane street of a given speed.

One point of the triangle is the driver stopped 15' from the pavement's edge, the other point is in the middle of the lane of the approaching vehicle **Length X** away from the stopped driver.

Major Street Posted Speed	Length X
10 mph	170 ft
15 mph	225 ft
20 mph	280 ft
25 mph	335 ft
30 mph	390 ft
35 mph	445 ft
40 mph	500 ft
45 mph	555 ft
50 mph	610 ft
55 mph	665 ft
60 mph	720 ft





Jason Jaggi <jjaggi@crevecoeurmo.gov>

RE: Revised Sign Ordinance Update

1 message

David Hutkin <dhutkin@hutkin.com>

Fri, Aug 18, 2017 at 11:43 AM

To: "Jason Jaggi (jjaggi@crevecoeurmo.gov)" <jjaggi@crevecoeurmo.gov>

Cc: "Toby Martin (toby@martinstl.net)" <toby@martinstl.net>, "paul.hilton@cushwake.com" <paul.hilton@cushwake.com>, "tmartin@boudoures.com" <tmartin@boudoures.com>, Tom Stern <tstern@gershmancommercial.com>, "kc@caplaco.com" <kc@caplaco.com>, "kdiehl@altusproperties.com" <kdiehl@altusproperties.com>, "mperkins@crevecoeurmo.gov" <mperkins@crevecoeurmo.gov>, ellen lawrence <ellenblawrence@yahoo.com>, Ted Ruzicka <ted@ruzickags.com>, Sharon Stott <sstott@crevecoeurmo.gov>

Good morning Jason,

Thank you for providing the attached staff report and draft ordinance. We appreciate the time and thought you have devoted to this.

As requested by you and Mark Perkins almost two years ago at a meeting in the Mayor's conference room, we provided, at some expense, a thorough analysis comparing key components of Creve Coeur's sign regulations with the same regulations in those communities within the St. Louis SMSA that you and Mark identified as peer or comparable communities, namely Chesterfield, Des Peres and Town & Country. Subsequently, after hearing feedback from certain members of the City Council at public hearings (on an unrelated matter) there were other communities in the St. Louis SMSA that were seemingly faring better than Creve Coeur in attracting and retaining the types of retailers and restaurants that the City was desirous of also attracting.

In response to that feedback, we expanded our comparative analysis (at additional cost and time) to include Kirkwood and Maplewood.

That analysis, which I believe you have distributed to members of the Planning and Zoning Commission pointed out where Creve Coeur is an outlier and may want to move closer to, if not match up with, those peer communities in order to more effectively compete with those cities and signify that Creve Coeur is at least as business friendly as it's competitive set of neighboring communities.

Thus, I am confused why staff went to Glenview, IL to find examples to draw upon for how to modify the City's sign regulations. I have not pulled the demographic report for Glenview in order to confirm if it is similar to Creve Coeur's socio-economic characteristics but we did, as a result of the conference call we had a few weeks ago with the Mayor, Ellen Lawrence and Ted Ruzicka provide demographic reports for Des Peres and Brentwood (as well as two intersections in Creve Coeur) in order to have market specific insights as to how Creve Coeur compared with

Attachment: DHutkinComment081817 (#17-018: Sign Regulations Text Amendments)

those communities/submarkets where Creve Coeur commercial property owners actually do compete for retailers and restaurants. I believe those reports were provided to you and the participants on that conference call.

Speaking for myself, I have never lost a tenant to Glenview, IL or any market outside St. Louis. On the other hand, I have certainly lost deals to Chesterfield and Des Peres and in the case of Three Kings restaurant, to south St. Louis County...imagine how deflating and eye-opening that was for us.

I would hate to think that all the time and money (we used Jenkins and Kling at their hourly rate to collate the comparative analysis) we expended to provide all the pertinent local data was for naught, since it was a request made by the City and it's staff.

Retailing and retail development/ownership is a "local game". Some of us own or have owned property in other parts of the country and have direct experience and knowledge of how business is faring in other regions. Without getting into "the weeds" on economics and business climate in various regions, it is a fact that markets such as Chicago, Denver, Dallas and many other markets including small markets such as Nashville are far outperforming St. Louis in; attracting young people, family formation, job growth, population growth, business formation, etc. which constitute many of the important ingredients that support retail and restaurant vitality. I would like to encourage all of us to focus on what is and isn't working in the St. Louis SMSA and build our strategies accordingly.

Below are some of my thoughts/concerns/questions about the staff's recommendations:

1. Why, in the difficult retail environment, which you allude to, we are all facing would the City's staff recommend reducing the size of signs for any retail center, even for centers that have 3 tenants or less. That is counterproductive to what I thought we were all working together to accomplish?
2. I can't agree to requiring a landscape plan for the area at the base of a monument sign. We own/operate retail properties in Clayton, Chesterfield, Town and Country, Kirkwood, Manchester, Winchester, Maryland Heights, St. Peters and O'Fallon. Creve Coeur is, by far, the most expensive city to do business with. Engaging the services of a landscape architect to do a project, regardless of size, has a fixed minimum cost. It is a complete waste of time (ours and the City's) and money to draft, review, submit, have City review and comment, revise, resubmit, re-review... How about the ordinance simply stipulates the area at the base of the monument sign will be planted with annuals/perennials from the following list of plant materials?
3. As for setbacks, I ask you again to reconsider your position with regard to offering a property owner who suffers an undue hardship not of his/her making (and was created by providing a public good, such as providing right of way to

MODOT to further the interests of public safety) their only avenue for relief is to the Board of Adjustment. I think a more balanced approach, in those cases is to allow the zoning administrator to act in a "Solomonesque" manner to accommodate that specific situation.

4. With regard to monument signs, I am disappointed (i) you didn't agree with reducing the area from 3 to 2 acres for the first tranche of sign size as Creve Coeur has numerous examples of small sites with small shop tenants and (ii) that the increase in sign size was so insignificant that it appears the data we provided that supported the need for larger signs in order to be legible at 35 mph was not taken into consideration.
5. We need more than a few hours for our sign consultant to review staff's comments and the draft ordinance. I have forwarded your submittal to them and we hope to hear from them soon.

There may be further concerns other members of the commercial property owners group have (I have copied them in so they can review it as well).

Thank you.

David

David S. Hutkin

Hutkin Properties Group, LLC
10829 Olive Boulevard
Suite 200
St. Louis, Missouri 63141

Telephone: 314-872-9140

Fax: 314-872-9001

Email: dhutkin@hutkin.com

Website: www.hutkin.com

From: Jason Jaggi [<mailto:jjaggi@crevecoeurmo.gov>]
Sent: Friday, August 18, 2017 8:50 AM
To: David Hutkin <dhutkin@hutkin.com>

Attachment: DHutkinComment081817 (#17-018: Sign Regulations Text Amendments)

Cc: Toby Martin <toby@martinstl.net>

Subject: Re: Revised Sign Ordinance Update

David and Toby,

Attached is the staff report and draft ordinance with the proposed changes that will be presented on Monday at the P&Z meeting. Toby, we have made some minor clarifications compared to the version that was presented to the EDC yesterday.

Please feel free to contact me if you have any questions prior to the meeting; otherwise, we will see Toby on Monday evening. The full meeting agenda packet will be posted on the website under the meeting agenda section later today.

--Jason

2 attachments



17-018 Sign Code Text Amendment Staff Report 8-21-2017.pdf

262K



Draft Ordinance. 8-21-2017.pdf

33K

Attachment: DHutkinComment081817 (#17-018: Sign Regulations Text Amendments)



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PLANNING DEPT.

Mercy Hospital
St. Louis

Administration
615 S. New Ballas Rd.
St. Louis, MO 63141
phone 314-251-1932
fax 314-251-1950
www.mercy.net

Jeffrey A. Johnston, President

July 18, 2017

Jason W. Jaggi, AICP
Director of Community Development
City of Creve Coeur, Missouri
300 North New Ballas Rd
Creve Coeur, MO 63141

Dear Jason:

I understand that the City is in the process of considering changes to the signage regulations in the zoning code. There is one issue of importance to Mercy that I'm hoping you can consider in the course of your review.

As you may know, 5 years ago Mercy worked with Creve Coeur to revise our campus master signage plan, which includes many internally illuminated monument signs with white negative space. According to the staff report at the time, the goal of this master signage plan (citing Section 405.950.6) was to increase public convenience by "providing better direction information and that the signs will do so with a well-designed, coordinated appearance." In endorsing the plan, the Staff report noted that "consistency in design" was a key issue, and found the signage to be "well-designed in similar style and use of materials...." As part of the plan, Mercy also constructed a significant entrance sign, again in close consultation with City Staff, featuring an internally illuminated monument sign with white negative space, at the high visibility corner of Ballas and Conway, in order to create a strong aesthetic presence in Creve Coeur.

Because of the system-nature of Mercy and the need to have supporting outpatient facilities around our primary campus, Mercy has several locations within Creve Coeur, with consistent, branded Mercy signage designed to connect with the hospital campus. However, since the approval of Mercy's master signage plan, the sign ordinances apparently were changed to prohibit the type of white, internally illuminated signs that Mercy uses both at its main campus and elsewhere in Creve Coeur and throughout the St. Louis area: *"If a sign consists of a boxed display, the negative space must be dark and opaque, or clear and show the surface of the building façade."*

Attachment: Mercy Letter-Proposed Sign Regulations received July 19, 2017 (#17-018: Sign Regulations Text Amendments)

As the City found just 5 years ago, Mercy's illuminated boxed signs are attractive and convenient for the public, and do not add to visual street clutter. No circumstances have changed that should cause Mercy to disrupt the signage system that we invested in following approval of our master signage plan and would require us to alter new signage going forward. To do so would be a financial and brand detriment to Mercy with no balancing benefit to the community.

I would greatly appreciate you giving consideration to amending the sign ordinances to continue permitting the types of signs we are using today.

Respectfully,

A handwritten signature in black ink, appearing to read 'Jeffrey A. Johnston', written over a horizontal line.

Jeffrey A. Johnston
President
Mercy East Region



CREVE COEUR

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(314) 432-6000 • Fax (314) 872-2539 • Relay MO 1-800-735-2966
www.creve-coeur.org

APPLICATION TO PLANNING AND ZONING COMMISSION #17-018 TEXT AMENDMENTS TO ARTICLE VIII SIGN REGULATIONS OF THE ZONING ORDINANCE

FOR THE MEETING OF: Monday, July 17, 2017, 6:30 P.M.

LOCATION: Non-Residential Zoning Districts

REQUEST: A Public Hearing to consider the request from David Hutkin, Hutkin Properties Group, LLC; Tom Stern, Gershman Commercial Real Estate; Ken Capps, Capitol Land Company; and, Paul Hilton, Creve Coeur Plaza Associates, for an application to amend Article VIII, the Sign Regulations, of the Zoning Ordinance to allow for greater sign area for monument signs, increase the number of monument signs on commercial developments under certain conditions, and allow more flexibility on the setbacks and spacing of ground signs, and to clarify the number of wall signs for corner properties.

ADDITIONAL INFORMATION: The City's Sign Regulations have been modified in recent years. On October 22, 2012, the City Council approved Ordinance #5280 which amended the Sign Regulations which were intended to simplify several regulations and definitions, eliminate inconsistencies and remove any content-related rules. On February 9, 2015, the City Council approved Ordinance #5417 to provide signs for two-story office buildings under certain conditions. On September 16, 2015 the City Council approved Ordinance #5437 to reflect revisions in light of a recent Supreme Court case and to provide other technical corrections and clarifications.

APPLICANT: David Hutkin, Hutkin Properties Group, LLC; Tom Stern, Gershman Commercial Real Estate; Ken Capps, Capitol Land Company; and, Paul Hilton, Creve Coeur Plaza Associates

**APPLICANT'S
REPRESENTATIVE:**

David Hutkin
Hutkin Properties Group, LLC
10829 Olive Blvd., Suite 200
St. Louis, MO 63141

Key Issues:

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

Comp. Plan References

- Creve Coeur's Downtown and Central Business District
- West Olive and Large Commercial Property Recommendations
- East Olive Corridor
- Lindbergh Boulevard

Zoning Code References

- Article VIII Sign Regulations, Section 405.950: Signage in Non-Residential Districts

REPORT PREPARED BY: Jason Jaggi, AICP, Director of Community Development

DATE: July 13, 2017

ATTACHMENTS: Applicant's suggested revisions and supporting documentation

BACKGROUND AND REQUEST

A consortium of four (4) commercial property owners and real estate businesses have submitted a zoning text amendment application affecting the sign regulations for non-residential districts, (Article VIII Sign Regulations, Section 405.950 Signs in Non-Residential Districts). The intent of the text amendments is to address the following areas:

- Clarify that corner uses facing two public streets may allow two attached wall signs, irrespective of a second entrance.
- Allow greater sign area for monument signs
- Allow multiple monument signs for corner properties with two access drives or to allow an additional smaller sized monument sign.
- Provide for adjustments for reduced setbacks and spacing requirements for monument signs and real estate signs.

A review of the current requirements and the proposed amendments is provided in the Zoning Analysis section of this report. A draft ordinance has not been prepared at this time pending further discussion and direction by the Planning and Zoning Commission.

The last significant revision to the Sign Regulations occurred in 2012, in which the City discussed the proposed changes with the Creve Coeur/Olivette Chamber of Commerce and members of the business and real estate community. Several of the applicants which are now seeking further changes to the sign regulations were involved with the proposed revisions in 2012.

COMPREHENSIVE PLAN ANALYSIS

The Creve Coeur 2030 Comprehensive Plan discusses signage recommendations within each of the non-residential Community Place Type Districts.

For the Central Business District and Downtown Creve Coeur, the signage recommendations include preference given to wall signs for business identification with monument signs allowed for larger, multi-tenant, multi-use developments at the primary entrance for primary and secondary streets. For service streets, only ground signs for directional purposes are suggested (p. 77).



Figure 1: Close-up of the Central Business District
Map of Creve Coeur 2030 Plan

For the Mixed Use District (West Olive and Large Commercial Properties and Lindbergh Boulevard Corridor place types), both building signs and monument signs are encouraged with

limitations on size and height for monument signs for primary and secondary streets (pp. 86-87; 104).



Figure 2: Close-up of the Mixed-Use District Map of Creve Coeur 2030 Plan

In the East Olive Corridor, the plan recommends the use of building signs and smaller monument signs with consideration given to additional sign area for multi-tenant properties. For secondary streets, monument signs should be discouraged and only directional signs would be appropriate on secondary and service streets (p. 93).



Figure 3: Close-up of the East Olive Neighborhood Commercial District Map of Creve Coeur 2030 Plan

In general, the comprehensive plan encourages the utilization of wall signs in all commercial districts and recognizes the need for monument signs for commercial developments outside of the Central Business District. Within the Central Business District, the use of monument signs should be limited to larger multi-use projects at the primary entrance.

The recommendations of the comprehensive plan would seem to support the allowance for two signs for corner buildings facing two public streets. The comprehensive plan also supports the use of monument signs outside of the Central Business District with sign area and height restrictions. The comprehensive plan does not specifically address the desire to have multiple monument signs on a single property or the appropriate spacing and setback requirements for these types of signs.

ZONING ANALYSIS

The applicant is seeking changes to the existing sign regulations to allow two signs for corner uses on buildings which face two or more public streets; allow an increase in sign area for low monument signs and allow smaller multi-tenant retail developments the opportunity to have an additional monument sign. Additionally, the request involves changes to the setbacks and distance separation for all ground signs.

This section will describe the current regulations and the proposed changes as submitted by the applicant. Observations and other items for the Commission to consider are included within each of the proposed revisions.

Section 405.950(B) Permanent Attached Signs

This section provides for the sign allowances for wall signs. The amendment would address the number of signs allowed for corner uses which face the street.

Existing

2. Corner units, single uses on corner lots, or out-lot buildings within a shopping center.

Each individual use located at ground floor level with its own entrance at street level may have one (1) attached sign affixed or painted on a wall, canopy or awning with a total gross sign area of one (1) square foot per linear foot of the use's front facade or twenty (20) square feet, whichever is greater, up to a maximum of fifty (50) square feet in area. The sign shall be located on the front facade which shall also be the same facade as the main entrance. One (1) additional attached sign may be permitted, subject to the same size limitations, where the building faces two (2) or more public streets and is not separated from the streets by any other building.

Proposed

2. Corner units, single uses on corner lots, or out-lot buildings within a shopping center.

Each individual use located at ground floor level with its own entrance at street level may have one (1) attached sign affixed or painted on a wall, canopy or awning with a total gross sign area of one (1) square foot per linear foot of the use's front facade or twenty (20) square feet, whichever is greater, up to a maximum of fifty (50) square feet in area. The sign shall be located on the front facade which shall also be the same facade as the main entrance. Each individual use may be permitted one (1) additional attached sign ~~may be permitted~~, subject to the same size limitations, where the building faces two (2) or more public streets and is not separated from the streets by any other building, and such additional attached sign shall be located on the use's side façade facing the street irrespective of the location or existence of an entrance on the side façade.

Staff Analysis

The sign regulations currently allow for a second sign on the building facing a street which is not separated by another building. Two examples of such a condition is the CVS building at 11560 Olive Boulevard and the AT&T store at 11600 Olive Boulevard. In these cases, two signs are permitted, one on each street facing façade. Staff does not have an objection to clarifying the sign regulations to clarify this intent.

Section 405.950(C) Low Monument Signs

This section regulates the allowances for monument signs based upon a minimum site size and, in some cases, minimum frontage. These types of signs are limited in height and sign area. Spacing between signs and setbacks from the property line adjacent to the right-of-way are also regulated within this section.

Existing

1. A project or development with a site area of at least thirty thousand (30,000) square feet and with at least two hundred (200) feet of lot frontage along Lindbergh Boulevard shall be permitted a single low monument sign that contains not more than thirty (30) square feet of sign area per face with not more than two (2) faces, that is not more than six (6) feet in total height, that is set back at least ten (10) feet from the right-of-way, and that is located a minimum of one hundred fifty (150) feet from any other ground sign on other property on the same side of the street. The Zoning Administrator may authorize a variance from the separation requirement for good cause of up to fifty (50) lineal feet.
2. A project or development with a site area of at least thirty thousand (30,000) square feet but less than three (3.0) acres, and with at least three hundred (300) feet of lot frontage on a street or non-interstate highway, shall be permitted a single low monument sign that contains not more than thirty (30) square feet of sign area per face with not more than two (2) faces, that is not more than six (6) feet in total height, that is set back at least ten (10) feet from the right-of-way, and that is located a minimum of one hundred fifty (150) feet from any other ground sign on other property on the same side of the street. The Zoning Administrator may authorize a variance from the separation requirement for good cause of up to fifty (50) lineal feet.
3. A project or development with a site area of at least three (3.0) acres but less than five (5) acres shall be permitted a single low monument sign that contains not more than thirty-five (35) square feet of sign area per face with not more than two (2) faces, that is not more than eight (8) feet in total height, that is set back at least ten (10) feet from the right-of-way, and that is located a minimum of one hundred fifty (150) feet from any other ground sign on other property on the same side of the street. The Zoning Administrator may authorize a variance from the separation requirement for good cause of up to fifty (50) lineal feet.
4. A project or development with a site area of more than five (5) acres shall, by site development plan approval in accordance with Section 405.1080, be permitted a single low monument sign that contains not more than forty (40) square feet of sign area per sign face, with not more than two (2) sign faces, that is not more than twelve (12) feet in height, that is set back at least fifteen (15) feet from the right-of-way, and that is located a minimum of one hundred fifty (150) feet from any other ground sign on other property on the same side of the street. The Zoning Administrator may authorize a variance from the separation requirement for good cause of up to fifty (50) lineal feet.
5. A landscaped area located around the base of the ground graphic equal to two and one-half (2.5) square feet for each square foot of ground graphic area allowed is required for all low monument signs.
6. In instances where the required one hundred fifty (150) foot separation from a pre-existing sign on one (1) property would exclude an adjacent property from being permitted a low monument for which it is otherwise eligible, such exclusion shall be allowed as a factor in determining practical difficulties or unnecessary hardship within the provisions of Section 405.970, Variances, of this Chapter.

Proposed

1. A project or development with a site area of at least thirty thousand (30,000) square feet and with at least two hundred (200) feet of lot frontage along Lindbergh Boulevard shall be permitted

a single low monument sign that contains not more than thirty (30) square feet of sign area per face with not more than two (2) faces, that is not more than six (6) feet in total height, that is set back at least ten (10) feet from the right-of-way, and that is located a minimum of one hundred fifty (150) feet from any other ground sign on other property on the same side of the street. The Zoning Administrator may authorize a variance from the separation and setback requirement for good cause of up to a fifty percent (50%) decrease of the applicable requirement lineal feet.

2. A project or development with a site area of at least thirty thousand (30,000) square feet but less than two three (32.0) acres, and with at least three hundred (300) feet of lot frontage on a street or non-interstate highway, shall be permitted a single low monument sign that contains not more than thirty forty (340) square feet of sign area per face with not more than two (2) faces, that is not more than eight six (86) feet in total height, that is set back at least ten (10) feet from the right-of-way, and that is located a minimum of one hundred fifty (150) feet from any other ground sign on other property on the same side of the street. The Zoning Administrator may authorize a variance from the separation and setback requirement for good cause of up to a fifty percent (50%) decrease of the applicable requirement lineal feet.

3. A project or development with a site area of at least two three (32.0) acres but less than five (5) acres shall be permitted a single low monument sign that contains not more than thirty five fifty (5035) square feet of sign area per face with not more than two (2) faces, that is not more than teneight (108) feet in total height, that is set back at least ten (10) feet from the right-of-way, and that is located a minimum of one hundred fifty (150) feet from any other ground sign on other property on the same side of the street. The Zoning Administrator may authorize a variance from the separation and setback requirement for good cause of up to a fifty percent (50%) decrease of the applicable requirement lineal feet.

4. A project or development with a site area of more than five (5) acres shall, by site development plan approval in accordance with Section 405.1080, be permitted a single low monument sign that contains not more than forty one hundred (10040) square feet of sign area per sign face, with not more than two (2) sign faces, that is not more than twelve (12) feet in height, that is set back at least fifteen (15) feet from the right-of-way, and that is located a minimum of one hundred fifty (150) feet from any other ground sign on other property on the same side of the street. The Zoning Administrator may authorize a variance from the separation and the setback requirement for good cause of up to a fifty percent (50%) decrease of the applicable requirement lineal feet.

5. No changes proposed.

6. No changes proposed.

7. In instances where the project or development is located on a lot with more than one commercial street frontage with an entrance on each frontage, then the project or development shall be permitted either: (a) one (1) additional low monument sign, subject to the same size limitations, or (b) an increase in square footage of up to fifty percent (50%) of the single low monument sign for the project or development.

8. Notwithstanding the foregoing, projects or developments with a site of at least 30,000 square feet but less than 5 acres and eight (8) or more tenants shall be permitted an increase in square

footage of permitted low monument sign(s) up to fifty percent (50%) of the area otherwise permitted under this Section.

Staff Analysis

Separation and Setbacks

The spacing requirements have been established to allow maximum visibility for permitted ground signs and to avoid visual clutter along the City's commercial roadways. The setback requirements have also been established to avoid signs being placed close to the roadways for an improved appearance. Staff acknowledges that, in some cases, existing conditions may prevent compliance from one or both of these requirements; however, the conflicts appear to be rare. For example, driveways, trees, or other obstructions may be present which would not allow compliance with the minimum separation requirement of 100 feet (assuming a 50-foot variance is granted). In addition, an existing sign on another property could prohibit the placement of an otherwise lawful ground sign. The code addresses this scenario under the following provision, however, staff is unable to administratively approve a reduction under 100-feet of separation; only the Board of Adjustment can do so:

6. In instances where the required one hundred fifty (150) foot separation from a pre-existing sign on one (1) property would exclude an adjacent property from being permitted a low monument for which it is otherwise eligible, such exclusion shall be allowed as a factor in determining practical difficulties or unnecessary hardship within the provisions of Section 405.970, Variances, of this Chapter.

In regard to the setback relief, the Zoning Code requires a 10-foot front yard setback for the provision of a sidewalk and plantings of street trees in the CB and GC commercial zoning districts. The monument sign setback is also 10-feet which means in a practical application, the sign would need to be placed within a landscaped area greater than 10-feet which could protrude into parking areas or be located near the driveway entrance. Perhaps the biggest challenge with applying the setback is the lack of a consistent right-of-way width, particularly along Olive Boulevard.

Staff is of the opinion that granting some additional relief to the separation and setback requirements for administrative approval could be warranted based on site conditions; however, the specific examples of what conditions would constitute good cause should be included as part of any amendment to this regulation. To address the varying rights-of-way widths, the setback requirement could also be written to allow a specific distance from the curb or the right-of-way line, whichever is less.

Site Area Requirements

With respect to the site area requirements for monument signs, staff believes that the existing regulations are largely appropriate. Based upon discussion by the Commission, staff could examine the merits of reducing the site frontage requirement from the current 300-feet for properties between 30,000 square feet and 3 acres. Staff is of the opinion that for smaller sites, a minimum frontage requirement is desirable to avoid having too much signage; however, the frontage requirement could be reduced based on further study. Based on the direction of the

comprehensive plan, the area considered to be the Central Business District should be more restrictive with regard to the allowance of monument signs for larger, multi-tenant properties.

Sign Area and Height Requirements

The current sign area requirements do not differentiate between single tenant users and multi-tenant properties. The applicants request to allow larger monument signs results from the desire to have more or larger tenant panels for multi-tenant shopping centers. There does not appear to be a concern with the size for single user signs.

Staff acknowledges that for multi-tenant properties, the sign area is limited. However, the other issue is that for many multi-tenant monument signs, there are too many tenant panels provided which are un-readable except at a very close distance. Examples of this condition are at the Shoppes at Questover, Shoppes at Westgate and Westgate Center. Modest increases to the allowable sign area while keeping the height limits could be justified, especially for larger developments (site greater than 5 acres) which often have storefronts that are not visible from the street. Sites that are smaller, even with multi-tenants, often have storefronts that are located closer to the street which would rely less on monument signage for identification purposes.

Number of Monument Signs

Staff believes the current allowance of one monument sign per development is appropriate. For larger shopping centers with multiple buildings where there is more than one main entrance which are on different streets and are remote from one another, the option exists for approval of a master sign plan. Such shopping centers include West Oak and Creve Coeur Pavilion which both currently have two signs at each primary entrance. Except for the conditions noted above, allowing additional monument signs for secondary access entrances does not appear to be needed. The applicants indicate that a secondary sign would allow for more advertising thus reducing the need for a larger single monument sign. Staff believes that one monument sign placed on the primary street with a secondary, smaller directional type sign which could have the name of the center and entrance arrows is sufficient for these purposes. The sign regulations currently allow small directional signs for secondary entrances.

Section 405.950(F) Multi-Tenant Real Estate Information Signs

Amendments are proposed which would allow for a reduction in the separation and setback requirements up to 50 percent for good cause.

Staff Analysis

Please refer to the analysis for separation and setback for low monument signs. Staff believes the same standard should apply to all ground signs.

CONCLUSION

Regulating signage involves balancing the free speech and identification needs of the City's business community with the goal of maintaining attractive commercial corridors which contribute to Creve Coeur's desirability as a place in which to do business and reflects the values of the residents. In this report, staff has outlined the existing regulations and the proposed revisions to the applicable sign regulation and has provided initial observations to assist with the discussion. At this time, staff has not prepared an in-depth analysis pending further review and overall direction from the Commission.

A draft ordinance has not been prepared for the Commission's consideration. After hearing from the applicants at the meeting and any comments from the public at the hearing, staff would request direction from the Commission with respect to any additional information needed in order to formulate a draft ordinance for consideration at a future meeting.

ACTION AND EXAMPLE MOTION

Staff recommends the Commission discuss the requested changes with the applicants and provide further direction to staff and continue the application to a future meeting. Such a motion would be similar to the following:

"I move to continue Application #17-018 for text amendments to the Sign Regulations under Article VIII of the Zoning Ordinance to the August 7, 2017, meeting."

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.

Monument Signs/Ground Signs*

	<u>Creve Coeur</u>	<u>Richmond Heights</u>[†]	<u>Brentwood</u>
Number:	1 sign per project or development.	1 ground mounted sign per lot (RH permits 1 pole sign per lot in addition to ground sign)	1 ground sign per commercial street frontage
Area:	30 sq. ft. per face	25 sq. ft., except that the size may be increased by 1 sq. ft. per 2 linear feet of street frontage over 50 ft., up to a maximum of 85 sq. ft.	Restricted to ¼ sq. ft. per lineal foot of commercial street frontage, but will not be required to be smaller than 24 sq. ft. nor may be larger than 250 sq. ft.
Height:	6 ft.	6 ft.	5 ft.
Setback:	10 ft. from right-of-way	No closer than 3 feet to a property line (based on requirement for general ground mounted signs in commercial districts; not specified in special multi-tenant section of the code)	10 ft. from right-of-way
Spacing Requirement:	150 ft. (zoning administrator authorized to vary by 50 ft.)	No Requirement	No Requirement

* For purposes of this comparison, all figures are based on the requirements for a multi-tenant commercial building located on a lot which is less than 3 acres.

[†] Richmond Heights' sign code has a section governing signs in commercial districts generally, and a separate section with special provisions for multi-tenant buildings

Permanent Attached Signs**CHART 2**

	<u>Creve Coeur*</u>	<u>Kirkwood</u>	<u>Des Peres</u>	<u>Chesterfield</u>	<u>Town & Country</u>	<u>Maplewood</u>	<u>GENERAL CONCLUSIONS</u>
Number:	1 for each individual use located at ground floor level with its own entrance.	None specified; certain limitations for multi-story buildings in B-4 and B-5 zoning districts, but in any event 1 sign on each face of the building.	1 sign per main entrance	1 sign on any 2 walls of a building for each tenant; <i>except</i> in multi-tenant buildings where access to tenants is gained via interior entrances, building shall be allowed no more than 1 sign on any 2 walls having roadway frontage.	1 sign facing the adjoining street or parking area for each business.	1 sign on each office or store	Creve Coeur's requirements w respect to permanent attached signs (or wall signs) generally appear to be consistent with other surrounding municipalities that most municipalities allow only one per business or tenant, with one (more) additional signs permitted if the tenant/building is located on a corner lot.
Location:	Same façade as the main entrance.	None specified.	Major entrance primarily used	Any wall	Facing adjoining street or parking area.	All signs shall be erected on walls of the building parallel to the fronting street or streets	
Area:	1 sq. ft. per linear foot of the use's front façade or 20 ft., whichever is greater, a maximum of 50 ft.	Shall not cover more than 25% of the wall to which they are attached	No more than 5 % of wall on which attached; maximum 150 sq. ft. per sign	Shall not exceed 5% of wall area of the business on which sign is attached, not to exceed 300 sq. ft.	• <960 sq. ft. office frontage – 40 sq. ft. • 960-2,000 sq. ft. office frontage – 50 sq. ft. • >2,000 sq. ft. office frontage– 60 sq. ft.	Shall not exceed: If average distance of building face from centerline of abutting street is 0-99 ft., length along ground floor of building side facing street multiplied by 2. If average distance of building face from centerline of abutting street is >100 ft., length along ground floor of building side facing street multiplied by 4	
Possible Additional Signs:	1 additional sign may be permitted: (a) where the use has a storefront façade w/o the main entrance, the user may allocate a portion of the gross	None specified.	In Planned Business Centers or in Unified Developments with more than 1 building, 1 additional sign may be permitted per business subject to	For a business being the sole occupant of a building located on a corner lot or lot with double frontage, the business may have 1 sign on any three walls of a building.	If business is located on a corner space with 1 exterior frontage entrance in each direction, then 1 sign per side will be permitted, not to exceed 2 signs.	2 signs are permitted for buildings on corner lots.	

Permanent Attached Signs**CHART 2**

	sign area permitted to 1 additional sign on storefront; and (b) on corner units, single uses on corner lots, or out-lot buildings in a shopping center, 1 additional sign is permitted where the building faces 2 or more public streets.		certain circumstances.	(3 signs possible in certain circumstances)			
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* For purposes of this comparison chart, the information is based on the requirements for a 1-2 floor multi-tenant building. **For Multi-Floor Office Buildings:** Each freestanding single or multi-tenant building of three (3) floors or more may have one (1) attached sign, subject to the following requirements: (a) **Area:** up to 50 sq. ft. for a three-story building, with an additional 10 sq. ft. for each additional floor over three (3) floors, up to 150 sq. ft. maximum; and (b) **Possible Additional Sign(s):** One (1) additional sign may be permitted, subject to the same size limitations, where the building faces two (2) or more public streets.

Note: There is currently a text amendment pending with the City which would reduce the floor number requirement contained in the foregoing Code section to two (2) floors rather than three (3) floors.

Monument Signs/Ground Signs***CHART 1**

	<u>Creve Coeur</u>	<u>Kirkwood</u>	<u>Des Peres</u>	<u>Chesterfield</u>[†]	<u>Town & Country</u>	<u>Maplewood</u>	<u>GENERAL CONCLUSIONS:</u>
<u>Number:</u>	1 sign per project or development.	No number or area limitation on any one type of sign; each commercial premises is permitted a maximum gross sign area equal to 3.5% of the floor area of such premises or 0.9% of the total lot area, whichever is greater.	1 sign per commercial lot, except in the C-5 commercial district, 1 sign per frontage which lot has on Manchester Road.	1 sign facing each roadway on which the lot has frontage	1 sign per commercial center; if business is located on a corner space, with one exterior frontage entrance in each direction, then 1 sign per side is permitted, maximum of 2 signs.	Each building may have 1 ground sign.	Generally, other municipalities are more generous with respect to the requirements for monuments or ground signs.
<u>Area:</u>	30 sq. ft. per face		30 sq. ft. on lots < 3 acres; 50 sq. ft. on lots 3-10 acres; 100 sq. feet on lots > 10 acres	Per face, 50 sq. ft. or 0.25 sq. ft. of signage per linear ft. of street frontage up to 100 ft. of street frontage and 0.1 sq. ft. of signage per linear foot thereafter, whichever is less.	8% of surface of building wall of which sign is in front or relates to, not to exceed 75 sq. ft., whichever is less.	Actual sign area limited to 32 sq. ft. per side.	<u>Number:</u> Many municipalities are less restrictive with respect to the number of signs permitted and tie the number of signs to the number of frontages of the property, rather than restricting the number to one sign per project.
<u>Height:</u>	6 ft.	5 ft.	4 ft. for sign; if on Manchester Rd., 6 ft. for sign and supporting members, but in no case higher than 8 ft.	6 ft.	6 ft. if sign is supported by posts or poles; 8 ft. if sign is a monument sign.	No ground sign may exceed 5 ft. in height and 8 ft. in length (including its foundation or planter box)	<u>Area:</u> A majority of municipalities allow for larger signs on any size property.
<u>Setback:</u>	10 ft. from right-of-way	No closer to street than front property line; not closer than 15 ft. from the sight distance triangle.	If within the yard area directly abutting Manchester Rd., at least 3 ft. from property line.	Must be located within the minimum front yard setback of lots' zoning district.	40 ft. from any adjacent roadway surface, provided that zoning director may allow sign to be placed within 20 ft. of roadway surface.	Shall not be set nearer to the street lot line than 1 ft.	<u>Setbacks:</u> Most municipalities have less strict setback requirements.
							<u>Spacing:</u> No other municipalities have a spacing requirement.

Attachment: Comparison Charts with Other Munis (#17-018: Sign Regulations Text Amendments)

Monument Signs/Ground Signs***CHART 1**

<u>Spacing Requirement^β</u>:	150 ft.; zoning administrator authorized to grant 50 foot relief if spacing requirement would prevent a property from having a sign.	No Requirement	No Requirement	No Requirement	No Requirement	No requirement	
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* For purposes of this comparison, all figures are based on the requirements for a multi-tenant commercial building located on a lot which is less than 3 acres. NOTE THAT OTHER MUNICIPALITIES INCLUDED IN THIS CHART DO NOT DISTINGUISH MULTI-TENANT REAL ESTATE INFORMATION SIGNS FROM OTHER SIGNS PERMITTED IN COMMERCIAL DISTRICTS, SUCH AS GROUND SIGNS. For this reason, it makes sense to compare the Creve Coeur requirements for Multi-Tenant Real Estate Information Signs to the requirements for Ground Signs or Monument Signs in other municipalities.

† Addition height/area is permitted for each additional 4 ft. setback from the minimum yard requirement, subject to certain maximum heights/areas.

^β Creve Coeur's spacing requirement also applies to Multi-Tenant Real Estate Information Signs.

Real Estate Signs (“For Sale/Lease” Signs)***CHART 3**

	<u>Creve Coeur</u>	<u>Kirkwood</u>	<u>Des Peres</u>	<u>Chesterfield</u>	<u>Town & Country</u>	<u>Maplewood</u>	<u>GENERAL CONCLUSIONS:</u>
Allowed in Addition to All Other Permitted Signs?	No	Yes	Yes	Yes	Yes	Yes	All other municipalities are much more generous with respect to “for sale/lease” signs advertising available space for multi-tenant properties. All other municipalities allow “for sale/lease” signs <i>in addition</i> to any other permitted signs, rather than require property owners to incorporate such a sign within an existing sign. Further, most municipalities allow for the separate “for sale/lease” sign to be larger than Creve Coeur’s multi-tenant real estate information sign itself.
Permit Required?	Yes	No	No	No, if not greater than 25 sq. ft. in outline area.	Yes	No, if sign does not exceed 6 sq. ft.	
Type of Sign Permitted	Must be incorporated within Multi-Tenant Real Estate Information Sign.	Not specified	Ground sign or wall sign	Freestanding; Attached wall signs; Banners.	Not specified.	Not specified; ground and wall signs appear to be permitted	
Number	Must be incorporated within Multi-Tenant Real Estate Information Sign.	1 per public street frontage	1 per lot frontage (frontage = length of lot along street side)	1 sign facing each roadway on which property has frontage.	1 sign per building for each public roadway frontage.	1 sign per building or premises	
Area/Height	Must be incorporated within Multi-Tenant Real Estate Information Sign.	24 sq. ft.	<u>Ground Sign:</u> Area – 24 sq. ft. Height – 8 ft. <u>Wall Sign:</u> Area – 6 sq. ft. Height – 8 ft. above grade	32 ft. in outline area per frontage or 5 ft. in height	8% of the surface area of the side of the building to which it relates, or 48 sq. ft., whichever is less	12 sq. ft.	
Removal	Within 10 days of sale, rental or lease.	Within 10 days of sale, rental or lease.	Within 10 days of sale, rental or lease.	Within 14 days after sale, rental or lease.	Within 10 days after sale, rental or lease.	Not specified; must be removed within 10 days of sale/lease for	

Real Estate Signs (“For Sale/Lease” Signs)*
CHART 3

						residential	
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*For purposes of this comparison, information is based on the requirements for a multi-tenant building. Note that all other municipalities allow a completely separate sign to advertise for sale/lease information ranging from 12 square feet up to 48 square feet, while Creve Coeur forces owners of multi-tenant commercial properties to advertise for sale/lease information *within* the existing 24 square foot multi-tenant real estate information sign.

Attachment: Comparison Charts with Other Munis (#17-018: Sign Regulations Text Amendments)

EXHIBIT “B”

DESCRIPTION OF REQUEST

Section 405.950 of the Creve Coeur Zoning Ordinance (the “**Sign Ordinance**”) sets forth regulations for signs or signage located in non-residential zoning districts. Several commercial property owners in Creve Coeur, including Hutkin Properties Group, LLC, Wolff Properties, Capitol Land Co., Gershman Commercial Real Estate, Altus Properties, and Creve Coeur Plaza Associates, LLC (“**Applicants**”), believe that certain aspects of the Sign Ordinance have some unintended consequences and are too restrictive to promote businesses within the City. Applicants believe the following changes to the Sign Ordinance will improve upon it and help promote businesses within the City while remaining within the City’s vision as it pertains to business signs.

Amendment to 405.950(B) – Permanent Attached Signs

The intent of the proposed changes outlined in the redlined language below for this section of the Sign Ordinance is to clarify the existing language that may or may not allow two (2) attached signs for corner uses facing two (2) or more public streets, irrespective of the location or existence of an entrance. The current language of this section could be read to only allow a second sign if the use has a second entrance at ground level.

Amendment to 405.950(C) – Low Monument Signs

Greater sign area is needed. The current allowable area for low monument signs is inadequate to allow for meaningful recognition of tenant names, which is crucial for business, especially the business for mom and pop retail establishments. Applicants have provided evidence and information attached hereto showing that larger monument signs are needed in Creve Coeur to adequately provide for legible signs. Currently, many low monument signs in the City are forced to make due with small, illegible letters in order to comply with the small amount of signage allowed under the Sign Ordinance. An increase in the size of each letter on a sign by only an inch or two, which is necessary for tenants’ name to be legible and have a meaningful impact while the viewer is driving, can result in the need for 50-60 square feet of sign area. In addition to an increase in the base amount of low monument signage allowed, we also propose a provision whereby smaller developments with a larger number of tenants which would not qualify for a sign plan will be permitted an increase in signage to help promote small businesses.

For example, the shopping center at Olive and Craig that houses Trader Joes is approximately 20,000 square feet on 2 acres, but the shopping center has only three tenants. The shopping center located just west of Olive and Graser is approximately 15,000 square feet and is located on a 1.85 acre parcel, so it is permitted the same size low monument sign as the Trader Joes development according to the current sign ordinance. However, the Olive and Graser shopping center can accommodate up to sixteen tenants, which makes the permitted size of the low monument sign for the center impractical and inadequate. There are other examples of this, such as Plaza Shops, which has 15 tenants on 2.83 acres.

Larger low monument signs are needed by property owners to adequately display tenant information. You will note in the redline changes below that we increased the maximum allowable low monument sign area for most projects or developments based on the information received by the sign industry trade association and to help enable property owners to adequately display tenant information.

The need for an increase in the signage for legibility purposes will be further demonstrated at Planning and Zoning Commission and City Council hearings.

Multiple monument signs are needed on corner projects or developments. The purpose of a second monument sign will serve two purposes that are beneficial to businesses: (1) the second monument sign will allow for more tenants' names to be displayed on a low monument sign eliminating the need for one (1) large sign and will help attract customers that are vital to the success of business, and (2) when there is a second point of ingress/egress to a project, the second monument sign will help direct traffic to the second entry/exit helping to improve traffic flow.

More flexibility in the setback/spacing requirements is needed. The Sign Ordinance should provide for greater flexibility with respect to the spacing and setback requirements of low monument signs. Currently, the Sign Ordinance provides that low monument signs must be at least 10 ft. from the right-of-way, and low monument signs must be at least 150 ft. from any other low monument sign on the same side of the street. No other municipality that we could find in the St. Louis area has a spacing requirement between ground signs. The setback requirement could mandate that a ground sign be located in a parking lot, which is not feasible. There needs to be an easily obtained mechanism by which the spacing requirement can be varied in the case of topographical or practical conditions that inhibit the legibility of signs (please see the example below) or create an impractical condition.

There needs to be greater flexibility in the Sign Ordinance and we would propose a provision to allow the Zoning Administrator to permit up to a 50% decrease in the requirement for good cause for both setback and spacing requirements.

Amendment to Section 405.950(F)

More flexibility in the setback/spacing requirements for multi-tenant real estate information signs is needed for the same reasons mentioned above. For illustrative purposes, please reference the following example. Somewhat recently, space became available where Bandana's was located. Due to the spacing requirement, a legible "for lease" sign could not be placed on the property due to its proximity to a ground sign (to comply with the spacing requirement, the "for lease" sign would have had to be located below street level rendering critical information not visible to motorists). As a result, permission was needed from the adjoining property owner to allow the sign be placed on its property so that the "for lease" sign could be viewable from the street. However, this meant the "for lease" sign was located in front of BMO Harris Bank, which was not the space being offered for lease. This led to much confusion as to what space was available for lease, not to mention that BMO Harris Bank patrons were concerned that the bank was moving.

Accordingly, Applicants request an amendment to Section 405.950 as set forth in the proposed language below.

PROPOSED ORDINANCE LANGUAGE

Chapter 405. Zoning Ordinance

Article VIII. Sign Regulations

Section 405.950. Signs in Non-Residential Districts.

[R.O. 2008 §26-104; Ord. No. 1903 §1, 11-24-1997; Ord. No. 1919 §1, 1-26-1998 Ord. No. 1977 §§1 — 5, 1-11-1999; Ord. No. 2236 §1, 10-27-2003; Ord. No. 2287 §1, 6-28-2004; Ord. No. 5073 §§3 — 4, 1-8-2009; Ord. No. 5280 §2, 10-22-2012; Ord. No. 5437 §2, 9-16-2015]

Amendment to Section 405.950(B)

B. *Permanent Attached Signs.*

1. *In-line or mid-block uses.* Each individual use located at ground floor level with its own entrance at street level may have one (1) attached sign, affixed or painted on a wall, canopy, or awning, with a total gross sign area of one (1) square foot per linear foot of the use's front facade or twenty (20) square feet, whichever is greater, up to a maximum of fifty (50) square feet in area. The sign shall be located on the front facade which shall also be the same facade as the main entrance. Where the use has a storefront facade without the main entrance, the user may allocate a portion of the total gross sign area allowed by this paragraph to one (1) additional sign located on the storefront. No use shall be permitted more than two (2) permanent attached signs under this paragraph.
2. *Corner units, single uses on corner lots, or out-lot buildings within a shopping center.* Each individual use located at ground floor level with its own entrance at street level may have one (1) attached sign affixed or painted on a wall, canopy or awning with a total gross sign area of one (1) square foot per linear foot of the use's front facade or twenty (20) square feet, whichever is greater, up to a maximum of fifty (50) square feet in area. The sign shall be located on the front facade which shall also be the same facade as the main entrance. Each individual use may be permitted One (1) additional attached sign may be permitted, subject to the same size limitations, where the building faces two (2) or more public streets and is not separated from the streets by any other building, and such additional attached sign shall be located on the use's side façade facing the street irrespective of the location or existence of an entrance on the side façade.
3. *Rear entrances.* A rear entrance to an individual or freestanding business used for delivery purposes may be identified by a sign not to exceed two (2) square feet in gross sign area. Such a sign shall be affixed directly to the rear entrance door. In locations where individual businesses or uses are grouped together in a shopping center, the permanent signs should maintain uniformity in location, height and general design.

Amendment to Section 405.950(C)

C. *Low Monument Signs.*

1. A project or development with a site area of at least thirty thousand (30,000) square feet and with at least two hundred (200) feet of lot frontage along Lindbergh Boulevard shall be permitted a single low monument sign that contains not more than thirty (30) square

feet of sign area per face with not more than two (2) faces, that is not more than six (6) feet in total height, that is set back at least ten (10) feet from the right-of-way, and that is located a minimum of one hundred fifty (150) feet from any other ground sign on other property on the same side of the street. The Zoning Administrator may authorize a variance from the separation and setback requirement for good cause of up to a fifty percent (50%) decrease of the applicable requirement~~lineal feet~~.

2. A project or development with a site area of at least thirty thousand (30,000) square feet but less than ~~two~~three (32.0) acres, ~~and with at least three hundred (300) feet of lot frontage on a street or non-interstate highway,~~ shall be permitted a single low monument sign that contains not more than ~~thirty-four~~ty (340) square feet of sign area per face with not more than two (2) faces, that is not more than ~~eight~~six (86) feet in total height, that is set back at least ten (10) feet from the right-of-way, and that is located a minimum of one hundred fifty (150) feet from any other ground sign on other property on the same side of the street. The Zoning Administrator may authorize a variance from the separation and setback requirement for good cause of up to a fifty percent (50%) decrease of the applicable requirement~~lineal feet~~.
3. A project or development with a site area of at least ~~two~~three (32.0) acres but less than five (5) acres shall be permitted a single low monument sign that contains not more than ~~thirty-five~~ifty (5035) square feet of sign area per face with not more than two (2) faces, that is not more than ~~tene~~ight (108) feet in total height, that is set back at least ten (10) feet from the right-of-way, and that is located a minimum of one hundred fifty (150) feet from any other ground sign on other property on the same side of the street. The Zoning Administrator may authorize a variance from the separation and setback requirement for good cause of up to a fifty percent (50%) decrease of the applicable requirement~~lineal feet~~.
4. A project or development with a site area of more than five (5) acres shall, by site development plan approval in accordance with Section 405.1080, be permitted a single low monument sign that contains not more than ~~forty-one hundred (10040)~~ square feet of sign area per sign face, with not more than two (2) sign faces, that is not more than twelve (12) feet in height, that is set back at least fifteen (15) feet from the right-of-way, and that is located a minimum of one hundred fifty (150) feet from any other ground sign on other property on the same side of the street. The Zoning Administrator may authorize a variance from the separation and the setback requirement for good cause of up to a fifty percent (50%) decrease of the applicable requirement~~lineal feet~~.
5. A landscaped area located around the base of the ground graphic equal to two and one-half (2.5) square feet for each square foot of ground graphic area allowed is required for all low monument signs.
6. In instances where the required one hundred fifty (150) foot separation from a pre-existing sign on one (1) property would exclude an adjacent property from being permitted a low monument for which it is otherwise eligible, such exclusion shall be allowed as a factor in determining practical difficulties or unnecessary hardship within the provisions of Section 405.970, Variances, of this Chapter.
7. In instances where the project or development is located on a lot with more than one commercial street frontage with an entrance on each frontage, then the project or development shall be permitted either: (a) one (1) additional low monument sign, subject

to the same size limitations, or (b) an increase in square footage of up to fifty percent (50%) of the single low monument sign for the project or development.

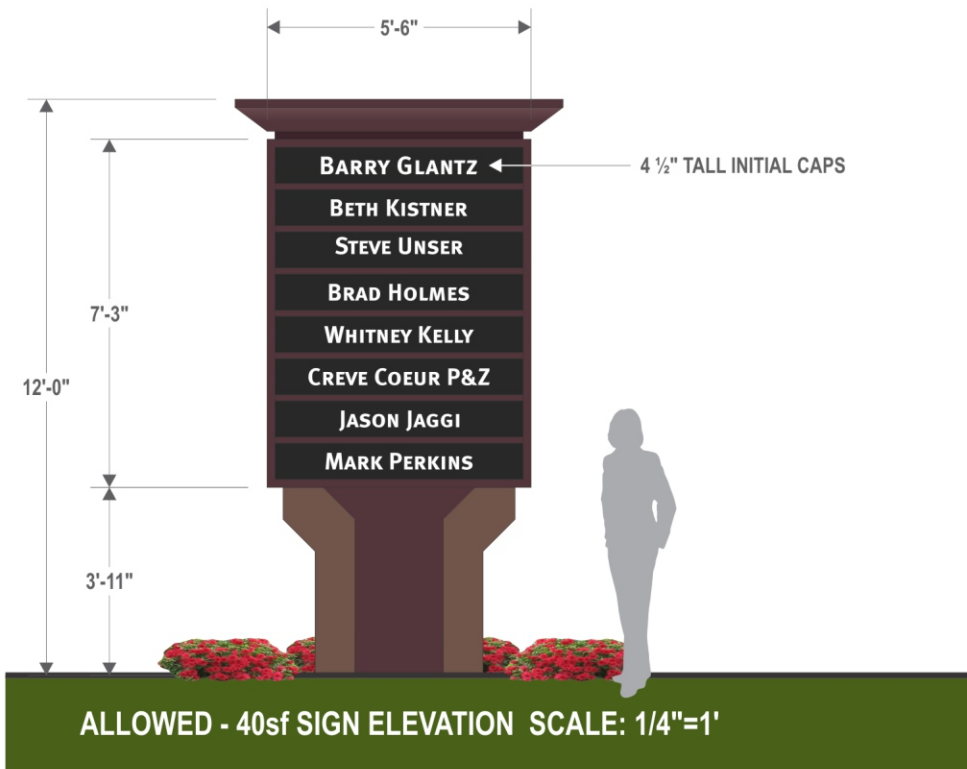
8. Notwithstanding the foregoing, projects or developments with a site of at least 30,000 square feet but less than 5 acres and eight (8) or more tenants shall be permitted an increase in square footage of permitted low monument sign(s) up to fifty percent (50%) of the area otherwise permitted under this Section.

Amendment to Section 405.950(F)

- F. *Multi-Tenant Real Estate Information Signs.* Pursuant to Section 67.317 RSMo., each multi-tenant building or complex (where more than one (1) building is in the same development) may be permitted one (1) permanent real estate information sign, subject to the following:
1. The gross sign area shall not exceed twenty-four (24) square feet per face with a maximum of two (2) sign faces. Decorative edge treatments shall not be included in the gross sign area.
 2. The sign shall not be more than six (6) feet in total height above the elevation of the adjacent finish grade, shall be set back at least ten (10) feet from the right-of-way of said fronting street or highway, located a minimum of one hundred fifty (150) feet from any other ground sign on other property on the same side of the street and shall not be located within the site distance triangle as defined in Section 405.120, Definitions, of this Chapter. The Zoning Administrator may authorize a variance from the separation and setback requirement for good cause of up to a fifty percent (50%) decrease of the applicable requirement~~lineal feet~~.
 3. The sign shall be permanently affixed to the ground with rot- and insect-resistant materials without use of supporting wires, cross-bracing or stanchions.
 4. The aggregate visible width of the supporting legs or monument shall be at least one-quarter (1/4) of the width of the sign.
 5. The edges of the sign shall be boxed-in, framed or otherwise enclosed to eliminate visible gaps or spaces between the sign panels.
 6. The sign copy shall be applied and protected with weather-resistant materials and finishes.
 7. Any attached "riders" (e.g., available floor area) on the sign shall be incorporated within the external dimensions of the sign and are limited to one (1) rider per sign face.
 8. These provisions shall not be applicable to single-tenant or owner-occupied properties which are subject to Section 405.950(G)(4), Temporary signs for single-tenant properties.
 9. Nothing in these provisions shall be deemed to limit or alter in any way the provisions of Section 405.930(J), Substitutability, of this Chapter.

Your Customers Have **SECONDS** To Read Your Message.

LETTER HEIGHT	2"	3"	4"	6"	8"	10"	12"	15"
MAXIMUM IMPACT	20'	30'	40'	60'	80'	100'	120'	150'
READABLE DISTANCE	60'	100'	150'	200'	350'	450'	525'	630'
LETTER HEIGHT	18"	24"	30"	36"	42"	48"	54"	60"
MAXIMUM IMPACT	180'	240'	300'	360'	420'	480'	540'	600'
READABLE DISTANCE	750'	1000'	1250'	1500'	1750'	2000'	2250'	2500'



SIGN SIZE COMPARISON



WARRENSIGN

2955 Arnold Tenbrook Rd. St. Louis, MO 63010
P: 636-282-1300 F: 636-282-3388

Client: ~

Saved As: Westgate Sign Compare - 100sf

This drawing has been prepared for your exclusive viewing and is the intellectual property of Warren Sign. It may not be reproduced in whole or in part

Date: 07.20.2016 REV: 120216

Sketch No.: JK071416.1

Packet Pg. 69

Attachment: Applicant's Materials 7-17-2017 (#17-018: Sign Regulations Text Amendments)

Character Height (inches)	Reading Distance (feet)	Exposure Time (seconds)		
		20 MPH	30 MPH	40 MPH
		7	5	3
		11	8	5
		19	13	9

PLANNING AND ZONING COMMISSION PUBLIC HEARING

CITY OF CREVE COEUR, MISSOURI

300 NORTH NEW BALLAS ROAD

MONDAY, JULY 17, 2017

6:30 P.M.

PUBLIC HEARING

APPLICATION NO. 17-018

THOSE IN ATTENDANCE:

Ms. Beth Kistner, Chair
Mr. Tim Carney
Mr. Don Magruder
Mr. Gene Rovak
Ms. Heather Silverman
Mr. Carl Lumley, City Attorney
Mr. Jason Jaggi, Director of Community Development
Ms. Whitney Kelly, City Planner
Ms. Jessica Stutte, Planning Assistant/Recording Secretary

McLaughlin Court Reporting Services, Inc.

Deborah K. McLaughlin, RPR, MO-CCR #314, IL-CSR, KS-CCR
4772 Gatesbury Drive
St. Louis, MO 63128
(314)974-1199

1 CHAIRMAN KISTNER: Okay. I think we're going to
2 call the meeting to order.

3 Good evening, everyone.

4 Welcome to the City of Creve Coeur Planning and
5 Zoning Commission meeting, Monday, July 17th.

6 We'll start with a roll call.

7 Mr. Carney?

8 MR. CARNEY: Present.

9 CHAIRMAN KISTNER: Ms. Hall is absent tonight.

10 Mr. Magruder?

11 MR. MAGRUDER: Present.

12 CHAIRMAN KISTNER: Mr. Rovak?

13 MR. ROVAK: Present.

14 CHAIRMAN KISTNER: Ms. Silverman?

15 MS. SILVERMAN: Present.

16 CHAIRMAN KISTNER: Mr. Schuh will be absent
17 tonight.

18 City Attorney, Mr. Lumley?

19 MR. LUMLEY: Here.

20 CHAIRMAN KISTNER: Director of Community
21 Development, Mr. Jaggi?

22 MR. JAGGI: Present.

23 CHAIRMAN KISTNER: City Planner, Ms. Kelly?

24 MS. KELLY: Present.

25 CHAIRMAN KISTNER: And Planning

1 Assistant/Recording Secretary, Ms. Stutte -- Stutte?

2 MS. STUTTE: Present.

3 CHAIRMAN KISTNER: Okay. We're going to move to
4 Application No. 17-022 -- I'm sorry -- we're moving to our
5 first item under New Business, public hearing, Application
6 No. 17-018: Text Amendment to Article VIII, Sign
7 Regulations.

8 VOICE: Need to get sworn in.

9 MR. JAGGI: We need to get sworn in, it's a
10 public hearing.

11 (The speakers were sworn in by the court
12 reporter.

13 CHAIRMAN KISTNER: Okay.

14 MR. JAGGI: If you'd like, I know typically the
15 applicant goes first, but I did prepare a PowerPoint that
16 may be helpful for -- for everyone who's interested in
17 this subject. Kind of go through what the proposed
18 amendments are and walk you through some examples, and
19 then turn it over to the applicant for them to make their
20 comments and their perspective on the proposed changes
21 if --

22 CHAIRMAN KISTNER: Okay.

23 MR. JAGGI: Looks like they're agreeable. We'll
24 just proceed that way.

25 Good evening, Members of the Commission. Jason

1 Jaggi, Director of Community Development with the City of
2 Creve Coeur.

3 As was mentioned at the introduction of this
4 agenda item, the applicants have submitted regulations for
5 the sign amendments to propose, not -- not a wholesale
6 change of the sign code, but certain elements of it. And
7 I'll walk you through that. It's in the staff report, but
8 I'll provide a general summary for you, just so you can
9 kind of see it, the big picture of what -- what the
10 proposed changes are.

11 I also have some examples that are creating, I
12 think, some of the comments and suggestion amendments for
13 you to consider tonight.

14 And then what we're really looking for, I think
15 at the end of -- end of tonight, is some general direction
16 from the Commission on what -- you know, your general
17 comfort level, perhaps, of what areas you would be willing
18 to -- for staff, either, you know, have staff go back and
19 look at it or have the applicant provide you with more
20 information before a draft ordinance is prepared.

21 That has not been done tonight because I think
22 this topic, I think, is worthy of some general discussion
23 first before we move any further.

24 So, with that in mind. I'm going to switch,
25 just a second, get this to work. There we are.

1 So just some quick background points here.

2 The sign ordinance has received some periodic
3 revisions over the last five years, in particular the most
4 significant revision occurred in 2012, which had a fair
5 amount of involvement from the business community at that
6 time, including the Creve Coeur-Olivette Chamber of
7 Commerce, as well as business and real estate community
8 members.

9 A lot of those are actually the ones that are --
10 are sponsoring this proposed amendment. So this group has
11 been involved with these changes over the years, but I
12 think there's some feeling now that we're five years into
13 it that -- that they would desire some further changes to
14 the sign code.

15 So, again, that -- when I first got here in --
16 in August of 2015, there was already some documentation
17 that several members of the business community wanted to
18 see some revisions, and those have been discussed off and
19 on since that time.

20 So what you have before you is submitted by the
21 applicant, but they have had some meetings with staff
22 regarding some of these concerns for quite some time, so I
23 just wanted to pass that on to you.

24 The current application, again, has been
25 submitted by four commercial real estate businesses with

1 interest in Creve Coeur. They either manage properties
2 here in Creve Coeur or they own properties and have
3 significant interest in the business community within
4 Creve Coeur.

5 So the requested amendments, basically, are
6 summarized in this fashion. There's maybe four or five
7 key amendments that are being sought tonight. One is the
8 number of signs allowed for corner uses facing two public
9 streets.

10 To clarify the code, that would allow a sign for
11 each frontage for corner uses with a maximum of two signs
12 per building.

13 The second request amendment would be to
14 increase the sign area for monument signs or ground signs
15 that are out along the roadways. That increase of sign
16 area would be based on site size and number of tenants for
17 multi-tenant uses for smaller developments, so
18 modifications to the criteria in which those signs would
19 be allowed.

20 A further amendment would request that multiple
21 monument signs be allowed for development when they front
22 more than one commercial street.

23 So right now our code only allows one monument
24 sign per development, no more than one.

25 Their request amendment would allow two, one at

1 each entrance if the development has two access points
2 from two different public streets.

3 Further, the proposed amendment request that the
4 sign setbacks and distance separation be modified to allow
5 a greater discretion at the staff level, up to 50 percent,
6 to bury that -- that setback requirement, and so that
7 setback is when the sign is required to be placed from the
8 front property line away from it. And there's different
9 requirements, which I'll go through, or to bury the
10 distance between all ground signs. Right now our code
11 requires certain separation between each of these ground
12 signs.

13 The request is to allow up to a 50 percent
14 variation from that standard spacing requirement and
15 setback requirement.

16 Discussion on the Comprehensive Plan. We did go
17 through some signage elements with the Comprehensive Plan
18 Creve Coeur 2030. Those were the signage recommendations
19 can be found within each of the community place types,
20 which we identified, and, essentially, the plan does
21 encourage the utilization of wall signs as a primary
22 method for business identification throughout all the
23 commercial and mixed-use place types.

24 The plan also recommends the use of monument
25 style signage, which is typically lower height signage,

1 solid base-type signs, with limitations, in addition to
2 wall signs throughout the -- the commercial frontages,
3 with the exception of the Central Business District.

4 And that -- that's our core area. It's in the
5 staff report, but that's the core business area, most
6 intense area of the city where it acknowledges that, yeah,
7 you may have a need for monument signs, but only for
8 larger developments, mixed-use, multi-tenant-type
9 properties, then it would be appropriate to have monument
10 signs, but not, you know, not uncontrolled because the
11 goal is to try to get a different appearance, a different
12 type of built environment for the Central Business
13 District.

14 So that's kind of a quick summary of the
15 Comprehensive Plan's discussion on it.

16 So to just kind of go through some of these
17 various elements.

18 So the first request revision has to deal with
19 attached signs, and these are signs that are placed on the
20 buildings themselves.

21 And the request is to have a corner unit, and
22 those conditions are out lot buildings within a shopping
23 center that there be an additional sign allowed on a side
24 elevation that fronts a street. So the qualifier is you
25 have to have -- the development has to have two public

1 streets, and in that case, a sign could be placed at the
2 entrance, that elevation, as well as the side street.

3 So staff looked at this, and we think that the
4 code already allows this. We interpret it to be that way.

5 My understanding is that maybe in the past that
6 has not been interpreted that way, so there may be a need
7 to clarify.

8 But just to show you these conditions that we
9 already have, there's an example here of the CVS Pharmacy.
10 There's two signs on the building. That -- that site is a
11 corner lot. It has two street frontages, signs allowed on
12 each -- on each street frontage, so.

13 Same thing here with AT&T. That's on the end
14 cap of a multi-tenant strip center. Again, you can --
15 there's a sign on the front at the entrance, as well as on
16 the side because it faces a public street.

17 So we, staff, our feeling is we don't have a big
18 issue with this if it can be clarified, we're okay because
19 we think it already is allowed.

20 So that's where we're at with the attached
21 signs.

22 Again, I just went through all of that, if there
23 needs to be some clarification, we can -- we -- we don't
24 have objections to that at all.

25 CHAIRMAN KISTNER: Quick question.

1 MR. JAGGI: Yes.

2 CHAIRMAN KISTNER: In that particular example --

3 MR. JAGGI: Uh-huh.

4 CHAIRMAN KISTNER: -- that's a multi-tenant
5 building --

6 MR. JAGGI: Yes.

7 CHAIRMAN KISTNER: -- is it up to the building
8 owner to determine or to arrange who gets that second
9 side, so is it the post that's down there?

10 MR. JAGGI: Yes.

11 CHAIRMAN KISTNER: I mean could they have gotten
12 that space --

13 MR. JAGGI: Yeah --

14 CHAIRMAN KISTNER: -- for the second sign? They
15 have to be matching, correct?

16 MS. KELLY: Not currently.

17 CHAIRMAN KISTNER: Were you sworn in?

18 MS. KELLY: Yes.

19 CHAIRMAN KISTNER: Okay. Good.

20 MS. KELLY: Our code says it has to be -- when
21 you're in a ground floor in a multi-tenant strip, the
22 second sign has to be for that tenant space, or else it's
23 considered an off-site sign to (inaudible). So it's
24 whoever has that tenant space, they generally tend to pay
25 more to get that greater visibility, but whoever has that

1 tenant space is allowed that second sign.

2 An interior tenant in the interior of a
3 multi-tenant retail space would not be allowed a second
4 sign at the end of the -- off their tenant space.

5 CHAIRMAN KISTNER: Bottom line, you only get
6 two?

7 MS. KELLY: Correct.

8 CHAIRMAN KISTNER: And it could be two different
9 tenants --

10 MR. JAGGI: Could be.

11 CHAIRMAN KISTNER: -- or the same one twice?

12 MR. MAGRUDER: Two different signs.

13 MR. JAGGI: I think what you're -- this is --
14 brings an interesting point because we have a two-story
15 building.

16 CHAIRMAN KISTNER: And that's an odd one.

17 MR. JAGGI: That's an odd one.

18 CHAIRMAN KISTNER: Pretend there was
19 somebody else --

20 MR. JAGGI: Right.

21 CHAIRMAN KISTNER: -- on the side there.

22 MR. JAGGI: We can pretend. I'm fine with that.

23 What I was trying to illustrate is for -- for
24 illustration purposes that if the tenant, and I think this
25 is what Whitney was trying to say too, it's the tenant who

1 occupies the corner of the building that has a frontage on
2 two streets is allowed two signs, one on each elevation.

3 CHAIRMAN KISTNER: Oh, they have -- that tenant
4 has to have two frontages?

5 MR. JAGGI: They -- yes.

6 MS. KELLY: Correct.

7 CHAIRMAN KISTNER: It can't be two different --

8 MR. JAGGI: That's correct.

9 MS. KELLY: Correct.

10 Now, for a multi-story office building, you can
11 have two signs. That is up to the property manager to
12 determine who gets those two signs.

13 CHAIRMAN KISTNER: Okay.

14 MS. KELLY: But that's when you're above three
15 or more floors. The ground floor tenants have each
16 individual sign when it's in the ground floor retail
17 center.

18 MR. JAGGI: So this AT&T occupies the corner
19 tenant space so they can --

20 CHAIRMAN KISTNER: Okay.

21 MR. JAGGI: -- have one.

22 MS. KELLY: Now -- now, this is -- can I just
23 interject here --

24 MR. JAGGI: Sure.

25 MS. KELLY: -- something?

1 MR. JAGGI: Uh-huh.

2 MS. KELLY: Now, this is also another -- that --
3 the provision for the second sign is already allowed
4 within our code, but what I -- for the multi-floor office
5 building sign, sometimes we have large office buildings
6 that front Olive, and they don't prefer the end buildings,
7 they might want the two signs on -- on the front elevation
8 facing Olive, which we have allowed in that that creates
9 less of an impact to the surrounding properties, say if
10 they backed up against to residential neighborhood.

11 So that is a distinction that -- that the
12 applicant really should consider as well is that.

13 MR. MAGRUDER: Wow.

14 CHAIRMAN KISTNER: Lot of permutations.

15 MS. KELLY: Yeah.

16 MR. LUMLEY: The proposal is each individual use
17 in the building, not just the corner use, right?

18 MR. JAGGI: It's --

19 CHAIRMAN KISTNER: Jason just said it was just
20 the corner use.

21 MR. JAGGI: I think it's --

22 MR. LUMLEY: I'm looking at the proposed
23 language.

24 MR. JAGGI: I think the intent would be that the
25 corner use can have it.

1 MR. LUMLEY: So need to be careful about
2 referring --

3 MR. JAGGI: Yeah.

4 MR. LUMLEY: -- to individual uses versus
5 individual buildings.

6 MR. MAGRUDER: Good catch.

7 MR. JAGGI: Each -- each additional sign shall
8 be located on the uses side facade facing the street. But
9 it does say each individual use located at the ground
10 floor level with its -- with its own entrance can also
11 have a sign.

12 But, yes, I think the intent, and if that's --
13 what I -- for tonight's purposes, staff is not evaluating
14 whether the proposed language is the correct language.
15 That would come in a draft ordinance, where I think we
16 would, and the City Attorney, we would want to take
17 another look at exactly how this is written to be clear on
18 what the intent is that matches the code, so.

19 MS. SILVERMAN: So at this point, we're just
20 clarifying if --

21 MR. JAGGI: Yeah.

22 MS. SILVERMAN: -- we can get in line with the
23 same --

24 MR. JAGGI: Right. I think if we're all -- I
25 think making sure we're all on the same page and what's

1 being proposed and what -- what the ordinance would say
2 is -- is a good objective for tonight. Which I believe
3 is, if you had a -- if you're the corner user, you're
4 allowed to have a second sign on the side of the building,
5 if that side of the building faces a public street, which
6 is a common condition that we have throughout Creve Coeur
7 now, so.

8 There was some question, I believe, that they --
9 the applicants thought it could be interpreted that you
10 needed a second entrance and so forth, and that has never
11 been a qualifier.

12 Any other questions on that?

13 MR. MAGRUDER: Huh-uh.

14 MR. CARNEY: The proposal, two signs could be
15 the same size, right?

16 MR. JAGGI: Yes.

17 MR. CARNEY: Restriction is just the -- whatever
18 the size goes with the building is the size of the use?

19 MR. JAGGI: Right.

20 Moving on to the monument sign.

21 So several revisions are requested based upon
22 the size for monument signs, so thought it might be
23 helpful, just so you can see what's existing and what's
24 proposed, is a quick comparison.

25 So when you look at monument signs, there's

1 several different qualifiers that you need to have, and
2 it's pro-rated based on the size of the site or frontage.
3 There's various -- different variables that come into play
4 in terms of how big of a sign you can have and how tall it
5 can be.

6 So on Lindbergh Boulevard we actually regulate
7 all -- all commercial usages on Lindbergh Boulevard
8 separately. And right here you can see, you have to have
9 at least a 30-foot site and you also -- minimum, and you
10 also have to have a 200 feet of frontage, you have to have
11 both, in order to -- to be allowed a 30-square foot sign
12 with a maximum height of 6 feet.

13 Also within that, the sign has to be 10 feet
14 setback from the right-of-way line, and it also has to be
15 at least 150 feet from another sign. And that could be a
16 temporary real estate sign, which we say they're not
17 really temporary, they're -- you're allowed to have that
18 on a permanent basis, or another permanent ground sign.

19 Either way, any other ground sign out there, you
20 have to be at least 150 feet away.

21 Now, the code allows the Zoning Administrator to
22 vary that by 50 feet. So, in reality, you could go down
23 to 100 feet separation, and -- and the waiver is based
24 upon unusual site condition.

25 You know, there's a driveway entrance here or

1 that sign was existing beforehand, whatever the case may
2 be, there is some flexibility already built in the code.

3 I believe this was adjusted back in 2012, based
4 on some feedback that was received, because there wasn't a
5 variation requirement initially.

6 The request is to further the -- the
7 flexibility, if you will, the ability for staff to vary
8 that even further to go down to 50 percent of the setback
9 requirement that -- that would be required. So in this
10 case, 10 feet could go down to 5 feet. The separation
11 distance could be from 150 all the way down to 75. So it
12 doesn't completely eliminate it, but it does allow it to
13 be reduced further.

14 And there is mention here due to, I believe it's
15 just cause or something to that effect, there has to be
16 some reason why it's to be varied, otherwise the
17 expectation is you got to keep the distance.

18 CHAIRMAN KISTNER: And it would be, at least as
19 it's proposed, would be up to the staff approval, and
20 then -- as recommended by staff and then approval by
21 Planning and Zoning or --

22 MR. JAGGI: No, not -- not in all cases. I'll
23 go through that. Only -- only the largest signs go to
24 you --

25 CHAIRMAN KISTNER: Okay.

1 MR. JAGGI: -- for approval.

2 The rest of them are administered by staff, so
3 for the biggest signs on the larger properties, they have
4 to be submitted as a site development plan for -- for P&Z
5 approval, otherwise they're administrative.

6 So other -- outside of Lindbergh Boulevard,
7 these are the -- these are the qualifiers that you have to
8 have.

9 So in order to get a ground sign, or what we
10 call a low monument sign, your site area has to be at
11 least 30,000 square feet, up to no, you know, just under
12 3 acres, so in that range. Below 3 acres or 30,000 square
13 feet. That's the range. And then on top of that, you
14 have to have frontage of 300 feet.

15 So if you meet those requirements, you're
16 entitled to a -- to a low monument sign, and then that
17 sign can be no larger, with a sign area, of 30 square
18 feet.

19 Now, that doesn't mean that you can't have
20 decorative brick around the sides of it. The sign area,
21 how we define the signage portion of that structure, can
22 only be 30 square feet an area. Okay. The height is
23 limited to 6 feet. That's to the top of the sign from --
24 from grade. And then the setback requirements, again,
25 10 feet from the right-of-way line in front, and then

1 150 feet from any other sign, can go down to 100 feet
2 based on just cause for site constraints. Okay.

3 So what's proposed is to keep the minimum
4 threshold of 30,000 square feet, but reduce that to 2 --
5 2 acres, so that's the range, would be lessened, and then
6 no frontage requirement would be -- would be allowed, so,
7 again, this would open it up to more opportunities to have
8 these types of signs in the city.

9 Also proposed is 40 square feet, the sign area
10 would go up and then the height would go up by 2 feet. So
11 40 square feet minimum -- or maximum sign area is
12 proposed, and the height would go up from 6 feet to 8
13 feet, and, again, the 50 percent variance would be --
14 would be able to be applied in terms of varying that
15 setback and the separation.

16 CHAIRMAN KISTNER: Jason, funny question.

17 MR. JAGGI: Uh-huh.

18 CHAIRMAN KISTNER: What would you say is the
19 square footage of that projection on the wall?

20 MR. JAGGI: It's probably about maybe 7 feet
21 wide, 5 feet tall. And I'm guessing.

22 CHAIRMAN KISTNER: I was thinking that it might
23 be around 40 square feet.

24 MR. JAGGI: That's probably close.

25 MR. ROVAK: I was thinking -- it's close.

1 MR. JAGGI: Yeah.

2 CHAIRMAN KISTNER: Yeah. So it's -- so it would
3 be, perhaps, even larger than that for the smallest low
4 monument sign.

5 MS. SILVERMAN: Uh-huh.

6 MR. MAGRUDER: In the proposed.

7 CHAIRMAN KISTNER: In the proposed.

8 MR. JAGGI: In the proposed, right.

9 CHAIRMAN KISTNER: Right.

10 MR. JAGGI: Yeah.

11 Then the next -- so that's -- you have -- you
12 have to meet this requirement to get a sign of this size
13 and height.

14 The next set of qualifying to get you a little
15 bit -- so we stair-stepped the side, the bigger the site,
16 the bigger sign you can have.

17 Next -- the next set is 3 -- 3 acres to 5 acres,
18 then the sign area goes up by 5 square feet to 35 square
19 feet, the height goes up by 2 feet to 8 -- 8 feet tall,
20 again, same setback and separation requirements would
21 apply.

22 The proposal is to lower that down to 2 -- 2
23 acres to 5 acres, and then increase the sign area by
24 15 square feet to 50 square feet, and then increase the
25 height area up 2 more feet to 10 feet. Separation same --

1 same would apply across the board, 50 percent variance
2 reduction based on site districts.

3 CHAIRMAN KISTNER: Do you have some examples of
4 properties in both that smaller one, this middle one and
5 now the --

6 MR. JAGGI: Yeah. Well, I'm going to show you
7 some examples.

8 CHAIRMAN KISTNER: Okay.

9 MR. JAGGI: See if it meets with the information
10 you're looking for, but --

11 MR. MAGRUDER: If you had 5 acres, if it was
12 real long and narrow and the street was on the narrow
13 side, you would have a larger sign in a --

14 MR. JAGGI: Right.

15 MR. MAGRUDER: -- small area.

16 MR. JAGGI: Only -- the city only regulates
17 right now the smaller -- smaller properties where we add
18 the frontage.

19 MR. MAGRUDER: Yeah.

20 MR. JAGGI: The frontage requirement doesn't
21 apply for these two other categories that we have.

22 MR. MAGRUDER: Larger ones.

23 MR. JAGGI: Because I -- I believe it's kind of
24 presumed and that, you know, the larger site you have,
25 you're going to have more frontage and it all kind of

1 comes with it.

2 I think the objective here was not to open it up
3 to the lots of property to even have one to begin with.
4 But I think it's assumed that if you have these larger
5 sites you're going to have the frontage requirement.

6 We can certainly look at that, if that's more
7 information you'd like to see.

8 So then the final category is 5-plus acres,
9 anything greater than 5 acres, this is the total maximum
10 sign that you could have under any scenario is 5, is
11 40 square feet, maximum height of 12 feet, and then we
12 also require that sign to be set back 15 feet from the
13 right-of-way versus 10. Separation applies, again, as --
14 as -- as in the other categories.

15 The proposal would, again, significantly raise
16 this to 100 square feet in sign area, and 12 feet, keep
17 the same height, but increase the sign area.

18 So the proposal is need more sign area to
19 advertise, but okay with the height at 12 feet, and then
20 the 50 percent variance again.

21 So, just to give you some examples, I thought it
22 would be helpful, so you can kind of see what's out there
23 today.

24 Based on some qualifiers, and what -- what we
25 have today, and I believe some of these are what's driving

1 the requests for you to look at this again to see if this
2 is the right regulation and how we do it.

3 So this is the Shoppes at Westgate. It's west
4 of 270. I'm sure you're all familiar with this
5 development. It's one of the larger developments. It's
6 been around Creve Coeur for a long time. This area is 7.1
7 acres in size, so in that case, the sign area would be
8 allowed to be at 40 square feet, 12 feet in height,
9 setback 15 feet from the right-of-way, and then separation
10 from any other sign 150 feet or 100 based on site
11 constraint.

12 So this is the sign that was approved. Now,
13 this -- this sign here meets all of the city's
14 requirements, so this was -- this is at 12 feet height and
15 the 40 square feet for sign area, and that's -- this is
16 the result.

17 MR. MAGRUDER: So the proposed would make it
18 larger?

19 MR. JAGGI: The proposed, in this case,
20 40 square feet -- yes, you would be -- you would be up to
21 100 with 12 feet in height -- same height, but the sign
22 area would -- would more than double --

23 MR. MAGRUDER: That's what I thought.

24 MR. JAGGI: -- based on this.

25 So if you just imagine this going -- and I

1 believe the applicant's going to show you a graphic, you
2 also have that in your packet, of a layout of how it --
3 the height can be the same, but then it can get much
4 bigger in sign -- in size.

5 That current sign is placed here, as it should
6 be, as expected at the entrance to the access point to the
7 center along Olive Boulevard, which you can also see right
8 through here. Okay.

9 So that's one example.

10 The next example is right across the street on
11 Tempo at Shoppes of Westgate, this sign -- this
12 development is a -- only 2 acres, just slightly over
13 2 acres, so they would be allowed a 30-square foot sign, 6
14 foot high, so forth, and this is the sign that's out there
15 today.

16 And it's placed, not right at the entrance, but
17 more a little -- in this case, a little bit more towards
18 the center of the site. This did not come through, I
19 apologize, but it -- there's several tenant panels, so.

20 Sample No. 3, West Oak Square. So this is a
21 development that qualifies for the -- for a master sign
22 plan under the sign ordinance. In order to get -- to get
23 into that scenario, you have to have at least 10 acres,
24 and there needs to be at least three or more buildings on
25 the site, and then the city can kind of create a custom

1 sign plan or the applicant can propose one, the city can
2 review and approve by ordinance a custom sign plan with
3 the goal of having architecturally consistent signage, you
4 know, the sign standards that are routine and consistent.
5 And, generally, we'd be looking for high-quality type
6 signs, when you get into this. That's part of the
7 tradeoff.

8 So, you know, in this case, this sign here was
9 approved under -- under the old sign code before 2012 that
10 allowed -- allowed, basically, you could, as if you can --
11 the applicant can choose -- the property owner can choose
12 how they want to put the signs. It was a little looser.
13 They just -- the city just approved additional sign area
14 and it was up to the property owner to decide how they
15 wanted to use that sign area. You can have more wall
16 signs or you can have more ground signs. It was pretty
17 open. That was a big factor with why the code was changed
18 in 2012 to kind of rein that in to make it a little bit
19 more predictable and -- and clear on what -- what the city
20 would like to see.

21 So in this particular case, just to give you a
22 frame of reference, I thought it would be helpful.

23 This -- this sign here, again, they're
24 nonconforming with respect to what would be allowed today,
25 and then the sign plan that was approved not too long ago,

1 they're acknowledge that they're nonconforming, anything
2 to be removed would have to comply.

3 Two signs in this particular case, plus the
4 Dierbergs, you know, has the Dierbergs on the top and then
5 the multi-tenant signs, 16 feet in height, 131 square feet
6 sign area. So if you're kind of, well, what does a --
7 what does a 100-plus foot sign look like, it looks like
8 this. This is a little bit bigger, but in general it
9 looks like this. Again, with this being just a little bit
10 bigger, in terms of sign area and -- and a little -- and
11 taller in height.

12 These are the two signs. I'm sure you're
13 familiar with it. There's two of the signs here at the
14 entrance, each entrance has -- has a sign. They're
15 identical as far as I can tell. But it's a larger --
16 larger development on two commercial streets.

17 Other examples that I -- I just kind of wanted
18 to point out some various things, just so you're aware.

19 So Scotsman has a sign, a wall sign, they also
20 have a ground sign. They have both. Interestingly,
21 although I don't have it here, there -- staff had
22 interpreted, in the past, that total frontage, we would
23 measure total street frontage. If it was on a corner, you
24 would take both of those frontages. If you were more than
25 300, you could get a sign.

1 I think that is something we probably want to
2 clarify, that it might be the frontage you measure to
3 where the sign would be placed, would probably be the
4 expectation of whether you're entitled to a sign or not.

5 But this is a relatively -- it doesn't have the
6 frontage that you would be allowed if you just looked at
7 how -- you'd have to go all the way around, then you can
8 qualify for a sign, so it was under approved with that
9 idea in mind.

10 Some of the other shopping centers that we have
11 here, you can see there's a -- there's very narrow
12 frontages here. There's not a lot of green space. This
13 is an older property. But I mean this is some of the
14 difficulty is if you're going to have a setback
15 requirement, where you put the sign.

16 In this case you would have to take out parking
17 and create a island or something like that. That's how
18 you would have to be able to comply. Short of that, you
19 would need some variation setback and -- for a center like
20 this, or you could probably put it in the corner, but then
21 you'd be blocking the landscaping.

22 So there's always -- there's always something,
23 not always, but a lot of times there is -- there are site
24 issues that do come into play when trying to -- trying to
25 implement the sign code, use that on -- on certain

1 properties, so.

2 I just clipped out some of these, just so you
3 can see some of the issues that we have. I mentioned the
4 staff report is we have some right-of-way, you know,
5 inconsistent right-of-way widths on Olive. So when we say
6 you have to have a setback from the property line of
7 10 feet or 15 feet, some of these centers, that
8 right-of-way line is not where you think it is, and so
9 that's where we measure, and that causes some -- some
10 properties like here, you know, your -- your property line
11 is real -- real close to the street. Well, here, it's
12 quite a ways back.

13 CHAIRMAN KISTNER: Can you identify, I can't
14 tell from --

15 MR. JAGGI: Yeah, that's Tempo and Olive.

16 CHAIRMAN KISTNER: Olive. Okay.

17 MR. JAGGI: So Shoppes at Westgate's here, Tempo
18 and Olive. So you can kind of see how that line goes in
19 and out a little bit through here, and this is just one
20 example.

21 DAVID HUTKIN: Can't really see your cursor.
22 Will you put it back on the Shoppes at Westgate.

23 MR. JAGGI: Right here.

24 DAVID HUTKIN: There you go.

25 MR. JAGGI: Yeah, Shoppes at Westgate.

1 But you can -- it just gives you an idea. The
2 point is it gives you an idea that there's -- there's not
3 a consistent right-of-way width along Olive. It ebbs and
4 flows. And so that does have an impact sometimes when --
5 when we're looking to apply the code and where to put the
6 sign and even if they're allowed, if they can meet.

7 This opportunity here, I wanted to show you
8 this. This is a development on East Olive Corridor.
9 Alone each of these properties would not qualify for a
10 sign, but together, since they're shared access, the city
11 allowed it, which I think is fair, obviously, but they
12 had -- they both have to share it.

13 So you can get the frontage if it's considered
14 one development. Even in those two lots, they pretty much
15 have -- function as one development with two buildings, so
16 they were allowed to have a ground sign for that
17 development, so.

18 So, anyway, just to kind of wrap up the
19 discussion on monument signs, and kind of staff's initial
20 observations on where we -- where we stand with this, kind
21 of our first blush at where -- where it might go is, you
22 know, modest amounts of sign area and height might be
23 justified, particularly for larger sites greater than
24 5 acres. I will say that we do have some -- we have some
25 concerns with going to 100 square feet. That's a big

1 increase, and so I wanted to -- to say modest.

2 That's just a big change for us. I'm not -- I'm
3 not so sure that would meet with the objective of the
4 city. That's my -- that's staff's initial impression.

5 The other thing is that we have noticed on a lot
6 of these signs, and some of the signs that I have pointed
7 out to you, is that we have a lot of tenant panels on that
8 sign. More -- more so than you would expect because you
9 can't read them. A lot of them just aren't readable. But
10 I think the reason why they're on there is because I think
11 the -- the property managers and the property owners,
12 they're hearing from their tenants, their tenants want
13 their name out on that -- on that sign. It's very
14 important to them. You know, whether you can read it or
15 not, you know, I think they just want that name out there.

16 But that's resulting in -- in the fact that we
17 have a lot of small tenant panels that you really just
18 can't read. Even -- even when you're close to it, you
19 can't read it. So I do want to point that out, that I
20 think that's part of the issue you're seeing.

21 And then the other thing is that spacing and
22 setback relief, we do still think that that's a valid
23 requirement.

24 I have seen, and you may have seen in other
25 communities where we have signs that are on top of each

1 other, and that creates an issue where you can't read
2 them, it doesn't look very good. So we think some measure
3 of spacing needs to remain.

4 Whether you can have -- whether there's more
5 variation that's needed is something that staff would
6 generally feel comfortable with, but if we're going to
7 move in that direction, we'd like to have what -- what
8 constitutes a constraint codified, rather than just having
9 open for just cause, and just kind of leaving at that, I
10 think we need to be clear on what would qualify, and then
11 only the minimum amount should be granted, so just a
12 couple of points that we think are important to the
13 discussion.

14 So moving on then with -- with some of the
15 proposals. So right now, I mentioned earlier, we have one
16 monument plan for site. That's what's allowed.

17 On the larger developments, I've shown you
18 pictures where there's two, that's because there's a
19 master plan sign, you can formulate your own sign code,
20 essentially, to have that.

