



AGENDA
PLANNING AND ZONING COMMISSION MEETING
CITY OF CREVE COEUR, MISSOURI
MONDAY, OCTOBER 23, 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. September 18, 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. Application #17-027: Text Amendments To Various Sections Of The City's Zoning Ordinance Regarding Residential Development. Request To Continue To November 6, 2017**

Jason Jaggi, the Director of Community Development, on behalf of the City of Creve Coeur, has submitted for a text amendment to revise various sections of the Zoning Ordinance that would affect residential development that include but are not limited to, providing clarification on allowable encroachments within a front yard setback, providing greater definition for yards as they relate to overall lot dimensions for corner lots, and establishing requirements for sports courts. Also under consideration are revisions of the site coverage allowances for permeable pavers or concrete, and measuring building height based upon existing grade versus proposed grade and establishing new requirements for fences. Staff sent out a public notice to the City's Subdivision Trustees, local contractors and builders, and the Home Builders Association of St. Louis for additional comments for the Planning and Zoning Commission Meeting of November 6, 2017. A motion to continue the item until that time is necessary.

2. Application #17-034: A Minor Site Development Plan For A Fence Within The Front-Yard Setback Along Ladue And Mosley Roads For The Property At 1 West Ladue Estates

John Headrick, homeowner, has submitted an application for a 4 ½ foot tall, open picket aluminum fence within the setback, approximately 17 feet from Mosley Road for approximately 136 feet, and 13 feet from the property line along Ladue Road, for the property addressed as 1 W. Ladue Estates Drive. The subject property is zoned A Single Family District, which has a front yard setback of 50 feet along S. Mosley Road, Ladue Road, and West Ladue Estates Drive.

3. PUBLIC HEARING. Application #17-028: The Rezoning Of 11318 Olive Boulevard To Planned Commercial Development District For The Renovation Of The Existing Building Into A 260 Room Hotel, With A Free Standing Restaurant And Commercial/Retail Buildings

Fred Kummer, of Kummer Hotel Development, LLC has submitted an application to rezone the property at 11318 Olive Boulevard to the PCD-Planned Commercial Development District for a new 260 room hotel, a 20,000 square foot multi-tenant retail/commercial building, and a 7,000 square foot freestanding restaurant. The

proposal also includes application #17-029 to amend Section 405.390(D)(2)(b)(1) of the planned commercial development requirements to allow for secondary access to an arterial road (Mosley Road), with primary access from Olive Boulevard.

4. PUBLIC HEARING. Application #17-029: To Amend Section 405.390(D)(2)(B)(1) Of The Planned Commercial Development Requirements To Allow For Secondary Access To An Arterial Road With Primary Access From Olive Boulevard.

Timothy Tryniecki, of Armstrong Teasdale, on behalf of Kummer Hotel Development, LLC, has submitted an application to amend Section 405.390(D)(2)(b)(1) of the Planned Commercial Development requirements to allow for secondary access to an arterial road (Mosley Road), with primary access from Olive Boulevard, in conjunction with the rezoning of 11318 Olive Boulevard (also addressed as 11330 Olive Boulevard), the former HBE Office Building to the Planned Commercial Development District, to convert the existing building into a hotel, with a commercial/retail building and a free standing restaurant.

WORK AGENDA

DEPARTMENT REPORTS

1. Director of Community Development

ADJOURNMENT

Posted: _____
Jason W. Jaggi
Planning Director



DRAFT MINUTES
PLANNING AND ZONING COMMISSION MEETING
CITY OF CREVE COEUR, MISSOURI
MONDAY, SEPTEMBER 18, 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
Don Magruder	Commission Member
Heather Silverman	Commission Member
Matthew Schuh	Commission Member

The following staff were also present: Carl Lumley, City Attorney; Jason Jaggi, Director of Community Development; Whitney Kelly, City Planner; and, Jessica Stutte, Planning Assistant/ Recording Secretary.

ACCEPTANCE OF THE AGENDA

Ms. Kistner suggested they move application 17-30 before 17-027.
 A motion to approve the agenda as amended was made by Ms. Silverman.
 All voted Aye.

APPROVAL OF MINUTES

1. September 5, 2017 Planning and Zoning Commission Draft Meeting Minutes

A motion was made to approve the agenda by Ms. Silverman and seconded by Mr. Rovak
 All aye.

PUBLIC COMMENT

UNFINISHED BUSINESS

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

Mr. Rovak made a motion to continue the item to the October 2, 2017 meeting, Ms. Silverman seconded.
All aye.

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

NEW BUSINESS

1. Public Hearing. Application #17-027: Text Amendments to Various Section of the City's Zoning Ordinance Regarding Residential Development

Those speaking to the request were sworn in.

Mr. Jaggi went over the objectives of the text amendment and the specific items up for discussion.

Mr. Jaggi went over building height and how neighboring municipalities address it. He covered the terms and definitions and how grade and permitted height would be determined to be allowed.

Mr. Jaggi stated they would be seeking input from developers and engineers in regards to the text amendment prior to seeking approval.

Some questions were asked on how to determine grade in and out of its natural state.

Mr. Jaggi said in some cases grading would need to be submitted at the time of the demo permit application.

Ms. Silverman asked how many cities require something similar.

Mr. Jaggi said there were 4-5 nearby who take a similar approach.

Mr. Carney asked about walk out basements.

Mr. Jaggi said it would depend on grade and height.

Mr. Jaggi said he consulted with Building Staff and they could not find one example where height was an issue.

Mr. Lumley asked about castle-like towers.

Mr. Jaggi said the mean height would include turrets.

Ms. Kistner said between subdivisions the grading was sometimes very substantial.

Mr. Jaggi moved on to discuss permeable pavers and said they are proposing pavers be limited to being counted at 50% as they are still like a hardscape.

Mr. Rovak asked about drainage.

Mr. Jaggi said permits would require showing how the pavers would be constructed to show drainage.

Ms. Kelly went over sports courts and that they would like to further expand the definition. She pointed out the reference to swimming pools was a clarification to tidy up the code.

Ms. Kelly went over walls, wing walls, columns and fences. She said they were seeking to clarify the definitions.

She said they were proposing reviewing gates, columns and fences at the same time.

There was some discussion by the committee on columns.

Ms. Kelly moved on to front porches.

There was some discussion on the projection of the porch into the setback.

Mr. Carney asked if there was any review of hedges currently.

Ms. Kelly said there was not.

Mr. Jaggi spoke to the definition of yards. He said they were proposing clarity on defining the yards based on the dimensions of the lot. He said Clayton, Ladue and Olivette were already doing what staff was proposing.

Mr. Jaggi showed 6 Ladue Meadows as an example of a corner lot with 2 front yard setbacks and showed what it would look like if requirements were changed. He said this was a common occurrence and they were seeking overall clarity for residents.

Ms. Kelly explained the setbacks for Single Family Residential A.

Mr. Schuh asked if there were any absurd outcomes from the proposal.

Ms. Kelly said she was not aware of any.

Mr. Tim Broughton of 6 Ladue Meadows spoke to the nature of the orientation of his home and the limitations he faced due to the current definition of setbacks.

Ms. Kelly suggested they vote on this issue tonight if the Commission was comfortable.

Ms. Kelly went over fences and proposed eliminating white vinyl fences. Chain link fences were also addressed and proposed to be darker colors to blend in.

Ms. Kistner asked people to consider the impact of total prohibition of chain link fences.

Discussion was had regarding raw metal vs. a decorative metal.

Mr. Jaggi said they wanted to present them to them for consideration.

The Commission had concerns about the prohibition of chain link fence and asked if that is something staff could do case by case.

Mr. Jaggi said it was subjective and they would not be comfortable doing that, but specifying certain allowed colors would give them direction.

Ms. Silverman asked if they were setting a standard for people who can't afford other materials.

Mr. Carney said he was more comfortable specifying color.

Ms. Kistner said she was not comfortable with chain link fences in the side yard.

Mr. Carney said he thought coated vinyl was ok, but the City just put up a chain link fence by the golf course.

Ms. Kelly said it would be residential only.

Mr. Carney said he understood, but the chain link fence the golf course put up backs up to a residential area.

Some discussion was held on how to enforce "discouragement".

Mr. Schuh asked if someone could ask for a chain link fence from the commission.

Ms. Kelly said it would go before the Board of Adjustment for a variance and it was unlikely such a variance would be granted.

Mr. Jaggi spoke briefly to driveways and defining driveways.

Mr. Jaggi pointed out a proposed correction item in Section 405.1030.

Mr. Lumley entered the exhibits and the Chair closed the public hearing.

A motion was made to continue the Text Amendment with the exception of approval of the proposed change to section 405.630B.

RESULT: PARTIAL APPROVAL TO SECTION 405.630B

RESULT:	CONTINUED [UNANIMOUS]	Next: 10/2/2017 6:30 PM
MOVER:	Matthew Schuh, Commission Member	
SECONDER:	Don Magruder, Commission Member	
AYES:	Carney, Rovak, Kistner, Hall, Magruder, Silverman, Schuh	

2. PUBLIC HEARING. Application #17-030: Conditional Use Permit and Site Development Plan for New 1,400 Square Foot Entrance Lobby Area for Traditional Congregation of Creve Coeur at 12437 Ladue Road

Those speaking to the request were sworn in.

Mr. Stock reviewed the project and the request from Traditional Congregation. He said the site coverage would be well below the requirements. He said the addition did not require additional parking.

Mr. Tom Moore, of Mackey Architects, spoke to the new entrance for the facility. He showed the fiber cement sample that is intended to match the already existing limestone entrance.

Ms. Kistner asked about the sample size.

Mr. Moore said the actual pieces were about 16' high by 4' long.

Mr. Carney asked about the color of the aluminum.

Mr. Moore said it was a dark bronze aluminum to match existing brick.

Mr. Schuh asked if they had received any comment from the neighboring Elks Lodge.

Mr. Moore said he did not think so.

Ms. Kelly said the Conditional Use Permit would bring this site into compliance as one was not issued when the temple was annexed into the city.

Mr. Lumley entered the exhibits and the public hearing was closed.

Motion to approve subject to conditions set forth in the proposed ordinance. Seconded and approved unanimously.

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

WORK AGENDA

Mr. Jaggi talked briefly about a training opportunity for Commission members at UMSL.

DEPARTMENT REPORTS

Mr. Jaggi gave an update as to what projects would be on the agenda at the next few meetings.

Mr. Carney was selected to be chairman for the October 16th meeting as Chair Kistner and Vice Chair Rovak will be absent.

ADJOURNMENT AT 8:40 PM



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, October 23, 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 August 21, 2017 meeting, the Planning and Zoning Commission continued the public hearing to allow further review of the proposed sign ordinance amendments.

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:**

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

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: October 17, 2017
ATTACHMENTS: Draft revisions to the sign code prepared by staff
Graphic illustration of sign size comparison

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.

At the August 21, 2017, meeting, the Planning and Zoning Commission voted to continue the public hearing to allow additional time for the applicants to review the suggested changes by staff and to allow additional input from the City's Economic Development Committee (EDC).

The EDC did not meet during the month of September, however, they are scheduled to review the latest revisions to the sign ordinance at their meeting on October 19th. If the EDC wishes to provide comments on the proposed ordinance, they will be provided to the members of the Commission at the meeting.

After the August 21st meeting, staff met with the applicants' representative, Mr. David Hutkin, to review the changes that were presented to the Commission. Based on follow up discussions, additional changes to the draft ordinance were made which will be summarized in subsequent sections of this report.

SUMMARY OF KEY REVISIONS

Several adjustments to the revised sign code have been made since the August 21st meeting involving the following key elements:

- Allows an additional wall sign per use facing a street when the main entrance is internal to the development and does not face a street.
- Eliminates the requirement that properties must satisfy both minimum frontage and acreage requirements to be eligible for a low monument sign. The minimum frontage requirements have been eliminated and the property size categories have been adjusted.
- Changes the method for placement of low monument signs to require a minimum distance from edge of pavement plus one foot of setback from the property line compared to the previous method which required the sign to be placed a certain distance from the property line.
- Increases the allowable sign area for multi-tenant buildings (4+ tenants) by 5 square feet for properties under 5 acres.
- Allows one additional low monument sign at 30 square feet for properties that are greater than 5 acres that have two entrances from commercial streets.
- Included regulations to allow for a single wall sign for occupants of mixed-use buildings on the upper floors and for institutional and multi-family residential uses in commercial districts. Previously, these types of uses were not specifically addressed in the code.
- Modified placement criteria for real estate information signs to be the same as low monument signs.

The following highlight the specific requirements as proposed:

Wall Signs

For corner units or single uses on corner lots, or outlot buildings within a shopping center, staff has added language to allow an additional wall sign up to 50 square feet for buildings where the entrance faces internal to the development and where a different elevation faces a street. With this revision, a retail building could have a sign at the entrance and a second sign on another elevation that faces the street. A recent example with the retail building recently approved for Creve Coeur Pavilion necessitated the need to include such a provision.

This new provision is proposed as follows:

One (1) additional attached sign may be permitted per individual use, 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 or if the main entrance is internal to a development and does not face a street, and the main entrance is clearly designed not to be the rear of a building. The additional attached sign shall be located on a building elevation which does not face the same street as the primary attached sign and shall not be placed on the elevation that is used as a main entrance. In any event, no individual use shall have more than two (2) signs.

Low Monument Signs

The creation of two distinct categories for low monument signs continues to be proposed: (1) One to three tenants and, (2) Four tenants and above.

One to Three Tenant Buildings

For single to three tenant buildings, the following sign allowances were proposed at the August 21st meeting as follows:

Proposed on August 21st

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 qualifying criteria for a sign would be based solely on the amount of acreage of the site. The additional qualifier for minimum frontage of 300 feet has been eliminated. The proposed requirements are proposed as follows:

Current Proposal

Site Area	Sign Area	Height	Minimum Letter Height
30,000 SF – 2.0 acres;	25 SF	6-FT	None
2.0+ acres	35 SF	8-FT	None

The sign allowances for buildings with fewer tenants (one to three) result in a 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 single or a few tenant panels.

Four or More Tenant Buildings

For four or more tenant buildings, the following sign allowances were proposed at the August 21st meeting as follows:

Proposed on August 21st

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

For multi-tenant buildings with four or more tenants, changes have been made to adjust the size of signs to allow smaller multi-tenant properties to qualify for larger signs with 5 square feet of additional sign area for properties less than 5 acres and with the elimination of a minimum frontage requirement while maintaining minimum letter height requirements. The maximum height for signs is 8 feet, except for properties that are over 5 acres where 12 feet in height is allowed. The sign area allowances are being proposed as follows:

Current Proposal

Site Area	Sign Area	Height	Minimum Letter Height
30,000 SF – 2.0 acres	40 SF	8-FT	6-inches
2.0-5.0 acres	50 SF	8-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.

The proposed sign code now allows for a second smaller monument sign for larger multi-tenant properties greater than 5 acres when the property has two separate entrances from different streets and with frontages on Olive, North New Ballas, Craig and Lindbergh. This provision would allow two signs only if the property has frontages and access on both of the above listed streets. Other streets such as North Mason Road were not included as properties adjacent to these streets do not have any signs internal to the office park on the west side of the street and BJC is eligible for a master sign plan to address the signage needs for the hospital campus. Other commercial streets have properties that are less than 5 acres which would not seem to warrant an additional sign.