21 And that's -- we have that in place for -- for
22 some of the larger shopping centers, West Oak, Creve Coeur
23 Pavilion being two that come to mind.

24 So proposed would be that if -- if -- if there's
25 one commercial frontage with an entrance on each frontage,

1 that there should be allowed another sign. So if you have
2 a side street that has an entrance to -- to the
3 development, there should be a monument sign on that
4 entrance as well. So there could be two. But with that,
5 you wouldn't be allowed the full amount you have on the
6 primary side.

7 So if you have a -- if you have Olive and Craig,
8 just as an example, the Olive sign is the primary sign
9 that would be larger. The side entrance off of Craig that
10 would lead into the development, that would be half of the
11 size that would be allowed, is what the request is.

12 I have an example here. If you have 40 square
13 feet of signage that would be allowed, that sign could go
14 up to 60 square feet.

15 So that's the alternative that they're
16 suggesting. So if that doesn't work, then -- then to have
17 another sign, you could go up to -- you can have
18 50 percent of that area seated for multi-tenant signs.

19 So right now our code does not distinguish
20 between single-tenant properties, single-users or
21 multi-tenant. Pretty much for ground signs, you're
22 allowed a sign area, and how you split that out is -- is
23 left up to the -- to the property owner --

24 MS. KELLY: Excuse me.

25 MR. JAGGI: -- so.

1 Yeah, did you want to add --

2 MS. KELLY: Yeah --

3 MR. JAGGI: Go ahead.

4 MS. KELLY: -- I just wanted to add to that.

5 In 2012, when we revised the sign code, that was
6 based upon the Supreme Court ruling that cities cannot
7 base a sign regulation upon its content of the sign.

8 Therefore, making a distinction of what is on
9 the sign allowing -- is not allowable per the Supreme
10 Court.

11 Therefore, and -- while properties are allowed
12 one monument sign, the real estate sign is considered a
13 permanently installed sign, and we do have properties that
14 use both signs or we do have properties that -- and we
15 have properties that don't -- that don't meet the
16 requirements for a ground sign to use their real estate
17 sign allowance as their permanent ground sign.

18 That's under the provision within the code that
19 was required when we have to allow for real estate signs,
20 but then the Supreme Court says that we cannot base the
21 sign regulation upon the content of that sign.

22 So that is something that needs to be considered
23 as well.

24 CHAIRMAN KISTNER: So we can't have a category
25 called real estate signs?

1 MS. KELLY: We can --

2 MR. JAGGI: We do.

3 MS. KELLY: -- but if they choose to use it for
4 other purposes, then they have the right to do so.

5 MR. JAGGI: I think it's the substitutable
6 clause --

7 MS. KELLY: Right.

8 MR. JAGGI: -- is the legal term, based on the
9 Supreme Court ruling. And I'll let Mr. Lumley add to that
10 if there's something that he needs to fill in.

11 But, basically, you can substitute one message
12 for another, and so, therefore, if they want to utilize
13 their allowance for a multi-tenant real estate sign to be
14 a permanent sign, we do not distinguish that. We send
15 them a note that says you're foregoing your rights to have
16 a -- a for sale or lease sign on the property, but if it
17 meets with all the requirements, you can do it.

18 And that's based on -- on the city's take on the
19 Supreme Court ruling in terms of free speech and -- and
20 messages, commercial messages, so.

21 Hopefully that's not confusing. It is a little
22 confusing.

23 CHAIRMAN KISTNER: Well, no, so -- so, yeah, so
24 the other alternative is just to limit the number of
25 signs, period?

1 MS. KELLY: Correct.

2 MR. JAGGI: We allow one type of signage, yeah.

3 I would say we do get this on occasion, I mean
4 they're out there. It comes around occasionally. Most
5 property owners want to have the right to have that for
6 lease or sale sign, it's very important.

7 State statutes allows them to have it, so a lot
8 of them do not forego it. The only -- I think the most
9 times that we -- that we get that is a single tenant, a
10 single user, where they're not as interested in having a
11 for sale or lease sign.

12 MS. KELLY: Well, actually -- I'm sorry.

13 A single unit -- a single tenant within a
14 single-use building, it does not --

15 MR. JAGGI: Oh, that's separate.

16 MS. KELLY: -- qualify for the multi-tenant real
17 estate sign.

18 MR. JAGGI: That's right.

19 MS. KELLY: Their for sale sign is based upon
20 temporary and comes down once a new applicant has come in
21 place.

22 MR. JAGGI: Yeah.

23 MS. KELLY: We do get the -- several properties
24 that have utilized the multi-tenant real estate sign as
25 their ground sign, and we clearly notify them that any

1 real estate or leasing information has to be within the
2 allowable sign area that they've now chosen to use as a
3 ground sign as their -- to advertise their business as
4 opposed to the space for lease.

5 CHAIRMAN KISTNER: If a multi-tenant site
6 doesn't have any for lease property, can they use that
7 sign for, basically, as a second tenant sign?

8 MS. KELLY: Yes. Yes, they can. However, most
9 properties keep their sign up. I mean I've -- I've been
10 with the city for almost seven years, and there's real
11 estate signs that have been up since before I got here.
12 They keep them up on a permanent basis, whether or not
13 there's leasing available, because they argue that they
14 don't know when -- a tenant next week could come in and
15 say, hey, I'm going to pull out in a month, so they want
16 to be able to advertise or have a list of people that
17 might be interested with that.

18 That's why several properties have indicated 100
19 percent lease. They can still maintain the sign, but
20 they're all leased.

21 CHAIRMAN KISTNER: Okay.

22 MR. JAGGI: Thank you, Whitney. Thanks for that
23 clarification.

24 I think we've covered all of that.

25 Just a few more slides, and then I'll -- and

1 then I'll see if there's any further questions, and the
2 applicant can speak to this.

3 Additional monument signs. So the last request,
4 I think, that's really on here is that idea to have an
5 additional monument sign on -- on side streets or other
6 streets where there's an entrance.

7 And just to illustrate that point, so here's the
8 Plaza Shops on Ballas. They have a sign at the entrance.
9 In this case, it does not have any tenant identification,
10 but to what Whitney was saying, we don't tell them what
11 their sign has to say, so they have chosen just to
12 advertise the actual Plaza name itself.

13 And then the other -- the requirement here or
14 the request would be to allow a second sign to be -- to be
15 placed at another entrance. And that could be here in
16 this particular case off Studt Road here or here that
17 leads you back into the development.

18 Right now our code, and this is just a view,
19 this is a view from Ballas, this is the view from Studt,
20 there's the second entrance.

21 Another -- what our code, what I'm trying to
22 show here is our code allows you to have a small
23 entrance-type sign on these -- on these secondary access
24 points right now.

25 This is a case of small sign for St. Luke's on

1 the side street that kind of tells you this is the
2 entrance to St. Luke's, but it's not a large sign, it's
3 not a tenant identification-type sign, but it does provide
4 directional information to those side access points. So
5 right now we do allow that type of sign.

6 This is an example here of another property that
7 could qualify under the proposal. This is the First
8 Community Credit Union. Again, there's a secondary
9 entrance on Graeser. Primary entrance is on Olive. You
10 would be allowed to have a monument sign here and then one
11 on Graeser, so.

12 We do think there's some discussion needs to
13 happen with that. Again, we -- we think there's --
14 there's some good reasons to have an additional sign, and
15 we already allow that, very small directional-type sign
16 that lets you know, hey, this is the way to get in here,
17 but most people are traveling along the main arterials,
18 and that, I would think, would be sufficient, but maybe
19 there's a different perspective on that.

20 CHAIRMAN KISTNER: Is that the one that would
21 qualify for the 50 percent less?

22 MR. JAGGI: Yeah. So it could have -- it could
23 have the second one here under 50 percent of the size.

24 And so I wanted to just make sure we're all
25 clear on what the request is.

1 So in instances where the project or development
2 is with more than one commercial street frontage, then the
3 project shall be permitted either one additional low
4 monument sign subject to the same size limitations or
5 increase in square footage up to 50 percent of the single
6 low monument sign for the project or development.

7 So you can have one additional low monument sign
8 of the same size or, again, as it's written, or you can
9 increase that single sign of 50 percent.

10 And I would point out, it does look like on a
11 commercial street front, so in that case, if we're looking
12 at commercial street frontage, this may not qualify.

13 VOICE: Graeser.

14 MR. JAGGI: Yeah, cause it's Graeser.

15 Again, just some of our observations, initially
16 at least, is not many developments, we don't think, would
17 have a need for a second tenant identification sign.

18 The ones that do, the larger developments seem
19 to, you know, they have that ability to have that through
20 the master sign plan.

21 Again, currently the code allows a small
22 directional sign at the entrance. And we don't feel
23 comfortable, as written at least, with the idea of
24 allowing a larger sign on Olive based upon this -- the
25 location of a second entrance.

1 We think the focus should be on the appropriate
2 sign for that primary sign along Olive and not on a
3 secondary entrance. There should be some relationship
4 there, so.

5 With that, I would just see if there's any other
6 questions you had of staff at this time before turning it
7 over to the applicant.

8 CHAIRMAN KISTNER: I think we'll have lots of
9 questions and discussion, but it might make sense to hear
10 from the applicant first, unless anyone has something
11 specific for Jason right now.

12 MR. TOBY MARTIN: Good evening. I've spoken to
13 you all before. I'm Toby Martin. I'm with the Ownership
14 Group at Creve Coeur Plaza. Thank you for the time
15 tonight to talk about signage.

16 I had some prepared remarks, but since Jason
17 went first, I think it was helpful to set the context, and
18 I think I'll go off script and just talk a little bit more
19 informally.

20 I may need to use my glasses to read a few
21 things, so bear with me.

22 You know really, since we came to you all a
23 couple years ago, we were talking about the Comprehensive
24 Plan, we had a lot of discussions about various aspects of
25 running commercial properties in Creve Coeur. And we, I

1 think by and large, we all have a common goal. You know,
2 we've got tenants in these buildings, and we run these
3 commercial properties to try to achieve great performance
4 because they drive sales tax for our city. And it's very,
5 very important for those properties to remain healthy.

6 Jason and the staff spent a lot of time trying
7 to balance what can be done to keep the performance of
8 these buildings high. We want the rents to be going up,
9 not down. We want the quality to be going up, not down.
10 We want the future to be getting better, not worse.

11 And as I made some comments that, probably two
12 years ago now, the environment for these retailers is
13 evolving so quickly it's scary. And I don't know if there
14 are any retailers in the audience tonight, or up here, if
15 you all have interest in any retailers in and around the
16 city, but what's happening online is real, is very real,
17 it's -- and it's a totally new world for a lot of these
18 retailers.

19 So we are here today to talk about how do we
20 keep this balance where we preserve the -- the beauty of
21 the city. We want to make it a very nice attractive
22 community, but we really want to keep performance of the
23 buildings strong, and we need to continually come back and
24 talk to staff and to you all about how do we operate these
25 buildings so that we can optimize the beauty of the city,

1 the performance of the properties and longterm value for
2 everybody involved.

3 And we are very concerned about what's
4 happening out there in the competitive landscape. And my
5 brother Ted's here, Tom Stern's here. Both these guys are
6 leaders in retail brokerage, and they tell me every day
7 it's tougher and tougher to find tenants, and tenants are
8 going out of business each day.

9 I'll just give you one example. There's a small
10 bead shop in Creve Coeur Plaza. It's a mom and pop. It's
11 a husband and wife thing. They had a dream of putting a
12 bead shop in there. They moved it over from the Dierbergs
13 center. They came in. In a matter of years, the -- the
14 internet changed the model for their business, and there's
15 just no way for them to compete anymore in a bricks and
16 mortar environment. And that is happening all over
17 America right now. It's not unique to Creve Coeur,
18 obviously.

19 But these little tenants, they sort of give our
20 city the spirit and the place of who they are. This isn't
21 big Wal-Marts, and, you know, large retailers. These are
22 small mom and pops that make up the lifeblood of the
23 community. They employ people. They give families their
24 income. And they give the city some character,
25 particularly the unusual ones.

1 And we got kind of an interesting fantasy shop,
2 comic book thing. I never imagined that they'd come into
3 Creve Coeur. I think they're doing quite well for the
4 moment, so we're happy about that. These little
5 retailers, they become the fabric of our communities.

6 So they're always facing pressure, and they're
7 continuing to face intense pressure now.

8 The purpose of this amendment is really to help
9 the smaller retailers and gain recognition and visibility
10 from potential customers because a little bit of extra
11 income for these people is the difference between staying
12 in business, being able to pay rent and going out of
13 business, and that is very tough and expensive and tough
14 for -- for all the owners to get new tenants today.

15 I just use a quick example for you of a
16 hypothetical 1400 square foot customer generating \$200 a
17 square foot in sales. So in a typical Walmart or bigger
18 environment, these big retailers will generate 6, \$800 per
19 square foot of sales tax. These smaller retailers don't
20 -- not sales tax -- sales in their centers.

21 These smaller retailers, they generate less
22 sales, couple hundred dollars a foot. So at 1400 square
23 feet, if they generate \$200 in sales and earn a 10 percent
24 profit, that yields \$28,000 for the owner.

25 By the virtue of implementing certain measures,

1 such as enhanced signage, increased traffic that turns
2 into extra sales by 10 percent, and says much of the
3 tenant's overhead is static and fixed costs, you know, an
4 additional \$28,000 in sale may generate and enhance
5 margins as much as 40 or 50 percent or another 10 or
6 \$12,000 of profit.

7 So that's a big difference for someone's quarter
8 or half year or year in terms of trying to generate
9 business.

10 And so these little things that we look at, they
11 are very real and they make a big difference.

12 So we're hoping that you will look favorably on
13 amending the ordinance, and giving Jason and the staff
14 flexibility to use discretion to when there are problems
15 with topography or signage, generally it could be
16 landscaping. We know that Olive is a really, really fast
17 boulevard where traffic's whizzing by.

18 And I'd like to just take your attention to --
19 to this. You can see this is a rendering of the Shoppes
20 at Westport here. And you can see -- it's very difficult
21 to see because of the lighting. You can see this -- this
22 is actually what's approved right here. Then you can see
23 this is a person 6 feet tall, this is a 12 foot tall. If
24 you drive by that, I challenge you to take a look at that,
25 go by that center at 40-plus miles an hour and see if you

1 even notice it or if you can read one of the tenant's
2 names on it. It's almost impossible.

3 So, Beth, you pointed out, man, how big is that,
4 that's a big space right there that you're looking at,
5 that's a big space. Well, you're right, as you look at it
6 standing right here from the podium or from your seat,
7 it's a -- it's a -- it's a -- it's a big impact. But when
8 you're in your car and you're several hundred feet away,
9 and you're approaching it going 45 miles an hour, it has
10 very little impact.

11 And if you look in your packet tonight, there's
12 a chart that shows, and it doesn't have any footnotes, but
13 I'll get the footnote where the data came from, but this
14 is what retailers look at in terms of signage and car
15 speeds and the exposure that it has to someone driving by,
16 so it'd be great if all these tenants, everybody knew
17 exactly where they're going all the time, but in this
18 case, some people do have to be noticed, they have to have
19 some presence and people have to discover them at times.
20 So that's one thing.

21 And it's certainly not our intent to -- to
22 create too much signage. We do not want to junk up our
23 city. We don't want to junk up our properties with
24 signage.

25 We do want to keep them full, and we do want to

1 keep the tenants healthy.

2 So I want to stress that is really, really not
3 what we want -- what we want to do. We want to drive home
4 the point with you that we want to support and maintain
5 the esthetics of Creve Coeur, but if handled properly with
6 discretion, we feel like we can address some of these --
7 these items.

8 Couple of quick comments on Jason's remarks to
9 you all.

10 You know, we have a group of commercial property
11 owners that have been in dialogue with you about the Comp
12 Plan. And on this particular item, I think what we've
13 tried to do as a group is not distinguish between the CBD
14 and the smaller retailers that exist and the larger
15 retailers, because as a group, we're all dependent on a
16 variety of retail uses, and so we're all speak with one
17 voice. And we do think that -- we do think that we should
18 not differentiate between the CBD generally and -- and the
19 smaller retailers, although there will be some conditions,
20 I assume, as we get further into the CBD where it will be
21 tough to have these types of opportunities for signage,
22 and we realize that.

23 But, generally speaking, there are places where
24 on the larger properties you do need big signs, and
25 there's -- there happens to be smaller properties that

1 need big signs too because of the way they're placed on
2 Olive, and they just -- there's no way to see them
3 otherwise.

4 So there are concrete examples that result in
5 topography or right-of-ways or other hardships, not of the
6 property owners making, that make it impossible to meet
7 the current setback and spacing restrictions.

8 So for that reason, for the variety of things
9 that can impact these properties, we think it's important
10 to provide sufficient flexibility to address these unique
11 situations. And I think that's what Jason was saying.

12 But in some ways, we see staff comments suggests
13 smaller tenants and smaller retail centers don't
14 necessarily need monument signage since they're likely
15 closer to the street and their wall signage should be
16 sufficient.

17 And the fact, you know, it's a smaller center,
18 two to four rows of parking in front of the center with
19 landscaping areas of 10 feet or more unpaved right of
20 areas with varying widths and sidewalks between the
21 buildings creating lot -- you know, large lot distances
22 and from the building sign band and the street is very
23 tough to read some of these signs.

24 If you start looking at these buildings from the
25 perspective of if you think you're the tenant or you're

1 the owner, some of these very difficult.

2 And for a motorist, very, very difficult to --
3 to be craning, and if you're not texting and driving,
4 you're looking and driving for where you're -- to try to
5 find the numbers, which are quite small, or try to find
6 the tenant sign is very, very dangerous for the motorist
7 too.

8 Had a couple of comments on the number of
9 monument signs.

10 I think smaller centers generally should not be
11 treated differently. They should be provided the same
12 support and the signage opportunity as larger centers.
13 They've got to compete effectively and efficiently against
14 all the other groups in town for the same retailers, and
15 that is a diminishing group of retailers.

16 And I would just tell you, working -- if we
17 could work openly with the staff, I think if we had the
18 ability and flexibility with discretion to put larger
19 signs, I really believe a 50-foot square foot sign that's
20 done nicely looks a whole lot better than a poorly
21 designed 35-square foot sign.

22 So I don't think necessarily the size should
23 always be conflated with negativity. I think if it's
24 designed properly with -- with -- with good intent, and
25 they've got the discretion to look at that and say, look,

1 you know, you've got a terrible looking sign there, we've
2 got to work on it, we understand that. We want to work
3 with them to -- to make the esthetics of the signage
4 attractive for the city.

5 Finally, you know, it's -- it's our --
6 obviously, our -- in our interest and yours to create an
7 attractive cityscape. It helps us keep the value of our
8 buildings up. It helps us drive higher rents, which in
9 turn drives higher sales tax.

10 So I think we're all on the same page here, and
11 we appreciate your dialogue with us, and we hope we can
12 get some discretion with this sign ordinance, so we that
13 can continue to be competitive in the days ahead.

14 Thank you.

15 CHAIRMAN KISTNER: Thank you.

16 Does anybody have any questions for Mr. Martin
17 in particular?

18 MR. TOBY MARTIN: Questions?

19 CHAIRMAN KISTNER: I guess not.

20 Before we get to our discussion, maybe ask if
21 there's anybody in the audience who wants to address this
22 issue?

23 Thoughts? Questions? Discussion here?

24 I'll -- the -- I'm really glad that the
25 businesses got together and brought some of these up,

1 because there's, obviously, some, you know, some issues
2 and challenges for you all, so I think it's really
3 appropriate that we have this discussion.

4 I think there's room for, you know, making --
5 creating some leeway. I think, for example, they --
6 giving staff some discretion on the setback and that the
7 distance between makes a whole lot of sense, given the
8 kinds of properties that we have, the differences and --
9 and the setbacks.

10 And I think there's some increase in height, and
11 square footage is something that I would like to see us
12 look at.

13 Some of those are very small, and, you know,
14 almost indistinguishable.

15 On the other hand, some of your requests,
16 frankly, that the 100-square foot signs, seeing more of
17 those, I -- I just don't -- I think that's going too far
18 for our community. And I think there's got to be a
19 balance between how much. I think driving down Olive or
20 Ballas and having a substantial increase over what we have
21 today is -- is not -- I don't think it's esthetically
22 pleasing. And at the same time, I don't think that
23 signage is going to be able to reduce the trends in
24 retail -- in difficulties for retail business.

25 So there's -- I think we have to find a balance

1 between the two. And I don't think we can, you know, have
2 as much as double our square footage, I think that that's
3 going to be pleasing and work well in providing, you know,
4 eight, ten, twelve tenant names and reasonable height
5 is -- is appropriate for our community.

6 But at the same time I would like to see, and,
7 Jason, I don't know if you thought about, you know, coming
8 back with a proposal that is somewhere, you know, meet
9 some of those needs, but perhaps doesn't go as far as
10 what's being requested.

11 That's just my personal opinion. I would like
12 to hear from others.

13 MR. CARNEY: Well, I'll go ahead.

14 I -- I agree. I think there's room to expand on
15 the size of the monument signs that we're using, but I
16 think I especially have a problem with the height getting
17 the 12 feet tall.

18 I think one thing that we want to do is kind of
19 keep Olive somewhat uniform, and I think if you step it up
20 from 6, 8, 10, 12, all these different heights, it might
21 take away from the esthetics of the -- of the look.

22 But I do see the business people's -- I see your
23 point. I mean I think it's very difficult to read these
24 signs as a obstruction, so maybe we could expand the width
25 or create, you know, some additional signage size without

1 having to step it up 12 feet.

2 So, again, I'd probably think along the lines
3 that Beth is --

4 MR. TOBY MARTIN: Jason --

5 MR. CARNEY: -- come up with a --

6 MR. TOBY MARTIN: -- do we have -- we have
7 12-foot signs already, don't we? We already have -- in
8 the ordinance we already have 12-foot signs, I believe.

9 MR. JAGGI: Yes.

10 MR. TOBY MARTIN: Oh, that's existing.

11 MR. JAGGI: Right. That's existing and that's
12 for the larger development sites.

13 CHAIRMAN KISTNER: The what is?

14 MR. JAGGI: 12. 12 feet is the maximal
15 allowable.

16 MR. TOBY MARTIN: Yeah, I think -- I think those
17 are generally needed on street like Olive where the
18 traffic is going so fast to be able to even perceive that
19 there's -- to be able to have any chance to read it,
20 you're going to have to have some scale.

21 MR. JAGGI: One -- to add to that, I think one
22 of the things that I've observed with our code is, you
23 know, we do have, it steps up as you have the larger site,
24 but it does seem to me that -- that if we're going to
25 allow a sign that's 12 feet in height, 40 square feet is

1 not a lot of sign area in proportion to a 12-foot high
2 sign. It's just not.

3 You know, the other ones, to me, are more
4 proportional, 6 feet, 30 square feet. But to me there
5 is -- there is a disconnect there with that specific
6 requirement.

7 If you're interested in maybe giving a little
8 bit increase in height -- in size there for all the other
9 signs, you know, we think there's maybe some room to do
10 that. But I think there's particular -- I think there's a
11 disconnect with that particular regulation.

12 CHAIRMAN KISTNER: I agree.

13 MS. SILVERMAN: I would concur. They -- I mean
14 they look a little silly.

15 MR. JAGGI: Yeah. And maybe that's the -- the
16 issue with the Shoppes at --

17 MR. TOBY MARTIN: Westgate.

18 MR. JAGGI: -- Westgate. Thank you. Shoppes at
19 Westgate, I think that's -- or Westgate Centre or whatever
20 you want to call it.

21 I think that's maybe what you're seeing there is
22 you have this tall sign and, you know, a lot of it is not
23 even sign area, it's just height.

24 MS. SILVERMAN: Right.

25 MR. JAGGI: So I think maybe there's some room,

1 if we're okay with the 12 feet in height for these larger
2 centers, that maybe you can increase the sign a little
3 bit, and you're not going to have a bigger structure.
4 You, in that case, you would probably just bring the sign
5 panel down a little bit further.

6 MR. ROVAK: That larger sign we're talking
7 100 square feet, that was the one that we also talked
8 about increasing the setback considerably, I mean is
9 that --

10 MR. JAGGI: Yes.

11 MR. ROVAK: Do I remember that right?

12 MR. JAGGI: Well --

13 MS. KELLY: That's -- the 100 square feet is
14 what the applicant is proposing.

15 MR. JAGGI: Uh-huh.

16 MS. KELLY: Back in 2012 when we did look at the
17 sign ordinance and went through a number of iterations,
18 and, yeah, as the -- to go up to the higher sign, that
19 does take specific approval by the Planning and Zoning
20 Commission, and it has to be set back further than the
21 other signs and that was because we wanted to blend in
22 more with the landscape, and so, therefore, since it was
23 set back a little more, you could go higher, but the sign
24 area was larger than on the other properties as well.

25 MR. ROVAK: I mean I was wondering if those two

1 don't work well together though, the larger sign,
2 obviously, it's -- it's a smaller angle view that you're
3 looking at, but maybe those two balance also by being set
4 back further, as you drive by it -- you see it over a
5 longer -- a longer number of seconds. It's not a blur
6 going by. It had -- like it would be if it were close,
7 but by being farther, it kind of remains in the field of
8 view, so I -- I --

9 MS. KELLY: Well, I think the important thing
10 also is to point out is the sign regulation is 12 feet
11 tall and 40 square feet.

12 However you lay out that 40 square feet is up to
13 the applicant. So they could have gone longer and lower.

14 MR. ROVAK: I understand, right.

15 MS. KELLY: So that's -- those are options
16 available.

17 MR. ROVAK: Well, I understand that, but I'm --
18 I'm looking at, by requiring the longer -- the larger
19 setback, if that doesn't generate enough rationale for a
20 larger sign and still maybe is kind of a win/win in the
21 sense that it remains in the field of view. It's not
22 whizzing by.

23 So it -- that's of benefit to the owner or
24 tenants, but it's not an in-your-face that, you know, by
25 requiring that longer -- larger setback, we kind of give

1 back some of what we would have had in large and close, if
2 you will.

3 I just think that's -- that, to me, justifies an
4 increase in square footage, but by holding to that longer
5 setback.

6 MR. JAGGI: Uh-huh.

7 MR. ROVAK: And I'm not prepared to quantify
8 that.

9 MR. JAGGI: Could you put the image of the
10 rendering, the example that you showed earlier?

11 MR. TOBY MARTIN: Yeah.

12 MR. JAGGI: A couple of points that I would --
13 that I would make with that particular layout, and
14 Whitney's correct, I mean we don't tell you how -- how
15 tall -- I mean we have limits, but you can stretch it
16 or --

17 MR. ROVAK: Yeah.

18 MR. JAGGI: -- either way. But, to me, the
19 example shown is not a particularly attractive sign in
20 terms of the layout. It's -- it's -- it's just too wide.
21 It's got too much girth to it, I guess.

22 But that's where -- that's where you got to look
23 at, is it proportional to height and sign area. I mean
24 I -- there has to be some proportionality to the two, is I
25 think is what the balance we need to strike.

1 And my comment is, my observation is that with
2 the -- with the allowance of 12 feet in height and only 40
3 square feet of sign area, that's -- it's just a little off
4 to me.

5 If you're going to allow 40 feet, I don't know
6 why you'd take it up -- you know, I guess you're trying to
7 maximize the visibility, but it's still a little bit
8 different there.

9 MR. TOBY MARTIN: You know, I would also just
10 argue that with the 6-inch sign -- signage, the little
11 letters there, that it's -- if you drive by that sign at
12 any speed, it's almost illegible, and it's a very -- we're
13 talking about a very difficult thing to achieve --

14 MR. MAGRUDER: It is.

15 MR. TOBY MARTIN: -- impact. And it's
16 particularly the further, Gene, as you set it back --

17 CHAIRMAN KISTNER: The ability to achieve
18 readability for eight names at 45 miles per hour is
19 already something you -- I think we can't expect that, you
20 know, to -- to get that much information out there. I
21 think there's a limit to what a sign can do. And
22 readability at 45 miles an hour with a lot of information
23 is -- it's something that -- it's sort of a -- I don't
24 think it's a realistic expectation for -- for signage.

25 If -- if that were the case, we would be driving

1 down, we would have like billboards all the way down Olive
2 shouting out all that information.

3 So there does have to be a balance between, you
4 know, creating, you know, some readability, viewability,
5 but you're not going to be able to identify every single
6 Creve Coeur tenant in 6-inch letters going all the way
7 down Olive. I just --

8 MR. TOBY MARTIN: You know, Beth, we're just --
9 I'm just -- we're just giving you feedback on what we're
10 hearing from the customers.

11 CHAIRMAN KISTNER: I -- I --

12 MR. TOBY MARTIN: And so I know -- I appreciate
13 the feedback, don't feel like you can do enough to solve
14 the problem, but we have to -- we have to give you the
15 feedback that we're hearing.

16 We're hearing that people are skipping the
17 municipality, landlords are selling their properties and
18 they're just kind of getting out because they're concerned
19 about being able to attract tenants.

20 And so it's just something to keep in mind.
21 It's going to get harder.

22 CHAIRMAN KISTNER: I -- I understand, but I
23 don't know --

24 MR. TOBY MARTIN: I think Tom wants to say
25 something.

1 CHAIRMAN KISTNER: I don't know that the reason
2 for difficulty of attracting tenants is because of the
3 signage size.

4 MS. KELLY: Sir, you need to be sworn in.

5 MR. TOM STERN: Okay.

6 (The speaker was sworn in by the court
7 reporter.)

8 MR. TOM STERN: I'm Tom Stern with Gershman
9 Commercial Real Estate, and we manage the shopping center,
10 which is the subject of this sign.

11 And just to give you some perspective of what
12 Toby was talking about, when we acquired the shopping
13 center in 1997, there were eleven retail tenants in
14 60,000 feet. Today there are three. So that's what's
15 happening in -- in the world.

16 But I'd also like to ask for some perspective
17 with regard to a shopping center the size of Westgate,
18 which is 60,000 feet on more than 7 acres, where the
19 buildings, with the exception of Fridays and Edgewild, are
20 set back some 250 feet from the street where wall signs
21 are not legible, and we have a 40-square foot allowance as
22 opposed to say the Foot & Ankle Center at the corner of
23 Olive and Mary Meadows, which has three tenants and maybe
24 5,000 feet, and has a monument sign of 30 square feet.

25 There's -- there's got to be some balance --

1 CHAIRMAN KISTNER: Agree.

2 MR. TOM STERN: -- for the larger centers.

3 And I'm not looking to hurt the small centers,
4 cause we manage several of those as well, but you've got
5 to give these tenants the opportunity to let people know
6 that they're in business, otherwise they're going to be
7 gone, and as I say, Westgate's seen that over the time
8 that we've been involved in it.

9 I don't think any of us are looking to put
10 billboards with flashing lights on Olive. But you can't
11 hide a light under a bushel basket.

12 CHAIRMAN KISTNER: It's been requested before,
13 but we said no.

14 MR. TOM STERN: Thank you.

15 CHAIRMAN KISTNER: Dierbergs.

16 Other comments?

17 MR. CARNEY: No, I mean I agree, I think -- I
18 think it makes a lot of sense to increase the size on some
19 of these larger properties, but I just think maybe it's
20 not even part of what we're discussing, but variances of
21 these -- all these different monument signs, I think are
22 too many variances in terms of the height and so forth.

23 I don't know if we can designate that to cap
24 them at 10 feet just to give it some kind of a uniformity,
25 but --

1 CHAIRMAN KISTNER: Have you thought about --

2 MS. KELLY: I could just give you some
3 historical reference.

4 MR. CARNEY: Yeah.

5 MS. KELLY: Under the prior code, all the ground
6 signs were limited to 30 square feet and 6 feet in height.

7 For shopping centers they could not identify
8 individual tenants. For non-shopping centers you can only
9 have one sign, so it was for the primary tenant.

10 The shopping center signs had to be for the
11 center. They could not identify individual tenants.

12 So with the sign code regulation changing has,
13 under the Supreme Court ruling, we did want to think about
14 allowing as centers are larger, they have more tenants,
15 they might need to identify themselves larger, so that's
16 where the step increase came, so it is something we can
17 scale back if we feel like 12 feet is too tall, because
18 that was something that new and proposed in 2012.

19 We foresaw that they would use larger letters as
20 opposed to listing everybody as the tenant. What we --
21 most people, when they're looking for a place, they --
22 they go to the site looking for the address, and then they
23 look to the building for the -- the tenant.

24 CHAIRMAN KISTNER: I don't --

25 MS. KELLY: So.

1 MS. SILVERMAN: I don't know now that is how --
2 I think to be realistic about how people are using things,
3 I'm putting wherever I want to go into my phone without an
4 address, and then it's taking me there with or without a
5 sign.

6 MS. KELLY: Right.

7 CHAIRMAN KISTNER: More and more.

8 MS. SILVERMAN: More -- I mean so --

9 MS. KELLY: Yeah, I'm just providing a little
10 background on where the 10 and 12 feet came in. So that
11 is something we could revisit, but it was intended to
12 allow for a little more identification of -- of major
13 tenants within the centers.

14 MR. CARNEY: I think the one thing that does
15 speak to why they would want this is if someone is driving
16 down Olive and is very high traffic and they happen to see
17 Edgewild, a sign there, they may remember, oh, I didn't
18 remember that was there or whatever, that's the benefit of
19 having these signs on Olive, so I can see the point of why
20 they all want it out there.

21 But I just think -- I think in order to expand
22 on what we're talking about, giving them more -- more sign
23 size, I think to make it a little bit more esthetically
24 pleasing, instead of these tall skinny signs, makes more
25 sense to me. That's just my thought.

1 MR. MAGRUDER: I'm inclined to agree. I -- what
2 we're really talking about if we're talking about
3 increasing sales is impulse signing. Somebody riding down
4 the road sees the sign, by impulse pulls in.

5 I don't have any idea, not being a retailer, how
6 much small business gets of impulse buying, but my guess
7 is that most signs is there so people can say, oh, yeah,
8 this is where it is, they're heading there by address or
9 telephone telling them, but, oh, yeah, this verifies this
10 is where it is, and I don't think that increases the sales
11 particularly, can't imagine that it would.

12 I'm, frankly, as far as the way Creve Coeur
13 presents itself in signage is, to me, very, very
14 important. And great big huge signs begin to look
15 awfully, use commercial for the word, I don't know what
16 the right word for that, but makes Creve Coeur look
17 differently than I think the -- the Comprehensive Plan had
18 in mind.

19 I understand exactly, when you ride down the
20 road and you see a monument sign and the sign, they're
21 altogether, however, the other piece I have is that if
22 you're going to use like this example, the thing is twice
23 as wide, you begin to get this huge monstrosity of a sign
24 that gets away from the image I think we want here in
25 Creve Coeur.

1 Now, how to fix that, I'm in a dilemma with, I'm
2 not sure I know how to fix it.

3 I wonder if the staff would like to approach
4 this more or what would you like for us to do to help you?

5 MR. JAGGI: I don't think we're ever going to
6 find something that's going to be perfect. It just my
7 experience with sign ordinances is there's not a perfect
8 one out there. If there was, we'd all be using it.

9 But -- but it is a direct reflection of the --
10 the desired image of the community is greatly impacted by
11 signage.

12 But at the same time you need to have an
13 appropriate level of signage, to, you know, to have a
14 successful commercial corridor that has to come with it.

15 And I'm of the opinion that, you know, it's too
16 bad we have to have all the signs, but we do. So we just
17 need to be careful with how we go about it.

18 But I think there's some -- I'd like to hear the
19 reason why we have so many tenant panels on a sign. I
20 think that's an important question as is it true that the
21 retailers are really demanding anything because a lot of
22 them just are not very readable as -- as the route there,
23 and we, you know, we say we want a 6-inch letter height
24 for these, but yet that's not what's being installed.

25 It -- it results in fewer tenants being listed,

1 but the ones that are up there, it's hard to read, so if
2 there's a perspective on that, I think that would be
3 beneficial.

4 MS. KELLY: If you're going to speak, you need
5 to be sworn in.

6 (The speaker was sworn in by the court
7 reporter.)

8 MR. TED MARTIN: My name is Ted Martin. And
9 I've been in retail, specifically shopping center leasing,
10 for the last 20-plus years.

11 And I will tell you that since 2009, my job has
12 become very much more challenging.

13 And the reason why is in the retail world, as
14 Tom said, the amount of retailers that are out there, when
15 you look at the gross segments, there are much narrower
16 category of tenants to go after.

17 And there are also a lot less people that run
18 real estate for these companies that are covering a much
19 wider territory.

20 So when it comes to making a decision about what
21 center they're going to go in, whether it be Creve Coeur,
22 Town and Country or Chesterfield, or in another community,
23 because they're probably going to several different
24 communities all the time, one of the things that is when
25 they go to real estate committee is what is the signage

1 and is there a monument, is there any other tenant panel
2 that I can get. And that is the easiest way for a
3 director of real estate that's making a decision about
4 where they're going to locate is going to be checking
5 those boxes to make it easiest to have the customer have
6 the best opportunity to see that use.

7 The other thing that I would reiterate as you're
8 contemplating these signs on centers that are 50 to
9 100,000 square feet is they're predominantly located at
10 at least one if not multiple signalized intersections.

11 So while you are passing them, oftentimes, if
12 you've been at Creve Coeur during the lunchtime hour, that
13 traffic is -- it's stacked back quite a bit, so as you're
14 gathered at that stoplight and you're trying to find the
15 location that you're looking for, you do have that time
16 fairly consistently to be able to look over at that
17 monument sign to be able to see who's in there. Or you
18 might notice someone that you haven't seen that's in
19 there. And it is -- it's very critical for these tenants,
20 and it is a box they have to check in order to pass the
21 location sniff test.

22 So it's just something that I want -- and --
23 and, again, it's about a balance, and it's about also
24 having the latitude to make judgments on centers that
25 might be, for example, located further down in terms of

1 where they are. Or things, for example, in the center
2 that we manage and lease, you got impacts with certain
3 sides that are blocked because of the way the building's
4 located. And so I think having the ability to having a
5 little leeway and making an appropriate decision for both
6 the owner of the property and for the city, and, again,
7 there's not going to ever be a perfect solution, but it's
8 going to be the best way to remedy the challenges that we
9 all have to live in day by day. So I just put that out
10 there.

11 MR. MAGRUDER: Thank you.

12 CHAIRMAN KISTNER: Jason, I think the next step
13 for -- for us is for staff to, you know, to take the what
14 was proposed, the comments I think the Commission is --
15 shares a lot of staff's, both things to both change, but
16 also where to moderate, and bring back a -- a proposed
17 language that would be a -- maybe a modified version of
18 what was proposed here.

19 Am I speaking -- is that a consensus here?

20 MS. SILVERMAN: I think so. I would just have a
21 question if there's ever, cause we talked about the
22 difference between the sign area and then sort of what's
23 around the sign, and thinking about is it -- with our
24 public art, I know that, is it parking space where you
25 can -- I don't remember what you get if you have a public

1 art, is it more -- you get --

2 MR. JAGGI: Site coverage.

3 MS. SILVERMAN: Site coverage.

4 MR. JAGGI: Yes.

5 MS. SILVERMAN: I mean I wonder if there's
6 anything about -- if this is even something that's done in
7 other cities, or if there's any sort of -- if it would
8 even be appropriate like there are different signs, I mean
9 there are signs that are more or less attractive or more
10 or less, you know, there are signs that are just kind of
11 that sign area, similar to what we're seeing, and then
12 there are signs --

13 CHAIRMAN KISTNER: That have architectural
14 features.

15 MS. SILVERMAN: -- that have architectural
16 detail. Could there be a similar, you know --

17 MS. KELLY: Right. Currently, as we measure
18 sign area, we just take the extreme limit of the actual
19 sign area.

20 MS. SILVERMAN: Right.

21 MS. KELLY: We exclude the -- the overall
22 structure, and counting a sign area, so they could do more
23 architectural detail. When we get into --

24 CHAIRMAN KISTNER: What she's saying though is
25 would there be a bonus? Like it's a 60-square foot sign,

1 but could you go up to 80 square feet if you did X, Y, Z
2 in terms of --

3 MS. SILVERMAN: Of architectural detail to the
4 sign. Make it fit in better with what our Comprehensive
5 Plan is looking for.

6 MS. KELLY: Well, currently the existing larger
7 signs have to come before you, which to go up to the
8 40 square foot of sign area, it has to be approved at the
9 Planning and Zoning Commission level, which we would then
10 get into the architectural detail of the actual sign.

11 The smaller ones are pretty much within existing
12 centers. So to -- to allow for -- we'd have to look at
13 what that would exactly entail, we could look at proposing
14 something, like adding more landscaping, you could get a
15 larger, you know, something around the sign.

16 But, again, the issue we have is that the
17 Supreme Court has ruled we can't base a regulation on the
18 sign, on the content of a sign, until I get --

19 MS. SILVERMAN: But I'm not looking at
20 addressing the content, I'm looking at addressing what --
21 what the sign area is held in --

22 MS. KELLY: Right.

23 MS. SILVERMAN: -- so.

24 MR. JAGGI: I think what you're saying is you
25 want -- you want us to look at increased standards for the

1 design of the signs in exchange for more sign area?

2 MS. SILVERMAN: Right. If you had -- if you had
3 a different --

4 MR. JAGGI: Having more design requirements,
5 material requirements, things of that nature, as a
6 tradeoff to allowing a little bit -- a little bit of a
7 bump-up in sign area that --

8 MS. SILVERMAN: Yes.

9 MR. JAGGI: -- if they're going to be a little
10 larger, we're not necessarily opposed to that within
11 reason, but with that would become a -- a requirement that
12 there be additional design standards that come along with
13 it. Does that sound right?

14 MR. TOBY MARTIN: I think that would be -- that
15 would be received really well. Because I tried to make
16 that point, that larger signs aren't necessarily going to
17 be more ugly if we do them properly.

18 MS. SILVERMAN: Right.

19 MR. TOBY MARTIN: So I think we'd be very --
20 we'd be really excited about trying to work with you on
21 that.

22 MS. SILVERMAN: But this would just codify what
23 you were trying to say, so it's not something that we're
24 just --

25 MR. TOBY MARTIN: Yeah.

1 MS. SILVERMAN: -- all just sitting here
2 thinking, well.

3 CHAIRMAN KISTNER: It wouldn't be on -- there'd
4 be some -- some detail about what that might be, so that
5 when a proposal came --

6 MS. SILVERMAN: Sure.

7 CHAIRMAN KISTNER: -- that had that --

8 MR. JAGGI: We could -- we could tie in other
9 cities, that's how they formulate their codes, is it has
10 to have materials pulled from the -- from the main
11 building. So if the building has reddish-type brick, then
12 the base of the sign would be reddish-type brick. If it
13 has a blue -- you know, if it has a tan, you know, stucco,
14 then the tan color would be used on the sign.

15 CHAIRMAN KISTNER: Landscaping would be
16 another --

17 MR. JAGGI: We already have that. We do require
18 landscaping.

19 CHAIRMAN KISTNER: Require, but I'm saying --

20 MS. KELLY: An additional --

21 MR. JAGGI: Yeah, we could look at that. Yeah,
22 all those things, we could -- we could certainly look at.

23 MS. SILVERMAN: And even looking at, you know,
24 different districts have different, and I'm not sure if
25 this would really be appropriate, but different districts

1 are looking to have different feels to it, so that sign
2 would add to that.

3 MS. KELLY: Yeah.

4 MR. JAGGI: Uh-huh.

5 MS. KELLY: So we would look at providing
6 different regulations per the recommendations of per -- of
7 the district --

8 MS. SILVERMAN: I don't know that they would
9 be --

10 MS. KELLY: -- like of the Comprehensive Plan.

11 MS. SILVERMAN: -- different regulations, but
12 looking at the Comprehensive Plan to see are there some
13 overarching -- not overarching things that could be pulled
14 out -- but is there like an East Olive Corridor where
15 we're looking for a specific feeling and downtown where
16 we're looking at -- if there -- is there architectural
17 detail or is there something, and I would have to look
18 closer at the plan, I didn't review those right now to
19 see, you know, if that is even something that could be
20 there.

21 MS. KELLY: Yeah, we could look into that based
22 upon the Comprehensive Plan.

23 MR. TOBY MARTIN: Yeah, I'd encourage you to
24 look at, like Teddy said, individually because even though
25 it seems like a big heighth for minimum or maximum, and

1 100 square feet seems large, if that's set so far back, it
2 has so little impact, not only on the motorists, but on
3 everyone driving by. And where it is close to the street,
4 obviously, you don't want it -- it doesn't need to be that
5 big. Where the signage to be read and be observed,
6 doesn't need to be -- the sign doesn't need to be that
7 big.

8 But I do think in terms of quality, I think
9 you'll find that the owners will be very receptive of
10 using high-quality materials and meeting design standards
11 and architectural standards that would be -- that would --
12 always does nothing but positive things for value and
13 esthetic, so.

14 MR. ROVAK: Speaking on the same thing, because
15 what we -- the first part is dealt with building mounted
16 signs and before we got into the pedestal sign. And,
17 really, that is what you see as you're passing a strip
18 center or corner center, and you see those tenants and you
19 see their signs on their buildings.

20 And I think that makes much more impact than
21 that Yellow Pages or telephone directory you see at the
22 pedestal sign.

23 So a lot of, you know, goes into the readability
24 and the contrast and what's available on the tin-finished
25 building signs really might have more impact than that.

1 MR. TOBY MARTIN: You know, I agree with you,
2 Gene, I think it's a good point.

3 I'd encourage you to reach out to these guys and
4 talk to them about what they face every day when they try
5 to attract retailers and what the objections they get
6 because for each center it's different.

7 CHAIRMAN KISTNER: I just, you know, there's a
8 limit to how much signage can do to fix those issues.

9 MR. TOBY MARTIN: I hear you, Beth, and I agree.
10 I would encourage you to talk to the experts because
11 they're in the trenches doing that every day, and they can
12 tell you how much impact that signage really will have.

13 MR. MAGRUDER: You know, I'm looking at your
14 example, it occurs to me this seconds to read message --

15 MR. TOBY MARTIN: Yeah.

16 MR. MAGRUDER: -- wonder if there's some way we
17 could use that information to determine what size of signs
18 and content of signs and location.

19 MR. JAGGI: We can. There's a -- there's some
20 industry publications that provide that level of detail as
21 a guide.

22 I believe the staff looked at that last
23 go-around to set sign requirements, but we can revisit it.

24 MR. MAGRUDER: Would that be useful?

25 CHAIRMAN KISTNER: But the real question is how

1 many 8-inch letters, I mean at -- a 6 or 8-inch letter is
2 very readable, so we could be fine with that, but then if
3 you want to put ten tenants with it, then now you're in
4 100-square foot sign to fit all that.

5 MR. MAGRUDER: I'm not disagreeing with you, I'm
6 saying use this as part of the way to determine, but stay
7 within reasonable limits like -- like you say, you know,
8 you want twenty names and this space is just too many.

9 MR. JAGGI: Well, we can regulate the minimum
10 size of the tenant panel. I mean if we want to. Or we
11 can just leave it at the discretion of the property owner.
12 That's what we've done before. But we -- you can set a
13 standard for a minimum panel size, but.

14 MR. TOBY MARTIN: A proportional kind of thing.

15 MR. JAGGI: Yeah, that's proportional.

16 Now, that's going to mean that your tenants are
17 going to be able to have their name on there, so we're
18 going to kind of get involved with who can -- who can have
19 a sign out there and who can't, based on the size of the
20 sign and the minimum tenant panel size, but, you know,
21 that's something else that we could look at.

22 MR. MAGRUDER: Well, isn't that reality?

23 MR. JAGGI: Right now we don't regulate it, and
24 what we're seeing is a fair number of signs that are full
25 of different names, you know, for the reasons we heard, so

1 I throw it back to you to see what you guys think about
2 that, but.

3 MR. TOBY MARTIN: I think in some cases --

4 CHAIRMAN KISTNER: I think we've taken the
5 conversation about as far as we can tonight.

6 MR. JAGGI: Uh-huh.

7 CHAIRMAN KISTNER: I think we need to go back
8 and have -- get some -- something concrete --

9 MR. JAGGI: Yep.

10 CHAIRMAN KISTNER: -- from the staff and
11 continue the discussion.

12 MR. TOBY MARTIN: And I encourage you to talk
13 to -- to go outside of your ordinary sources and talk to
14 the experts in the industry that are really on the front
15 lines.

16 Jason hears from them all the time. But it
17 would be great if some of you guys would hear from them
18 too.

19 Thank you.

20 We're talking retailers. Yeah.

21 Thank you.

22 MR. LUMLEY: I suggest you continue the public
23 hearing --

24 CHAIRMAN KISTNER: Oh.

25 MR. LUMLEY: -- instead of wrapping it up.

1 CHAIRMAN KISTNER: Do we need a motion to
2 continue?

3 MR. MAGRUDER: I move --

4 MR. LUMLEY: Yeah.

5 CHAIRMAN KISTNER: Yeah.

6 MR. MAGRUDER: I move to continue Application
7 17-018 for text amendments to the sign regulations under
8 Article V [sic] of the Zoning Ordinance to the August 7th,
9 2017 meeting.

10 MR. LUMLEY: With the public hearing open.

11 MR. MAGRUDER: With --

12 MR. LUMLEY: That was my recommendation.

13 CHAIRMAN KISTNER: Leave the public hearing
14 open.

15 MR. MAGRUDER: Okay. Thank you.

16 And leaving the public hearing open.

17 MR. CARNEY: Second.

18 CHAIRMAN KISTNER: All right.

19 You ready for a vote?

20 Mr. Magruder?

21 MR. MAGRUDER: Aye.

22 CHAIRMAN KISTNER: Ms. Silverman?

23 MS. SILVERMAN: Aye.

24 CHAIRMAN KISTNER: Mr. Rovak?

25 MR. ROVAK: Aye.

1 CHAIRMAN KISTNER: Mr. Carney?

2 MR. CARNEY: Aye.

3 CHAIRMAN KISTNER: And the Chair votes aye.

4 (The public hearing was ended at 8:31 p.m.)

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STATE OF MISSOURI)
) SS
COUNTY OF ST. LOUIS)

I, Deborah K. McLaughlin, Registered Professional Reporter, Missouri Certified Court Reporter, Illinois Certified Shorthand Reporter and Kansas Certified Court Reporter, do hereby certify that I reported the Planning and Zoning public hearing stenographically and later reduced to typewriting; and that this is a true and accurate transcript of the public hearing.

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

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

CHAIRMAN KISTNER: [84] DAVID HUTKIN: [2] 28/20 28/23 MR. CARNEY: [10] 2/7 15/13 15/16 51/12 52/4 60/16 61/3 62/13 77/16 78/1 MR. JAGGI: [91] MR. LUMLEY: [10] 2/18 13/15 13/21 13/25 14/3 76/21 76/24 77/3 77/9 77/11 MR. MAGRUDER: [25] 2/10 11/11 13/12 14/5 15/12 20/5 21/10 21/14 21/18 21/21 23/16 23/22 57/13 62/25 67/10 74/12 74/15 74/23 75/4 75/21 77/2 77/5 77/10 77/14 77/20 MR. ROVAK: [11] 2/12 19/24 54/5 54/10 54/24 55/13 55/16 56/6 56/16 73/13 77/24 MR. TED MARTIN: [1] 65/7 MR. TOBY MARTIN: [23] 40/11 49/17 52/3 52/5 52/9 52/15 53/16 56/10 57/8 57/14 58/7 58/11 58/23 70/13 70/18 70/24 72/22 73/25 74/8 74/14 75/13 76/2 76/11 MR. TOM STERN: [4] 59/4 59/7 60/1 60/13 MS. KELLY: [44] 2/23 10/15 10/17 10/19 11/6 12/5 12/8 12/13 12/21 12/24 13/1 13/14 32/23 33/1 33/3 33/25 34/2 34/6 34/25 35/11 35/15 35/18 35/22 36/7 54/12 54/15 55/8 55/14 59/3 61/1 61/4 61/24 62/5 62/8 65/3 68/16 68/20 69/5 69/21 71/19 72/2 72/4 72/9 72/20 MS. SILVERMAN: [26] 2/14 14/18 14/21 20/4 53/12 53/23 61/25 62/7	67/19 68/2 68/4 68/14 68/19 69/2 69/18 69/22 70/1 70/7 70/17 70/21 70/25 71/5 71/22 72/7 72/10 77/22 MS. STUTTE: [1] 3/1 VOICE: [2] 3/7 39/12 \$ \$12,000 [1] 44/6 \$200 [2] 43/16 43/23 \$28,000 [2] 43/24 44/4 \$800 [1] 43/18 0 018 [3] 1/9 3/6 77/7 022 [1] 3/4 1 10 [4] 22/13 44/5 51/20 62/10 10 acres [1] 24/23 10 feet [7] 16/13 17/10 18/25 20/25 28/7 47/19 60/24 10 percent [2] 43/23 44/2 100 [3] 23/10 23/21 36/18 100 feet [2] 16/23 19/1 100 square [5] 22/16 29/25 54/7 54/13 73/1 100,000 square [1] 66/9 100-plus [1] 26/7 100-square [2] 50/16 75/4 1199 [1] 1/22 12 [5] 22/16 44/23 51/20 52/14 52/14 12 feet [13] 22/11 22/19 23/8 23/14 23/21 51/17 52/1 52/25 54/1 55/10 57/2 61/17 62/10 12-foot [3] 52/7 52/8 53/1 131 [1] 26/5 1400 [1] 43/16 1400 square [1] 43/22 15 [1] 23/9 15 feet [2] 22/12 28/7 15 square [1]	20/24 150 [1] 17/11 150 feet [4] 16/15 16/20 19/1 23/10 16 feet [1] 26/5 17 [1] 1/4 17-018 [3] 1/9 3/6 77/7 17-022 [1] 3/4 17th [1] 2/5 1997 [1] 59/13 2 2 acres [2] 19/5 24/13 2 feet [2] 19/10 20/19 20-plus [1] 65/10 200 feet [1] 16/10 2009 [1] 65/11 2012 [7] 5/4 17/3 25/9 25/18 33/5 54/16 61/18 2015 [1] 5/16 2017 [2] 1/4 77/9 2030 [1] 7/18 250 feet [1] 59/20 270 [1] 23/4 3 3 acres [2] 18/12 18/12 30 [2] 18/17 61/6 30 square [3] 18/22 53/4 59/24 30,000 [1] 18/12 30,000 square [2] 18/11 19/4 30-foot [1] 16/9 30-square [2] 16/11 24/13 300 [3] 1/3 18/14 26/25 314 [2] 1/21 1/22 35 [1] 20/18 35-square [1] 48/21 4 40 [4] 44/5 55/11 55/12 57/2 40 feet [1] 57/5 40 square [10] 19/9 19/11 19/23 22/11 23/8 23/15 23/20 32/12 52/25 69/8 40-plus [1] 44/25 40-square [1] 59/21 45 miles [3] 45/9 57/18 57/22 4772 [1] 1/21	5 5 acres [5] 20/17 20/23 21/11 22/9 29/24 5 feet [2] 17/10 19/21 5,000 feet [1] 59/24 5-plus [1] 22/8 50 [2] 39/5 66/8 50 feet [1] 16/22 50 percent [11] 7/5 7/13 17/8 19/13 21/1 22/20 32/18 38/21 38/23 39/9 44/5 50 square [1] 20/24 50-foot [1] 48/19 6 6 feet [5] 18/23 19/12 44/23 53/4 61/6 6-inch [3] 57/10 58/6 64/23 60 square [1] 32/14 60,000 feet [2] 59/14 59/18 60-square [1] 68/25 63128 [1] 1/22 6:30 [1] 1/5 7 7 acres [1] 59/18 7 feet [1] 19/20 7.1 [1] 23/6 75 [1] 17/11 7th [1] 77/8 8 8-inch [2] 75/1 75/1 80 square [1] 69/1 8:31 p.m [1] 78/4 9 974-1199 [1] 1/22 A a side [1] 8/23 a very [1] 57/12 ability [5] 17/7 39/19 48/18 57/17 67/4 able [12] 19/14 27/18 36/16 43/12 50/23 52/18 52/19 58/5 58/19 66/16 66/17 75/17 about [34] 14/1 19/20 40/15 40/23	40/24 41/19 41/24 42/3 43/4 46/11 51/7 54/8 57/13 58/19 59/12 61/ 61/13 62/2 62/2 63/2 63/2 64/17 65/20 66/3 66/2 66/23 67/21 67/ 68/6 70/20 71/4 74/4 76/1 76/5 above [1] 12/14 absent [2] 2/9 2/16 access [5] 7/1 24/6 29/10 37/2 38/4 accurate [1] 79/10 achieve [3] 41/ 57/13 57/17 acknowledge [1] 26/1 acknowledges [1] 8/6 acquired [1] 59/12 acres [16] 18/1 18/12 19/5 20/1 20/17 20/23 20/ 21/11 22/8 22/9 23/7 24/12 24/1 24/23 29/24 59/ across [2] 21/1 24/10 actual [3] 37/1 68/18 69/10 actually [4] 5/ 16/6 35/12 44/2 add [6] 21/17 33/1 33/4 34/9 52/21 72/2 adding [1] 69/1 addition [1] 8/ additional [12] 8/23 14/7 25/13 37/3 37/5 38/14 39/3 39/7 44/4 51/25 70/12 71/ address [6] 46/ 47/10 49/21 61/ 62/4 63/8 addressing [2] 69/20 69/20 adjusted [1] 17 administered [1] 18/2 administrative [1] 18/5 Administrator [1] 16/21 advertise [4] 22/19 36/3 36/1 37/12 after [1] 65/16 again [23] 5/15 5/24 9/14 9/22
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Attachment: Public Hearing Transcripts P&Z 071717 Application No 17-018 (#17-018: Sign Regulations Text Amendments)

(14) typically, which

W which... [8] 29/11 48/5 49/8 59/10 59/18 59/23 69/7 69/9 while [2] 33/11 66/11 Whitney [4] 1/15 11/25 36/22 37/10 Whitney's [1] 56/14 whizzing [2] 44/17 55/22 who [8] 10/8 11/25 12/12 42/20 49/21 75/18 75/18 75/19 who's [2] 3/16 66/17 whoever [2] 10/24 10/25 whole [2] 48/20 50/7 wholesale [1] 4/5 why [9] 17/16 25/17 30/10 36/18 57/6 62/15 62/19 64/19 65/13 wide [3] 19/21 56/20 63/23 wider [1] 65/19 width [2] 29/3 51/24 widths [2] 28/5 47/20 wife [1] 42/11 will [12] 2/16 17/7 28/22 29/24 43/18 44/12 46/19 46/20 56/2 65/11 73/9 74/12 willing [1] 4/17 win [2] 55/20 55/20 win/win [1] 55/20 within [12] 6/3 7/19 8/22 13/4 16/13 33/18 35/13 36/1 62/13 69/11 70/10 75/7 without [3] 51/25 62/3 62/4 wonder [3] 64/3 68/5 74/16 wondering [1] 54/25 word [2] 63/15 63/16 work [8] 4/25 32/16 48/17 49/2 49/2 51/3 55/1 70/20 working [1] 48/16 world [3] 41/17 59/15 65/13	worse [1] 41/10 worthy [1] 4/22 would [117] wouldn't [2] 32/5 71/3 Wow [1] 13/13 wrap [1] 29/18 wrapping [1] 76/25 written [3] 14/17 39/8 39/23 Y yeah [39] 8/6 10/13 13/15 14/3 14/21 20/1 20/2 20/10 21/6 21/19 28/15 28/25 33/1 33/2 34/23 35/2 35/22 38/22 39/14 52/16 53/15 54/18 56/11 56/17 61/4 62/9 63/7 63/9 70/25 71/21 71/21 72/3 72/21 72/23 74/15 75/15 76/20 77/4 77/5 year [2] 44/8 44/8 years [8] 5/3 5/11 5/12 36/10 40/23 41/12 42/13 65/10 Yellow [1] 73/21 Yep [1] 76/9 yes [14] 10/1 10/6 10/10 10/18 12/5 14/12 15/16 23/20 36/8 36/8 52/9 54/10 68/4 70/8 yet [1] 64/24 yields [1] 43/24 you [298] you'd [5] 3/14 22/7 27/7 27/21 57/6 you'll [1] 73/9 you're [47] 10/21 11/13 12/14 15/3 15/3 16/17 18/15 21/10 21/25 22/5 23/4 26/6 26/12 26/18 27/4 27/14 30/18 30/20 32/21 34/15 45/4 45/5 45/8 45/8 45/9 47/25 47/25 48/3 48/4 48/4 52/20 53/7 53/21 54/3 55/2 57/5 57/6 58/5 63/22 65/4 66/7 66/13 66/14 66/15 69/24 73/17 75/3 you're kind [1]	26/6 you've [3] 49/1 60/4 66/12 your [19] 4/16 18/10 24/2 28/10 28/10 28/21 31/19 34/15 44/18 45/6 45/8 45/11 49/11 50/15 51/22 55/24 74/13 75/16 76/13 yours [1] 49/6 Z ZONING [8] 1/1 2/5 16/21 17/21 54/19 69/9 77/8 79/8		
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(15) which ZONING



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
#17-024: AMENDMENT TO THE MASTER SIGN PLAN FOR MERCY
MEDICAL CAMPUS AT 615 S NEW BALLAS ROAD TO ALLOW FOR
A 155 SQUARE FOOT “MERCY KIDS” SIGN

FOR THE MEETING OF: Monday, August 21, 2017, 6:30 PM.

LOCATION: 615 S. New Ballas. Zoned PH Planned Hospital District

REQUEST: Bill Behrens, of Warren Sign Company, on behalf of Mercy Hospital, has submitted an application for an amendment to the Master Sign Plan for the Mercy campus at 615 S. New Ballas Road, in the PH-Planned Hospital Zoning District to allow for an additional 155 square foot wall sign on the Children's Hospital Building. Section 405.950(J) Master Signage Plans allows as an alternative to what would otherwise be allowed, a comprehensive plan of signage subject to the recommendation of the Planning and Zoning Commission and approval by the City Council. A master sign plan for the campus was originally approved in 2005 and last revised by Ordinance 5276 on September 24, 2012.

ADDITIONAL INFORMATION: Section 405.950(J) Master Signage Plans allows for consideration of a comprehensive plan of signage subject to the recommendation of the Planning and Zoning Commission and approval of the City Council. The primary expectations for any master sign plan are that it will increase public convenience by providing better direction information and that the signs will do so with a well-designed, coordinated appearance throughout the campus. Without the Master Sign Plan provision the maximum wall sign allowed for this use would be one wall sign with a maximum sign area of 80 square feet.

Key Issues:

- Does the request further the goals and/or implement the Comprehensive Plan?
- Does the request follow the Design Guidelines?
- Consistency in design, materials, and siting
- Visual clutter
- Protection of pedestrian and vehicular traffic safety from the proliferation of signs.

Creve Coeur 2030 Comp. Plan References

- Campus (CP) Place Type
- Design Guidelines

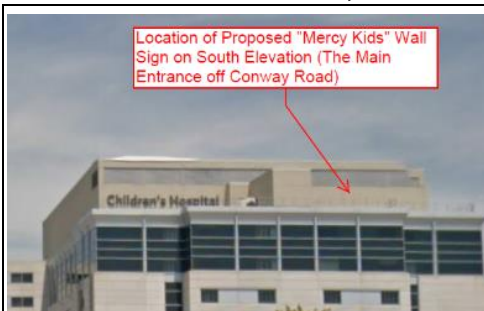
Zoning Code References

- Section 405.310: PH-Planned Hospital District
- Article VIII Sign Regulations
- 405.950.6 Master Signage Plans
- Section 405.1080: Site Concept, Site Development And Minor Site Plan Approval

APPLICANT: Terry Herbert
Executive Director, Community Relations
Mercy
615 S. New Ballas Road, Suite 5018
Creve Coeur, MO 63141

**APPLICANT'S
REPRESENTATIVE:**

Bill Behrens
Warren Sign Co.
2955 Arnold Tenbrook Road
Arnold, MO 63010



Location of Proposed "Mercy Kids" Wall Sign on South Elevation (The Main Entrance off Conway Road)



LIF-42W ILLUMINATED LETTERSET - (155.0 SQ. FT.)

QTY: 1

REPORT PREPARED BY: Whitney Kelly, AICP, City Planner
DATE: August 14, 2017
ATTACHMENTS: Applicant's Materials received June 29, 2017
Draft Ordinance
Ordinance No. 5276

BACKGROUND AND MASTER SIGN PLAN PROPOSAL

The Mercy Campus received approval for the last Master Sign Plan in 2012. As part of that plan, the Ordinance authorized a sign on the Children's Hospital Building with a sign area of 144 square feet. The proposal is to amend that plan to allow for a second wall sign on the same façade as the existing building with a sign area of 155 square feet to allow for the branded sign of "Mercy Kids". The stated reason for the additional sign is that Mercy Kids is a separate business entity from Mercy and has their own branding as depicted in the proposed logo artwork provided here. The Children's Hospital is considered a hospital within a hospital and the branding should reflect the business operations in that tower.



Figure 1: Sign area location and proposed sign area for the Children's Hospital sign authorized with Ordinance 5276

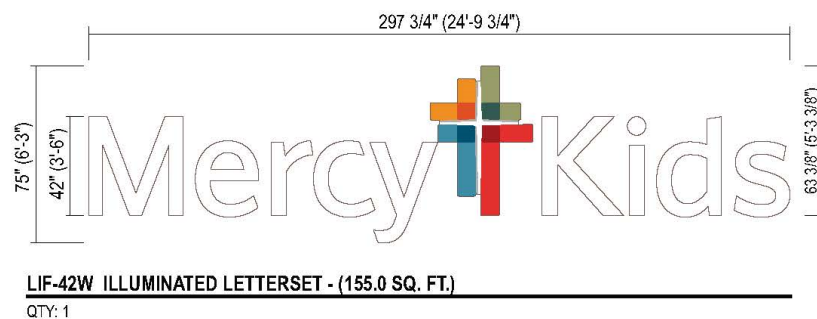


Figure 2: proposed additional sign area.

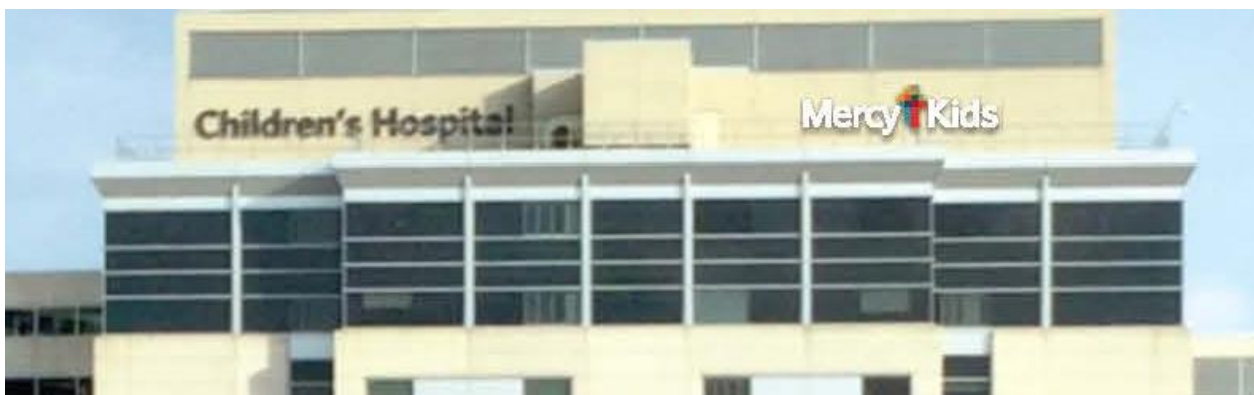


Figure 3: Close-up of the proposed additional sign location adjacent to the existing Children's Hospital sign

The previously approved signs reviewed as part of the master sign plan were well-designed in similar style and use of materials and limited to within the campus and away from the residential areas. The existing Children's Hospital sign was coordinated with the adjacent building with similar design and size as the Heart Hospital, and the large Mercy logo sign between the two. The existing Mercy logo sign is 304 square feet of sign area and the Heart Hospital sign was approved at 108 square feet of sign area.



Figure 4: Applicant's Sign Perspective of the proposed Mercy Kids logo, with the Children's Hospital, Heart Hospital and Mercy signs.

The design of the "Children's Hospital" and "Heart Hospital" sign were intended to be consistent with all of the other buildings signs throughout the Mercy Campus.

The adjacent zoning and land uses are as follows:

Direction	Use	Zoning District	Separated by
North	Main hospital campus	PH-Planned Hospital	Conway Road
South	Office Buildings	Town & Country zoning	N/A
East	Single Family Residential	Village of Westwood	N. New Ballas Road
West	Covenant Theological Seminary; Single Family Residential	HE-Higher Education District; A Single-Family Residential	I-270

COMPREHENSIVE PLAN REVIEW

The Mercy Campus is within the Campus (CP) Place Type of the *Creve Coeur 2030* Plan, with a vision for the development of large, multi-building office structures, institutional facilities, research building and healthcare facilities, deeply setback from site edges and surrounded by beautiful landscape buffers.

The Design Guidelines offer further recommendations in reviewing signs, by recommending that sign plans include a consistency of materials, siting, and design. Specifically, all signs are to be architecturally integrated and complement their surroundings in terms of size, shape, color, texture and lighting. Signs are to complement the overall design of the building and are not to be designed to be in visual competition with other signs in the area. New signs proposed for existing buildings should provide a compatible appearance with other building signage. Where no sign program exists there should be an attempt to bring in a unifying element (such as size). (Chapter 5, page 17).

The proposal is generally consistent with these recommendations; with the exception of the placement. The new sign would create a condition where two signs would be placed on one tower; which deviates from the current sense of balance of the signage.

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.

Under general standards of Signs in Non-Residential Districts, wall signs are allowed for multi-floor buildings under Section 405.950(D) provides for each freestanding, single or multi-tenant office building of three (3) or more floors of leasable space may have one (1) attached sign affixed parallel to the building, with a sign area of up to fifty (50) square feet for a three-story building, with an additional ten (10) square feet of sign area allowed for each additional floor over three (3), up to a maximum of one hundred fifty (150) square feet. One (1) additional attached sign may be permitted, subject to the same size limitations, where the building faces two (2) or more public streets and is not separated from the streets by any other building. Therefore, for a 6 story office building the maximum sign area allowed is 80 square feet.

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. All signs shall be in scale and harmonious with the development and provide an overall design theme throughout the campus in a comprehensive manner. The prior plan authorized much larger and a greater number of wall signs and ground signs throughout the campus due to the unique nature of a hospital setting. However, such deviations should be reasonable and in keeping with the overall intent of the code. Staff has some concerns with the placement of the additional Mercy Kids sign on the same elevation as the existing Children's Hospital sign. This would allow two signs on the same elevation which the City seeks to avoid in most cases. As an alternative, Staff has suggested to the applicant that reworking the existing sign to include the "Mercy Kids" content within the prior sign area, would maintain the balance of the signs and would limit the number of separate areas of signage on the tower. This option would also avoid amending the Master Sign Plan, since the City cannot regulate the content of signs. Another option is to allow an increase in the sign area for the Children's Hospital Tower to allow the Mercy Kids sign to be incorporated as part of the existing Children's Hospital sign within the same location. Staff would recommend either of these options which would be consistent with the intent of the City's Sign Regulations. Nonetheless, if the Commission finds that the additional sign is warranted due to the unique nature of the medical complex, the Master Sign Plan process allows for such discretion.

FORM OF THE DRAFT ORDINANCE

Should the Commission find Mercy's reasoning for a fourth sign on this building, attached is a draft ordinance that contains the following customary conditions:

- Ordinance 5276 shall be amended to allow for an additional 155 square foot "Mercy Kid's" wall sign as proposed in the Applicant's Materials submitted June 29, 2017.
- The Applicant shall submit sign permit and/or building permit applications for the proposed sign.
- The Applicant shall follow the Master Signage Plan received August 10, 2012 and as amended, 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.

CONCLUSION AND ACTION

If the Planning and Zoning Commission finds that the Master Sign Plan proposal for the additional "Mercy Kids" Hospital is consistent with the purpose and requirements of Article VIII, a recommendation to the City Council for approval is necessary. Action on the proposal will come in the form of a recommendation of approval, approval with conditions, or denial. The following is an example of an appropriate motion for this application:

"I move to recommend approval of the amendment to the Master Signage Plan for the Mercy Campus, as submitted with Application #17-024, subject to the conditions contained in the draft ordinance attached to the staff report for the meeting of August 21, 2017" (conditions may be added, eliminated, or modified by preceding motion).

APPENDIX 1: COMPREHENSIVE PLAN, INCLUDING DESIGN GUIDELINES

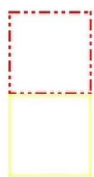
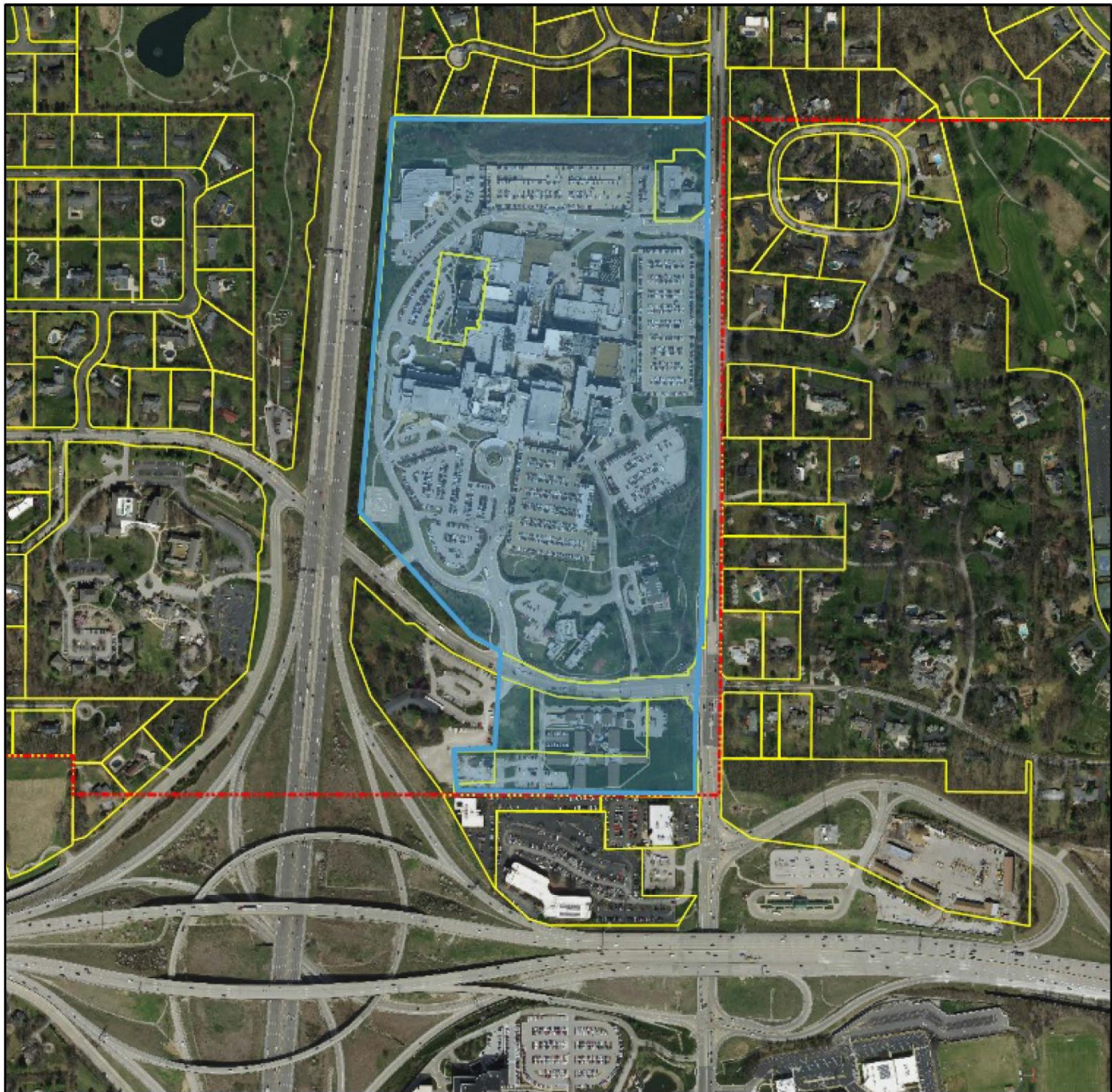
Included and attached by reference. See body of report for specific excerpts.

APPENDIX 2: ZONING CODE

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

APPENDIX 3: AERIAL PHOTO

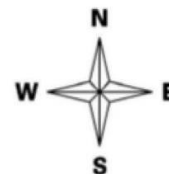
Mercy Hospital, 615 S. New Ballas Road



City Limits

Parcels

January 23, 2017



Prepared By

HORNER SHIFRIN

Attachment: 17-024.Staff Report (17-024: Mercy Master Sign Plan Amendment)

BILL NO. _____

ORDINANCE NO. _____

**AN ORDINANCE AMENDING ORDINANCE NUMBER 5276 AND AUTHORIZING AN
ADDITIONAL 155 SQUARE FOOT “MERCY KIDS” WALL SIGN ON THE SOUTH
ELEVATION OF THE CHILDRENS HOSPITAL**

WHEREAS, an application was submitted by Bill Behrens, of Warren Sign Company, on behalf of Mercy Hospital, for an amendment to the Master Sign Plan for the Mercy campus at 615 S. New Ballas Road as authorized in Ordinance Number 5276, in the PH-Planned Hospital Zoning District to allow for an additional 155 square foot wall sign on the Children's Hospital Building; and

WHEREAS, City Council approved Ordinance Number 5276 on September 24, 2012 authorizing as an alternative to what would otherwise be allowed, a comprehensive plan of signage for the Mercy Campus pursuant to Section 405.950.J of the City of Creve Coeur's Code of Ordinances; and

WHEREAS, all new or altered signage on the campus shall not substantively depart from the Master Sign Plan, unless approved by the City of Creve Coeur based upon the recommendation of the Planning and Zoning Commission.

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 August 21, 2017, beginning at 6:30 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 amendment at its meeting on August 21, 2017; 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 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 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.

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

Section 1: Ordinance No. 5276 is hereby amended to authorize an additional 155 square foot “Mercy Kid’s” wall sign as proposed in the Applicant’s Materials submitted June 29, 2017. The Applicant shall submit sign permit application with structural engineering information showing that it meets with the Building Code for wind and show loads for the proposed sign. The Applicant shall follow the Master Signage Plan received August 10, 2012 and as amended, 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. All other conditions of Ordinance No. 5276 remain in effect.

Attachment: 17-024: Draft Ordinance (17-024: Mercy Master Sign Plan Amendment)

BILL NO. _____

ORDINANCE NO. _____

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

ADOPTED THIS ____ DAY OF _____, 2017.

DR. ROBERT HOFFMAN
PRESIDENT OF CITY COUNCIL

APPROVED THIS ____ DAY OF _____, 2017.

BARRY GLANTZ
MAYOR

ATTEST:

DEBORAH RYAN, MPCC
CITY CLERK

Attachment: 17-024: Draft Ordinance (17-024: Mercy Master Sign Plan Amendment)

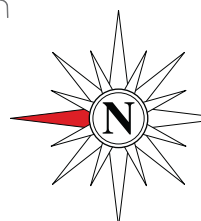
**MERCY HOSPITAL
615 S. NEW BALLAS ROAD
CREVE COEUR, MO 63141**

AMEND 2012 SIGN PLAN FOR THE FOLLOWING REASONS:

Mercy Kids is a separate business entity from Mercy and has their own branding as depicted in the proposed logo artwork provided here. The Children's Hospital is considered a hospital within a hospital and the branding should reflect the business operations in that tower.

Our patients and their families often ask where our Children's Hospital is. A number of them have asked about whether we were going to add the logo to the side of the building to make it easier to locate.

For these reason, we kindly request that the City of Creve Coeur approve our sign plan amendment request to add "Mercy Kids" to the Children's Hospital tower elevation.



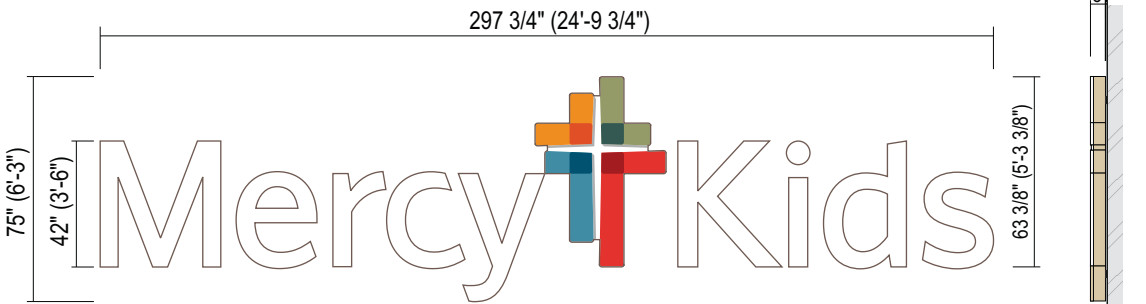
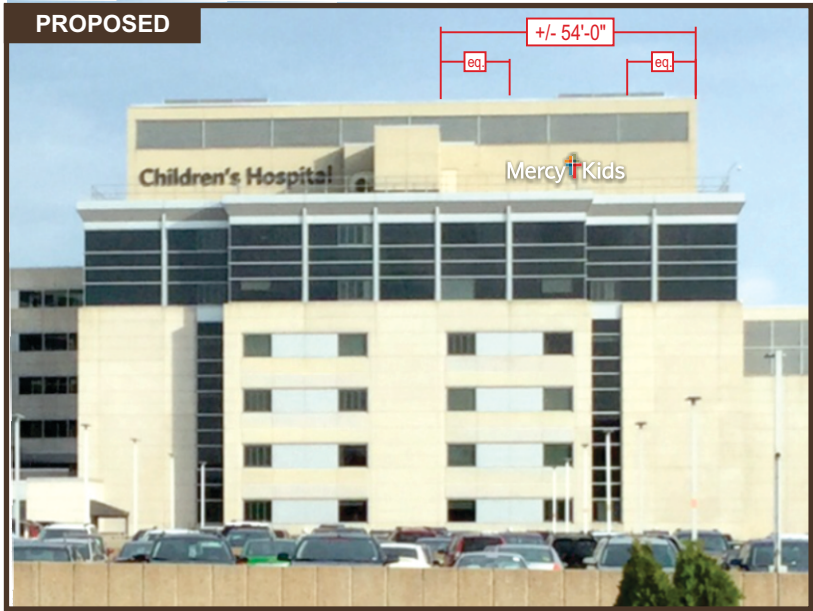
Rev #:	Req#:	Date:	Req. By:	Drawn By:	Revision Description:	Drawings are the exclusive property of ICON., Any unauthorized use or duplication is not per				
Original	204214	02/05/15	FS	KP						
Rev 1	204561	02/11/15	FS	KWK	Changed to 42"	Rev #:	Req#:	Date:	Req. By:	Dr
Rev 2	242747	12/01/16	FS	KP	See request	Rev 7	000000	00/00/00	XXX	2
Rev 3	244463	01/19/17	FS	KP	See request	Rev 8	000000	00/00/00	XXX	2
Rev 4	000000	00/00/00	XXX	XXX		Rev 9	000000	00/00/00	XXX	2
Rev 5	000000	00/00/00	XXX	XXX		Rev 10	000			
Rev 6	000000	00/00/00	XXX	XXX						

Packet Pg. 17



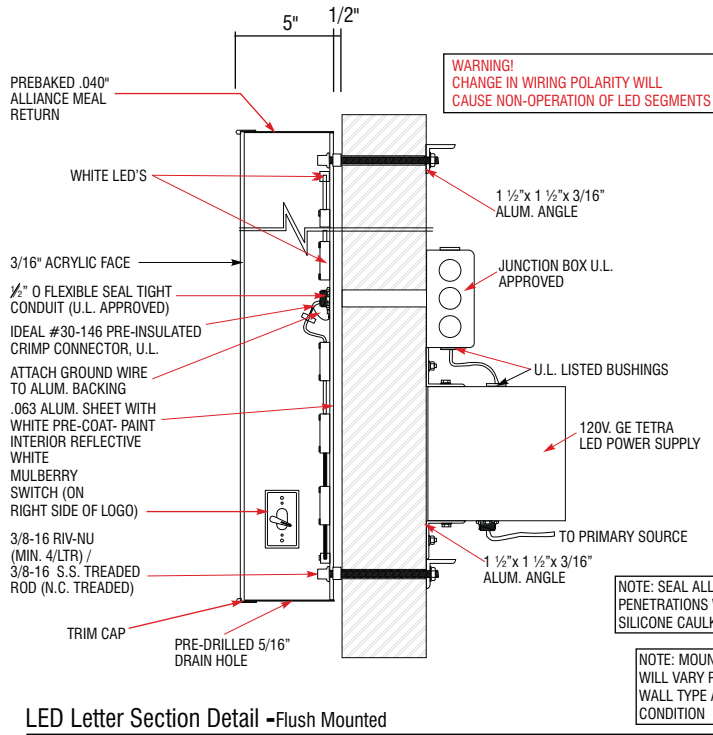
Mercy Kids

Packet Pg. 174



LIF-42W ILLUMINATED LETTERSET - (155.0 SQ. FT.) **SIDE VIEW**

QTY: 1 SCALE: 3/16"=1'
 COPY: BRONZE #313 TRIM CAP, RETURNS: MERCY CHAMPAGNE (SW EN1380)
 CROSS: WHITE TRIM CAP, RETURNS: MERCY CHAMPAGNE (SW EN1380)



LED Letter Section Detail -Flush Mounted
 SCALE: N.T.S.

WALL TYPE	CMU, BRICK	PRE-CAST CONCRETE
SECTION		
ANCHOR TYPE	ø1/2" SLEEVE ANCHOR (ø3/8" BOLT), 2" MIN. EMBEDMENT	ø3/8" EXPANSION ANCHOR, 2 1/2" MIN. EMBEDMENT

WALL TYPE	WOOD, CONCRETE BLOCK, EIFS WALL SYSTEMS	EIFS WALL W/ FOAM INSULATION	GLASS MATTIE SHEATHING, PLYWK
SECTION			
ANCHOR TYPE	ø3/8" TREADED ROD	ø3/8" TREADED ROD W/ ALUMINUM OR PVC COMPRESSION SLEEVE	ø3/8" TOGGLE BO (WING OR PIVOT R)

MOUNTING OPTIONS SCALE: N



Drawing prepared by:

SIGN 104

Drawing prepared for:

Location: 615 S. New Ballas Road
 St. Louis, MO. 63141
 File Path: Active\ACCOUNTS\MMercy Health System\Locations\3566_003_St. Louis MO letterset_R3

Proj #: 3566
 Loc #: 003

Rev #:	Req#:	Date:	Req. By:	Drawn By:	Revision Description:	Drawings are the exclusive property of ICON. Any unauthorized use or duplication is not per			
Original	204214	02/05/15	FS	KP					
Rev 1	204561	02/11/15	FS	KWK	Changed to 42"				
Rev 2	242747	12/01/16	FS	KP	See request				
Rev 3	244463	01/19/17	FS	KP	See request				
Rev 4	000000	00/00/00	XXX	XXX					
Rev 5	000000	00/00/00	XXX	XXX					
Rev 6	000000	00/00/00	XXX	XXX					

Rev #:	Req#:	Date:	Req. By:	Drawn By:
Rev 7	000000	00/00/00	XXX	XXX
Rev 8	000000	00/00/00	XXX	XXX
Rev 9	000000	00/00/00	XXX	XXX
Rev 10	000000	00/00/00	XXX	XXX

Attachment: Applicant's Materials submitted June 29, 2017 (17-024: Mercy Master Sign Plan Amendment)



Drawing prepared by:

SIGN 104 PERSPECTIVE

Drawing prepared for:



Location: 615 S. New Ballas Road
St. Louis, MO. 63141
File Path: Active\ACCOUNTS\MMercy Health System\Locations\3566_003_St. Louis MO letterset_R3

Proj #: 3566
Loc #: 003



Rev #:	Req#:	Date:	Req. By:	Drawn By:	Revision Description:	Drawings are the exclusive property of ICON. Any unauthorized use or duplication is not per				
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Rev 1	204561	02/11/15	FS	KWK	Changed to 42"		Rev 7	000000	00/00/00	XXX
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Rev 3	244463	01/19/17	FS	KP	See request		Rev 9	000000	00/00/00	XXX
Rev 4	000000	00/00/00	XXX	XXX			Rev 10	000000	00/00/00	XXX
Rev 5	000000	00/00/00	XXX	XXX						
Rev 6	000000	00/00/00	XXX	XXX						

Concept Photo



Attachment: Applicant's Materials submitted June 29, 2017 (17-024: Mercy Master

40'-3"

3'-6"

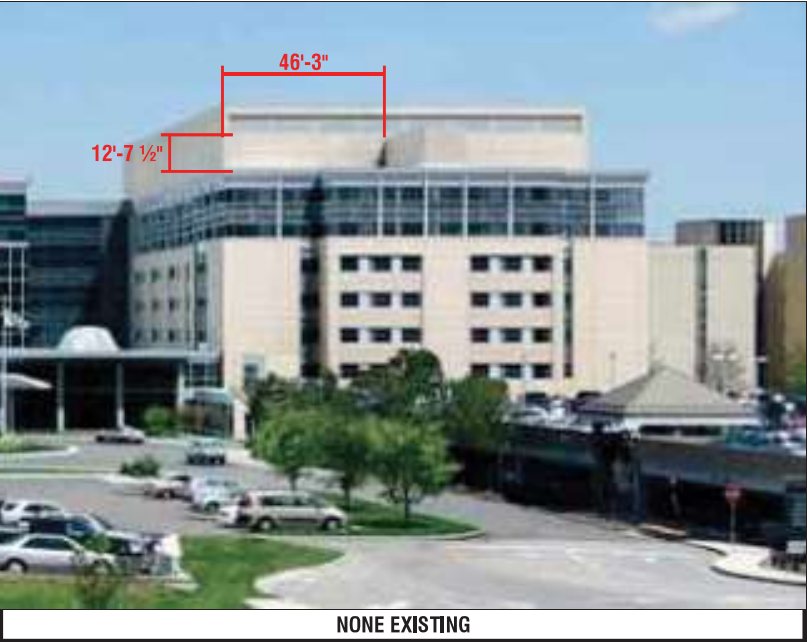
Children's Hospital

CUSTOM 42" DAY/NIGHT CHANNEL LETTERS - FACE LIT

COPY: BRONZE #313 TRIM CAP, RETURNS: MERCY CHAMPAGNE (SW En1380) SCALE: 1/8"=1'-0"

NEW ELECTRICAL WORK REQUIRED. FIELD VERIFY AVAILABLE CIRCUITS AND ACCESS PRIOR TO FABRICATION.

Approved Sign #104
from 2012 Sign Plan





Location of Proposed "Mercy Kids" Wall Sign on South Elevation (The Main Entrance off Conway Road)



Mercy Hospital St. Louis: Emergency Room

Location of Proposed "Mercy Kids" Wall Sign on the South Elevation

7.1.c

Attachment: Applicant's Materials submitted June 29, 2017 (17-024: Mercy Master

BILL NO. 5388ORDINANCE NO. 5276

**AN ORDINANCE REPEALING ORDINANCE NUMBERS 3041 AND 5095, AND
APPROVING A NEW MASTER SIGN PLAN FOR THE MERCY CAMPUS LOCATED AT 615
S. NEW BALLAS ROAD AND ZONED "PH" PLANNED HOSPITAL DISTRICT**

WHEREAS, Bill Behrens, of Warren Sign Company, on behalf of Mercy Hospital, has submitted an application for a new Master Sign Plan for the campus at 615 S. New Ballas Olive, 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 entire development including all existing and proposed signage as demonstrated in the Plan received August 10, 2012 and attached as Exhibit 1; and

WHEREAS, a master sign plan for the campus was originally approved by Ordinance No. 3041 on February 14, 2005 and amended by Ordinance No. 5095 on August 10, 2009; 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 September 4, 2012, 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, the Planning and Zoning Commission reviewed and, by 5-0 vote, recommended approval of the conditional use permit, subject to the conditions contained herein, at its meeting on September 4, 2012; 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.

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

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

SECTION 1: Ordinance No. 3041 and Ordinance No. 5095 are hereby repealed.

SECTION 2: A Master Sign Plan is approved for the Mercy Hospital campus at 615 S. New Ballas, in the "PH" Planned Hospital zoning district whose legal description is as follows:

Attachment: Ordinance No. 5276 (17-024: Mercy Master Sign Plan Amendment)

BILL NO. 5388ORDINANCE NO. 5276

A tract of land being part of the Northwest Quarter of Section 15, Township 45 North, Range 5 East St. Louis County, Missouri and being part of a larger tract conveyed to St. John's Hospital by a Deed recorded in Deed Book 4198 page 544, dated the 20th day of November, 1959, and being described as follows:

Beginning at the Southeast corner of Lot 17 Sackston Woods, a subdivision filed for record in Plat Book 53 page 15 of the St. Louis county land records, said point also being on the North line of Section 15 as previously described; thence South 00 degrees 17 minutes 23 seconds West along the Western Right of Way of State Highway JJ (also known as Ballas road) a distance of 1948.90 feet to a point; thence South 04 degrees 06 minutes 14 seconds East a distance of 150.33 feet to a point; thence South 00 degrees 17 minutes 23 seconds West a distance of 180.02 feet to a point; thence South 45 degrees 44 minutes 49 seconds West a distance of 74.41 feet to a point on the Northern Right of Way line of Conway Road; thence leaving said State Highway JJ South 86 degrees 40 minutes 24 seconds West along the Northern Right of Way line of Conway Road a distance of 309.41 feet to a point; thence South 03 degrees 19 minutes 36 seconds East a distance of 10.00 feet to a point; thence North 86 degrees 44 minutes 23 seconds West a distance of 133.17 feet to a point; thence North 82 degrees 15 minutes 37 seconds West a distance of 126.95 feet to a point; thence North 49 degrees 47 minutes 04 seconds West a distance of 103.54 feet to a point; thence North 71 degrees 35 minutes 09 seconds West a distance of 71.15 feet to a point; thence North 66 degrees 18 minutes 46 seconds West a distance of 165.61 feet to a point; hence North 48 degrees 41 minutes 22 seconds West a distance of 205.70 feet to a found iron pin; thence North 39 degrees 57 minutes 17 seconds West a distance of 228.02 feet to a found iron pin; thence North 47 degrees 30 minutes 53 seconds West a distance of 303.12 feet to a point on the Eastern Right of Way line of interstate Highway I@270 (also known as 244); thence leaving the Northern Line of said Conway Road North 04 degrees 44 minutes 05 seconds East along said Eastern Right of Way line a distance of 1687.62 feet to a point, said point to be hereafter known as point "A" and being on the Southern line of Sackston Woods Plat 2 a subdivision filed for record in Plat Book 100 page 80 of the St. Louis County Land Records; thence leaving said Eastern Right of Way line South 89 degrees 50 minutes 00 seconds East a distance of 1325.29 feet to the point of beginning and containing 70.32 Acres

Less and Excepting a tract of land being part of the previously described larger tract and commencing at point "A" as previously described; thence South 04 degrees 44 minutes 05 seconds West along the Eastern Right of way line a distance of 534.95 feet; thence leaving said Right of Way line South 81 degrees 43 minutes 15 seconds East a distance of 244.80 feet to the point of beginning of the tract excepted; thence continuing South 81 degrees 43 minutes 15 seconds East a distance of 202.16 feet to a point on the Western wall of the Existing Hospital Building; thence South 08 degrees 09 minutes 44 seconds West along said Wall a distance of 51.07 feet; thence North 82 degrees 09 minutes 01 seconds West a distance of 15.34 feet; thence South 08 degrees 00 minutes 53 seconds West a distance of 27.32 feet to a point on a Party wall; thence South 82 degrees 08 minutes 49 seconds East along said Party wall a distance of 17.16

feet to a point; thence South 08 degrees 09 minutes 53 seconds West 32.96 feet to a point; thence North 86 degrees 28 minutes 35 seconds West a distance of 3.70 feet; thence South 08 degrees 06 minutes 32 seconds West a distance of 22.65 feet to a point; thence South 81 degrees 54 minutes 24 seconds East a distance of 3.72 feet to a point; thence South 07 degrees 54 minutes 53 seconds West a distance of 31.85 feet to a point; thence South 81 degrees 53 minutes 15 seconds East a distance of 2.45 feet to a point; thence South 08

Attachment: Ordinance No. 5276 (17-024: Mercy Master Sign Plan Amendment)

BILL NO. 5388ORDINANCE NO. 5276

degrees 06 minutes 45 seconds West a distance of 84.18 feet; thence North 81 degrees 55 minutes 58 seconds West a distance of 9.61 feet to a point; thence South 08 degrees 16 minutes 37 seconds West a distance of 27.98 feet to a point; thence South 81 degrees 37 minutes 30 seconds East a distance of 9.69 feet to a point; thence South 08 degrees 06 minutes 45 seconds West a distance of 15.96 feet to a point; thence North 81 degrees 40 minutes 49 seconds West a distance of 49.76 feet; thence leaving said Party wall and continuing on the Western wall of the Existing Hospital Building South 08 degrees 02 minutes 33 seconds West a distance of 78.57 feet to a corner of said Building; thence leaving said Building North 81 degrees 58 minutes 04 seconds West a distance of 156.35 feet to a point; thence North 08 degrees 01 minutes 52 seconds East a distance of 373.51 feet to the point of beginning and containing 71,712 square feet.

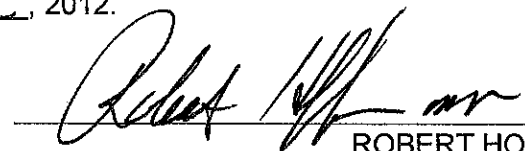
Subject to Easements Restrictions and Covenants of record if any

SECTION 3: Such approval of the Master Signage Plan for the Mercy campus shall be subject to the following conditions:

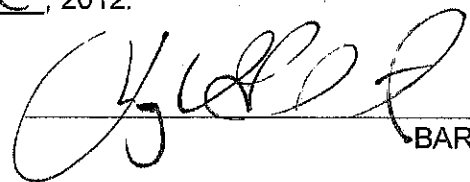
1. The applicant shall submit sign permit and/or building permit applications for proposed signs referred to in the Master Sign Plan that currently do not possess a sign permit.
2. The applicant shall follow the Master Signage Plan received August 10, 2012 for all new or altered signage on the campus, 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. Incidental signage shown within the plan does not require a permit.
4. No additional permanent signage is allowed for the campus. Permitted temporary banners are allowed as provided under Section 405.950(3).

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

ADOPTED THIS 24 DAY OF September, 2012.


ROBERT HOFFMAN
PRESIDENT OF CITY COUNCIL

APPROVED THIS 24 DAY OF September, 2012.


BARRY GLANTZ
MAYOR

ATTEST:


DEBORAH RYAN, MPCC
CITY CLERK

Attachment: Ordinance No. 5276 (17-024: Mercy Master Sign Plan Amendment)

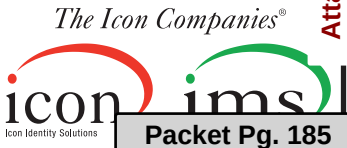


Location #: 003-1

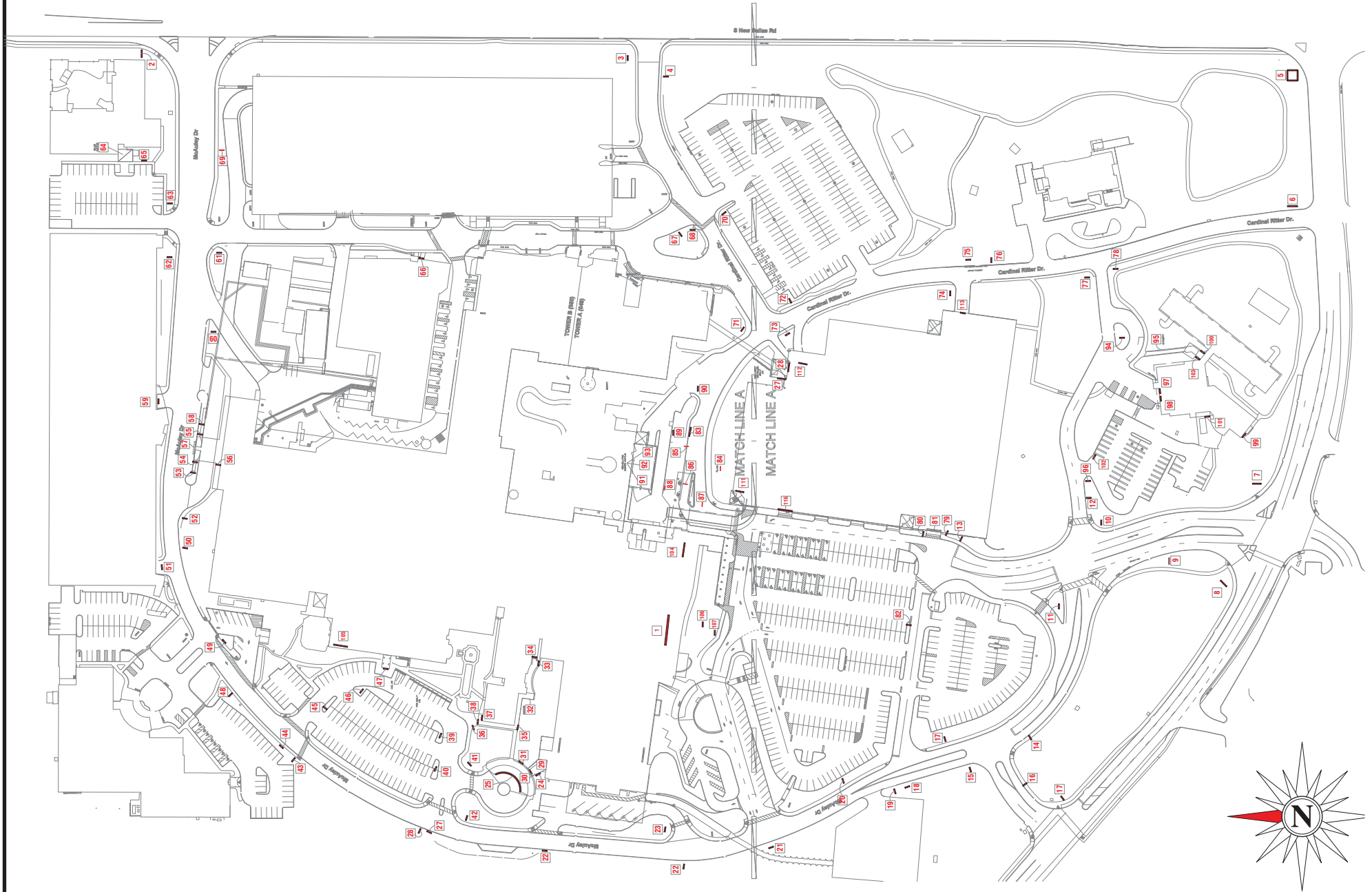
**615 S. New Ballas Rd.
St. Louis, MO
63141**



SIGN#:	QTY:	SIGN TYPE & DESCRIPTION	7.1.e
1	1	CUSTOM 74" ILLUMINATED WHITE CHANNEL LETTERS - FACE LIT (304 SQ. FT.)	
2	1	D1-B 15'-0" ILLUMINATED BRANDED DIRECTIONAL	
3	1	D1-B 15'-0" ILLUMINATED BRANDED DIRECTIONAL	
4	1	REMOVE EXISTING	
5	1	CUSTOM INTERNALLY ILLUMINATED MONUMENT SIGN	
6	1	REMOVE EXISTING	
7	1	D1-B 15'-0" ILLUMINATED BRANDED DIRECTIONAL	
8	1	D1-B 15'-0" ILLUMINATED BRANDED DIRECTIONAL	
9	1	REMOVE EXISTING	
10	1	D1 10'-0" ILLUMINATED NON-BRANDED DIRECTIONAL	
11	1	D1 10'-0" ILLUMINATED NON-BRANDED DIRECTIONAL	
12	1	REMOVE EXISTING	
13	1	D2 8'-0" ILLUMINATED NON-BRANDED DIRECTIONAL	
14	1	D2 8'-0" ILLUMINATED NON-BRANDED DIRECTIONAL	
15	1	REMOVE EXISTING	
16	1	D2 8'-0" ILLUMINATED NON-BRANDED DIRECTIONAL	
17	1	D3-B 8'-0" ILLUMINATED BRANDED DIRECTIONAL	
18	1	D3 5'-6" ILLUMINATED NON-BRANDED DIRECTIONAL	
19	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)	
20	1	REMOVE EXISTING	
21	1	REMOVE EXISTING	
22	1	D2 8'-0" ILLUMINATED NON-BRANDED DIRECTIONAL	
23	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)	
24	1	CUSTOM RE-FACE AND RETRO-FIT	
25	2	CUSTOM RE-FACE AND RETRO-FIT	

	RECOMMENDATIONS ADDRESS: 615 S. New Ballas Rd. CITY/STATE: St. Louis, MO ZIP: 63141	PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	DATE: 06/08/12 Rev. 1: 06/15/12 Rev. 2: 06/25/12 Rev. 3: 07/16/12 Rev. 4: 00/00/00 Rev. 5: 00/00/00	SCALE: N/A DRAWN BY: TVS PAGE #: 2	
		LOCATION #: 003	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_003_St Louis_MO Part 1.cdr	CLIENT CONTRACTOR _____ / _____ / _____ DATE		
		Drawings are the exclusive property of Icon Identity Solutions Inc.. Any unauthorized use or duplication is not permitted.				

Attachment: Exhibit 1-Applicants Materials received August 10, 2012 (17-024: Mercy Master Sign Plan



SITE PLAN

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
003

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
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CLIENT CONTRACTOR
DATE

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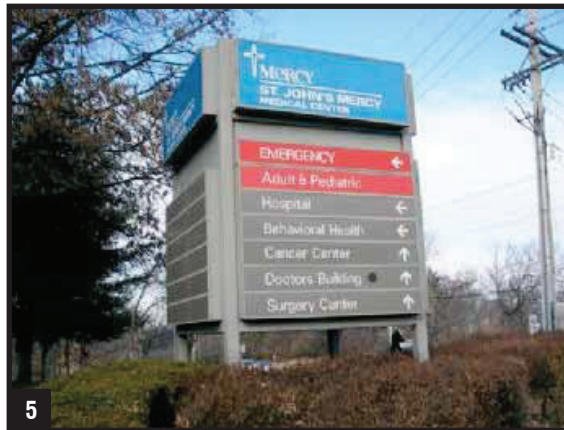
DATE: 06/08/12
Rev. 1: 06/15/12
Rev. 2: 06/25/12
Rev. 3: 07/16/12
Rev. 4: 00/00/00
Rev. 5: 00/00/00

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PAGE #:
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OVERVIEW PHOTOS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

SUBMITTAL IS: ☐ APPROVED

☐ APPROVED AS NOTED

☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR

DATE

LOCATION #:

003

FILE PATH:

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Rev. 3: 07/16/12

Rev. 4: 00/00/00

Rev. 5: 00/00/00

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13



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OVERVIEW PHOTOS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

SUBMITTAL IS: ☐ APPROVED☐ APPROVED AS NOTED☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR

DATE

LOCATION #:

003

FILE PATH:

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OVERVIEW PHOTOS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
LOCATION #: 003	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_003_St Louis_MO Part 1.cdr	
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Rev. 2: 06/25/12
Rev. 3: 07/16/12
Rev. 4: 00/00/00
Rev. 5: 00/00/00

SCALE:
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TVS
PAGE #:
7

DRAWINGS PREPARED BY:

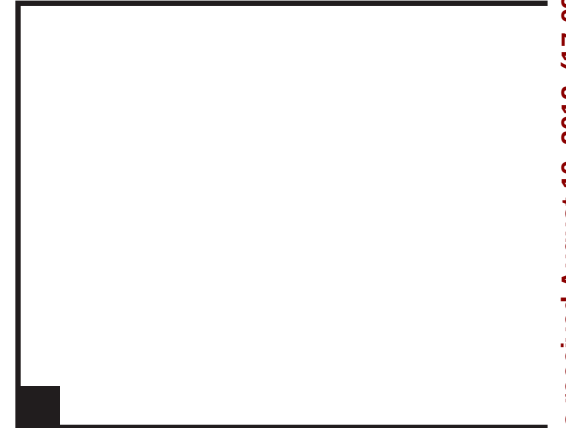
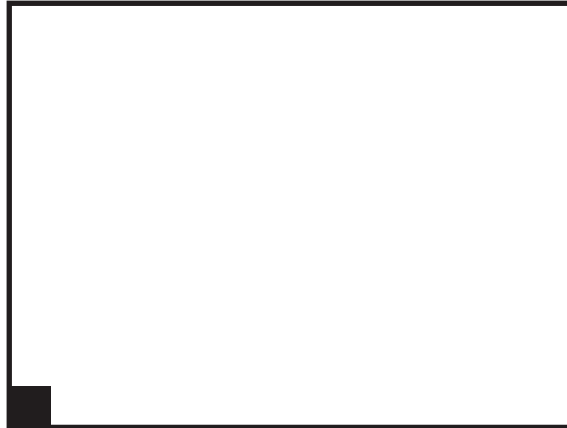
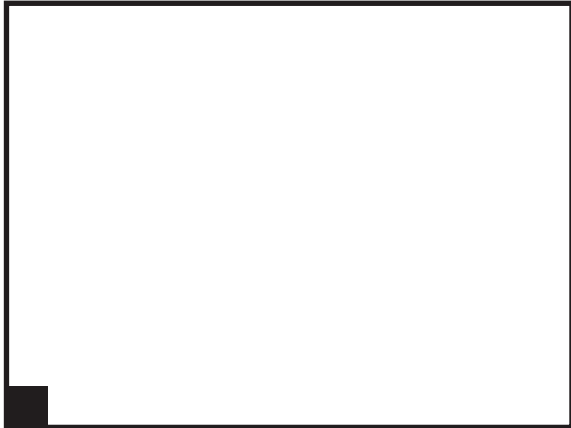
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icon **ims**
Icon Identity Solutions
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29



OVERVIEW PHOTOS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 1.cdr	
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Rev. 3:	07/16/12
Rev. 4:	00/00/00
Rev. 5:	00/00/00

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PAGE #:	8

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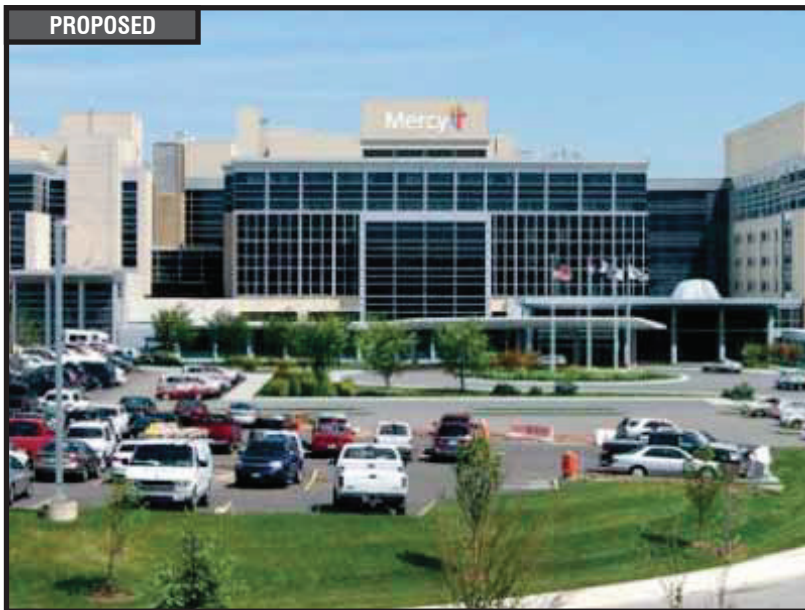
icon ims

Icon Identity Solutions

Packet Pg. 191



NONE EXISTING

**CUSTOM 74" ILLUMINATED WHITE CHANNEL LETTERS - FACE LIT (304 SQ. FT.)**

COPY: BRONZE #313 TRIM CAP, RETURNS: MERCY CHAMPAGNE (SW EN1380)
 CROSS: WHITE TRIM CAP, RETURNS: MERCY CHAMPAGNE (SW EN1380)

SCALE: 1/4" = 1'-0"

FASCIA IS SCHEDULED TO RECEIVE MAJOR ALTERATIONS WITH A NEW METAL COMPOSITE MATERIAL PANELS - BY OTHERS. LETTERSET INSTALL TO BE COORDINATED WITH CONTRACTOR.

ALREADY APPROVED AND COMPLETED

Custom channel letterset - scale to be determined by detailed tech audit - scale letters to match visual appearance shown in proposed image. Refer to design control drawings for typical fabrication. Note: design intent is to match the 74" 'M' height on the temporary banner. ***Note: Sign 001 fabrication and installation is to be completed prior to the full sign conversion.

Existing surface / paneling system will need to be replaced w/ new panels as existing signs penetrate face.

**RECOMMENDATIONS**

ADDRESS: 615 S. New Ballas Rd.
 CITY/STATE: St. Louis, MO
 ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_003_St Louis_MO Part 1.cdr	
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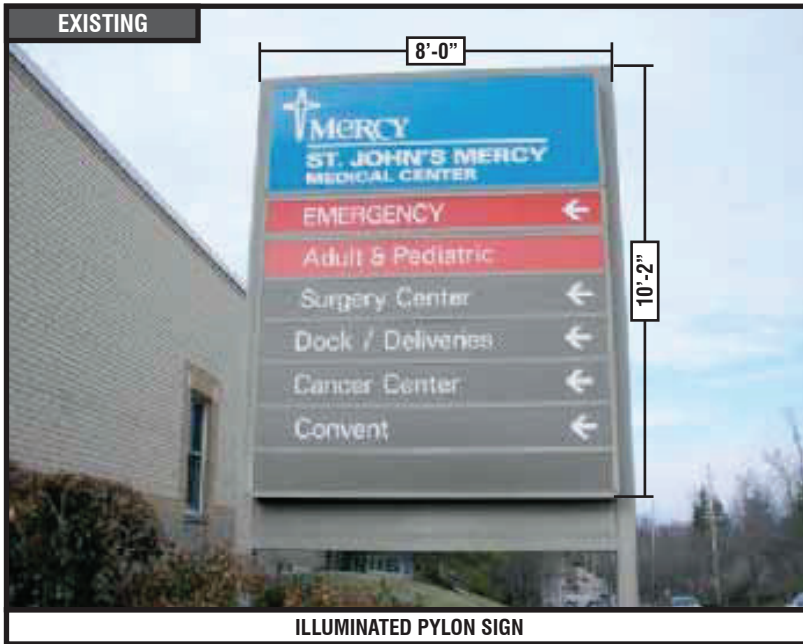
DATE: 06/08/12
 Rev. 1: 06/15/12
 Rev. 2: 06/25/12
 Rev. 3: 07/16/12
 Rev. 4: 00/00/00
 Rev. 5: 00/00/00

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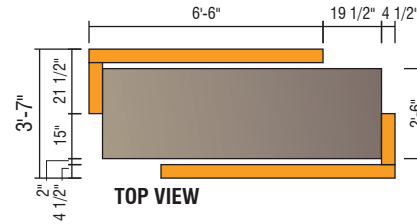
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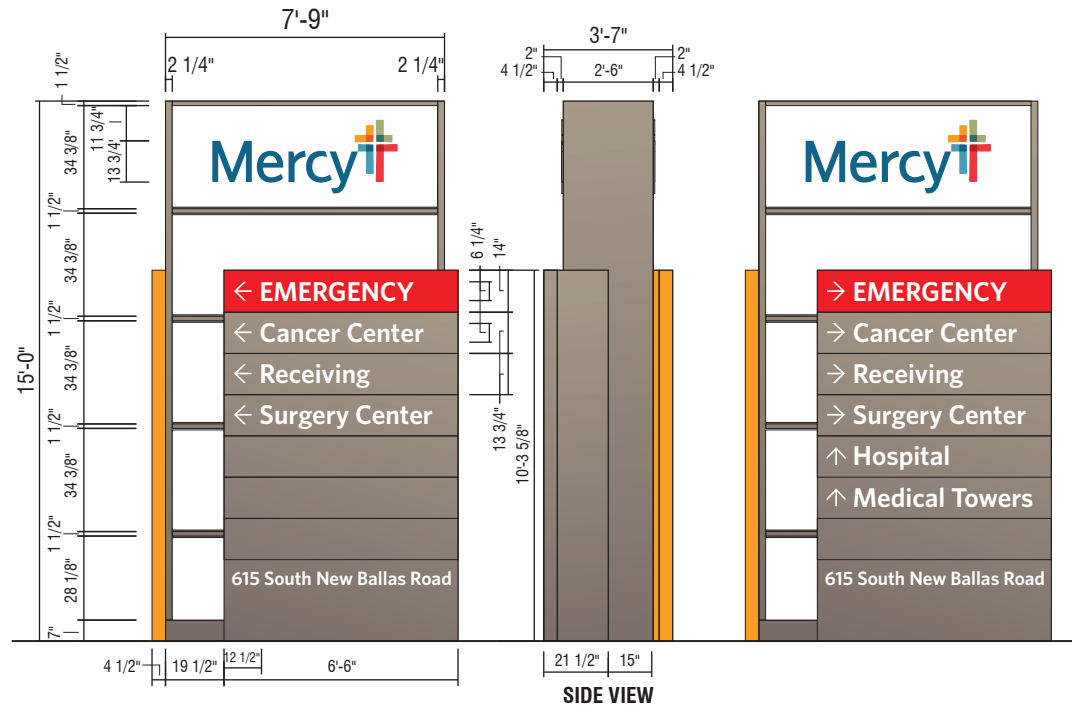
EXISTING



ILLUMINATED PYLON SIGN



TOP VIEW



SIDE VIEW

D1-B 15'-0" ILLUMINATED BRANDED DIRECTIONAL

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Field verify available circuits and access prior to fabrication. Restore ground material to base of new sign. See control documents for product specification and master agreement for installation requirements.

**RECOMMENDATIONS**

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

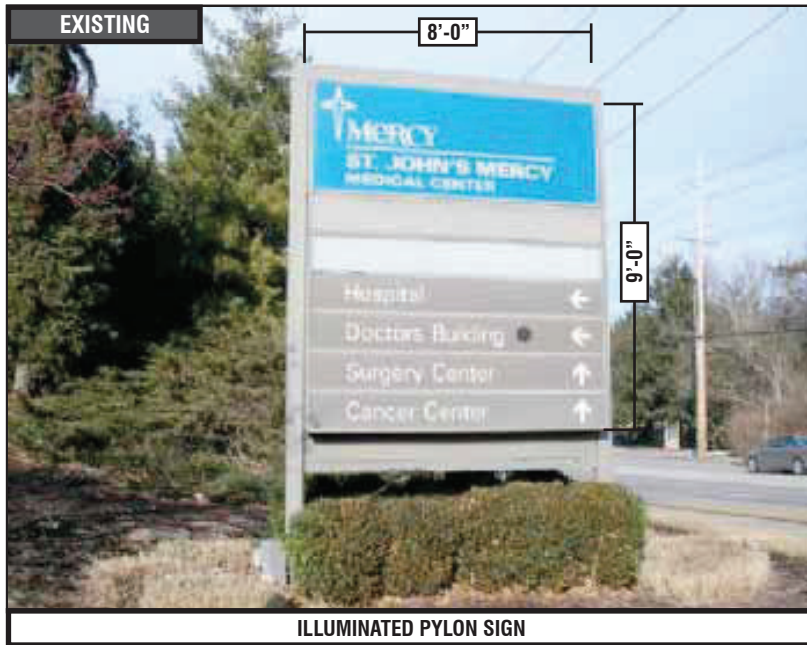
PROJECT #:	SUBMITTAL IS:	☐ APPROVED	_____	CLIENT CONTRACTOR
3566		☐ APPROVED AS NOTED	_____/_____/_____	DATE
		☐ REVISED AND RESUBMIT		
LOCATION #:	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 1.cdr		
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Rev. 1:	06/15/12
Rev. 2:	06/25/12
Rev. 3:	07/16/12
Rev. 4:	00/00/00
Rev. 5:	00/00/00

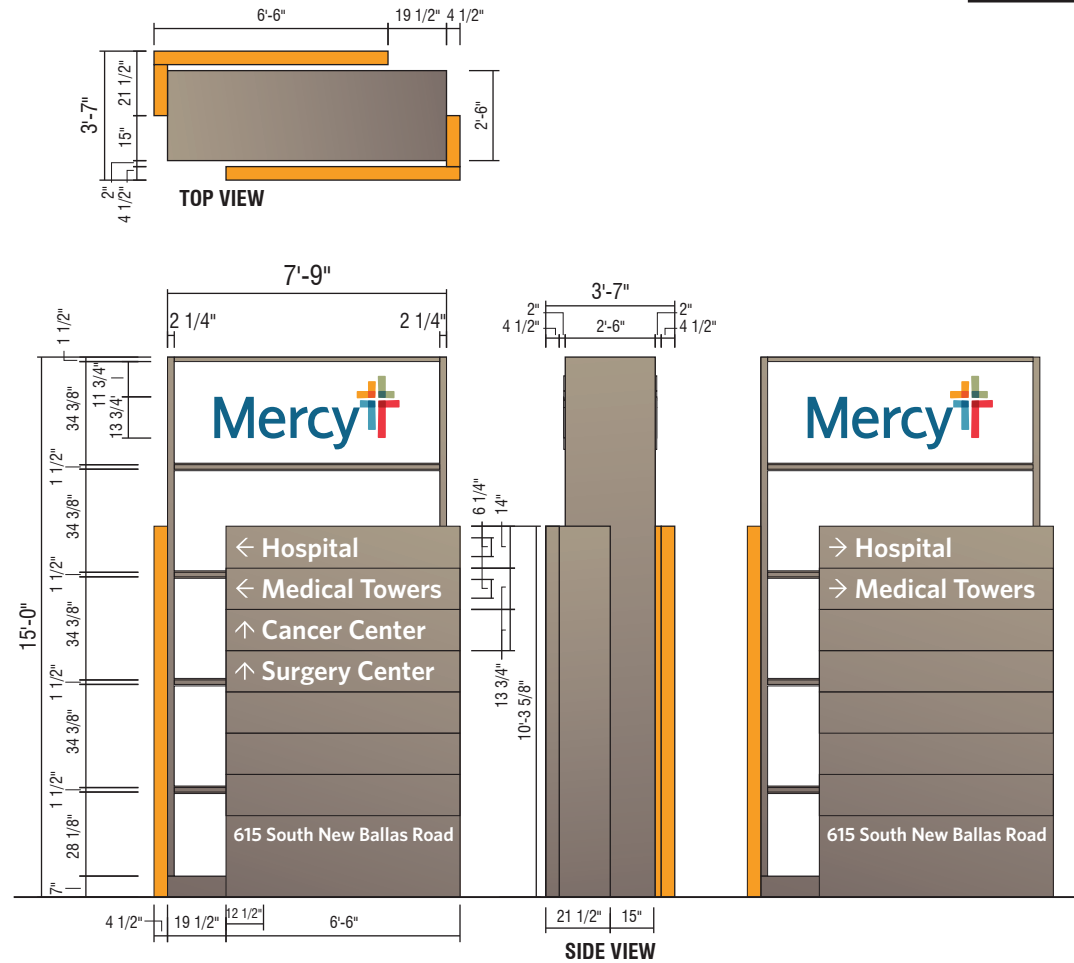
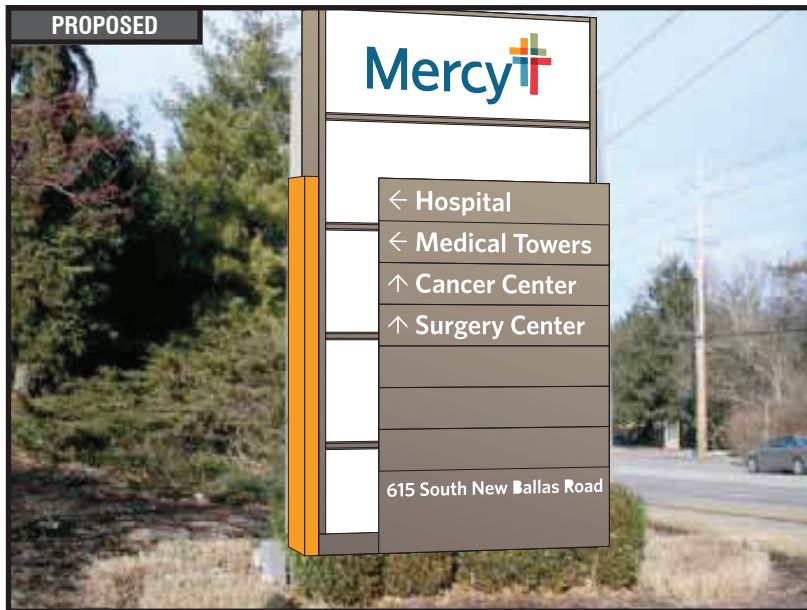
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PAGE #:	10

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ILLUMINATED PYLON SIGN

**D1-B 15'-0" ILLUMINATED BRANDED DIRECTIONAL**

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Field verify available circuits and access prior to fabrication. Restore ground material to base of new sign. See control documents for product specification and master agreement for installation requirements.

**RECOMMENDATIONS**

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:

3566

LOCATION #:

003

SUBMITTAL IS:

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CLIENT CONTRACTOR

DATE

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Packet Pg. 194

**ILLUMINATED MONUMENT SIGN****REMOVE EXISTING**

QTY: 1

Remove existing "Thank You / Welcome" sign and do not replace.

Remove support pole to grade and cap. Remove, dispose and cap off to code all existing electrical components / hardware previously connected to existing signage. Restore ground material and clean area of all debris. See master agreement for removal requirements.

**RECOMMENDATIONS**

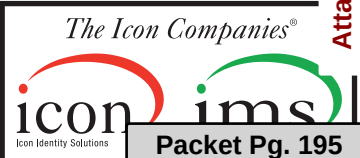
ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

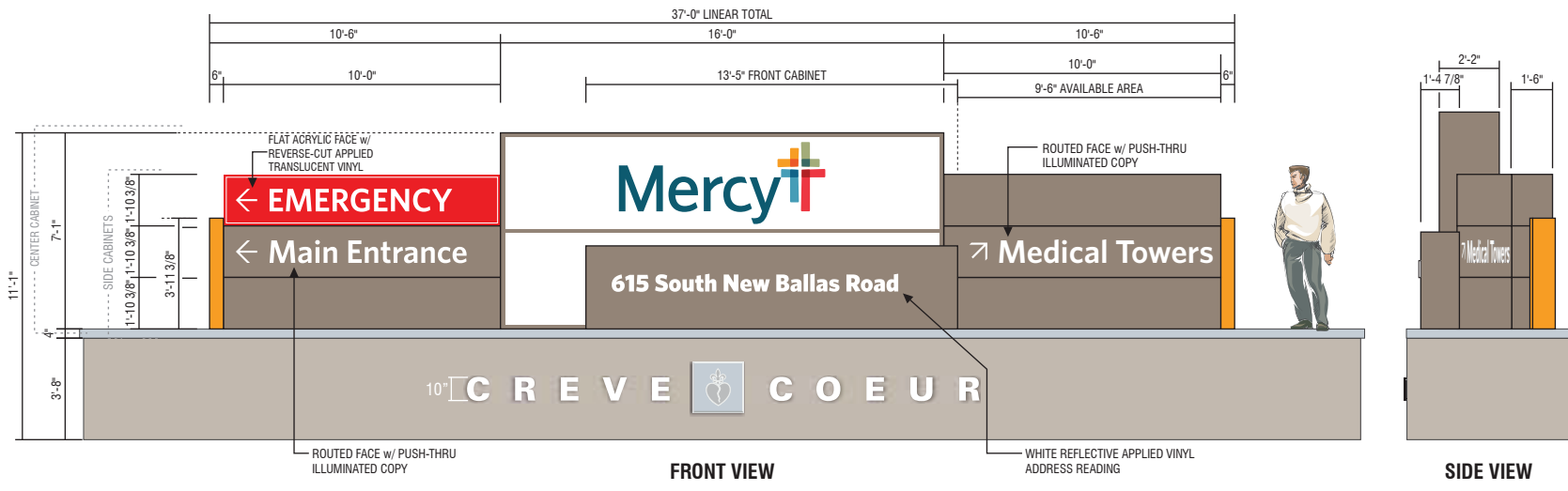
PROJECT #:	SUBMITTAL IS:	☐ APPROVED	CLIENT CONTRACTOR _____/_____/_____ DATE
3566		☐ APPROVED AS NOTED	
		☐ REVISED AND RESUBMIT	
LOCATION #:	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 1.cdr	
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CUSTOM INTERNALLY ILLUMINATED MONUMENT SIGN

See design intent drawings provided by Monigle Associates. New sign is to mimic new sign design w/ center brand panel facing the intersection at a 45 degree angle - two directional side panels to angle and flank the center brand panel.

New foundation, stone retaining walls and landscaping as shown.

ALREADY APPROVED AND COMPLETED



ILLUMINATED PYLON SIGN

	RECOMMENDATIONS ADDRESS: 615 S. New Ballas Rd. CITY/STATE: St. Louis, MO ZIP: 63141	PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	DATE: 06/08/12 Rev. 1: 06/15/12 Rev. 2: 06/25/12 Rev. 3: 07/16/12 Rev. 4: 00/00/00 Rev. 5: 00/00/00	SCALE: As Noted DRAWN BY: TVS PAGE #: 13	
		LOCATION #: 003	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_003_St Louis_MO Part 1.cdr	CLIENT CONTRACTOR _____ / _____ / _____ DATE	DRAWINGS PREPARED BY: 	
		Drawings are the exclusive property of Icon Identity Solutions Inc.. Any unauthorized use or duplication is not permitted.			Packet Pg. 196	



ILLUMINATED PYLON SIGN

REMOVE EXISTING

QTY: 1

The current campus masterplan shows this entrance being removed in its entirety. Remove the existing signage so as not to confuse the public.

Remove support pole to grade and cap. Remove, dispose and cap off to code all existing electrical components / hardware previously connected to existing signage. Restore ground material and clean area of all debris. See master agreement for removal requirements.

**RECOMMENDATIONS**

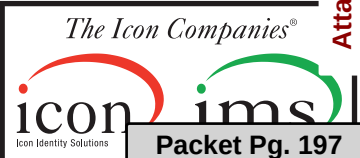
ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:	SUBMITTAL IS:	☐ APPROVED	CLIENT CONTRACTOR _____/_____/_____ DATE
3566		☐ APPROVED AS NOTED	
		☐ REVISED AND RESUBMIT	
LOCATION #:	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 1.cdr	
003		Drawings are the exclusive property of Icon Identity Solutions Inc.. Any unauthorized use or duplication is not permitted.	

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Rev. 3: 07/16/12
Rev. 4: 00/00/00
Rev. 5: 00/00/00

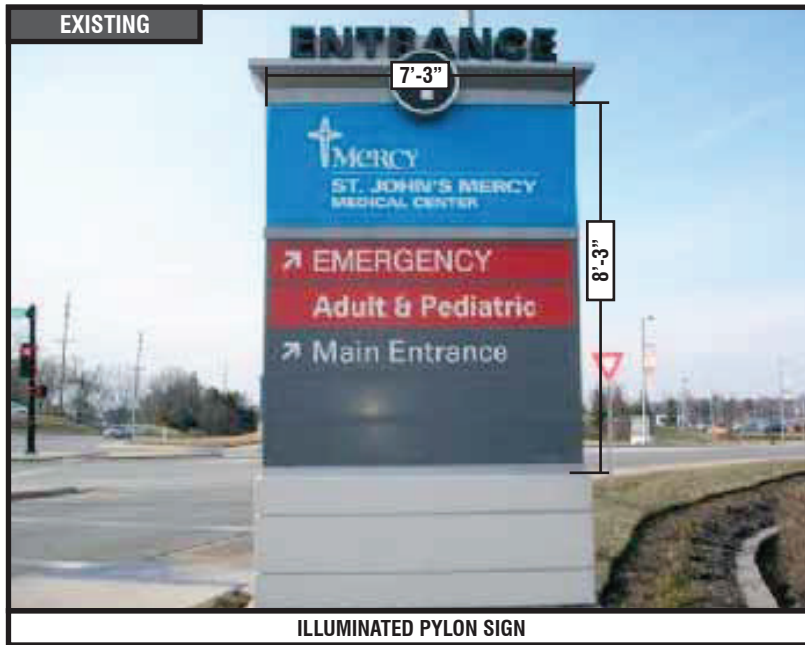
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DRAWN BY: TVS
PAGE #: 14

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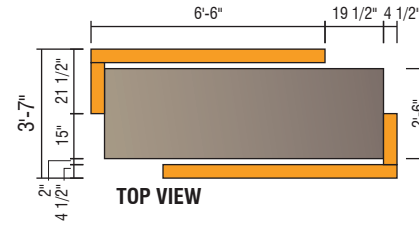


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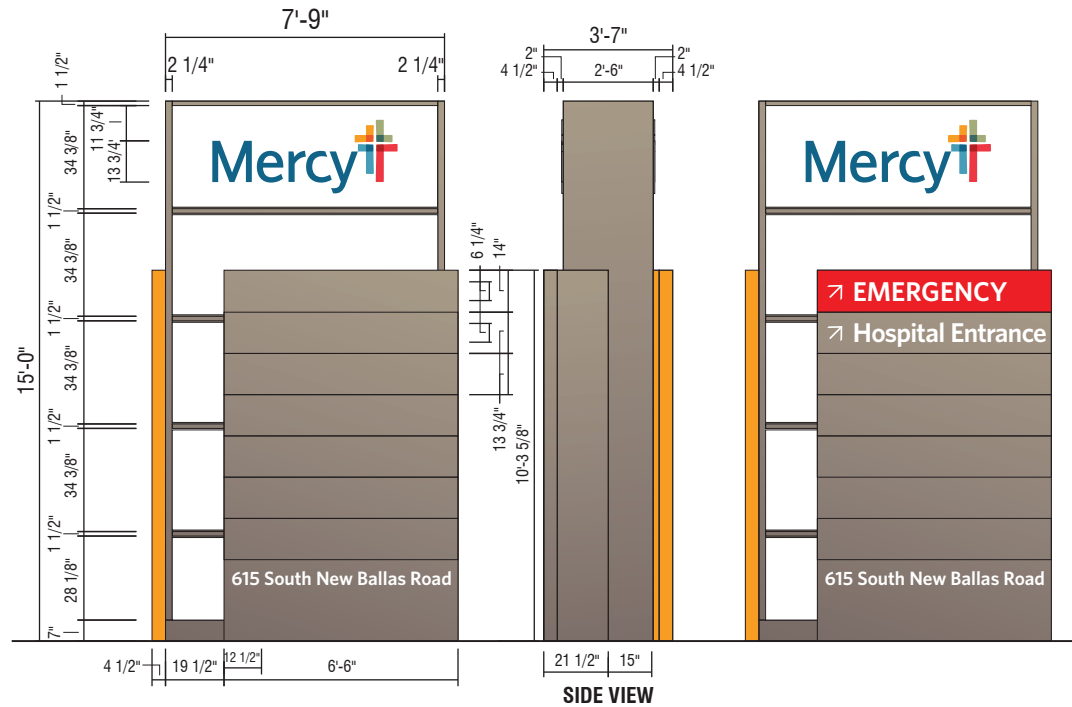
EXISTING



ILLUMINATED PYLON SIGN



TOP VIEW



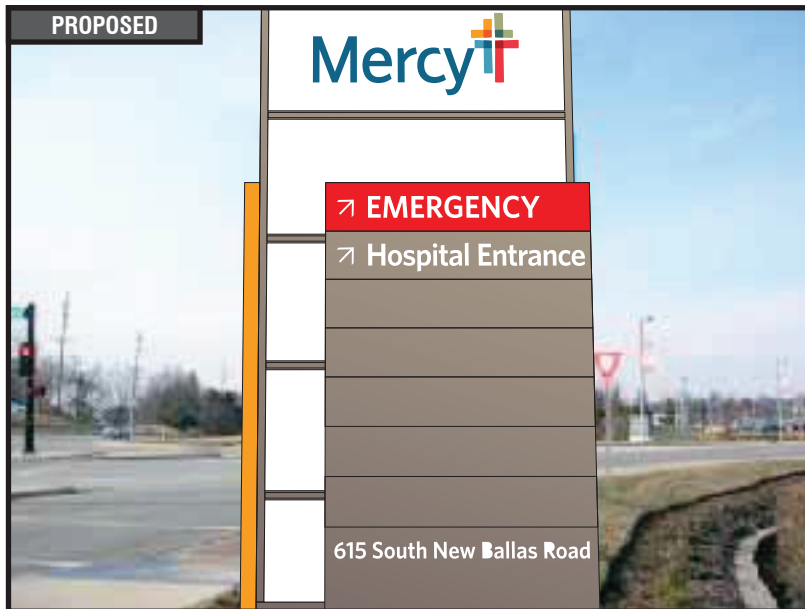
SIDE VIEW

D1-B 15'-0" ILLUMINATED BRANDED DIRECTIONAL

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Field verify available circuits and access prior to fabrication. Restore ground material to base of new sign. See control documents for product specification and master agreement for installation requirements.

PROPOSED



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

003

SUBMITTAL IS:

☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR

DATE

FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_003_St Louis_MO Part 1.cdr

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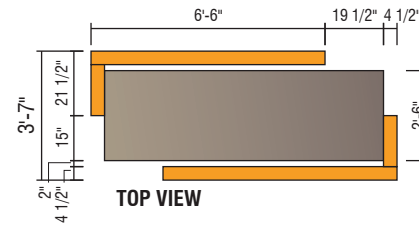


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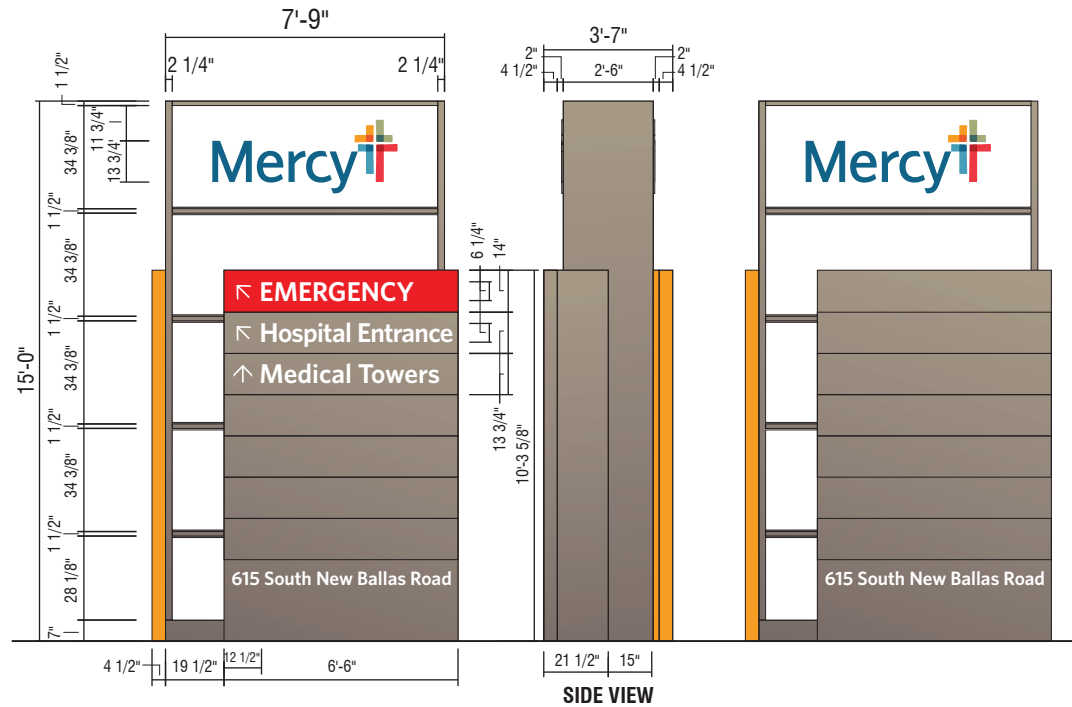
EXISTING



ILLUMINATED PYLON SIGN



TOP VIEW



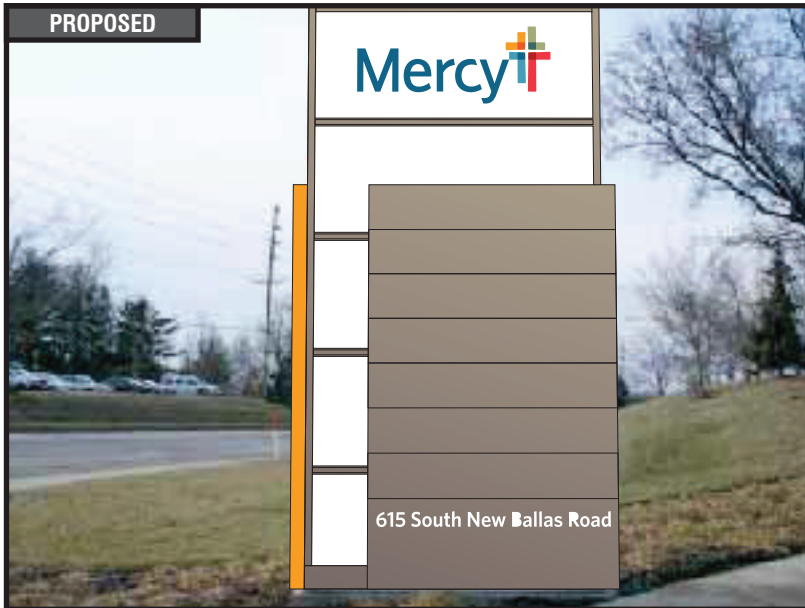
SIDE VIEW

D1-B 15'-0" ILLUMINATED BRANDED DIRECTIONAL

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Field verify available circuits and access prior to fabrication. Restore ground material to base of new sign. See control documents for product specification and master agreement for installation requirements.

PROPOSED

**RECOMMENDATIONS**

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

003

SUBMITTAL IS: ☐ APPROVED☐ APPROVED AS NOTED☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR

DATE

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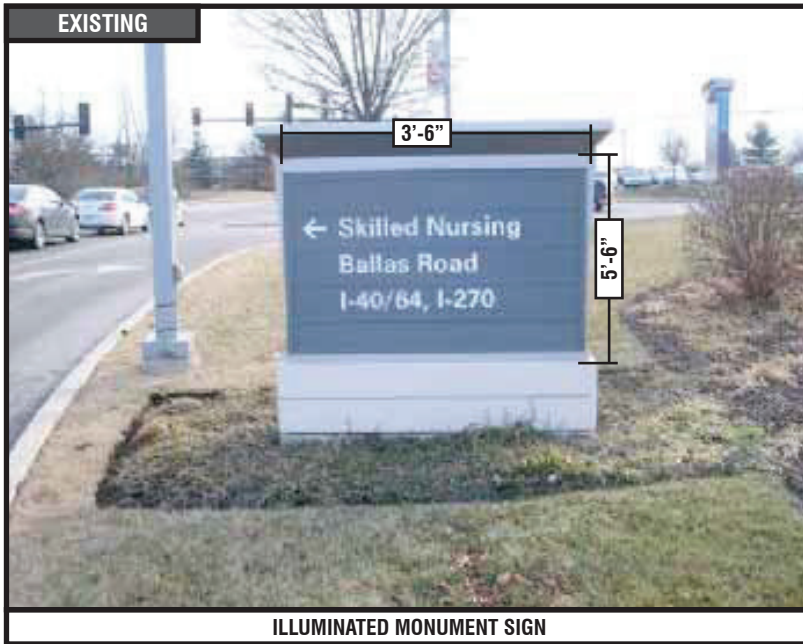
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16

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EXISTING



ILLUMINATED MONUMENT SIGN

REMOVE EXISTING

QTY: 1

Existing sign is blank on the back side and Skilled Nursing is off campus, across the street - recommend removing and not replacing.

Remove support pole to grade and cap. Remove, dispose and cap off to code all existing electrical components / hardware previously connected to existing signage. Restore ground material and clean area of all debris. See master agreement for removal requirements.



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:	SUBMITTAL IS:	☐ APPROVED	CLIENT CONTRACTOR _____/_____/_____ DATE
3566		☐ APPROVED AS NOTED	
		☐ REVISED AND RESUBMIT	
LOCATION #:	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 1.cdr	
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Rev. 4: 00/00/00
Rev. 5: 00/00/00

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PAGE #: 17

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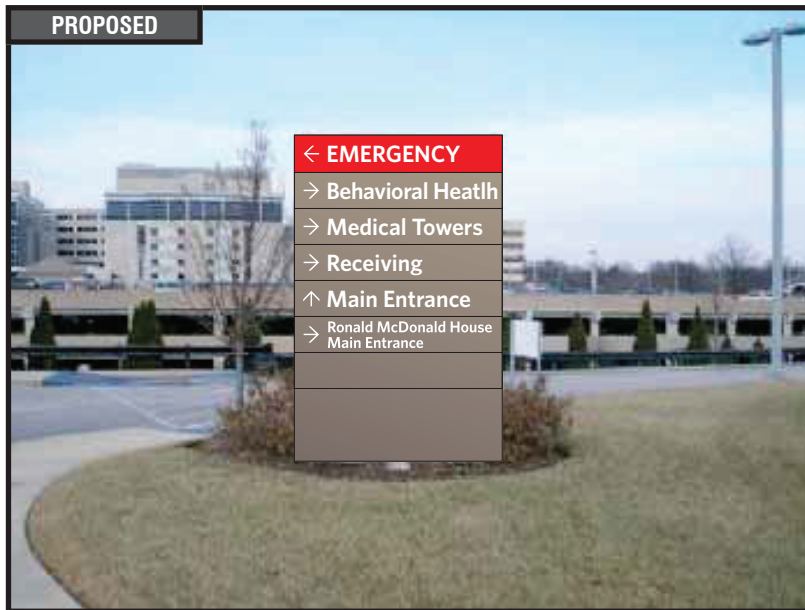
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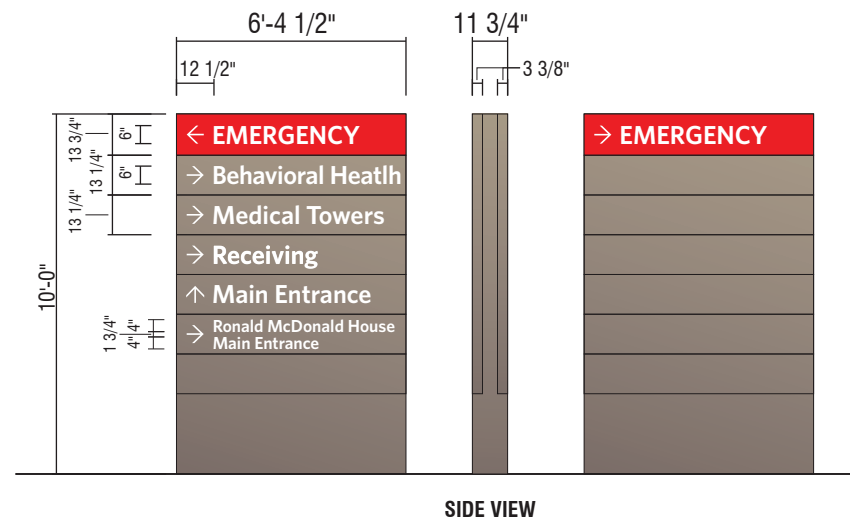


ILLUMINATED MONUMENT SIGN

PROPOSED



TOP VIEW



SIDE VIEW

D1 10'-0" ILLUMINATED NON-BRANDED DIRECTIONAL

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Field verify available circuits and access prior to fabrication. Restore ground material to base of new sign. See control documents for product specification and master agreement for installation requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

003

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CLIENT CONTRACTOR

DATE

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Rev. 5: 00/00/00

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PAGE #:

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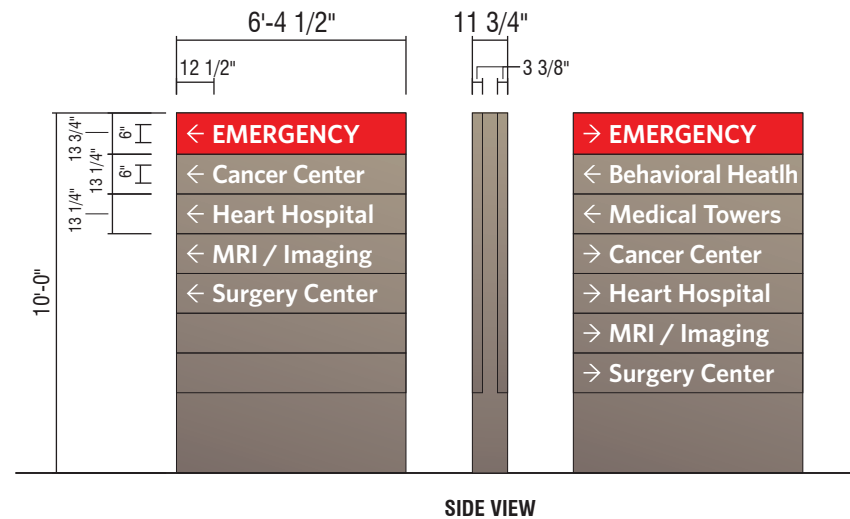
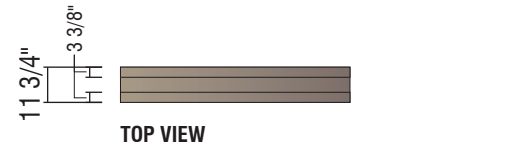
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EXISTING



ILLUMINATED MONUMENT SIGN

PROPOSED



D1 10'-0" ILLUMINATED NON-BRANDED DIRECTIONAL

QTY: 1

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EXISTING



DIRECTIONAL SIGN

7.1.e

SIGN 12

REMOVE EXISTING

QTY: 1

Remove temporary parking sign and do not replace.

Remove sign and support pole flush with grade or patch and repair existing wall surface to like new condition. See master agreement for removal requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____ / _____ / _____ DATE
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 1.cdr	
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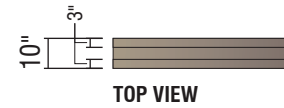
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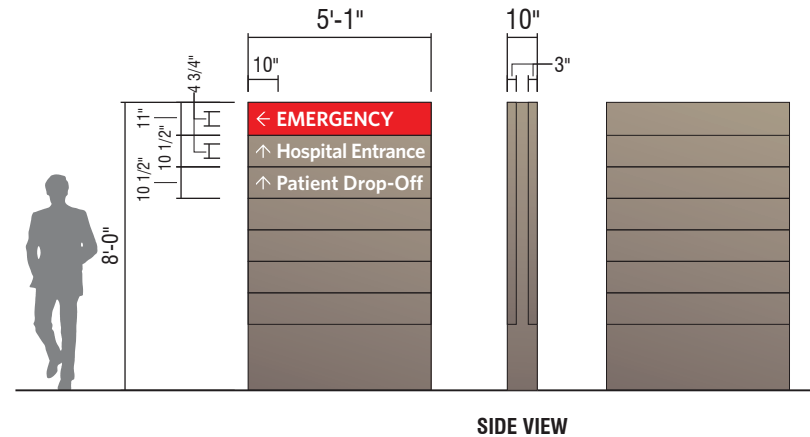


ILLUMINATED MONUMENT SIGN

PROPOSED



TOP VIEW



SIDE VIEW

D2 8'-0" ILLUMINATED NON-BRANDED DIRECTIONAL

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Field verify available circuits and access prior to fabrication. Restore ground material to base of new sign. See control documents for product specification and master agreement for installation requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
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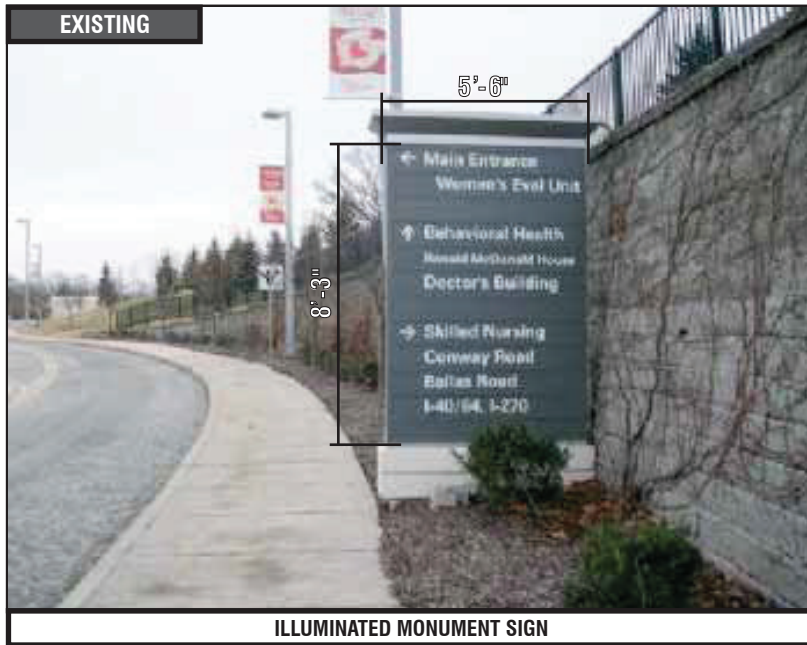
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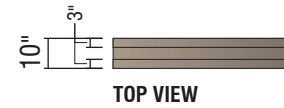
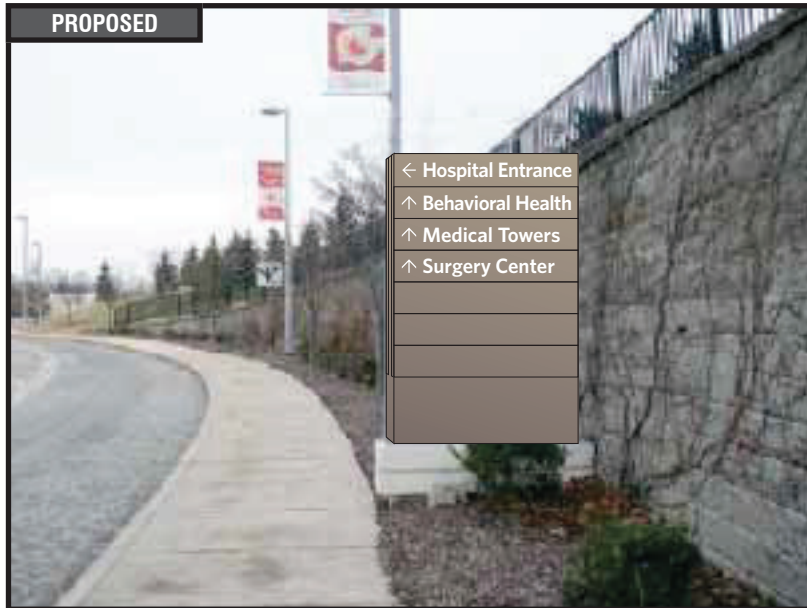
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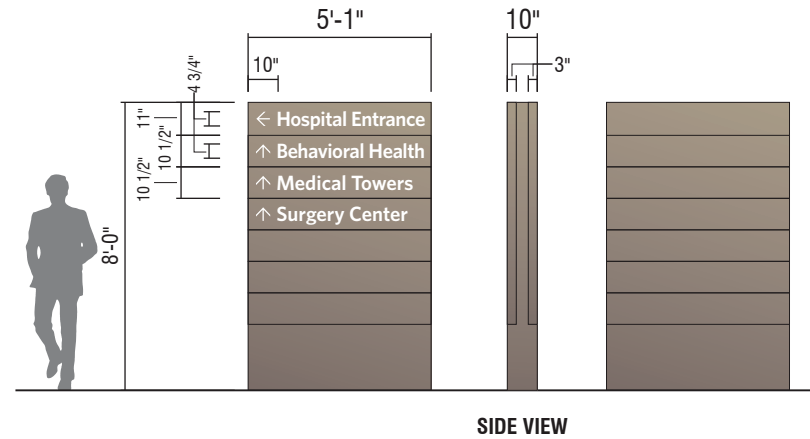


ILLUMINATED MONUMENT SIGN

PROPOSED



TOP VIEW



SIDE VIEW

D2 8'-0" ILLUMINATED NON-BRANDED DIRECTIONAL

QTY: 1

See Photo 644 for general location

Perform utility locates and verify setbacks prior to fabrication / installation. Field verify available circuits and access prior to fabrication. Restore ground material to base of new sign. See control documents for product specification and master agreement for installation requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
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LOCATION #:

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EXISTING



DIRECTIONAL SIGN

7.1.e

SIGN 15

REMOVE EXISTING

QTY: 1

Valet parking sign is located in a random location far from the valet parking service, remove and do not replace.

Remove sign and support pole flush with grade or patch and repair existing wall surface to like new condition. See master agreement for removal requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
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Rev. 4:	00/00/00
Rev. 5:	00/00/00

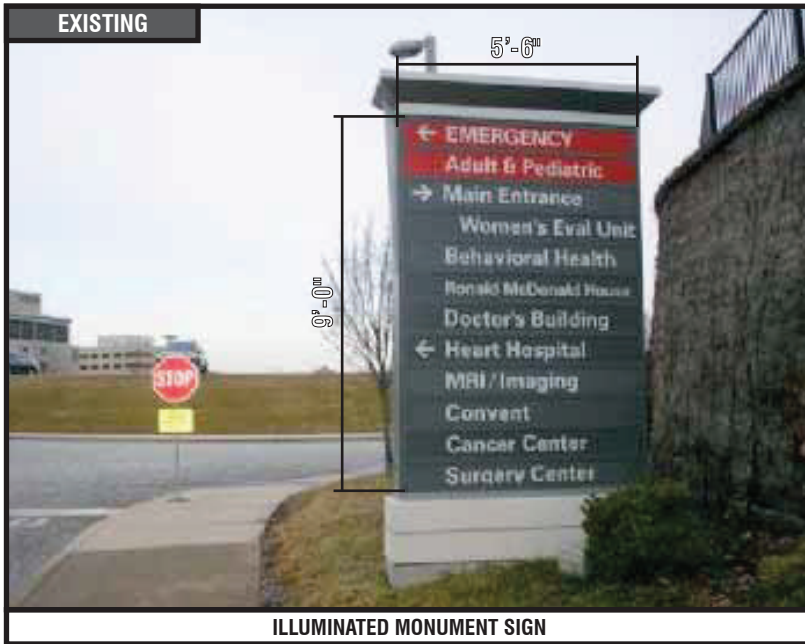
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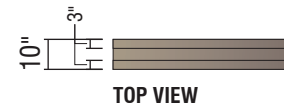
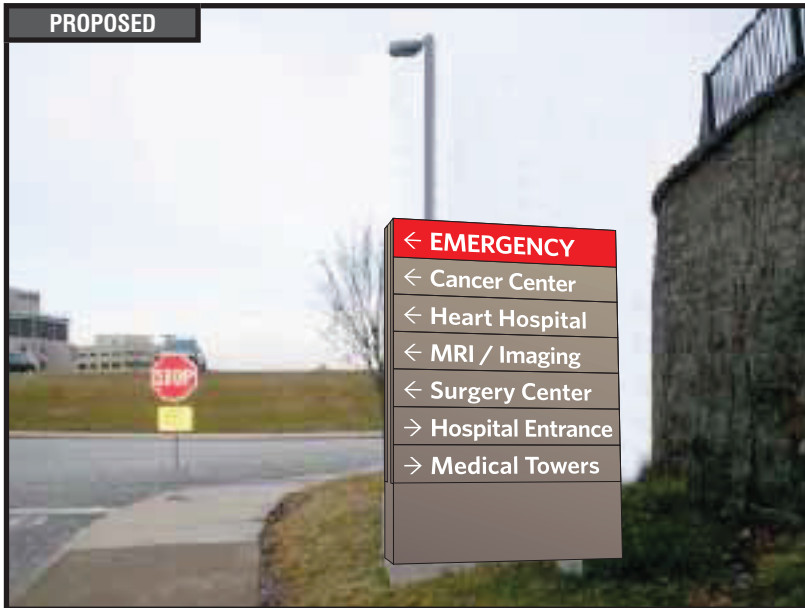
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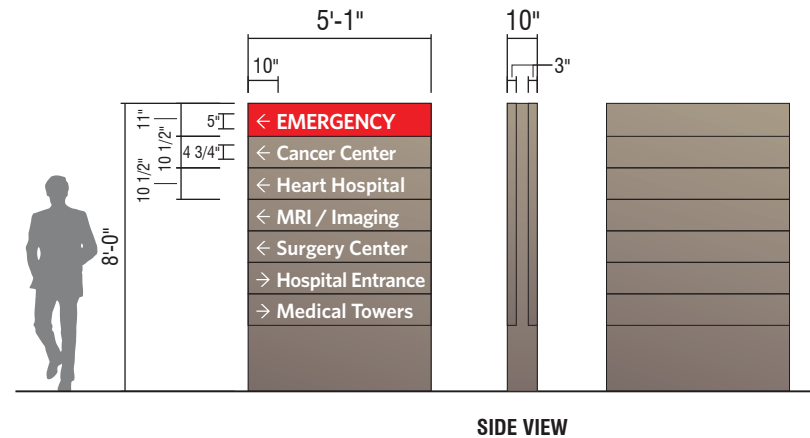


ILLUMINATED MONUMENT SIGN

PROPOSED



TOP VIEW



SIDE VIEW

D2 8'-0" ILLUMINATED NON-BRANDED DIRECTIONAL

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Field verify available circuits and access prior to fabrication. Restore ground material to base of new sign. See control documents for product specification and master agreement for installation requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

003

SUBMITTAL IS: ☐ APPROVED☐ APPROVED AS NOTED☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR

DATE

FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_003_St Louis_MO Part 1.cdr

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Rev. 3: 07/16/12

Rev. 4: 00/00/00

Rev. 5: 00/00/00

SCALE:

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TVS

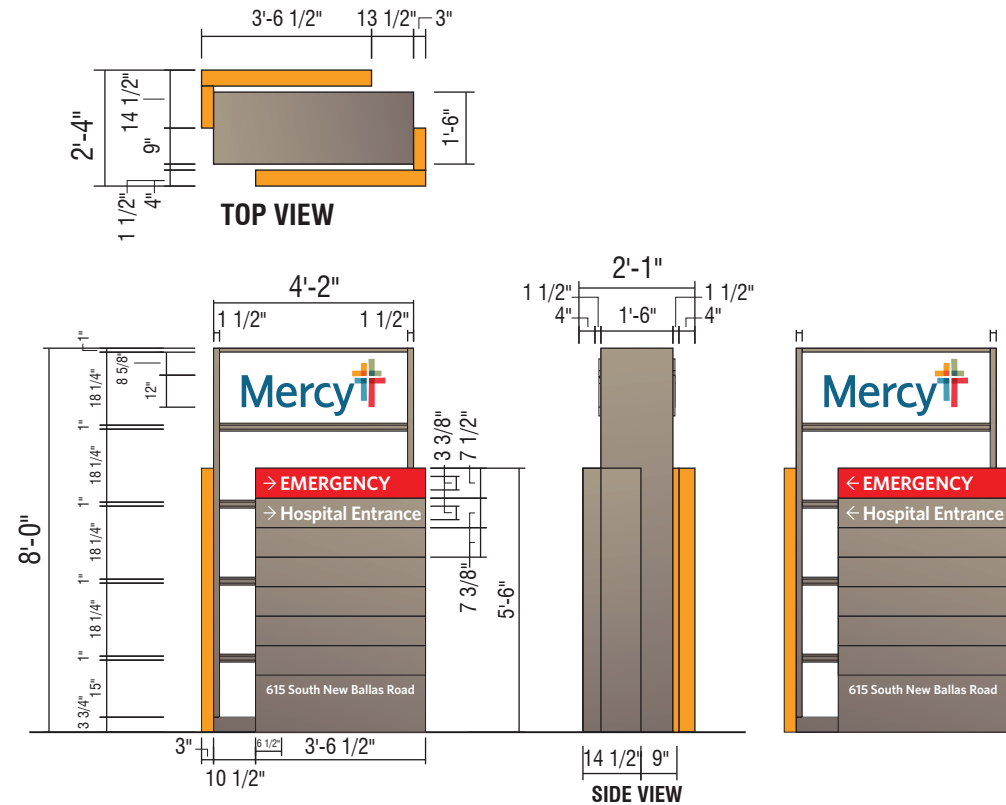
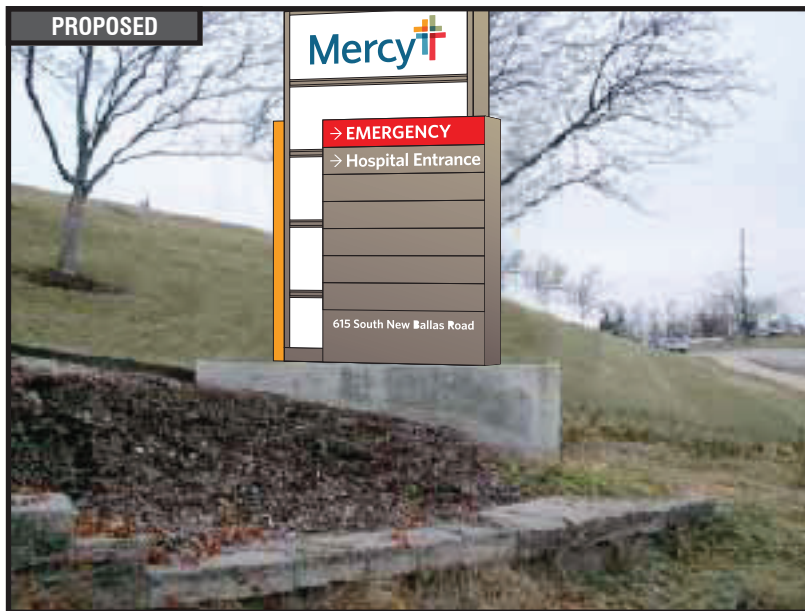
PAGE #:

24

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Packet Pg. 207



D3-B 8'-0" ILLUMINATED BRANDED DIRECTIONAL

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Field verify available circuits and access prior to fabrication. Restore ground material to base of new sign. See control documents for product specification and master agreement for installation requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR
_____/_____/_____
DATE

LOCATION #:
003

FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_003_St Louis_MO Part 1.cdr

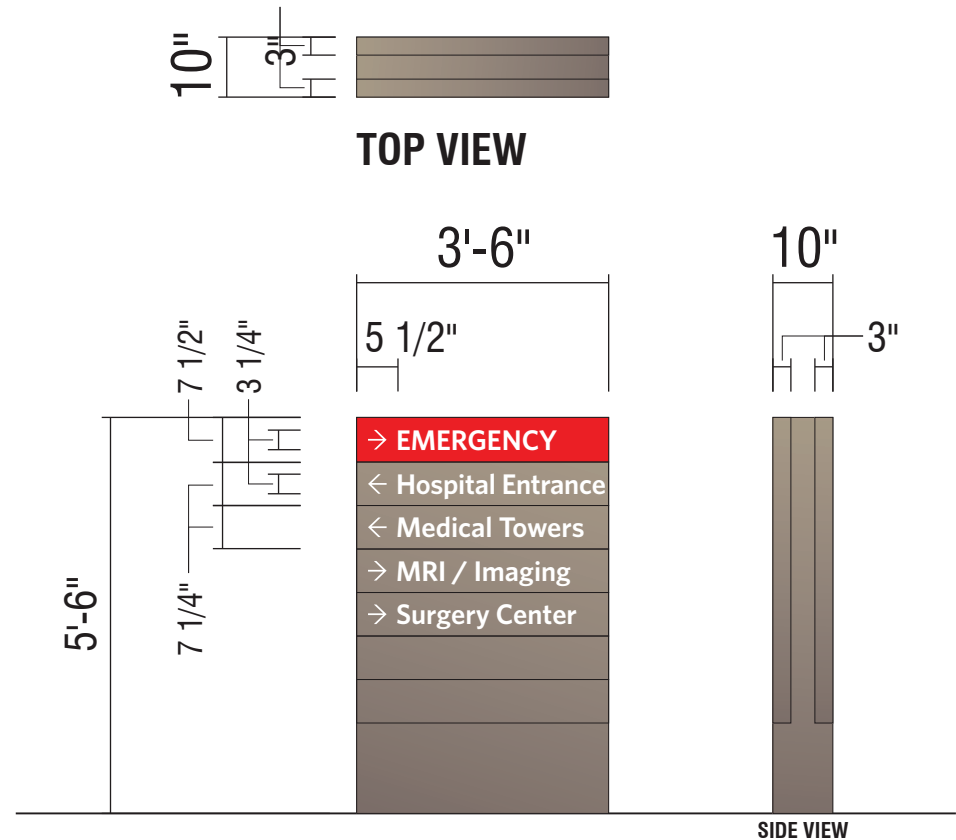
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25

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Packet Pg. 208



D3 5'-6" ILLUMINATED NON-BRANDED DIRECTIONAL

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Field verify available circuits and access prior to fabrication. Restore ground material to base of new sign. See control documents for product specification and master agreement for installation requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

003

SUBMITTAL IS: ☐ APPROVED

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CLIENT CONTRACTOR

DATE

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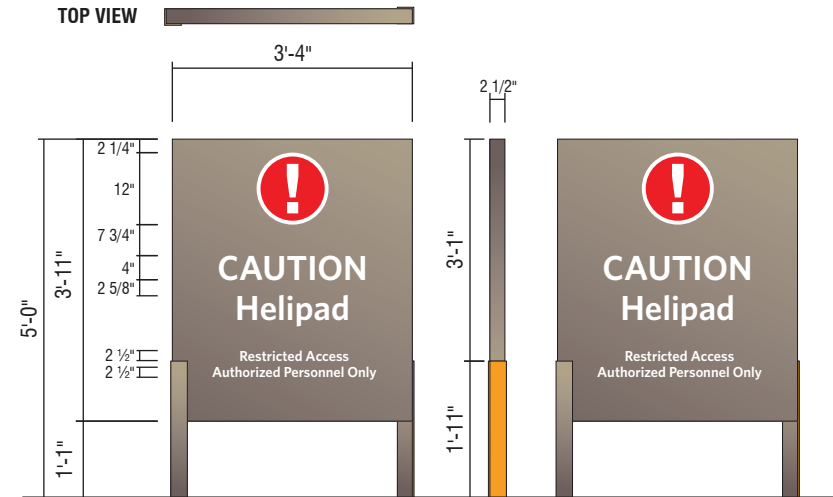


ILLUMINATED MONUMENT SIGN

PROPOSED



TOP VIEW



D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Remove, dispose and cap off to code all existing electrical components / hardware previously connected to existing signage. Restore ground material to base of new sign. See control documents for product specification and master agreement for removal & installation requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

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Packet Pg. 210



ILLUMINATED DIRECTIONAL SIGN

REMOVE EXISTING

QTY: 1

General location is over-signed, including sign 20 there are 5 illuminated directionals within 130 yards (see signs 018, 021, 022 and the Heart Hospital monument which is being changed to a directional) all in same general location. Sign 020 adds the least amount of value as it is on a straight away with no decision points - recommendation is to remove and not replace.

Remove support pole to grade and cap. Remove, dispose and cap off to code all existing electrical components / hardware previously connected to existing signage. Restore ground material and clean area of all debris. See master agreement for removal requirements.

**RECOMMENDATIONS**

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 1.cdr	
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PAGE #:
28

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ILLUMINATED DIRECTIONAL SIGN

REMOVE EXISTING

QTY: 1

General location is over-signed, including sign 21 there are 5 illuminated directionals within 130 yards (see signs 018, 020, 022 and the Heart Hospital monument which is being changed to a directional) all in same general location. Sign 020 will be redundant with the Heart Hospital monument changing to a directional - recommendation is to remove and not replace.

Remove support pole to grade and cap. Remove, dispose and cap off to code all existing electrical components / hardware previously connected to existing signage. Restore ground material and clean area of all debris. See master agreement for removal requirements.

**RECOMMENDATIONS**

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____ / _____ / _____ DATE
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 1.cdr	
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Rev. 5: **00/00/00**

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PAGE #:
29

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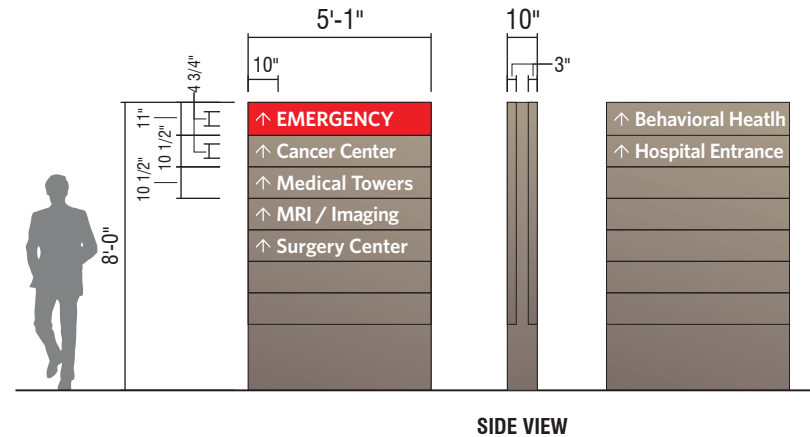


ILLUMINATED MONUMENT SIGN

PROPOSED



TOP VIEW



SIDE VIEW

D2 8'-0" ILLUMINATED NON-BRANDED DIRECTIONAL

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Field verify available circuits and access prior to fabrication. Restore ground material to base of new sign. See control documents for product specification and master agreement for installation requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

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Rev. 5: 00/00/00

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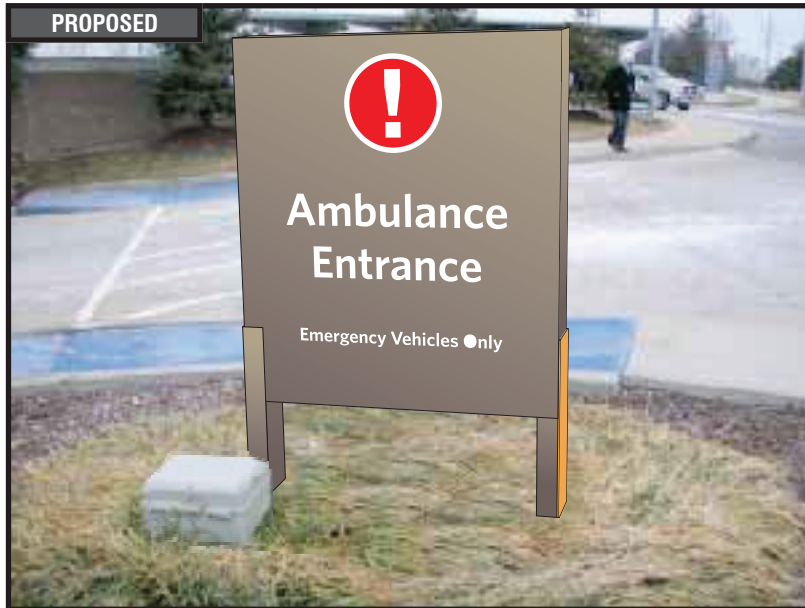
Packet Pg. 213

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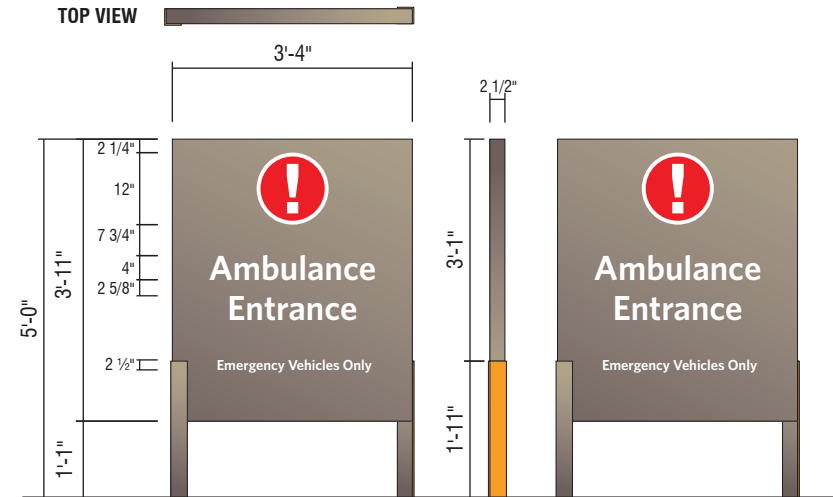


ILLUMINATED DIRECTIONAL SIGN

PROPOSED



TOP VIEW



D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Remove, dispose and cap off to code all existing electrical components / hardware previously connected to existing signage. Restore ground material to base of new sign. See control documents for product specification and master agreement for removal & installation requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

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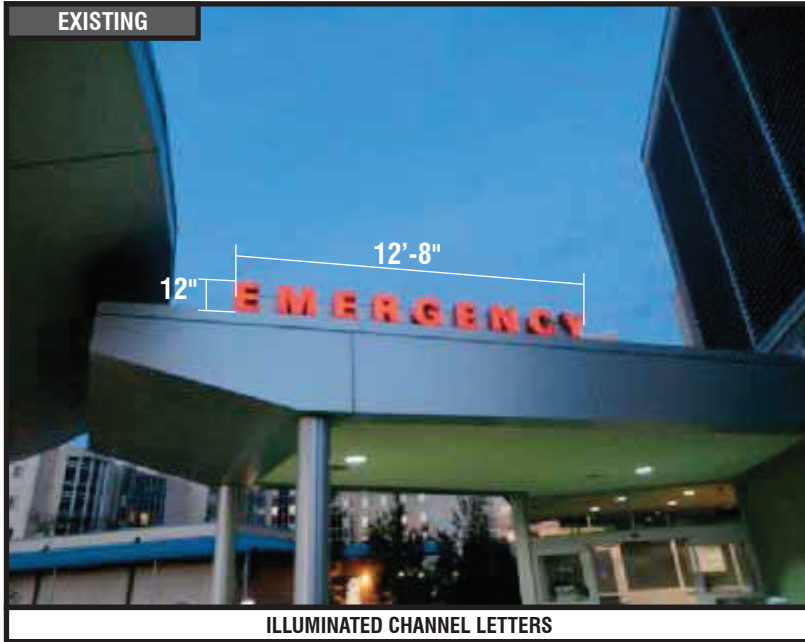
31

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Packet Pg. 214

EXISTING



ILLUMINATED CHANNEL LETTERS

7.1.e

SIGN 24

CUSTOM RE-FACE AND RETRO-FIT

QTY: 1

Existing letterset is in good condition however faces should be replaced with new faces and neon replaced with LED so that the red vinyl is consistent and even across the faces. Field verify existing conditions and make stencil or rubbing of existing cans to insure fit of new faces and baffles for new LED mounts.