The proposed language for this provision is as follows:

Additional sign permitted: A project or development may have one (1) additional low monument sign if there are two (2) or more entrances from different streets. The additional sign shall be limited to 30 square feet and placed in accordance with the same provisions within this Section. This provision is available only to properties that have roadway access from two of the following streets: Olive Boulevard, Lindbergh Boulevard, North New Ballas Road, and Craig Road.

Design Standards

The Design Standards as presented at the August 21st meeting remain. A provision has been added to allow the Zoning Administrator to modify the required landscape area based on site constraints; otherwise, only technical changes have been made. These design standards would encourage high quality signs which would be applied to all new sign structures as follows:

- 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 required landscape area may be modified by the Zoning Administrator where it is found that due to pre-existing circumstances the provision of said landscape area will cause an undue burden on the ability to effectively use the property.
- 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 or otherwise be designed to provide a dimensional quality.
- When internally illuminated, sign faces shall be constructed of an opaque surface designed to illuminate the text or graphics.

Sign Setbacks and Separation for Ground Signs

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. The method of determining where to place the sign has been changed to require a minimum distance from the edge of pavement (15-feet for signs on properties under 5 acres, 20 feet for signs on properties greater than 5 acres). In addition to the distance from the roadway, all signs need to be at least 1-foot back behind the property line to allow room for maintenance, access and landscaping. Staff believes measuring from the edge of pavement will create a consistent method for measuring sign placement rather than measuring back from the property line. As previously demonstrated, property lines along roadways vary considerably with some near the curb and others several feet from the roadway. Greater consistency for sign placement over time would be realized using this method. Staff surveyed several existing signs and determined that 15-feet from the edge of pavement worked well for most properties. This distance allows enough room for a sidewalk, tree lawn and other improvements next to the roadway while placing the sign at the right distance and leaving room for landscaping around the base of the sign.

The sign separation standards remain unchanged at 150 feet with the ability for staff to reduce that amount by up to 50 percent (resulting in a minimum separation of 75 feet) due to existing site constraints.

Other Changes

Staff has included a provision to address wall signage for mixed-use buildings and multi-family residential building in commercial districts. In addition to the permitted wall signs for ground floor tenant spaces for mixed use buildings, an allowance for one sign up to 50 square feet has been provided for the upper floor office tenant(s), except where the building faces two or more streets, a sign on each street (up to two) would be allowed. Similarly, for multi-family developments, up to two wall signs (one on each street) would be permitted. The code did not previously address these types of buildings.

The proposed code would be as follows:

Each freestanding, multi-tenant mixed-use building with individual restaurant, retail, or service commercial uses on the first floor and offices located on one (1) or more floors above may have one (1) attached sign affixed parallel to the building, with a sign area of up to fifty (50) square feet. 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, but the additional attached sign shall be located on a building elevation which faces a different street than the primary attached sign.

Each freestanding, multi-family residential building 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, but the additional attached sign shall be located on a building elevation which faces a different street than the primary attached sign.

Finally, staff has adjusted the setback and separation requirements to be the same as low monument signs for real estate signs.

CONCLUSION AND NEXT STEPS

Staff believes the additional revisions to the sign ordinance 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. While the result will enable property owners to have larger signs, the increases are fairly modest and additional design standards have been incorporated to ensure attractive signs are installed.

Staff has conferred with the applicant and believe they are generally in support of the latest revisions. As previously mentioned, the EDC will also be reviewing the latest version prior to the P&Z meeting and, should there be any comments from that committee, staff will provide them at the meeting.

ACTION AND EXAMPLE MOTION

If 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, and continued to October 23, 2017; and,

WHEREAS, the Planning and Zoning Commission reviewed and, by a vote of _____ recommended approval of the subject amendments at its meeting on October 23, 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 per individual use, 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 or if the main entrance is internal to a development and does not face a street, and the main entrance is clearly designed not to be the rear of a building. The additional attached sign shall be located on a building elevation which does not face the same street as the primary attached sign and shall not be placed on the elevation that is used as a main entrance. In any event, no individual use shall have more than two (2) signs.
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 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 two (2) acres 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. Fifteen (15) feet from adjacent roadway surface and at least one (1) foot from edge of public right-of-way.
 - 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 two (2) 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. Fifteen (15) feet from the adjacent roadway surface and at least one (1) foot from edge of public right-of-way.
 - 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 less than two (2) acres shall be permitted a single low monument sign in accordance with the following standards:
 - i. Maximum sign area. Forty (40) 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 for primary text on tenant panels
 - v. Minimum setback.. Fifteen (15) feet from adjacent roadway surface and at least one (1) foot from edge of public right-of-way.
 - 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 two (2.0) 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. Fifty (50) 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 for primary text on tenant panels
 - v. Minimum setback. Fifteen (15) feet from adjacent roadway surface and at least one (1) foot from edge of public right-of-way.
 - 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 for primary text on tenant panels
 - v. Minimum setback from right-of-way. Twenty (20) feet from adjacent roadway surface and at least One (1) foot from edge of public right-of-way.
 - vi. Minimum separation from any other ground sign: One hundred fifty (150) feet on the same side of the street.
 - vii. Additional sign permitted: A project or development may have one (1) additional low monument sign if there are two (2) or more entrances from different streets. The additional sign shall be limited to 30 square feet and placed in accordance with the same provisions within this Section. This provision is available only to properties that have roadway access from two of the following streets: Olive Boulevard, Lindbergh Boulevard, North New Ballas Road, and Craig Road.

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 the Zoning Administrator's approval in conjunction with the sign permit application for the low monument sign. The required landscape area may be modified by the Zoning Administrator where it is found that due to pre-existing circumstances the provision of said landscape area will cause an undue burden on the ability to effectively use the property.
 - 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, push-thru style or otherwise designed to provide a dimensional quality.
 - e. When internally illuminated, sign faces shall be constructed of an opaque surface designed to illuminate the text or graphics.
4. *Separation reduction.* The minimum 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.
5. *Sight distance triangle.* Low monument signs shall not be located within the sight distance triangle as defined in Section [405.120](#), Definitions, of this Chapter.

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, Mixed-Use, and Residential 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, but the additional attached sign shall be located on a building elevation which faces a different street than the primary attached sign.
 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.
 3. Each freestanding, multi-tenant mixed-use building with individual restaurant, retail, or service commercial uses on the first floor and offices located on one (1) or more

floors above may have one (1) attached sign affixed parallel to the building, with a sign area of up to fifty (50) square feet. 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, but the additional attached sign shall be located on a building elevation which faces a different street than the primary attached sign.

4. Each freestanding, multi-family residential building 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, 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 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 fifteen (15) feet from the adjacent roadway surface and at least one (1) foot from edge of public right-of-way, 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 minimum 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.

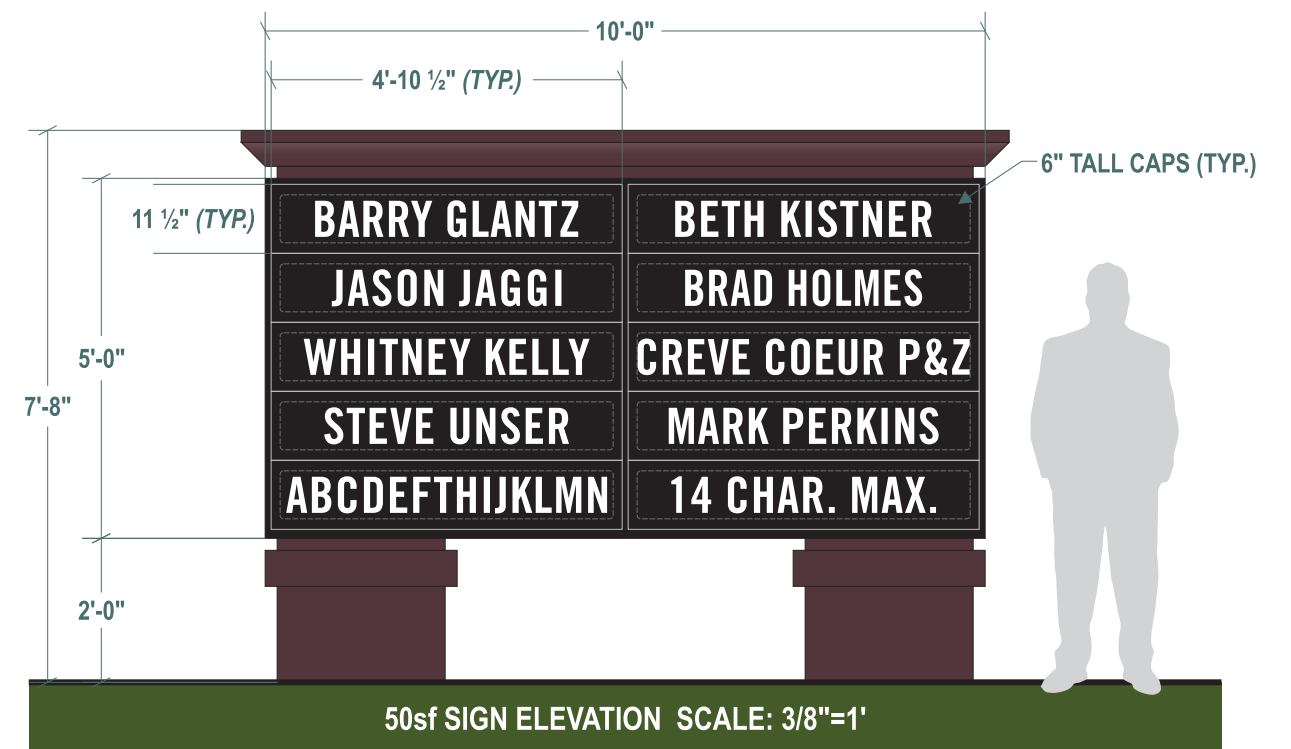
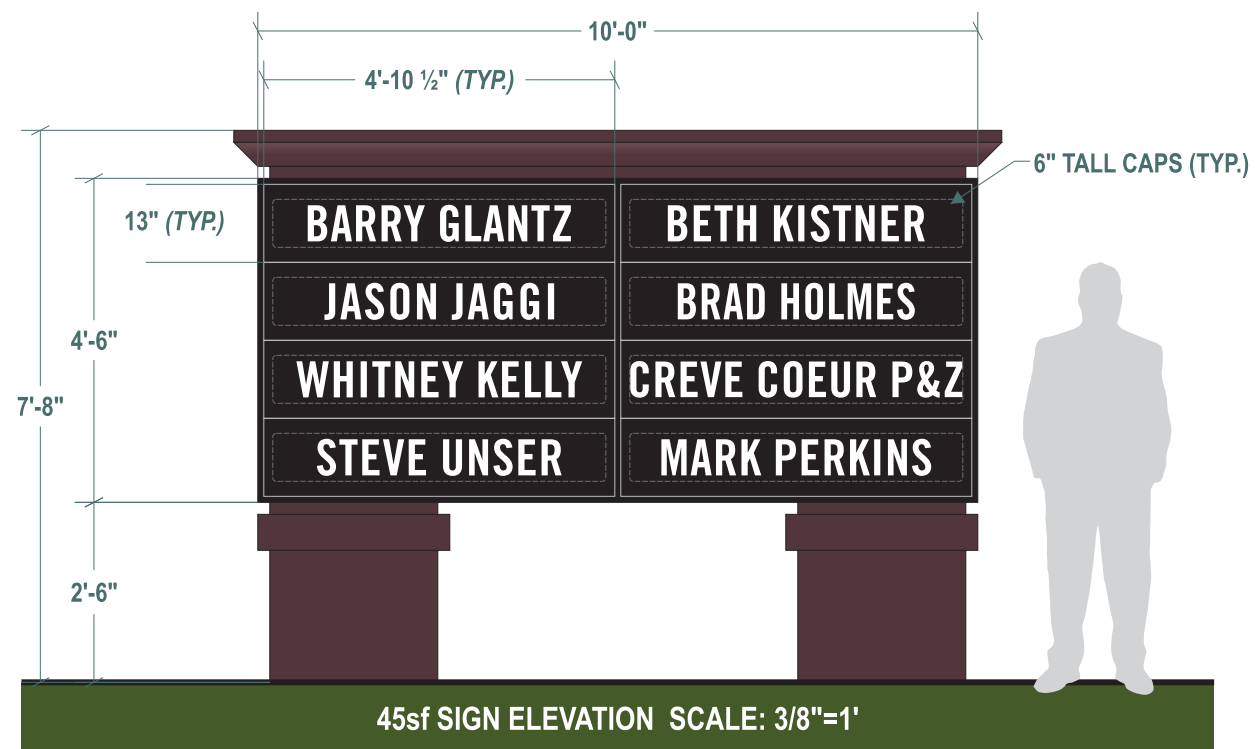
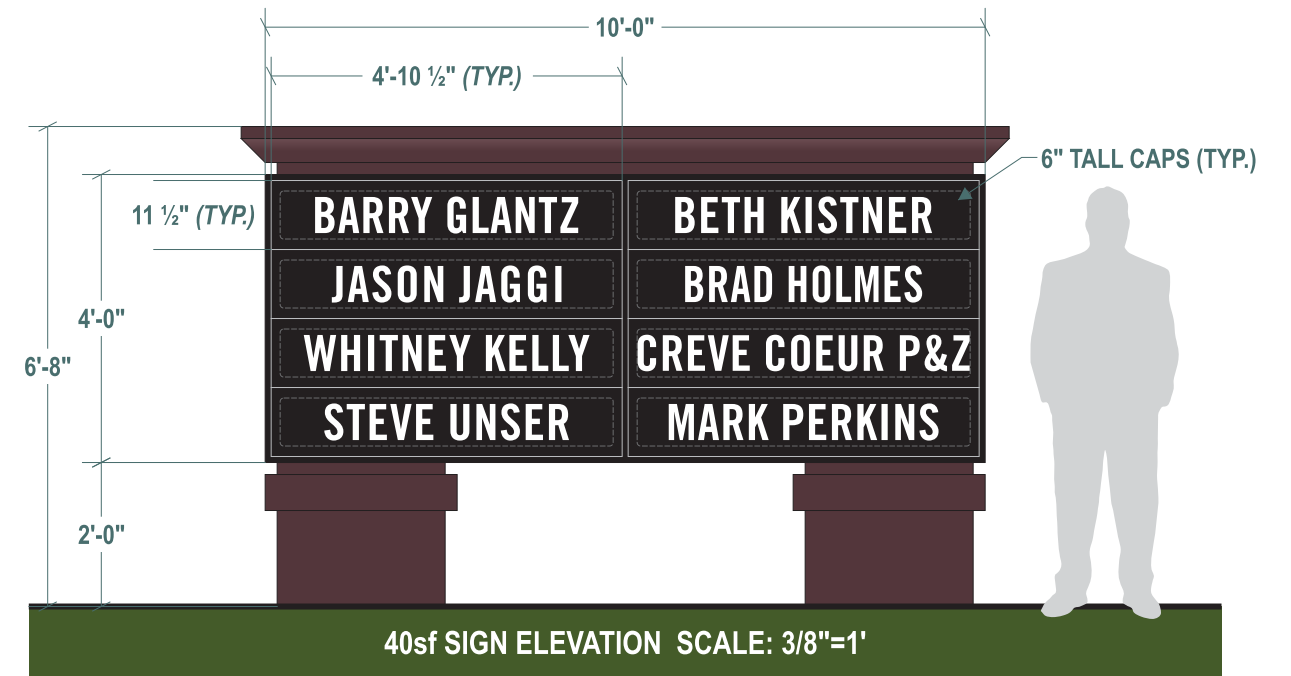
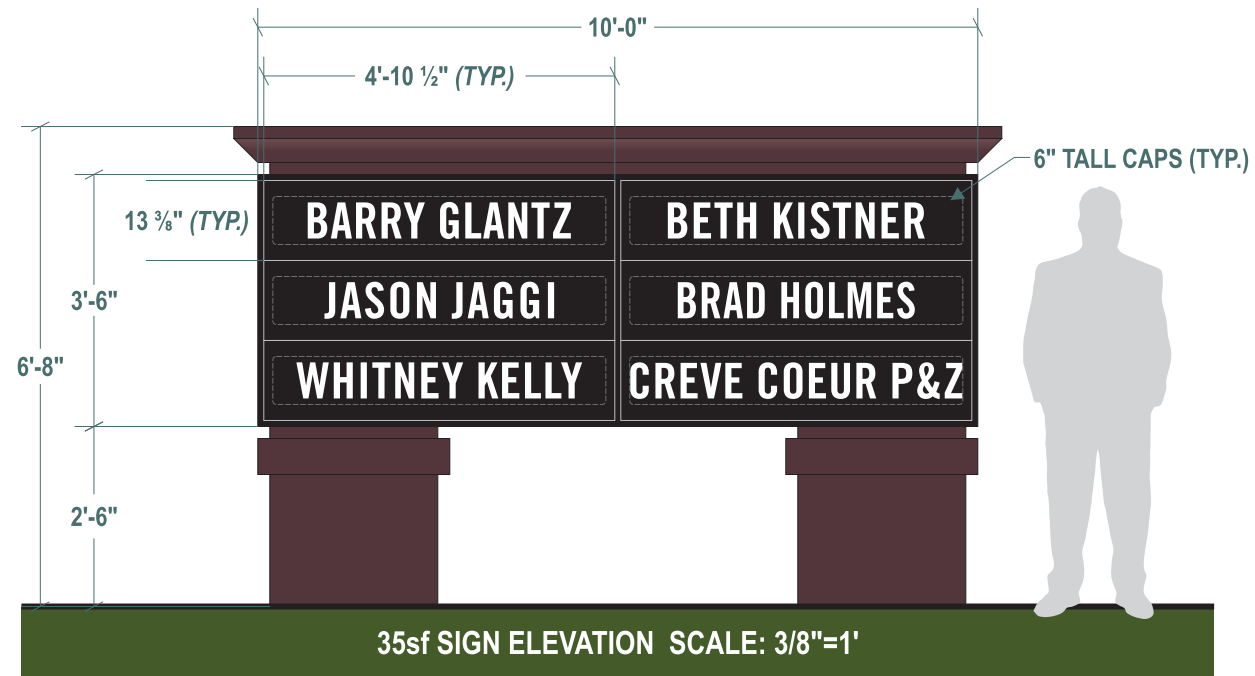
DR. ROBERT HOFFMAN
PRESIDENT OF CITY COUNCIL