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:
3566

LOCATION #:
003

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EXISTING



ILLUMINATED CHANNEL LETTERS

7.1.e

SIGN 25

CUSTOM RE-FACE AND RETRO-FIT

QTY: 1

Existing letterset is in good condition however faces should be replaced with new faces and neon replaced with LED so that the red vinyl is consistent and even across the faces. Field verify existing conditions and make stencil or rubbing of existing cans to insure fit of new faces and baffles for new LED mounts.



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____ DATE
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ILLUMINATED DIRECTIONAL SIGN

REMOVE EXISTING

QTY: 1

Sign only conveys exit messages,
replacement is not required - remove only.

Remove support pole to grade and cap.
Remove, dispose and cap off to code all
existing electrical components / hardware
previously connected to existing signage.
Restore ground material and clean area of all
debris. See master agreement for removal
requirements.

**RECOMMENDATIONS**

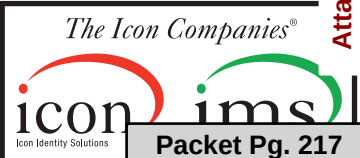
ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____ / _____ / _____ DATE
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 1.cdr	
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34

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EXISTING



DIRECTIONAL SIGN

7.1.e

SIGN 27

REMOVE EXISTING

QTY: 1

Sign only conveys exit messages, replacement is not required - remove only.

Remove support pole to grade and cap. Remove, dispose and cap off to code all existing electrical components / hardware previously connected to existing signage. Restore ground material and clean area of all debris. See master agreement for removal requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____ DATE
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 1.cdr	
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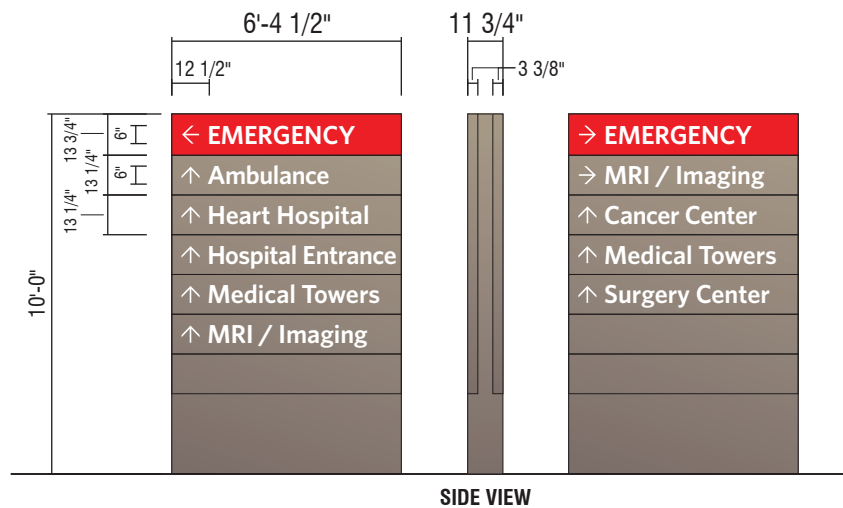
EXISTING



ILLUMINATED DIRECTIONAL SIGN



TOP VIEW



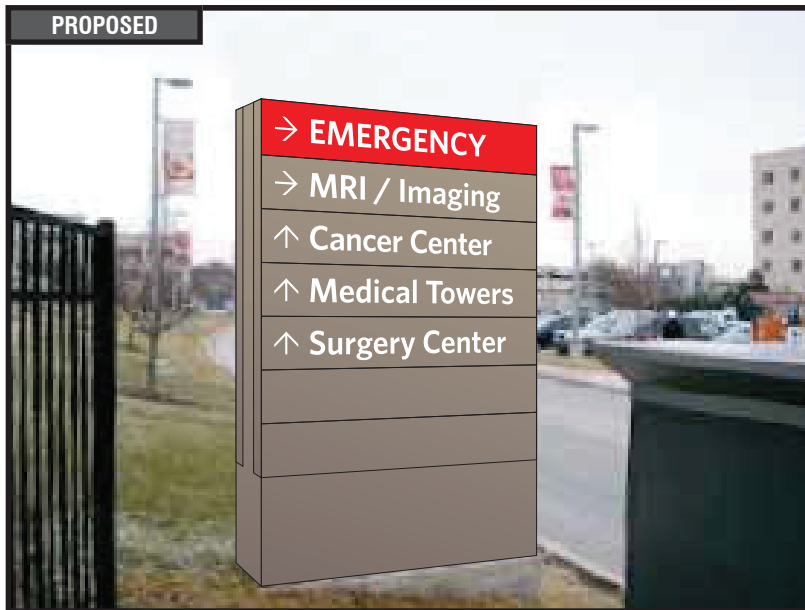
SIDE VIEW

D1 10'-0" ILLUMINATED NON-BRANDED DIRECTIONAL

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Field verify available circuits and access prior to fabrication. Restore ground material to base of new sign. See control documents for product specification and master agreement for installation requirements.

PROPOSED



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

003

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Location #: 003-2

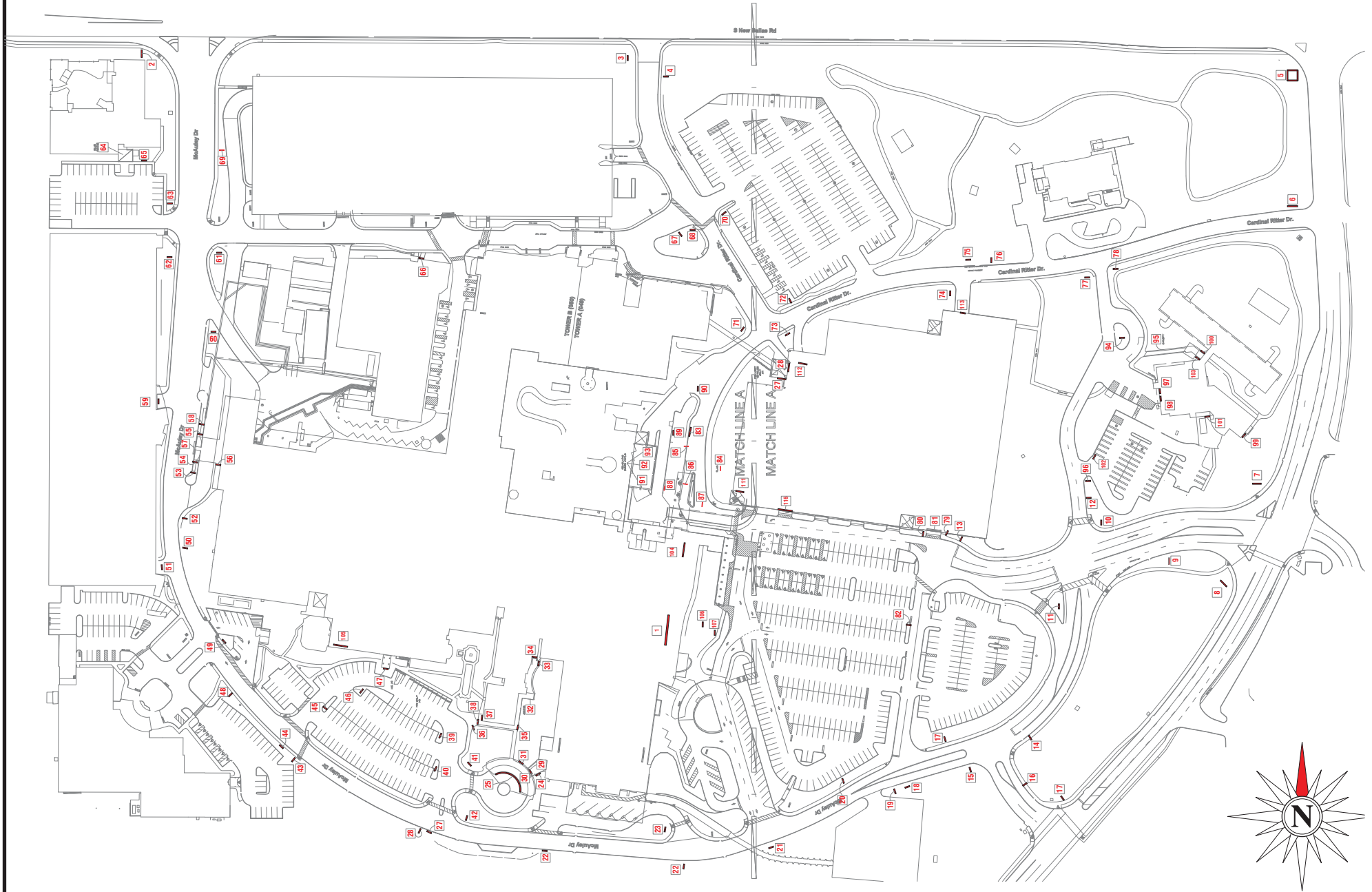
**615 S. New Ballas Rd.
St. Louis, MO
63141**



SIGN#:	QTY:	SIGN TYPE & DESCRIPTION	7.1.e
30	1	CUSTOM DV-1 DOOR VINYL TYP. INSTALLATION	
31	1	CUSTOM RE-FACE AND RETRO-FIT	
32	1	CUSTOM AWNING RE-SKIN	
33	1	REMOVE EXISTING	
34	1	DV-1 DOOR VINYL TYP. INSTALLATION	
35	1	F2-W WALL MOUNTED REGULATORY (1.5 SQ. FT.)	
36	1	F2-FS POLE MOUNTED REGULATORY (1.5 SQ. FT.)	
37	1	CUSTOM NON-ILLUMINATED CHANNEL LETTERS	
38	1	F2-W WALL MOUNTED REGULATORY (1.5 SQ. FT.)	
39	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)	
40	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)	
41	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)	
42	1	B1 6'-0" MONUMENT	
43	1	D1 10'-0" ILLUMINATED NON-BRANDED DIRECTIONAL	
44	1	REMOVE EXISTING	
45	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)	
46	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)	
47	1	LEAVE EXISTING	
48	1	REMOVE EXISTING	
49	1	REMOVE EXISTING	
50	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)	
51	1	CUSTOM 10" BLACK PLATE LETTERS	
52	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)	
53	1	CUSTOM 10" DAY/NIGHT CHANNEL LETTERS	
54	2	REMOVE EXISTING	

	RECOMMENDATIONS ADDRESS: 615 S. New Ballas Rd. CITY/STATE: St. Louis, MO ZIP: 63141	PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	DATE: 06/10/12 Rev. 1: 06/15/12 Rev. 2: 06/21/12 Rev. 3: 06/25/12 Rev. 4: 06/27/12 Rev. 5: 00/00/00	SCALE: N/A DRAWN BY: TVS PAGE #: 2	
		LOCATION #: 003	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 2.cdr	CLIENT CONTRACTOR _____ / _____ / _____ DATE	DRAWINGS PREPARED BY:	 
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Attachment: Exhibit 1-Applicants Materials received August 10, 2012 (17-024: Mercy Master Sign Plan



SITE PLAN

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
003

SUBMITTAL IS: ☐ APPROVED
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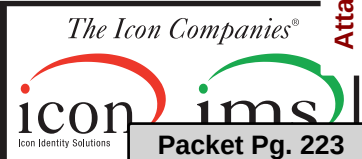
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OVERVIEW PHOTOS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR	DATE
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OVERVIEW PHOTOS

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PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
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Rev. 5: 00/00/00

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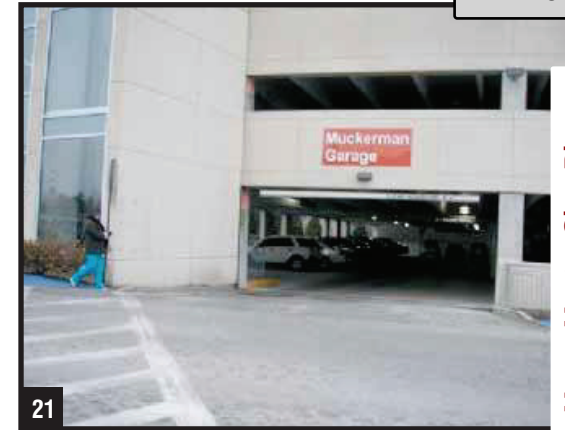
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20



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23



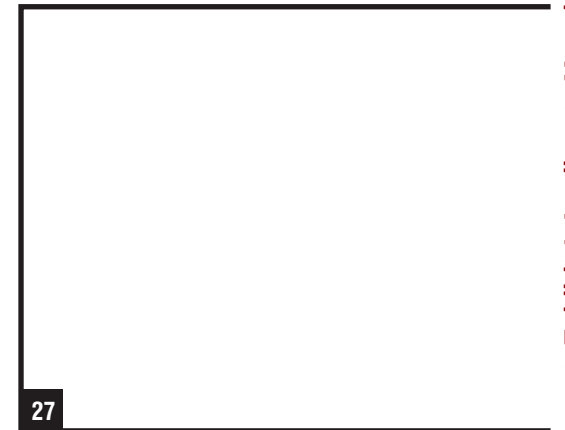
24



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OVERVIEW PHOTOS

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CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
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Rev. 4: 06/27/12
Rev. 5: 00/00/00

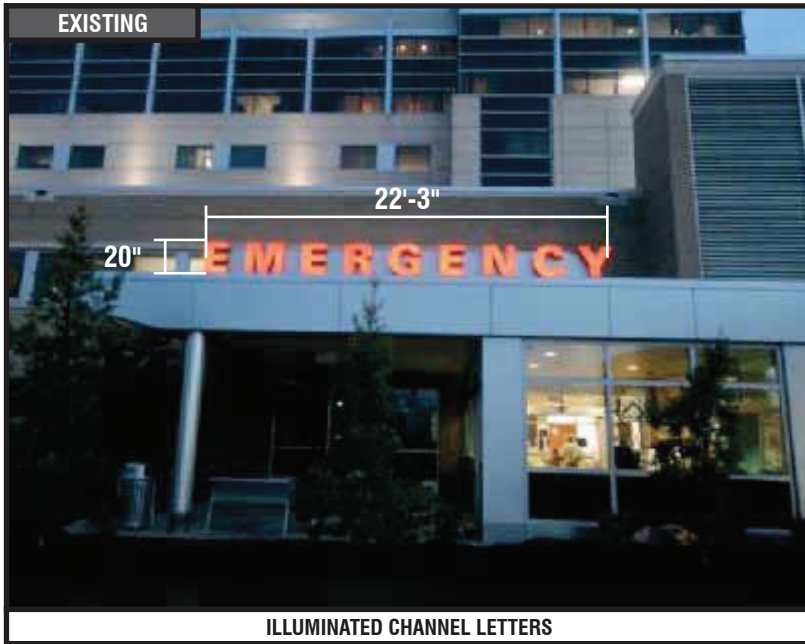
SCALE:
As Noted
DRAWN BY:
TVS
PAGE #:
7

DRAWINGS PREPARED BY:



Packet Pg. 226

EXISTING



ILLUMINATED CHANNEL LETTERS

7.1.e

SIGN 31

CUSTOM RE-FACE AND RETRO-FIT

QTY: 1

Existing letterset is in good condition however faces should be replaced with new faces and neon replaced with LED so that the red vinyl is consistent and even across the faces. Field verify existing conditions and make stencil or rubbing of existing cans to insure fit of new faces and baffles for new LED mounts.



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:
3566

LOCATION #:
003

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☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR
_____/_____/_____
DATE

FILE PATH: **Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 2.cdr**

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Packet Pg. 227

EXISTING



NON ILLUMINATED AWNING

PROPOSED



CUSTOM AWNING RE-SKIN

QTY: 1

Re-skin existing awning w/ Cooley Weathertyte material; color - Charcoal. Copy to be black. See design control documents for proper material specifications. Replace "Entrance" copy on right side of awning - do not replace copy above existing plate letters sign 037.

Restore frame as required. Field verify dimensions of awning prior to fabrication. If the existing awning frame IS NOT a neutral color (aluminum, silver, white or black) then the frame should be painted to match recommended awning material. If the existing color is in question or site has landlord requirements, please contact Monigle for direction.



RECOMMENDATIONS

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PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 2.cdr	
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EXISTING



VINYL COPY

7.1.e

SIGN 33

REMOVE EXISTING

QTY: 1

Existing sign has zero visibility, remove and do not replace.

Remove all decals or graphics and clean surface of all residue.



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
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ZIP: **63141**

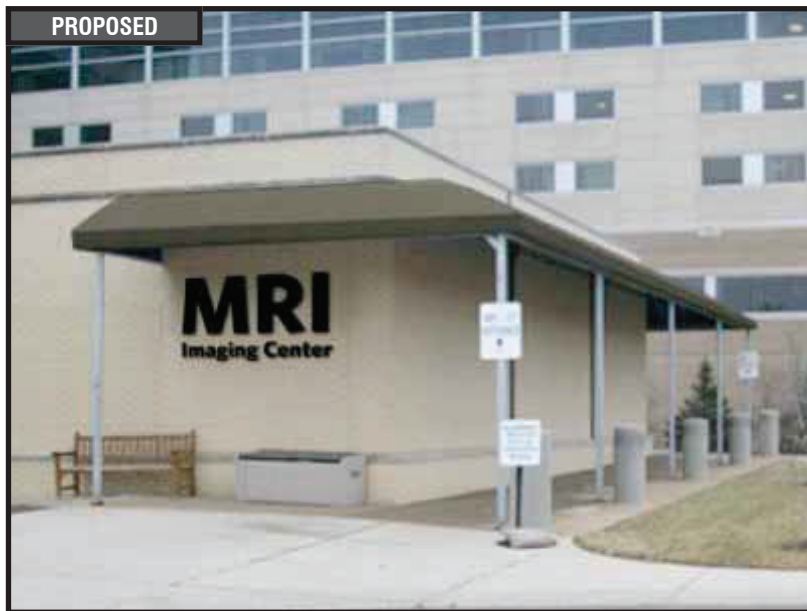
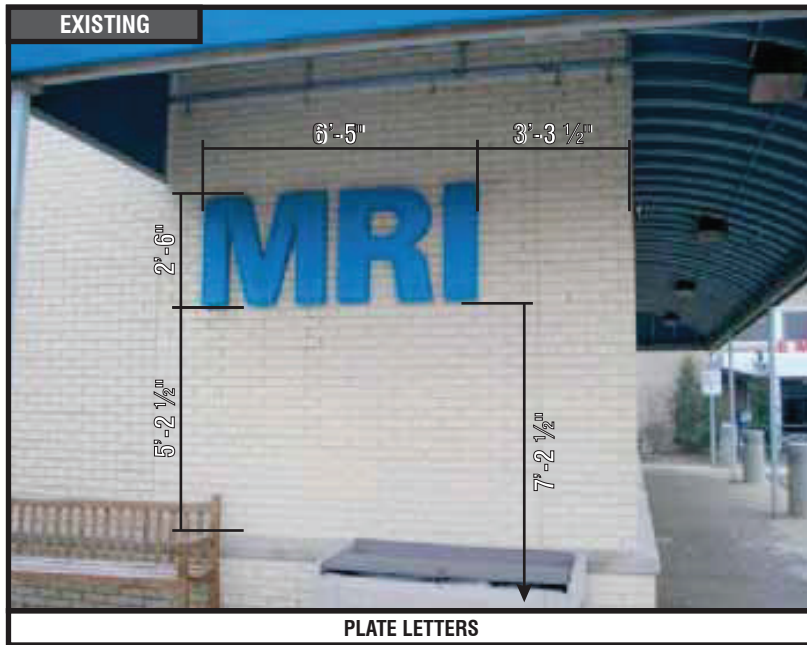
PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	_____ _____/_____/_____ DATE	CLIENT CONTRACTOR
LOCATION #: 003	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 2.cdr		
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CUSTOM NON-ILLUMINATED CHANNEL LETTERS

QTY. 1

SCALE: 1/2"=1'-0"

CENTER ON WALL AS SHOWN. LETTERS TO BE BLACK NON-ILLUMINATED CHANNEL LETTERS.

Scale custom letterset as shown. Letters to be black dimensional non-illuminated channel letters. Font to be Whitney Semibold

Patch and repair existing wall surface to like new condition. Repaint to match existing color finish. For brick or stone walls fill holes with matching silicone. Power wash wall if required. Field verify dimensions of space shown in photo morph prior to fabrication to verify if specified letterset will fit in area and meet clear zone tolerances - refer to Control Documents. ***Change letterset height if required. See control documents for product specification and master agreement for installation requirements.



RECOMMENDATIONS

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LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 2.cdr	
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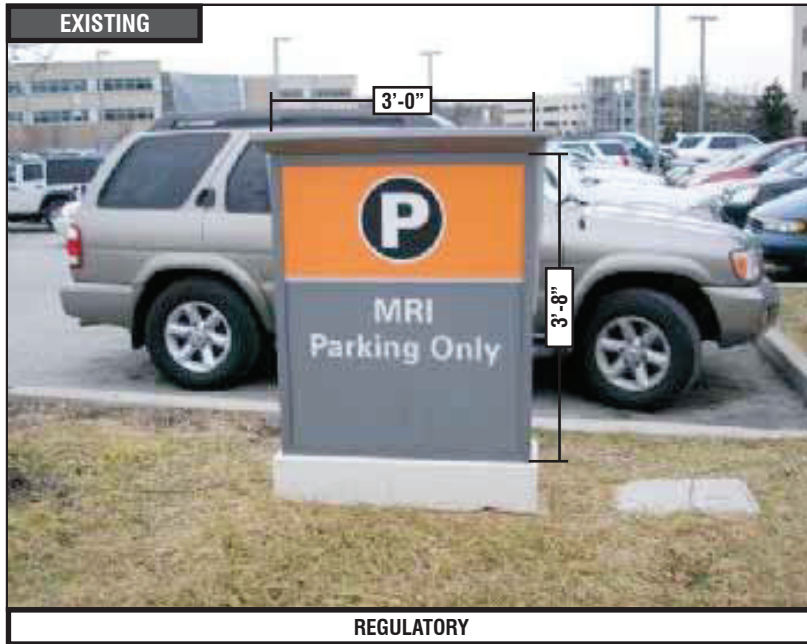
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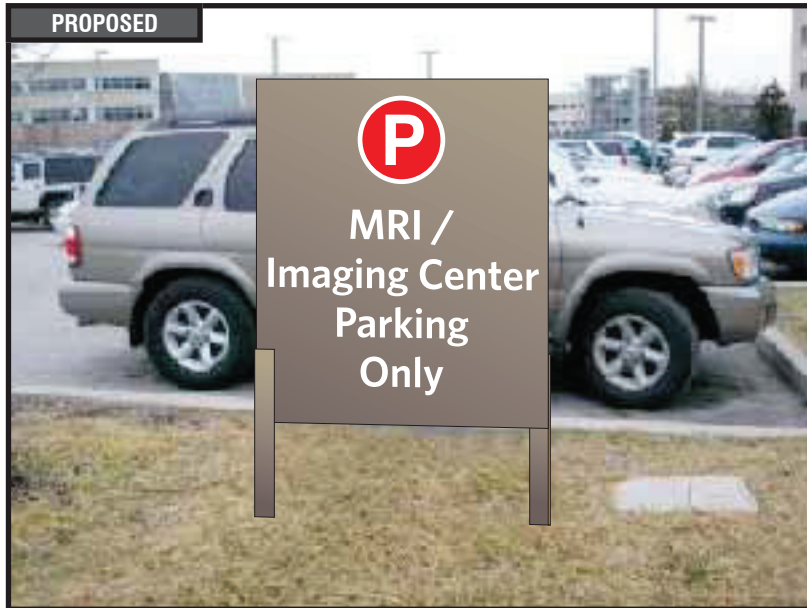


EXISTING

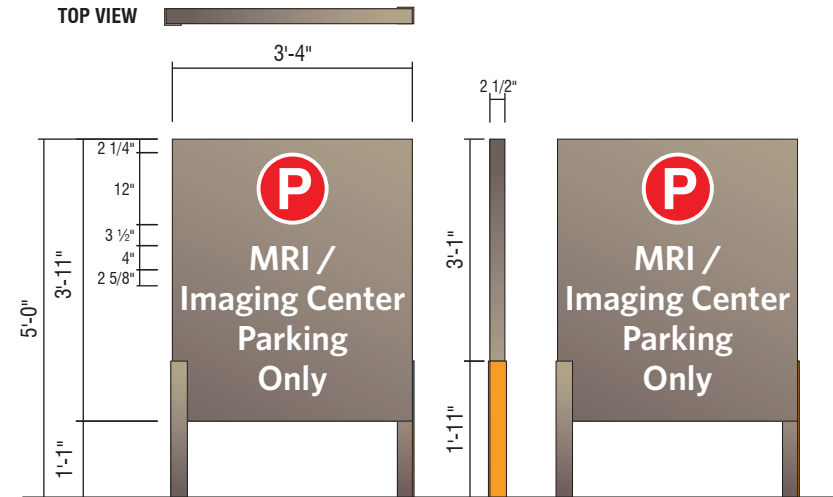


REGULATORY

PROPOSED



TOP VIEW

**D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)**

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Remove, dispose and cap off to code all existing electrical components / hardware previously connected to existing signage. Restore ground material to base of new sign. See control documents for product specification and master agreement for removal & installation requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

003

SUBMITTAL IS: ☐ APPROVED☐ APPROVED AS NOTED☐ REVISED AND RESUBMIT

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SCALE:

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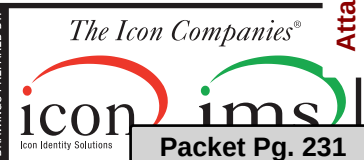
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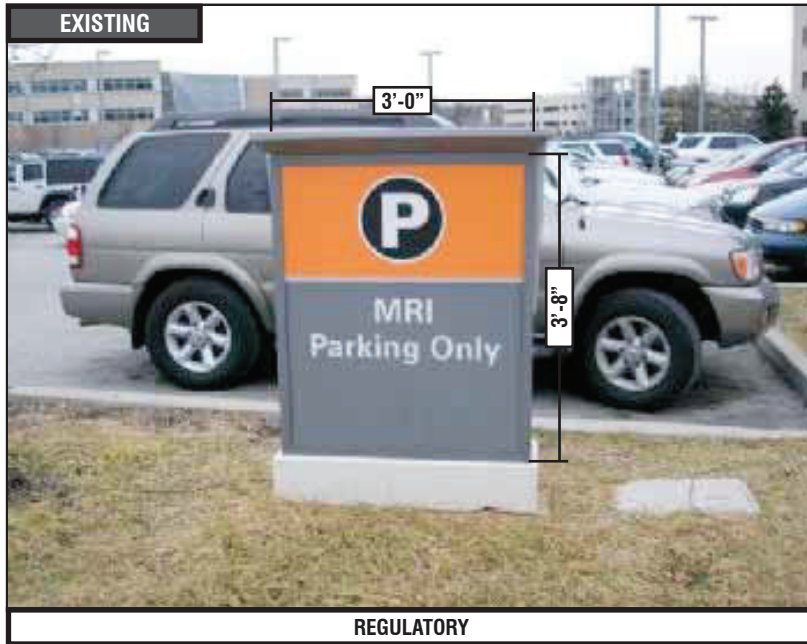
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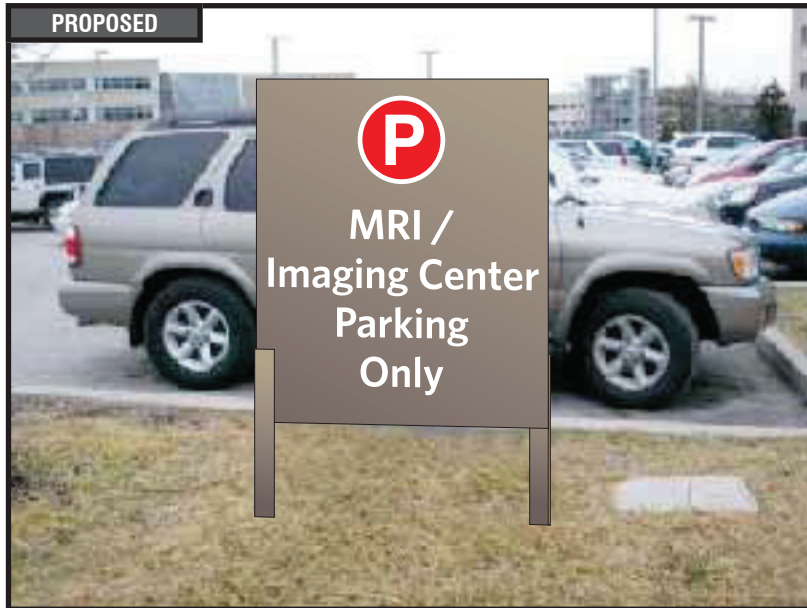
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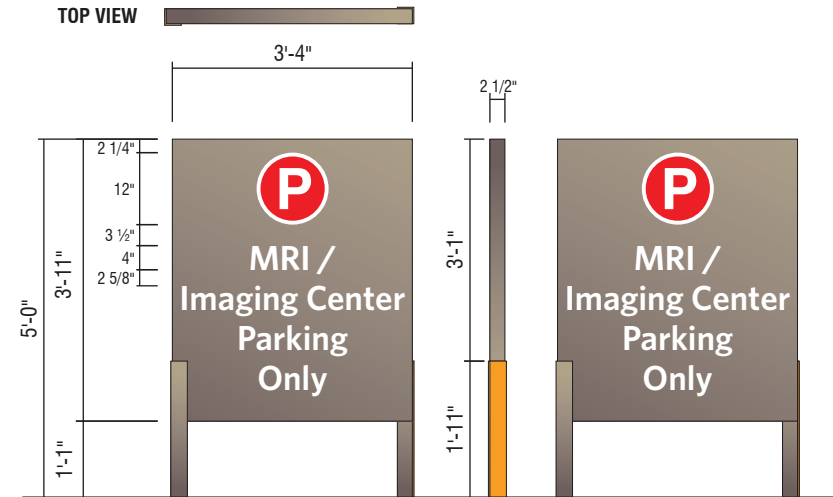


REGULATORY

PROPOSED



TOP VIEW

**D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)**

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Remove, dispose and cap off to code all existing electrical components / hardware previously connected to existing signage. Restore ground material to base of new sign. See control documents for product specification and master agreement for removal & installation requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

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LOCATION #:

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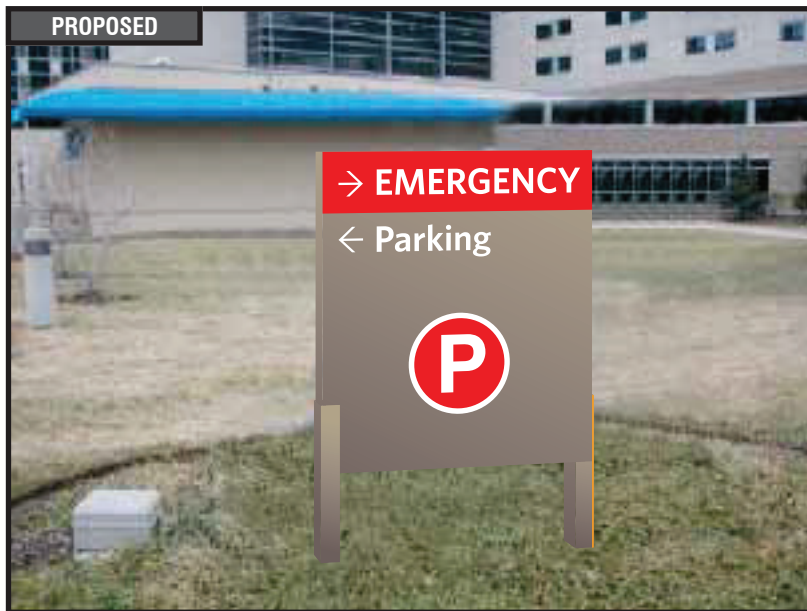
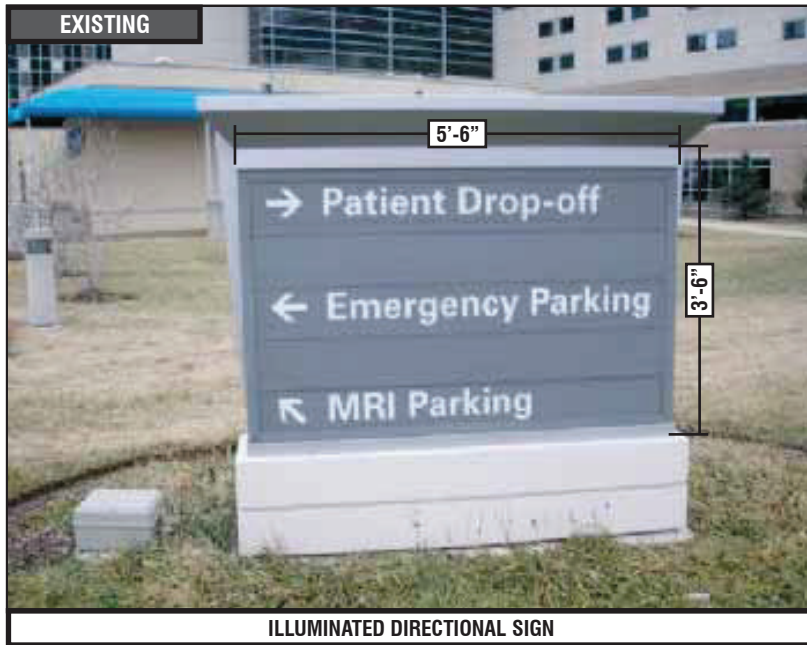
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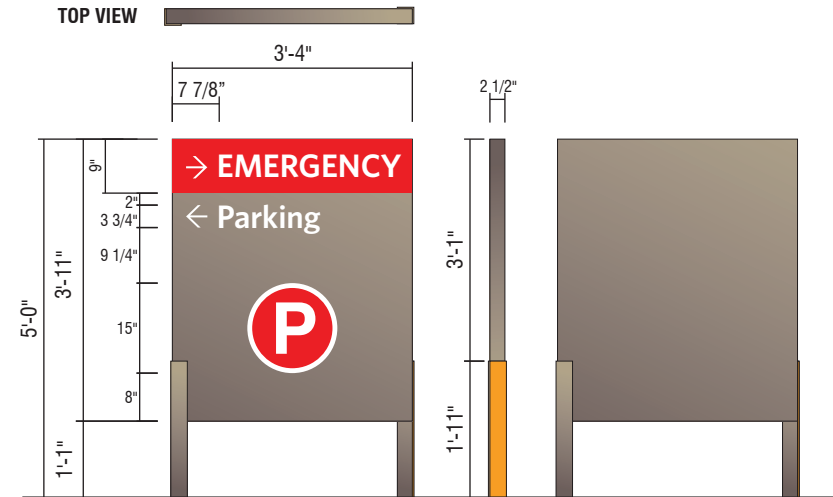
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TOP VIEW

**D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)**

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Remove, dispose and cap off to code all existing electrical components / hardware previously connected to existing signage. Restore ground material to base of new sign. See control documents for product specification and master agreement for removal & installation requirements.

**RECOMMENDATIONS**

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566LOCATION #:
003

SUBMITTAL IS: ☐ APPROVED
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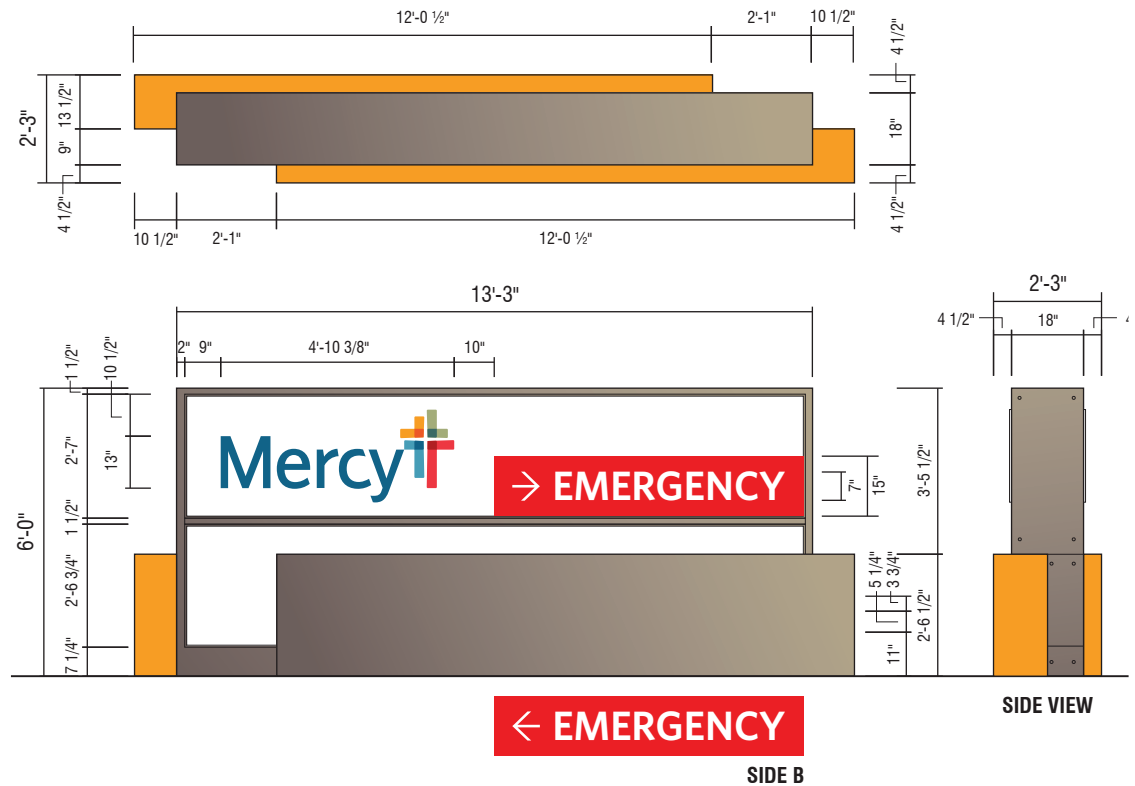
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EXISTING



ILLUMINATED MONUMENT SIGN



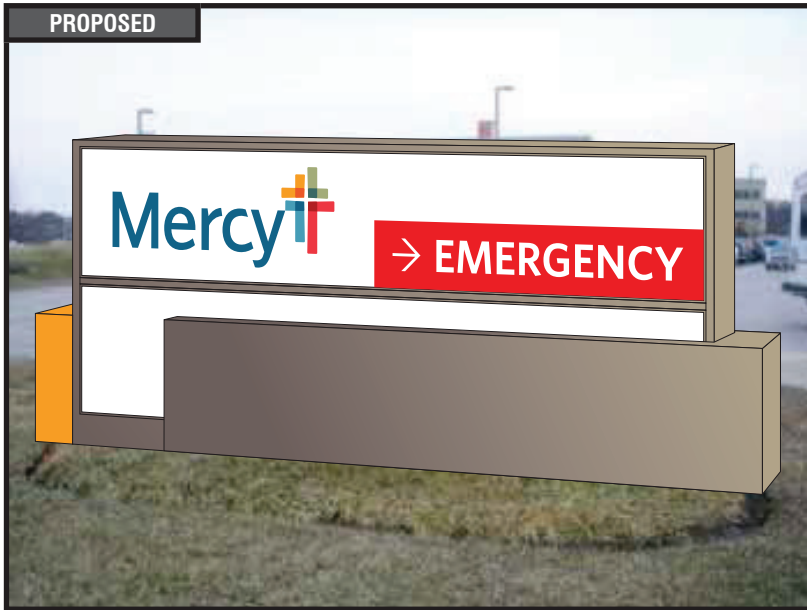
B1 6'-0" MONUMENT

QTY: 1

Relocate Closer to curb, see photo 656 for general location. Sign to have red Emergency Band.

Perform utility locates and verify setbacks prior to fabrication / installation. Field verify available circuits and access prior to fabrication. Restore ground material to base of new sign. See control documents for product specification and master agreement for installation requirements.

PROPOSED



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
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SUBMITTAL IS: ☐ APPROVED☐ APPROVED AS NOTED☐ REVISED AND RESUBMIT

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Rev. 3: 06/25/12

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Rev. 5: 00/00/00

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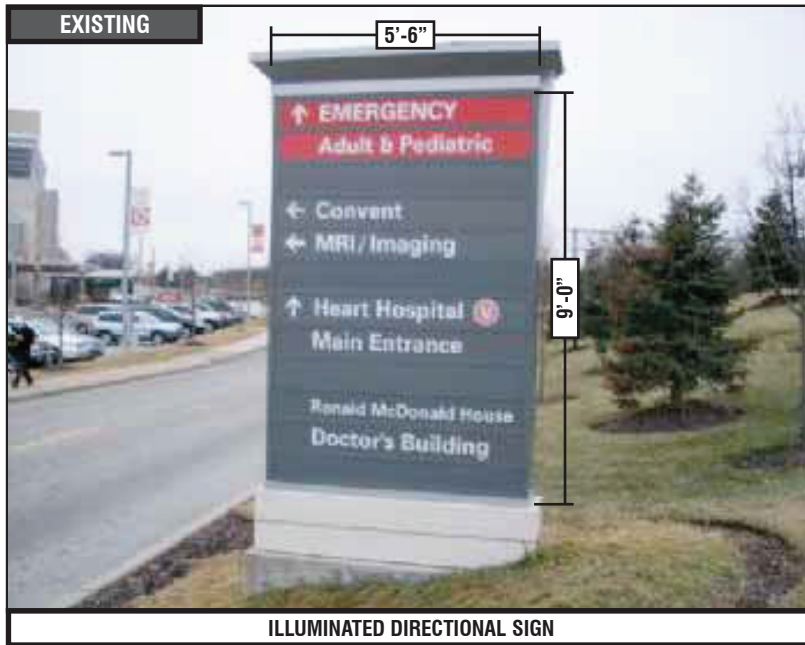
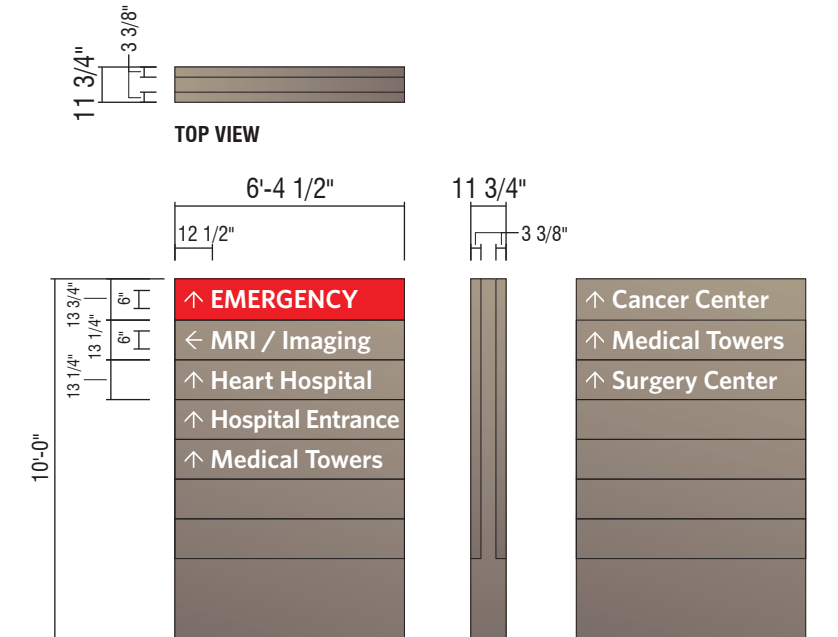
PAGE #:

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EXISTING**ILLUMINATED DIRECTIONAL SIGN**
D1
10'-0" ILLUMINATED
NON-BRANDED DIRECTIONAL

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Field verify available circuits and access prior to fabrication. Restore ground material to base of new sign. See control documents for product specification and master agreement for installation requirements.

PROPOSED**RECOMMENDATIONS**

ADDRESS: **615 S. New Ballas Rd.**
 CITY/STATE: **St. Louis, MO**
 ZIP: **63141**

PROJECT #:

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LOCATION #:

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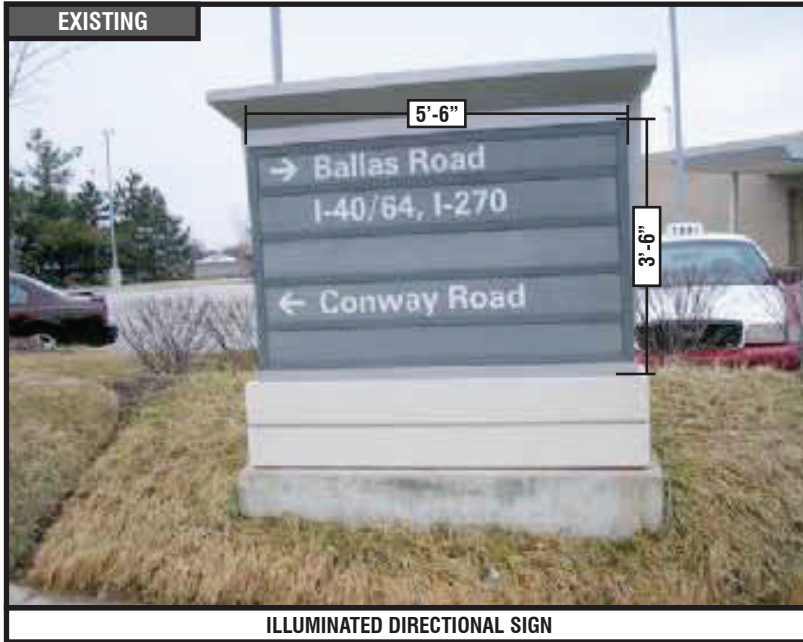
PAGE #:

21

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**Packet Pg. 235**

EXISTING



ILLUMINATED DIRECTIONAL SIGN

7.1.e

SIGN 44

REMOVE EXISTING

QTY: 1

Sign only conveys exit messages, replacement is not required - remove only.

Remove support pole to grade and cap. Remove, dispose and cap off to code all existing electrical components / hardware previously connected to existing signage. Restore ground material and clean area of all debris. See master agreement for removal requirements.



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____ / _____ / _____ DATE
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 2.cdr	
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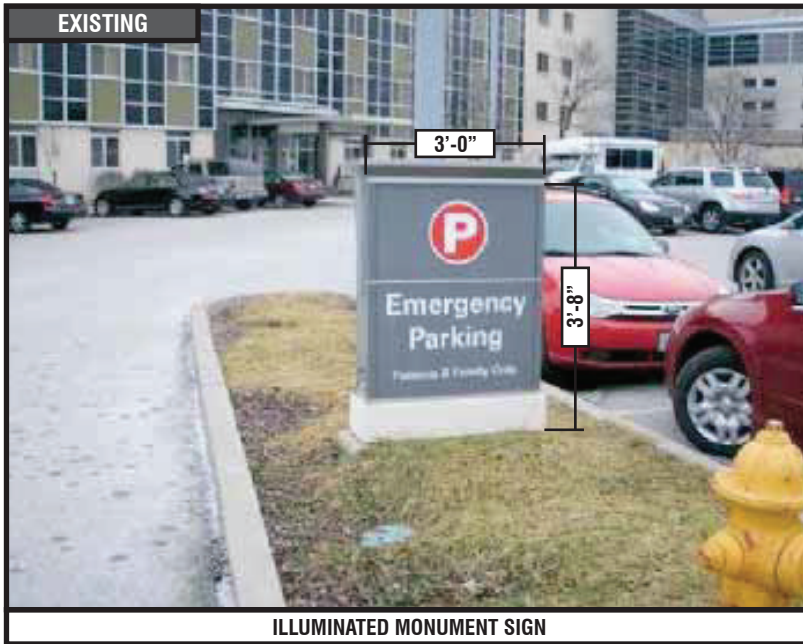
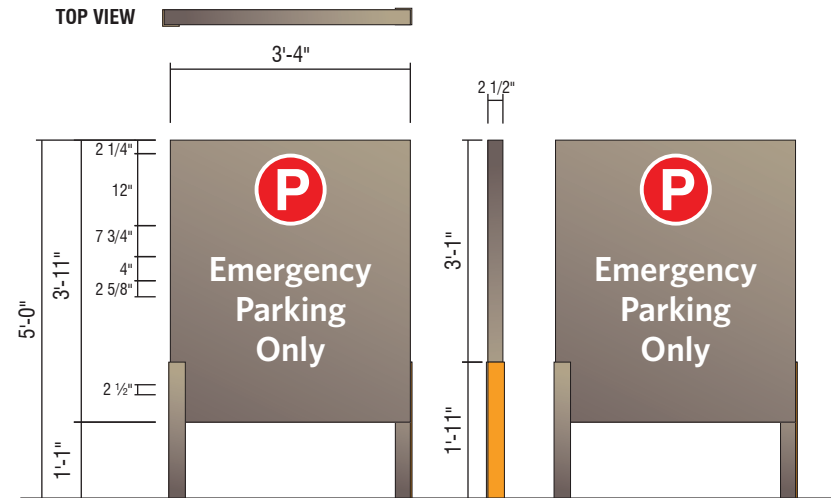
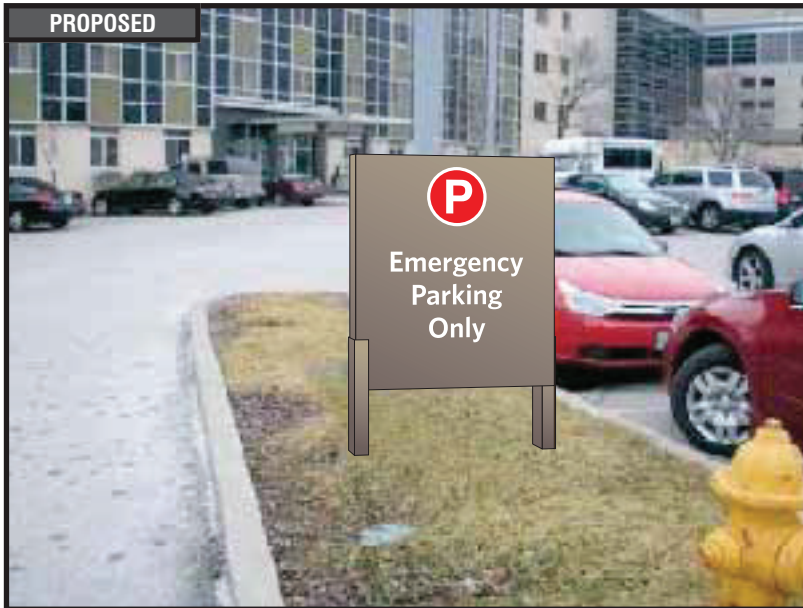
DATE: **06/10/12**
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Rev. 4: **06/27/12**
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Packet Pg. 236

EXISTING**ILLUMINATED MONUMENT SIGN****PROPOSED****D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)**

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Remove, dispose and cap off to code all existing electrical components / hardware previously connected to existing signage. Restore ground material to base of new sign. See control documents for product specification and master agreement for removal & installation requirements.

**RECOMMENDATIONS**

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

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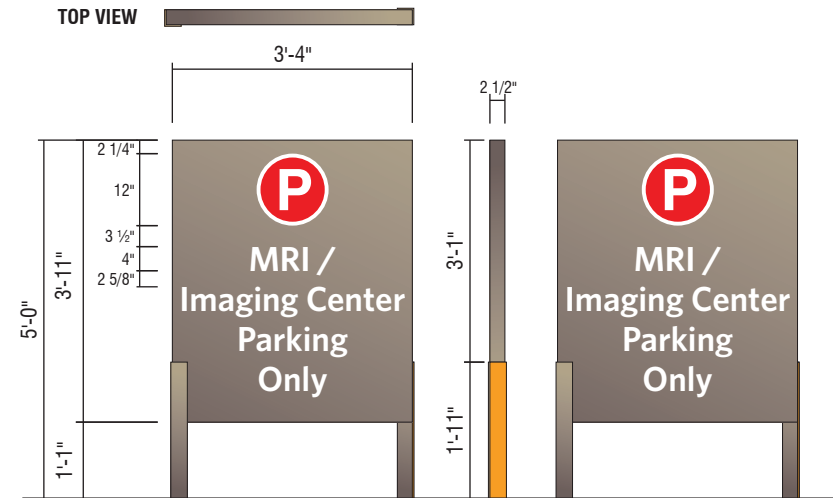
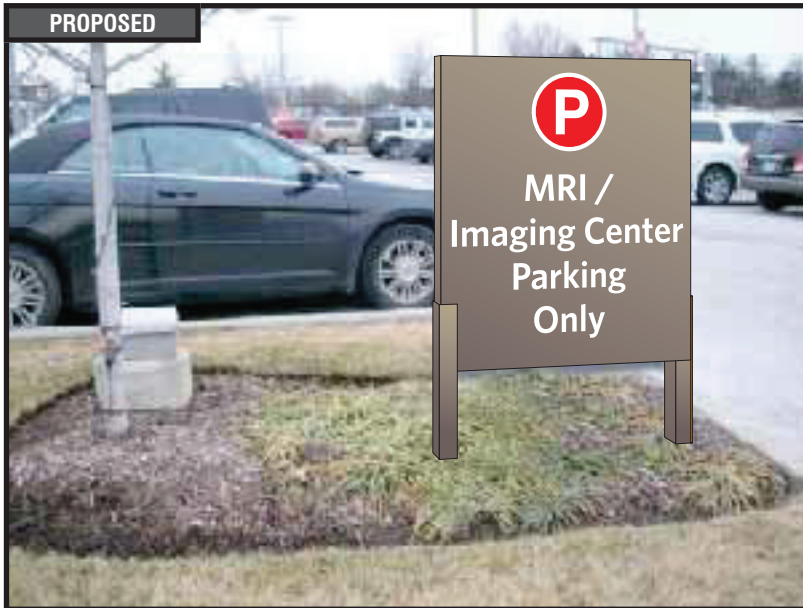
**Packet Pg. 237**

EXISTING



ILLUMINATED MONUMENT SIGN

PROPOSED

**D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)**

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Remove, dispose and cap off to code all existing electrical components / hardware previously connected to existing signage. Restore ground material to base of new sign. See control documents for product specification and master agreement for removal & installation requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
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DIRECTIONAL SIGN

REMOVE EXISTING

QTY: 1

Valet parking sign is located in a random location far from the valet parking service, remove and do not replace.

Remove sign and support pole flush with grade or patch and repair existing wall surface to like new condition. See master agreement for removal requirements.

**RECOMMENDATIONS**

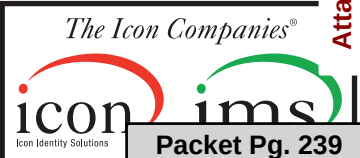
ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:	SUBMITTAL IS:	☐ APPROVED	CLIENT CONTRACTOR _____/_____/_____ DATE
3566		☐ APPROVED AS NOTED	
		☐ REVISED AND RESUBMIT	
LOCATION #:	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 2.cdr	
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EXISTING



DIRECTIONAL SIGN

7.1.e

SIGN 49

REMOVE EXISTING

QTY: 1

Sign only conveys exit messages, replacement is not required - remove only.

Remove support pole to grade and cap. Remove, dispose and cap off to code all existing electrical components / hardware previously connected to existing signage. Restore ground material and clean area of all debris. See master agreement for removal requirements.



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	_____ _____/_____/_____ DATE	CLIENT CONTRACTOR
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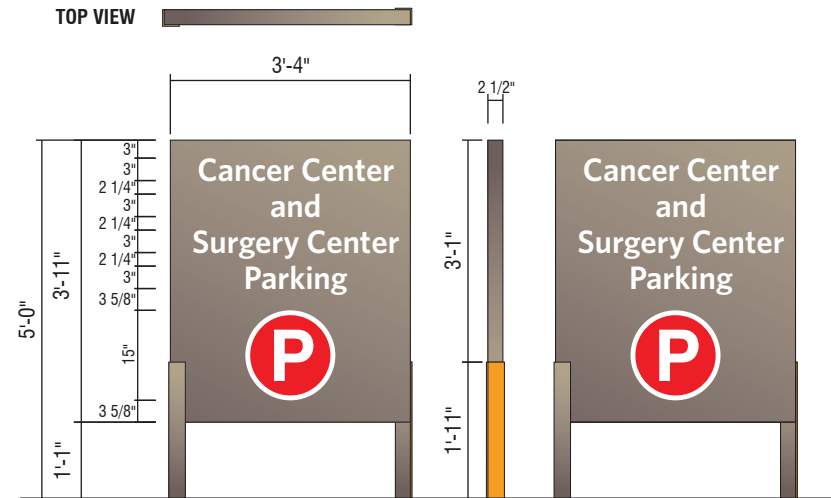
Packet Pg. 240

EXISTING



REGULATORY

PROPOSED



D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Restore ground material to base of new sign. See control documents for product specification and master agreement for removal & installation requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
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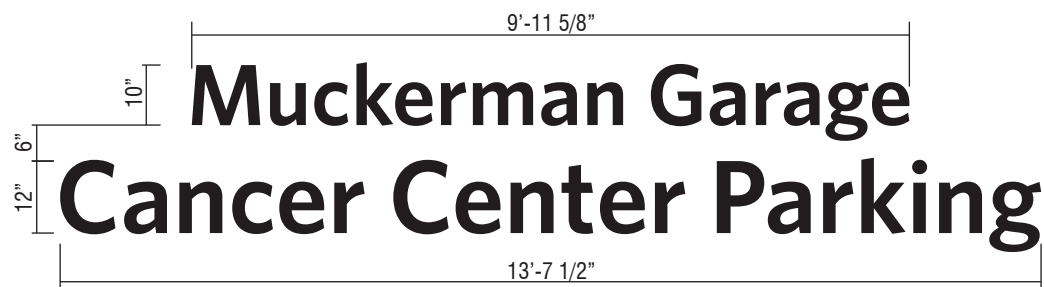
SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT
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Icon Identity Solutions
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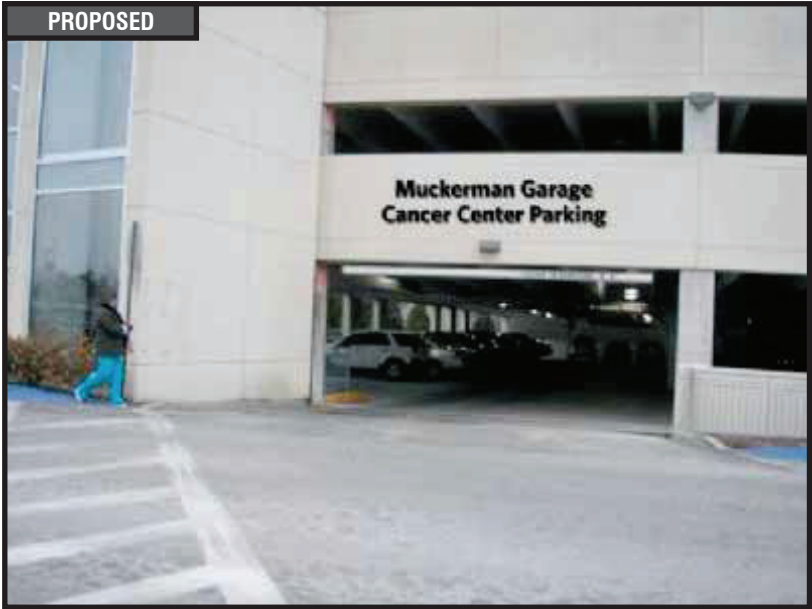
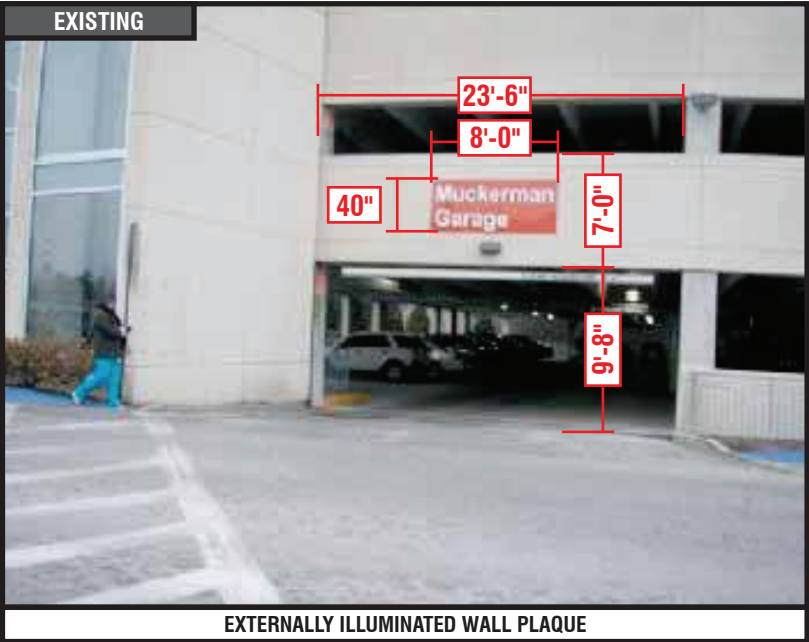
CUSTOM BLACK PLATE LETTERS

1/4" BLACK ALUMINUM PLATE LETTERS.

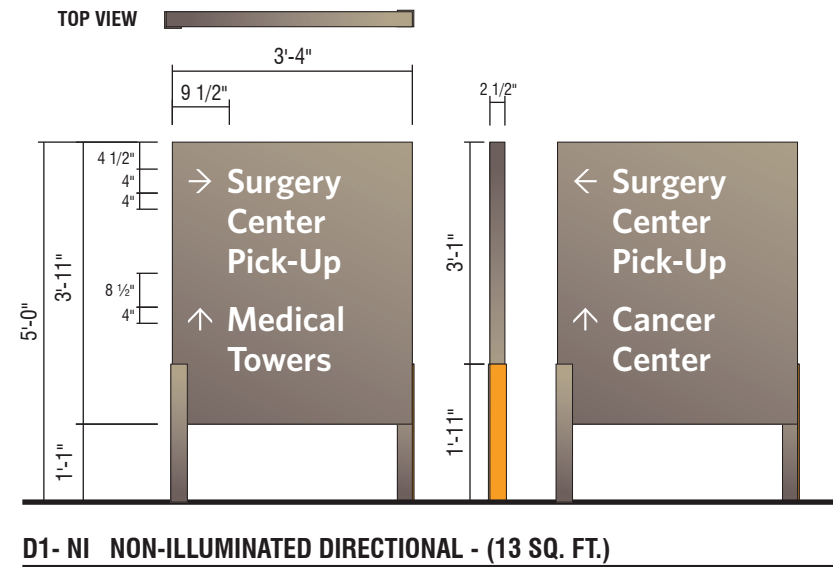
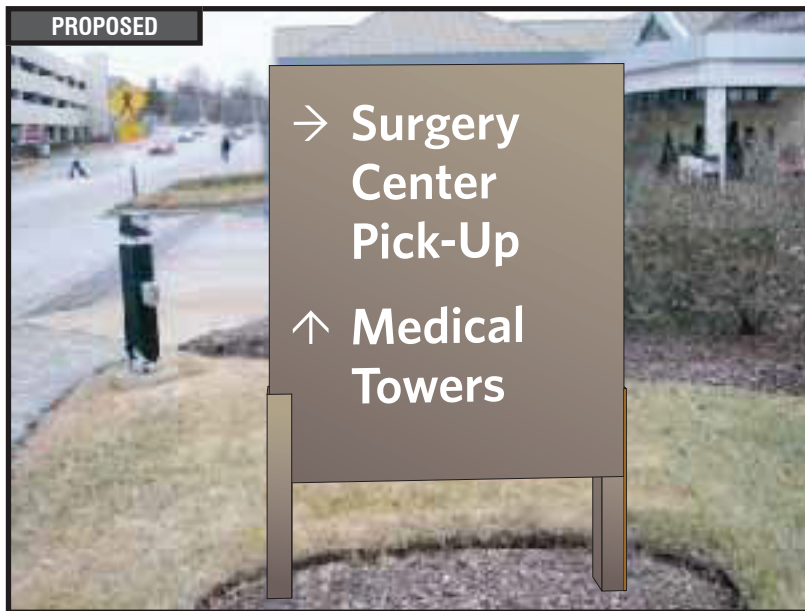
SCALE: 3/8" = 1'-0"

Custom dimensional letterset - scale to be determined by detailed tech audit - scale letters to match visual appearance shown in proposed image. Refer to design control drawings for typical fabrication.

Field verify dimensions of space shown in photo morph prior to fabrication to verify if specified letterset will fit in area and meet clear zone tolerances - refer to Control Documents. ***Change letterset height if required. See control documents for product specification and master agreement for installation requirements.



	RECOMMENDATIONS ADDRESS: 615 S. New Ballas Rd. CITY/STATE: St. Louis, MO ZIP: 63141	PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	DATE: 06/10/12 Rev. 1: 06/15/12 Rev. 2: 06/21/12 Rev. 3: 06/25/12 Rev. 4: 06/27/12 Rev. 5: 00/00/00	SCALE: As Noted DRAWN BY: TVS PAGE #: 29	
		LOCATION #: 003	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_003_St Louis_MO Part 2.cdr	CLIENT CONTRACTOR DATE	DRAWINGS PREPARED BY: icon ims Icon Identity Solutions	
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Perform utility locates and verify setbacks prior to fabrication / installation. Restore ground material to base of new sign. See control documents for product specification and master agreement for removal & installation requirements.

**RECOMMENDATIONS**

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:

3566

LOCATION #:

003SUBMITTAL IS: ☐ APPROVED☐ APPROVED AS NOTED☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR

DATE

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TVS

PAGE #:

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DRAWINGS PREPARED BY:



7'-7 1/2"

10"

Surgery Center

CUSTOM 10" DAY/NIGHT CHANNEL LETTERS - FACE LIT

COPY: BRONZE #313 TRIM CAP, RETURNS: MERCY CHAMPAGNE (SW EN1380)

SCALE: 3/4" = 1'-0"

End caps signs 053 & 058 are vinyl only. Remove existing vinyl, clean and prepare surface as required. Mount new channel letters to end cap as required. Letters to be black, Whitney Semibold letters. Scale as shown.

Patch and repair existing wall surface to like new condition. Repaint to match existing color finish. For brick or stone walls fill holes with matching silicone. Power wash wall if required. Install new signage using existing primary electrical. Verify if additional circuits are required for new sign. Field verify dimensions of space shown in photo morph prior to fabrication to verify if specified letter set will fit in area and meet clear zone tolerances - refer to Control Documents.

***Change letter set height if required. See control documents for product specification and master agreement for removal & installation requirements.



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:
3566

LOCATION #:
003

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DATE

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icon **ims**

Icon Identity Solutions

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23 3/4"

13 1/2"

Surgery Center

CUSTOM FASCIA PANEL W/DAY/NIGHT CHANNEL LETTERS - FACE LIT

COPY: BRONZE #313 TRIM CAP, RETURNS: MERCY CHAMPAGNE (SW EN1380)

SCALE: 3/8" = 1'-0"

Existing letters are routed out of the existing fascia and backed up copy. Reskin or overlaminate fascia with new panel to match existing. Mount new channel letters to new fascia as required. Letters to be black, Whitney Semibold letters. Scale as shown.

Patch and repair existing wall surface to like new condition. Repaint to match existing color finish. For brick or stone walls fill holes with matching silicone. Power wash wall if required. Install new signage using existing primary electrical. Verify if additional circuits are required for new sign. Field verify dimensions of space shown in photo morph prior to fabrication to verify if specified letterset will fit in area and meet clear zone tolerances - refer to Control Documents.

EXISTING



ROUTED ALUMINUM PANELS

PROPOSED



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

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Rev. 5: 00/00/00

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TVS
PAGE #:
35

DRAWINGS PREPARED BY:



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7'-7 1/2"

10"

Surgery Center

CUSTOM 10" DAY/NIGHT CHANNEL LETTERS - FACE LIT

COPY: BRONZE #313 TRIM CAP, RETURNS: MERCY CHAMPAGNE (SW EN1380)

SCALE: 3/4" = 1'-0"

End caps signs 053 & 058 are vinyl only. Remove existing vinyl, clean and prepare surface as required. Mount new channel letters to end cap as required. Letters to be black, Whitney Semibold letters. Scale as shown.

Patch and repair existing wall surface to like new condition. Repaint to match existing color finish. For brick or stone walls fill holes with matching silicone. Power wash wall if required. Install new signage using existing primary electrical. Verify if additional circuits are required for new sign. Field verify dimensions of space shown in photo morph prior to fabrication to verify if specified letter set will fit in area and meet clear zone tolerances - refer to Control Documents.

***Change letter set height if required. See control documents for product specification and master agreement for removal & installation requirements.



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

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LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_003_St Louis_MO Part 2.cdr	
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36

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Location #: 003-3

**615 S. New Ballas Rd.
St. Louis, MO
63141**



SIGN#:	QTY:	SIGN TYPE & DESCRIPTION	7.1.e
59	1	CUSTOM 10" BLACK PLATE LETTERS	
60	1	D3-NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)	
61	1	REMOVE EXISTING	
62	1	REMOVE EXISTING	
63	1	D1 10'-0" ILLUMINATED NON-BRANDED DIRECTIONAL	
64	1	NOT IN SCOPE	
65	1	NOT IN SCOPE	
66	1	DV-1 DOOR VINYL TYP. INSTALLATION	
67	1	REMOVE EXISTING	
68	1	D1 10'-0" ILLUMINATED NON-BRANDED DIRECTIONAL	
69	1	REMOVE EXISTING	
70	1	REMOVE EXISTING	
71	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)	
72	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)	
73	1	REMOVE EXISTING	
74	1	D3- NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)	
75	1	REMOVE EXISTING	
76	1	REMOVE EXISTING	
77	1	REMOVE EXISTING	
78	1	D3 5'-6" ILLUMINATED NON-BRANDED DIRECTIONAL	
79	1	REMOVE EXISTING	
80	1	D3- NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)	
81	1	CUSTOM BLACK PLATE LETTERS	
82	1	REMOVE EXISTING	
83	2	LEAVE EXISTING	

	RECOMMENDATIONS ADDRESS: 615 S. New Ballas Rd. CITY/STATE: St. Louis, MO ZIP: 63141	PROJECT #:	SUBMITTAL IS: ☐ APPROVED		DATE:	06/08/12	SCALE:	N/A	DRAWINGS PREPARED BY: 
		3566	☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT		Rev. 1:	06/15/12	DRAWN BY:	TVS	
		LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 3.cdr		Rev. 2:	06/21/12	
				CLIENT CONTRACTOR _____ / _____ / _____ DATE		Rev. 3:	06/25/12		
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						Rev. 5:	00/00/00		

Attachment: Exhibit 1-Applicants Materials received August 10, 2012 (17-024: Mercy Master Sign Plan

[illegible]

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

LOCATION #:

FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3
4 20....\3566 003 St Louis MO Part 3.cdr

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3

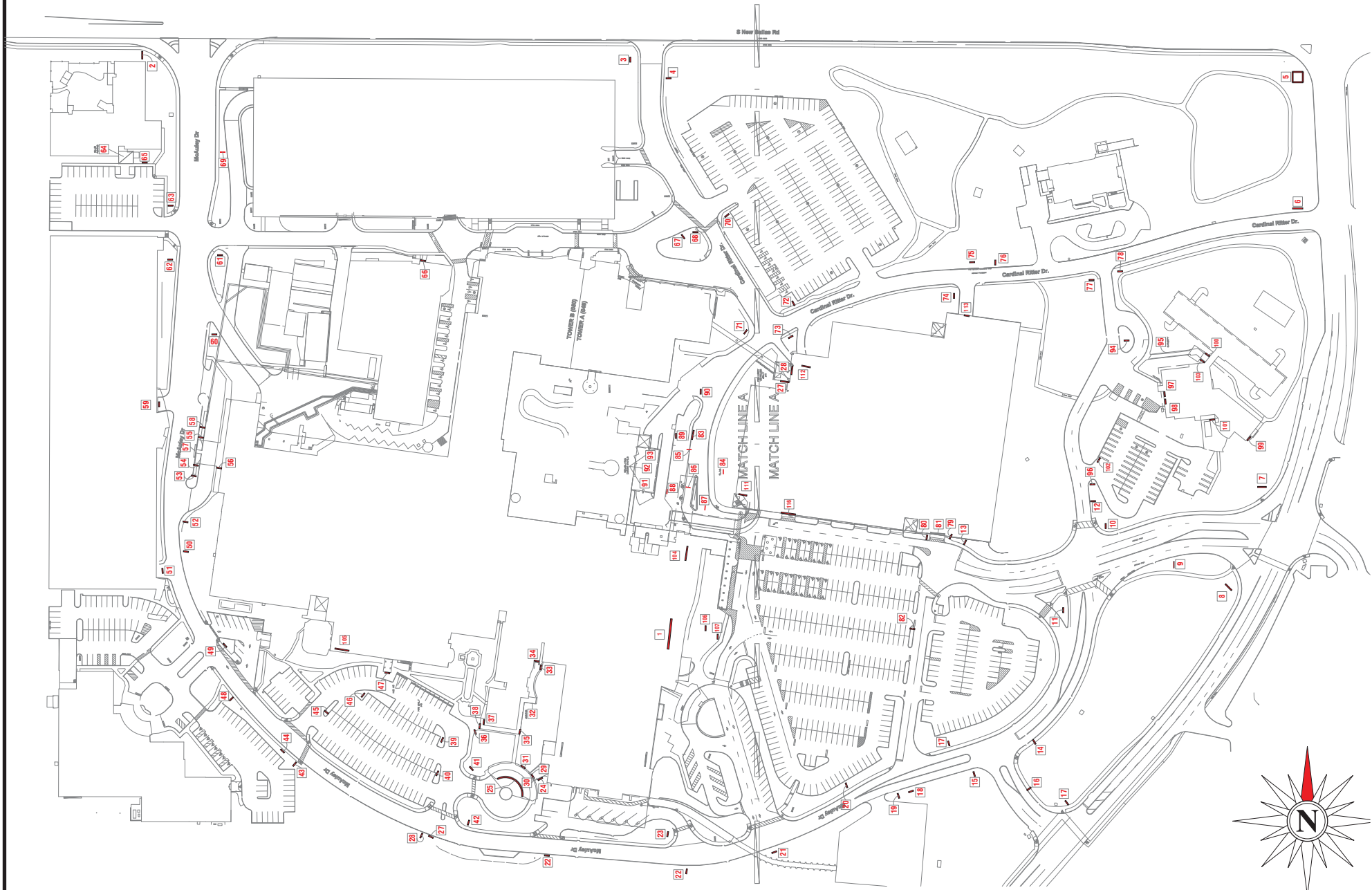
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SITE PLAN

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
003

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OVERVIEW PHOTOS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #: 3566
SUBMITTAL IS: ☐ APPROVED
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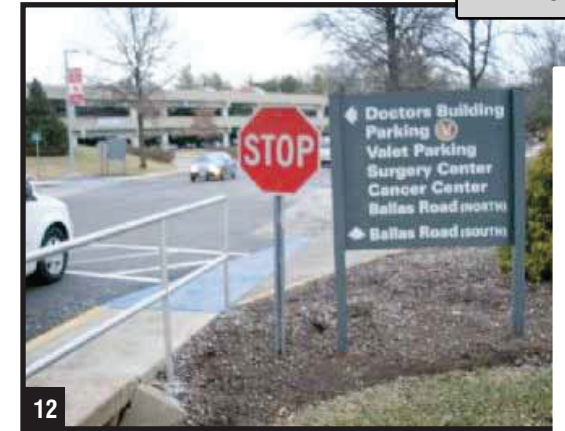
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10



11



12



13



14



15



16



17



18



OVERVIEW PHOTOS

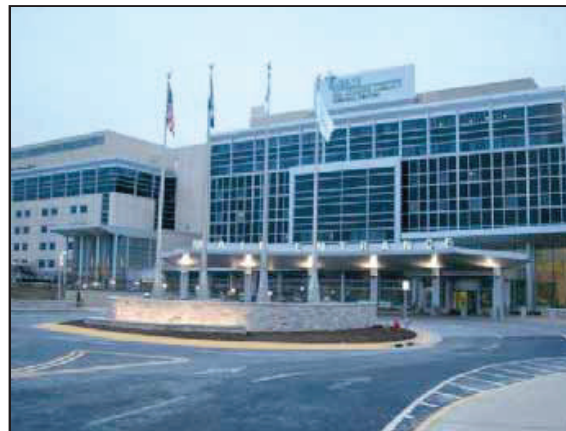
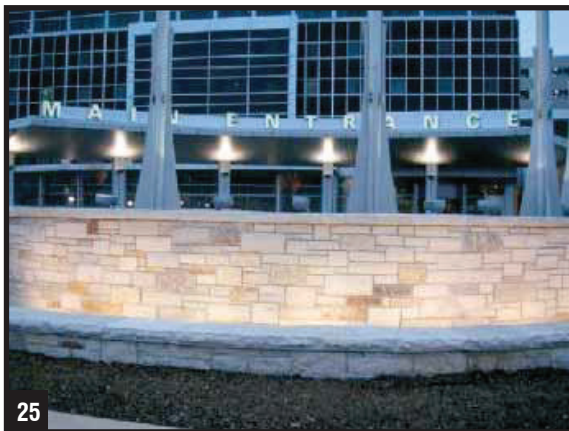
ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
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OVERVIEW PHOTOS

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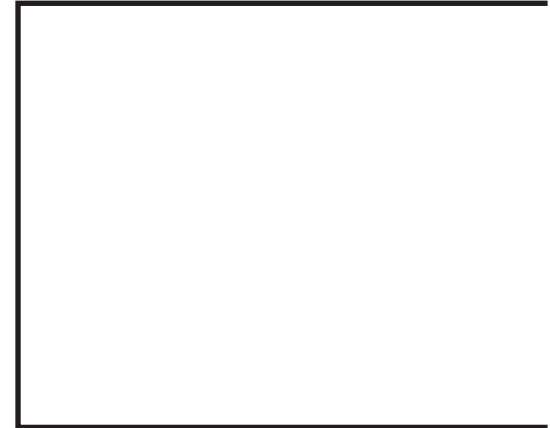
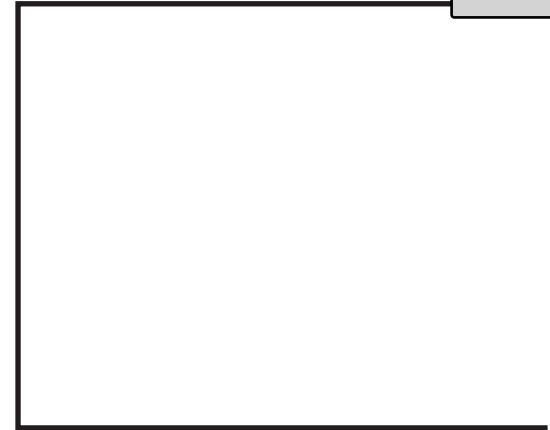
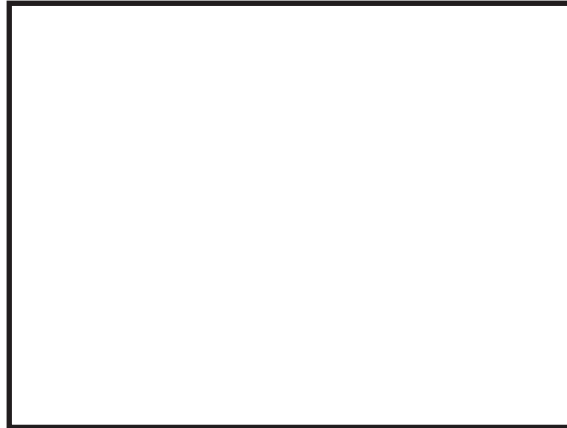
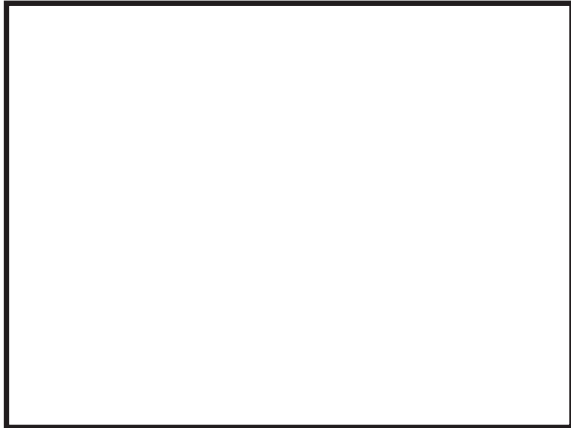
PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_003_St Louis_MO Part 3.cdr	
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OVERVIEW PHOTOS

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ZIP: 63141

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Rev. 3:	06/25/12
Rev. 4:	06/27/12
Rev. 5:	00/00/00

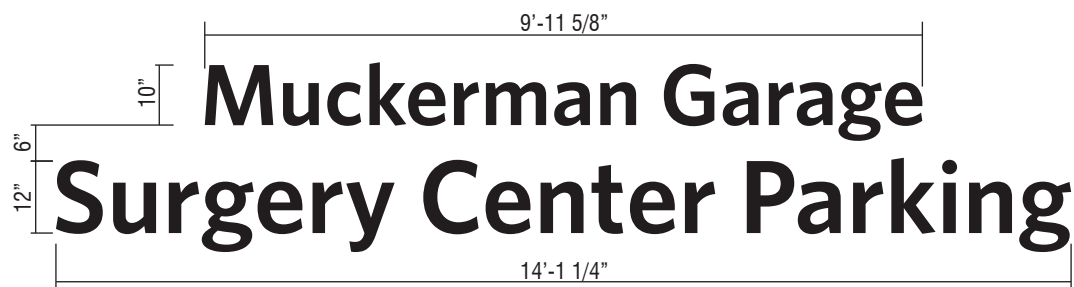
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Packet Pg. 254



CUSTOM BLACK PLATE LETTERS

1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 3/8" = 1'-0"

Custom dimensional letterset - scale to be determined by detailed tech audit - scale letters to match visual appearance shown in proposed image. Refer to design control drawings for typical fabrication.

Field verify dimensions of space shown in photo morph prior to fabrication to verify if specified letterset will fit in area and meet clear zone tolerances - refer to Control Documents. ***Change letterset height if required. See control documents for product specification and master agreement for installation requirements.



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:

3566

LOCATION #:

003

SUBMITTAL IS: ☐ APPROVED

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DATE

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Rev. 3: **06/25/12**

Rev. 4: **06/27/12**

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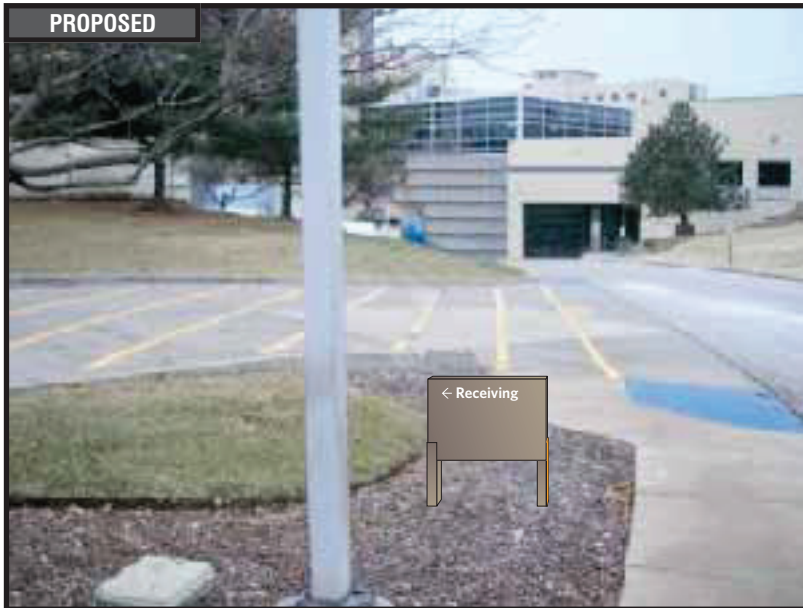


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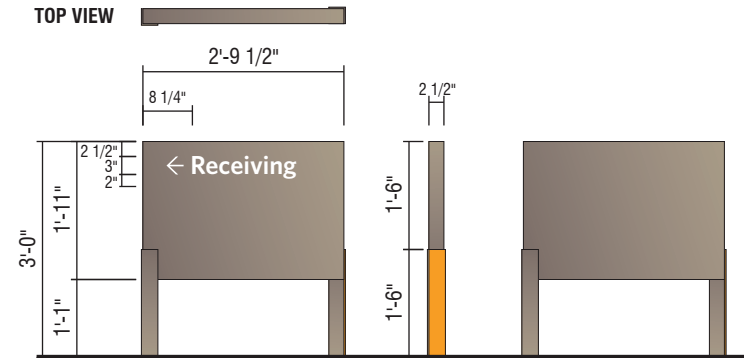


DIRECTIONAL SIGN

PROPOSED



TOP VIEW

**D3- NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)**

QTY: 1

Relocate to other side of drive Reference photo 677 for general location (remove restricted area sign)

Perform utility locates and verify setbacks prior to fabrication / installation. Restore ground material to base of new sign. See control documents for product specification and master agreement for removal & installation requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
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PROJECT #:

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Rev. 3: 06/25/12

Rev. 4: 06/27/12

Rev. 5: 00/00/00

SCALE:

As Noted

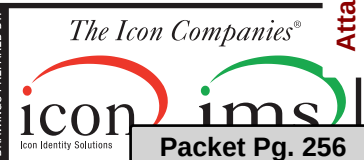
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TVS

PAGE #:

10

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DIRECTIONAL SIGN

REMOVE EXISTING

QTY: 1

Remove existing directional and do not replace. There are 3 non-illuminated directionals on 3 different corners on this intersection - signs 061, 062 & 063. All 3 to be replaced with on internally illuminated directional, sign 063.

Remove support pole to grade and cap. Restore ground material and clean area of all debris. See master agreement for removal requirements.

**RECOMMENDATIONS**

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____ / _____ / _____ DATE
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Rev. 3: **06/25/12**
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SCALE:
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PAGE #:
11

DRAWINGS PREPARED BY:



EXISTING



DIRECTIONAL SIGN

REMOVE EXISTING

QTY: 1

Remove existing directional and do not replace. There are 3 non-illuminated directionals on 3 different corners on this intersection - signs 061, 062 & 063. All 3 to be replaced with on internally illuminated directional, sign 063.

Remove support pole to grade and cap. Restore ground material and clean area of all debris. See master agreement for removal requirements.



RECOMMENDATIONS

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Rev. 5: 00/00/00

SCALE: As Noted
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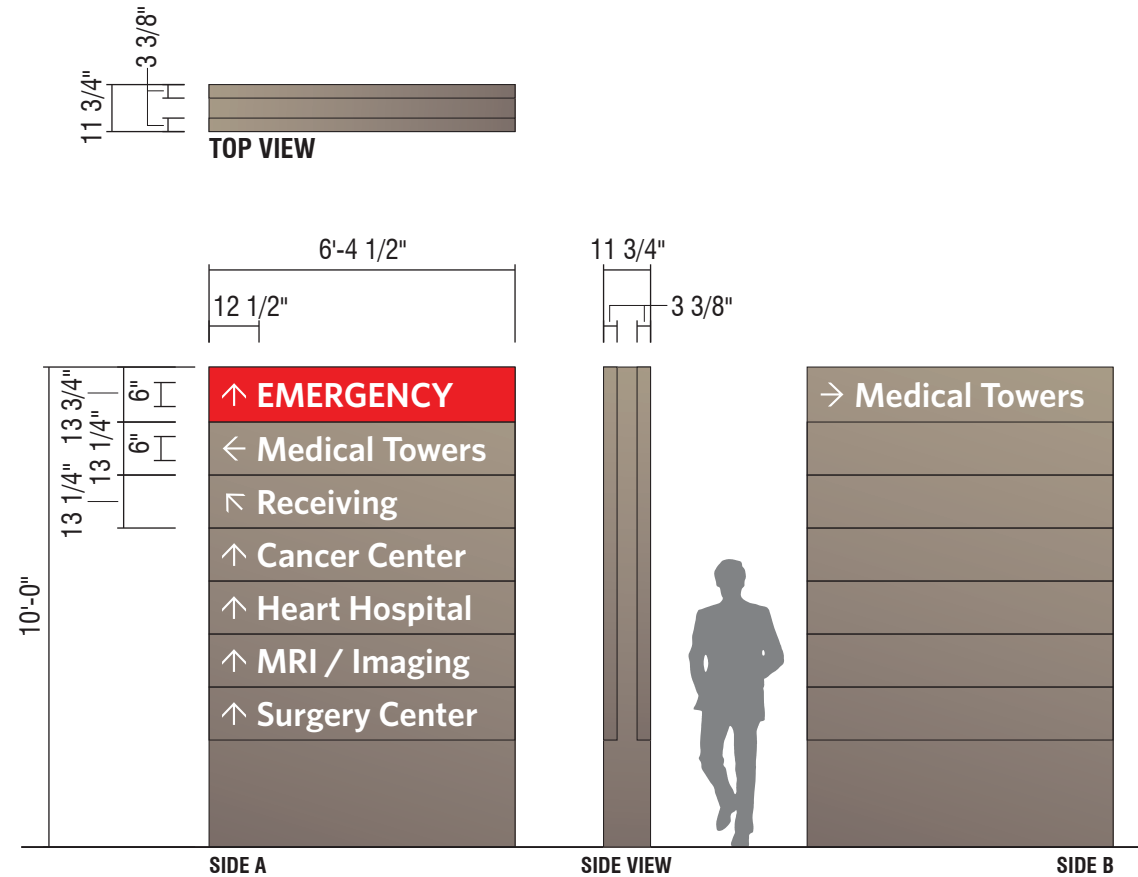
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Packet Pg. 258



D1 10'-0" ILLUMINATED NON-BRANDED DIRECTIONAL

QTY: 1

SCALE: 1/4"=1'-0"

There are 3 non-illuminated directionals on 3 different corners on this intersection - signs 061, 062 & 063. All 3 to be replaced with on internally illuminated directional, sign 063.

Perform utility locates and verify setbacks prior to fabrication / installation. Field verify available circuits and access prior to fabrication. Restore ground material to base of new sign. See control documents for product specification and master agreement for installation requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_003_St Louis_MO Part 3.cdr	
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Rev. 3:	06/25/12
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Rev. 5:	00/00/00

SCALE:	As Noted
DRAWN BY:	TVS
PAGE #:	13

DRAWINGS PREPARED BY:





DIRECTIONAL SIGN

REMOVE EXISTING

QTY: 1

General location is over-signed - recommendation is to remove only and not replace. See sign 068 which is being replaced by an illuminated directional to address this intersection.

Remove support pole to grade and cap. Remove hardware previously connected to existing signage. Restore ground material and clean area of all debris. See master agreement for removal requirements.

**RECOMMENDATIONS**

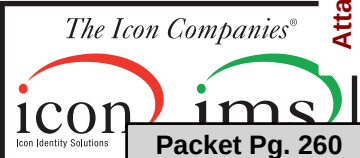
ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

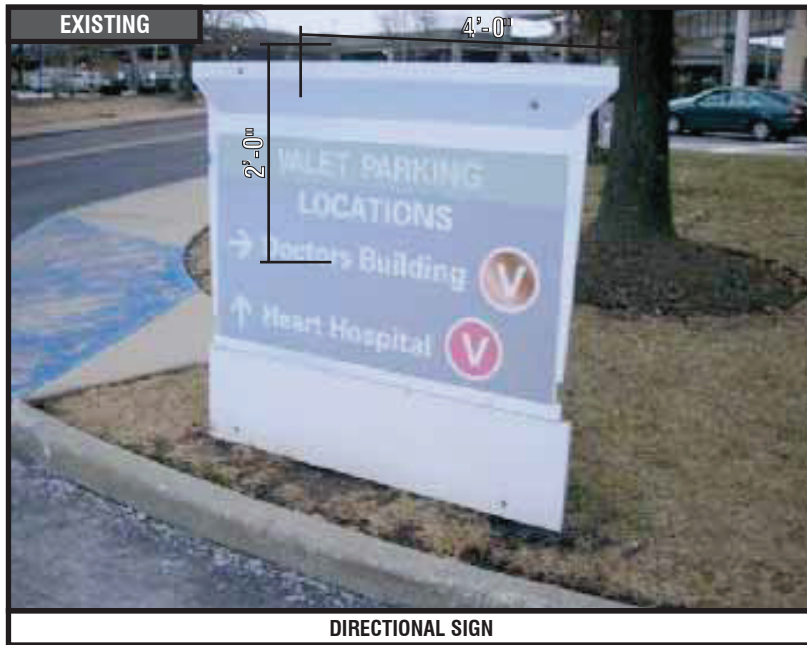
PROJECT #:	SUBMITTAL IS:	☐ APPROVED	_____	CLIENT CONTRACTOR
3566		☐ APPROVED AS NOTED	_____ / _____ / _____	DATE
		☐ REVISED AND RESUBMIT		
LOCATION #:	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 3.cdr		
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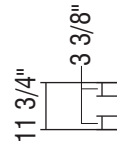
SCALE:	As Noted
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PAGE #:	17

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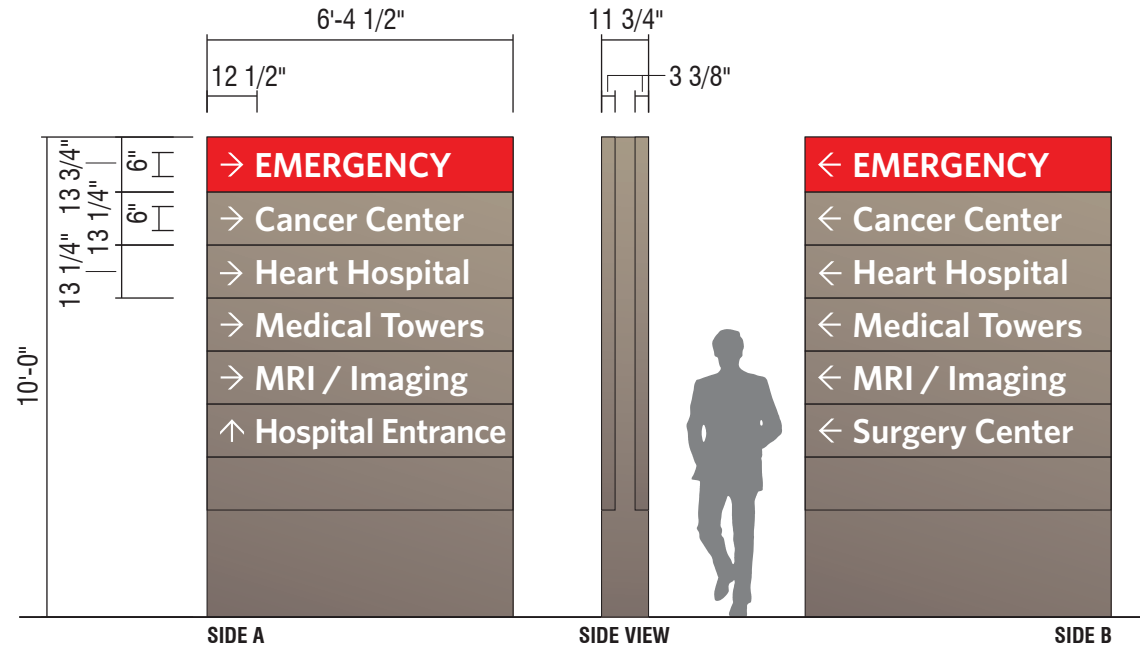




DIRECTIONAL SIGN



TOP VIEW

**D1 10'-0" ILLUMINATED NON-BRANDED DIRECTIONAL**

QTY: 1

SCALE: 1/4"=1'-0"

The existing location for sign 068 is the best location to address this intersection and to clean up the excessive number of signs.

Perform utility locates and verify setbacks prior to fabrication / installation. Field verify available circuits and access prior to base of new sign. See control documents for product specification and master agreement for installation requirements.

**RECOMMENDATIONS**

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:
3566LOCATION #:
003

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18

DRAWINGS PREPARED BY:



EXISTING



MONUMENT SIGN

7.1.e

SIGN 69

REMOVE EXISTING

QTY: 1

Remove existing "Thank You / Welcome" sign and do not replace.

Remove support pole to grade and cap. Remove, dispose and cap off to code all existing electrical components / hardware previously connected to existing signage. Restore ground material and clean area of all debris. See master agreement for removal requirements.



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED		CLIENT CONTRACTOR _____/_____/_____ DATE
	☐ APPROVED AS NOTED		
	☐ REVISED AND RESUBMIT		
LOCATION #: 003	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 3.cdr		
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PAGE #: 19

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Packet Pg. 262

EXISTING



DIRECTIONAL SIGN

7.1.e

SIGN 70

REMOVE EXISTING

QTY: 1

General location is over-signed - recommendation is to remove only and not replace. See sign 068 which is being replaced by an illuminated directional to address this intersection.

Remove support pole to grade and cap. Restore ground material and clean area of all debris. See master agreement for removal requirements.



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:	SUBMITTAL IS:	☐ APPROVED	_____	CLIENT CONTRACTOR
3566		☐ APPROVED AS NOTED	_____ / _____ / _____	DATE
		☐ REVISED AND RESUBMIT		
LOCATION #:	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 3.cdr		
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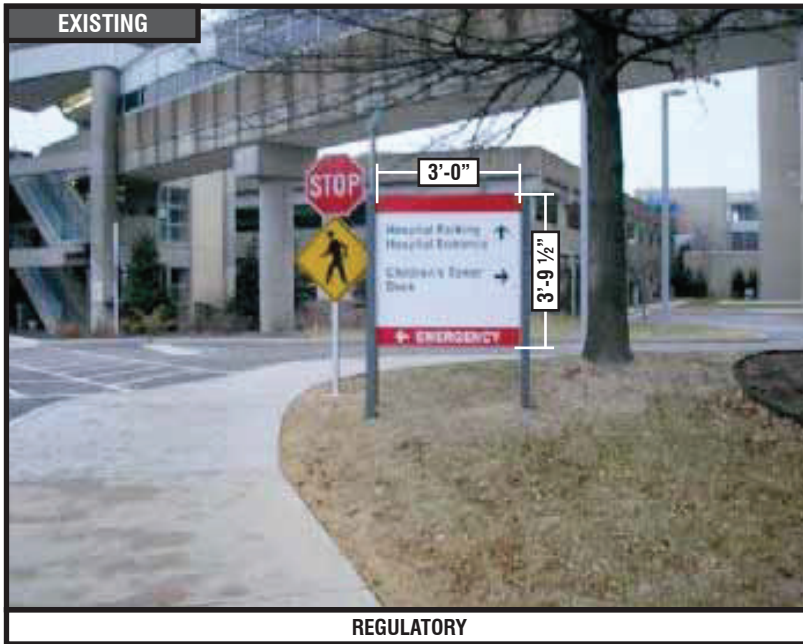
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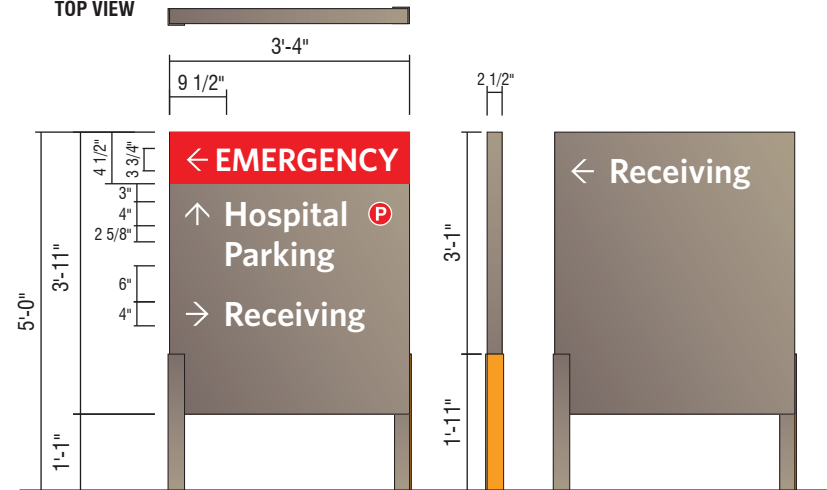
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EXISTING



REGULATORY

TOP VIEW

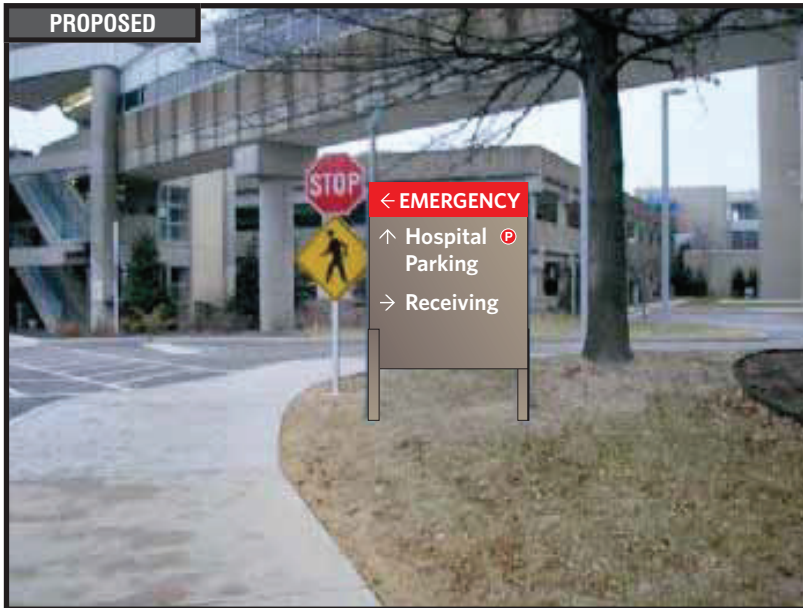


D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Restore ground material to base of new sign. See control documents for product specification and master agreement for removal & installation requirements.

PROPOSED



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

003

SUBMITTAL IS: ☐ APPROVED☐ APPROVED AS NOTED☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR

DATE

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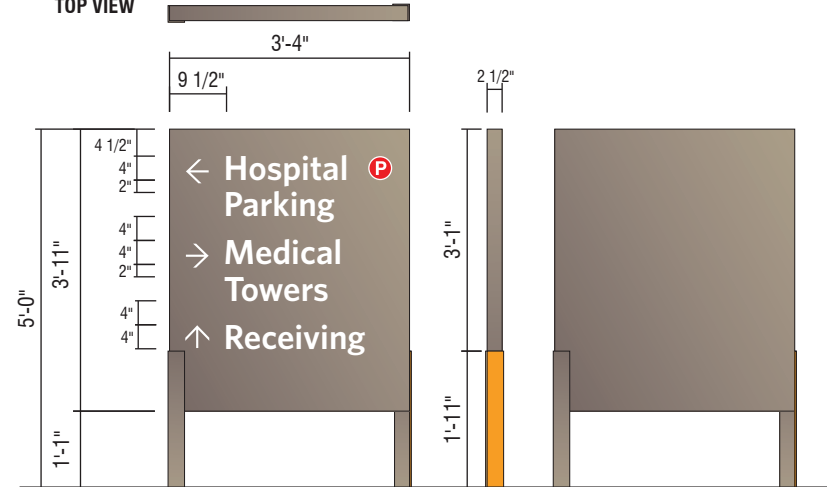
Packet Pg. 264

EXISTING



DIRECTIONAL SIGN

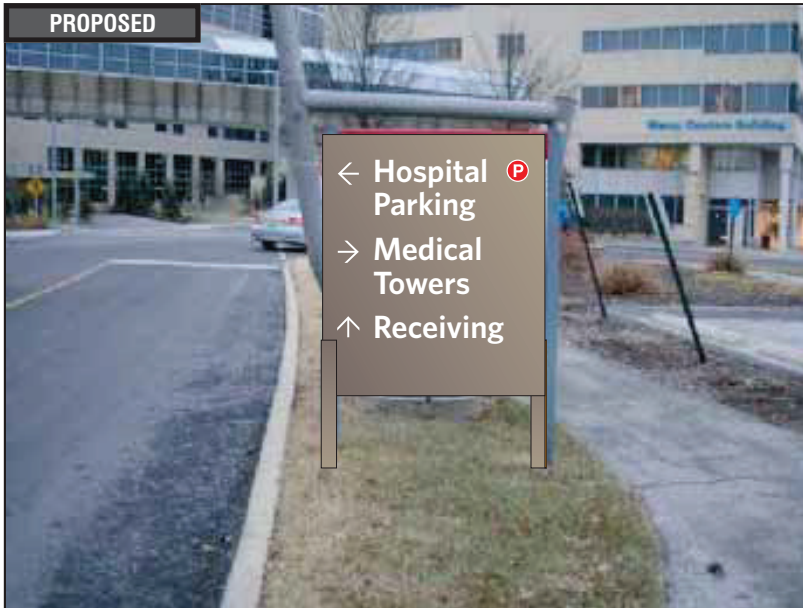
TOP VIEW

**D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)**

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Restore ground material to base of new sign. See control documents for product specification and master agreement for removal & installation requirements.

PROPOSED



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
003

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR
_____/_____/_____
DATE

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Rev. 5: 00/00/00

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PAGE #:
22

DRAWINGS PREPARED BY:



EXISTING



DIRECTIONAL SIGN

7.1.e

SIGN 73

REMOVE EXISTING

QTY: 1

General location is over-signed - recommendation is to remove only and not replace. See signs 071 & 072 which are being replaced by directionals to address this intersection.

Remove support pole to grade and cap. Restore ground material and clean area of all debris. See master agreement for removal requirements.



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

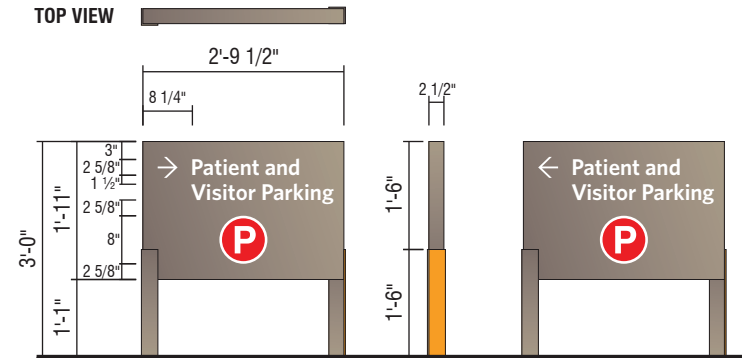
PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	_____ _____/_____/_____ DATE	CLIENT CONTRACTOR
LOCATION #: 003	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 3.cdr		
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Icon Identity Solutions

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EXISTING**DIRECTIONAL SIGN****PROPOSED****TOP VIEW****D3- NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)**

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Restore ground material to base of new sign. See control documents for product specification and master agreement for removal & installation requirements.

**RECOMMENDATIONS**

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:

3566

LOCATION #:

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CLIENT CONTRACTOR

DATE

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SCALE:

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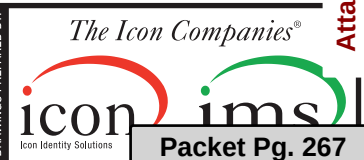
DRAWN BY:

TVS

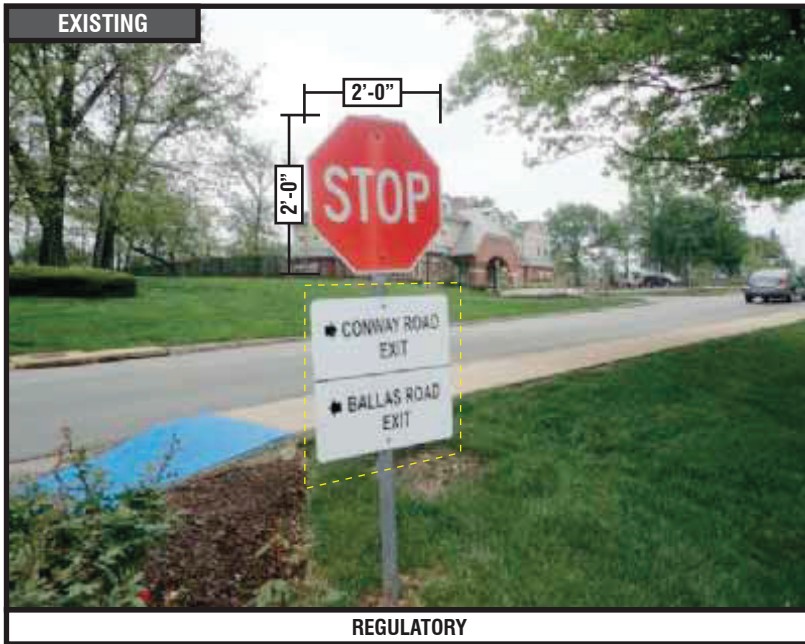
PAGE #:

24

DRAWINGS PREPARED BY:

**Packet Pg. 267**

EXISTING



REGULATORY

PROPOSED



REMOVE EXISTING

QTY: 1

Sign only conveys exit messages,
replacement is not required - remove only.

Remove support pole to grade and cap.
Restore ground material and clean area of all
debris. See master agreement for removal
requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
003

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR
_____/_____/_____
DATE

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Icon Identity Solutions
Packet Pg. 268



REGULATORY

REMOVE EXISTING

QTY: 1



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 3.cdr	
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icon **ims**

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Packet Pg. 269

EXISTING



REGULATORY

7.1.e

SIGN 77

REMOVE EXISTING

QTY: 1



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
	LOCATION #: 003	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 3.cdr
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Rev. 4: 06/27/12
Rev. 5: 00/00/00

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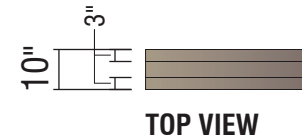
Icon Identity Solutions

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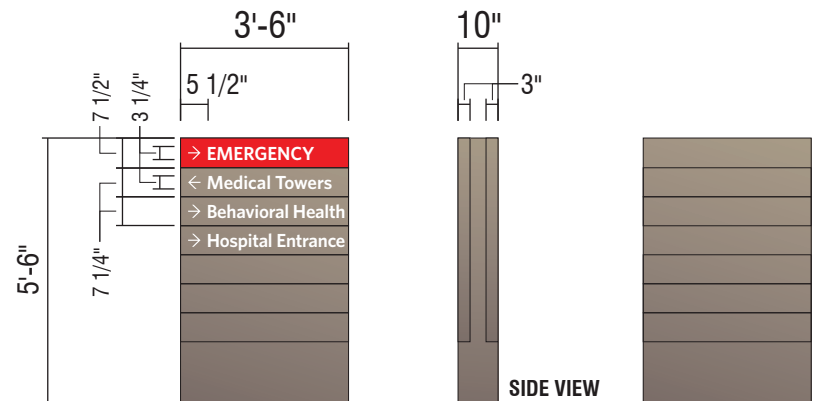
EXISTING



DIRECTIONAL SIGN



TOP VIEW



D3
5'-6" ILLUMINATED
NON-BRANDED DIRECTIONAL

PROPOSED



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

003

SUBMITTAL IS: ☐ APPROVED☐ APPROVED AS NOTED☐ REVISED AND RESUBMIT

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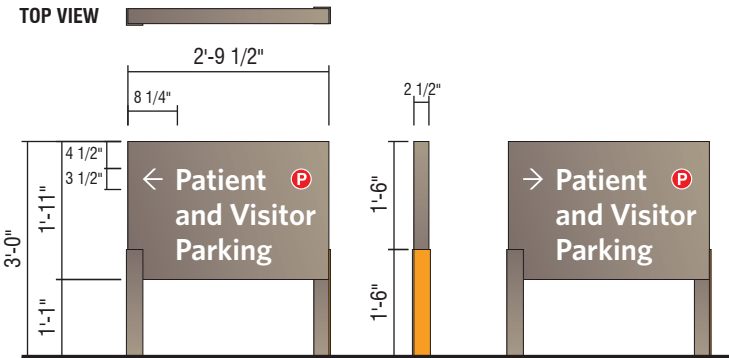
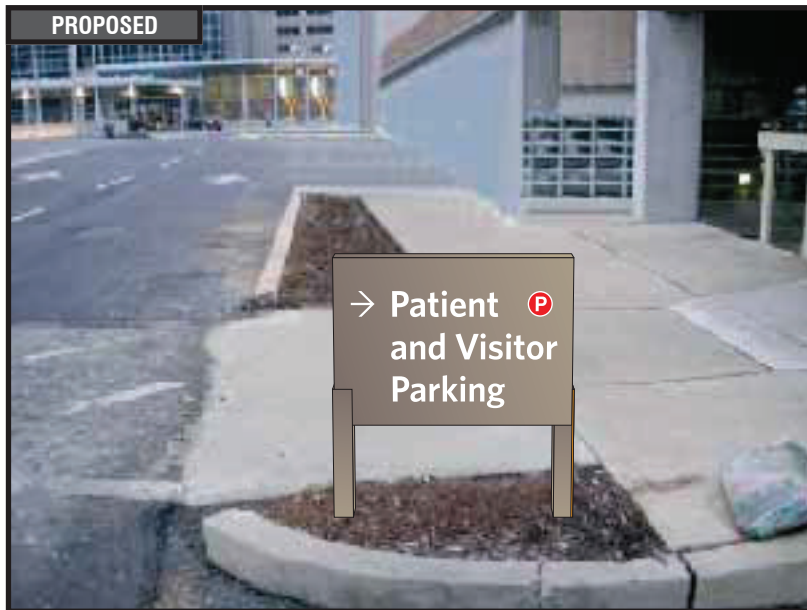
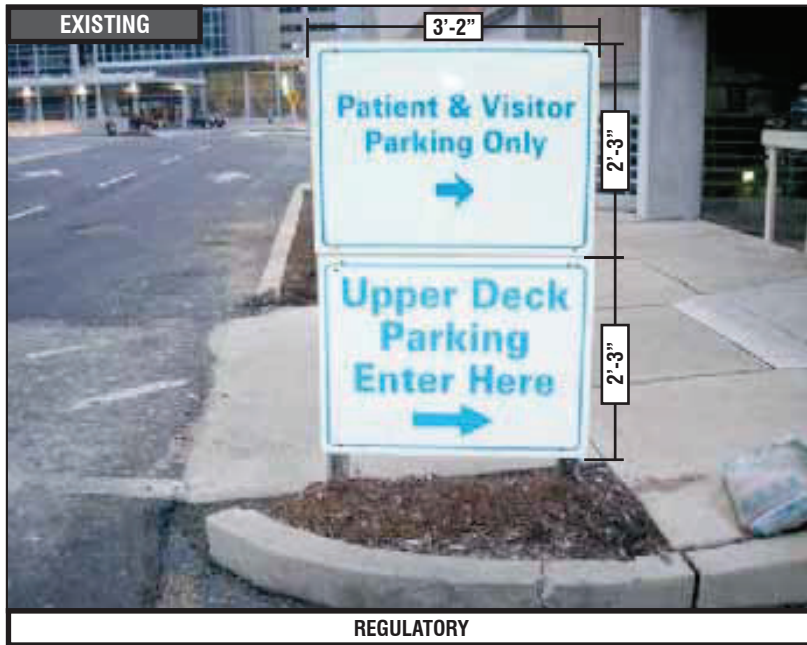
PAGE #:

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Packet Pg. 271



D3- NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)

QTY: 1

PERFORM UTILITY LOCATES AND VERIFY SETBACKS PRIOR TO FABRICATION/INSTALLATION. RESTORE GROUND MATERIAL TO BASE OF NEW SIGN.



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:	SUBMITTAL IS:	☐ APPROVED	_____	CLIENT CONTRACTOR
3566		☐ APPROVED AS NOTED	_____/_____/_____	DATE
		☐ REVISED AND RESUBMIT		
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6'-8"

8"

Hospital Parking

CUSTOM BLACK PLATE LETTERS

1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 3/4" = 1'-0"

Custom dimensional letterset - scale to be determined by detailed tech audit - scale letters to match visual appearance shown in proposed image. Refer to design control drawings for typical fabrication.

Field verify dimensions of space shown in photo morph prior to fabrication to verify if specified letterset will fit in area and meet clear zone tolerances - refer to Control Documents. ***Change letterset height if required. See control documents for product specification and master agreement for installation requirements.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR	_____/_____/_____ DATE
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 3.cdr		
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	Icon Identity Solutions
	Packet Pg. 273

EXISTING



DIRECTIONAL SIGN

7.1.e

SIGN 82

REMOVE EXISTING

QTY: 1

Directional sign not required in this location.

Remove support pole to grade and cap.
Restore ground material and clean area of all debris. See master agreement for removal requirements.



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	_____ _____/_____/_____ DATE	CLIENT CONTRACTOR
LOCATION #: 003	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 3.cdr		
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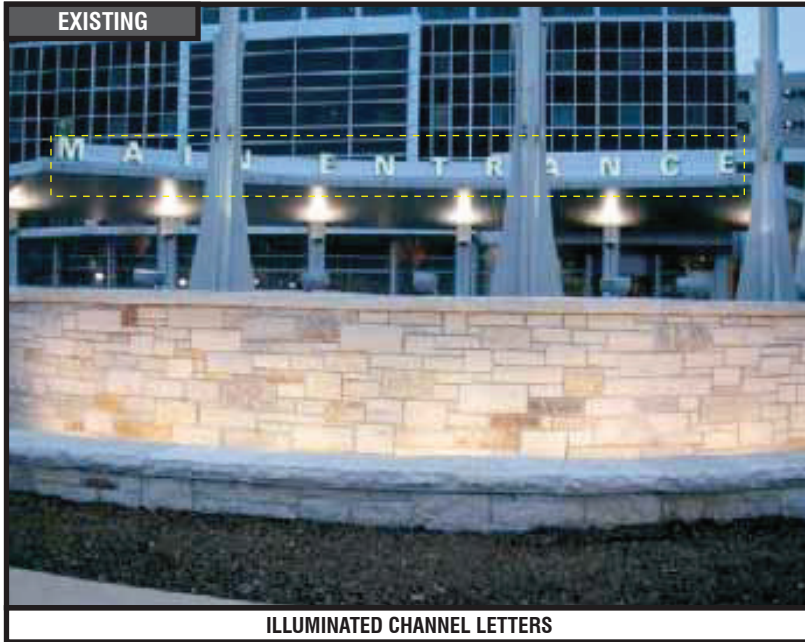
DRAWINGS PREPARED BY:





Packet Pg. 274

EXISTING



ILLUMINATED CHANNEL LETTERS

LEAVE EXISTING

QTY: 1

Leave non-branded "Main Entrance" letterset.

**RECOMMENDATIONS**

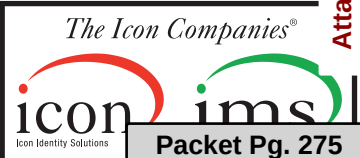
ADDRESS: **615 S. New Ballas Rd.**
 CITY/STATE: **St. Louis, MO**
 ZIP: **63141**

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____ DATE
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 3.cdr	
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SCALE:
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TVS
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DRAWINGS PREPARED BY:



EXISTING



FLAGS

7.1.e

SIGN 84

LEAVE EXISTING

QTY: 1

Branded flag to be replaced by others.



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

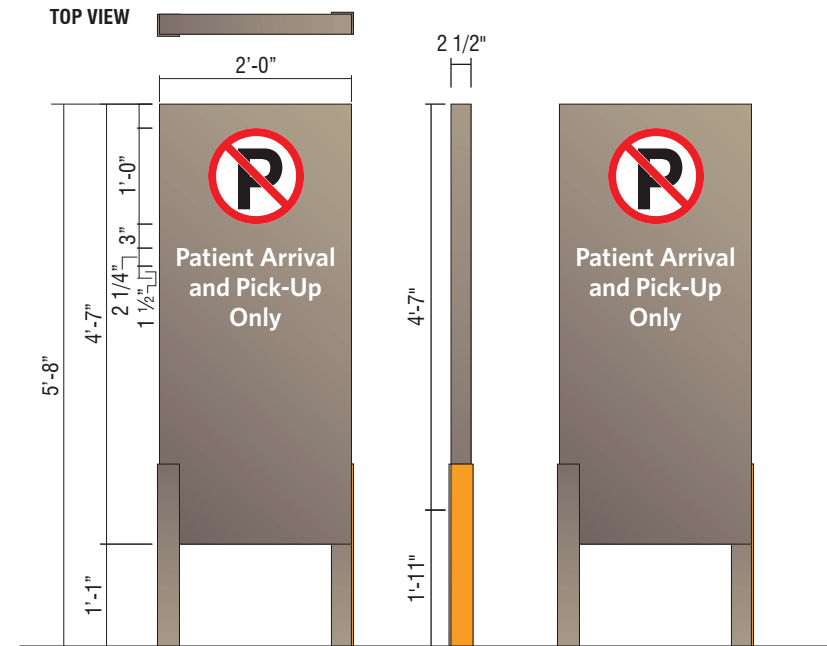
PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____ / _____ / _____ DATE
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 3.cdr	
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Packet Pg. 276



CUSTOM NON-ILLUMINATED DIRECTIONAL - (9 SQ. FT.)

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Restore ground material to base of new sign. See control documents for product specification and master agreement for removal & installation requirements.



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:

3566

LOCATION #:

003

SUBMITTAL IS: ☐ APPROVED

☐ APPROVED AS NOTED

☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR

DATE

FILE PATH: **Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_003_St Louis_MO Part 3.cdr**

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Rev. 2: **06/21/12**

Rev. 3: **06/25/12**

Rev. 4: **06/27/12**

Rev. 5: **00/00/00**

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PAGE #:

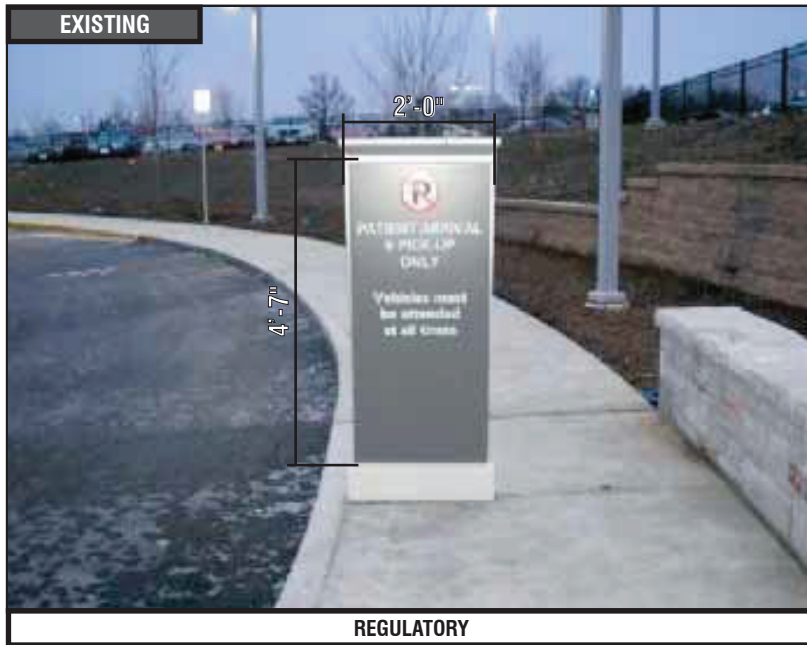
35

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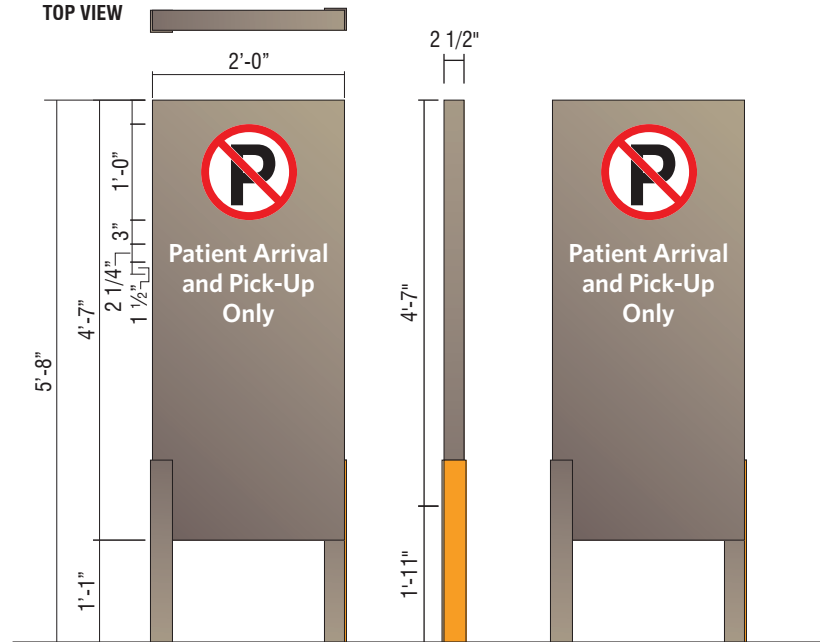
Packet Pg. 277

EXISTING



REGULATORY

TOP VIEW

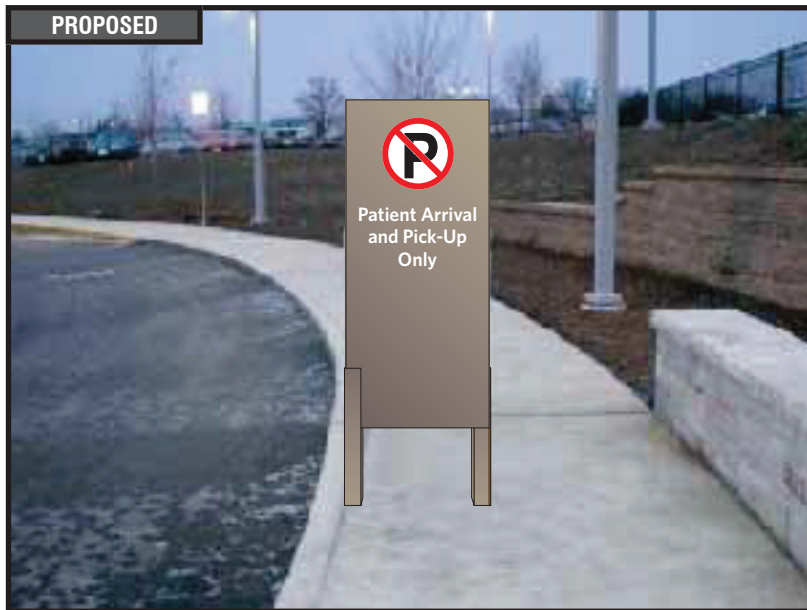


CUSTOM NON-ILLUMINATED DIRECTIONAL - (9 SQ. FT.)

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Restore ground material to base of new sign. See control documents for product specification and master agreement for removal & installation requirements.

PROPOSED



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

003

SUBMITTAL IS: ☐ APPROVED☐ APPROVED AS NOTED☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR

DATE

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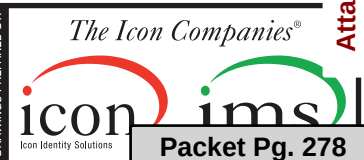
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PAGE #:

36

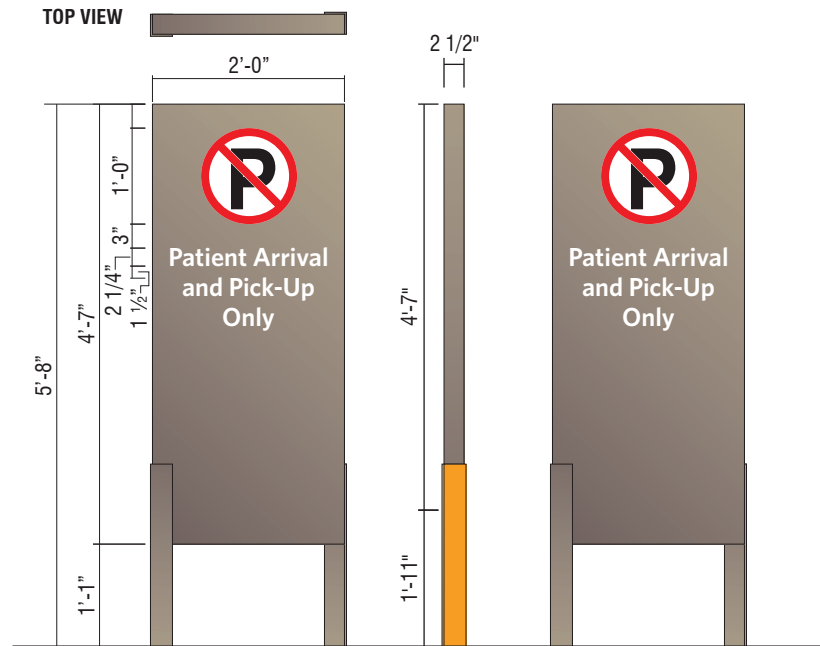
DRAWINGS PREPARED BY:



Packet Pg. 278



REGULATORY

**CUSTOM NON-ILLUMINATED DIRECTIONAL - (9 SQ. FT.)**

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Restore ground material to base of new sign. See control documents for product specification and master agreement for removal & installation requirements.

**RECOMMENDATIONS**

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:
3566

LOCATION #:
003

SUBMITTAL IS: ☐ APPROVED
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Rev. 3: **06/25/12**
Rev. 4: **06/27/12**
Rev. 5: **00/00/00**

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37

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Location #: 003-4

**615 S. New Ballas Rd.
St. Louis, MO
63141**

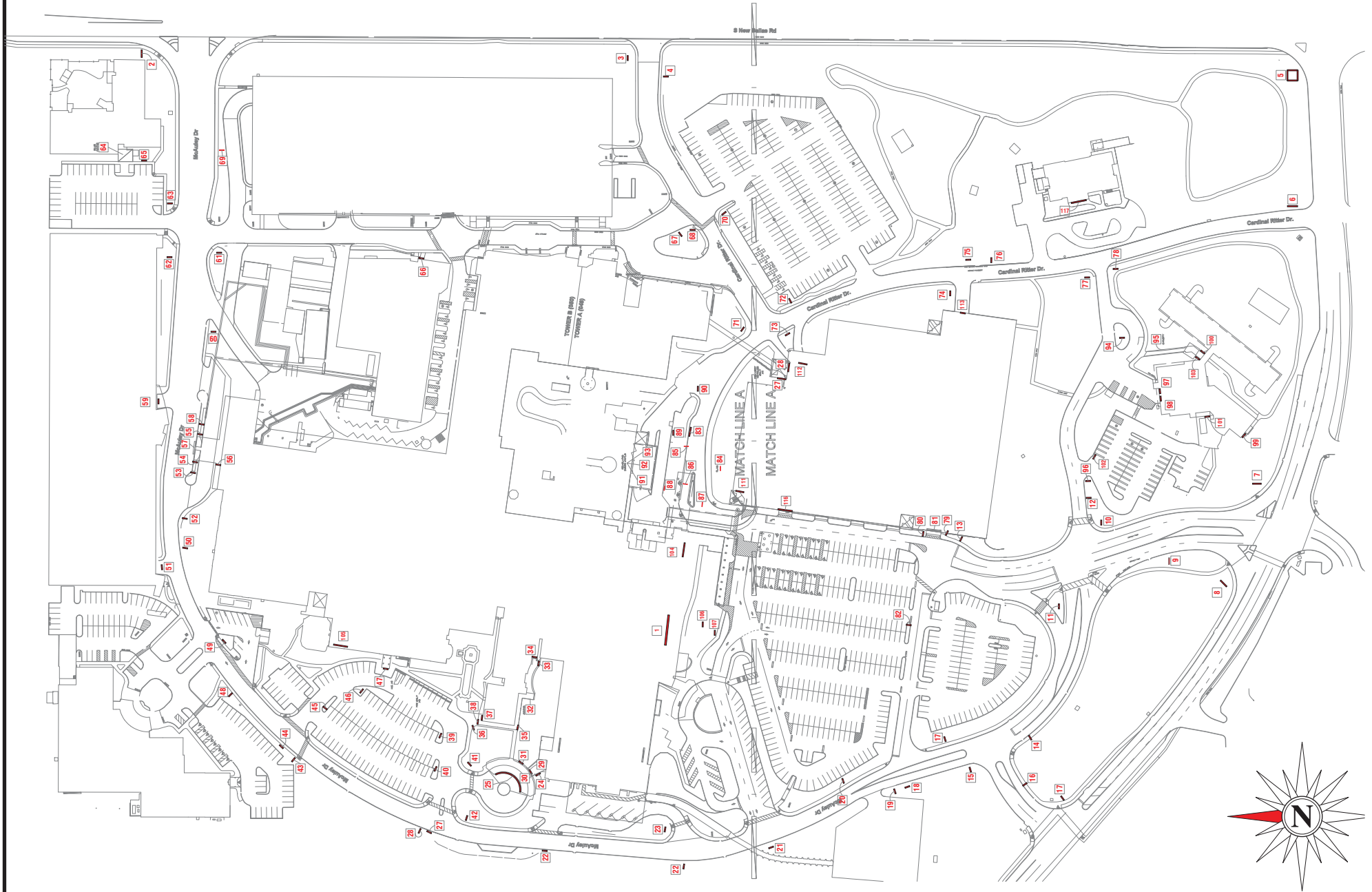


SIGN#:	QTY:	SIGN TYPE & DESCRIPTION	7.1.e
88	1	CUSTOM VINYL APPLICATION	
89	1	CUSTOM VINYL APPLICATION	
90	1	CUSTOM VINYL APPLICATION	
91	1	CUSTOM VINYL APPLICATION	
92	1	CUSTOM VINYL APPLICATION	
93	1	CUSTOM VINYL APPLICATION	
94	1	B2 4'-0" MONUMENT	
95	1	CUSTOM AWING RE-SKIN	
96	1	D2- NI NON-ILLUMINATED DIRECTIONAL - (8 SQ. FT.)	
97	1	F-1-W WALL MOUNTED REGULATORY (3 SQ. FT.)	
98	1	LEAVE EXISTING	
99	1	REMOVE EXISTING	
100	1	DV-1 DOOR VONY TYP. INSTALLATION	
101	1	CUSTOM VINYL APPLICATION	
102	1	REMOVE EXISTING	
103	1	LNIP-8-B NON ILLUMINATED BLUE PLATE LETTERS (3.5 SQ. FT.)	
104	1	CUSTOM 42" DAY/NIGHT CHANNEL LETTERS - FACE LIT	
105	1	CUSTOM 84" ILLUMINATED WHITE CHANNEL LETTERS - FACE LIT _392 SQ. FT.)	
106	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)	
107	1	LNIP-12-B NON ILLUMINATED BLUE PLATE LETTERS (8 SQ. FT.)	
108	1	CUSTOM 12" ALUMINUM PLATE LETTERS (8 SQ. FT.)	
109	1	CUSTOM 30" NON ILLUMINATED CHANNEL LETTERS	
110	1	CUSTOM VINYL APPLICATION	
111	1	CUSTOM AWNING RE-SKIN	
112	1	CUSTOM 12" BLACK PLATE LETTERS	

	RECOMMENDATIONS ADDRESS: 615 S. New Ballas Rd. CITY/STATE: St. Louis, MO ZIP: 63141	PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	DATE: 06/08/12 Rev. 1: 06/15/12 Rev. 2: 00/00/00 Rev. 3: 00/00/00 Rev. 4: 00/00/00 Rev. 5: 00/00/00	SCALE: N/A DRAWN BY: TVS PAGE #: 2	
		LOCATION #: 003	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_003_St Louis_MO Part 4.cdr	CLIENT CONTRACTOR _____ / _____ / _____ DATE		
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Attachment: Exhibit 1-Applicants Materials received August 10, 2012 (17-024: Mercy Master Sign Plan

SIGN#:	QTY:	SIGN TYPE & DESCRIPTION	7.1.e
113	1	CUSTOM 8" BLACK PLATE LETTERS	Attachment: Exhibit 1-Applicants Materials received August 10, 2012 (17-024: Mercy Master Sign Plan
114	1	TF-1-W WALL MOUNTED REGULATORY (1.5 SQ. FT.)	
115	1	TF-1-P POLE MOUNTED REGULATORY (1.5 SQ. FT.)	
116	1	CUSTOM 8" BLACK PLATE LETTERS	
117	1	LEAVE AS IS	
118	40	SPECIAL EVENTS BANNERS (VARIOUS LOCATIONS AROUND CAMPUS)	



SITE PLAN

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566
LOCATION #:
003

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
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CLIENT CONTRACTOR
DATE
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Rev. 3: 00/00/00
Rev. 4: 00/00/00
Rev. 5: 00/00/00

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OVERVIEW PHOTOS

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CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_003_St Louis_MO Part 4.cdr	
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Rev. 5: 00/00/00

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10



11



12



13



14



15



16



17



18



OVERVIEW PHOTOS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_003_St Louis_MO Part 4.cdr	
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Rev. 3: 00/00/00
Rev. 4: 00/00/00
Rev. 5: 00/00/00

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6

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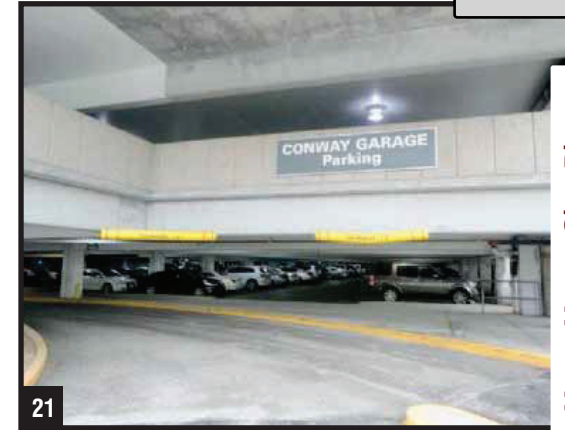
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Icon Identity Solutions
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19



20



21



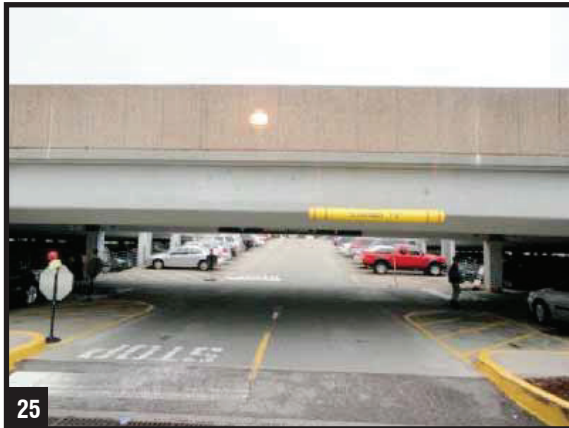
22



23



24



25



26



27



OVERVIEW PHOTOS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_003_St Louis_MO Part 4.cdr	
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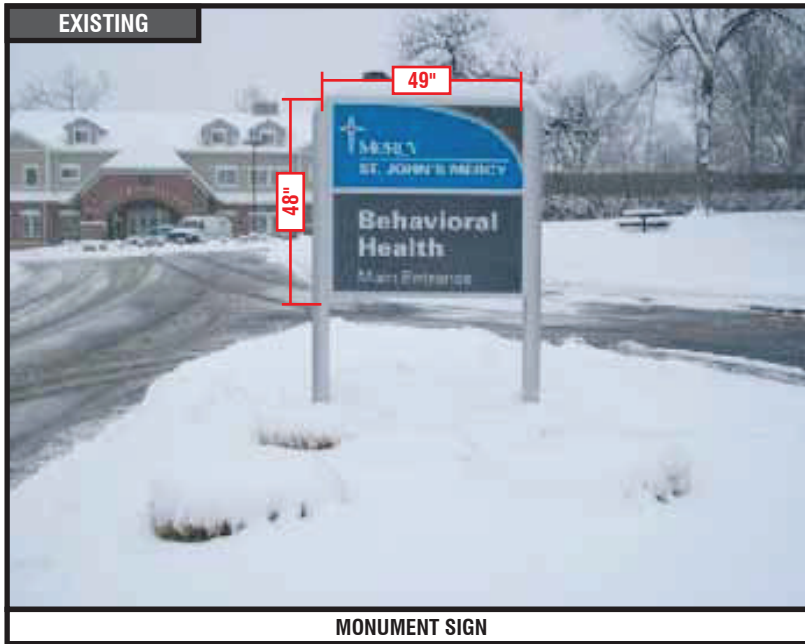
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Rev. 2: 00/00/00
Rev. 3: 00/00/00
Rev. 4: 00/00/00
Rev. 5: 00/00/00

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7

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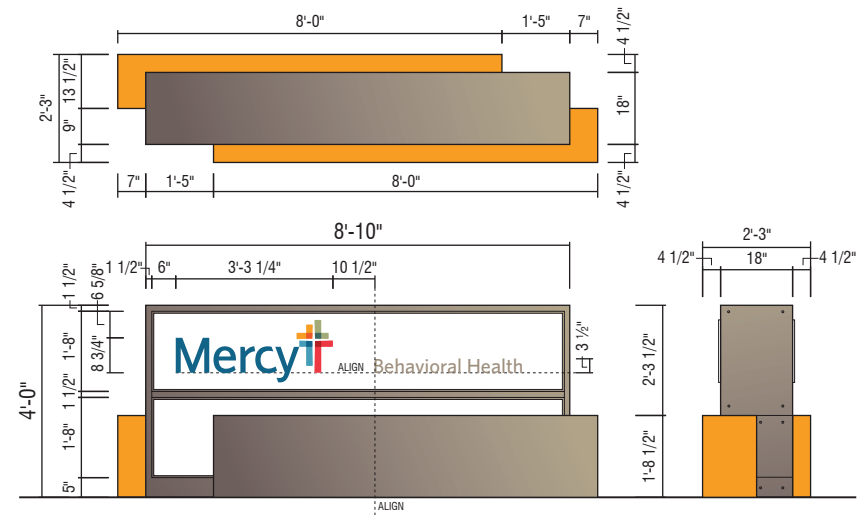
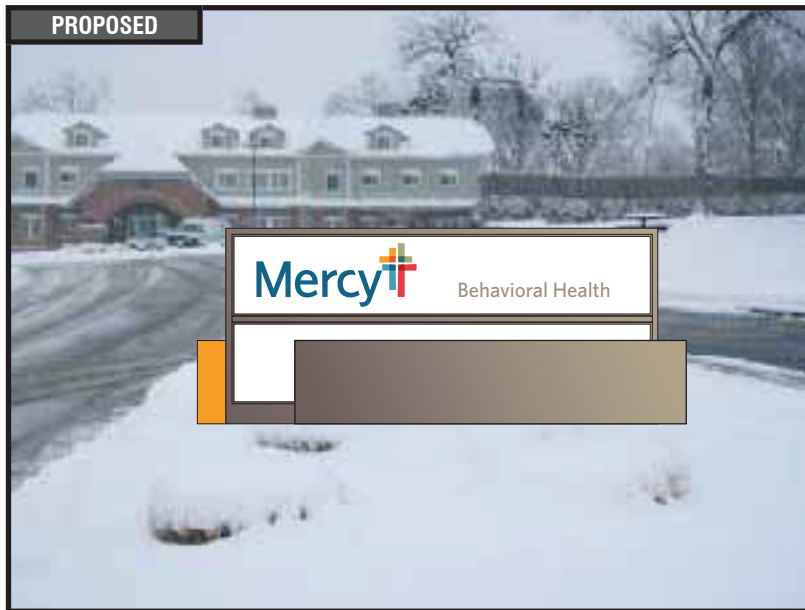
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EXISTING



MONUMENT SIGN

PROPOSED



B2 4'-0" MONUMENT

SIDE VIEW

QTY: 1

PERFORM UTILITY LOCATES AND VERIFY SETBACKS PRIOR TO FABRICATION/INSTALLATION.
NEW ELECTRICAL WORK REQUIRED. FIELD VERIFY AVAILABLE CIRCUITS AND ACCESS
PRIOR TO FABRICATION. RESTORE GROUND MATERIAL TO BASE OF NEW SIGN.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
003

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
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Rev. 3: 00/00/00
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NON-ILLUMINATED AWNING



CUSTOM AWNING RE-SKIN

QTY: 1

RE-SKIN AWNING W/COOLEY WEATHERLYTE MATERIAL; COLOR - CHARCOAL. RESTORE FRAME AS REQUIRED. FIELD VERIFY DIMENSIONS OF AWNING PRIOR TO FABRICATION. IF THE EXISTING AWNING FRAME IS NOT A NEUTRAL COLOR (ALUMINUM, SILVER, WHITE OR BLACK) THEN THE FRAME SHOULD BE PAINTED TO MATCH RECOMMENDED AWNING MATERIAL.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

003

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DATE

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15

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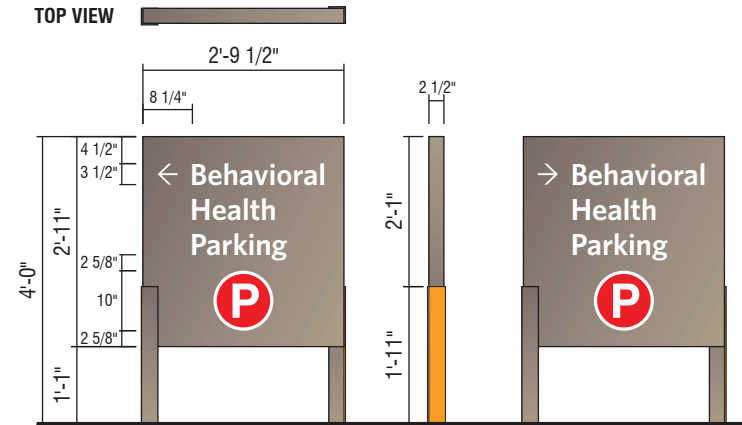


DIRECTIONAL SIGN

PROPOSED



TOP VIEW

**D2- NI NON-ILLUMINATED DIRECTIONAL - (8 SQ. FT.)**

QTY: 1

PERFORM UTILITY LOCATES AND VERIFY SETBACKS PRIOR TO FABRICATION/INSTALLATION.
NEW ELECTRICAL WORK REQUIRED. FIELD VERIFY AVAILABLE CIRCUITS AND ACCESS
PRIOR TO FABRICATION. RESTORE GROUND MATERIAL TO BASE OF NEW SIGN.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

003

SUBMITTAL IS:

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Rev. 3: 00/00/00

Rev. 4: 00/00/00

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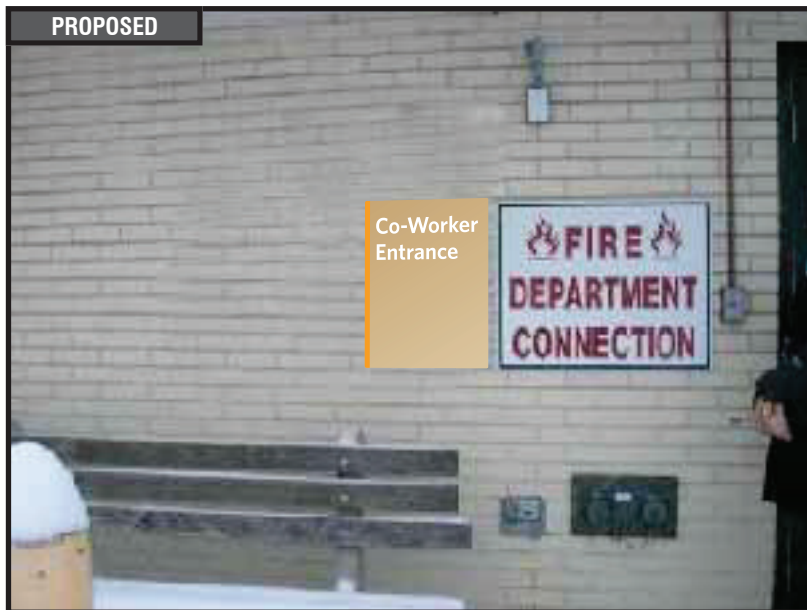
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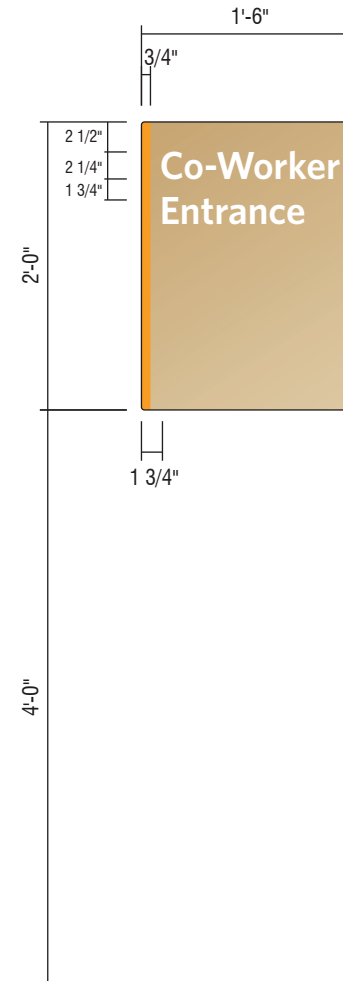
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TOP VIEW



F-1-W WALL MOUNTED REGULATORY (3 SQ. FT.)

QTY: 1



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
003

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
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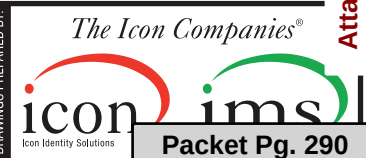
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EXISTING



WALL PLAQUE

7.1.e

SIGN 98

LEAVE EXISTING

QTY: 1



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
LOCATION #: 003	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 4.cdr	
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REMOVE EXISTING

QTY: 1

40'-3"

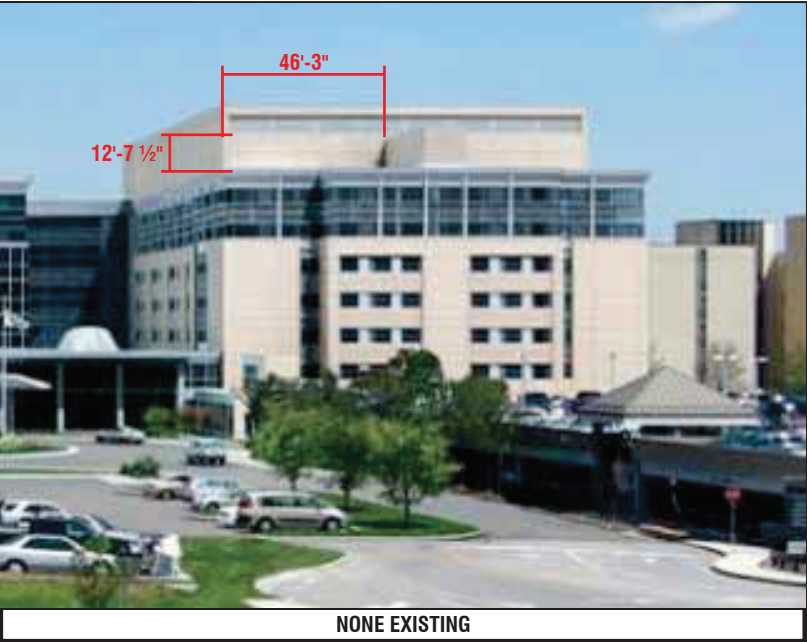
3'-6"

Children's Hospital

CUSTOM 42" DAY/NIGHT CHANNEL LETTERS - FACE LIT

COPY: BRONZE #313 TRIM CAP, RETURNS: MERCY CHAMPAGNE (SW En1380)
SCALE: 1/8"= 1'-0"

NEW ELECTRICAL WORK REQUIRED. FIELD VERIFY AVAILABLE CIRCUITS AND ACCESS PRIOR TO FABRICATION.



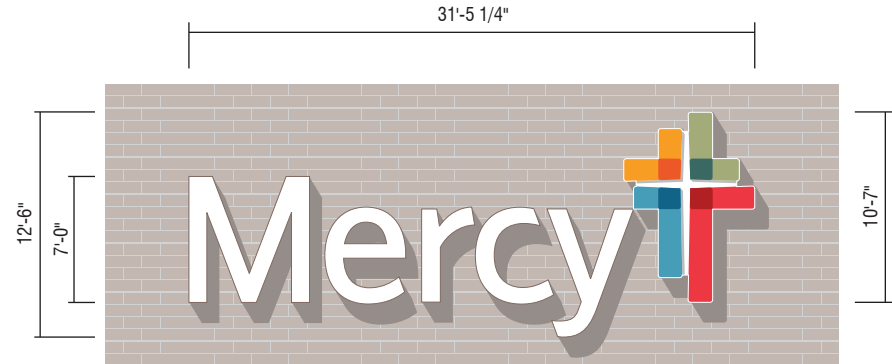
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		LOCATION #: 003	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 4.cdr	CLIENT CONTRACTOR _____ / _____ / _____ DATE	DRAWINGS PREPARED BY: icon ims Icon Identity Solutions	
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EXISTING



NONE EXISTING

PROPOSED



CUSTOM 84" ILLUMINATED WHITE CHANNEL LETTERS - FACE LIT (392 SQ. FT.)

COPY: BRONZE #313 TRIM CAP, RETURNS: MERCY CHAMPAGNE (SW EN1380)
CROSS: WHITE TRIM CAP, RETURNS: MERCY CHAMPAGNE (SW EN1380)

SCALE: 3/32"=1'-0"

FASCIA IS SCHEDULED TO RECEIVE MAJOR ALTERATIONS WITH A NEW METAL COMPOSITE MATERIAL PANELS - BY OTHERS. LETTERSET INSTALL TO BE COORDINATED WITH CONTRACTOR.



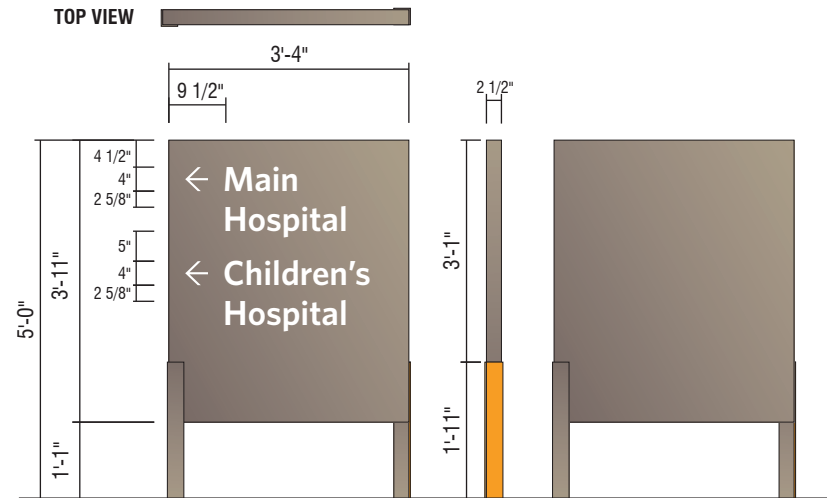
RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 4.cdr	
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D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)

QTY. 1

INSTALL NEW SIGN IN LANDSCAPE AREA AS SHOWN, SEE SITE PLAN FOR GENERAL LOCATION AND FIELD VERIFY EXACT LOCATION.

RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:

3566

LOCATION #:

003

SUBMITTAL IS: ☐ APPROVED _____ CLIENT CONTRACTOR
☐ APPROVED AS NOTED _____ / _____ / _____
☐ REVISED AND RESUBMIT _____ DATE

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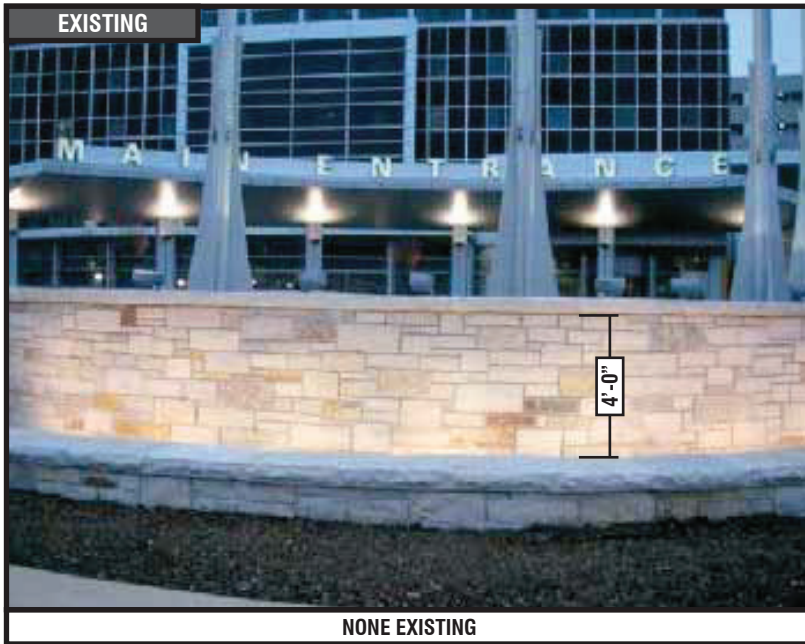
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Packet Pg. 295

EXISTING



NONE EXISTING

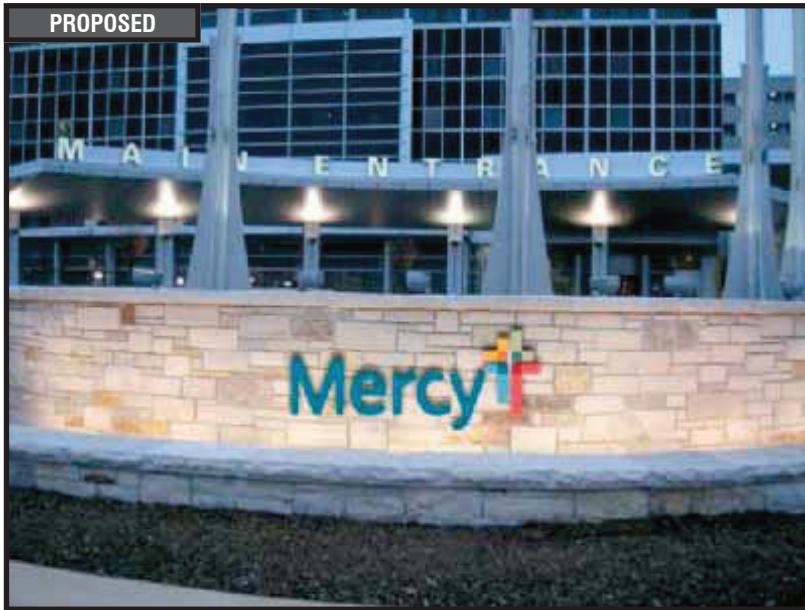
**LNIP-12-B NON-ILLUMINATED BLUE PLATE LETTERS (8 SQ. FT.)**

QTY. 1

SCALE: 1"=1'-0"

CENTER NEW SIGN ON RADIUSSED STONE WALL AS SHOWN.

PROPOSED

**RECOMMENDATIONS**

ADDRESS: **615 S. New Ballas Rd.**
 CITY/STATE: **St. Louis, MO**
 ZIP: **63141**

PROJECT #:
3566LOCATION #:
003

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR

DATE

FILE PATH: **Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 4.cdr**

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DATE: **06/08/12**
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 Rev. 2: **00/00/00**
 Rev. 3: **00/00/00**
 Rev. 4: **00/00/00**
 Rev. 5: **00/00/00**

SCALE:
As NotedDRAWN BY:
TVSPAGE #:
27

DRAWINGS PREPARED BY:

The Icon Companies®

Packet Pg. 296

EXISTING



NONE EXSITING

PROPOSED



7.1.e
SIGN 109



CUSTOM 30" NON-ILLUMINATED CHANNEL LETTERS

QTY. 1

SCALE: 1/2"=1'-0"

CENTER ON WALL AS SHOWN. LETTERS TO BE BLACK NON-ILLUMINATED CHANNEL LETTERS.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
003

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT
CLIENT CONTRACTOR
DATE
FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 4.cdr
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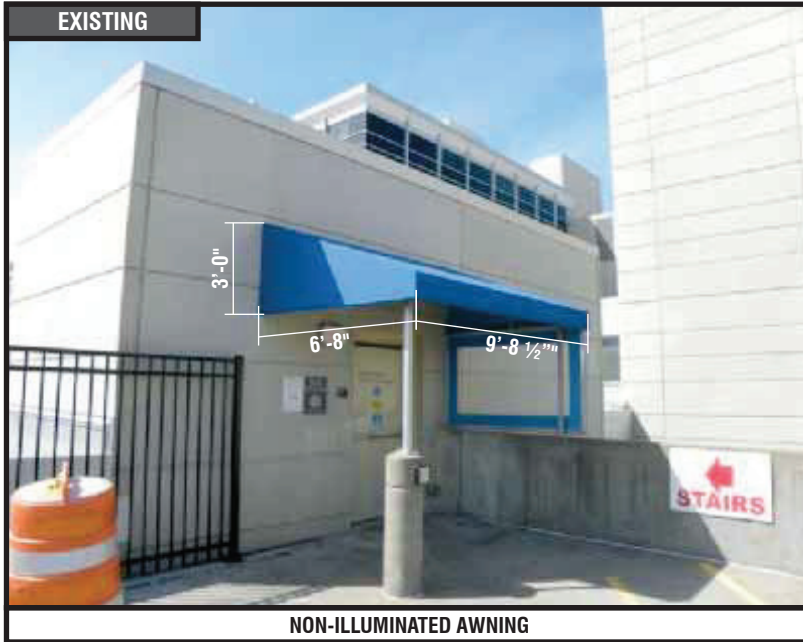
DATE: 06/08/12
Rev. 1: 06/15/12
Rev. 2: 00/00/00
Rev. 3: 00/00/00
Rev. 4: 00/00/00
Rev. 5: 00/00/00

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DRAWN BY:
TVS
PAGE #:
29

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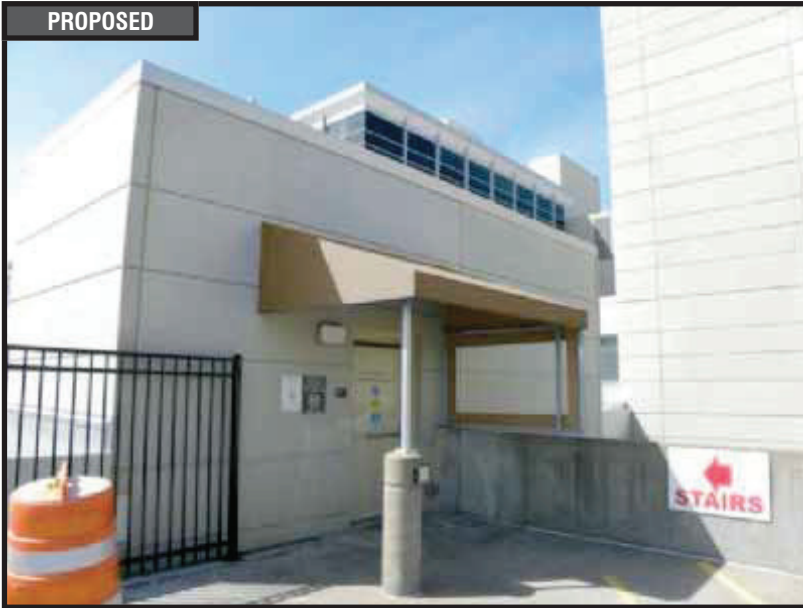
The Icon Companies[®]
icon imsi
Icon Identity Solutions
Packet Pg. 297

EXISTING



NON-ILLUMINATED AWNING

PROPOSED



CUSTOM AWNING RE-SKIN

QTY: 1

RE-SKIN AWNING W/COOLEY WEATHERLYTE MATERIAL; COLOR - CHARCOAL. RESTORE FRAME AS REQUIRED. FIELD VERIFY DIMENSIONS OF AWNING PRIOR TO FABRICATION. IF THE EXISTING AWNING FRAME IS NOT A NEUTRAL COLOR (ALUMINUM, SILVER, WHITE OR BLACK) THEN THE FRAME SHOULD BE PAINTED TO MATCH RECOMMENDED AWNING MATERIAL.



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
003

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CLIENT CONTRACTOR

DATE

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Rev. 3: 00/00/00
Rev. 4: 00/00/00
Rev. 5: 00/00/00

SCALE:
As Noted

DRAWN BY:
TVS

PAGE #:
31

DRAWINGS PREPARED BY:



Packet Pg. 298

10'-0 1/8"

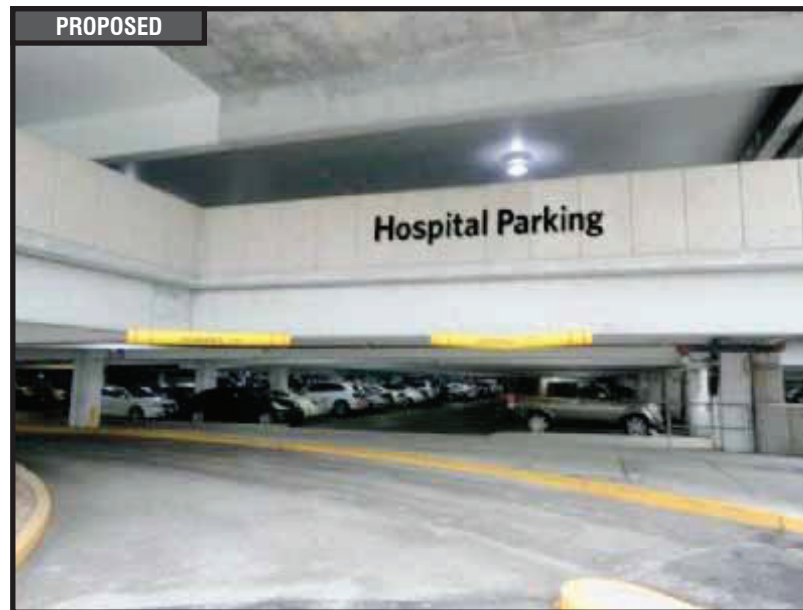
12"

Hospital Parking

CUSTOM 12" BLACK PLATE LETTERS

1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 3/8" = 1'-0"



	RECOMMENDATIONS ADDRESS: 615 S. New Ballas Rd. CITY/STATE: St. Louis, MO ZIP: 63141	PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	DATE: 06/08/12 Rev. 1: 06/15/12 Rev. 2: 00/00/00 Rev. 3: 00/00/00 Rev. 4: 00/00/00 Rev. 5: 00/00/00	SCALE: As Noted DRAWN BY: TVS PAGE #: 32	
		LOCATION #: 003	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_003_St Louis_MO Part 4.cdr	CLIENT CONTRACTOR _____ DATE ____/____/____	DRAWINGS PREPARED BY: icon ims Icon Identity Solutions	
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6'-8"

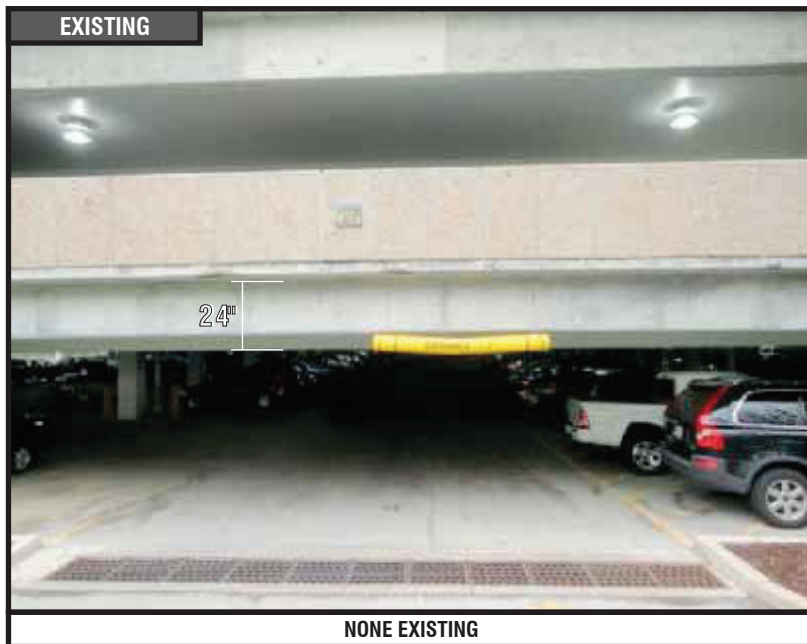
8"

Hospital Parking

CUSTOM 8" BLACK PLATE LETTERS

1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 3/4" = 1'-0"



	RECOMMENDATIONS ADDRESS: 615 S. New Ballas Rd. CITY/STATE: St. Louis, MO ZIP: 63141	PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	DATE: 06/08/12 Rev. 1: 06/15/12 Rev. 2: 00/00/00 Rev. 3: 00/00/00 Rev. 4: 00/00/00 Rev. 5: 00/00/00	SCALE: As Noted DRAWN BY: TVS PAGE #: 33	
		LOCATION #: 003	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_003_St Louis_MO Part 4.cdr	CLIENT CONTRACTOR _____ / _____ / _____ DATE	DRAWINGS PREPARED BY: 	
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6'-8"

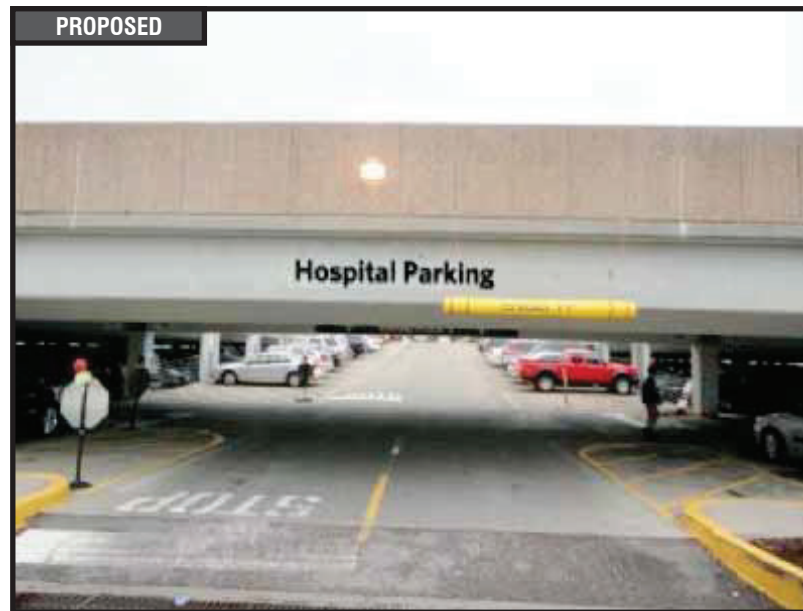
8"

Hospital Parking

CUSTOM 8" BLACK PLATE LETTERS

1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 3/4" = 1'-0"



	RECOMMENDATIONS ADDRESS: 615 S. New Ballas Rd. CITY/STATE: St. Louis, MO ZIP: 63141	PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	DATE: 06/08/12 Rev. 1: 06/15/12 Rev. 2: 00/00/00 Rev. 3: 00/00/00 Rev. 4: 00/00/00 Rev. 5: 00/00/00	SCALE: As Noted DRAWN BY: TVS PAGE #: 36	
		LOCATION #: 003	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_003_St Louis_MO Part 4.cdr	CLIENT CONTRACTOR _____ / _____ / _____ DATE	DRAWINGS PREPARED BY: icon ims Icon Identity Solutions	
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EXISTING



PLATE LETTERS

7.1.e

SIGN 117

LEAVE AS IS

QTY: 1



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____ DATE
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 4.cdr	
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Rev. 3:	00/00/00
Rev. 4:	00/00/00
Rev. 5:	00/00/00

SCALE:	As Noted
DRAWN BY:	TVS
PAGE #:	19

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Icon Identity Solutions

Packet Pg. 302

EXISTING



BANNERS

7.1.e

SIGN 118



SPECIAL EVENTS BANNERS

QTY: 40

TO BE LOCATED AT VARIOUS LOCATINOS AROUND CAMPUS.