APPROVED THIS ____ DAY OF _____, 2017.

BARRY GLANTZ
MAYOR

ATTEST:

DEBORAH RYAN, MPCC
CITY CLERK



SIGN SIZE COMPARISON

Attachment: Creve Coeur Tenant Sign Size Illustration 10-23-17 (#17-018: Sign Regulations Text Amendments)


WARRENSIGN

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

Client: ~

Date: 07.20.2016 REV: 092817

Saved As: Creve Coeur - Sign Compare - 40sf

Sketch No.: JK071416.1

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

Packet Pg. 22



city of CREVE COEUR

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

APPLICATION TO PLANNING AND ZONING COMMISSION #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.



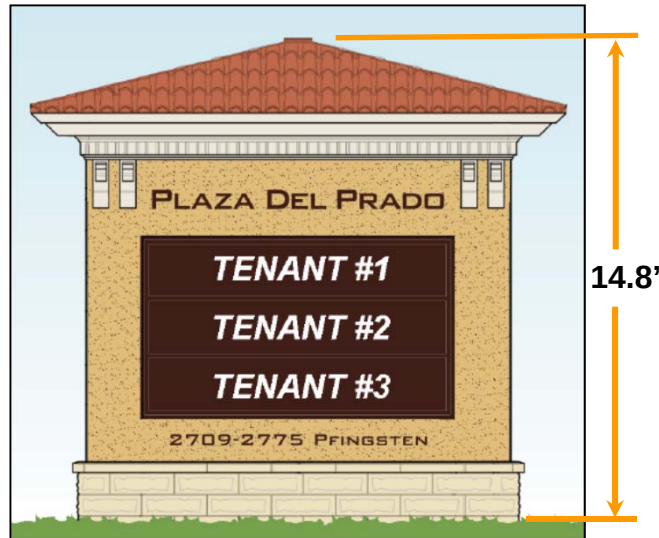
ii c - The sign is designed using the same elements as the shopping center

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.

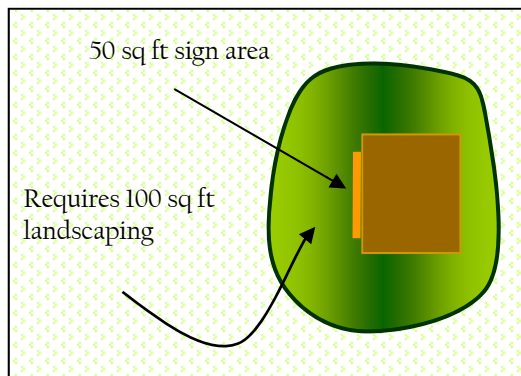
ok

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

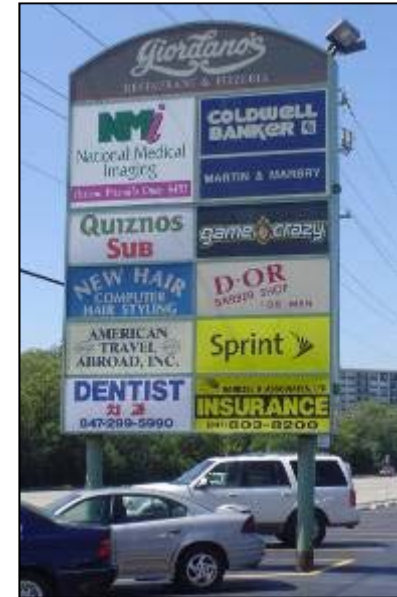


iv2 - Push-thru or routed out letters & graphics are encouraged to provide dimension



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

no



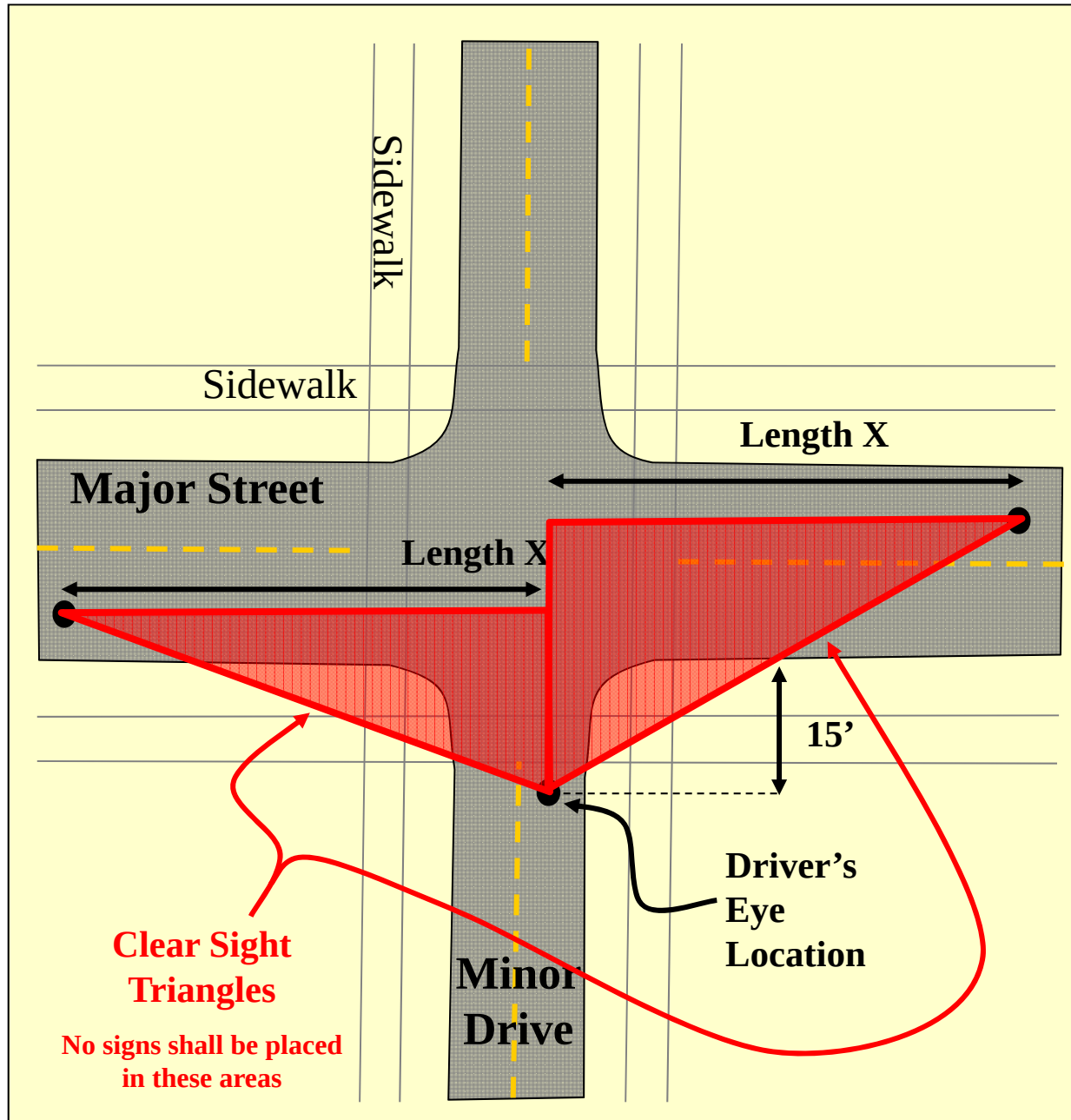
iv1 – Panels have different color backgrounds



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

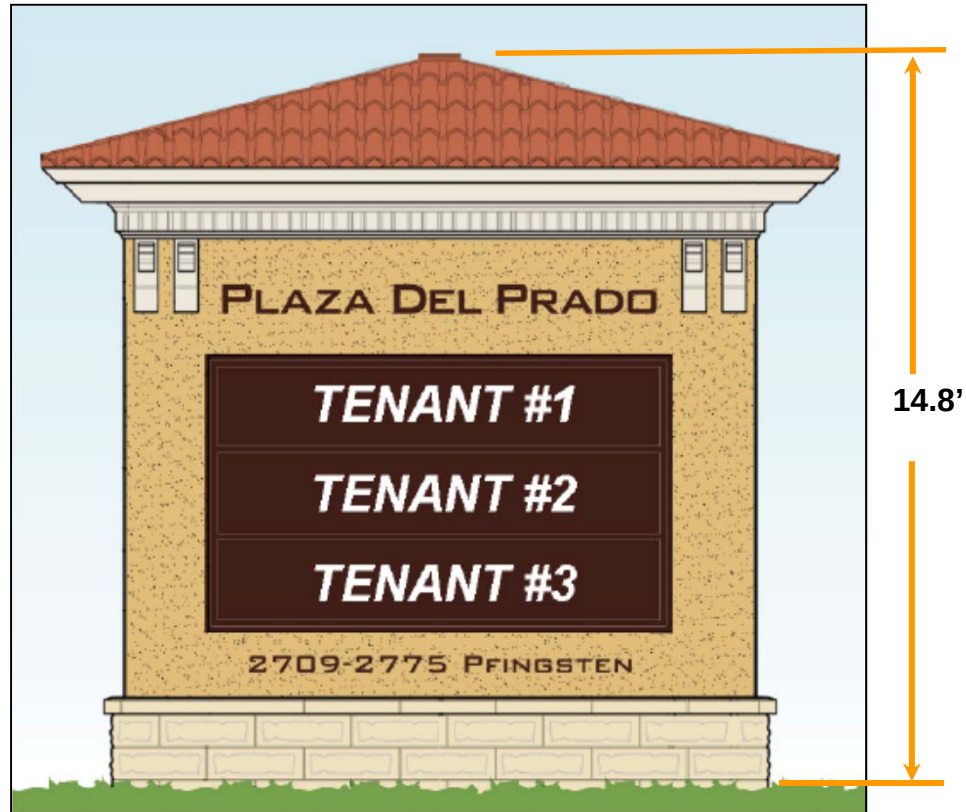
Commercial Development's* max leasable sq ft	Area max sq ft	Max ht
0-49,999	80	11
50,000-99,999	100	13
100,000 +	120	15

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.

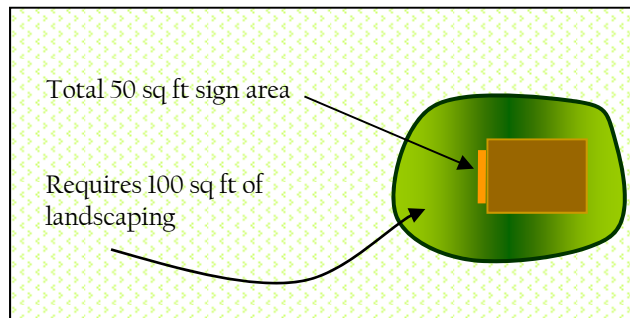
ok



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

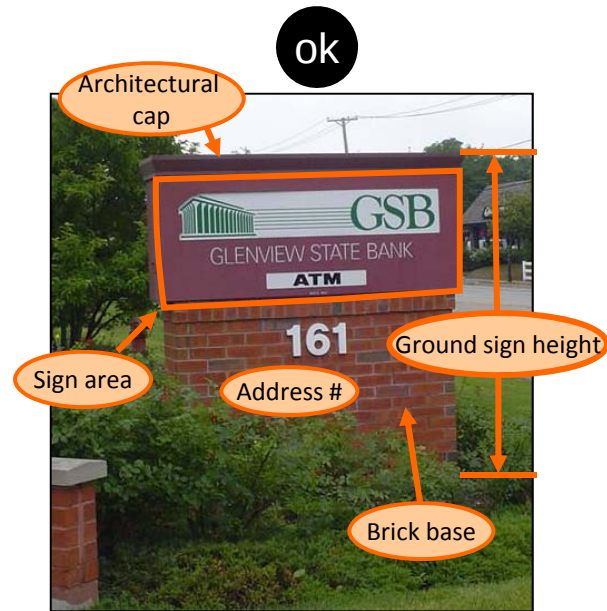
iii. Size and design

- 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



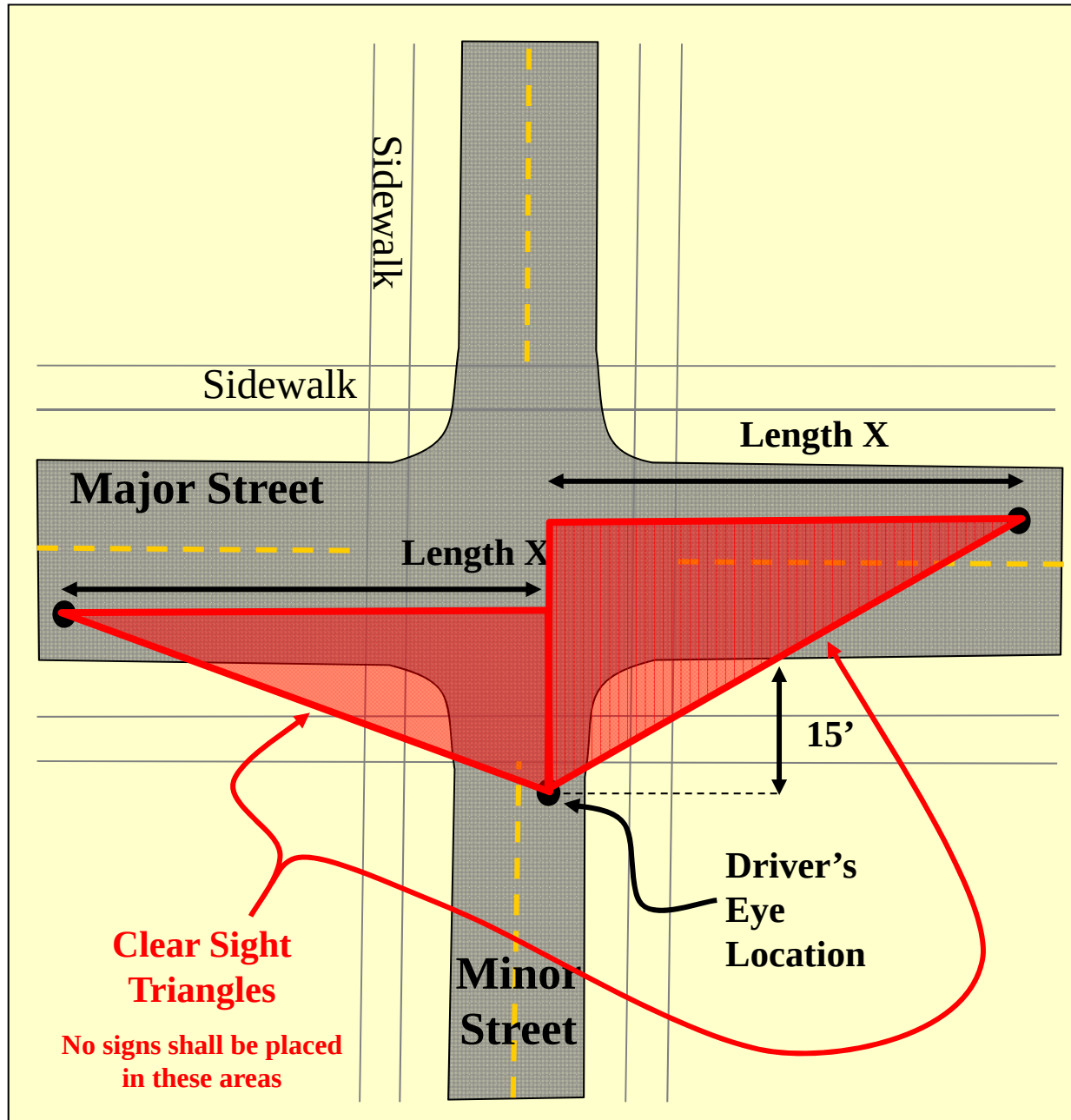
iv(a) and (b) – Sign exceeds height and size requirements



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

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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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JUL 19 2017
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

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 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>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>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>Area:</u> A majority of municipalities allow for larger signs on any size property. <u>Setbacks:</u> Most municipalities have less strict setback requirements.
<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>Spacing:</u> No other municipalities have a spacing requirement.
<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.	

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. <u>Height</u> – 8 ft. <u>Wall Sign:</u> Area – 6 sq. ft. <u>Height</u> – 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)

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.

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Attachment: Public Hearing Transcripts P&Z 071717 Application No 17-018 (#17-018: Sign Regulations Text Amendments)

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city of

CREVE COEUR

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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:**

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

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

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

DATE: July 13, 2017

ATTACHMENTS: Applicant's suggested revisions and supporting documentation

Attachment: Staff Report 7-17-2017 (#17-018: Sign Regulations Text Amendments)

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.

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.

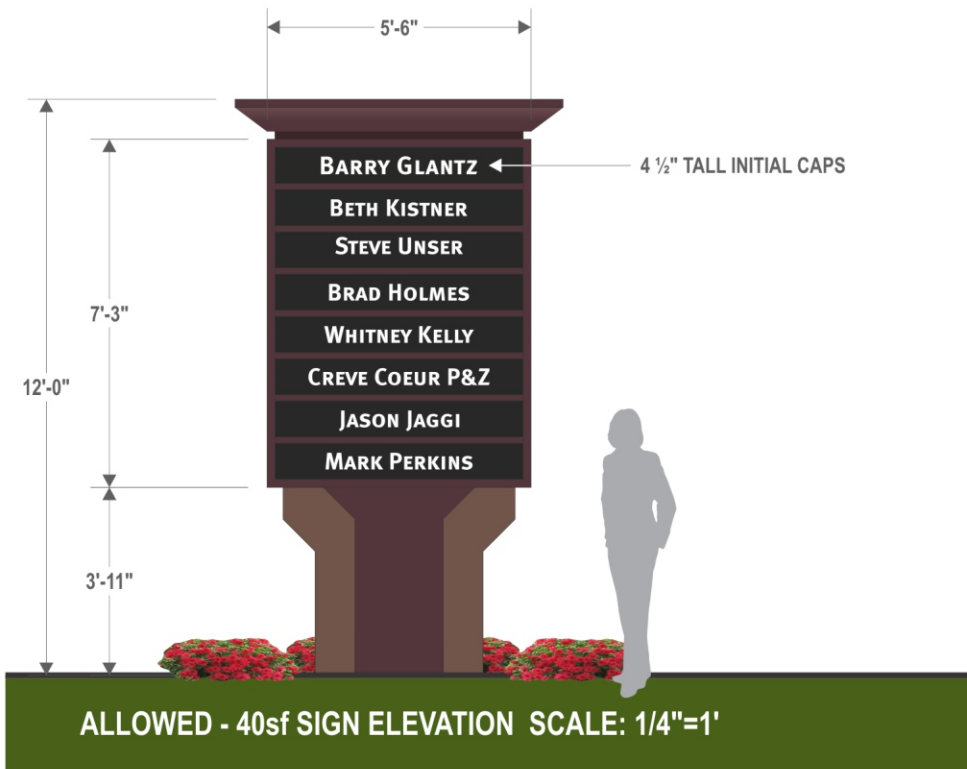
8. Notwithstanding the foregoing, projects or developments with a site of at least 30,000 square feet but less than 5 acres and eight (8) or more tenants shall be permitted an increase in square footage of permitted low monument sign(s) up to fifty percent (50%) of the area otherwise permitted under 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. 175

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



city of CREVE COEUR

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

APPLICATION TO PLANNING AND ZONING COMMISSION #17-034 A MINOR SITE DEVELOPMENT PLAN FOR A FENCE WITHIN THE FRONT-YARD SETBACK ALONG LADUE AND MOSLEY ROADS FOR THE PROPERTY AT 1 WEST LADUE ESTATES

FOR MEETING OF: October 23, 2017

SUBJECT PROPERTY LOCATION: 1 West Ladue Estates, zoned A Single Family Residential

REQUEST: John Headrick, homeowner, has submitted an application for a 4 ½ foot tall, open picket aluminum fence within the setback, approximately 17 feet from Mosley Road for approximately 136 feet, and 13 feet from the property line along Ladue Road, for the property addressed as 1 W. Ladue Estates Drive. The subject property is zoned A Single Family District, which has a front yard setback of 50 feet along S. Mosley Road, Ladue Road, and West Ladue Estates Drive

ADDITIONAL INFORMATION: The City of Creve Coeur's Zoning Ordinance Section 405.640 (C) *Fences Within The Front Yard Section And Along Street Right-Of-Way* states that no fence shall be located within the front yard setback or along street right-of-way, within the area equivalent to the front yard setback of the applicable zoning district, unless approved by site development plan by the Planning and Zoning Commission. The subject property is within the Ladue Estates Subdivision, which is listed on the National Register Historic Places.

Key Issues:

- Does the request further the goals and/or implement the Comprehensive Plan?
- Maintaining open green spaces
- Visual impact along Mosley and Ladue Roads

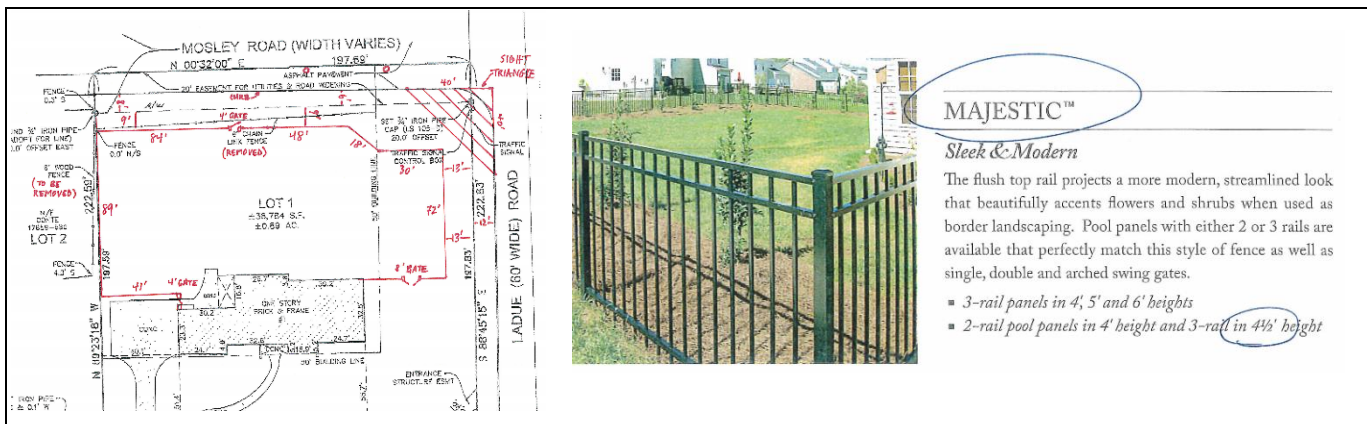
Creve Coeur 2030 References

- Estate neighborhood 2 (ER-2)
- Design Guidelines

Zoning Code References

- Section 405.250: A Single-Family
- Section 405.640: Fences within the Front Yard Section and along Street Right-of-Way
- Section 405.1080: Site Concept, Site Development, and Minor Site Plan Approval

APPLICANT / PROPERTY OWNER: John Headrick
1 W. Ladue Estates Dr.
Creve Coeur, MO 63141



REPORT PREPARED BY: Whitney Kelly, AICP, City Planner

DATE: 10/13/2017

ATTACHMENTS: Applicant's trustee approval received October 13, 2017, and Application Materials received September 28, 2017

LAND USE AND ZONING OF SURROUNDING PROPERTIES

The adjacent zoning and land uses are as follows:

DIRECTION	USE	ZONED	SEPARATED BY
North	Single family residence	A Single Family Residential	Ladue Road
South	Single family residence	A Single Family Residential	NA
East	Single family residence	A Single Family Residential	W. Ladue Estates Drive
West	Single family residence	A Single Family Residential	Mosley Road

FENCE PLACEMENT AND DESIGN

The proposed fence would be a four and half foot tall, Majestic style ornamental black metal open slatted fence within the setback, approximately 17 feet from Mosley Road at the southwest corner and 15 feet near the midpoint of the property, for approximately 136 feet, then angles to avoid existing landscaping, for an additional 30 feet, approximately 13 feet from the property line along Ladue Road for approximately 72 feet, then connecting to the home. The existing chain link fence, located just in front of the proposed fence, will be removed.

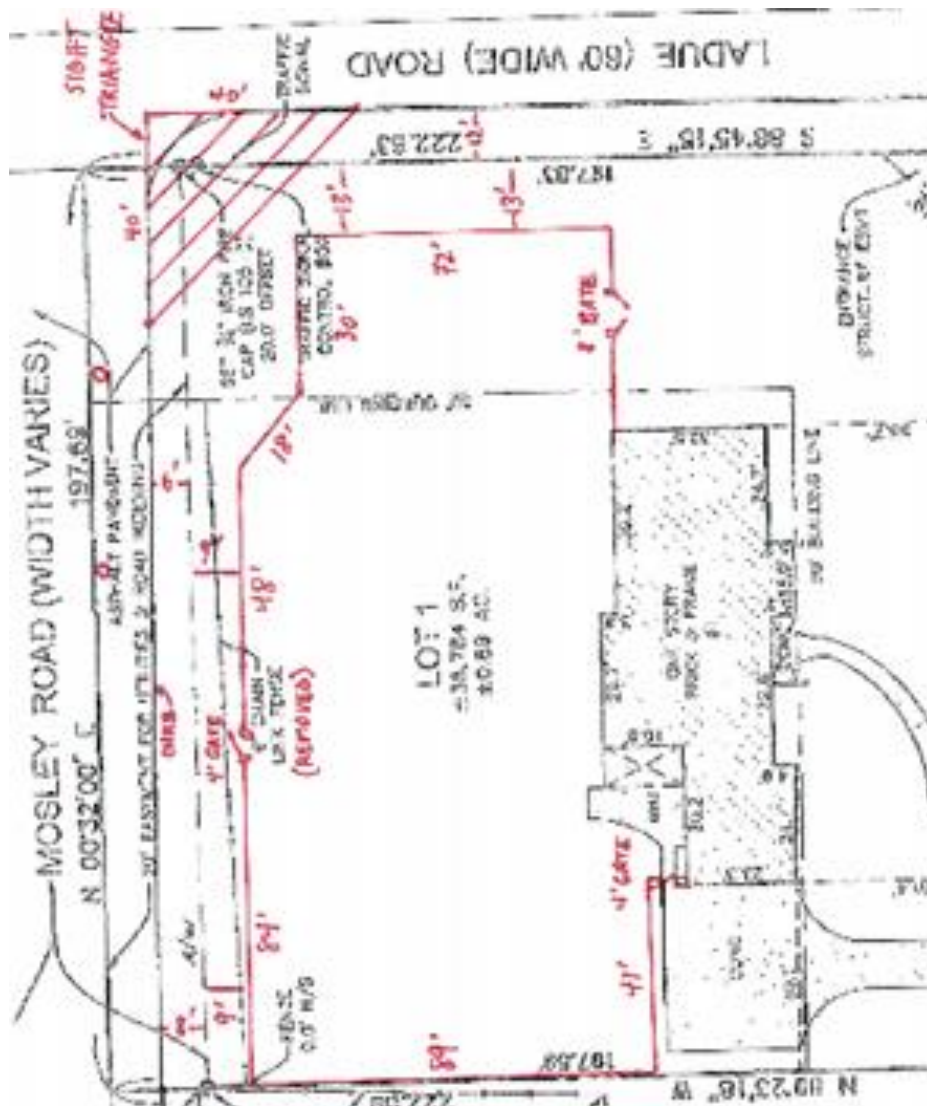


Figure 1: Close-up of the Applicant's Site Plan with the proposed fence line.