BANNERS MAY CHANGE FREQUENTLY TO ADVERTISE SPECIAL EVENTS



RECOMMENDATIONS

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:	SUBMITTAL IS:	☐ APPROVED	_____	CLIENT CONTRACTOR
3566		☐ APPROVED AS NOTED	_____ / _____ / _____	DATE
		☐ REVISED AND RESUBMIT		
LOCATION #:	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_003_St Louis_MO Part 4.cdr		
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Rev. 3:	00/00/00
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Rev. 5:	00/00/00

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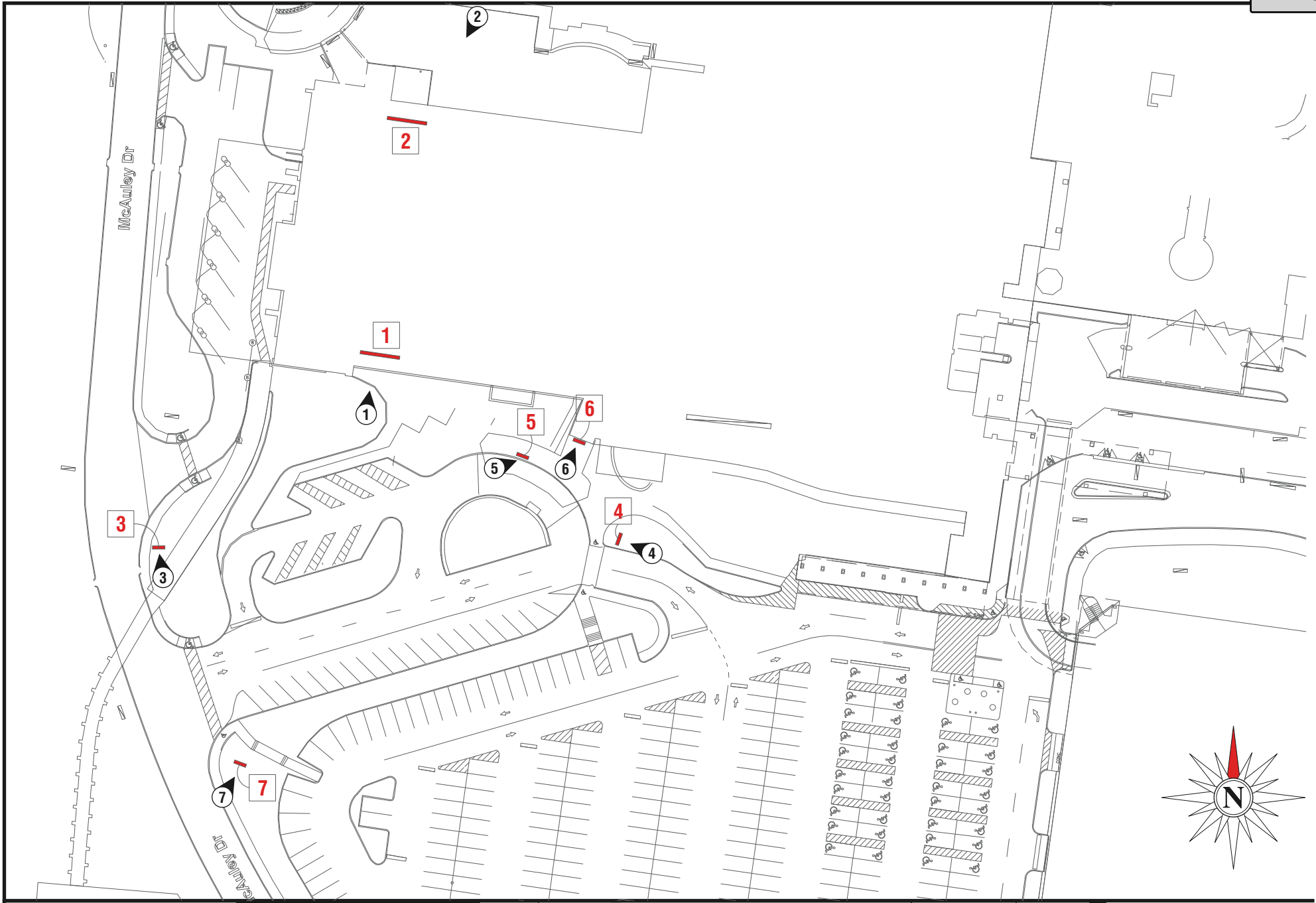
Location #: 004

**625 S. New Ballas Rd.
St. Louis, MO
63141**



[illegible]

	RECOMMENDATIONS		PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____ / ____ / ____ DATE	DATE: 06/06/12 Rev. 1: 06/22/12 Rev. 2: 06/27/12 Rev. 3: 00/00/00 Rev. 4: 00/00/00 Rev. 5: 00/00/00	SCALE: N/A	DRAWINGS PREPARED BY: 	ATTACHED TO: Packet Pg. 305
	ADDRESS: 625 S. New Ballas Rd.		LOCATION #: 004	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....502\3566_004_St Louis_MO.cdr		DRAWN BY: TVS	PAGE #: 2		
	CITY/STATE: St. Louis, MO								
	ZIP: 63141		Drawings are the exclusive property of Icon Identity Solutions Inc.. Any unauthorized use or duplication is not permitted.						



SITE PLAN

ADDRESS: 625 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
004

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR
_____/_____/_____
DATE

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Rev. 2: 06/27/12
Rev. 3: 00/00/00
Rev. 4: 00/00/00
Rev. 5: 00/00/00

SCALE:
N.T.S.

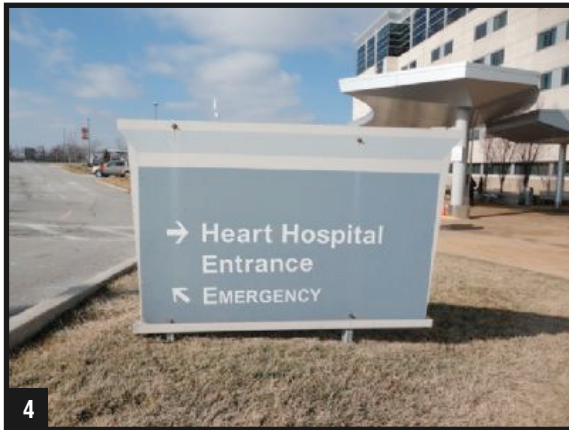
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TVS

PAGE #:
3

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Packet Pg. 306



OVERVIEW PHOTOS

ADDRESS: 625 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
LOCATION #:	004	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....502\3566_004_St Louis_MO.cdr	
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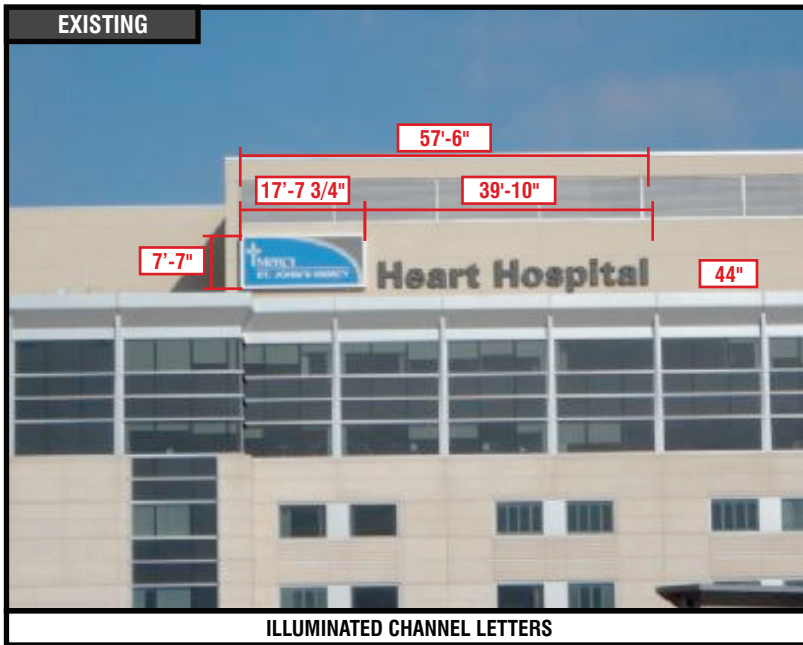
DATE: 06/06/12
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Rev. 4: 00/00/00
Rev. 5: 00/00/00

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4

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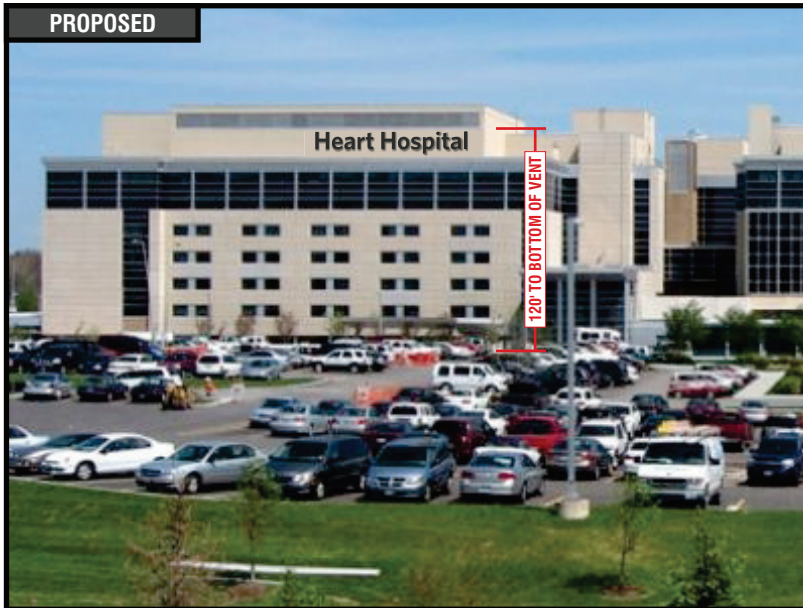
The Icon Companies®
icon imsl
Icon Identity Solutions
Packet Pg. 307

EXISTING



ILLUMINATED CHANNEL LETTERS

PROPOSED



30'-10 7/8"

4'-5 3/8" 3'-6"

Heart Hospital

CUSTOM 42" DAY/NIGHT CHANNEL LETTERS - FACE LIT (108 SQ. FT.)

COPY: BRONZE #313 TRIM CAP, RETURNS: MERCY CHAMPAGNE (SW EN1380)

SCALE: 1/8"=1'-0"

**RECOMMENDATIONS**

ADDRESS: **625 S. New Ballas Rd.**
 CITY/STATE: **St. Louis, MO**
 ZIP: **63141**

PROJECT #:

3566

LOCATION #:

004

SUBMITTAL IS:

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☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR

DATE

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SCALE:

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TVS

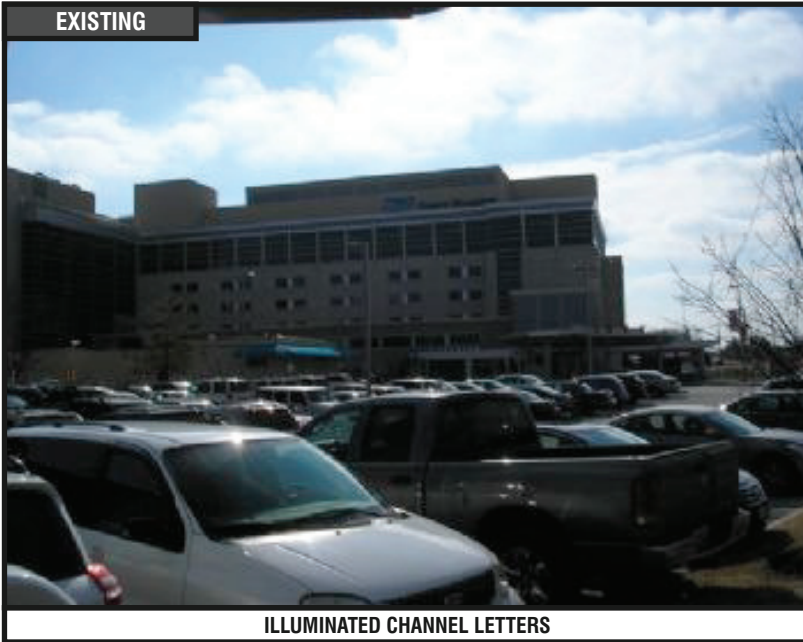
PAGE #:

5

DRAWINGS PREPARED BY:



EXISTING



ILLUMINATED CHANNEL LETTERS

7.1.e

SIGN 2

REMOVE EXISTING

QTY: 1



RECOMMENDATIONS

ADDRESS: **625 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

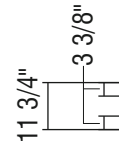
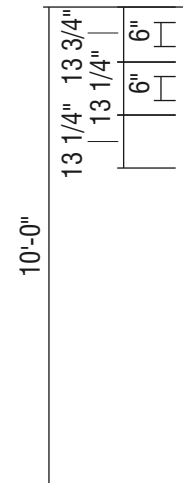
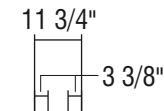
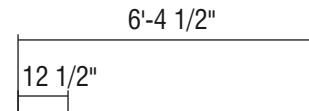
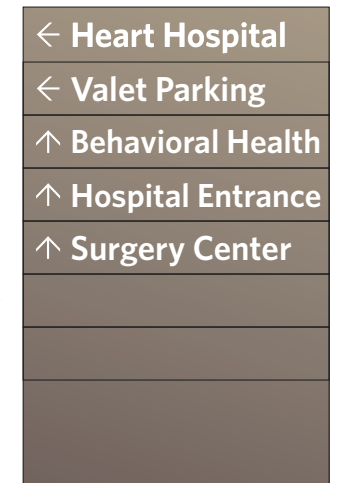
PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____ DATE
LOCATION #:	004	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....502\3566_004_St Louis_MO.cdr	
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6

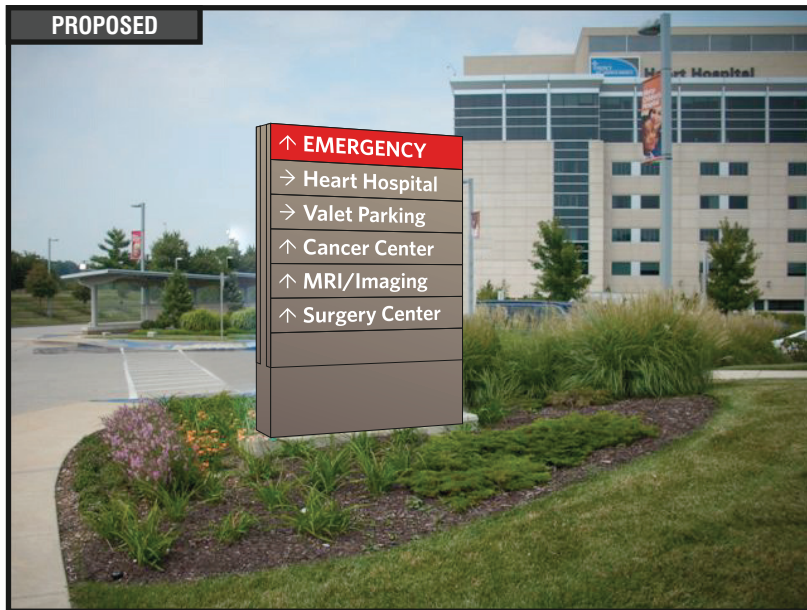
DRAWINGS PREPARED BY:



EXISTING**REGULATORY****TOP VIEW****SIDE A****SIDE VIEW****SIDE B****D1 10'-0" ILLUMINATED NON-BRANDED DIRECTIONAL**

QTY: 1

SCALE: 1/4" = 1'-0"

PROPOSED**RECOMMENDATIONS**

ADDRESS: **625 S. New Ballas Rd.**
 CITY/STATE: **St. Louis, MO**
 ZIP: **63141**

PROJECT #:

3566

LOCATION #:

004SUBMITTAL IS: ☐ APPROVED☐ APPROVED AS NOTED☐ REVISED AND RESUBMIT

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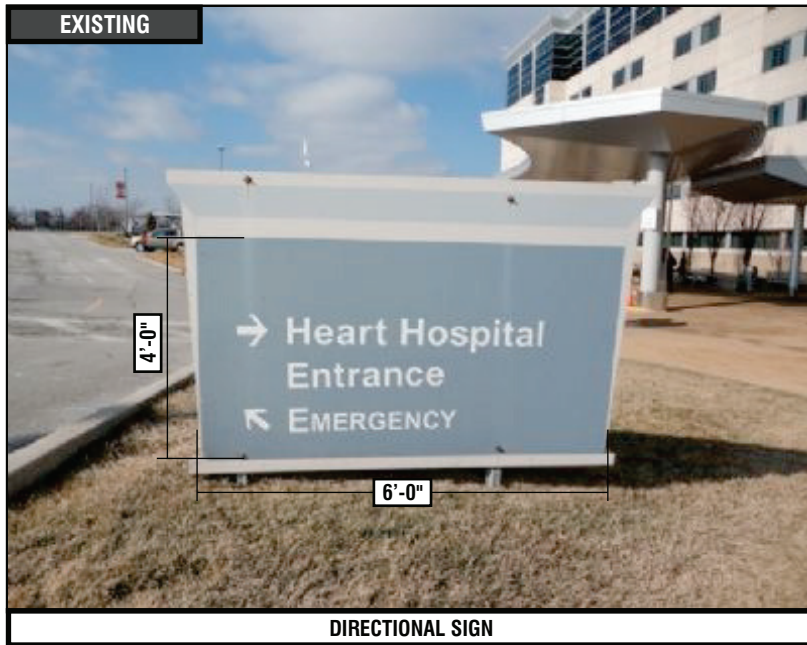
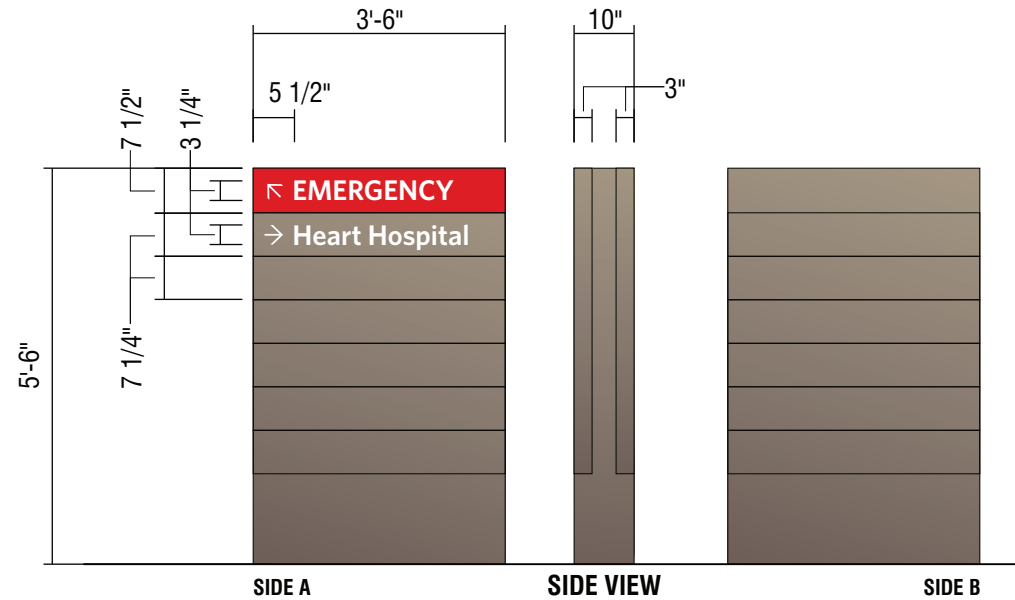
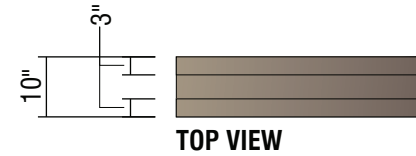
TVS

PAGE #:

7

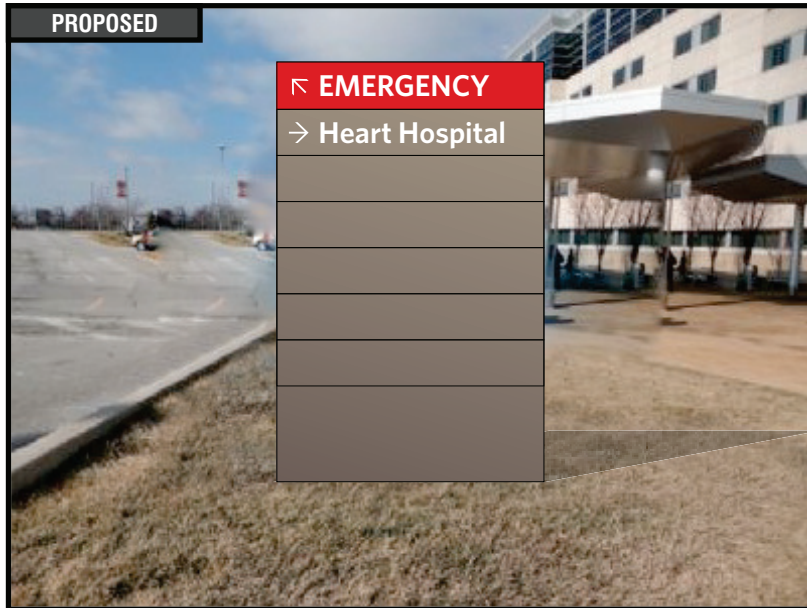
DRAWINGS PREPARED BY:

**Packet Pg. 310**

EXISTING**DIRECTIONAL SIGN****D3 5'-6" ILLUMINATED NON-BRANDED DIRECTIONAL**

QTY: 1

SCALE: 3/8" = 1'-0"

PROPOSED**RECOMMENDATIONS**

ADDRESS: **625 S. New Ballas Rd.**
 CITY/STATE: **St. Louis, MO**
 ZIP: **63141**

PROJECT #:

3566

LOCATION #:

004SUBMITTAL IS: ☐ APPROVED☐ APPROVED AS NOTED☐ REVISED AND RESUBMIT

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DATE

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SCALE:

As Noted

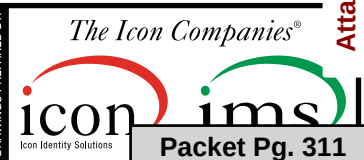
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TVS

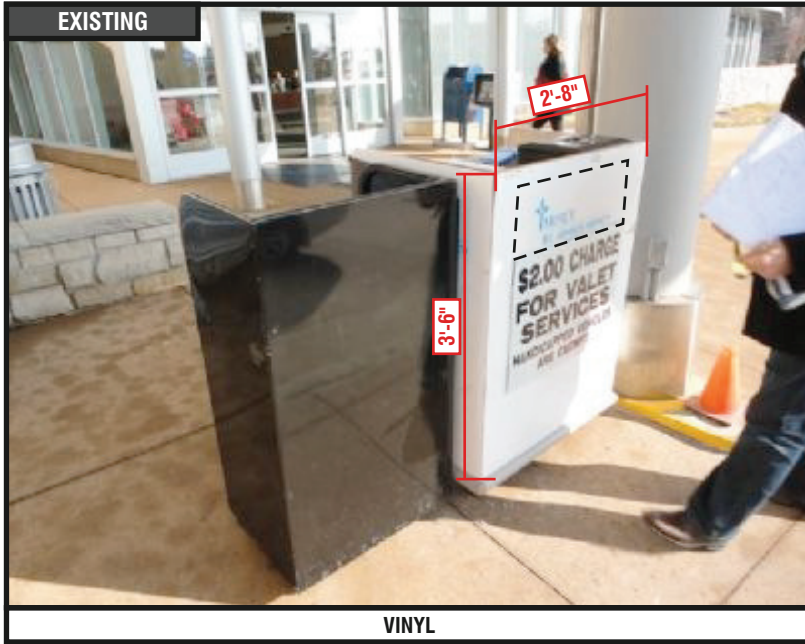
PAGE #:

8

DRAWINGS PREPARED BY:



EXISTING



VINYL

LEAVE EXISTING

QTY: 1

7.1.e

SIGN 5



RECOMMENDATIONS

ADDRESS: **625 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:
3566

LOCATION #:
004

SUBMITTAL IS: ☐ APPROVED
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9

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Packet Pg. 312

EXISTING



DIRECTIONAL SIGN

REMOVE EXISTING

QTY: 1



RECOMMENDATIONS

ADDRESS: **625 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
	LOCATION #: 004	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....502\3566_004_St Louis_MO.cdr
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Rev. 3: 00/00/00
Rev. 4: 00/00/00
Rev. 5: 00/00/00

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PAGE #: 11

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Icon Identity Solutions

Packet Pg. 313



Location #003
Master Sign Plan & Site Plan

615 S. New Ballas Rd.
St. Louis, MO
63141



SIGN#:	QTY:	SIGN TYPE & DESCRIPTION
003-001	1	CUSTOM 74” ILLUMINATED WHITE CHANNEL LETTERS - FACE LIT (304 SQ. FT.)
003-002	1	D1-B 15'-0" ILLUMINATED BRANDED DIRECTIONAL
003-003	1	D1-B 15'-0" ILLUMINATED BRANDED DIRECTIONAL
003-004	1	REMOVE EXISTING
003-005	1	CUSTOM INTERNALLY ILLUMINATED MONUMENT SIGN
003-006	1	REMOVE EXISTING
003-007	1	D1-B 15'-0" ILLUMINATED BRANDED DIRECTIONAL
003-008	1	D1-B 15'-0" ILLUMINATED BRANDED DIRECTIONAL
003-009	1	REMOVE EXISTING
003-010	1	D1 10'-0" ILLUMINATED NON-BRANDED DIRECTIONAL
003-011	1	D1 10'-0" ILLUMINATED NON-BRANDED DIRECTIONAL
003-012	1	REMOVE EXISTING
003-013	1	D2 8'-0" ILLUMINATED NON-BRANDED DIRECTIONAL
003-014	1	D2 8'-0" ILLUMINATED NON-BRANDED DIRECTIONAL
003-015	1	REMOVE EXISTING
003-016	1	D2 8'-0" ILLUMINATED NON-BRANDED DIRECTIONAL
003-017	1	D3-B 8'-0" ILLUMINATED BRANDED DIRECTIONAL
003-018	1	D3 5'-6" ILLUMINATED NON-BRANDED DIRECTIONAL
003-019	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)
003-020	1	REMOVE EXISTING
003-021	1	REMOVE EXISTING
003-022	1	D2 8'-0" ILLUMINATED NON-BRANDED DIRECTIONAL
003-023	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)
003-024	1	CUSTOM RE-FACE AND RETRO-FIT
003-025	1	CUSTOM RE-FACE AND RETRO-FIT
003-026	1	REMOVE EXISTING
003-027	1	REMOVE EXISTING
003-028	1	D1 10'-0" ILLUMINATED NON-BRANDED DIRECTIONAL
003-029	1	CUSTOM DV-1 DOOR VINYL TYP. INSTALLATION

SIGN#:	QTY:	SIGN TYPE & DESCRIPTION
003-030	1	CUSTOM DV-1 DOOR VINYL TYP. INSTALLATION
003-031	1	CUSTOM RE-FACE AND RETRO-FIT
003-032	1	CUSTOM AWNING RE-SKIN
003-033	1	REMOVE EXISTING
003-034	1	DV-1 DOOR VINYL TYP. INSTALLATION
003-035	1	F2-W WALL MOUNTED REGULATORY (1.5 SQ. FT.)
003-036	1	F2-FS POLE MOUNTED REGULATORY (1.5 SQ. FT.)
003-037	1	CUSTOM NON-ILLUMINATED CHANNEL LETTERS
003-038	1	F2-W WALL MOUNTED REGULATORY (1.5 SQ. FT.)
003-039	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)
003-040	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)
003-041	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)
003-042	1	B1 6'-0" MONUMENT
003-043	1	D1 10'-0" ILLUMINATED NON-BRANDED DIRECTIONAL
003-044	1	REMOVE EXISTING
003-045	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)
003-046	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)
003-047	1	LEAVE EXISTING
003-048	1	REMOVE EXISTING
003-049	1	REMOVE EXISTING
003-050	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)
003-051	1	CUSTOM 10” BLACK PLATE LETTERS
003-052	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)
003-053	1	CUSTOM 10” DAY/NIGHT CHANNEL LETTERS
003-054	1	REMOVE EXISTING
003-055	1	REMOVE EXISTING
003-056	1	F2-W WALL MOUNTED REGULATORY (1.5 SQ. FT.)
003-057	1	CUSTOM FASCIA PANEL W/DAY/NIGHT CHANNEL LETTERS - FACE LIT
003-058	1	CUSTOM DAY/NIGHT CHANNEL LETTERS - FACE LIT



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #: 3566
LOCATION #: 003

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....502\3566_Mercy St. Louis Main Signage Plan.cdr

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Rev. 3: 00/00/00
Rev. 4: 00/00/00
Rev. 5: 00/00/00

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Attachment: Exhibit 1-Applicants Materials received August 10, 2012 (17-024: Mercy Master Sign Plan Amendment)

SIGN#:	QTY:	SIGN TYPE & DESCRIPTION
003-059	1	CUSTOM 10” BLACK PLATE LETTERS
003-060	1	D3-NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)
003-061	1	REMOVE EXISTING
003-062	1	REMOVE EXISTING
003-063	1	D1 10'-0" ILLUMINATED NON-BRANDED DIRECTIONAL
003-064	1	NOT IN SCOPE
003-065	1	NOT IN SCOPE
003-066	1	DV-1 DOOR VINYL TYP. INSTALLATION
003-067	1	REMOVE EXISTING
003-068	1	D1 10'-0" ILLUMINATED NON-BRANDED DIRECTIONAL
003-069	1	REMOVE EXISTING
003-070	1	REMOVE EXISTING
003-071	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)
003-072	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)
003-073	1	REMOVE EXISTING
003-074	1	D3- NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)
003-075	1	REMOVE EXISTING
003-076	1	REMOVE EXISTING
003-077	1	REMOVE EXSTING
003-078	1	D3 5'-6" ILLUMINATED NON-BRANDED DIRECTIONAL
003-079	1	REMOVE EXISTING
003-080	1	D3- NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)
003-081	1	CUSTOM BLACK PLATE LETTERS
003-082	1	REMOVE EXISTING
003-083	1	LEAVE EXISTING
003-084	1	LEAVE EXISTING
003-085	1	CUSTOM NON-ILLUMINATED DIRECTIONAL - (9 SQ. FT.)
003-086	1	CUSTOM NON-ILLUMINATED DIRECTIONAL - (9 SQ. FT.)
003-087	1	CUSTOM NON-ILLUMINATED DIRECTIONAL - (9 SQ. FT.)

SIGN#:	QTY:	SIGN TYPE & DESCRIPTION
003-088	1	CUSTOM VINYL APPLICATION
003-089	1	CUSTOM VINYL APPLICATION
003-090	1	CUSTOM VINYL APPLICATION
003-091	1	CUSTOM VINYL APPLICATION
003-092	1	CUSTOM VINYL APPLICATION
003-093	1	CUSTOM VINYL APPLICATION
003-094	1	B2 4’-0” MONUMENT
003-095	1	CUSTOM AWING RE-SKIN
003-096	1	D2- NI NON-ILLUMINATED DIRECTIONAL - (8 SQ. FT.)
003-097	1	F-1-W WALL MOUNTED REGULATORY (3 SQ. FT.)
003-098	1	LEAVE EXISTING
003-099	1	REMOVE EXISTING
003-100	1	DV-1 DOOR VONY TYP. INSTALLATION
003-101	1	CUSTOM VINYL APPLICATION
003-102	1	REMOVE EXISTING
003-103	1	LNIP-8-B NON ILLUMINATED BLUE PLATE LETTERS (3.5 SQ. FT.)
003-104	1	CUSTOM 42” DAY/NIGHT CHANNEL LETTERS - FACE LIT
003-105	1	CUSTOM 84” ILLUMINATED WHITE CHANNEL LETTERS - FACE LIT (392 SQ. FT.)
003-106	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)
003-107	1	LNIP-12-B NON ILLUMINATED BLUE PLATE LETTERS (8 SQ. FT.)
003-108	1	CUSTOM 12” ALUMINUM PLATE LETTERS (8 SQ. FT.)
003-109	1	CUSTOM 30” NON ILLUMINATED CHANNEL LETTERS
003-110	1	CUSTOM VINYL APPLICATION
003-111	1	CUSTOM AWNING RE-SKIN
003-112	1	CUSTOM 12” BLACK PLATE LETTERS
003-113	1	CUSTOM 8” BLACK PLATE LETTERS
003-114	1	TF-1-W WALL MOUNTED REGULATORY (1.5 SQ. FT.)
003-115	1	TF-1-P POLE MOUNTED REGULATORY (1.5 SQ. FT.)
003-116	1	CUSTOM 8” BLACK PLATE LETTERS

Attachment: Exhibit 1-Applicants Materials received August 10, 2012 (17-024: Mercy Master Sign Plan Amendment)



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #: 3566
LOCATION #: 003

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....502\3566_Mercy St. Louis Main Signage Plan.cdr

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Rev. 4: 00/00/00
Rev. 5: 00/00/00

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SIGN#:	QTY:	SIGN TYPE & DESCRIPTION
003-117	1	LEAVE AS IS
003-118	40	SPECIAL EVENTS BANERS (VARIOUS LOCATIONS AROUND CAMPUS)
004-001	1	CUSTOM 42” DAY/NIGHT CHANNEL LETTERS - FACE LIT (108 SQ. FT.)
004-002	1	REMOVE EXISTING
004-003	1	D1 10'-0" ILLUMINATED NON-BRANDED DIRECTIONAL
004-004	1	D3 5'-6" ILLUMINATED NON-BRANDED DIRECTIONAL
004-005	1	LEAVE EXISTING
004-006	1	REMOVE EXISTING & REPLACE W/ REGULATORY VINYL TYP. INSTALLATION
004-007	1	REMOVE EXISTING
020-001	1	B2 4'-0" MONUMENT
020-002	1	LEAVE EXISTING
020-003	1	F2-FS POLE MOUNTED REGULATORY (1.5 SQ. FT.)
020-004	1	DV-1 DOOR VINYL TYP. INSTALLATION
020-005	1	DV-1 DOOR VINYL TYP. INSTALLATION
020-006	1	CUSTOM 32” DAY/NIGHT CHANNEL LETTERS - FACE LIT
020-007	1	F2-FS POLE MOUNTED REGULATORY (1.5 SQ. FT.)
020-008	1	D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)
049-001	1	CUSTOM 18” BLACK PLATE LETTERS
049-002	1	CUSTOM 20” BLACK PLATE LETTERS
049-003	1	D3- NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)
049-004	1	REMOVE EXISTING
049-005	1	REMOVE EXISTING
049-006	1	CUSTOM 14” BLACK PLATE LETTERS
049-007	1	LEAVE EXISTING
049-008	1	DV-1 DOOR VINYL TYP. INSTALLATION
049-009	1	REMOVE EXISTING
049-010	1	REMOVE EXISTING
049-011	1	CUSTOM 12” BLACK PLATE LETTERS
049-012	1	REMOVE EXISTING

SIGN#:	QTY:	SIGN TYPE & DESCRIPTION
049-013	1	REMOVE EXISTING
049-014	1	REMOVE EXISTING
049-015	1	D3- NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)
049-016	1	CUSTOM 12” BLACK PLATE LETTERS
049-017	1	CUSTOM FASCIA PAINTING W/VINYL COPY REPLACEMENT
049-018	1	CUSTOM 12” BLACK PLATE LETTERS
049-019	1	D3- NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)
049-020	1	D3- NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)
049-021	1	D3 5'-6" ILLUMINATED NON-BRANDED DIRECTIONAL
049-022	1	CUSTOM 12” BLACK PLATE LETTERS
049-023	1	REMOVE EXISTING
049-024	1	CUSTOM 14” BLACK PLATE LETTERS
049-025	1	CUSTOM NON-ILLUMINATED DIRECTIONAL - (9 SQ. FT.)
049-026	1	CUSTOM NON-ILLUMINATED DIRECTIONAL - (9 SQ. FT.)
049-027	1	CUSTOM 8” BLACK PLATE LETTERS
049-028	1	CUSTOM 8” BLACK PLATE LETTERS
050-001	1	CUSTOM REPLACEMENT PANEL W/BLACK PLATE LETTERS
050-002	1	CUSTOM REPLACEMENT PANEL W/BLACK PLATE LETTERS
050-003	1	CUSTOM REPLACEMENT PANEL W/BLACK PLATE LETTERS
050-004	1	F2-FS POLE MOUNTED REGULATORY (1.5 SQ. FT.)
050-005	1	F2-FS POLE MOUNTED REGULATORY (1.5 SQ. FT.)
050-006	1	CUSTOM BLACK PLATE LETTERS
050-007	1	CUSTOM BLACK PLATE LETTERS
050-008	1	CUSTOM FACE REPLACEMENT W/BLACK PLATE LETTERS
050-009	1	DV-1 DOOR VINYL TYP. INSTALLATION
050-010	1	DV-1 DOOR VINYL TYP. INSTALLATION
050-011	1	CUSTOM 8” BLACK PLATE LETTERS
051-001	1	B2-4'-0" MONUMENT
051-002	1	F2-FS POLE MOUNTED REGULATORY (1.5 SQ. FT.)

Attachment: Exhibit 1-Applicants Materials received August 10, 2012 (17-024: Mercy Master Sign Plan Amendment)



RECOMMENDATIONS

ADDRESS: 615 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #: 3566

LOCATION #: 003

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

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Rev. 1: 00/00/00
Rev. 2: 00/00/00
Rev. 3: 00/00/00
Rev. 4: 00/00/00
Rev. 5: 00/00/00

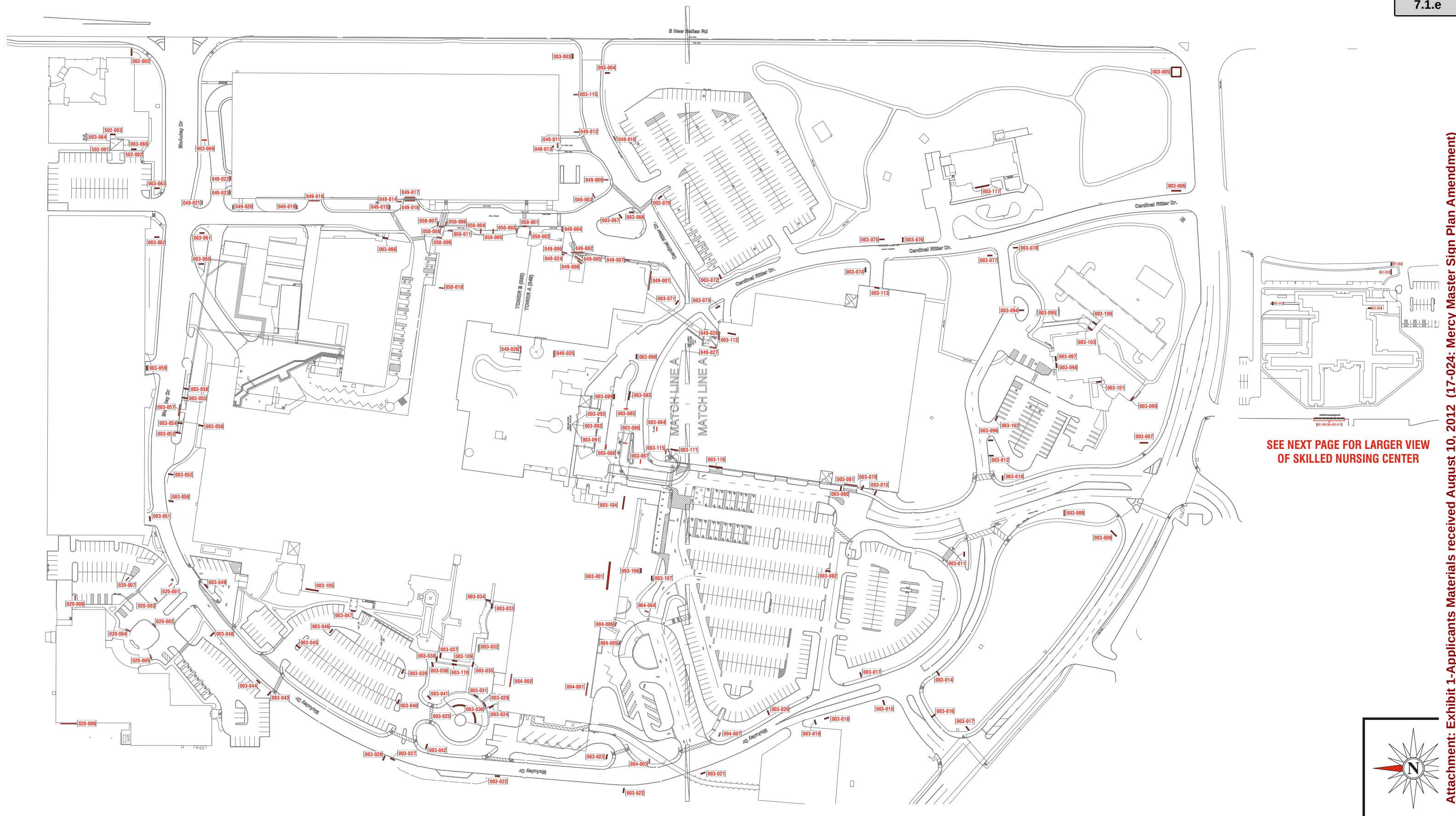
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SEE NEXT PAGE FOR LARGER VIEW
OF SKILLED NURSING CENTER



SITE PLAN

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
LOCATION #:	003	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....502\3566_Mercy St. Louis Main Signage Plan.cdr	
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Rev. 3: **00/00/00**
Rev. 4: **00/00/00**
Rev. 5: **00/00/00**

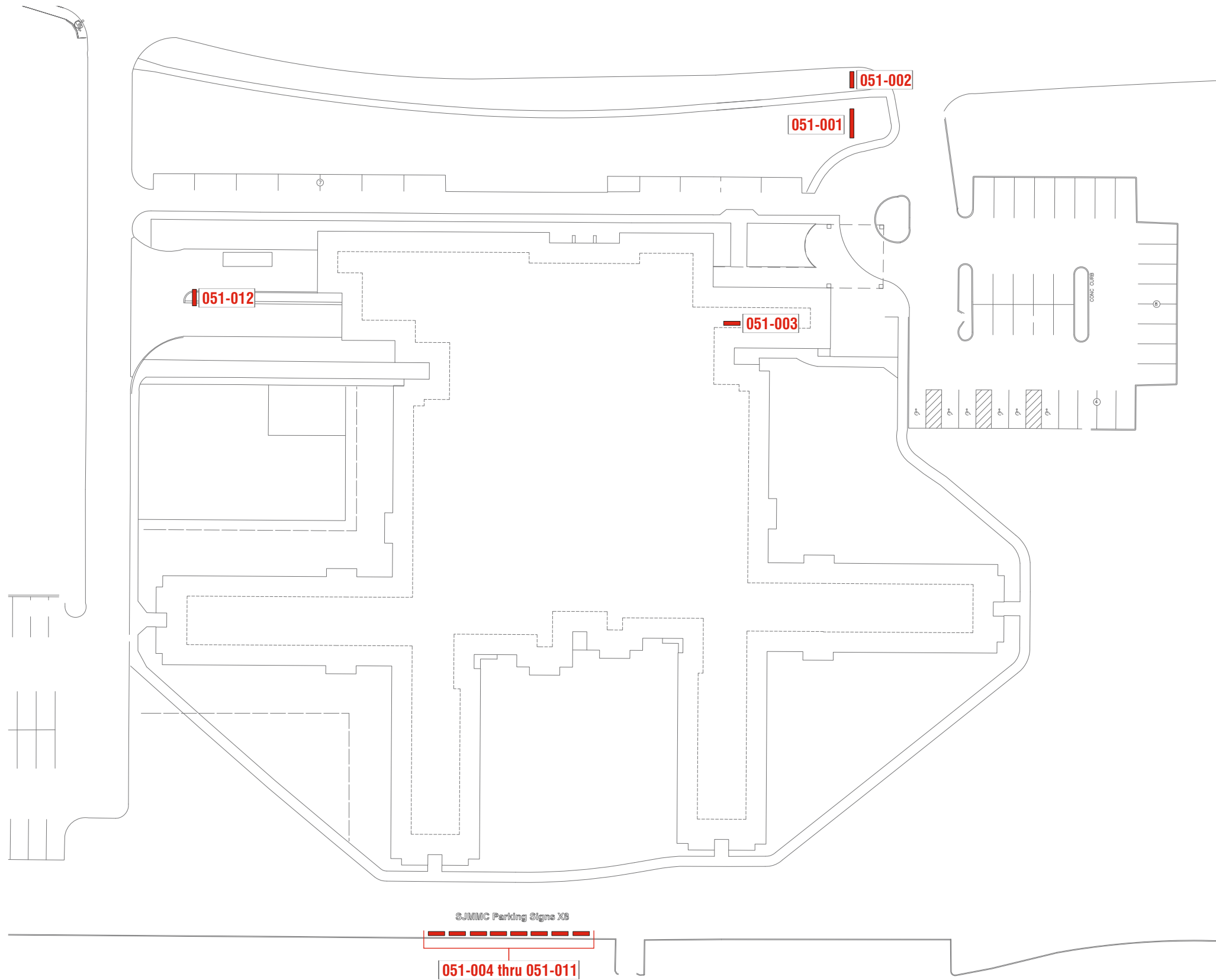
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PAGE #: **6**

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SITE PLAN

ADDRESS: **615 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:
3566

LOCATION #:
003

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR
_____/_____/_____
DATE

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Rev. 3: **00/00/00**
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Rev. 5: **00/00/00**

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N/A

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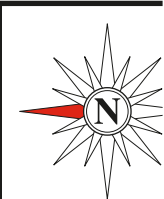
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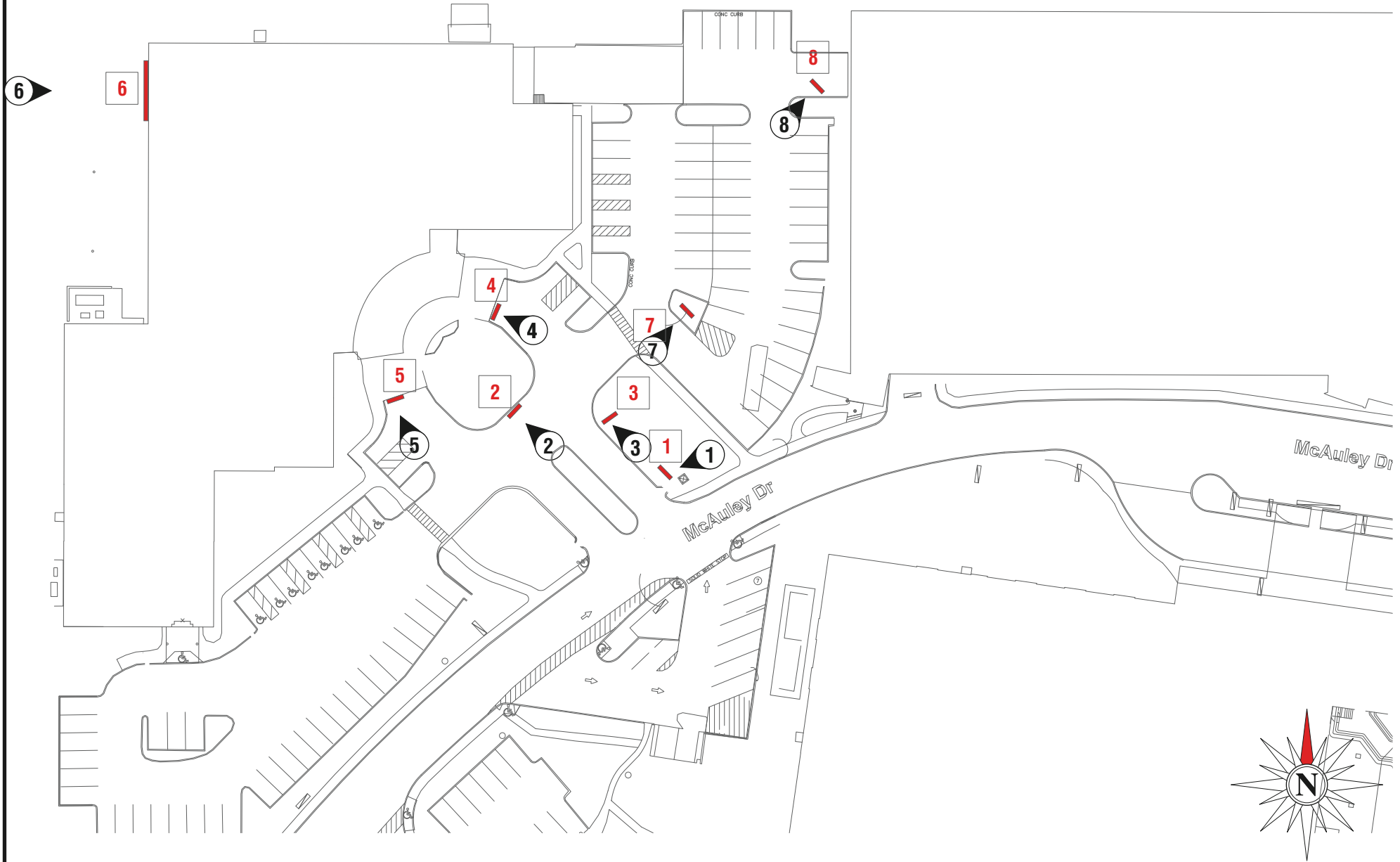


Location #: 020

**607 S. New Ballas Rd.
St. Louis, MO
63141**



[illegible]



SITE PLAN

ADDRESS: 607 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

020

SUBMITTAL IS: ☐ APPROVED

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CLIENT CONTRACTOR

DATE

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Rev. 5: 00/00/00

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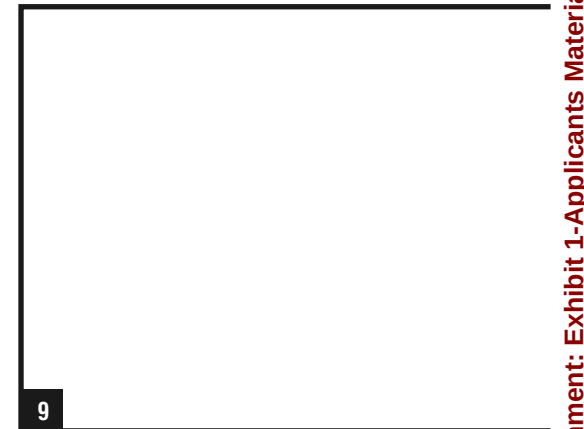
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OVERVIEW PHOTOS

ADDRESS: 607 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR	DATE
LOCATION #:	020	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_020_St Louis_MO.cdr		
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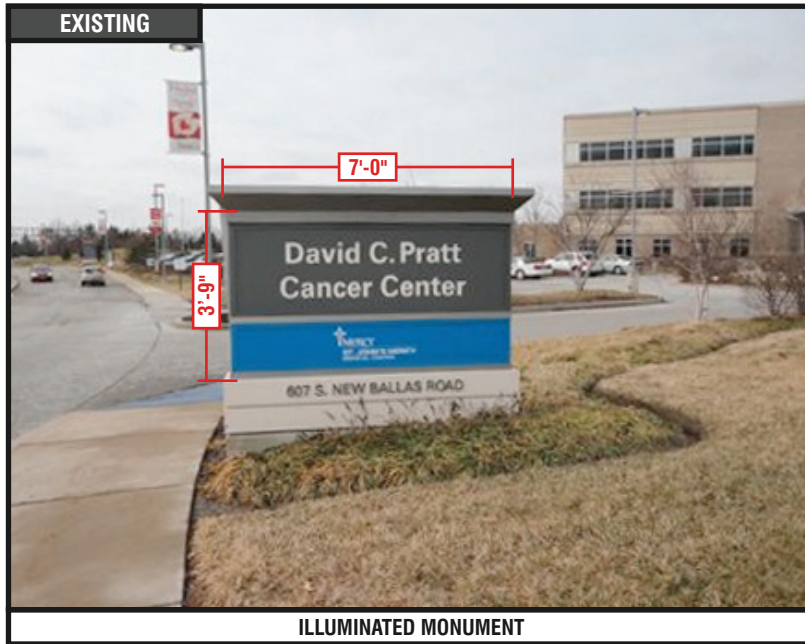
DATE: 06/06/12
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Rev. 2: 06/27/12
Rev. 3: 07/16/12
Rev. 4: 00/00/00
Rev. 5: 00/00/00

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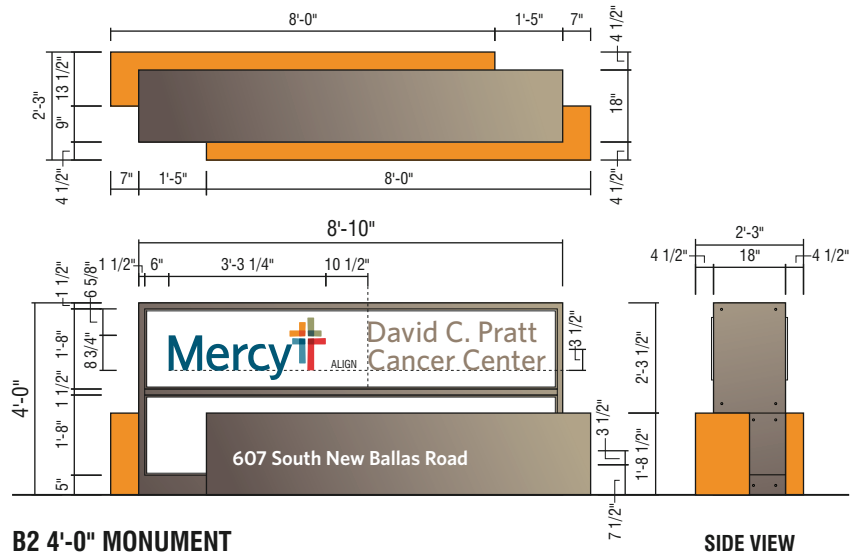


EXISTING



ILLUMINATED MONUMENT

PROPOSED



RECOMMENDATIONS

ADDRESS: 607 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
020

SUBMITTAL IS: ☐ APPROVED
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CLIENT CONTRACTOR

DATE

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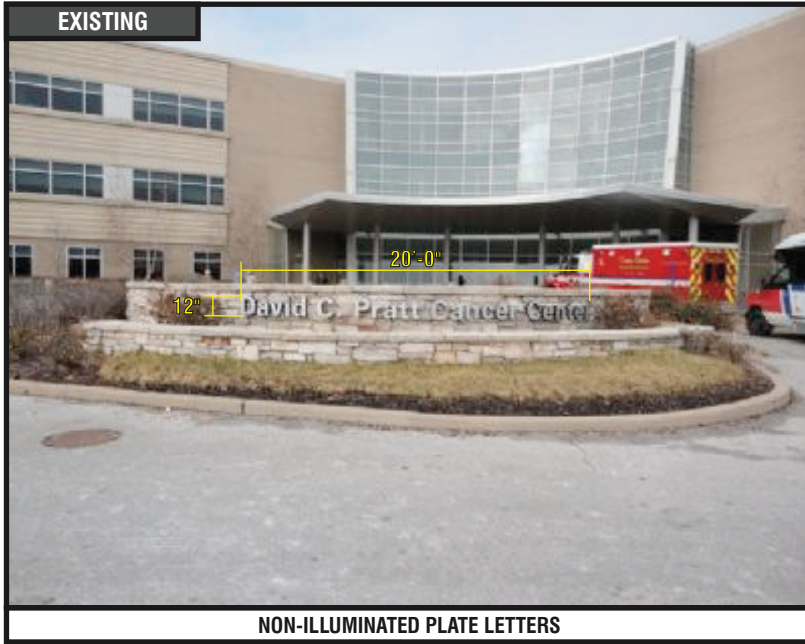
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Rev. 5: 00/00/00

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EXISTING



NON-ILLUMINATED PLATE LETTERS

7.1.e

SIGN 2

LEAVE EXISTING

QTY: 1

NOTE: RE-INSTALL LETTER AS NEEDED TO LEVEL BASELINE



RECOMMENDATIONS

ADDRESS: **607 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:
3566

LOCATION #:
020

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT
CLIENT CONTRACTOR _____ / _____ / _____ DATE

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Rev. 5: **00/00/00**

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As Noted

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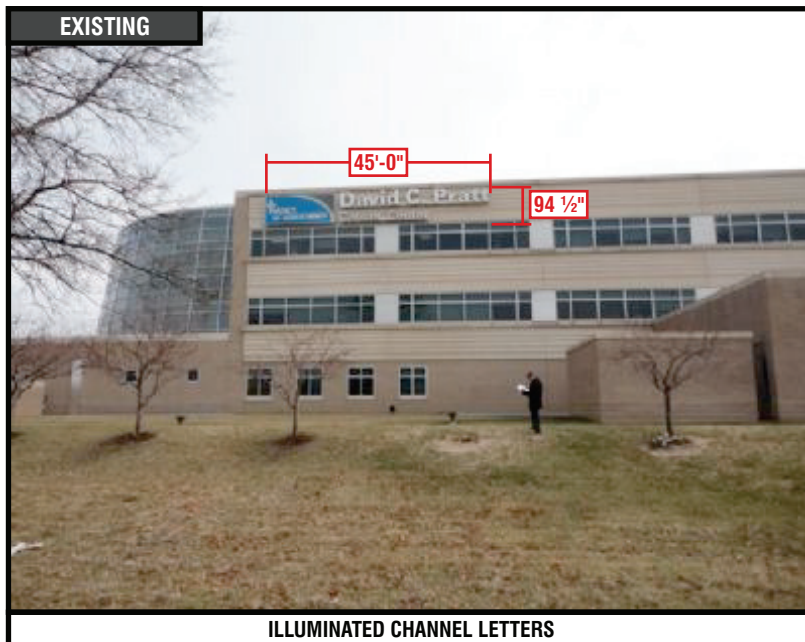
2'-8" 46'-6 1/2"

David C. Pratt Cancer Center

CUSTOM 32" DAY/NIGHT CHANNEL LETTERS - FACE LIT

COPY: BRONZE #313 TRIM CAP, RETURNS: MERCY CHAMPAGNE (SW EN1380)

SCALE: 3/16"=1'-0"



RECOMMENDATIONS

ADDRESS: **607 S. New Ballas Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:
3566

LOCATION #:
020

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR
_____/_____/_____
DATE

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Rev. 3: **07/16/12**
Rev. 4: **00/00/00**
Rev. 5: **00/00/00**

SCALE:
As Noted

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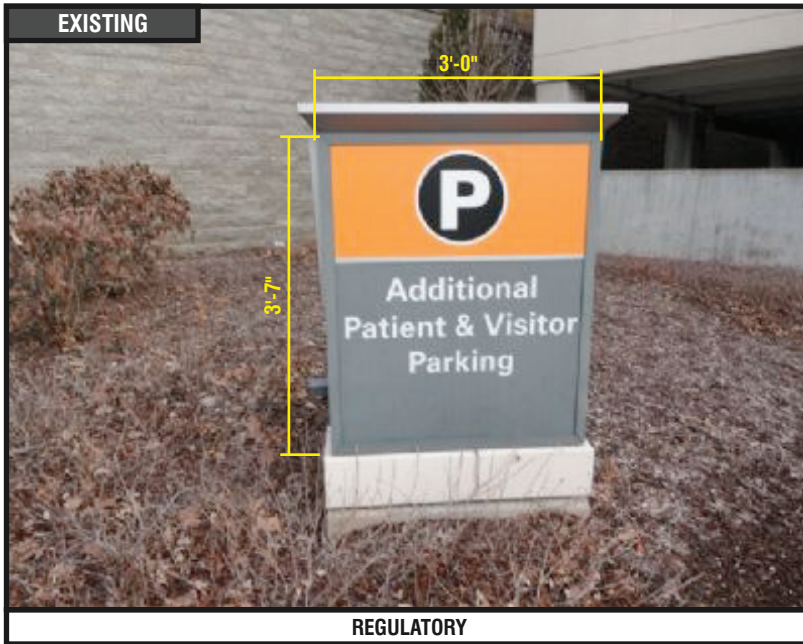
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EXISTING

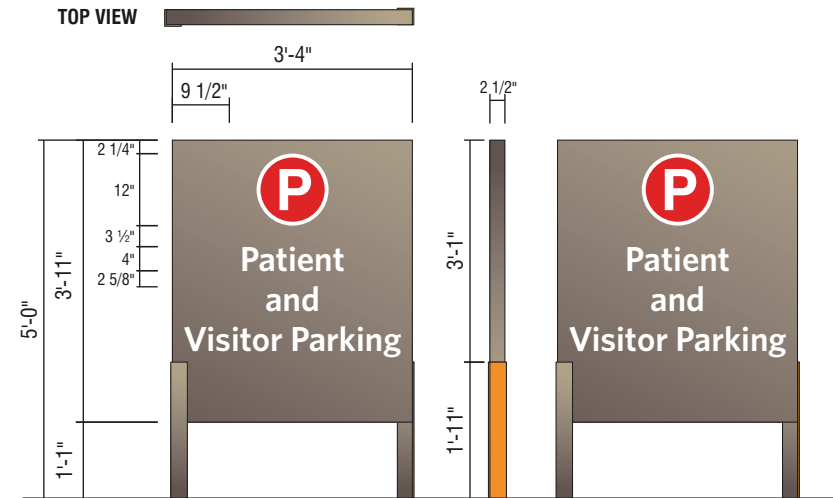


REGULATORY

PROPOSED



TOP VIEW



D1- NI NON-ILLUMINATED DIRECTIONAL - (13 SQ. FT.)



RECOMMENDATIONS

ADDRESS: 607 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

020

SUBMITTAL IS: ☐ APPROVED☐ APPROVED AS NOTED☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR

DATE

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Rev. 4: 00/00/00

Rev. 5: 00/00/00

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PAGE #:

12

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Location #: 049

**621 S. New Ballas Rd. Tower A
St. Louis, MO
63141**



SIGN#:	QTY:	SIGN TYPE & DESCRIPTION
1	1	CUSTOM 18" BLACK PLATE LETTERS
2	1	CUSTOM 20" BLACK PLATE LETTERS
3	1	D3- NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)
4	1	REMOVE EXISTING
5	1	REMOVE EXISTING
6	1	CUSTOM 14" BLACK PLATE LETTERS
7	1	LEAVE EXISTING
8	1	DV-1 DOOR VINYL TYP. INSTALLATION
9	1	REMOVE EXISTING
10	1	REMOVE EXISTING
11	1	CUSTOM 12" BLACK PLATE LETTERS
12	1	REMOVE EXISTING
13	1	REMOVE EXISTING
14	1	REMOVE EXISTING
15	1	D3- NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)
16	1	CUSTOM 12" BLACK PLATE LETTERS
17	1	CUSTOM FASCIA PAINTING W/VINYL COPY REPLACEMENT
18	1	CUSTOM 12" BLACK PLATE LETTERS
19	1	D3- NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)
20	1	D3- NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)
21	1	D3 5'-6" ILLUMINATED NON-BRANDED DIRECTIONAL
22	1	CUSTOM 12" BLACK PLATE LETTERS
23	1	REMOVE EXISTING
24	1	CUSTOM 14" BLACK PLATE LETTERS
25	1	CUSTOM NON-ILLUMINATED DIRECTIONAL - (9 SQ. FT.)
26	1	CUSTOM NON-ILLUMINATED DIRECTIONAL - (9 SQ. FT.)
27	1	CUSTOM 8" BLACK PLATE LETTERS
28	1	CUSTOM 8" BLACK PLATE LETTERS



RECOMMENDATIONS

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

049

SUBMITTAL IS: ☐ APPROVED☐ APPROVED AS NOTED☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR

DATE

FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_049_St Louis_MO.cdr

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DATE: 06/07/12

Rev. 1: 06/22/12

Rev. 2: 06/25/12

Rev. 3: 06/27/12

Rev. 4: 07/16/12

Rev. 5: 00/00/00

SCALE:

N/A

DRAWN BY:

TVS

PAGE #:

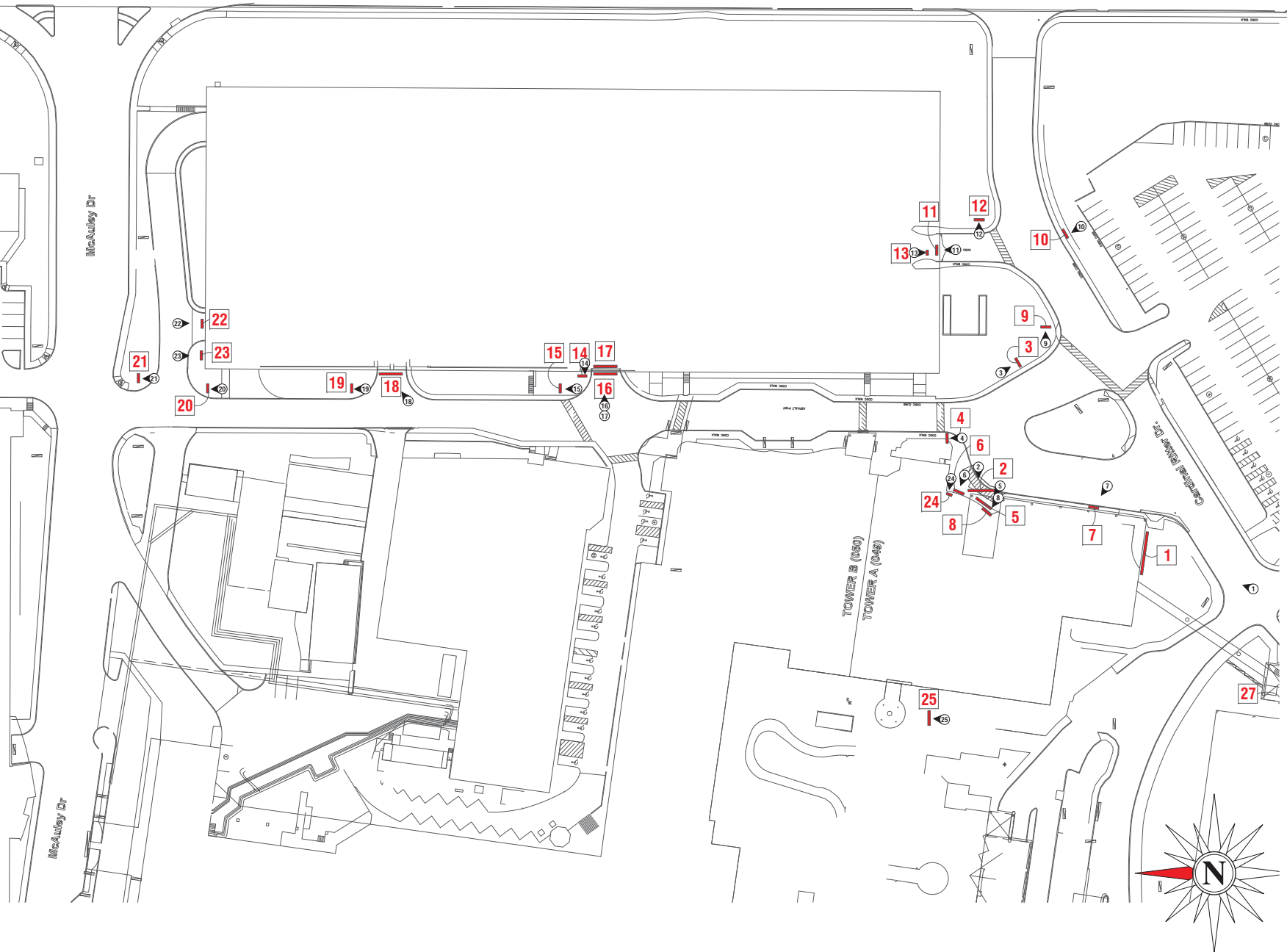
2

DRAWINGS PREPARED BY:

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Packet Pg. 330



SITE PLAN

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR
LOCATION #:	049	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_049_St Louis_MO.cdr	
Drawings are the exclusive property of Icon Identity Solutions Inc.. Any unauthorized use or duplication is not permitted.				

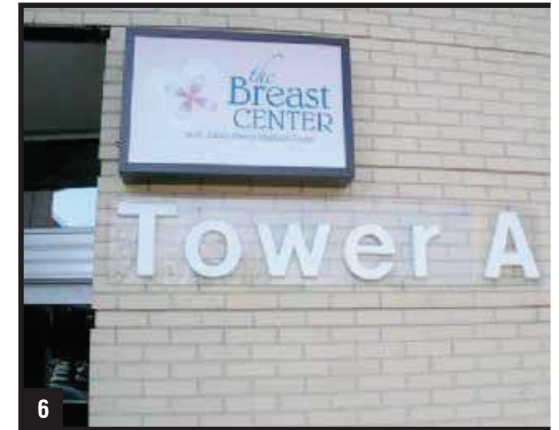
DATE: 06/07/12
Rev. 1: 06/22/12
Rev. 2: 06/25/12
Rev. 3: 06/27/12
Rev. 4: 07/16/12
Rev. 5: 00/00/00

SCALE:
N.T.S.
DRAWN BY:
TVS
PAGE #:
3

DRAWINGS PREPARED BY:



Packet Pg. 331



OVERVIEW PHOTOS

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
LOCATION #:	049	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_049_St Louis_MO.cdr	
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DATE: 06/07/12
Rev. 1: 06/22/12
Rev. 2: 06/25/12
Rev. 3: 06/27/12
Rev. 4: 07/16/12
Rev. 5: 00/00/00

SCALE:
As Noted
DRAWN BY:
TVS
PAGE #:
4

DRAWINGS PREPARED BY:





10



11



12



13



14



15



16



17



18



OVERVIEW PHOTOS

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
LOCATION #:	049	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_049_St Louis_MO.cdr	
Drawings are the exclusive property of Icon Identity Solutions Inc.. Any unauthorized use or duplication is not permitted.				

DATE: 06/07/12
Rev. 1: 06/22/12
Rev. 2: 06/25/12
Rev. 3: 06/27/12
Rev. 4: 07/16/12
Rev. 5: 00/00/00

SCALE:
As Noted
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PAGE #:
5

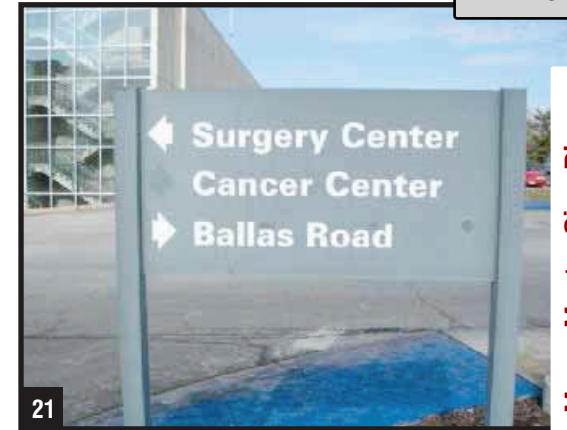
DRAWINGS PREPARED BY:
The Icon Companies®
icon imsl
Icon Identity Solutions
Packet Pg. 333



19



20



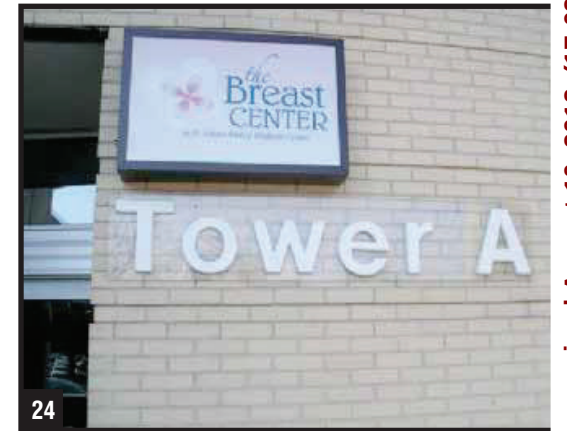
21



22



23



24



25



26



27



OVERVIEW PHOTOS

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
LOCATION #:	049	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_049_St Louis_MO.cdr	
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Rev. 3: 06/27/12
Rev. 4: 07/16/12
Rev. 5: 00/00/00

SCALE:
As Noted
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TVS
PAGE #:
6

DRAWINGS PREPARED BY:



15'-3 3/8"

1'-6"

Medical Tower A

CUSTOM 18" BLACK PLATE LETTERS

1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 3/8" = 1'-0"

EXISTING



PLASTIC PLATE LETTERS

PROPOSED



RECOMMENDATIONS

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
049

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR
_____/_____/_____
DATE

FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_049_St Louis_MO.cdr

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Rev. 2: 06/25/12
Rev. 3: 06/27/12
Rev. 4: 07/16/12
Rev. 5: 00/00/00

SCALE:
As Noted
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7

DRAWINGS PREPARED BY:

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Packet Pg. 335

16'-11 3/4"

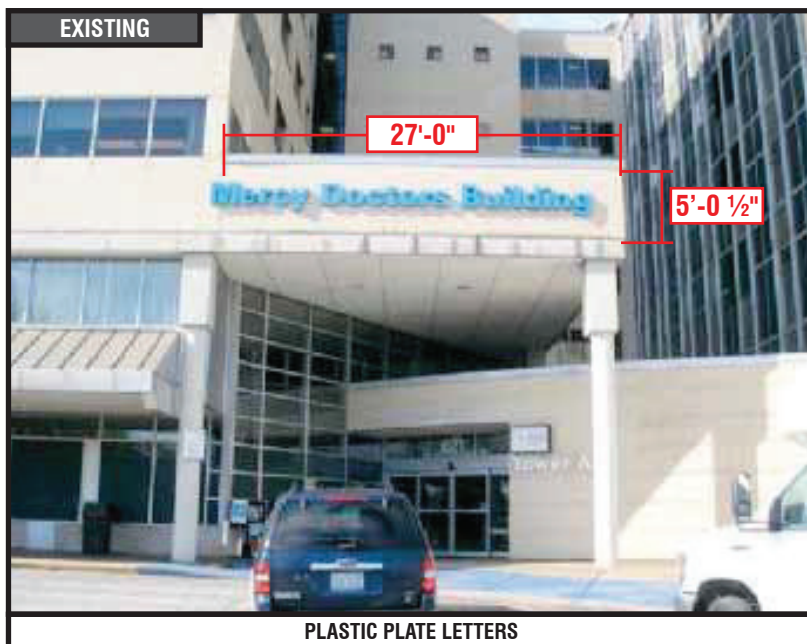
1'-8"

Medical Tower A

CUSTOM 20" BLACK PLATE LETTERS

1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 3/8" = 1'-0"



RECOMMENDATIONS

ADDRESS: **12120 Conway Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:
3566

LOCATION #:
049

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR
_____/_____/_____
DATE

FILE PATH: **Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_049_St Louis_MO.cdr**

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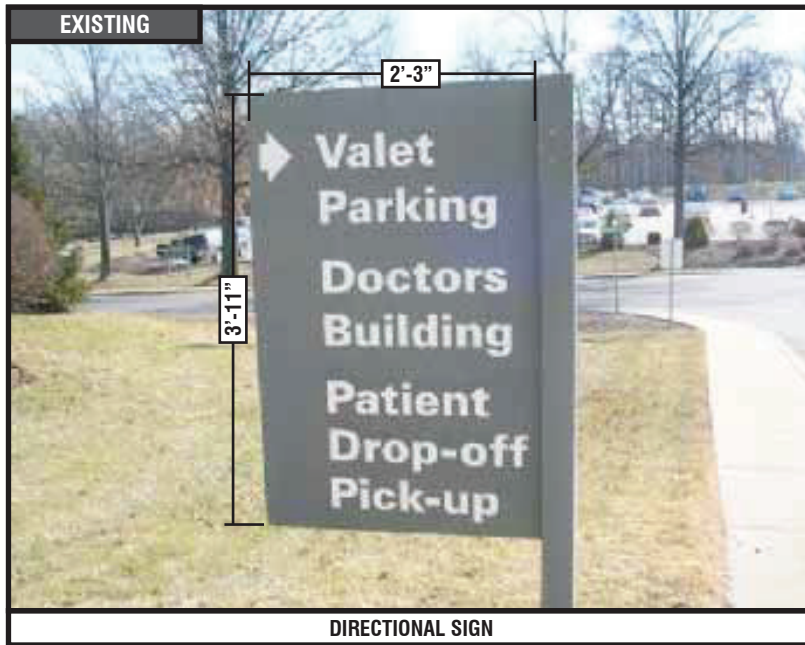
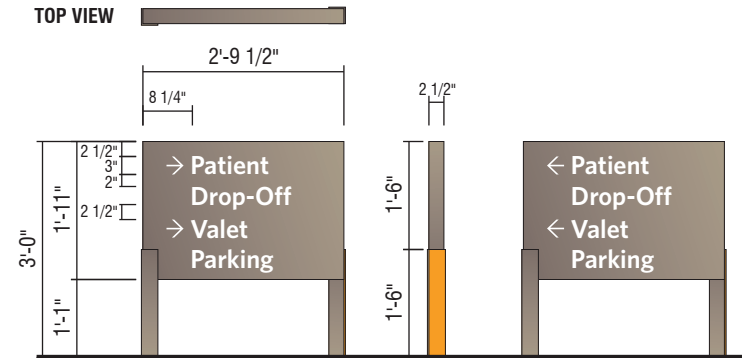
DATE: **06/07/12**
Rev. 1: **06/22/12**
Rev. 2: **06/25/12**
Rev. 3: **06/27/12**
Rev. 4: **07/16/12**
Rev. 5: **00/00/00**

SCALE:
As Noted

DRAWN BY:
TVS

PAGE #:
8

DRAWINGS PREPARED BY:

**DIRECTIONAL SIGN****TOP VIEW****D3- NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)**

QTY: 1

PERFORM UTILITY LOCATES AND VERIFY SETBACKS PRIOR TO FABRICATION/INSTALLATION. RESTORE GROUND MATERIAL TO BASE OF NEW SIGN.

**RECOMMENDATIONS**

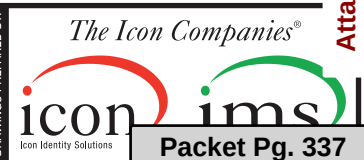
ADDRESS: **12120 Conway Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:	SUBMITTAL IS:	☐ APPROVED			CLIENT CONTRACTOR
3566		☐ APPROVED AS NOTED			
		☐ REVISED AND RESUBMIT			DATE
LOCATION #:	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_049_St Louis_MO.cdr			
049		Drawings are the exclusive property of Icon Identity Solutions Inc.. Any unauthorized use or duplication is not permitted.			

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Rev. 1:	06/22/12
Rev. 2:	06/25/12
Rev. 3:	06/27/12
Rev. 4:	07/16/12
Rev. 5:	00/00/00

SCALE:	As Noted
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PAGE #:	9

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**Packet Pg. 337**

EXISTING



DIRECTIONAL SIGN

7.1.e

SIGN 4

REMOVE EXISTING

QTY: 1



RECOMMENDATIONS

ADDRESS: **12120 Conway Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
LOCATION #: 049	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_049_St Louis_MO.cdr	
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Rev. 3: **06/27/12**
Rev. 4: **07/16/12**
Rev. 5: **00/00/00**

SCALE:
As Noted
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TVS
PAGE #:
10

DRAWINGS PREPARED BY:

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REMOVE EXISTING

QTY: 1

REMOVE "MERCY DOCTORS BUILDING" LETTERS ABOVE ENTRY, SEE SIGN #6 WHICH WILL BE REPLACED.



RECOMMENDATIONS

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____ / _____ / _____ DATE
LOCATION #:	049	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_049_St Louis_MO.cdr	
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DATE: 06/07/12
Rev. 1: 06/22/12
Rev. 2: 06/25/12
Rev. 3: 06/27/12
Rev. 4: 07/16/12
Rev. 5: 00/00/00

SCALE:
As Noted
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TVS
PAGE #:
11

DRAWINGS PREPARED BY:



11'-10 1/2"

1'-2"

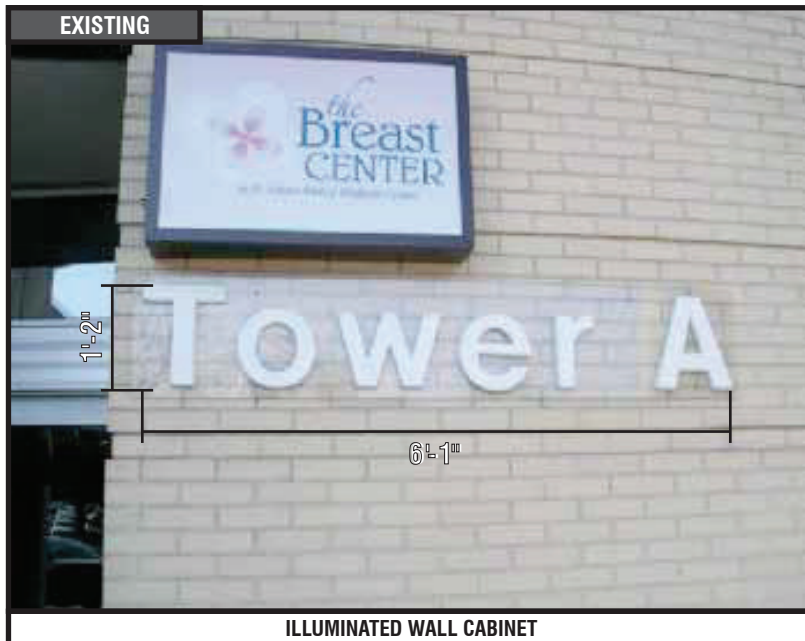
Medical Tower A

CUSTOM 14" BLACK PLATE LETTERS

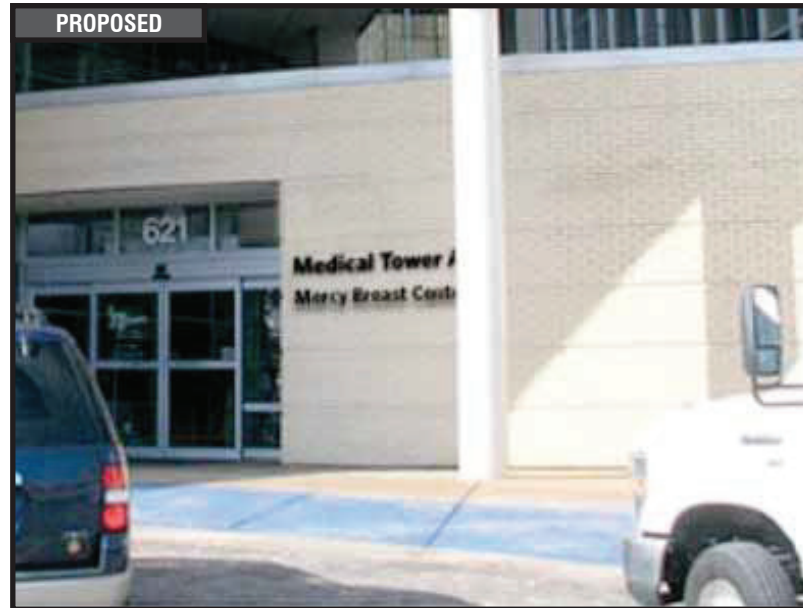
1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 1/2" = 1'-0"

EXISTING



PROPOSED



RECOMMENDATIONS

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
049

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR
_____/_____/_____
DATE

FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_049_St Louis_MO.cdr

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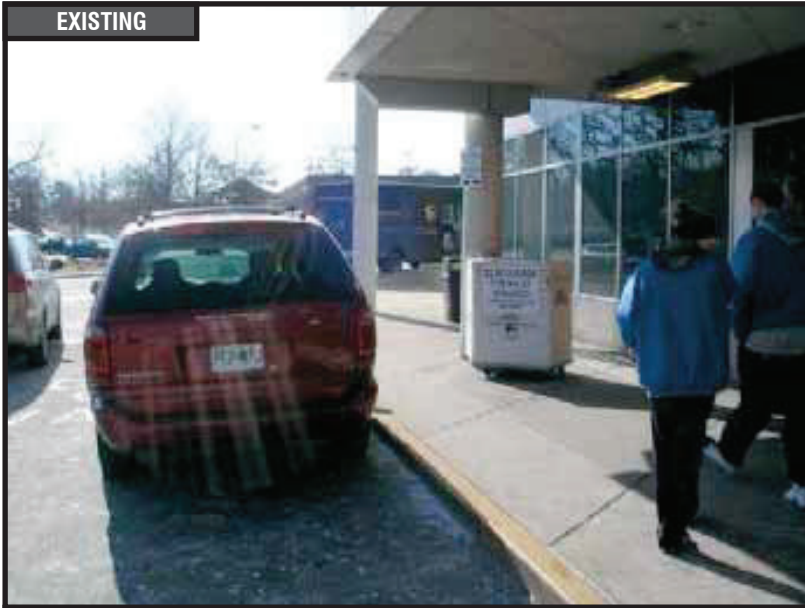
DATE: 06/07/12
Rev. 1: 06/22/12
Rev. 2: 06/25/12
Rev. 3: 06/27/12
Rev. 4: 07/16/12
Rev. 5: 00/00/00

SCALE:
As Noted
DRAWN BY:
TVS
PAGE #:
12

DRAWINGS PREPARED BY:



EXISTING



VALET PODIUM

7.1.e

SIGN 7

LEAVE EXISTING

QTY: 1



RECOMMENDATIONS

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
049

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR
_____/_____/_____
DATE

FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_049_St Louis_MO.cdr

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Rev. 1: 06/22/12
Rev. 2: 06/25/12
Rev. 3: 06/27/12
Rev. 4: 07/16/12
Rev. 5: 00/00/00

SCALE:
As Noted
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TVS
PAGE #:
13

DRAWINGS PREPARED BY:





DIRECTIONAL SIGN

REMOVE EXISTING

QTY: 1



REMOVE EXISTING

QTY: 1

	RECOMMENDATIONS ADDRESS: 12120 Conway Rd. CITY/STATE: St. Louis, MO ZIP: 63141	PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	DATE: 06/07/12 Rev. 1: 06/22/12 Rev. 2: 06/25/12 Rev. 3: 06/27/12 Rev. 4: 07/16/12 Rev. 5: 00/00/00	SCALE: As Noted DRAWN BY: TVS PAGE #: 16	 icon imsl Icon Identity Solutions
		LOCATION #: 049	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_049_St Louis_MO.cdr	CLIENT CONTRACTOR _____/_____/_____ DATE		
		Drawings are the exclusive property of Icon Identity Solutions Inc.. Any unauthorized use or duplication is not permitted.				

13'-9 7/8"

12"

Medical Tower Parking

CUSTOM 12" BLACK PLATE LETTERS

1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 3/8" = 1'-0"



RECOMMENDATIONS

ADDRESS: **12120 Conway Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:
3566

LOCATION #:
049

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR
_____/_____/_____
DATE

FILE PATH: **Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_049_St Louis_MO.cdr**

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17

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EXISTING



DIRECTIONAL SIGN

7.1.e

SIGN 12

REMOVE EXISTING

QTY: 1



RECOMMENDATIONS

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____ DATE
LOCATION #:	049	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_049_St Louis_MO.cdr	
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DATE: 06/07/12
Rev. 1: 06/22/12
Rev. 2: 06/25/12
Rev. 3: 06/27/12
Rev. 4: 07/16/12
Rev. 5: 00/00/00

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PAGE #:
18

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The Icon Companies[®]

icon

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Icon Identity Solutions

Packet Pg. 345

EXISTING



WALL PLAQUE

7.1.e

SIGN 13

REMOVE EXISTING

QTY: 1



RECOMMENDATIONS

ADDRESS: **12120 Conway Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
LOCATION #: 049	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_049_St Louis_MO.cdr	
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DATE: **06/07/12**
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Rev. 2: **06/25/12**
Rev. 3: **06/27/12**
Rev. 4: **07/16/12**
Rev. 5: **00/00/00**

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19

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Packet Pg. 346

EXISTING



DIRECTIONAL SIGN

7.1.e

SIGN 14

REMOVE EXISTING

QTY: 1



RECOMMENDATIONS

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
LOCATION #: 049	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_049_St Louis_MO.cdr	
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Rev. 2: 06/25/12
Rev. 3: 06/27/12
Rev. 4: 07/16/12
Rev. 5: 00/00/00

SCALE:
As Noted
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PAGE #:
20

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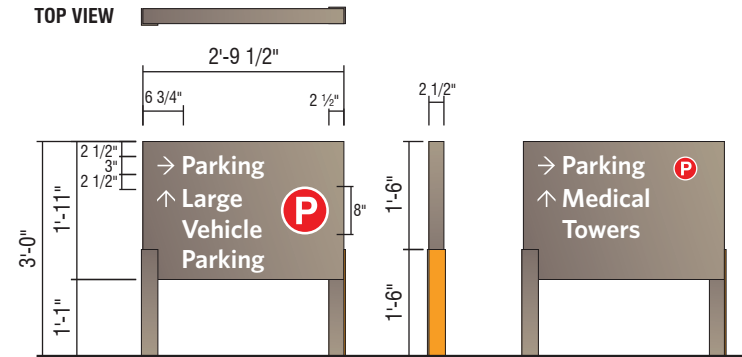
ims

Icon Identity Solutions

Packet Pg. 347



TOP VIEW

**D3- NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)**

QTY: 1

PERFORM UTILITY LOCATES AND VERIFY SETBACKS PRIOR TO FABRICATION/INSTALLATION. RESTORE GROUND MATERIAL TO BASE OF NEW SIGN.