Figure 2: Close up of the Aerial View of the property

Rear of property (along S. Mosley Rd.) looking north toward Ladue Rd. Dotted line indicates the proposed fence line, which would run in a gap between existing arbor vitae to the east (right in photo) and ornamental grasses and viburnum to the west (along S. Mosley Rd.).



Figure 3: Applicant's photo and information of the proposed location of fence along S. Mosley Road.

ANALYSIS

The Zoning Code does not provide guidance in evaluating requests for fences within the setback, except that no fence shall exceed six feet in height.

The *Creve Coeur 2030* Comprehensive Plan includes general recommendations for residential neighborhoods to preserve the character and property values of existing neighborhoods (p. 64). The subject property is within the Ladue Estates Subdivision, which is part of the Estate Neighborhood II Place Type that are large lots (1 acre and larger) detached single family residential neighborhoods with a curvilinear, cult-de-sac street system in either a residential subdivision of multiple street with one or several entrances or on individual residential streets with one access to a through street or road. , but lacks a centralized subdivision common ground. Homes are architecturally-harmonious, and built to a consistent setbacks from the street, and curvilinear street can be used to preserve landscape vistas (p. 67).

The Design Guidelines provide further direction for review of fences with the following:

Design Review Guidelines: F. Screening (Fences and Walls)

1. All new sound walls, masonry walls or fences are to be designed to minimize visual monotony through changes in plane, height, material, texture or significant landscape massing.
2. The design of fencing, sound walls, trash enclosures, and similar site elements is to be compatible with the architecture of the main buildings and should use similar materials.
3. All fencing should be designed as an integrated part of the site, rather than as a separate fence, such as a planter wall or continuation of an architectural wall feature.
5. In highly visible public areas where fencing is needed, decorative fencing is encouraged. (p.18-19)

Further, the Design Guidelines recommend the use of natural “green” materials, and discourage the use of synthetic and highly reflective materials. The proposed fence is in keeping with these recommendations. The open design, location, and limited height allows for the preservation of the landscape vista for those traveling along S. Mosley Road, as well as Ladue Road.

Staff recommends moving the fence along Ladue Road to be 15 feet from the property line, rather than the requested 13 feet, which would be more in keeping with prior Commission action, the regulations allowing such fences as swimming pool barriers when on corner lots, and the draft revisions to the fence regulations currently under review by the Planning and Zoning Commission. However, such change may not be noticeable to those traveling along Ladue Road, given the existing vegetation. If the Commission wishes to maintain the consistent 15 foot setback, direction should be provided to the Applicant and the motion modified for such included with the approval.

CONCLUSION AND ACTION

If the members of the Planning Commission find the applicant’s reasons for the fence sufficiently compelling, they can approve it as proposed. If the Commission wishes to maintain a 15 foot setback for additional land between the sidewalk and the fence, discussion with the Applicant and a revised motion would be necessary. If the request is denied, the applicant may construct the fence at the 50 foot building setback line without Planning and Zoning Commission approval. The motion for the fence within the setback of S. Mosley and Ladue Roads as shown in the enclosed site plan will be in the form of approval, approval with conditions, or deferral. City Council action is not required.

MOTION

The following is an example motion for this application:

“I move to approve the site plan for the four and half foot tall, open-slatted black metal fence, as shown on the site plan along S. Mosley Road and Ladue Road for the property addressed as 1 West Ladue Estates Dr. as discussed within the Staff Report on Application #17-034 for the October 23, 2017 Planning and Zoning Commission meeting” (Modification or revisions may be included by preceding motion).

APPENDIX 1: COMPREHENSIVE PLAN

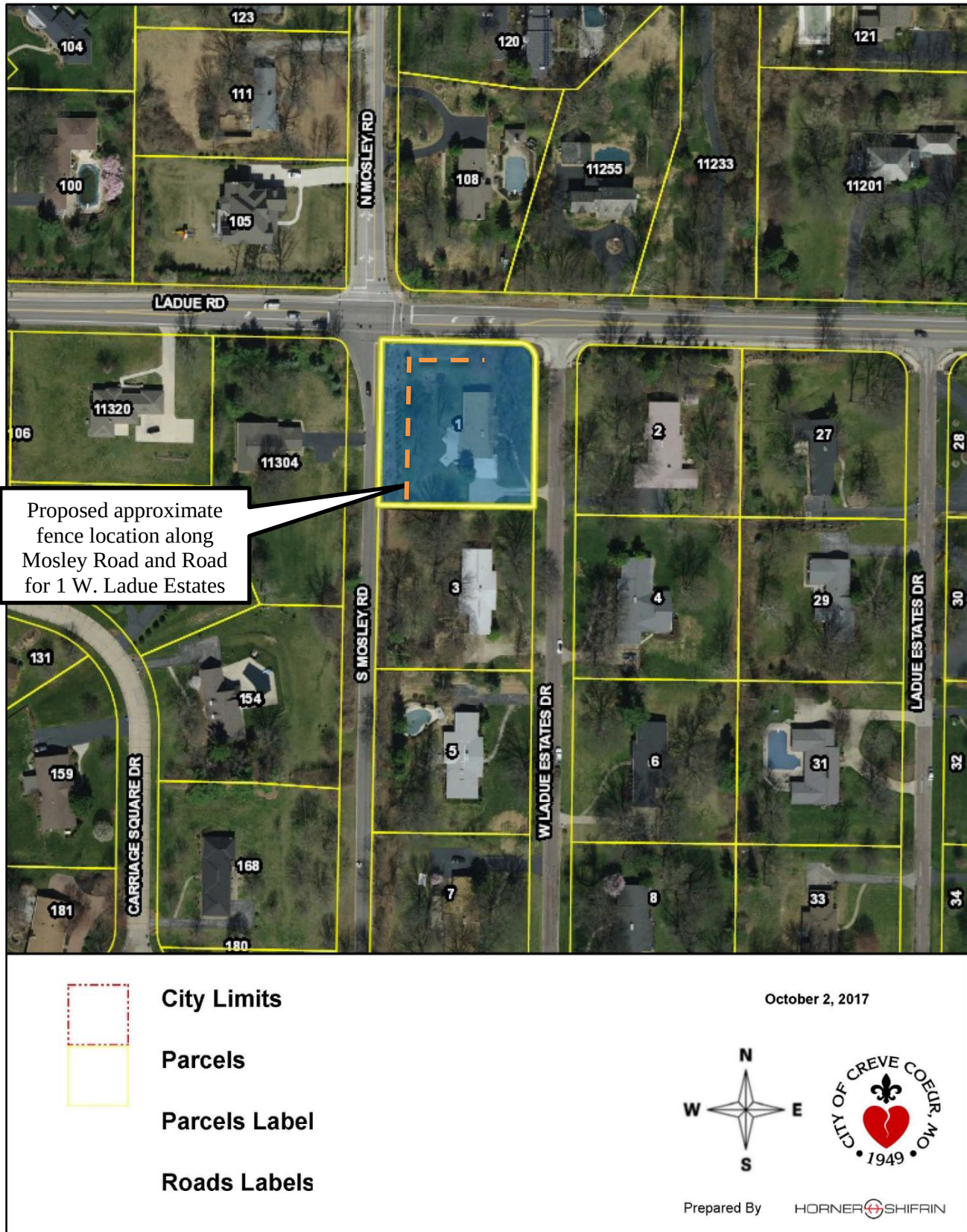
Included and attached by reference. See body of report for specific excerpts.

APPENDIX 2: ZONING CODE

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

APPENDIX 3: AERIAL MAP

1 West Ladue Estates Drive



APPENDIX 4: SITE PHOTOGRAPHS

Photo Date: 10/12/2017



Description: View along Ladue Road and the W. Ladue Estates intersection looking west.



Description: View looking southeast from across S. Mosley Road toward the subject property.



Description: View looking north at the proposed location of the fence line, marking with the orange flags toward Ladue Road, between with row of vegetation.



Description: View looking east along the proposed fence line along Ladue Road. The homeowner and new puppy indicates the location that the fence returns to the home.

HEADRICK FENCE PROJECT**1 W. LADUE ESTATES DR.**

Property is located at the intersection of Ladue & Mosley Roads

Proposed fence enclosure of the back yard area

Fence will be aluminum, Echelon brand, Majestic style, 54" high (see attachment)

I am requesting exceptions to the minimum distance requirement from the right of way to the fence line adjacent to streets in order to: 1) preserve existing vegetation and privacy (including four spruce trees), 2) maintain the historical integrity of the lawn portion of the lot, and 3) maximize the aesthetic quality of the project.

Two specific exceptions are requested:

- 1) Erect the fence at the rear of the lot (along S. Mosley Rd.) nine feet inside the property line (right of way); and 2) Erect the fence along Ladue Rd. 13 feet inside the property line.

These exceptions would result in the fence being 15 to 17 feet from the curb along S. Mosley Rd. (property line not perfectly parallel to the road), and 25 feet from the curb along Ladue Rd. In both cases the fence would be obscured from view completely or in large part by existing vegetation (ornamental grasses and viburnum along S. Mosley Rd. and honeysuckle along Ladue Rd.).

The sight triangle at the intersection of Mosley and Ladue Rds. was respected and is shown on the attached diagram.

Attachments:

- Fence permit application
- Planning and Zoning Commission Agenda Application
- Diagram of proposed marked in red on plot survey
- Photograph of fence style (Echelon Majestic)
- Photographs of proposed fence lines on south and west boundaries

Reviewed and approved by Ladue Estates Trustees:

Printed name

Signature

Date

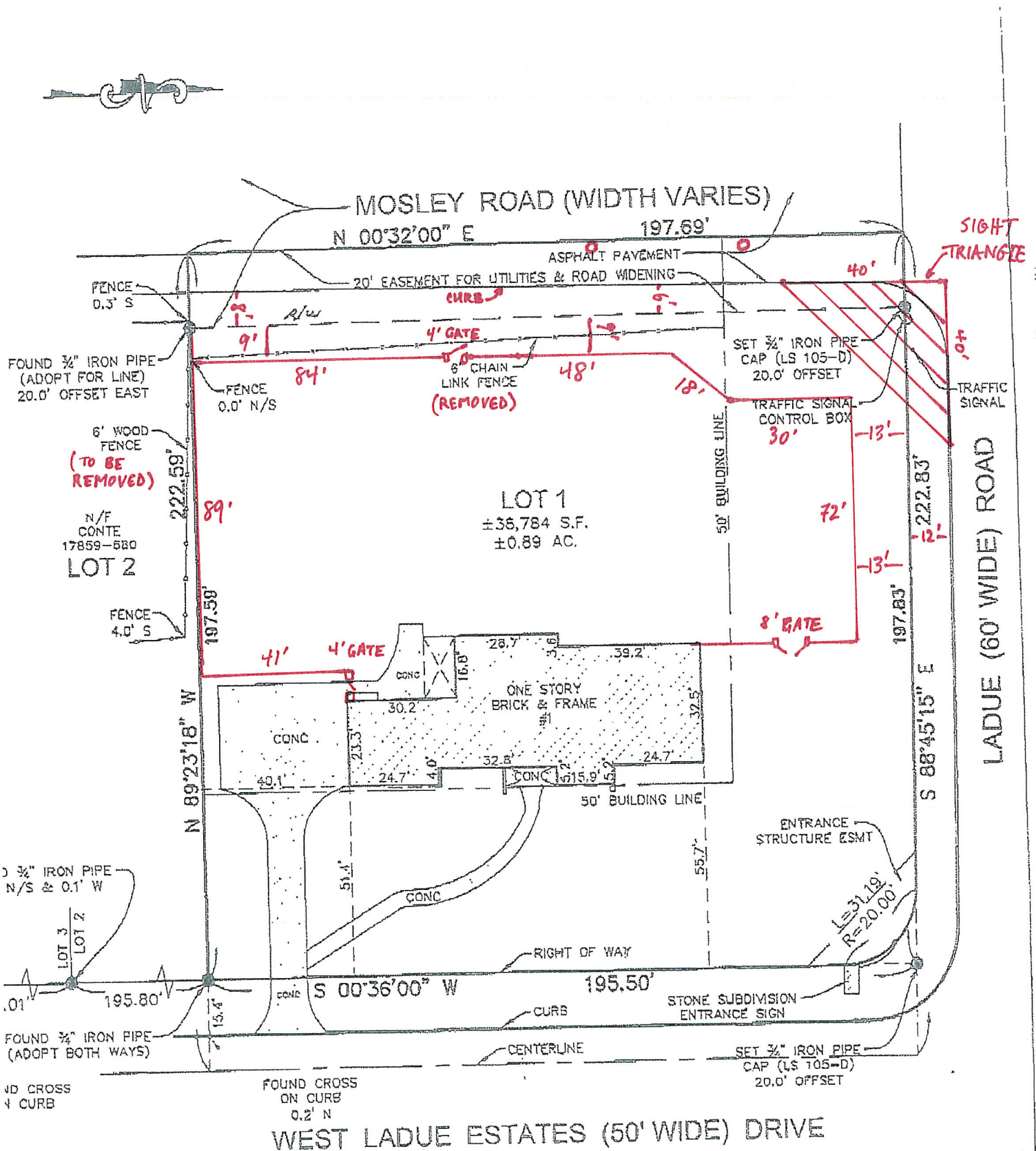
Lea Ann Baker  10/5/17

Brian Sabia  10/5/17

 Mario Cook 10-15-17

Attachment: Applicant's materials (#17-034 1 W. Ladue Estates Fence)

"PROPERTY BOUNDARY SURVEY"



Attachment: Applicant's materials (#17-034 1 W. Ladue Estates Fence)

6/15/10



MAJESTIC™

Sleek & Modern

The flush top rail projects a more modern, streamlined look that beautifully accents flowers and shrubs when used as border landscaping. Pool panels with either 2 or 3 rails are available that perfectly match this style of fence as well as single, double and arched swing gates.

- 3-rail panels in 4', 5' and 6' heights
- 2-rail pool panels in 4' height and 3-rail in 4½' height

CONQUEROR™

Modern & Timeless

Combining the striking look of spear-topped pickets with the safety of a flush top rail, this is a perfect look for those who want the "best of both worlds." Pool panels are available that perfectly match this style of fence as well as single, double and arched swing gates.

- 3-rail panels in 4', 5' and 6' heights
- 3-rail pool panels in 4½' height



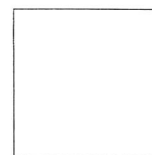
COLOR OPTIONS



Black



Bronze



White

Rear of property (along S. Mosley Rd.) looking north toward Ladue Rd. Dotted line indicates the proposed fence line, which would run in a gap between existing arbor vitae to the east (right in photo) and ornamental grasses and viburnum to the west (along S. Mosley Rd.).



Southern property boundary looking to the west. Dotted line indicates the proposed fence line. Existing wooden fence on neighboring property to be removed.





Whitney Kelly <wkelly@crevecoeurmo.gov>

1 Ladue Estates Drive

1 message

Kathleen Brunts, MD <kbrunts@essehealth.com>

Tue, Oct 17, 2017 at 10:35 AM

To: "wkelly@crevecoeurmo.gov" <wkelly@crevecoeurmo.gov>

Cc: "Kathleen Brunts, MD" <kbrunts@essehealth.com>

I am responding to the public notice regarding a fence on the property at 1 west Ladue Estate Dr. I am unable to attend the meeting October 23. Here are my comments for your consideration.