**RECOMMENDATIONS**

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
049

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
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FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_049_St Louis_MO.cdr

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DATE: 06/07/12
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Rev. 2: 06/25/12
Rev. 3: 06/27/12
Rev. 4: 07/16/12
Rev. 5: 00/00/00

SCALE:
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21

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Packet Pg. 348

13'-9 7/8"

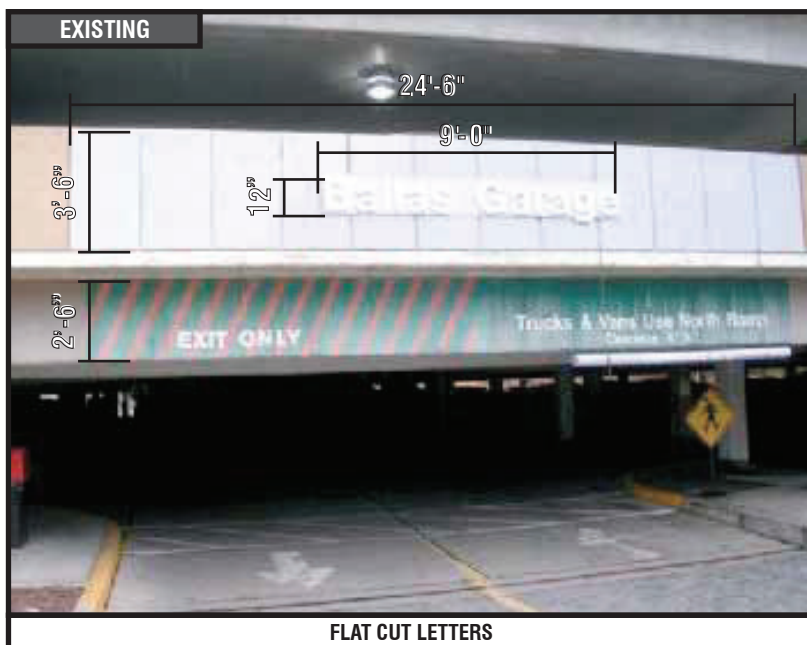
12"

Medical Tower Parking

CUSTOM 12" BLACK PLATE LETTERS

1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 3/8" = 1'-0"



RECOMMENDATIONS

ADDRESS: **12120 Conway Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:
3566

LOCATION #:
049

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR
_____/_____/_____
DATE

FILE PATH: **Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_049_St Louis_MO.cdr**

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DATE: **06/07/12**
Rev. 1: **06/22/12**
Rev. 2: **06/25/12**
Rev. 3: **06/27/12**
Rev. 4: **07/16/12**
Rev. 5: **00/00/00**

SCALE:
As Noted

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TVS

PAGE #:
22

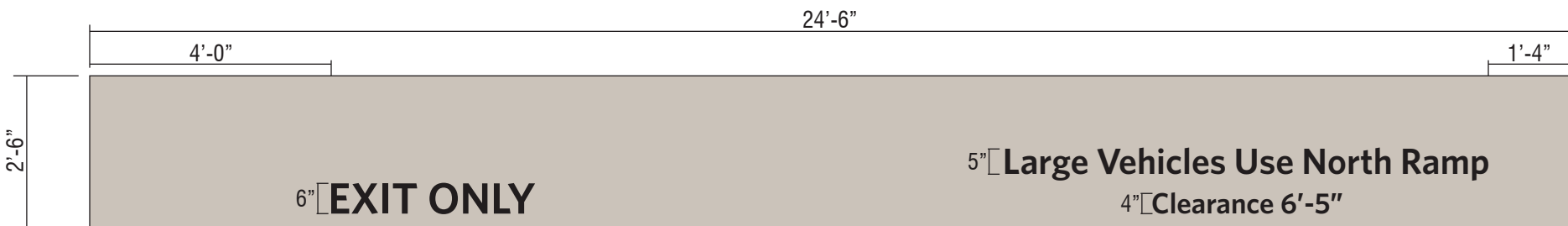
DRAWINGS PREPARED BY:

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icon **ims**

Icon Identity Solutions

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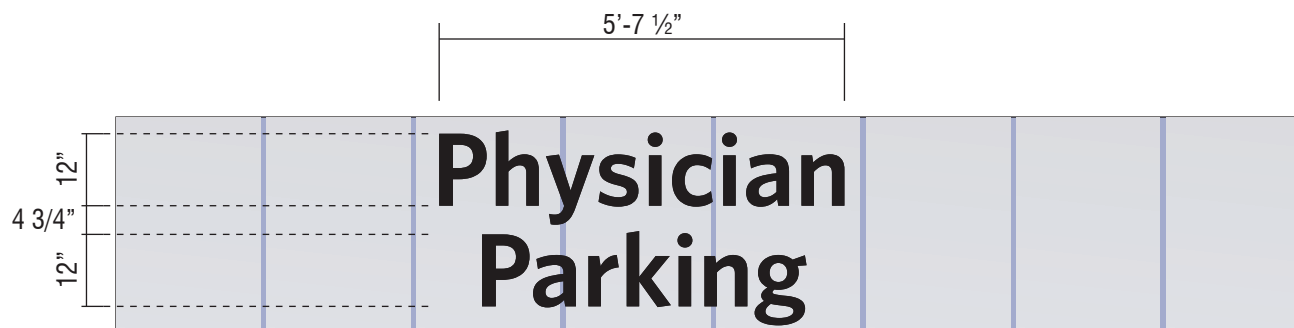


CUSTOM FASCIA PAINTING W/VINYL COPY REPLACMENT

PAINT LOWER FASCIA TO MATCH SURROUNDING BUILDING - PAINT EDGE TO EDGE OR TO NEAREST BREAK. REPLACE COPY W/NEW 3M BLACK REFLECTIVE FILM.

SCALE: 1"=1'-0"





CUSTOM 12" BLACK PLATE LETTERS

1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 1"=1'-0"



RECOMMENDATIONS

ADDRESS: **12120 Conway Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:
3566

LOCATION #:
049

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT
CLIENT CONTRACTOR
DATE
FILE PATH: **Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_049_St Louis_MO.cdr**
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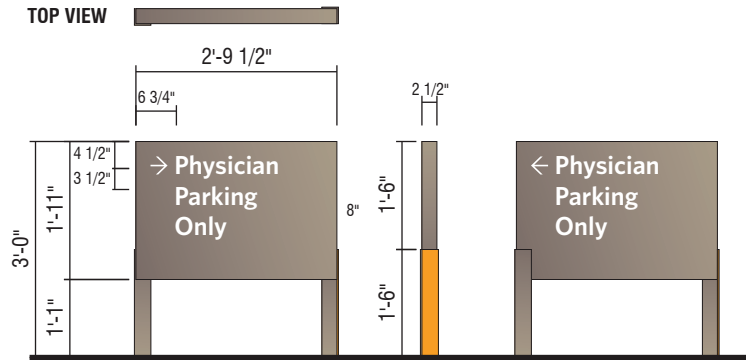
DATE: **06/07/12**
Rev. 1: **06/22/12**
Rev. 2: **06/25/12**
Rev. 3: **06/27/12**
Rev. 4: **07/16/12**
Rev. 5: **00/00/00**

SCALE:
As Noted
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TVS
PAGE #:
24

DRAWINGS PREPARED BY:



DIRECTIONAL SIGN



D3- NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)

QTY: 1

PERFORM UTILITY LOCATES AND VERIFY SETBACKS PRIOR TO FABRICATION/INSTALLATION. RESTORE GROUND MATERIAL TO BASE OF NEW SIGN.

EXISTING

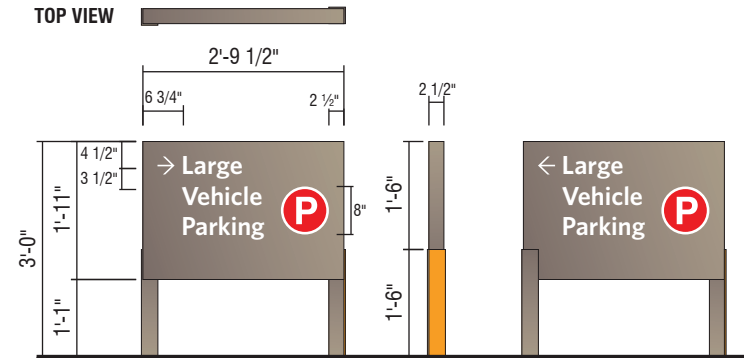


DIRECTIONAL SIGN

PROPOSED



TOP VIEW

**D3- NI NON-ILLUMINATED DIRECTIONAL - (5.3 SQ. FT.)**

QTY: 1

PERFORM UTILITY LOCATES AND VERIFY SETBACKS PRIOR TO FABRICATION/INSTALLATION. RESTORE GROUND MATERIAL TO BASE OF NEW SIGN.



RECOMMENDATIONS

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

049

SUBMITTAL IS: ☐ APPROVED☐ APPROVED AS NOTED☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR

DATE

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Rev. 2: 06/25/12

Rev. 3: 06/27/12

Rev. 4: 07/16/12

Rev. 5: 00/00/00

SCALE:

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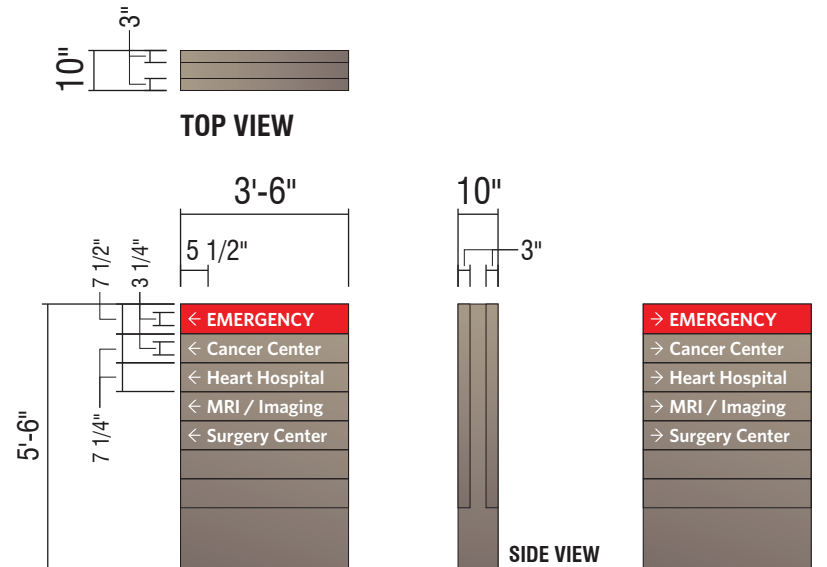
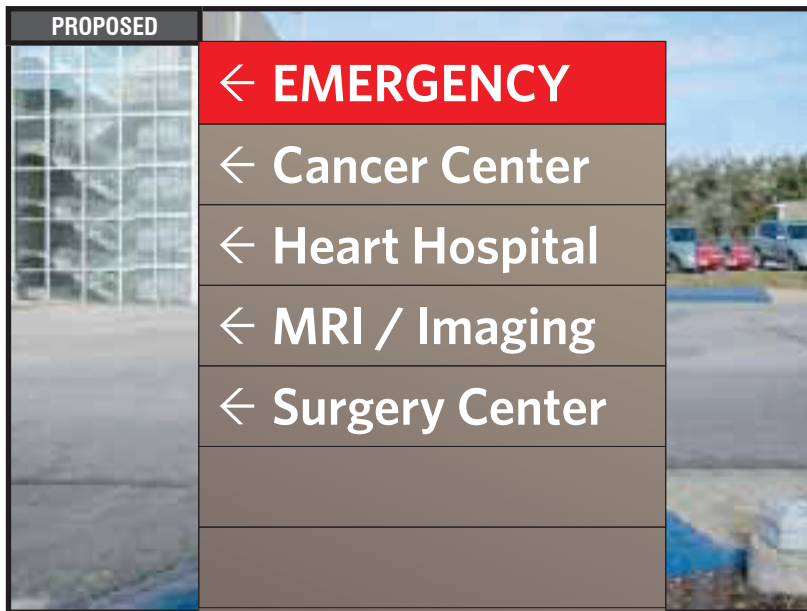
PAGE #:

26

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Packet Pg. 353



D3
5'-6" ILLUMINATED
NON-BRANDED DIRECTIONAL



RECOMMENDATIONS

ADDRESS: 12120 Conway Rd.
 CITY/STATE: St. Louis, MO
 ZIP: 63141

PROJECT #:

3566

LOCATION #:

049

SUBMITTAL IS: ☐ APPROVED

☐ APPROVED AS NOTED

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CLIENT CONTRACTOR

DATE

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Rev. 2: 06/25/12

Rev. 3: 06/27/12

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27

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Packet Pg. 354

13'-9 7/8"

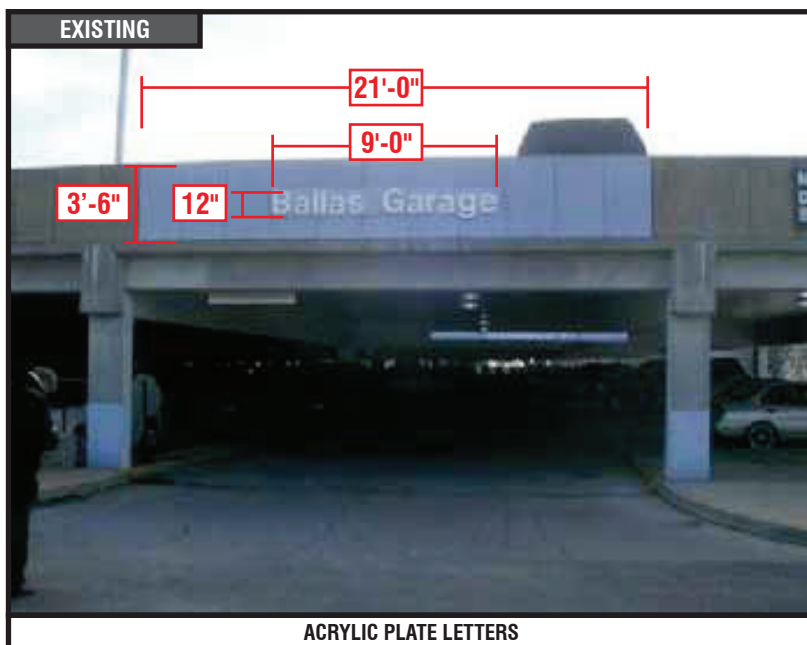
12"

Medical Tower Parking

CUSTOM 12" BLACK PLATE LETTERS

1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 3/8" = 1'-0"



RECOMMENDATIONS

ADDRESS: **12120 Conway Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:
3566

LOCATION #:
049

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR
_____/_____/_____
DATE

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Rev. 3: **06/27/12**
Rev. 4: **07/16/12**
Rev. 5: **00/00/00**

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As Noted

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TVS

PAGE #:
28

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EXISTING



DIRECTIONAL SIGN

7.1.e

SIGN 23

REMOVE EXISTING

QTY: 1



RECOMMENDATIONS

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____ / _____ / _____ DATE
LOCATION #:	049	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_049_St Louis_MO.cdr	
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29

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14'-7 1/2"

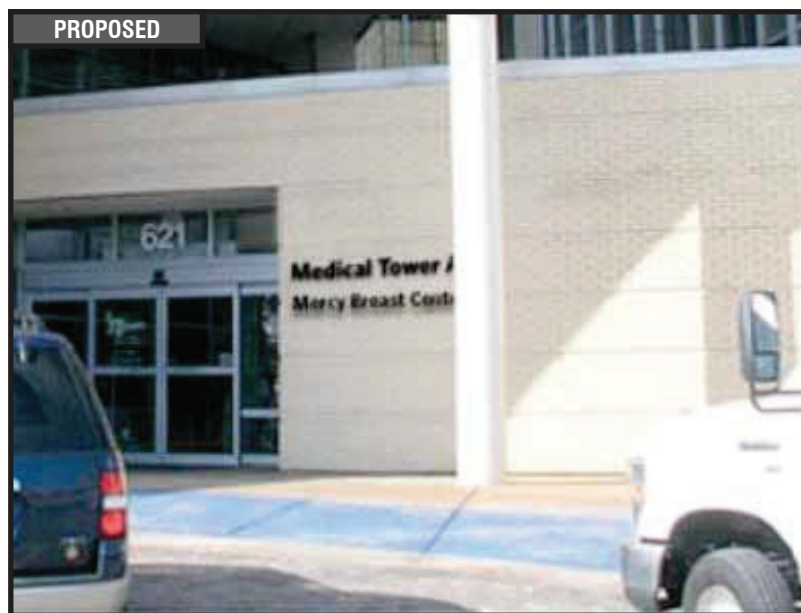
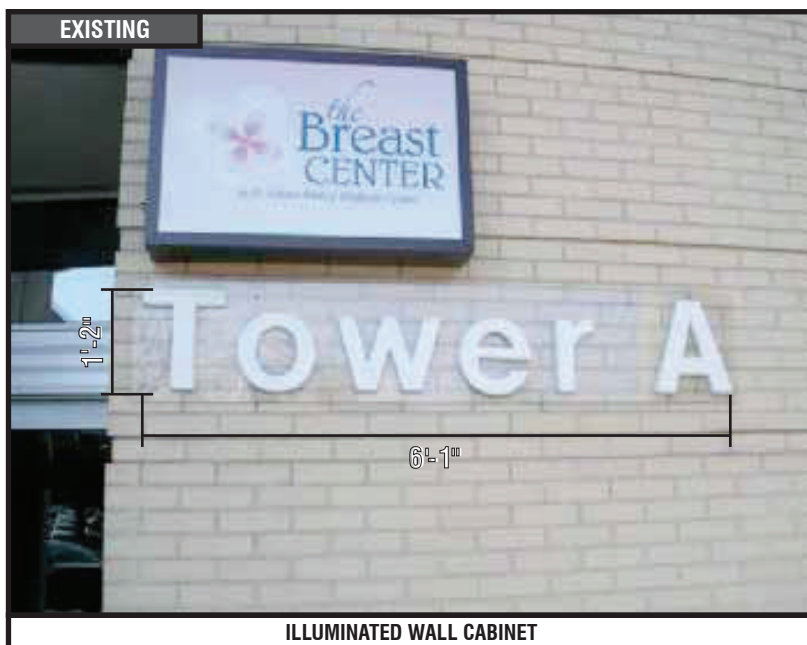
1'-2"

Mercy Breast Center

CUSTOM 14" BLACK PLATE LETTERS

1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 1/2" = 1'-0"



RECOMMENDATIONS

ADDRESS: **12120 Conway Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:
3566

LOCATION #:
049

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR
_____/_____/_____
DATE

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Rev. 4: **07/16/12**
Rev. 5: **00/00/00**

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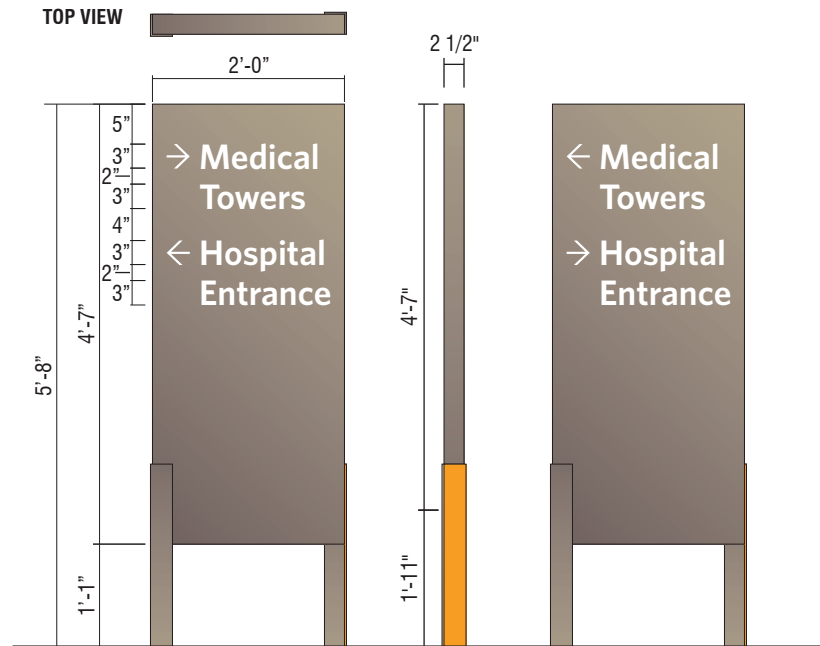
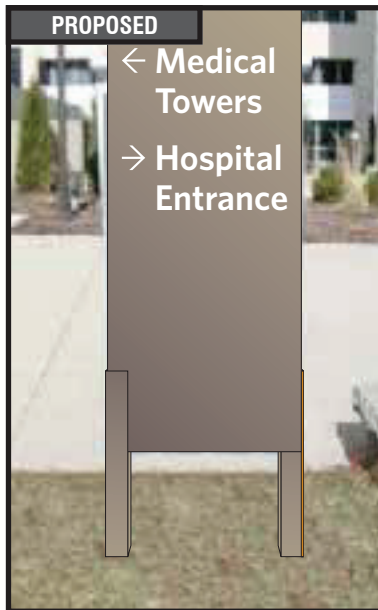
PAGE #:
30

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icon **ims**
Icon Identity Solutions
Packet Pg. 357



DIRECTIONAL SIGN

**CUSTOM NON-ILLUMINATED DIRECTIONAL - (9 SQ. FT.)**

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Restore ground material to base of new sign. See control documents for product specification and master agreement for removal & installation requirements.

**RECOMMENDATIONS**

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
049

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR
_____/_____/_____
DATE

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Rev. 2: 06/25/12
Rev. 3: 06/27/12
Rev. 4: 07/16/12
Rev. 5: 00/00/00

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PAGE #:
31

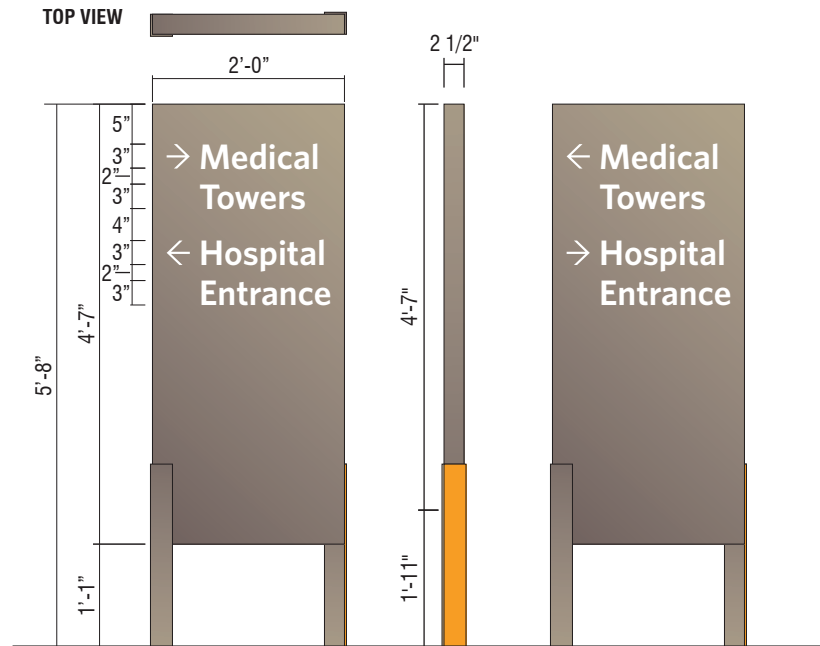
DRAWINGS PREPARED BY:



Packet Pg. 358



DIRECTIONAL SIGN

**CUSTOM NON-ILLUMINATED DIRECTIONAL - (9 SQ. FT.)**

QTY: 1

Perform utility locates and verify setbacks prior to fabrication / installation. Restore ground material to base of new sign. See control documents for product specification and master agreement for removal & installation requirements.

**RECOMMENDATIONS**

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	SUBMITTAL IS:	☐ APPROVED	_____	CLIENT CONTRACTOR
3566		☐ APPROVED AS NOTED	_____/_____/_____	DATE
		☐ REVISED AND RESUBMIT		
LOCATION #:	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_049_St Louis_MO.cdr		
049		Drawings are the exclusive property of Icon Identity Solutions Inc.. Any unauthorized use or duplication is not permitted.		

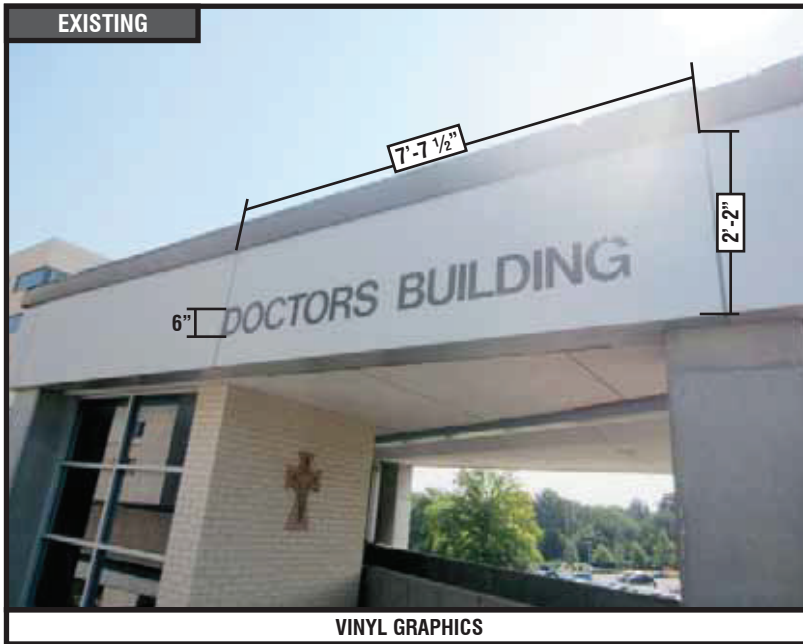
DATE:	06/07/12
Rev. 1:	06/22/12
Rev. 2:	06/25/12
Rev. 3:	06/27/12
Rev. 4:	07/16/12
Rev. 5:	00/00/00

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PAGE #:	32

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EXISTING



VINYL GRAPHICS

PROPOSED



7.1.e
SIGN 27

6'-9 1/2"

8" **Medical Tower A**

CUSTOM 8" BLACK PLATE LETTERS

1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 3/4" = 1'-0"



RECOMMENDATIONS

ADDRESS: **12120 Conway Rd.**
CITY/STATE: **St. Louis, MO**
ZIP: **63141**

PROJECT #:
3566

LOCATION #:
049

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR
_____/_____/_____
DATE

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Rev. 5: **00/00/00**

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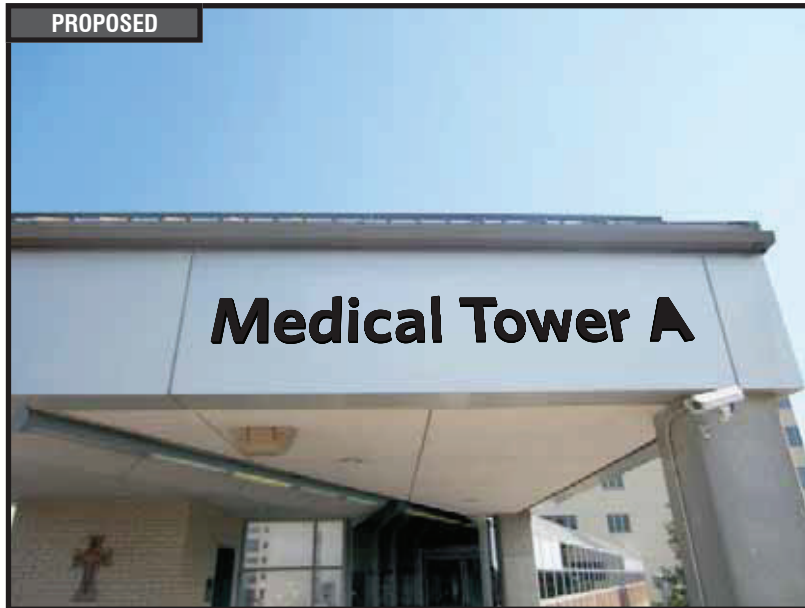
Attachment: Exhibit 1-Applicants Materials received August 10, 2012 (17-024: Mercy Master Sign Plan

EXISTING



VINYL GRAPHICS

PROPOSED



7.1.e

SIGN 28

6'-9 1/2"

8"

Medical Tower A

CUSTOM 8" BLACK PLATE LETTERS

1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 3/4" = 1'-0"



RECOMMENDATIONS

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
049

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

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icon **ims**
Icon Identity Solutions
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Location #: 050

**621 S. New Ballas Rd. Tower B
St. Louis, MO
63141**



[illegible]

RECOMMENDATIONS

ADDRESS: 621 S. New Ballas Rd. Tower B
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
050

SUBMITTAL IS: ☐ APPROVED _____ CLIENT CONTRACTOR _____
☐ APPROVED AS NOTED _____ / _____ / _____
☐ REVISED AND RESUBMIT _____ DATE _____

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Rev. 3: **00/00/00**
Rev. 4: **00/00/00**
Rev. 5: **00/00/00**

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PAGE #:
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Icon Identity Solutions

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SITE PLAN

ADDRESS: 621 S. New Ballas Rd. Tower B
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

050

SUBMITTAL IS: ☐ APPROVED

☐ APPROVED AS NOTED

☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR

DATE

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Rev. 2: 00/00/00

Rev. 3: 00/00/00

Rev. 4: 00/00/00

Rev. 5: 00/00/00

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TVS

PAGE #:

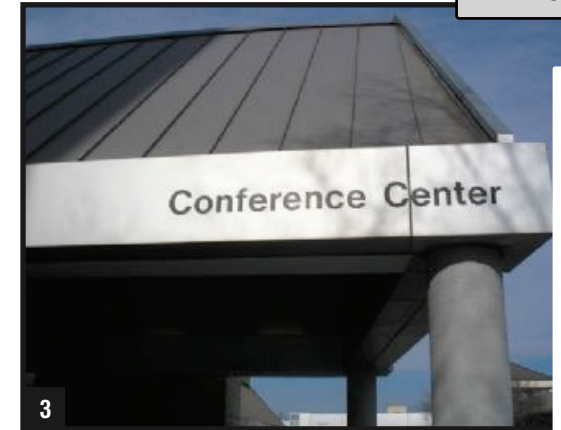
3

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OVERVIEW PHOTOS

ADDRESS: 621 S. New Ballas Rd. Tower B
CITY/STATE: St. Louis, MO
ZIP: 63141

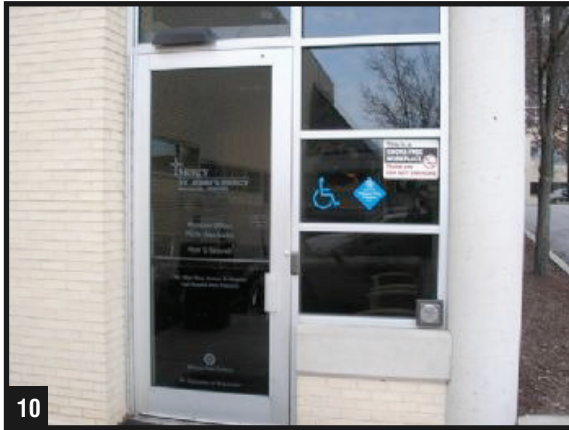
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LOCATION #:	050	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....3566_050_St Louis_MO.cdr	
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Rev. 1: 00/00/00
Rev. 2: 00/00/00
Rev. 3: 00/00/00
Rev. 4: 00/00/00
Rev. 5: 00/00/00

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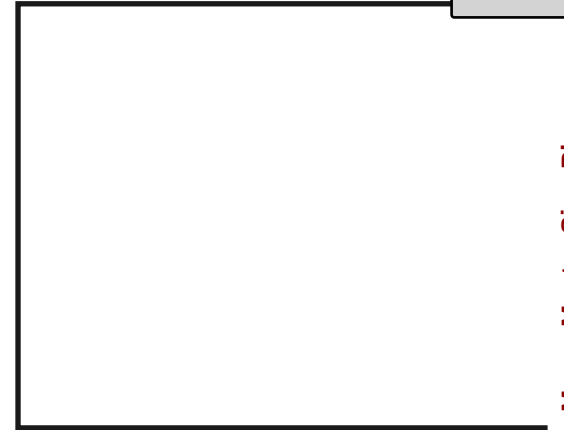
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icon imsl
Icon Identity Solutions
Packet Pg. 365



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11



OVERVIEW PHOTOS

ADDRESS: 621 S. New Ballas Rd. Tower B
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:	3566	SUBMITTAL IS:	☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
LOCATION #:	050	FILE PATH:	Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_050_St Louis_MO.cdr	
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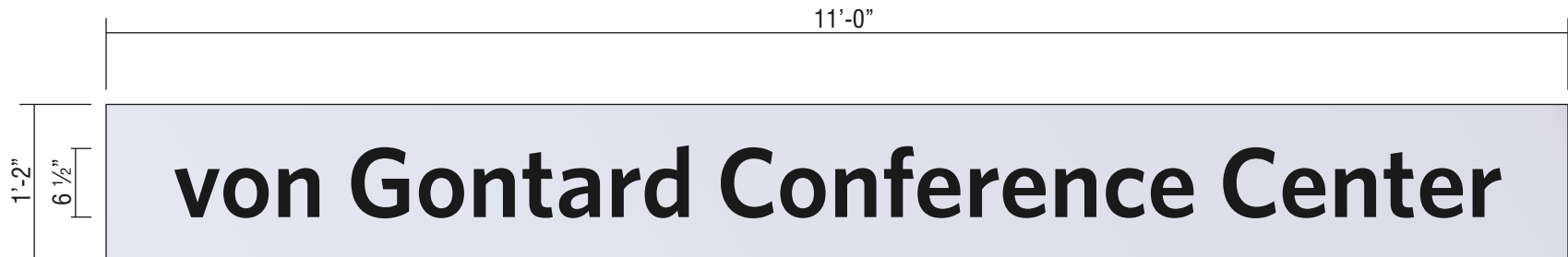
DATE: 06/07/12
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Rev. 3: 00/00/00
Rev. 4: 00/00/00
Rev. 5: 00/00/00

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PAGE #:
5

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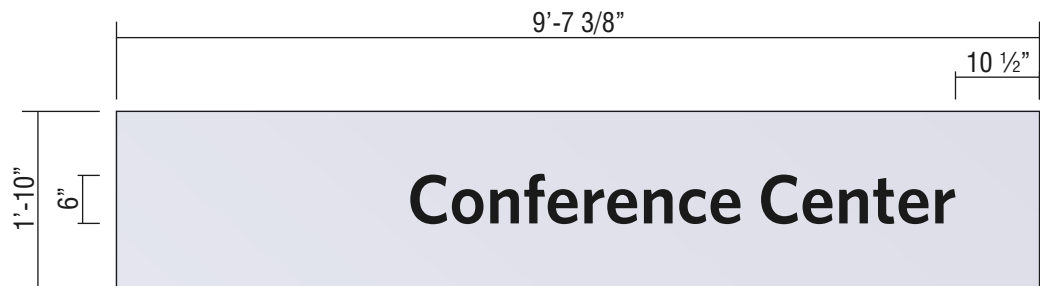
CUSTOM REPLACEMENT PANEL W/BLACK PLATE LETTERS

FLAT ALUMINUM PANEL PAINTED TO MATCH EXISTING w/ 1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 3/4"=1'-0"



	RECOMMENDATIONS ADDRESS: 621 S. New Ballas Rd. Tower B CITY/STATE: St. Louis, MO ZIP: 63141	PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	DATE: 06/07/12 Rev. 1: 00/00/00 Rev. 2: 00/00/00 Rev. 3: 00/00/00 Rev. 4: 00/00/00 Rev. 5: 00/00/00	SCALE: As Noted DRAWN BY: TVS PAGE #: 6	
		LOCATION #: 050	FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_050_St Louis_MO.cdr Drawings are the exclusive property of Icon Identity Solutions Inc.. Any unauthorized use or duplication is not permitted.	CLIENT CONTRACTOR _____ DATE	DRAWINGS PREPARED BY: Icon Identity Solutions	



CUSTOM REPLACEMENT PANEL W/BLACK PLATE LETTERS

FLAT ALUMINUM PANEL PAINTED TO MATCH EXISTING w/ 1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 1/2" = 1'-0"



RECOMMENDATIONS

ADDRESS: 621 S. New Ballas Rd. Tower B
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566
LOCATION #:
050

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR
_____/_____/_____
DATE

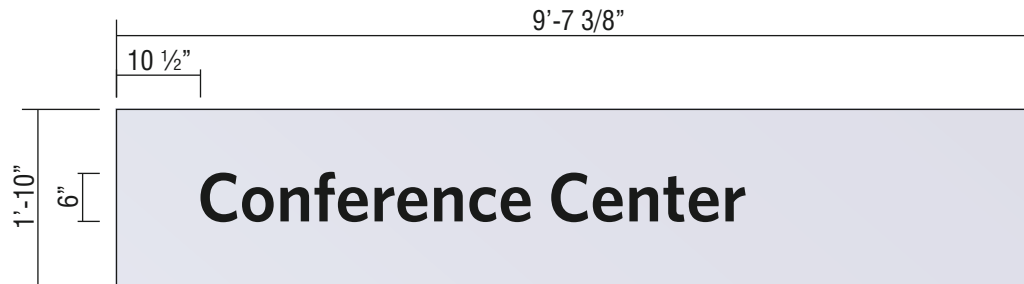
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Rev. 5: 00/00/00

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CUSTOM REPLACEMENT PANEL W/BLACK PLATE LETTERS

FLAT ALUMINUM PANEL PAINTED TO MATCH EXISTING w/ 1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 1/2" = 1'-0"



RECOMMENDATIONS

ADDRESS: 621 S. New Ballas Rd. Tower B
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

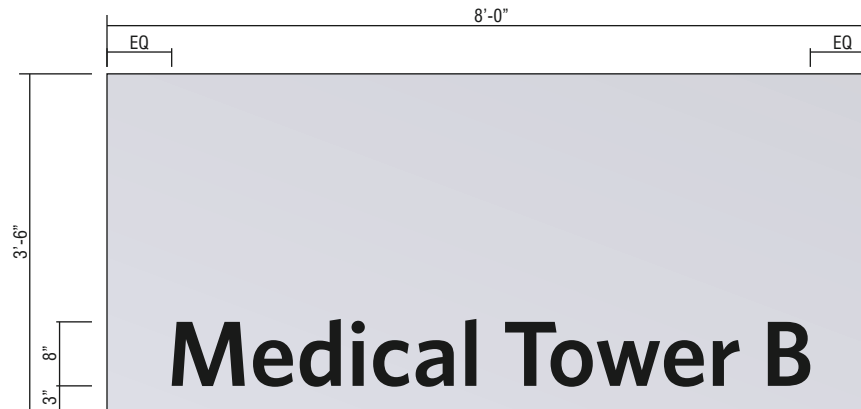
LOCATION #:
050

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT
CLIENT CONTRACTOR
DATE
FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_050_St Louis_MO.cdr
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Rev. 4: 00/00/00
Rev. 5: 00/00/00

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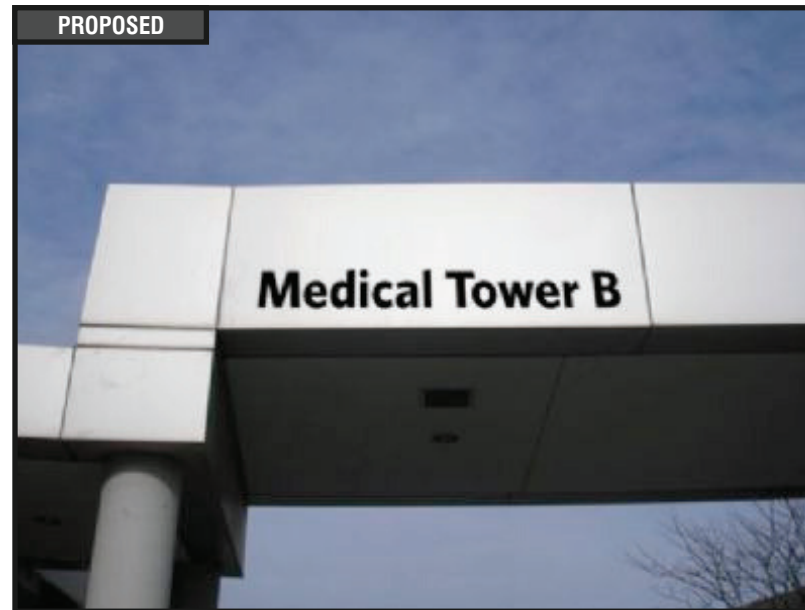
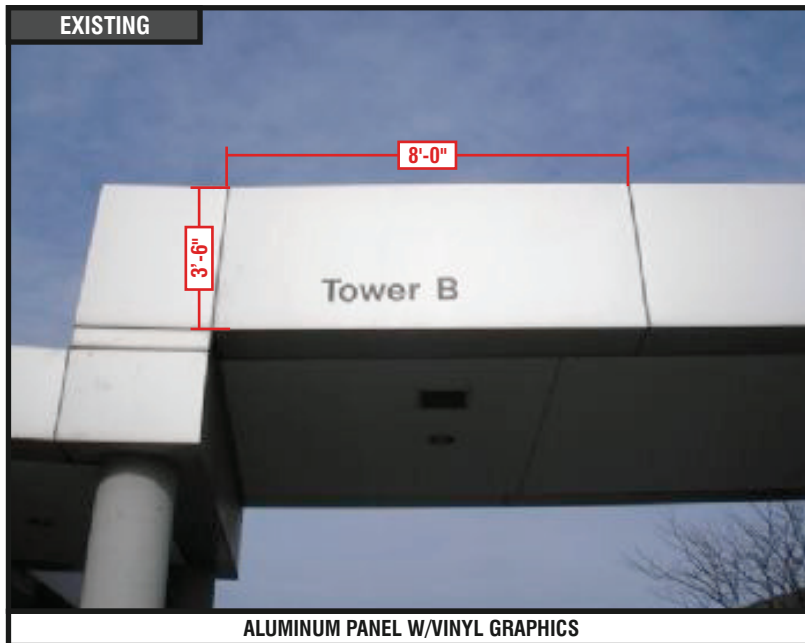
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CUSTOM REPLACEMENT PANEL W/BLACK PLATE LETTERS

FLAT ALUMINUM PANEL PAINTED TO MATCH EXISTING w/ 1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 1/2" = 1'-0"



RECOMMENDATIONS

ADDRESS: 621 S. New Ballas Rd. Tower B
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566
LOCATION #:
050

SUBMITTAL IS: ☐ APPROVED
☐ APPROVED AS NOTED
☐ REVISED AND RESUBMIT

CLIENT CONTRACTOR
_____/_____/_____
DATE

FILE PATH: Active\ACCOUNTS\M\Mercy Health Systems\Locations\3566_3_4_20.....\3566_050_St Louis_MO.cdr

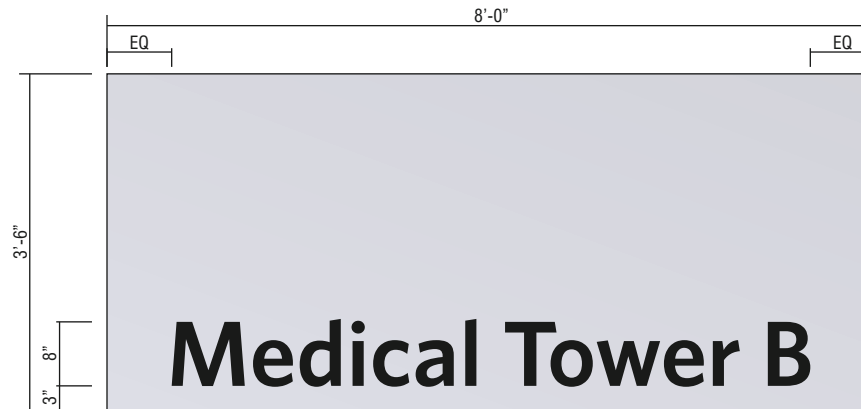
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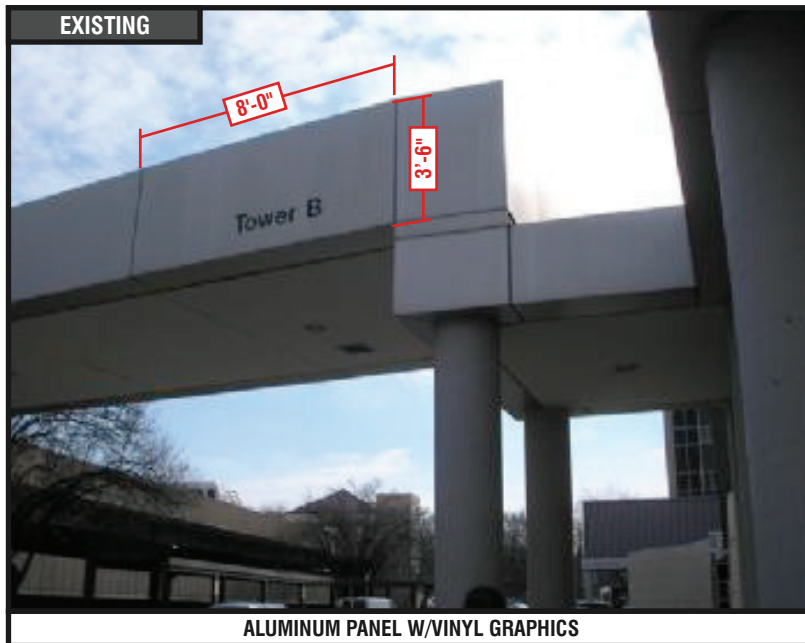
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icon imsi
Icon Identity Solutions
Packet Pg. 370



CUSTOM REPLACEMENT PANEL W/BLACK PLATE LETTERS

FLAT ALUMINUM PANEL PAINTED TO MATCH EXISTING w/ 1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 1/2" = 1'-0"



RECOMMENDATIONS

ADDRESS: 621 S. New Ballas Rd. Tower B
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566
LOCATION #:
050

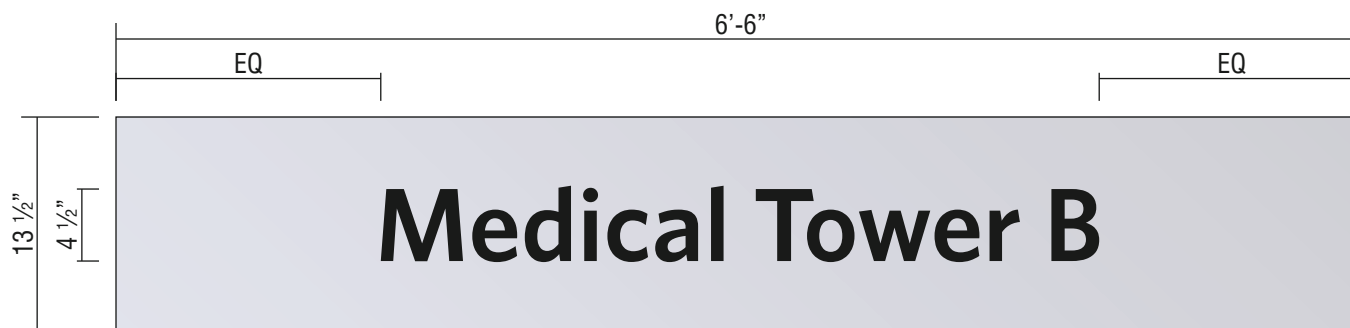
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Rev. 5: 00/00/00

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CUSTOM REPLACEMENT PANEL W/BLACK PLATE LETTERS

FLAT ALUMINUM PANEL PAINTED TO MATCH EXISTING w/ 1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 1"=1'-0"



	RECOMMENDATIONS ADDRESS: 621 S. New Ballas Rd. Tower B CITY/STATE: St. Louis, MO ZIP: 63141	PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	DATE: 06/07/12 Rev. 1: 00/00/00 Rev. 2: 00/00/00 Rev. 3: 00/00/00 Rev. 4: 00/00/00 Rev. 5: 00/00/00	SCALE: As Noted DRAWN BY: TVS PAGE #: 13	<i>The Icon Companies</i> icon ims Icon Identity Solutions Packet Pg. 372
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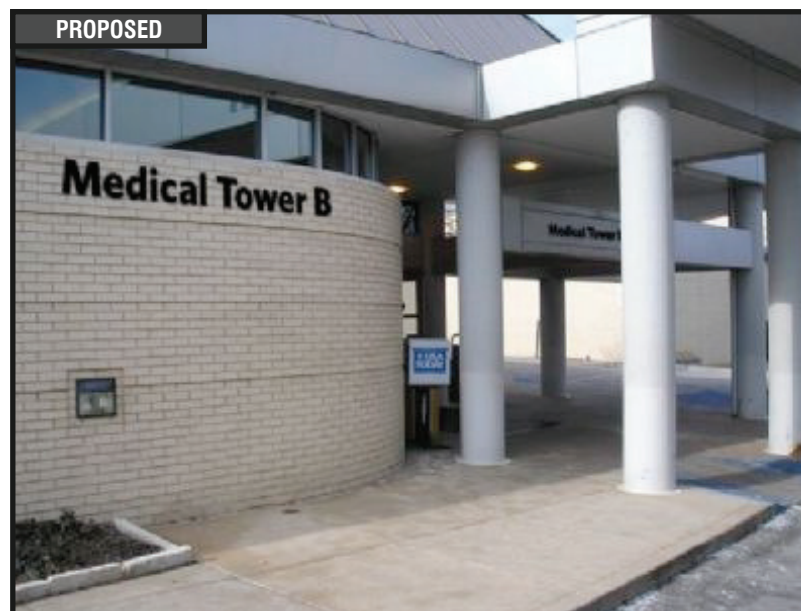
6'-7 7/8"

8" **Medical Tower B**

CUSTOM BLACK PLATE LETTERS

1/4" BLACK ALUMINUM PLATE LETTERS.

SCALE: 3/4" = 1'-0"



RECOMMENDATIONS

ADDRESS: 621 S. New Ballas Rd. Tower B
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566
LOCATION #:
050

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Location #: 051

**12120 Conway Rd.
St. Louis, MO
63141**



SIGN#:	QTY:	SIGN TYPE & DESCRIPTION
1	1	B2-4'-0" MONUMENT
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3	1	LEAVE EXISTING
4	1	F2-FS POLE MOUNTED REGULATORY (1.5 SQ. FT.)
5	1	F2-FS POLE MOUNTED REGULATORY (1.5 SQ. FT.)
6	1	F2-FS POLE MOUNTED REGULATORY (1.5 SQ. FT.)
7	1	F2-FS POLE MOUNTED REGULATORY (1.5 SQ. FT.)
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9	1	F2-FS POLE MOUNTED REGULATORY (1.5 SQ. FT.)
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11	1	F2-FS POLE MOUNTED REGULATORY (1.5 SQ. FT.)
12	1	LEAVE EXISTING
13	1	DV-1 DOOR VINYL TYP. INSTALLATION



RECOMMENDATIONS

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:

3566

LOCATION #:

051

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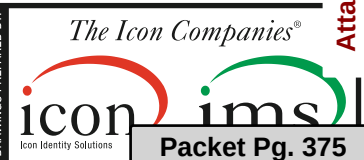
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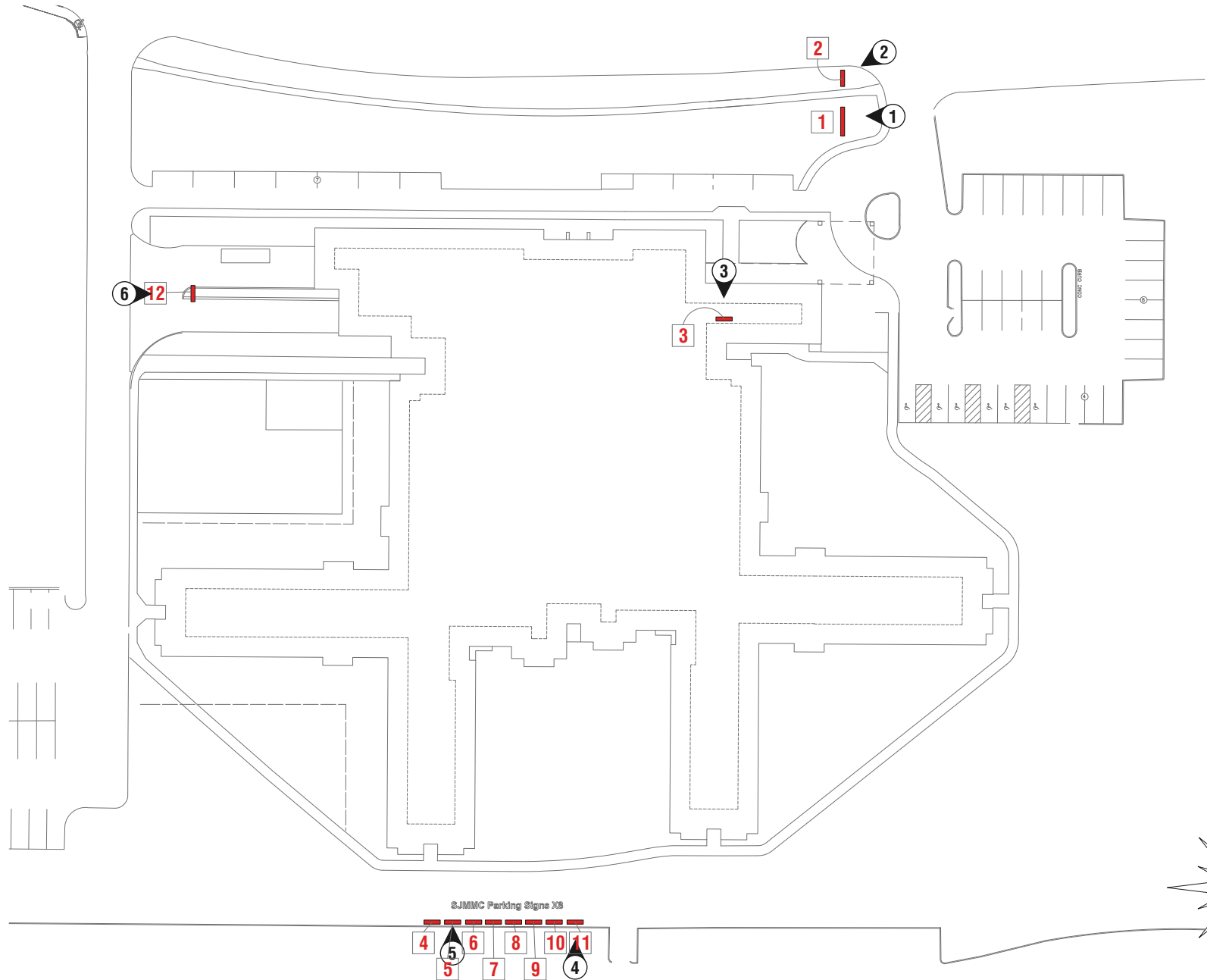
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SITE PLAN

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #: 3566	SUBMITTAL IS: ☐ APPROVED ☐ APPROVED AS NOTED ☐ REVISED AND RESUBMIT	CLIENT CONTRACTOR _____/_____/_____ DATE
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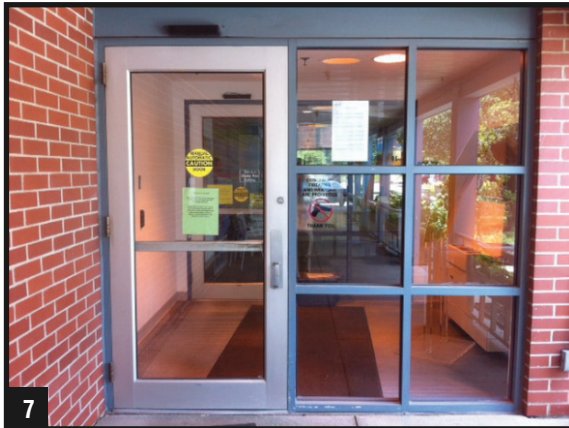
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OVERVIEW PHOTOS

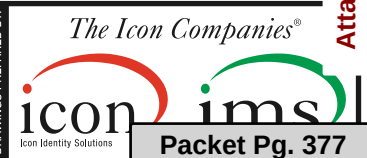
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CITY/STATE: St. Louis, MO
ZIP: 63141

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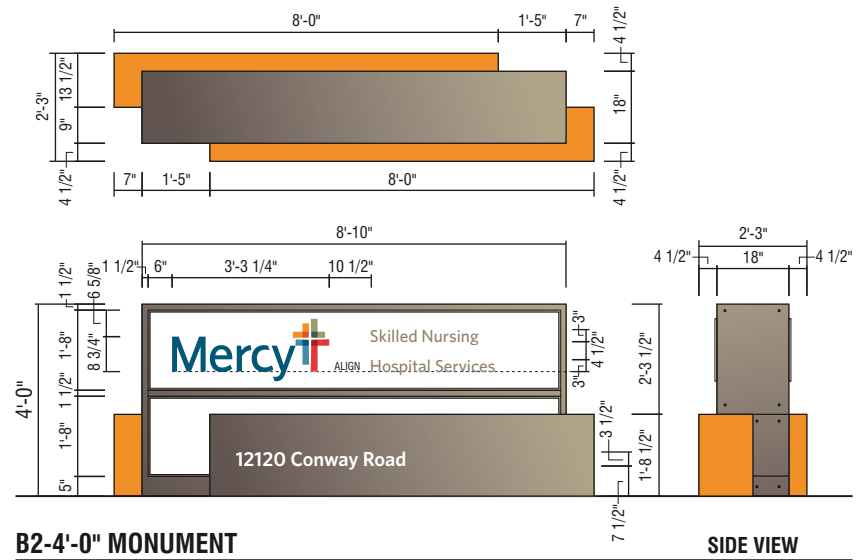
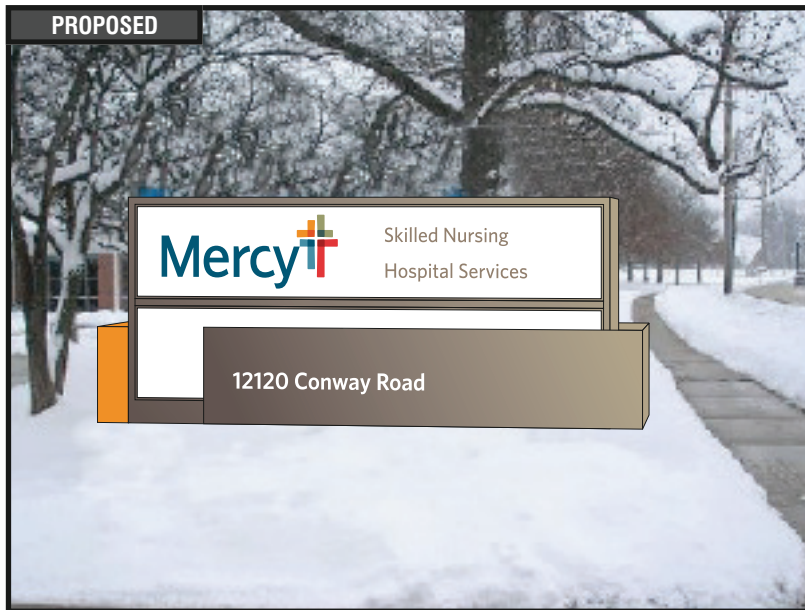
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EXISTING



ILLUMINATED MONUMENT SIGN

PROPOSED



RECOMMENDATIONS

ADDRESS: 12120 Conway Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
051

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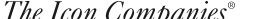


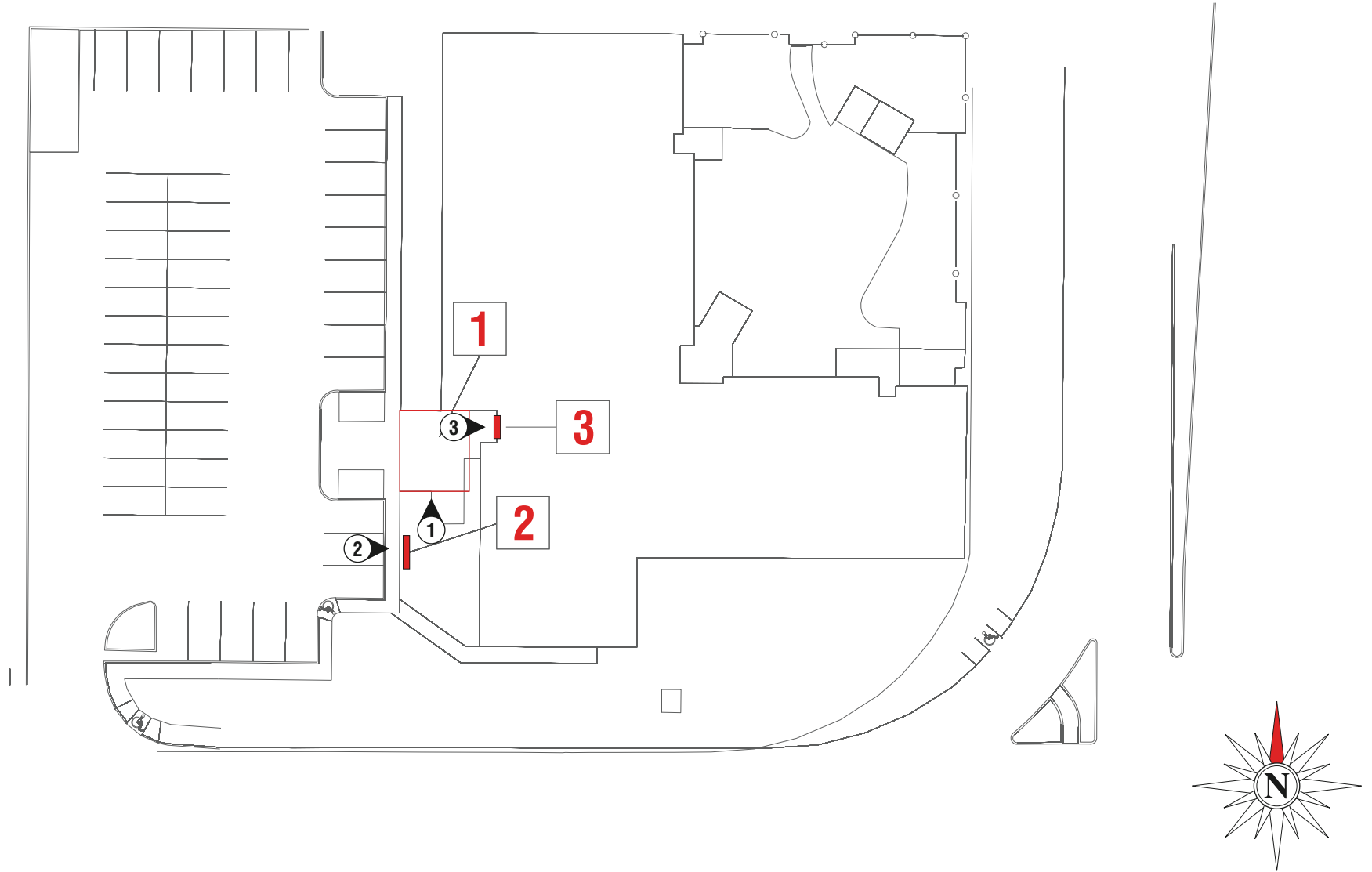
Location #: 502

**601 S. New Ballas Rd.
St. Louis, MO
63141**



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SITE PLAN

ADDRESS: **601 S. New Ballas Rd.**
 CITY/STATE: **St. Louis, MO**
 ZIP: **63141**

PROJECT #:	SUBMITTAL IS: ☐ APPROVED		CLIENT CONTRACTOR
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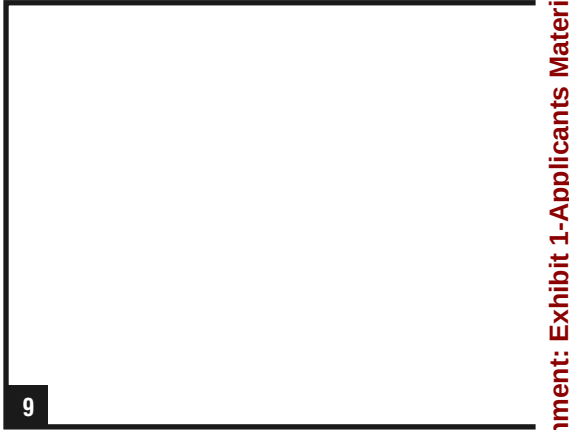
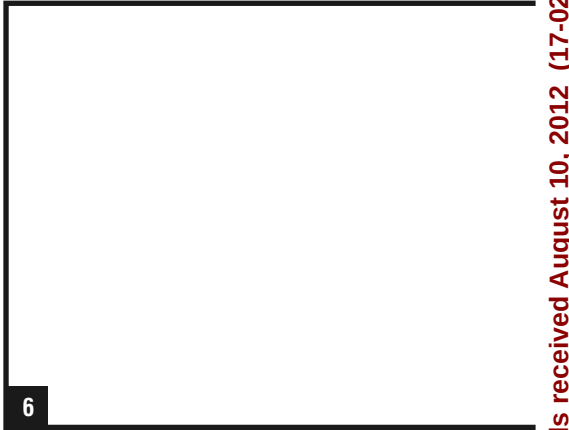
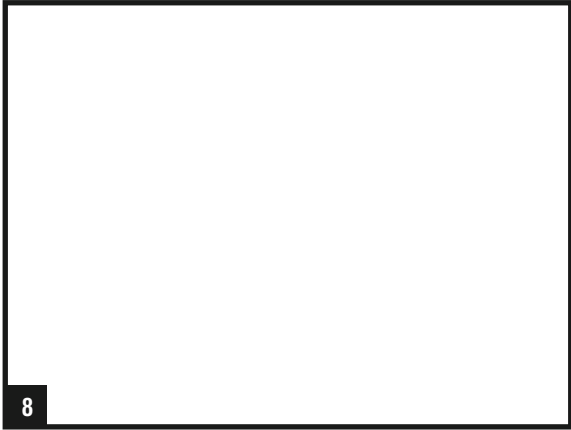
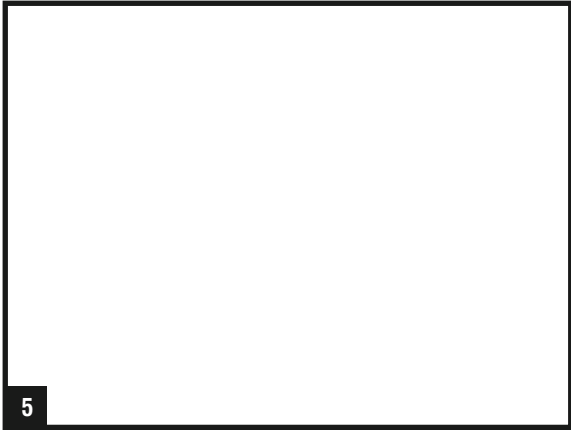
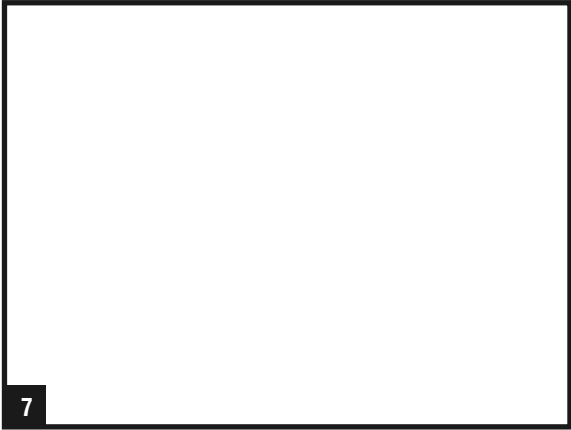
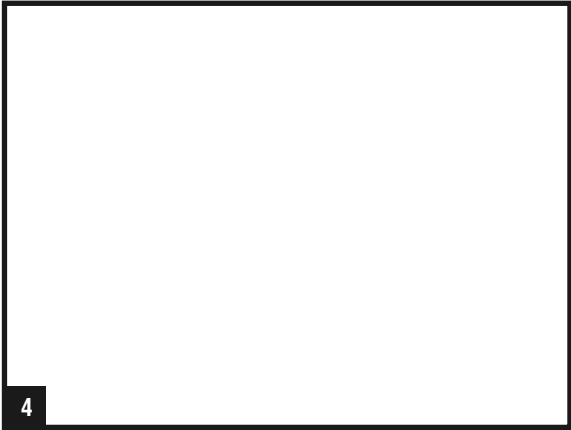
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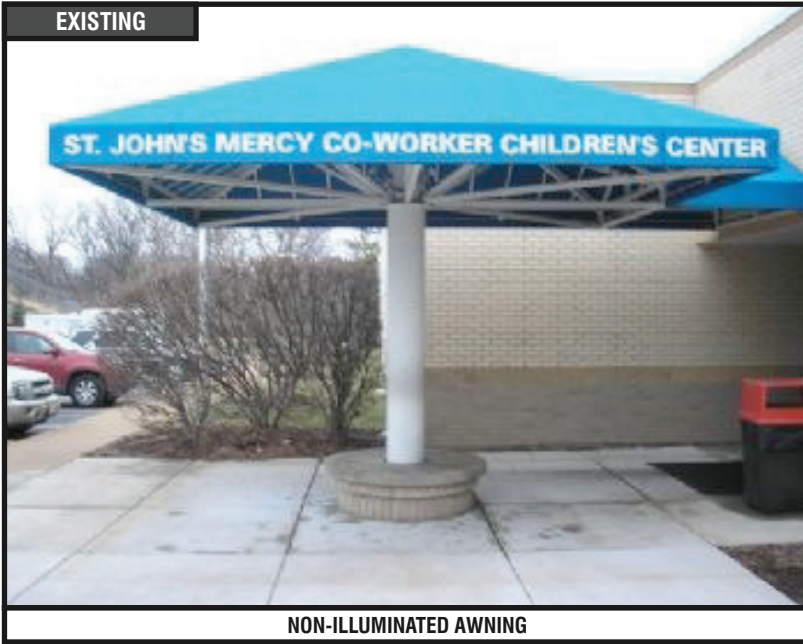


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	OVERVIEW PHOTOS		PROJECT #:	SUBMITTAL IS: ☐ APPROVED		DATE:	06/06/12	SCALE:	As Noted	
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	CITY/STATE: St. Louis, MO		LOCATION #:	☐ REVISED AND RESUBMIT		Rev. 2:	00/00/00	PAGE #:	4	
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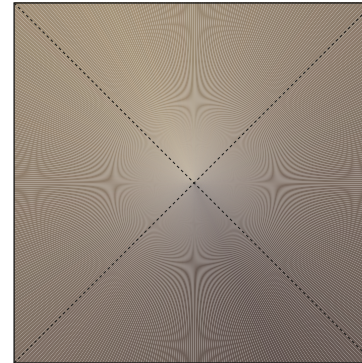
EXISTING



NON-ILLUMINATED AWNING

7.1.e

SIGN 1



CUSTOM AWNING RE-SKIN

SURVEY REQUIRED

SCALE: 1/4" = 1'-0"

NOTE: COPY IS A QUANTITY OF TWO(2) FOR FRONT AND SIDE ELEVATION OF CANOPY

PROPOSED



RECOMMENDATIONS

ADDRESS: 601 S. New Ballas Rd.
CITY/STATE: St. Louis, MO
ZIP: 63141

PROJECT #:
3566

LOCATION #:
502

SUBMITTAL IS: ☐ APPROVED
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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
#17-026 A PUBLIC FACILITIES SITE DEVELOPMENT PLAN FOR THE NEW
POLICE STATION BUILDING AT THE CREVE COEUR GOVERNMENT
CENTER, 300 N. NEW BALLAS ROAD**

FOR THE MEETING OF: August 21, 2017, 6:30 PM.

SUBJECT PROPERTY LOCATION: 300 N. New Ballas Road.

REQUEST: Jim Heines, Director of Public Works, on behalf of the City of Creve Coeur, has submitted an application for Site Development Plan approval as a public facility for the new 25,000 square foot Police Station Building on the Government Center site at 300 N. New Ballas Road, just north of the existing building, with secondary access onto Magna Carta Drive.

ADDITIONAL INFORMATION: On November 8, 2016, the voters of Creve Coeur authorized the issuance of a \$10.69 million-dollar bond for the construction of a new Police building north of the existing Government Center. City Council approved a contract with ArchImages on Monday, February 13, 2017 for design of the proposed building. Section 400.030 requires the Planning and Zoning Commission review and approval of public facilities. The Commission shall consider the application under the applicable standards established for site development plans and subdivision improvement plans including but not limited, to, making a determination as to whether the proposed project is consistent with the Comprehensive Plan, complies with the Zoning Code as applicable, and location, extent and character as required by the Zoning Code and Section 89.380, RSMo.

Key Issues:

- Does the request integrate with the existing surrounding uses?
- Does the request further or implement the goals of the Comprehensive Plan?
- Is the request consistent with the Design Guidelines?

Creve Coeur 2030 Comp. Plan References

- Community Amenities & Facilities Objectives
- Civic (CV)
- Design Guidelines

Planning References:

- Section 400.030: Approval of Public Facilities

Zoning Code References

- Section 405.1080 Site Concept, Site Development, and Minor Site Plan Approval

APPLICANT: Jim Heines
Director of Public Works
City of Creve Coeur
300 N. New Ballas Road
Creve Coeur, MO 63141



REPORT PREPARED BY: Whitney Kelly, AICP, City Planner
DATE: 8/17/2017
ATTACHMENTS: Applicant's Materials received August 15, 2017

PROJECT DESCRIPTION

The proposed new Police Building and renovation of the Government Center has been a key project for several years. On November 8, 2016, the Citizens of Creve Coeur authorized the issuance of a \$10.69 million-dollar bond to construct for a new Police building north of the existing Government Center. City Council approved a contract with ArchImages at their meeting on Monday, February 13, 2017 to design the new police building. The proposed new 25,000 square foot Police Station Building is located just north of the existing building, with secondary access onto Magna Carta Drive. Included in the site design, are best management practices for Stormwater Management, permeable pavers, and bio-retention to meet with the City's sustainability goals, and a future plan to include public art.

The exterior of the proposed building will be constructed of a light blond and a dark brown, chocolate color, natural brick utilizing inset rows and accent lines to provide dimension and shading. In addition, there are terra-cotta colored accent panels and aluminum accent panels and window shades. The parapet walls are accented with a stone coping to help define the roof lines. Instead of the originally proposed Terracotta (shown in orange below), the Architects have suggested a Corten engineered tile with a more slate style pattern. The light grey aluminum panels are along the east and north façades and wrapping around the north corner of the west elevation.



Figure 1: Proposed Southwest Rendering



Figure 2: Proposed Northwest Rendering



Figure 5: Photo of proposed blond and dark brown brick samples with the Corten Tile, the metal panel with the color sample of the light grey, and the stone accent.



LAND USE AND ZONING OF SURROUNDING PROPERTIES

The adjacent zoning and land uses are as follows:

DIRECTION	USE	ZONED	SEPARATED BY
North	Office	Planned Office District	Magna Carta Drive
South	Residences	B-RDD, Single Family Residential with Residential Designed Development	NA
East	Residences	B Single Family Residential	NA
West	DeSmet Jesuit High School	B Single Family Residential	N. New Ballas Road

COMPREHENSIVE PLAN REVIEW

The *Creve Coeur 2030* Comprehensive Plan goals of Community Amenities and Facilities state that Creve Coeur will enhance existing public facilities and provide a variety of new, high-quality public amenities and community facilities that meet the needs and desires of all Creve Coeur residents, and to improve the City facilities, including the police department headquarters, Government Center and the Dielmann Complex. The new Police Building was a large part of the discussion in the development of the Plan, as well as the renovation of the existing building that will be undertaken with the completion of the Police Station. The needs analysis for the Police initially began in 2013, with input on the overall site design and layout provided by City staff, a task force made up of residents from committees, and City Council

The Government Center property is identified within the Civic Place Type where established primary and secondary street setbacks are to be compatible with the neighboring residential and commercial place type districts, and when lots directly abut residential areas, a landscape buffer measured horizontally from the lot boundary, should be provided to maintain compatibility with the surrounding development character. The overall site coverage is under 50 % at 46.9% in keeping with other civic and institutional uses in residential districts, and minimum of a 40 foot buffer yard is provided along the east property line where adjacent to residential properties in consideration of these recommendations. A 25 foot landscaped area along N. New Ballas Road is provided, and the use of permeable pavers in the new parking area, and the bio-retention areas were designed to meet with the City's Comprehensive Plan recommendations for the use of stormwater green infrastructure best management practices (BMPs). The BMP's proposed include bio-swales, rain gardens, and native landscape restoration under the Community Sustainability and Resilience Recommendations.

Design Guidelines

The City's Design Guidelines encourage interesting, articulated and high quality structures, that are designed with an architectural and urban scale compatible with the neighboring developments, primary building entrances should be clearly defined and provide a sense of entry, oriented to the street and provide protection from the elements, such as recesses, roof overhangs, projecting canopies and other similar features. Further, materials are to be of good architectural character, where natural, traditional building materials are encouraged, and architectural consistency of colors, materials and detailing are to be provided between all building elevations. False or decorative façade treatment, where one or more unrelated materials are placed upon the building should be avoided, and where there is more than one building on the site, coordination in the design of the structures should be provided. Material or color changes should occur at a change of plane and changes at the outside corners of structures that give the impression of "thinness" and artificiality of the material are discouraged. Inconsistent adornment and frequent changes in material should be avoided.

Overall, Staff finds the design of the Police Building meets with the recommendations, with a few exceptions, specifically in the use of the color variation in the brick, and the number of the various materials proposed in proportion to the size of the building. While the Government Center Building does have some dark brown accents in the brick pattern, the overall character is a more traditional red-tone design. However, the blonde brick is a very prominent element that does not relate to the Government Center building, and blends in with the stone accents. Staff recommends that consideration be given for a brick color scheme that incorporates a reddish tone for the majority of the building that coordinates with the entire building. This scheme would further the proposal toward a more Civic design and the Design Guidelines, and thus allow for the stone to break up the brick and stand out as the accent. Staff does prefer the slate patterned tile, over the terracotta material. However, the color may need to be revised based upon any change in brick color, so that it doesn't blend too much, but acts as the accent to the overall design. The ribbed style of the metal panels as a third accent material gives the appearance of a more industrial building rather than a Civic use at this location. It is staff's opinion that the number of design elements are competing with the each other, rather than providing a cohesive design, which may be resolved by Staff's recommendations.

Further, the main entrance and plaza area in front of the building seems minimal where the doors should be reoriented within the glass area, instead of adjacent to the wall, and the walkway in front of the building should be widened to create greater presence and further the proposal toward the Design Guidelines. The proposed element includes a canopy that is only over grass area. Eliminating the vestibule wall and centering the entrance within the glass structure and thereby allowing the canopy to service the purpose, and widening the concrete pavers and thereby providing a future location for a sculpture to be coordinated with the Arts Committee may aid in the design of the building to the entry elements. Final design of the entry should be coordinated with the Arts Committee to determine the hardscape and landscaping needed to accentuate this element as a minor site plan amendment with approval by the Planning and Zoning Commission at a later date.

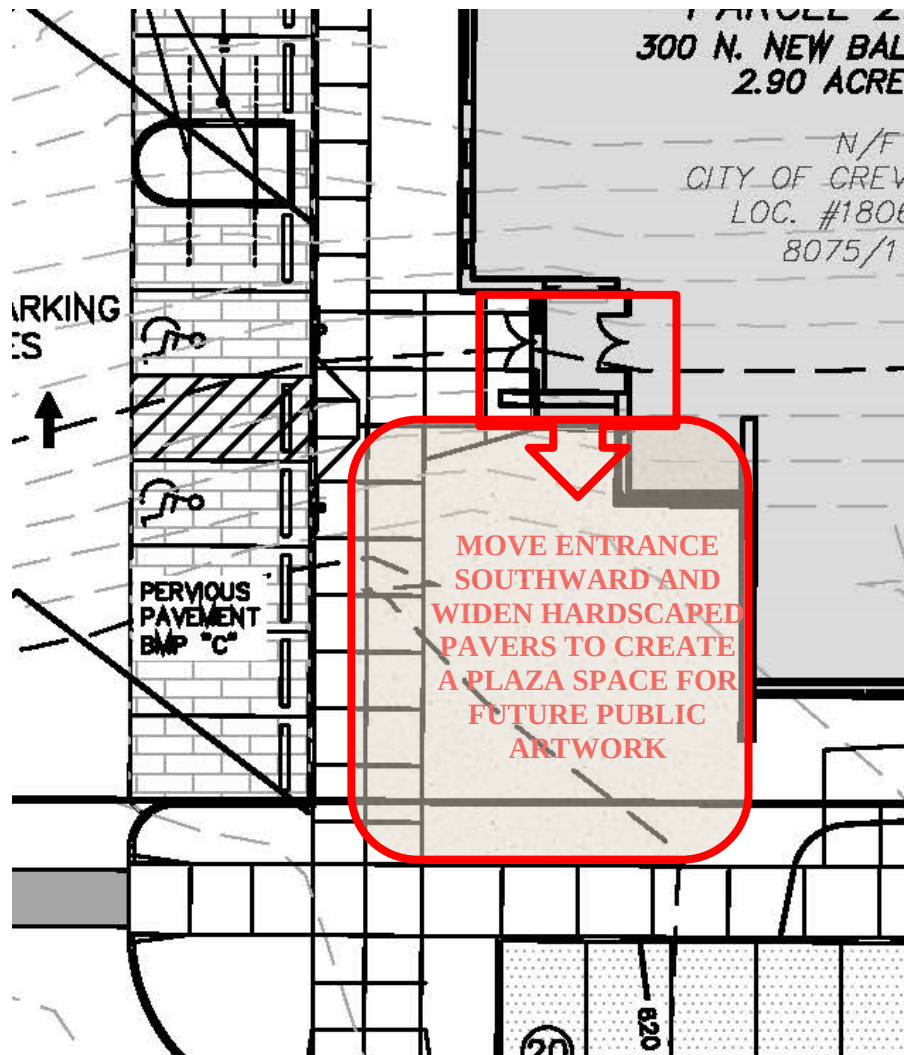


Figure 6: Close-up of the Site Plan showing the proposed front entrance.

The window canopies, appear overly heavy, and are not shown in a consistent manner. A lighter material with a more open design, and placed on more of the windows would provide consistent design element that breaks up the façade of the building similar to the images below. Increasing the coping on the top of the building, may also aid the overall building design. Additionally, changing the metal framework and windows to the bronze/dark metal color to match the existing Government Center would provide additional similar details and create a more cohesive design between the two buildings. The Commission should discuss these design elements with the Project Architect and provide direction.



Figure 7: Example awning structures that would provide a lighter element than the proposed

Landscaping

The proposed Landscaping meets with the recommendations of the Design Guidelines by providing designed landscape areas throughout the site. Further coordination with the renovation of the Government Center will coordinate with proposed landscape design. Staff recommends that with the wider patio area described above, the proposed landscape in front of the building could be shifted further along the elevations to soften the building in keeping with the Design Guidelines recommendations that strongly encourages high quality landscaping that accentuates the building and site, softens the effects of the parking. Additional plantings along the north elevation is recommended to screen the trash/and generator enclosures as discussed further below.

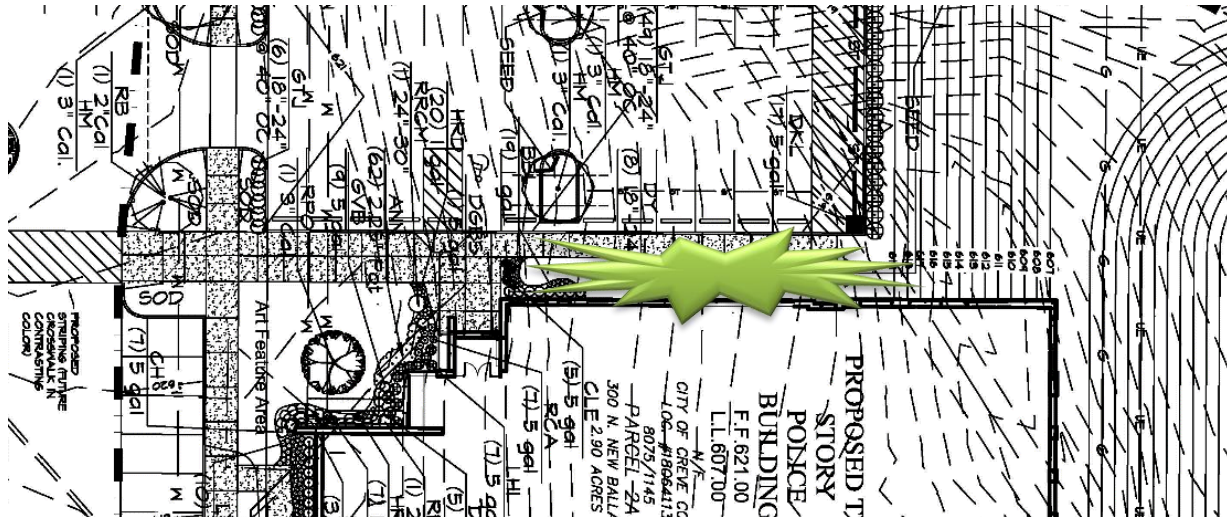


Figure 8: Close-up of the Proposed Landscape Plan with additional areas for planting along the west elevation/

Tree Removal

The attached materials show a tree removal plan as required by Section 405.1080 of the Zoning Ordinance. Due to the large stormwater detention area the existing trees are required to be removed. However, significant number of new trees are included along Magna Carta Drive to meet with the recommendations of the *Creve Coeur 2030 Plan* as discussed above and exceed the Zoning Code requirements.

Generator/Trash Enclosure and Retaining Walls

The Design Guidelines also discuss that accessory buildings or facilities such as trash enclosures, storage, and utility buildings are to be designed to directly relate in material, character and detail to the primary buildings on the site. And such facilities are to be sited with limited visibility to pedestrian and/or adjacent properties. Further, retaining walls are to be designed to minimize the height and length of and screened with appropriate landscaping and designed to incorporate elements of other architectural features with materials to match the primary building materials. While the location of these facilities are appropriately sited, the elevations of the trash enclosure and retaining walls have not been provided, nor show up in the proposed renderings. Therefore, a condition of approval include that the trash and generator enclosures, and retaining walls, be of a material consistent with the main structure, and that appropriate landscaping be provided. Section 405.460 Accessory Uses and Structures, also requires that if something is connected to the main building it is to be considered part of the building. The generator and trash enclosure are connected to the main building at the northeast corner near the bio retention basin. However, it does jog out approximately 10 feet, which would appear odd and out of the design character of the north façade, with no additional plantings provided. Staff has included a condition of approval that additional landscaping be provided to screen the structures, and break up the north elevation of the building.

ZONING REVIEW

The City does not zone its properties. However, as stated above, Section 400.030 requires the Planning and Zoning Commission review and approval of public facilities to be consistent with City's standards under Section 405.1080 for approval of the Site Development Plan and in consideration of including but not limited, to, making a determination as to whether the proposed project is consistent with the Design Guidelines, and whether the relationship of the proposed uses, functions, sites and buildings on the tract to the existing land uses and the permitted uses of adjoining tracts, complies with the Zoning Code if applicable, and Section 89.380, RSMo. The proposed building meets with the minimum zoning regulations for overall site layout and landscaping.