I walk by this property often, I think the owner has a beautiful backyard. I often think to myself how much the owner has improved the neighborhood with his beautiful garden. I wholeheartedly support the addition of a fence. I think it will add to the beauty of the neighborhood. In addition there are practical benefits to protect children and pets etc. Please allow the owner to add the proposed fence.

Kathleen Brunts

homeowner

73 East Ladue Estates Dr.

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Attachment: Creve Coeur Mail - 1 Ladue Estates Drive (#17-034 1 W. Ladue Estates Fence)



city of

CREVE COEUR

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

APPLICATION TO PLANNING AND ZONING COMMISSION

#17-028 FOR THE REZONING OF 11318 OLIVE BOULEVARD TO PLANNED COMMERCIAL DEVELOPMENT DISTRICT FOR THE RENOVATION OF THE EXISTING BUILDING INTO A 260 ROOM HOTEL WITH A FREESTANDING RESTAURANT AND COMMERCIAL/RETAIL BUILDINGS

FOR THE MEETING OF: October 23, 2017

SUBJECT PROPERTY LOCATION: 11318 Olive Boulevard (see map), also addressed as 11330 Olive Boulevard. Zoned CB-Core Business District

REQUEST: Fred Kummer, of Kummer Hotel Development, LLC has submitted an application to rezone the property at 11318 Olive Boulevard to the PCD-Planned Commercial Development District for a new 260 room hotel, a 20,000 square foot multi-tenant retail/commercial building, and a 7,000 square foot freestanding restaurant. The proposal also includes application #17-029 to amend Section 405.390(D)(2)(b)(1) of the planned commercial development requirements to allow for secondary access to an arterial road (Mosley Road), with primary access from Olive Boulevard.

ADDITIONAL INFORMATION: The subject property is zoned CB-Core Business District. The building was originally developed in 1979 and contains pre-existing non-conformities on the site, including and not limited to, site coverage and setbacks for buildings over 45 feet when adjacent to residential districts. Hotels and Restaurants are permitted with conditions in the CB District. The purpose of the Planned Zoning District is to allow an innovative design, solve problems on difficult sites, meet market niches, encourage housing in different price ranges, promote well designed developments and encourage infill and redevelopment within the existing urban area.

Key Issues:

- Does the request further the goals and/or implement the Comprehensive Plan?
- Does the request follow the Design Guidelines?
- Does the project meet with the criteria for a Planned Commercial Development?

Creve Coeur 2030 Comprehensive Plan References

- Mixed-Use (MU) District
- Design Guidelines

Zoning Code References

- Section 405.210: Regulation of Uses
- Section 405.370: CB - Core Business District
- Section 405.390: Planned Zoning Districts
- Section 405.1080: Site Development Plans

APPLICANT: Kummer Hotel Development, LLC
11330 Olive Boulevard
St. Louis, MO 63141

APPLICANT'S REPRESENTATIVE:

Timothy J. Tryniecki
Armstrong Teasdale LLP
7700 Forsyth Boulevard, Suite 1800
St. Louis, MO 63105-1847



REPORT PREPARED BY: Jason W. Jaggi, AICP Director of Community Development;
Whitney Kelly, AICP, City Planner

DATE: 10/17/2017

ATTACHMENTS: Applicant's Materials received October 11, 2017
Traffic Impact Study
City's Traffic Engineer Consultant Comments
Public Comments received by October 17, 2017

BACKGROUND

The proposal involves rezoning the 9.97 acre HBE office property from CB-Core Business District to the PCD-Planned Commercial Development District. The PCD is a planned zoning district that is a separate and distinct zoning district that would be applied specifically for this property. If approved by the City Council upon recommendation by the Planning and Zoning Commission, the planned zoning district, including the associated site development plan replaces all prior zoning regulations on the property and the zoning map is changed to PCD-Planned Commercial District. Further, the City Council upon recommendation by the Planning and Zoning Commission, may place conditions and limitations on the project. These conditions may include, but are not limited to, conditions concerning use, construction, character, location, landscaping, screening, parking, maintenance, operational elements that would impact adjoining land uses and other matters relating to the purposes and objectives of these planned zoning district regulations, and are included in the ordinance and depicted, as appropriate, on the associated site development plan authorizing the planned zoning district. Following planned zoning district approval, the development plan, rather than any other provision of this Chapter, will govern the use, parking, loading, sign, bulk, space and yard regulations applicable to the subject property and no use or development, other than temporary uses, are permitted within the area of the planned zoning district. Minor technically related amendments may be approved by the Zoning Administrator while major amendments must be reviewed by the Planning and Zoning Commission and City Council, as a new application with a public hearing.

PROPOSED PROJECT

The Applicant is seeking to rezone the subject property for a planned commercial development to convert the existing six story office building to a 260 room hotel use, with a freestanding restaurant, and a 20,000 commercial/retail building. The design of the restaurant and commercial/retail buildings are not under review at this time, but will be reviewed as part of a second phase. The submitted plan provides a total site coverage at complete build out of 66.77%. The hotel includes a new six story addition to the east elevation for new service elevators, and an approximately 1,929 square foot addition to the rear of the property for dining area seating, with a 1,038 square foot covering for the trash enclosure and delivery area. The proposal includes covering the existing brick with an EIFS material that simulates brick on the lower floors and has a stucco finish on the upper floors. A new entry canopy and applied granite panels are provided at the main entrance. Existing brick will remain on the elevator towers.

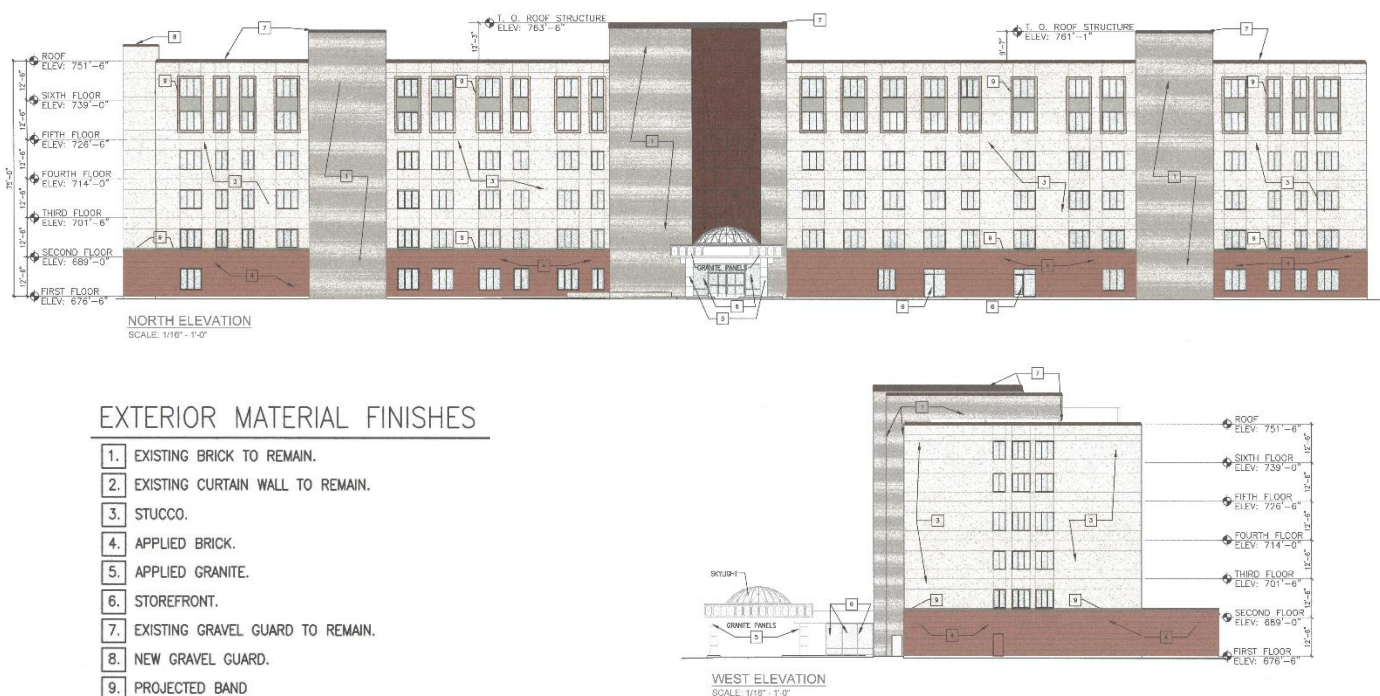


Figure 1: Close-up of the North and West Elevations from Sheet A3, with Exterior Materials Indicated.

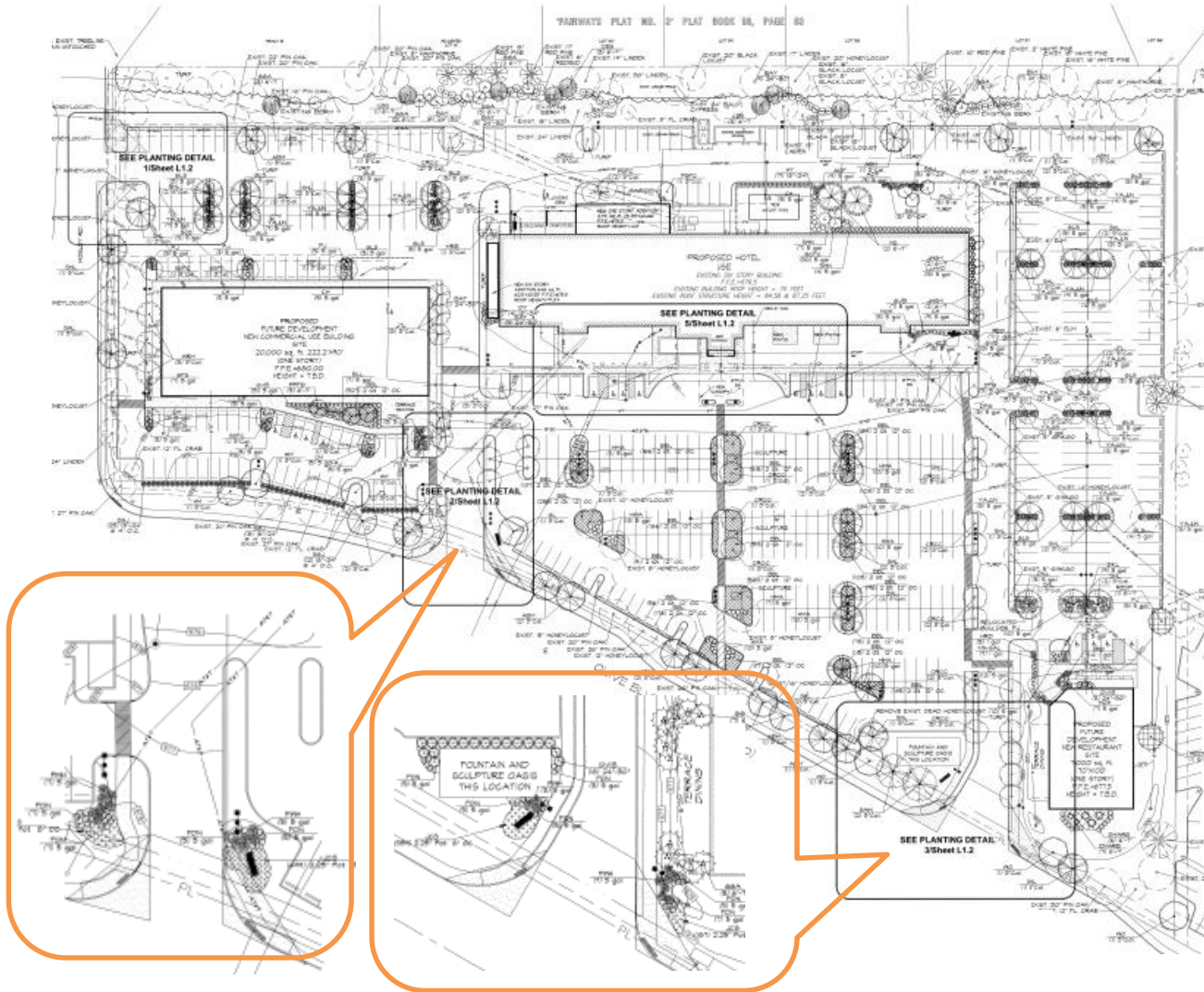


Figure 2: Applicant's overall Landscape Plan, showing layout of future Buildings on the site, and the east and west entrance detailed landscaping

LAND USE AND ZONING OF SURROUNDING PROPERTIES

The adjacent zoning and land uses are as follows:

DIRECTION	USE	ZONED	SEPARATED BY
North	Retail/Commercial	CB Core Business District	Olive Boulevard
South	Residential-Fairways Subdivision	B Single Family Residential	NA
East	Retail; Residential	GC- General Commercial; C-RDD, C- Single Family Residential with Residential Designed Development	Mosley Road
West	Office/Commercial	PO-Planned Office District.	NA

FINDING OF ELIGIBILITY

An application for "PCD" Planned Commercial Development requires a finding of eligibility by the Zoning Administrator prior to review by the Planning Commission. The following table summarizes that finding and is provided for reference only.

The purpose of this finding is primarily to serve as a quick review to determine if the proposal meets minimal standards; enough that it warrants further review. Greater scrutiny is applied in the subsequent discussion and is the purview of the Planning Commission and City Council.

Criteria	Finding
Cannot be approved under other zoning	The mix of uses can be accomplished in the CB District, and the planned zoning districts: Planned Commercial Development [Section 405.390(D)(2)(b)] However, as proposed, cannot be approved by any other District: • The HBE office building is non-conforming in the CB District with respect to building setback and buffer yards. Section 405.370.E.4.d states that the setback for any non-residential building exceeding 3 stories or 45 feet in height shall be increased to 200 feet. The existing building setback is 137.1 feet. Further, an additional 2 feet of buffer yard shall be provided for every foot of building height exceeding 45 feet. The existing buffer yard is approximately 50-feet. The height of the existing building is approximately 87 feet which would require a buffer yard of 134-feet which would be approximately 3-feet from the rear of the existing building. • Section 405.610.D states that no building shall be altered to project into the required setbacks. The proposal includes additions at the rear and east side of the building which project into the required setback of 200-feet. • Section 405.610.E.4 states that any non-residential lot with site-related non-conformities which is proposed for a change of use shall fully comply with all requirements of the zoning ordinance. The proposed change in use from office to hotel requires full conformance for site-related non-conformities. Specifically, due to the change in use, the required buffer yard of 134 feet must be met. • The Applicant is not willing to work within the existing structure, or modify the site to remove the pre-existing site coverage. Therefore, the only zoning district option that would allow relief for these requirements is the PCD Planned Commercial District
Fulfills purpose of Section 405.390, Planned Zoning Districts: “The purpose of the Planned Zoning District is to allow innovative design, solve problems on difficult sites, meet market niches, encourage housing in different price ranges, promote well designed developments and encourage infill and redevelopment within the existing urban area.”	Without delving into the question of appropriateness, the following appear to be facts supporting the stated purpose: • It fulfills the goal of the Mixed Use District as stated in the comprehensive plan by incorporating a variety of uses in a coordinated fashion on a large development site with improved walkability. The proposal includes a hotel use, retail and restaurant uses which, depending on the chosen tenants, have the potential to complement each other. • The proposal includes various site amenities such as public art, a water feature, and enhanced landscaping as recommended in the comprehensive plan and design guidelines. However, the layout and placement of these features does not promote an innovative design as discussed further below. • It will infill a property that is currently underdeveloped with economically viable uses by repurposing an aging office building. • The architectural design and materials of the proposed hotel is an area that could be improved to better meet with the objectives of the Design Guidelines. Although the request does not include specific review of the two frontage buildings, the applicant states that these buildings will be of predominately masonry construction and will coordinate with the each other and the hotel to meet with the goals of the Design Guidelines.

Substantial incorporation of PCD design criteria	Overall, the design criteria appears to be met, but a fuller discussion of the areas in which there are opportunities to improve the proposal can be found in later sections of this report. Ultimately, it is up to the Planning and Zoning Commission and City Council to determine if those criteria have been met to the satisfaction of purpose of the PCD district.
Provision of tangible public benefit(s) including, but not limited to, the following: 1. Provision of public or quasi-public parking facilities; 2. Provision of on-street and off-street pedestrian facilities linking surrounding business, office and residential uses; 3. Consolidation and/or elimination of overhead utility wires; 4. Inclusion of landscaped gardens, plazas or parks available for public use; 5. Provision of alternative street connections or the dedication of land for additional street right-of-way; 6. Fountains, statuary, public art; 7. Architectural distinction and significance that would make the building(s) noteworthy; 8. Extensive use of high quality building materials that would add to the assessed valuation of the structures. <i>It should be noted that the benefits listed may not necessarily satisfy the public benefit requirement as final discretion falls on the City Council, upon receipt of a recommendation of the Planning and Zoning Commission, in determining the level of benefit derived.</i>	The applicant has listed the following public benefits to support the proposal: • The need for additional hotel space in support of the 39 North District Master Plan to serve the eastern section of the Creve Coeur Business District. • Enhancement of tax revenue to the City of Creve Coeur and St. Louis County as a result of the development. • No governmental financial assistance is requested • Redevelopment of a highly visible property site. Staff recognizes that there remains questions of weighing these benefits as a “tangible public benefit” and that fulfillment of the public benefit element of this development is at the discretion of the Planning and Zoning Commission and City Council. However, based on the provisions listed in the code, the following elements are proposed with this application: • Pedestrian facilities to link the buildings within the development and to the surrounding businesses via public sidewalk connections to Olive Boulevard and Mosley Road. Additional public easements are proposed to align with the current sidewalks along Olive and Mosley. • A landscaped plaza area with seating and public art are incorporated within the parking lot with outdoor seating adjacent to the retail building and restaurant buildings. • A fountain and public art area is proposed at the west entrance off Olive Boulevard. • An alternative street connection to Mosley Road is maintained although it should be noted that cross access to the west leading to the Craig Road or Executive Parkway signal is not being provided. Areas that could create further public benefit are noted as follows: • The lack of detail in the overall components, such as the sculpture oasis and fountain. • The location and scale of the landscaped gardens and open spaces for public use. • The exterior design and extensive use of EIFS material for the hotel and how the site meets the distinctive style and high quality of the proposed use of the building. • Parking structures, or greater shared parking ratio to minimize the surface parking on site that would allow other site features. Staff believes there are enough factors present, with further opportunities and direction, to warrant further review by the Planning Commission and City Council.

COMPREHENSIVE PLAN REVIEW

The *Creve Coeur 2030 Plan* includes the subject property in the Mixed-Use District Community Place Type that would support the development of medium-density commercial, retail, office, institutional, dining, community services and multi-family residential within a suburban context, that are supported through vehicular access, improved walkability, pedestrian connections to adjacent neighborhoods, and beautifully landscaped street frontages. The District supports large development sites with centralized, shared-use surface parking lots; comprehensive pedestrian connections between the street, parking areas, and buildings, and plentiful outdoor public space amenities within a beautifully-landscaped site environment. (p. 82)

The proposed development incorporates many of the basic elements of the Mixed-Use District Community Place Type such as pedestrian connections, shared parking between the mix of uses, and outdoor public spaces. With that being said, Staff believes there are opportunities to enhance the proposal, as a Planned Commercial Development to more fully meet with the intent of the Mixed-Use District and in keeping with other goals and strategies of the Comprehensive Plan as discussed below.

The Comprehensive Plan included a Retail Supply and Demand Study that outlined that the public is moving away from automobile oriented strip centers, and focusing on walkable aggregations of retail that include entertainment; restaurants, pubs, and coffee shops; outdoor plaza with fountains, and art in order to have people out and about at all hours and feel more vibrant and attractive than the predominate offerings in the region (p. 21). Further, on Page 27, vibrant suburban sub-centers are shown to outperform standard development, where the urban design, open spaces available for special venues, people-watching, rest and relaxation, with unique public venues are provided. With the overall goals of Placemaking & Community Identity that includes the following:

- Improves streetscapes and public realm enhancements (Strategy 1.3),
- Celebrates the community with identifiable gateways and public art (Strategy 1.4),
- Ensures that adjacent non-residential and residential developments are compatible with each other (Strategy 1.8); and,
- Improves the quality of new development by revising architectural design guidelines and establishing lot development standards, including illustrations of designed development patterns (Strategy 1.9).

While the proposal includes a new fountain at the west entrance along Olive Boulevard, no details have been provided. The proposal does include a \$250,000 commitment to provide landscaping and a new sculpture/fountain at the west entrance from Olive Boulevard. Without additional details to support these features, Staff finds that the location of such would not create the "Oasis" that the Applicant has described as it is located in an area that is not near where most users of the site would be.

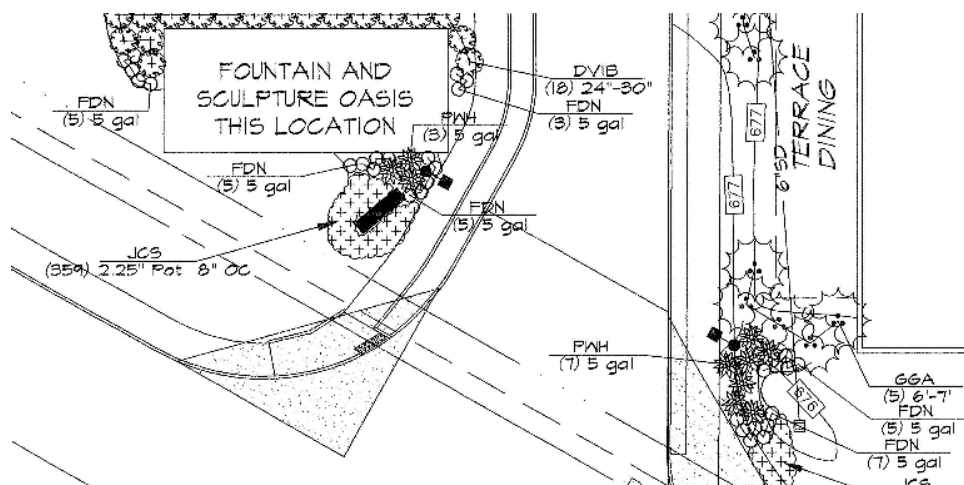


Figure 3: close up of the west Olive Boulevard entrance landscaping and the proposed location of the "Fountain and Sculpture Oasis"

Staff believes greater detail of the proposed “Oasis”, relocating it further in the site into a more park-like setting away from traffic, and incorporating a more welcoming design that promotes activity would further the proposal toward the purpose of an oasis, an appropriate public park space per the requirements of the Planned Zoning District, and the Applicant’s purpose of attracting the contemporary, discriminating, international, traveler that fits in with the 39 N. industry.

Additionally, the existing artwork would be located within a series of enlarged parking lot islands that lack overall context which do not create a park-like setting. The large sculptures are of people enjoying a park like setting. Providing a larger, more centrally located park that opens the views from the front of the building, that incorporates the design of the fountain, with the artwork, and increases usable greenspace on site to allow visitors of the hotel, adjacent commercial buildings, and surrounding community to utilize the space, would further the project toward the goals and objectives of the Comprehensive Plan and that of the Planned Zoning District. Fulfillment of this concept could reduce parking however, structured public parking or a greater degree of shared parking would also meet with one of the requirements for a tangible public benefit as required for the Planned Zoning District.



Figure 4: From the Creve Coeur Public Art Master Plan: Top left, Man with Dog; Top right, Lady and Man; Bottom Left, Lovers On a Bench; Bottom Right, Boy with A Bicycle. Artist: Brother Mel Meyer, S.M. (1928-). The Site includes an additional Brother Mel sculpture not pictured in the plan, as well as a sculpture of an unnamed artist.

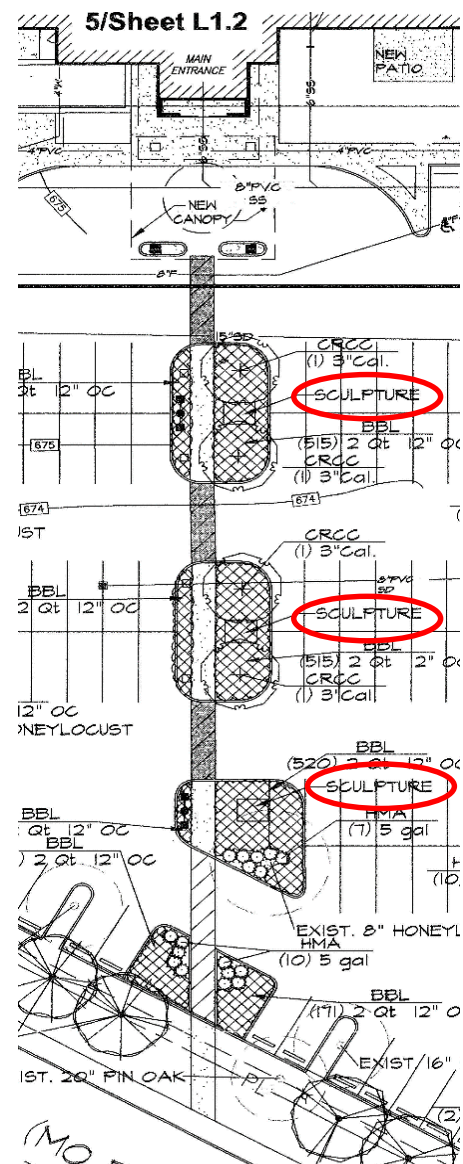


Figure 5: Close-up of Landscape Plan with the location of the Sculptures indicated within the parking lot.

The *Creve Coeur 2030* Plan also discusses under the Transportation, Connectivity & Mobility objective, promoting vehicular cross-access between commercial parking lots to facilitate shared parking, reduce access points along commercial thoroughfares, improve traffic flow and provide access to Secondary Streets (p. 50). Eliminating one access entrance from Olive Boulevard and providing a cross-access with the properties to the west and continuing the access to Mosley Road would further the proposal toward these objectives. Allowing additional access to the west would also allow users to this site to reach two additional signals to Olive Boulevard at Executive Parkway and Craig Road.

Further, the Community Sustainability & Resiliency Goal includes recommendations that Creve Coeur will lead the region in integrating community sustainability with on-going revitalization. Strategies include the use of stormwater green infrastructure best management practices (BMPs) including bioswales, rain gardens, and native landscape restoration (Strategy 7.7, p. 51). The use of underground storage for such would not meet with the intent of these recommendations, and if incorporated into the design of a park would further the proposal toward the Objectives and Strategies of the *Creve Coeur 2030* Plan and the purpose of the Planned Zoning District. While the comprehensive plan recommends the use of above ground stormwater management practices, it should be noted that the criteria for the planned commercial development recognizes underground detention as an acceptable method for controlling stormwater discharge. Nonetheless, opportunities to incorporate the two objectives appear to be possible.

DESIGN GUIDELINES REVIEW

Structures:

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.

Further, the Design Guidelines state that Exterior Insulating Finishing Systems (EIFS) and concrete masonry should not be the predominant building material. EIFS should be used as a way to accentuate an architectural element and should be limited to areas not subject to damage or abuse. Concrete masonry should be limited to split face or burnished units (p. 9).

The proposed hotel provides for a sense of entry primarily through the placement of the entrance canopy which is centered on the hotel structure. The existing building is oriented to the street and provides cover from the elements at the entry. The existing building provides for an appropriate amount of transitions of material at changes of plane and retains the existing changes in plane with the two elevator towers, and central entry tower. Additional articulation is found with windows surrounds on the upper two floors.

The EIFS proposed for the exterior of the hotel would cover up the existing masonry façade in all areas except for the three tower elements. The lower cladding is an EIFS product called "New Brick" which is meant to simulate masonry brick units. According to the material provided by the applicant, this Dryvit product is applied to the exterior wall in individual units and mortared on site. The remainder of the building will be EIFS with a rough stucco finish.

The Applicant states that the City's adopted building and energy codes mandate that the building thermal envelope comply with the prescriptive insulation requirements for a new structure and that compliance with that energy conservation requirement, using glass, terra cotta, brick or porcelain, would then force the building to be structurally altered to meet the seismic design requirements for a new building, t

use of the EIFS material is needed to comply with these requirements. The Building Division Staff has reviewed this information, and at this stage of the design, Staff would note that it may be possible to meet the energy code without requiring continuous insulation on the exterior walls therefore allowing the existing brick veneer to remain exposed and uncovered. With respect to the seismic compliance, the Building Division would need to review an independent engineering analysis of the existing building as well as an analysis of how the new six story addition is supported before any seismic upgrade requirement decision could be applied to this project. Given the fact that this building is comprised of reinforced, poured in place concrete with concrete shear walls it is very possible that seismic upgrades would not be required because the building is already built to adequately resist earthquake / lateral loads

The use of the EIFS/simulated brick on the building is being driven by the need to gain compliance with the City's building and energy codes in association with the change in use from an office use to a hotel use. There would also appear to be operational benefits to the owner of the building associated with reduced energy costs. While the Building Division Staff has not fully evaluated the application at this stage of the design, there appears to be more than one path toward compliance with the City's adopted building and energy codes. The applicant has stated in conversations with staff that these other options have been explored but are not practical to implement.

The "New Brick" material, while clearly an EIFS product, is not the traditional form of EIFS, which is commonly used as a stucco finish. Instead, this product simulates brick in appearance by offering different textures, color patterns, and through installation of individual units which are then mortared in like traditional masonry. The Building Division Staff has reviewed this material and finds that it is code compliant and should perform well as an exterior material while insulating the building and conserving energy. Since the product is not familiar to Staff, and should the Planning and Zoning Commission find the need for the use of such material necessary based upon further analysis, the City may wish to require certified installers and special inspections during the construction process, if approved as an acceptable exterior material.

While this information is provided for reference purposes, the purview of the Planning and Zoning Commission is not to administer the Building Code but to review the project based on the objectives of the Design Guidelines, Comprehensive Plan and the Planned Commercial Development criteria. The Design Guidelines suggest that EIFS should not be the predominate material and should be used as an accent material. The proposal does not meet with this guideline because most of the building would contain traditional EIFS, with smaller portions of existing brick, "New Brick" and granite at the entry. While Staff has concerns with the extensive use of traditional EIFS, the "New Brick" product appears to be an alternative material that is effective in simulating a traditional brick appearance through conventional application. Staff would recommend that the Commission explore this option further with the applicant and also discuss the possibility of utilizing this material in greater quantity in place of traditional EIFS, should it be concluded that this is the best material to be used on this building.