A conditional use in a residential district requires a 50 foot buffer on all sides that abut a single family district. However due to the proximity of the Government Center to the property to the north, zoned PO-Planned Office Development, and for which the characteristics of the Government Center uses more closely relate, the buffer yard of 40 feet is appropriate when adjacent to a single family residential district. Buffer yards shall not contain any impervious and shall be landscaped and provided with other screening devices as deemed appropriate by the Planning and Zoning Commission. Additionally, the maximum site coverage for properties in the PO-Planned Office Development is 63%.

With the new Police Station, the total site coverage is 46.9% and a buffer yard of 40 feet to the east where adjacent to residential zoned properties is being maintained. Staff believes this is sufficient, and in keeping with the surrounding development. Additional plantings have been provide along the east drive aisle to provide headlight screening. If the Commission wishes to include additional screening, direction of the appropriate amount should be reviewed with the Design team, and a condition will need to be included in the recommended conditions of approval.

Landscaping:

Section 405.540 Landscaping of the Zoning Ordinances requires a minimum of 10 square feet of interior landscaping for each 350 square feet of parking spaces and driving aisles, and shall be in one or more areas to minimize the size of parking areas, and there shall be at least one shade tree for each landscaped area, and a minimum of two shade trees, within and up to, every 100 linear feet of parking for each parking row. Such trees shall be spaced evenly around the perimeter, and the ends of parking rows abutting a circulation aisle shall be defined by interior landscaped areas whenever feasible. The Design Guidelines recommend a landscaped break for every 8 to 10 parking spaces. The proposed Landscape plan meets with these requirements, where 46,922 square feet of new parking area (including the pervious pavement) is proposed with 3,944 square feet of landscaping (including the bio-retention area) is provided.

Lighting

The Photometric Plan indicates that all lighting will meet with the requirements of Section 405.680 for developments in residential districts, where all lighting is downcast and shielded. New LED light fixtures are provided to meet width the City's Sustainability Goals and with the recommendations of the *Creve Coeur 2030* plan. A condition of approval is that the maximum height of the light poles is to be no more than 16 feet to be consistent with the requirements for light fixtures in residential districts. It should be noted that the proposed fixtures are not in the same style as the existing fixtures on the site. However, it is anticipated that these will be replaced to match the proposed Police Site with the renovation of the Government Center.

Sidewalk

The proposal includes new 6 foot wide pedestrian connections from N. New Ballas Road to the main entrance of the building and 8 feet wide when adjacent to parking spaces and used as a wheel stop, in compliance with Section 405.730. A new detached pedestrian walkway is provided along Magna Carta Drive that will be completed when the road is upgraded as part of a Public Works project once constriction has been completed. Additionally crosswalks between the two buildings on the Government center site will be completed with the renovation of the Government Center as well.

RECOMMENDATION

Staff finds that the public facility is largely in keeping with the goals and objectives of the *Creve Coeur 2030* plan, the recommendations of the Design Guidelines, and the requirements of the Zoning Code with the exception of the additional design considerations covered in this report. Staff recommendations are included in the conditions of the approval below and should be discussed with the Design Team.

1. The Applicant is required to submit a Building Permit application, as required by Article II of the Building Code. Exterior elevations shall be in substantial conformance with the “Exterior Elevations” received August 15, 2017 as bound together and submitted in conjunction with Application #17-026 by the Director of Public Works, except as amended below
2. The applicant is required to submit Site Improvement Permit and Grading Plans, showing all exterior improvements, for all new construction to the Division of Planning for review, as required by Section 410.380 of the Subdivision and Land Development Regulations (Subdivision Code). The Grading Plans shall be in substantial conformance with the “Site Development Plans,” and the “Landscape Plans” submitted on August 15, 2017 as bound together and submitted in conjunction with Application #17-026 by the Director of Public Works, except as amended below.
3. **The exterior elevations shall be amended to meet with the discussion and direction provided by the Commission. (Specific direction will need to be provided at the meeting).**
4. The main entrance shall be reoriented to the center of the glass tower element and the patio area in front shall be widened as discussed in the Staff Report.
5. Placement of public art shall be coordinated with with Arts Committee and approved by the Planning and Zoning Commission as a Minor Site Plan. The review of the public art shall provide for complimentary landscape design and seating for the public.
6. Landscaping shall meet with regulations of Section 405.540 Landscaping of the Zoning Ordinance except additional plantings shall be provided along the base of the building along the North and West Elevations to provide sufficient screening of retaining walls and generator enclosure.
7. An underground irrigation system shall be installed and maintained to serve all new landscaped areas. Vegetation that is totally or predominantly dead and/or disfigured due to disease or injury shall be replaced as needed and
8. All lighting shall be in conformance with Section 405.680, Lighting, of the Zoning Code, and Section 405.810 of the Parking Ordinance. Light fixtures shall not exceed 16 feet in height to be consistent with Section 405.680(B)(2) of the Zoning Ordinance
9. Any mechanical equipment installed for the site shall be properly screened with approved materials.
10. The detached pedestrian sidewalk along Magna Carta Drive shall be provided as part of the public works project for the reconstruction of Magna Carta Drive, scheduled after completion of the new Police Station, and internal crosswalk connections between the Police Station and the Government Center shall be provided as part of the renovation of the Government Center.

MOTION

The motion to approve the site development plan as a public facility request as shown in the Applicant’s materials will be in the form of approval, approval with conditions, denial or deferral. The following is an example of an appropriate motion for the site development plan for the new combined property:

“I move to recommend approval of the site development plans for the new police station on the Government Center site at 300 N. New Ballas Road as presented to the Planning and Zoning Commission, subject to the conditions contained in the staff report for the meeting of August 21, 2017” (conditions may be added, eliminated, or modified by preceding motion).

APPENDIX 1: COMPREHENSIVE PLAN, INCLUDING DESIGN GUIDELINES

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.

Creve Coeur Government Center, 300 N. New Ballas Road



APPENDIX 4: SITE PHOTOGRAPHS

Taken: 8//2017



Description: View of the existing Government Center Building



Description: View of the existing area for the Proposed Police Station looking northeast from the entrance at N. New Ballas Road.



Description: View from the east parking lot looking north toward Magna Carta Drive, of the approximate location of the secondary access.



DEPARTMENT OF PUBLIC WORKS OFFICE MEMO

DATE: August 15, 2017
TO: Creve Coeur Planning and Zoning Commission
FROM: Jim Heines, Director of Public Works
SUBJECT: Project Review – Proposed Police Building

Background

The city began a space needs study of the Government Center facility by contracting with Bond Architects in December of 2013. The study evaluated the existing facility and its ability to perform under the current operational demands. City staff, a task force made up of residents from committees, and City Council reviewed up to six different options ranging from a partial renovation of the existing Government Center to Building a new complex on another property.

After a lengthy review and evaluation of the different options and their associated cost it was determined that the best solution would be a two-phased approach:

Phase 1- Build a new police building north of the government center on the existing Government Center property.

Phase 2 – Once the police move into their new building begin an extensive renovate of the Government Center

Bond Issue

After a number of public meetings, open houses, newsletter articles and web articles a Bond issue was passed by the resident in the amount of \$10,690,000 to provide funding to construct a new police building. Immediately after the approval of the bond issue, the city began a process to select an architectural design team to design and assemble the plans for this project.

Design Process

City Council approved a contract with ArchImages at their meeting on Monday, February 13, 2017 to design the new police building. The design team spent the first couple months verifying the space needed and associated costs to construct a police building that will perform well. Critical design elements were prioritized to guarantee a successful design and operation of the building while staying within the \$10.69 million budget. The elements are listed below in order of importance are listed on the next page:

1. Functionality
2. Security
3. Safety
4. Efficiency
5. Future Growth

In an effort to provide assistance, the design team worked with city staff, a citizen task force made up of representatives of city committees, and City Council. Each group shared their input and evaluation of the design to help guide the designers to a successful design.

Design Elements

The building and site design being submitted to the August 21, 2017 Planning and Zoning agenda is in response to the approval of a \$10.69 million-dollar bond issue on Tuesday, November 8, 2016 to construct a new Police building north of the existing Government Center. The general location of the proposed building is just north of the Government Center.

Site

Through the site design the proposed plan addresses parking issues for the police as well as providing an increase in available parking for Government Center activities. In addition, the site design will provide a primary access road for police utilize the traffic signal at Ballas/ Magna Carta. The design also includes water quality and detention facilities to address the storm water runoff generated by the newly developed area.

Building

In following the five key elements listed above the design of a 25,000-square foot building has been developed. Although the building is two-story, the appearance from Ballas Rd. will be a single-story and the back of the building will be two-stories.

The main level (upper floor) will be mostly Administrative, Records Keeping, Emergency Operations Center/Training Facility and Detective Bureau. The lower level will house the Prisoner Booking Area, Detention Facility, Lockers Rooms, Fitness Room, Sally Ports, and Evidence Processing and Storage Areas.

The exterior of the building will be constructed of a light and a dark natural colored brick utilizing inset rows and accent lines to provide dimension and shading. In addition, there are terra-cotta colored accent panels and aluminum accent panels and window shades. The parapet walls are accented with a stone coping to help define the roof lines.

Connectivity

Throughout the design process, the connectivity and access to the existing Government Center have been a main component of the site design. The new Police Building has been designed to complement the existing Government Center with the new parking areas easily accessible and welcomed improvement.

Although connectivity between the new Police Building and the Government Center have been a key component of the site design, the actual design and construction of site improvements south of the new Police Building will be part of the Government Center Renovation Project which we anticipate to begin after the Police Building is completed.

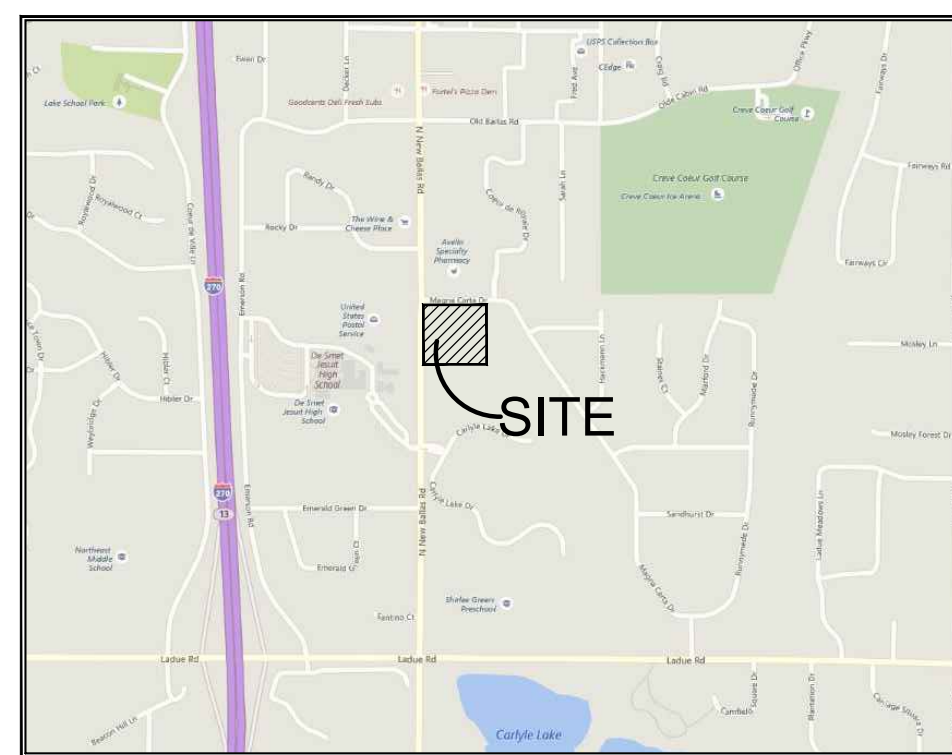
Recommendation

Throughout the process the design has been evaluated by a number of groups and now it is being presented to the Planning and Zoning Commission for their evaluation and comments. The submittal of this project will satisfy the requirements set forth in Section 400.030 - Approval of Public Facilities of the Municipal Code. Public Works staff requests approval of the building and site design of the new Police Building

SITE DEVELOPMENT PLAN

for Creve Coeur Police Station

TWO TRACTS OF LAND BEING IN SECTION 10, TOWNSHIP 45 NORTH, RANGE 5 EAST
ST. LOUIS COUNTY, MISSOURI



LOCATION MAP

N.T.S.

PROPERTY DATA

OWNER	= CITY OF CREVE COEUR
ADDRESS	= 300 N. NEW BALLAS ROAD ST. LOUIS, MO 63141
LOCATOR NUMBER	= 180641136
EXISTING ZONING	= UNZONED
AREA	= 2.90± ACRES
FIRE DISTRICT	= DEER CREEK
SCHOOL DISTRICT	= CREVE COEUR
SEWER DISTRICT	= LADUE
FEMA MAP	= METROPOLITAN ST. LOUIS SEWER DISTRICT
ELECTRIC COMPANY	= 29189C0187 K
GAS COMPANY	= AMERENUE
PHONE COMPANY	= LACLEDE GAS COMPANY
WATER COMPANY	= AT&T
	= MISSOURI AMERICAN WATER COMPANY

BENCHMARKS

STATEMENT OF STATE PLANE COORDINATE: THE STATE PLANE COORDINATES WERE DETERMINED ON MARCH 3, 2015 USING SPECTRE PRECISION NOMAD EPOCH 35 FROM THE PROJECT SITE TO A CONTINUOUSLY OPERATING REFERENCE STATION (CORS) WITH AN ID OF MOS HAVING PUBLISHED MISSOURI STATE PLANE (EAST ZONE) COORDINATE VALUES OF NORTH (Y) 302840.24 METERS AND EAST (X) = 253367.36 METERS. WE REPRESENT HEREON THAT THESE STATE PLANE COORDINATES MEET THE ACCURACY STANDARDS FOR PROPERTY BOUNDARY SURVEYS (10CSR 30-2 AND 20 CSR 30-16, EFFECTIVE AT THE DATE OF THIS SURVEY) AS AN "URBAN PROPERTY" RELATIVE TO STATION MOS!

AVERAGE COMBINED GRID FACTOR = 0.999913777
(1 METER = 3.280833333 FEET)
THE ROTATIONAL DIFFERENCE FROM THE DEED BEARINGS SHOWN TO THE STATE PLANE BEARINGS IS COUNTERCLOCKWISE 0°12'51"

FLOOD ZONE NOTES

PER F.I.R.M. RATE MAP PANEL 29183C0187 K, WITH AN EFFECTIVE DATE OF FEBRUARY 4, 2015, THE SUBJECT PARCEL LIES IN ZONE "X", AREAS DETERMINED TO BE OUTSIDE THE 500yr FLOOD PLAIN.

GENERAL NOTES

- 1.) ALL UTILITIES SHOWN HAVE BEEN LOCATED FROM AVAILABLE RECORDS. THEIR LOCATION SHOULD BE CONSIDERED APPROXIMATE. THE CONTRACTOR HAS THE RESPONSIBILITY TO NOTIFY ALL UTILITY COMPANIES, PRIOR TO CONSTRUCTION, TO HAVE EXISTING UTILITIES FIELD LOCATED. THE CONTRACTOR SHALL BE ON RECORD WITH THE MISSOURI ONE CALL SYSTEM. ALL PROPOSED UTILITIES SHALL BE UNDERGROUND.
- 2.) ALL ELEVATIONS ARE BASED ON BENCHMARK SHOWN.
- 3.) BOUNDARY AND TOPOGRAPHIC SURVEY BY THD DESIGN GROUP.
- 4.) ALL ON-SITE MATERIALS AND METHODS OF CONSTRUCTION TO MEET THE CURRENT STANDARDS AND SPECIFICATIONS OF THE CITY OF CREVE COEUR, MODOT AND M.S.D.
- 5.) ALL GRADED AREAS SHALL BE PROTECTED FROM EROSION BY EROSION CONTROL DEVICES AND/OR SEEDING AND MULCHING AS REQUIRED BY THE CITY OF CREVE COEUR AND MODOT.
- 6.) PRIOR TO BEGINNING ANY WORK ON THE SITE, THE SUBCONTRACTOR SHALL CONTACT THE GENERAL CONTRACTOR FOR SPECIFIC INSTRUCTIONS RELEVANT TO THE SEQUENCING OF WORK.
- 7.) GRADING CONTRACTOR SHALL INSTALL SILTATION CONTROL PRIOR TO STARTING THE GRADING. ADDITIONAL SILTATION CONTROL DEVICES SHALL BE INSTALLED AS DIRECTED BY THE CITY OF CREVE COEUR AND MODOT.
- 8.) ALL FILLS AND BACKFILLS SHALL BE MADE OF SELECTED EARTH MATERIALS, FREE FROM BROKEN MASONRY, ROCK, FROZEN EARTH, RUBBISH, ORGANIC MATERIAL AND DEBRIS.
- 9.) GRADING CONTRACTOR SHALL KEEP EXISTING ROADWAYS CLEAN OF MUD AND DEBRIS AT ALL TIMES.
- 10.) PROPOSED CONTOURS SHOWN ARE FINISHED ELEVATIONS ON PAVED AREAS.
- 11.) ALL GRADING AND DRAINAGE TO BE IN CONFORMANCE WITH THE CITY OF CREVE COEUR AND M.S.D.
- 12.) SIDEWALKS ALONG THE ACCESSIBLE ROUTE SHALL NOT HAVE A SLOPE EXCEEDING 1"V:20" H. SLOPES GREATER THAN 1"V:20" H MUST BE DESIGNED AS A RAMP. SIDEWALKS TO BE CONSTRUCTED TO ST. LOUIS COUNTY ADA STANDARDS.
- 13.) SIDEWALKS, CURB RAMPS, RAMPS AND ACCESSIBLE PARKING SPACES SHALL BE CONSTRUCTED IN ACCORDANCE WITH THE CURRENT APPROVED "AMERICANS WITH DISABILITIES ACT ACCESSIBILITY GUIDELINES" (ADAAG) ALONG WITH THE REQUIRED GRADING, CONSTRUCTION MATERIALS, SPECIFICATIONS AND SIGNAGE. IF ANY CONFLICT OCCURS BETWEEN THE ADAAG GUIDELINES AND THE INFORMATION ON THE PLANS, THE ADAAG GUIDELINES SHALL TAKE PRECEDENCE AND THE CONTRACTOR SHALL NOTIFY THE PROJECT ENGINEER PRIOR TO ANY CONSTRUCTION.
- 14.) NO GRADE SHALL EXCEED 3"(H):1"(V) UNLESS JUSTIFIED BY GEOTECHNICAL REPORT THAT HAS BEEN APPROVED BY THE CITY OF CREVE COEUR.
- 15.) STORM WATER SHALL BE DISCHARGED AT AN ADEQUATE NATURAL DISCHARGE POINT. SINKHOLES ARE NOT ADEQUATE NATURAL DISCHARGE POINTS.
- 16.) ALL LANDSCAPED AREAS TO BE FILLED WITH A MINIMUM OF 6" OF TOPSOIL.
- 17.) ALL LANDSCAPED AREAS DISTURBED BY OFF-SITE WORK SHALL BE IMMEDIATELY SEEDDED OR SODDED, AS DIRECTED BY THE CITY OF CREVE COEUR OR MODOT UPON COMPLETION OF WORK IN THE AREA AFFECTED.
- 18.) ADEQUATE TEMPORARY OFF-STREET PARKING FOR CONSTRUCTION EMPLOYEES SHALL BE PROVIDED. PARKING ON NON-SURFACED AREAS SHALL BE PROHIBITED IN ORDER TO ELIMINATE THE CONDITION WHEREBY MUD FROM CONSTRUCTION AND EMPLOYEES' VEHICLES IS TRACKED ONTO THE PAVEMENT CAUSING HAZARDOUS ROADWAY AND DRIVEWAY CONDITIONS.
- 19.) ALL SEWER CONSTRUCTION AND MATERIALS TO BE IN ACCORDANCE WITH THE METROPOLITAN ST. LOUIS SEWER DISTRICT STANDARD CONSTRUCTION SPECIFICATIONS FOR SEWER AND DRAINAGE FACILITIES. (LATEST EDITION).
- 20.) PARKING CALCULATIONS (PER ZONING SECTION 405.820)
PARKING REQUIREMENTS FOR GENERAL OFFICES INCLUDING PROFESSIONAL, GOVERNMENTAL OR INSTITUTIONAL, EXCEPT AS SPECIFICALLY ENUMERATED IN THIS ARTICLE: FOR BUILDINGS LESS THAN FIFTEEN THOUSAND (15,000) SQUARE FEET, FOUR (4) STALLS PER ONE THOUSAND (1,000) SQUARE FEET OF GROSS LEASABLE FLOOR AREA; FOR BUILDINGS GREATER THAN FIFTEEN THOUSAND AND (15,000) SQUARE FEET, THREE AND THREE-TENTHS (3.3) STALLS PER ONE THOUSAND (1,000) SQUARE FEET OF GROSS LEASABLE FLOOR AREA.
BUILDING AREA = First floor 13,000 s.f.
Second floor 12,500 s.f.
= 25,500 s.f. (GROSS)
REQUIRED PARKING = 25,500 / 1,000 x 3.3 = 85 STALLS
PARKING PROVIDED = 87 STALLS (INCLUDES 2 ADA STALLS)
- 21.) NO ON-SITE ILLUMINATION SOURCE SHALL BE SO SITUATED THAT LIGHT IS CAST DIRECTLY ON ADJOINING PROPERTIES OR ROADWAYS. ILLUMINATION LEVELS SHALL COMPLY WITH THE REQUIREMENTS OF THE CITY OF CREVE COEUR, THE SITE LIGHTING STANDARDS AND LOCATIONS SHALL BE REVIEWED AND APPROVED PER THE REQUIREMENTS OF THE CITY OF CREVE COEUR. LIGHTING DESIGN SUBJECT TO FINAL DESIGN OF LIGHTING ENGINEER.
- 22.) LANDSCAPING SHALL COMPLY WITH THE REQUIREMENTS OF THE CITY OF CREVE COEUR.
- 23.) ALL PROPOSED IMPROVEMENTS SHALL BE CONSTRUCTED TO THE CITY OF CREVE COEUR AND COUNTY STANDARDS.
- 24.) ANY SIGNAGE PROPOSED FOR THIS SITE SHALL BE IN COMPLIANCE WITH THE ORDINANCES OF THE CITY OF CREVE COEUR.
- 25.) DENSITY CALCULATIONS
SITE COVERAGE:
The area of a non-residential site which is covered by buildings, driveways, parking lots, loading areas, but excluding landscaped and green spaces, plaza, pedestrian circulation and unpaved buffer areas.
BUILDING AREA = 50,800 s.f.
PARKING & DRIVE AISLES = 110,700 s.f.
161,500 s.f.±
SITE COVERAGE = 161,500± s.f. / 344,120 s.f. x 100 = 46.9%
26.) FLOOR AREA RATIO (F.A.R.)
66,000 s.f. BUILDING = 0.39
171,220 s.f. SITE AREA
- 27.) ALL SIGNS AND BANNERS SHALL BE IN CONFORMANCE WITH ARTICLE VII, SIGN REGULATIONS OF THE ZONING CODE. THE RELOCATION AND REPLACEMENT OF ALL SIGNS SHALL REQUIRE A PERMIT PER ARTICLE VII SIGN REGULATIONS. ANY NON-COMFORMING SIGN AREAS MUST BE DOCUMENTED PRIOR TO THE REMOVAL AND REPLACEMENT OF THE SIGN.

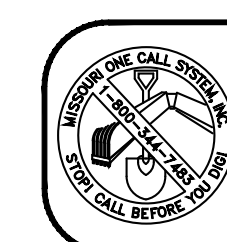
LAND DESCRIPTION

PARCEL NO. 1 LAND DESCRIPTION

A TRACT OF LAND IN SECTION 10, TOWNSHIP 45 NORTH, RANGE 5 EAST, IN ST. LOUIS COUNTY, MISSOURI BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS: BEGINNING AT A POINT IN THE EAST LINE OF BALLAS ROAD, 60 FEET WIDE, AT ITS INTERSECTION WITH THE NORTHERN LINE OF PROPERTY CONVEYED TO HAMPTON L. CARSON BY DEED RECORDED IN THE ST. LOUIS COUNTY RECORDS, THENCE ALONG SAID EAST LINE OF BALLAS ROAD, NORTH 0 DEGREES 4 MINUTES EAST, 382.58 FEET; THENCE LEAVING SAID ROAD LINE AND RUNNING SOUTH 89 DEGREES 56 MINUTES EAST, 447.45 FEET TO THE SOUTHWESTERN LINE OF RIGHT OF WAY OF THE MISSOURI PACIFIC RAILROAD, 100 FEET WIDE; THENCE ALONG SAID SOUTHWEST LINE OF SAID RIGHT OF WAY, NORTH 25 DEGREES 25 MINUTES WEST, 93.19 FEET TO AN IRON PIPE AND NORTH 28 DEGREES 8 MINUTES WEST, 315.79 FEET TO AN IRON AXLE IN SAID NORTH LINE OF SECTION 10, NORTH 89 DEGREES 53 MINUTES WEST, 253.79 FEET TO THE POINT OF BEGINNING (SHOWN AS PARCEL 2A HEREON), TOGETHER WITH THAT PART OF THE SOUTHWESTERLY HALF OF THE FORMER 100-FOOT WIDE RIGHT OF WAY OF THE MISSOURI PACIFIC RAILROAD, CREVE COEUR BRANCH IN SECTION 10, TOWNSHIP 45 NORTH, RANGE 5 EAST, CITY OF CREVE COEUR, ST. LOUIS COUNTY, MISSOURI WHICH LIES NORTHEASTERLY OF AND ADJACENT TO THE ABOVE DESCRIBED TRACTS OF LAND (SHOWN AS PARCEL 2B HEREON).

PARCEL NO. 2 LAND DESCRIPTION

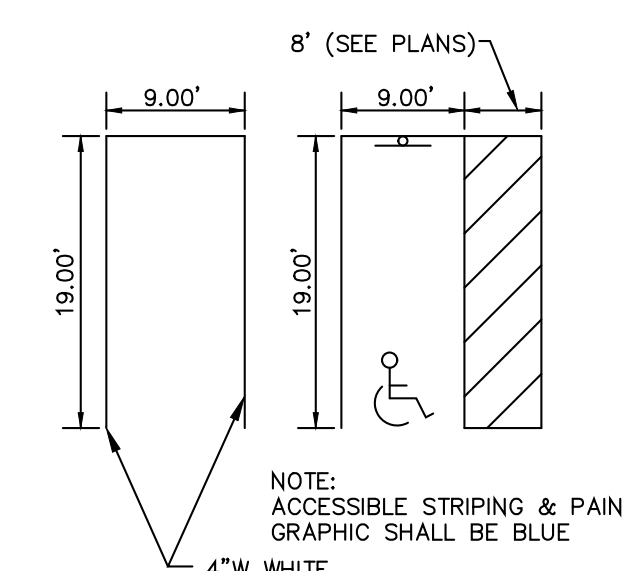
A TRACT OF LAND IN THE NORTHEAST 1/4 OF SECTION 10, TOWNSHIP 45 NORTH, RANGE 5 EAST, IN ST. LOUIS COUNTY, MISSOURI AND DESCRIBED AS FOLLOWS: BEGINNING AT AN IRON PIPE IN THE INTERSECTION OF THE EAST LINE OF BALLAS ROAD, 60 FEET WIDE AND THE NORTH LINE OF SAID SECTION 10, THENCE ALONG SAID EAST LINE OF BALLAS ROAD, SOUTH 0 DEGREES 04 MINUTES WEST, 360.45 FEET TO AN IRON PIPE, THENCE SOUTH 89 DEGREES 56 MINUTES EAST, 447.45 FEET TO AN IRON AXLE IN THE SOUTHWEST LINE OF THE RIGHT OF WAY OF THE MISSOURI PACIFIC RAILROAD, 100 FEET WIDE; THENCE ALONG SAID SOUTHWEST LINE OF SAID RIGHT OF WAY, NORTH 25 DEGREES 25 MINUTES WEST, 93.19 FEET TO AN IRON PIPE AND NORTH 28 DEGREES 8 MINUTES WEST, 315.79 FEET TO AN IRON AXLE IN SAID NORTH LINE OF SECTION 10, NORTH 89 DEGREES 53 MINUTES WEST, 253.79 FEET TO THE POINT OF BEGINNING (SHOWN AS PARCEL 2A HEREON), TOGETHER WITH THAT PART OF THE SOUTHWESTERLY HALF OF THE FORMER 100-FOOT WIDE RIGHT OF WAY OF THE MISSOURI PACIFIC RAILROAD, CREVE COEUR BRANCH IN SECTION 10, TOWNSHIP 45 NORTH, RANGE 5 EAST, CITY OF CREVE COEUR, ST. LOUIS COUNTY, MISSOURI WHICH LIES NORTHEASTERLY OF AND ADJACENT TO THE ABOVE DESCRIBED TRACTS OF LAND (SHOWN AS PARCEL 2B HEREON).



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MISSOURI ONE-CALL SYSTEM, INC.

LEGEND

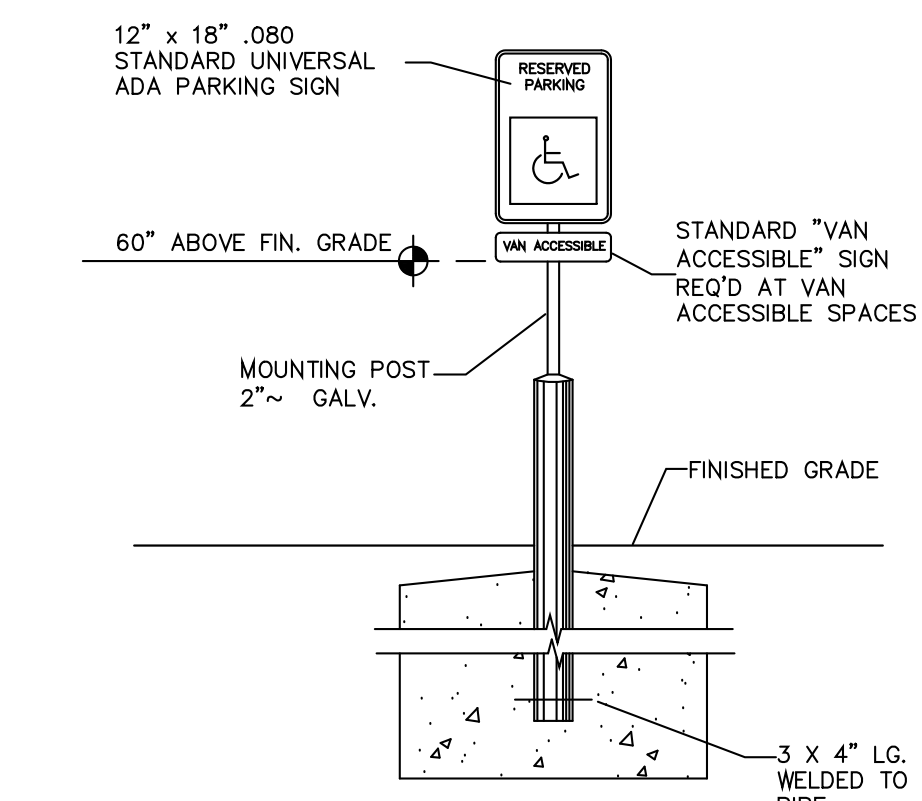
PROPOSED CONTOURS	— 433 —	POST
PROPOSED STORM SEWER	— ST — ST —	EXISTING SHRUB
PROPOSED SANITARY SEWER	— ● —	EXISTING DECIDUOUS TREE
RIGHT-OF-WAY	— — — —	EXISTING EVERGREEN TREE
EASEMENT	— — — —	ELECTRIC BOX
CENTERLINE	— — — —	ELECTRIC METER
EXISTING SPOT ELEVATION	= 433.20	POWER POLE
PROPOSED SPOT ELEVATION	= 433.20	GUY WIRE
SWALE	— — — —	GAS METER
TO BE REMOVED	T.B.R.	GAS VALVE
TO BE REMOVED & RELOCATED	T.B.R. & R.	WATER METER
TO BE USED IN PLACE	U.I.P.	WATER VALVE
ADJUST TO GRADE	A.T.G.	HYDRANT
BACK OF CURB	B.C.	WATER SHUT OFF
FACE OF CURB	F.C.	SPRINKLER HEAD
WATER MAIN	— W — W —	IRRIGATION VALVE BOX
GAS MAIN	— G — G —	WELL
UNDERGROUND TELEPHONE	— T — T —	TEST HOLE
OVERHEAD WIRE	— OHE — OHE —	CABLE TV BOX
UNDERGROUND ELECTRIC	— E — E —	LIGHT STANDARD
SILTATION CONTROL	— X — X —	CLEAN OUT
FOUND CROSS	X	SANITARY MANHOLE (EXISTING)
FOUND IRON PIPE	●	STORM SEWER MANHOLE (EXISTING)
SET IRON ROD	⊙	STORM SEWER DRAIN (EXISTING)
BENCHMARK	⊕	GRATE INLET (EXISTING)
TRAFFIC SIGNAL BOX	⊞	AREA INLET (EXISTING)
PHONE BOX	⊞	GENERAL SURFACE DRAINAGE
UTILITY MANHOLE	⊞	EXISTING CONTOUR
BOLLARD	⊞	TREE LINE
MAILBOX	⊞	SAN. SEWER (EXISTING)
SIGN	⊞	STORM DRAIN (EXISTING)



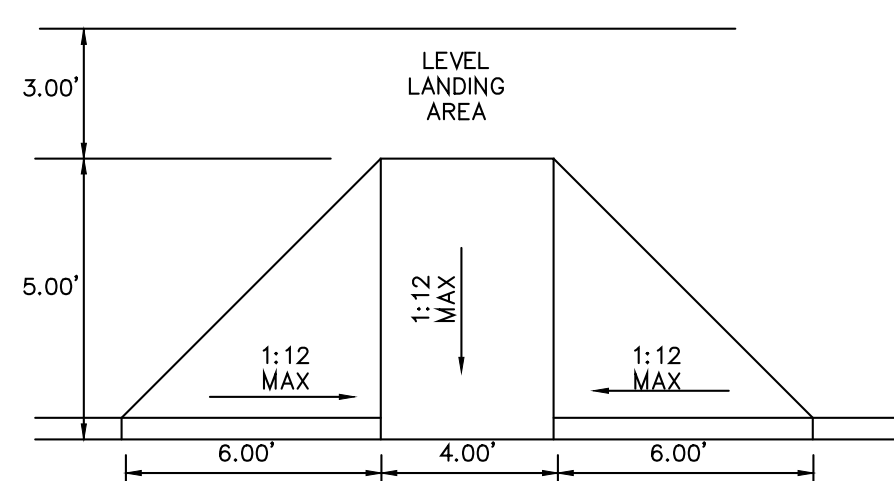
TYPICAL
PARKING STALLS
(n.t.s.)



ACCESSIBLE SIGN
(n.t.s.)



ACCESSIBLE PARKING SIGN
(n.t.s.)



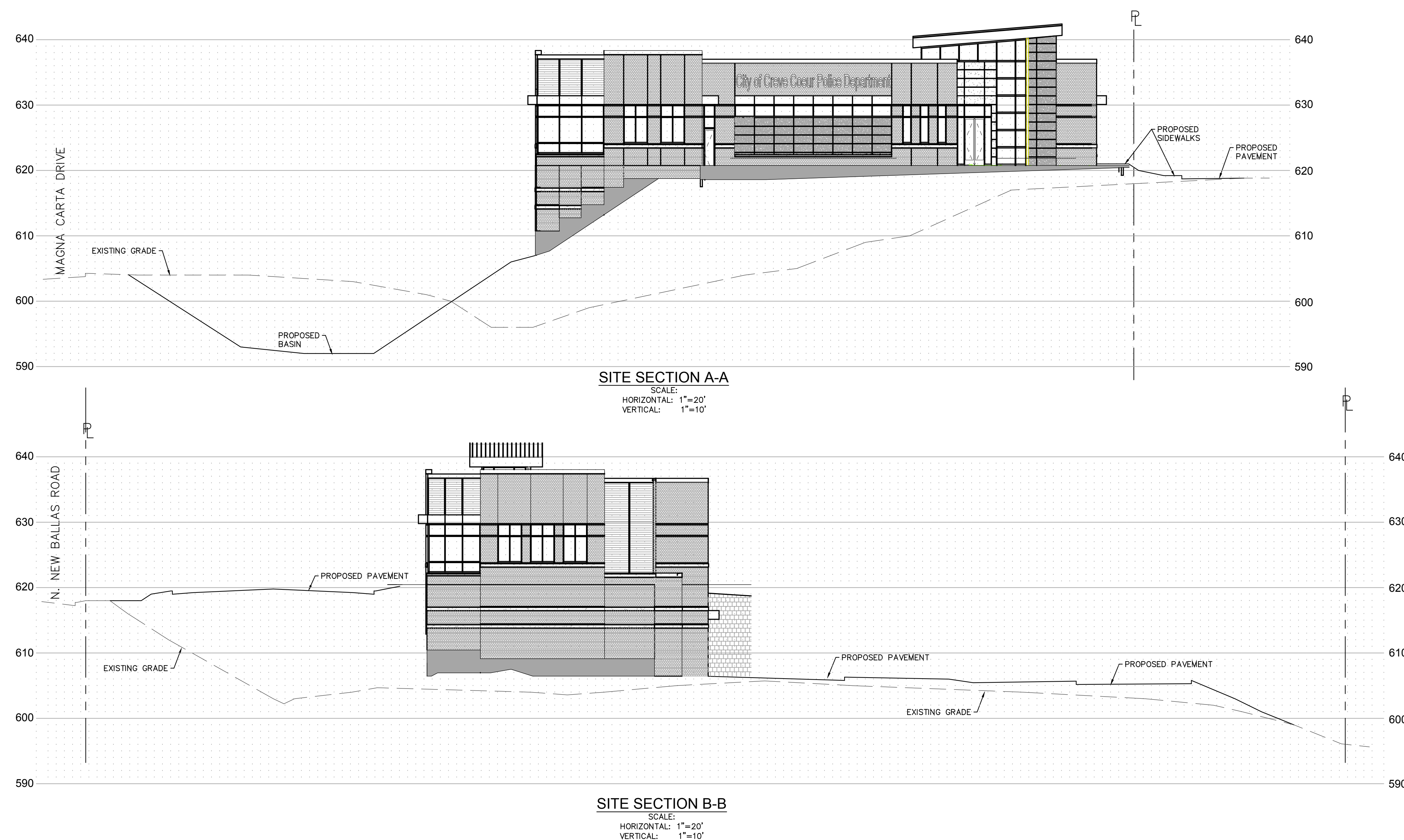
ACCESSIBLE RAMP DETAIL
(n.t.s.)

Prepared for:

ARCHIMAGES, INC.
143 WEST GUNTON PLACE
ST. LOUIS, MISSOURI 63122
(314) 965-7445

Prepared By:

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CIVIL ENGINEERING
DESIGN CONSULTANTS
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Fax: 314.729.1404
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www.cedc.net

CEDC
CIVIL ENGINEERING
DESIGN CONSULTANTS

Site Development Plan for
CREVE COEUR POLICE STATION
300 NORTH NEW BALLAS
CREVE COEUR, MO 63141

Attachment: Police SDP Submitted 8-15-2017 (#17-026 New Police Station)

Proj. # 1639

No.	Description	Date
City Submittal	7/21/17	
City Resubmittal	8/14/17	

TITLE SHEET

SDP01

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CIVIL ENGINEERING
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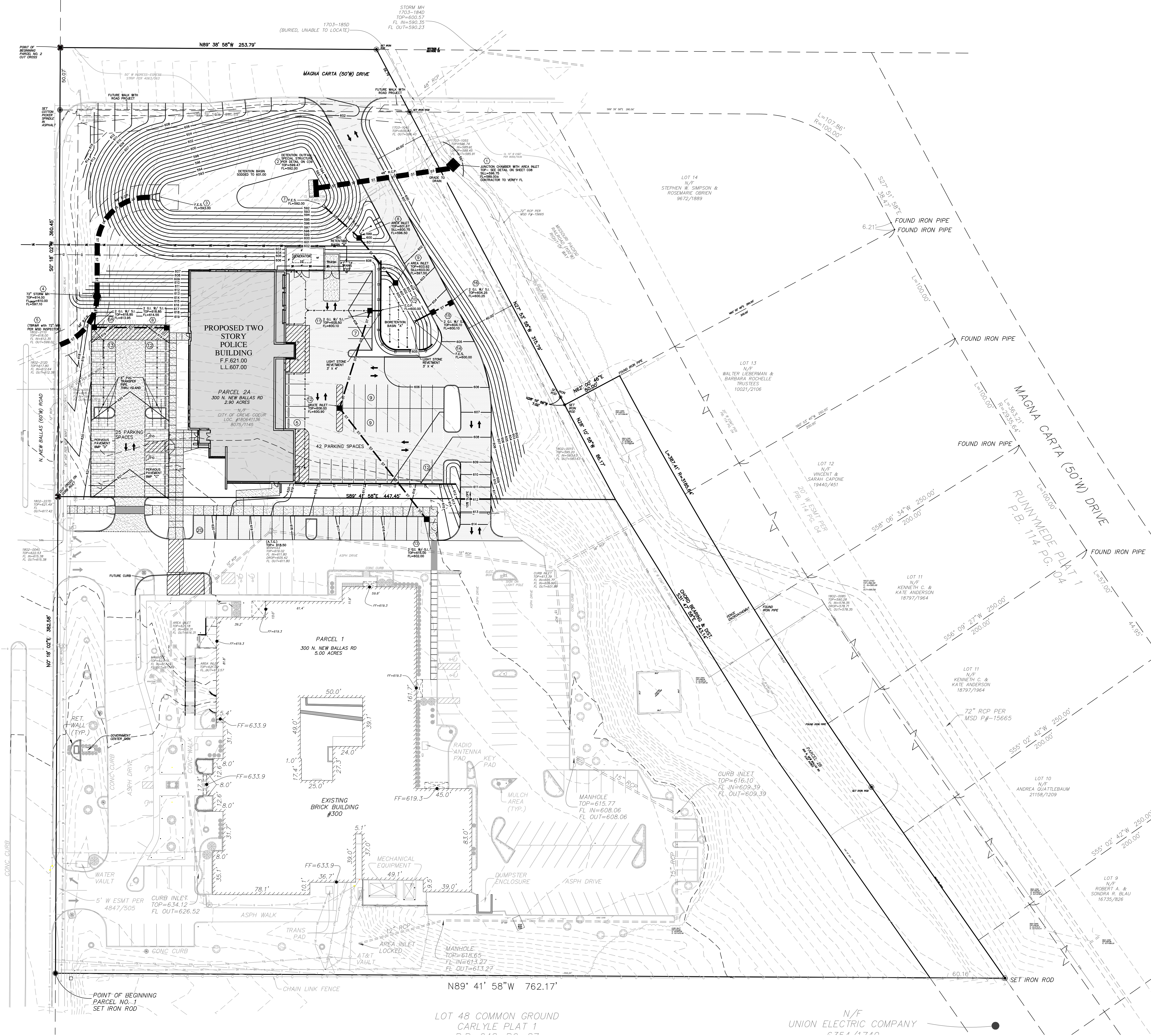
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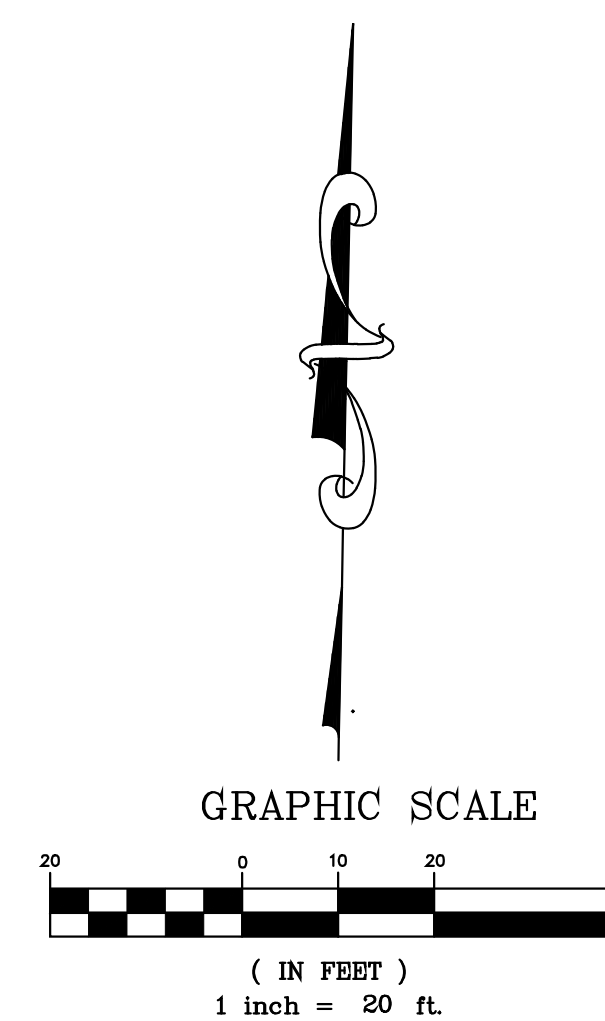
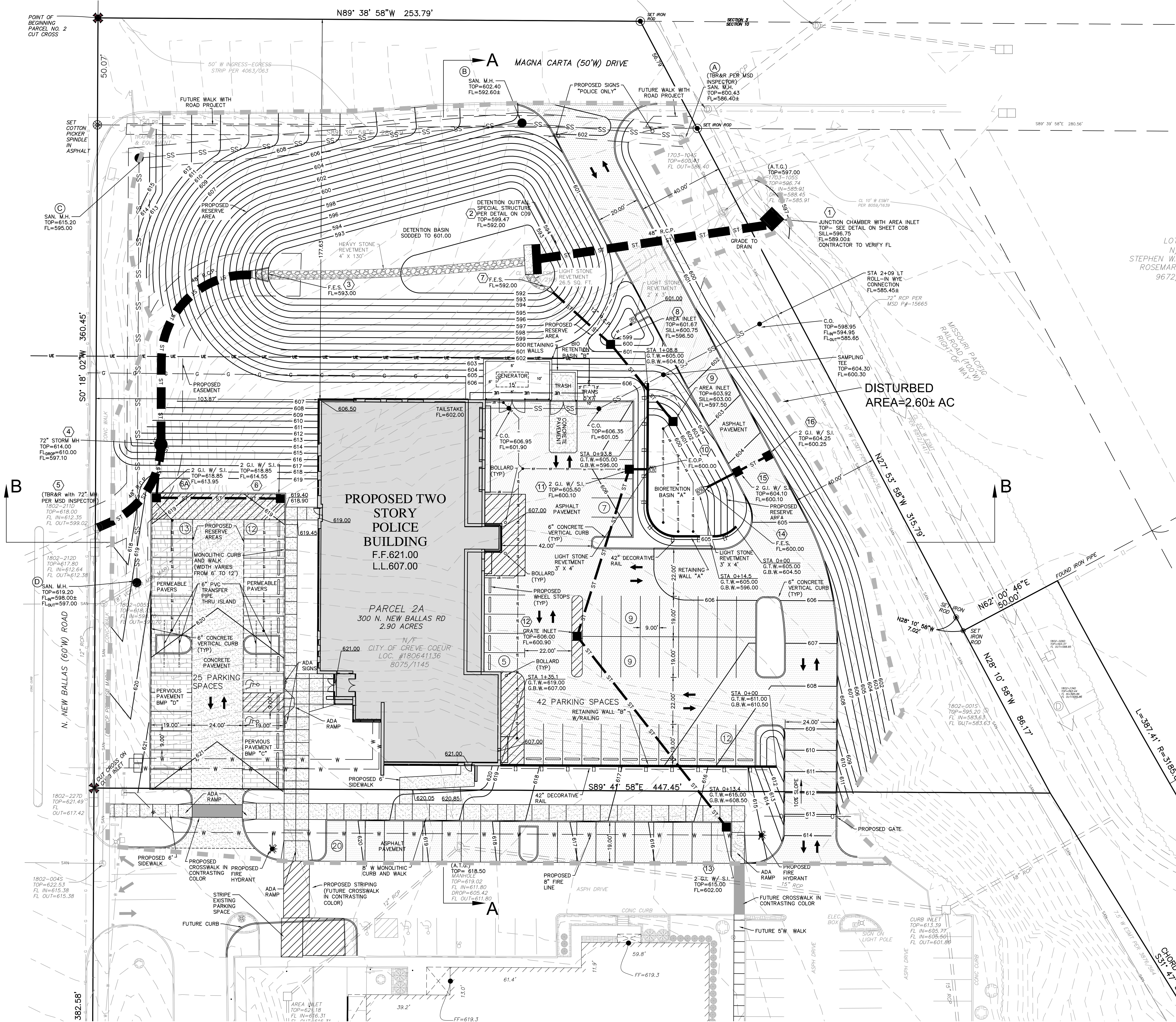
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OVERALL SITE
DEVELOPMENT
PLAN

SDP02





PLANTING, WATER and MULCH REQUIREMENTS

WATER AVAILABILITY	REQUIRED PERIOD	MINIMUM CONTAINER SIZE	WATER REQUIREMENT FIRST 3 WEEKS	WATER REQUIREMENT AFTER 3 WEEKS	MAXIMUM MULCH DEPTH
NO AVAILABILITY TO WATER AFTER	LATE FEB. - APRIL ONLY	2.25" x 3.75" LARGER	WATER EACH PLUG IMMEDIATELY		1.5" FOR PLUGS
MANUAL WATERING WITH STANDARD SPRINKLER	LATE FEB. - EARLY JUNE & OCTOBER	4.5" x 9.0" LARGER	1" (60 MIN.) EVERY 4 DAYS	1" (60 MIN.) EVERY 4 DAYS UNTIL PLANTS UNTIL ESTABLISHED	1.5" FOR PLUGS 2.5" FOR QUARTS
AUTOMATIC IRRIGATION (WATER MORE FREQUENTLY THAN NORMAL DURING FIRST TWO MONTHS AFTER PLANTING)	LATE FEB. - EARLY OCTOBER	2.25" x 3.75" LARGER	1" (60 MIN.) EVERY 4 DAYS IN SPRING AND FALL 1" (60 MIN.) EVERY 3 DAYS IN SUMMER	1" (60 MIN.) EVERY 2 DAYS UNTIL PLANTS ESTABLISHED	1.5" FOR PLUGS 2.5" FOR QUARTS

BIO-RETENTION MAINTENANCE PROCEDURES

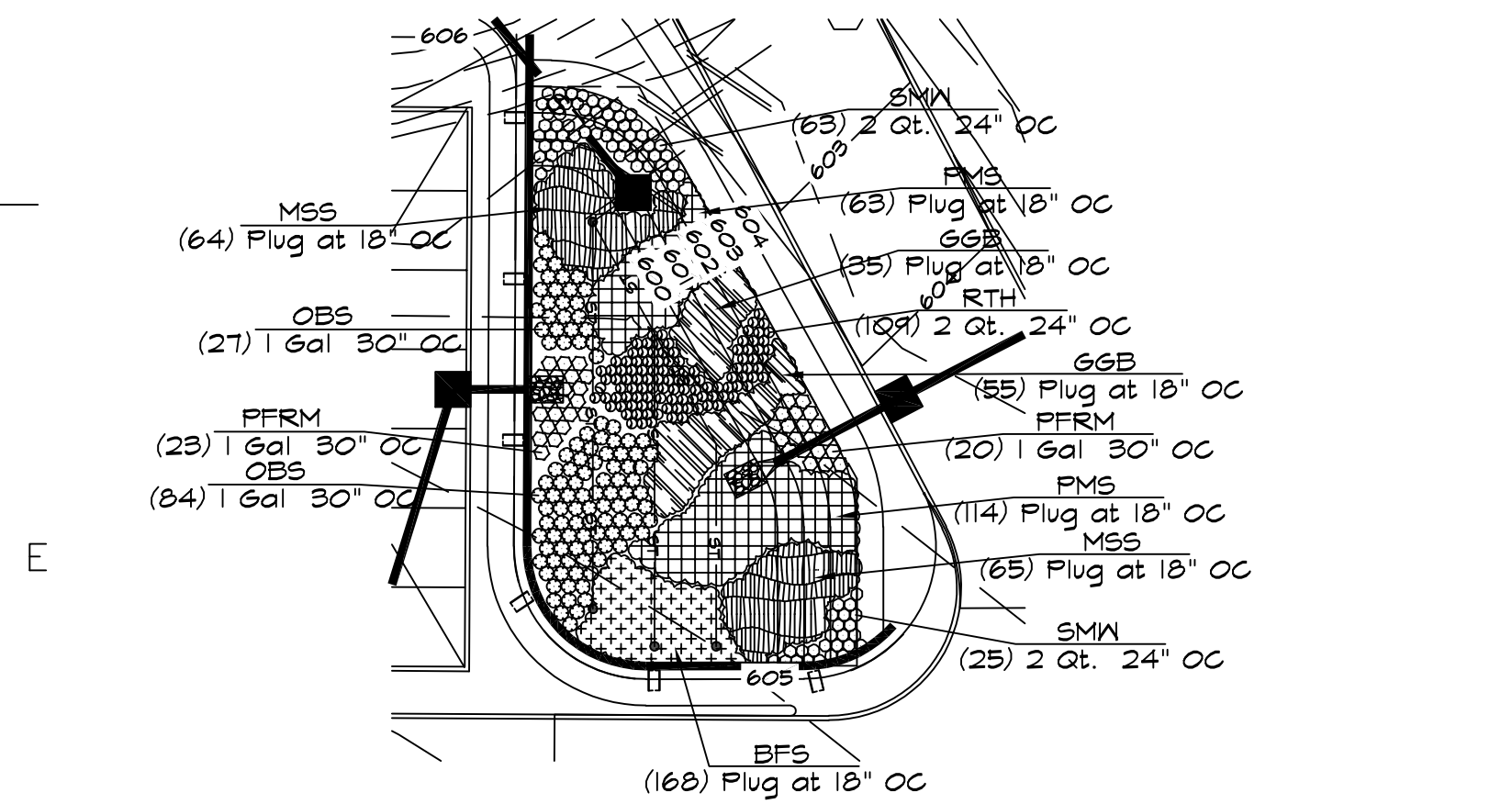
- ADD 2-4 INCHES OF MULCH (SEE CIVIL DINGS FOR TYPE) TO THE ENTIRE NEWLY PLANTED RAIN GARDEN/BIO-RETENTION AREA. DO NOT COVER THE CROWNS OF THE PERENNIALS, REPLENISH THE MULCH AS NEEDED.
- AVOID FINE CUT OR LIGHTER WEIGHT MULCHES AS THEY FLOAT IN WET CONDITIONS. PRUNE ANY DEAD, DISEASED OR DAMAGED PLANTS AS SOON AS THE PROBLEM IS NOTICED. DEAD/HEAD PLANTS AS NEEDED AND DIVIDE PERENNIALS EVERY 3-4 YEARS AS NEEDED. LEAVE STEMS AND SEED HEADS STANDING IN FALL/WINTER TO ADD VISUAL INTEREST AND TO PROVIDE FOOD AND COVER FOR BIRDS.
- PRUNE THE FOLIAGE OF PERENNIALS WHEN THEY DIE BACK FOR THE WINTER AND ORNAMENTAL GRASSES BEFORE NEW GROWTH BEGINS IN THE SPRING.
- HAND WEED BIWEEKLY UNTIL PLANTS ARE ESTABLISHED. THEREAFTER, REMOVE OR SPOT WEEDS AS NECESSARY.
- WATER THE GARDEN DURING ITS ESTABLISHMENT AND EXTENDED DRY PERIODS. ONE INCH OF WATER PER WEEK IS RECOMMENDED.
- DO NOT USE LAWN FERTILIZERS NEAR GARDEN AREA AS THIS WILL STIMULATE NEED GROWTH.
- EACH SPRING, MOW AND REMOVE DEAD VEGETATION. USE BURNING ONLY UNDER SUPERVISION OF LOCAL FIRE DEPARTMENT (NATIVE PLANTS THRIVE UNDER FIRE MANAGEMENT).

NOTE:

- CONTRACTOR TO PROVIDE SIGNED AND SEALED SHOP DRAWINGS TO BE APPROVED BY THE PROJECT ENGINEER AND MSD. CONTACT MSD AT 314/355-2012.
- DURING CONSTRUCTION, THE BIO-RETENTION AREAS MAY TRAP SEDIMENT. FINAL CONSTRUCTION AND PLANTING OF THE BIO-RETENTION AREAS SHALL BE COMPLETED AFTER SILT AND DEBRIS IS REMOVED.
- HEAVY EQUIPMENT SHALL BE KEPT OFF OF THE SOIL MIX DURING CONSTRUCTION OPERATIONS TO AVOID COMPACTING. FOOT TRAFFIC AND PRE-SOAKING TO AID NATURAL COMPACTION IS ALLOWABLE.
- SOIL PH SHALL FALL IN THE RANGE OF 5.5 AND 7.
- SEE CIVIL DRAWINGS FOR CROSS-SECTIONAL DETAILS OF MULCH AND SOIL MAKEUP.

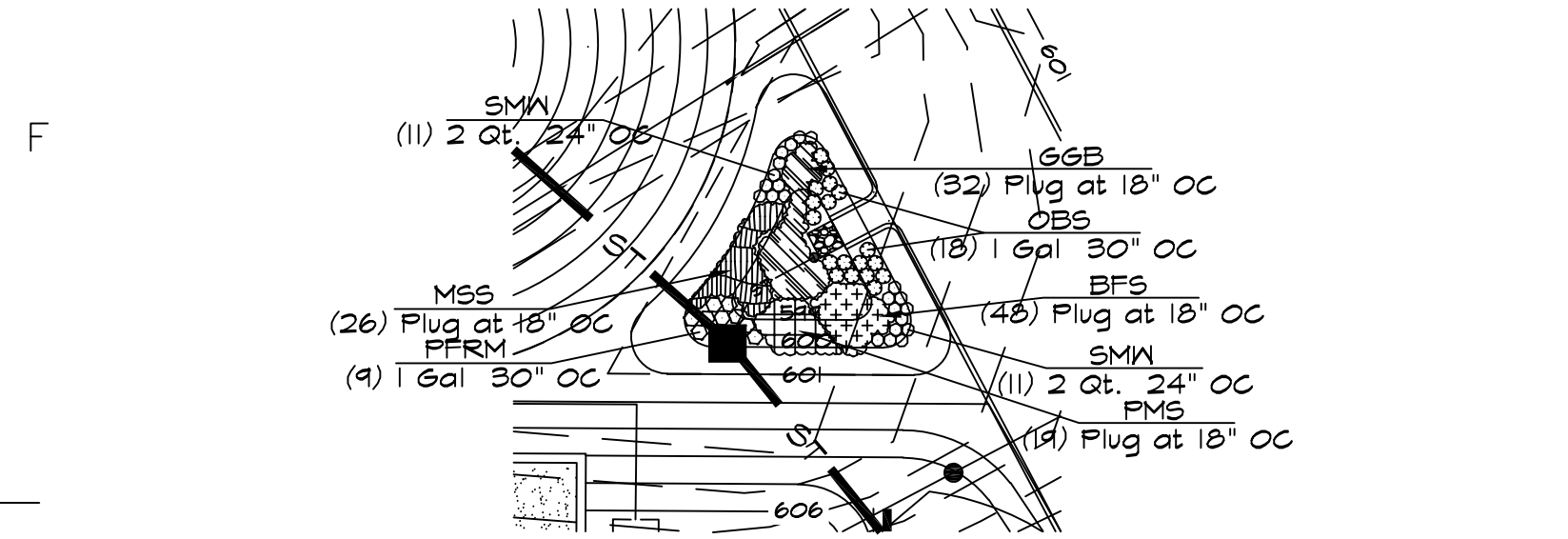
PLUG PLANTING NOTES:

- All plugs to be 4-1/2" deep X 2" diameter minimum.
- Plugs are to be planted in a hole dug with a trowel, spade or planting bar such that the hole is of a minimum diameter and depth to accommodate the plug and its roots, without damage.
- Plugs shall be spaced in a triangulated layout approximately 24" on center. Plugs shall be planted through erosion control blanket where appropriate.
- Obtain plugs from a reputable nursery.
- Water plugs upon completion of planting so that soil is moist but not saturated.
- If planting is delayed more than six hours after delivery, store plugs in the shade, protect from weather and mechanical damage and keep them moist and cool. All plugs shall be planted within 24 hours after delivery.



BIO-RETENTION "A"

SCALE: 1"=20'-0"



BIO-RETENTION "B"

SCALE: 1"=20'-0"

PLANT SCHEDULE

TREES	QTY	COMMON NAME / BOTANICAL NAME	SIZE
HACK	3	Common Hackberry / <i>Celtis occidentalis</i>	3" Cal.
GL	3	Greenspire Littleleaf Linden / <i>Tilia cordata</i> 'Greenspire'	3" Cal.
HM	5	Hedge Maple / <i>Acer campestre</i>	3" Cal.
RPO	1	Regal Prince Oak / <i>Quercus warei</i> 'Long' TM	3" Cal.
SAW	4	Santooth Oak / <i>Quercus acutissima</i>	3" Cal.
WO	3	Willow Oak / <i>Quercus phellos</i>	3" Cal.
OGRM	5	'October Glory' Maple / <i>Acer rubrum</i> 'October Glory'	3" Cal.
SHL	1	'Skyline' Locust / <i>Gleditsia triacanthos</i> 'Skyline'	3" Cal.
EVERGREEN TREES	QTY	COMMON NAME / BOTANICAL NAME	SIZE
REDP	3	Red Pine / <i>Pinus resinosa</i>	6'-7'
FLOWERING TREES	QTY	COMMON NAME / BOTANICAL NAME	SIZE
RB	1	Redbud / <i>Cercis canadensis</i>	2" Cal.
FRIN	4	White Fringetree / <i>Chionanthus virginicus</i>	2" Cal.
SHRUBS	QTY	COMMON NAME / BOTANICAL NAME	SIZE
CH	7	China Boy/Girl Holly / <i>Ilex meserveae</i> 'China Boy/Girl' TM	5 gal
DY	23	Dense Yew / <i>Taxus media</i> 'Densiformis'	18"-24"
DGBS	1	Dwarf Globe Blue Spruce / <i>Picea pungens</i> 'Globosa'	5 gal
DKL	22	Dwarf Korean Lilac / <i>Syringa meyeri</i> 'Palibin'	5 gal
GTJ	55	Gold Tip Juniper / <i>Juniperus chinensis</i> 'Gold Tip'	18"-24"
GVB	9	Green Velvet Boxwood / <i>Buxus</i> 'Green Velvet'	5 gal
LHI	7	Little Henry Sweetspire / <i>Itea virginica</i> 'Little Henry' TM	5 gal
BAY	12	Northern Bayberry / <i>Myrica pensylvanica</i>	24"-30"
RRCM	2	Red Rocket Crape Myrtle / <i>Lagerstroemia</i> 'Red Rocket'	24"-30"
RCA	7	Rose Creek Abelia / <i>Abelia x grandiflora</i> 'Rose Creek'	5 gal
SGJ	30	Sea Green Juniper / <i>Juniperus chinensis</i> 'Sea Green'	24"-30"
SSH	3	Strawberry Sundae Hydrangea / <i>Hydrangea paniculata</i> 'Strawberry Sundae'	5 gal
CLE	5	'Hummingbird' Summersweet / <i>Clethra alnifolia</i> 'Hummingbird'	5 gal
ANNUALS/PERENNIALS	QTY	COMMON NAME / BOTANICAL NAME	SIZE
BBL	89	Big Blue Liriope / <i>Liriope muscari</i> 'Big Blue'	1 gal
HRD	27	Happy Returns Daylily / <i>Hemerocallis</i> hybrid 'Happy Returns'	1 gal
LE	10	Lamb's Ears / <i>Stachys byzantina</i> 'Silver Carpet'	1 gal
FORBS	QTY	COMMON NAME / BOTANICAL NAME	SIZE
OBS	129	Ozark Blue Star / <i>Amsonia illustris</i>	1 Gal @ 30" OC
PFRM	52	Party Favor Rose Mallow / <i>Hibiscus lasiocarpus</i>	1 Gal @ 30" OC
RTH	109	Rose Turtle-Head / <i>Chelone obliqua</i>	2 Qt. @ 24" OC
SMN	110	Swamp Milkweed / <i>Asclepias incarnata</i>	2 Qt. @ 24" OC
GRASSES	QTY	COMMON NAME / BOTANICAL NAME	SIZE
MG	3	Maiden Grass / <i>Miscanthus sinensis</i> 'Gracillimus'	5 gal
GROUND COVERS	QTY	COMMON NAME / BOTANICAL NAME	SIZE
	62	Mixed Annuals / Min. of Five Varieties	2.25" Pot
NATIVE GRASSES	QTY	COMMON NAME / BOTANICAL NAME	SIZE
	216	Brown Fox Sedge / <i>Carex vulpinoidea</i>	Plug at 18" OC
	122	Great Green Bulrush / <i>Scirpus atrovirens</i>	Plug at 18" OC
	155	Morning Star Sedge / <i>Carex grayi</i>	Plug at 18" OC
	196	Palm Sedge / <i>Carex muskingumensis</i>	Plug at 18" OC

REVISIONS	BY
1/20/17	RAM
8/14/17	RAM

Landscape TECHNOLOGIES

67 Jordan Capital Drive
St. Charles, Missouri 63304
MO Landscape Architectural Corporation #2000009182
Fax: (636) 923-4593

Missouri Seal

RANDALL W. MARDIS
REGISTERED LANDSCAPE ARCHITECT
NO. 13311
DATE: 8/14/17

RANDALL W. MARDIS
MISSOURI LANDSCAPE ARCHITECT #000019
DATE: 8/14/17

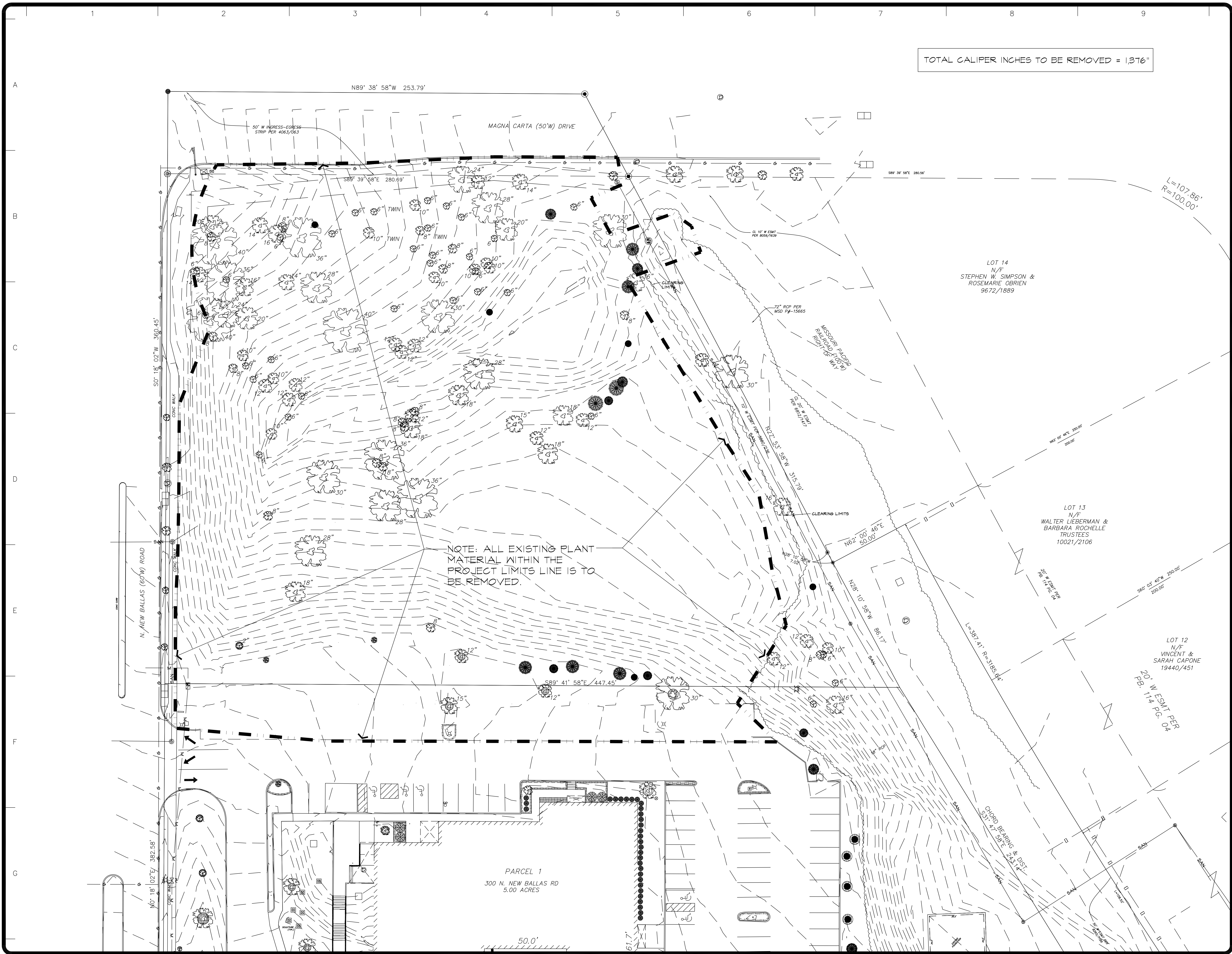
Master Planting Plan

Creve Coeur Police Station

300 North New Ballas

Creve Coeur, Missouri 63141

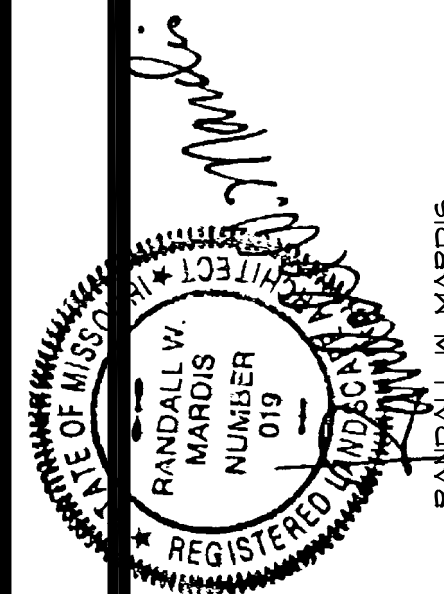
DRAWN	R. MARDIS
CHECKED	RAM
DATE	5/25/17
SCALE	1"=20'-0"
JOB No.	2017-186
SHEET	



TOTAL CALIPER INCHES TO BE REMOVED = 1,376"

REVISIONS BY	
7/20/17	RAM
8/14/17	RAM

Landscape
TECHNOLOGIES
67 Jacobs Capital Drive
St. Charles, Missouri 63304
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Fax: (636) 423-4593
MO Landscape Architectural Corporation #2000009182



RANDALL W. MARDIS
MISSOURI LANDSCAPE ARCHITECT 000019
DATE: 8/14/17
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Master Planting Plan
Creve Coeur Police Station
300 North New Ballas
Creve Coeur, Missouri 63141

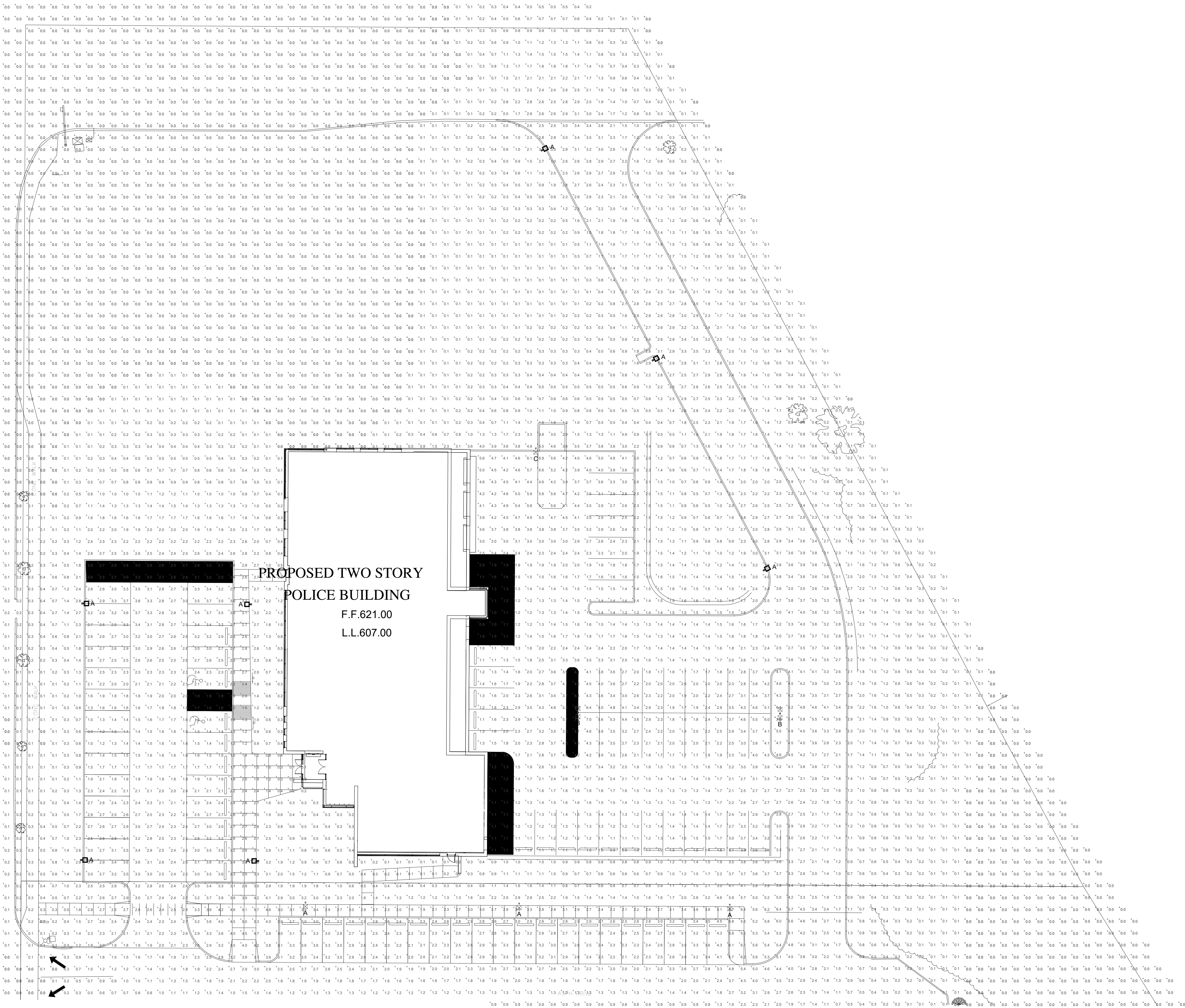
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R. MARDIS
CHECKED
RAM
DATE
8/25/17
SCALE
1"=20'-0"
JOB No.
2017-186
SHEET

L-3

OF THREE SHEETS

LIGHT FIXTURE SCHEDULE

MARK	MANUFACTURER	CATALOG	# LAMPS	TYPE	FINISH	MOUNTING	REMARKS
A	GLEON	GLEON-AF-02-LED-E1-T3-GM-QM	LED		Graphite Metallic		
B	GLEON	GLEON-AF-02-LED-E1-T4FT-GM-QM	LED		Graphite Metallic		
C	GLEON	GLEON-AF-02-LED-E1-T4W-GM-QM	LED		Graphite Metallic		



1 SITE PLAN LIGHTING CALCULATIONS

A1/A701 1" = 20'-0"

R. Gregory Garner
MO Architect License No. A-006403
Expires: 12/31/14

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CREVE COEUR POLICE
DEPARTMENT

SITE PLAN LIGHTING CALCULATIONS

Revision

No.

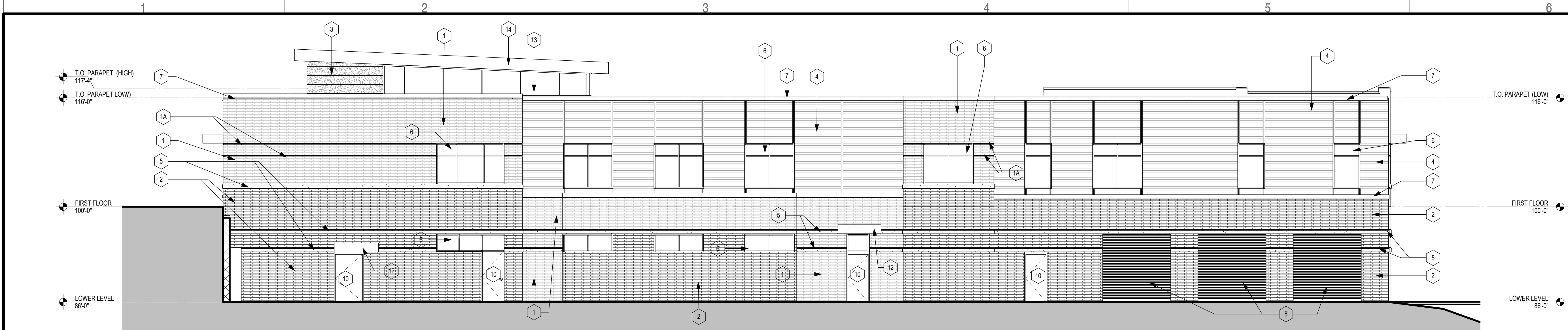
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Project No.
1311

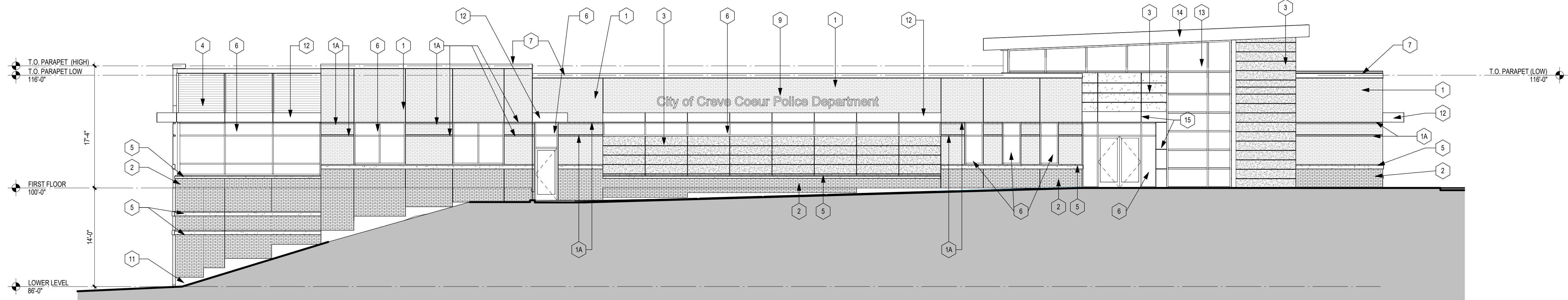
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Date
JULY 21, 2017

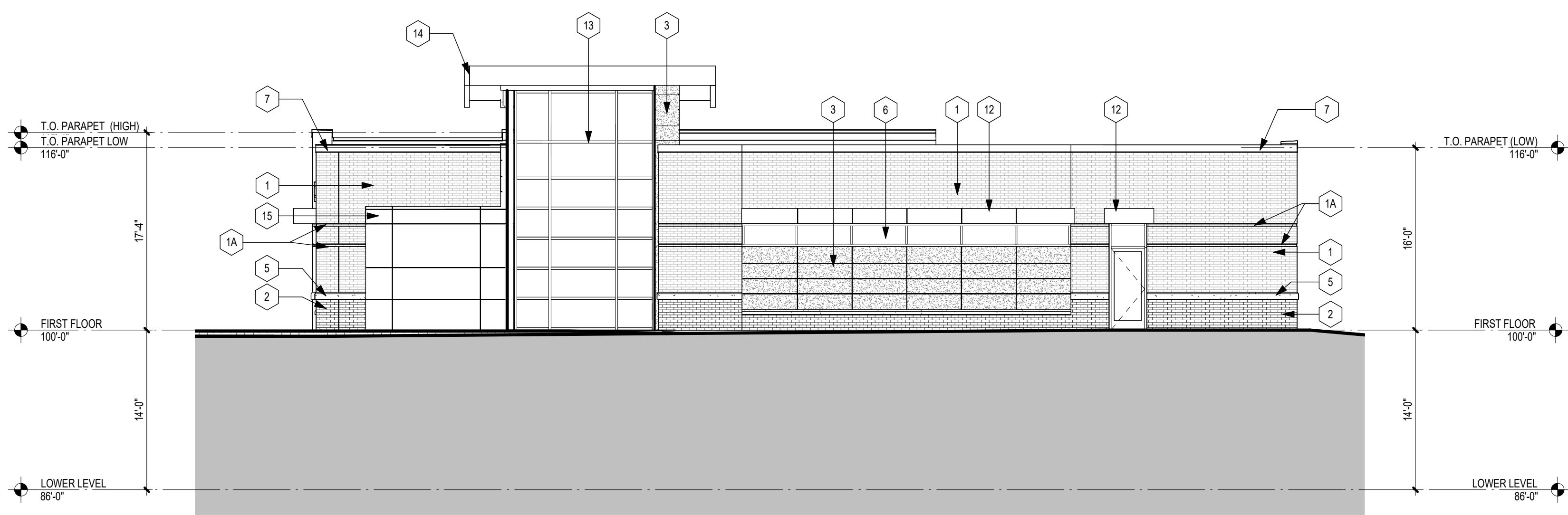
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Author [Drawn by]



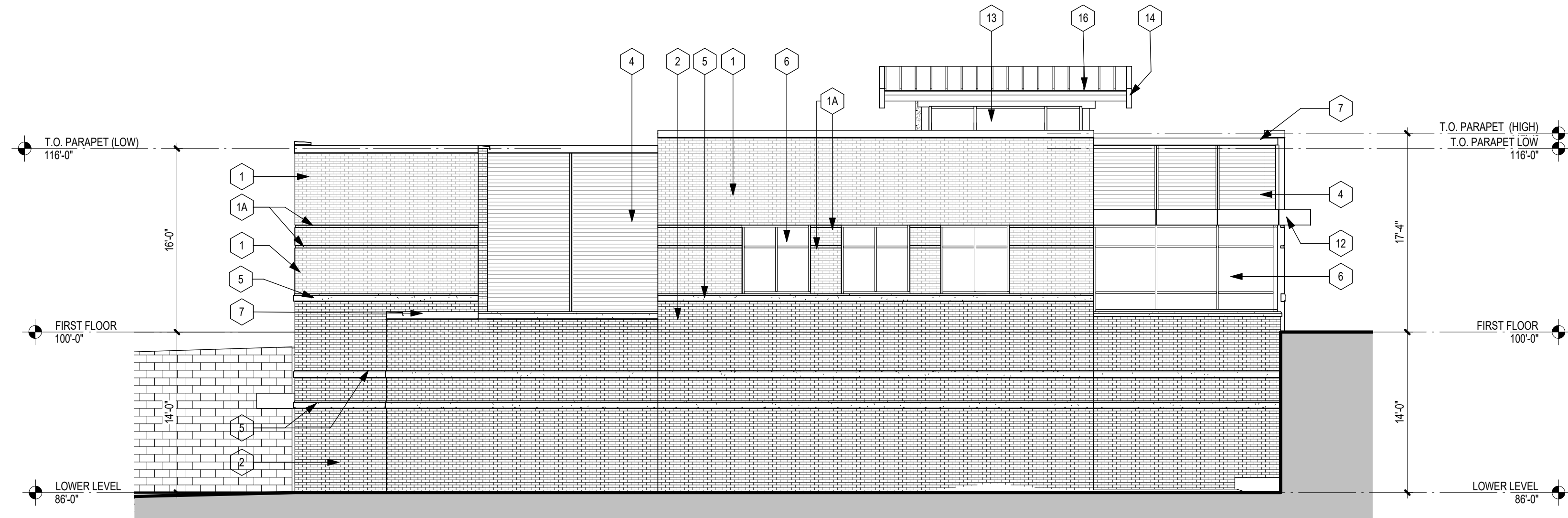
E1 EAST ELEVATION
1/8" = 1'-0"



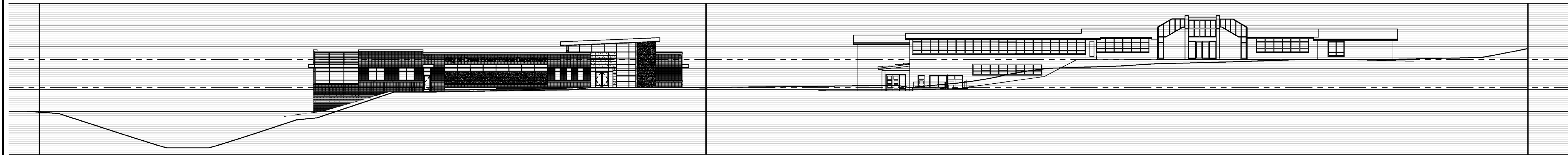
D1 WEST ELEVATION
1/8" = 1'-0"



C1 SOUTH ELEVATION
1/8" = 1'-0"



C4 NORTH ELEVATION
1/8" = 1'-0"



A1 EXISTING CONDITIONS/ NEW BUILDING ELEVATIONS
NOT TO SCALE

EXTERIOR ELEVATIONS KEYED NOTES

MARK	DESCRIPTION
1	BRICK VENEER COLOR 1 (LIGHT COLOR)
1A	RECESSED BRICK BAND - COLOR 1 (LIGHT COLOR)
2	BRICK VENEER COLOR 2 (DARK COLOR)
3	ACCENT PANELS. MATERIAL TO BE DETERMINE
4	HORIZONTAL RIBBED MTL. PANEL W/ CONCEALED FASTENERS
5	CAST STONE BAND. SEE WALL SECTIONS FOR ADDITIONAL INFORMATION
6	ALUMINUM & GLASS STOREFRONT SYSTEM, THERMALLY BROKEN CENTER SET WITH 1" INSULATED GLASS. CLEAR ANODIZED FINISH GLASS. SOLAR BAND 60 (2) CLEAR + CLEAR
7	PREFINISHED METAL COPING
8	INSULATED OVERHEAD DOOR
9	16" SIGNAGE LETTERS ON STANDOFF. PROVIDE WD BLOCKING
10	INSULATED METAL DOOR & FRAME PAINTED TO MATCH SIDING
11	CONCRETE FOUNDATION (OR RETAINING) WALL. EXPOSED AREAS SHALL HAVE A SMOOTH FINISH. VOID OF ANY FORM MARKS. FITS OR PROTRUSIONS. CONCRETE SURFACE TO MEET THE REQUIREMENTS OF AC 308.3R-13. CLASS OF SURFACE A. CONCRETE SURFACE CATEGORY CSC 3. EXPOSED AREAS TO BE PAINTED TO MATCH ADJACENT BRICK
12	METAL COMPOSITE EYEBROW COLOR TO MATCH STOREFRONT FINISH (CLEAR ANODIZED FINISH)
13	CURTAIN WALL WINDOW SYSTEM WITH INSULATED GLASS
14	METAL COMPOSITE ROOF FASCIA. COLOR TO MATCH STOREFRONT FINISH (CLEAR ANODIZED FINISH)
15	METAL COMPOSITE WALLS COLOR TO MATCH STOREFRONT FINISH (CLEAR ANODIZED FINISH)
16	STANDING SEAM METAL ROOF

R. Gregory Garner

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Creve Coeur, MO

Proposed New Facility for:
Creve Coeur Police
Department

xxx Address

EXTERIOR ELEVATIONS

Project No.
16189

Sheet No.
A202

Date
08/14/2017



Creve Coeur Police Department

Creve Coeur, Missouri

143 W. Clinton Place
St. Louis, MO 63122
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