Staff would also note that the use of granite and the expanded entry with the porte-cochere are steps in the right direction, however, they are not designed with a more modern aesthetic that the Applicant is seeking to attract for the contemporary, discriminating and upscale individual and business traveler and those associated with the 39 North Innovation District. Adding additional architectural features to the façade such as a more pronounced central entry design, greater articulation around the windows, color accents and possibility the expansion of the "New Brick" material as a substitute for traditional brick that would be lost would all contribute to a more notable design.

Landscape:

The Design Guidelines also provide recommendations on the landscape design:

Chapter 4 / Landscape Design

1. *The City of Creve Coeur strongly encourages high quality landscaping that accentuates the building and site, softens the effects of parking area and enhances the quality of life of the City. All landscape plans should exhibit a clear design concept.*

2. *There should be a consistency of landscape design throughout a development. Different landscape themes may be used to heighten the distinction between spaces, and to strengthen a sense of movement and space, but such themes should be internally consistent*
3. *The design of a landscape plan should aid and direct vehicular and pedestrian circulation and encourage pedestrian interaction.*
6. *Parking areas, traffic-ways and parking structures are to be enhanced with landscaped spaces containing trees, tree groupings, and shrubbery or other landscape enhancements, including berms.*
8. *Landscaped areas are to be maximized and balanced throughout the site. Tree and shrub plantings should be grouped together to create strong accent points with the site plan.*
9. *Landscape plans should incorporate all site elements, such as outdoor lighting, signage, trash receptacles and fencing.*
10. *The scale and nature of landscape materials are to be appropriate to the site and/or the structure. Large-scale landscaping generally should complement large-scale buildings. Landscaping of sites on major streets should include large-scale trees.*

The submitted landscape plan shows the landscaping that meets with the requirements of the Zoning Ordinance and the recommendations of the Design Guidelines with the exception of that along Olive Boulevard and Mosley Road, where additional year round material should be provided along with the headlight screening for the parking spaces at the front of the hotel along Olive Boulevard. Enhanced landscaped areas are featured at each of the entries along Olive Boulevard and Mosley Road.

ZONING REVIEW

Section 405.390 describes, in considerable detail, the characteristics that a proposed planned development should have, as well as certain standards of review that must be performed by the Planning Commission. The following table presents the Design Criteria established by Section 405.390(D)(2)(b) Planned Commercial Development (PCD), and assesses the extent to which those items are present in the project:

A "planned commercial development" shall mean a development on a plot of land containing a mixture of commercial, office, miscellaneous service activities and multi-family dwellings when acceptable to the area. The purpose of a PCD is to provide sites for the development of commercial retail and office uses in a manner which is attractive for such uses and compatible with surrounding neighborhoods. The PCD will also encourage the efficient use of land and resources, offer a mix of amenities for the populace of the area and promote greater efficiency in public and utility services. Although no particular combination of the aforementioned uses is predetermined, all applications for PCD zoning must contain a clear statement and placement of the specific uses within the district, with the NAICS Designation from Table A. Note that no use which is listed as a conditional use in the Creve Coeur zoning ordinance shall be considered approved for a PCD unless it is expressly listed in the application and approved. Subsequent requests for additional conditional uses shall be treated as amendments to the zoning district and subject to all of the original approval criteria. The minimum gross area (includes floodplain areas) required for PCD is three and one-half (3.5) acres, composed of one (1) parcel or two (2) or more contiguous parcels of land. In addition, a PCD may not be requested for properties described by the Central Business District land use plan.

Design Criteria	Assessment
1. Adjoining areas must be predominantly non-residential as defined for this district and the project shall have all access, not including emergency-use only driveways, from Olive Boulevard, Lindbergh Boulevard, North New Ballas Road or any street within the "LI" Light Industrial zoning district except that the project may also have cross access with an adjacent commercial property whose access is limited to only a major or minor arterial according to the City's published street classification map or from any street within the "LI" Light Industrial zoning district.	Predominately Non-Residential is defined Under Section 405.390 as that applies to areas in which less than fifty percent (50%) of the adjoining land area (excluding streets) within five hundred (500) feet is developed as single-family residences, either detached or attached (the latter includes only stand-alone development of four (4) attached units or less). Staff has confirmed that the surrounding area is 51.52% Commercial, and 48.48% Residential, therefore this criterion is met. The existing access onto Mosley is proposed to remain. To address this matter, a Text Amendment (Application #17-029) has been submitted in conjunction with the rezoning that would allow for secondary access to an arterial road (Mosley Road), with primary access from Olive Boulevard.

2. Proposed development adjacent to any single-family residential development shall meet a sky exposure plane requirement. The sky exposure plane will be measured from a line located thirty-five (35) feet above the property line and will have a slope of thirty degrees (30°) rising towards the center of the site.	Criterion is met. The Applicant's Information Sheet A4 Building Section provides the sky exposure plane. 
3. The floor area ratio (FAR) for new developments shall not exceed six-tenths (0.6). However, where a proposed district includes pre-existing buildings that are found to otherwise satisfy the overall purpose and intent of this Chapter, the FAR may be waived so long as the building coverage does not exceed forty percent (40%) of the site area and the sky exposure plane requirement is met.	Criterion is met. The Site Plan shows the proposed FAR of 0.387.
4. Any tract or site abutting or adjoining a single-family residential development shall provide a buffer yard of thirty-five (35) feet on all sides that abut the single-family development. The buffer yard shall not contain any impervious surface and shall be landscaped and provided with other screening devices as deemed appropriate by the Planning and Zoning Commission.	The existing 50 foot buffer is being maintained with additional plantings to provide screening from adjacent residential uses. The minor exception is a new generator pad that will encroach into the area by 8 feet. The Planning and Zoning Commission should determine if any additional screening, such as a fence or wall, should be required given the nature of the proposed use.
5. No new residential building may be located closer than fifteen (15) feet to any property line or any required buffer yard.	The proposal does not include new residential uses.
6. No new commercial building may be located closer than forty (40) feet to any required buffer yard.	The new commercial/retail and restaurant uses are oriented toward Olive Boulevard, with the Retail/commercial building at the corner of Mosley and Olive Boulevard 180.9 feet from the south property line. Criterion is met.
7. Makes efficient use of parking and storage areas including cooperative parking facilities.	The proposal provides parking that meets with the minimum of the Article VII Off-Street Parking and Loading Regulations on an individual use basis. The surface lot located on site would be shared among all of the buildings. Staff believes there are further opportunities to reduce the amount of surface parking in consideration of the shared uses.
8. Provides for the more efficient provision of public and private utilities and facilities throughout the development area.	The Applicant has provided for an underground stormwater detention system at the southwest portion of the property. In additional, all utilities serving the development will be placed underground. Comments have not been received from outside utility agencies at this stage of review.
9. Provides adequate public facilities including streets, bicycle and pedestrian facilities, fire protection, water, storm water control, sanitary sewer and parks and recreation facilities.	The proposal includes sufficient pedestrian access between buildings and to the existing public sidewalks along Olive Boulevard and Mosley Road. The applicant is proposing to install bicycle racks, however the location is not specified. As discussed previously, Staff finds that this criteria needs further refinements, as the scale and location of the open space facilities, cross-access with the adjacent properties to the west, and pedestrian facilities could be enhanced. Criterion partially met.
10. Incorporates pocket parks, small plazas and places for public art where appropriate.	The application includes "park" areas for seating and provisions for public art, and a water feature. As discussed previously, the location of the fountain/sculpture oasis and the existing artwork needs further design consideration. Criterion partially met.

11. Locates buildings in appropriate relation to sidewalks or public parks and plazas.	The new buildings are generally located in an appropriate relation to the existing building, however, the relationship to a public park or plaza area has not been sufficiently considered. Criterion partially met.
12. Provides for vehicular mobility in a manner that does not compromise pedestrian safety and mobility.	The proposal provides for a standard layout utilizing existing vehicular access points and new sidewalks between the buildings and to Olive Boulevard. Criterion met.
13. Allows for on-street parking and locates surface parking to the side and rear of buildings.	The hotel building is pre-existing with a majority of the parking located in the front. Upon completion of the project, there remains a large amount of surface parking in front of the hotel; however, a small amount of parking is placed in front of the commercial building and no parking is located in front of the freestanding restaurant. Structured parking is not proposed. Criterion is partially met.
14. Utilizes high-quality architectural design, placement, relationship and orientation of structures.	As discussed above, the Applicant is proposing to cover the existing office building with a simulated brick, EIFS material on the lower portion and a traditional EIFS surface with a stucco finish for the remaining areas of the building. Only the existing stair and elevator towers will remain brick. As discussed earlier, the Commission should review the proposed materials and design with the applicant and provide further direction. The two new buildings are not presented for design review at this time; however, if the Commission chooses to do so, specific design direction including material requirements can be specified as part of an ordinance.
15. Places all utilities serving new projects underground, to the extent feasible, except where specific allowances and design considerations are provided elsewhere in this Section.	All utility services will be placed underground. Criterion is met.
16. Provides effective landscape or screening in or around the separate developments within the PCD.	The landscape plan generally provides for sufficient screening around the buildings and at entry points. The landscaping should be enhanced with additional plantings along the street frontages. Criterion is partially met.
17. Functionally and aesthetically integrates all proposed storm water collection basins with the surrounding development through undergrounding or extraordinary design of above ground facilities that is visually commensurate with surrounding development.	All stormwater is provided for in underground storage facilities, beneath the surface parking. Criterion is met. As discussed above, Staff has suggested that incorporating some stormwater facilities that functionally and aesthetically integrates in more park-like setting would further the proposal toward the Goals and Objectives of the Creve Coeur 2030 Plan, and the purpose of the Planned Zoning Districts. The Planning and Zoning Commission should provide further direction to the Applicant on this criteria.

Having evaluated the specific elements of the project through the preceding table of design criteria, the Planning Commission is required, by Section 405.390.F, Review Criteria, to review the project as a whole against the following:

Review Criteria	Analysis
1. The proposed development is in harmony with the general purpose and intent of this Chapter and is compatible with and implements the planning goals and objectives of the City including the Comprehensive Plan and CBD land use plan.	As discussed previously, Staff finds that the proposal meets with the recommendations of the Mixed Use District Place Type. While the mix of uses are adequate, there are opportunities to enhance the public spaces and design of the proposed hotel along with the additional buildings to create a more attractive location for retail and restaurant uses which would complement the hotel use.
2. Streets or other means of access to the proposed development are suitable and adequate to carry anticipated traffic and will not overload the adjacent streets.	The Traffic Impact Study submitted indicated that the proposed development would not substantially impact the surrounding roadway network, with a negligible impact on the signal at Olive and Mosley. The City's Traffic Engineer Consultant indicated that the study did not address the midday peak period for a typical weekday. MoDOT has not provided comments on the Study. Some delays would be expected at the Olive and Mosley Road Intersection. Additional cross-access to the west would provide another option to access a signal at Olive Boulevard.

3. The internal circulation system of the proposed development encourages safe movement for vehicles and pedestrians.	The proposed development utilizes the existing layout of the site, including access to Olive Boulevard and Mosley Road. Pedestrian connections are provided throughout the site.
4. Existing or proposed utility services are adequate for the proposed development.	All existing utilities are believed to be adequate.
5. Appropriate buffering is provided to protect adjacent land uses from light, noise and visual impacts.	The Applicant is maintaining the existing 50 foot landscaped buffer, however if the Planning and Zoning Commission finds that additional screening is necessary, such as a solid masonry wall, direction to the Applicant should be provided. Residents have raised such request for a masonry sound wall along the rear property line with Staff to block sound, particularly with the new pool at the rear of the building. The Applicant's Site Lighting Photometric (E1P) indicates that all parking lot lighting will be downcast and shielded and that no light is cast upon adjacent property, with 0.0 at the south property line adjacent to residents. The Applicant has also indicated that a unique package of signage will be proposed where the site plan is showing two ground signs, but no additional information has been provided.
6. Architecture and building materials are consistent with the character of the proposed development and compatible with areas of the City proximate thereto.	As the Applicant's materials indicate, the existing building is an outdated, aging office building that has reached market obsolescence. However the proposed design and use of materials does not elevate the existing design that is in keeping with the City's Design Guidelines and the surrounding development.
7. Landscaping is appropriate for the scale of development and consistent with any applicable City codes, ordinances and standards.	The Landscape Plan meets with the minimum code standards, with the exception of along Olive Boulevard and Mosley Road.
8. The proposed development preserves any significant architectural and environmental features of the property.	The existing site offers little significant or environmental features on property. The existing buffer to the south with large trees will remain and will be enhanced with new plantings.
9. Operating and delivery hours are compatible with adjacent land uses.	Delivery of food and supplies will only take place during normal daytime business hours, 7:00am to 6:00pm.
10. The proposed uses are compatible with the area surrounding the proposed development and will not have a material net cumulative adverse impact on the surrounding area or the City as a whole.	Compared to the existing office use, a hotel use would mean that the building is operational year-round, 24 hours a day. This change in use along with the additional development of commercial buildings along Olive would result in increased activity compared to what exists today. On the other hand, this property is located on a large tract of land in a prime location along the Olive Corridor with various commercial uses nearby. It could be anticipated that any proposal for this site other than reutilization of the existing office building would increase the intensity. Further, the property benefits from a 50-foot deep buffer from adjacent residential properties with a berm and mature trees. To provide further protection from adjacent residences and to mitigate any potential impacts with respect to noise and safety, the Commission should discuss the option of requiring a solid barrier in the form of a wall on the south side of the property between the adjacent residences.
11. The proposed development complies with all other applicable codes and ordinances.	To the extent known at this level of design development, Staff believes all other codes and ordinances have been addressed, outside of that already discussed above. However, the Landscape Plan should be revised to meet with Section 405.540, as well as address the comments under the Design Guidelines.
12. The layout of structures and spaces adequately takes into account the potential for future subdivision of the development.	The proposed layout limits the potential for future subdivision, and the Applicant has indicated that the entire site will remain under single ownership. The future development of the restaurant and commercial/retail space will, or any other modification will require repeating the approval procedure, including the public hearing and passage of an ordinance.
13. There is a demonstrated level of the public benefit to the City derived from the proposed development, per Section 405-390.B.	As discussed earlier, it is the Applicant's contention that public benefits are derived from the adaptive use of this property, infill development of a future Phase II that includes a commercial/retail development and freestanding restaurant. And that the hotel is

	intended to attract high quality, sophisticated design that is consistent with the <i>Creve Coeur 2030</i> plan and the 39 N. Plan. While the proposed uses are all categories allowed within the existing CB District, Staff finds that additional refinement is necessary and direction should be provided to the Applicant on those items that need to be addressed to have the project fully meet with the intent of the District. It should be noted that the Applicant's list of allowed uses includes all of the uses permitted in the CB District, and the Conditional Uses are the conditional uses in the CB District. Therefore, the question before the Commission is whether or not this particular project with the stated benefits is so beneficial to the community that special zoning approval is warranted. The Planned Zoning Districts were created truly difficult zoning scenarios, allow for a more unique development environment than would normally provide through traditional zoning, and to give the City a means to allow projects not previously anticipated but with clear advantages if it is allowed.
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SUMMARY AND RECOMMENDATION

The proposal represents a substantial change for this site. As reviewed above, there are many facets to consider since a whole new zoning district is created that would be unique to this project. The most significant of which is whether or not the proposal fully warrants such a unique zoning district and that it is so beneficial to the community that the City should consider allowing for a waiver from the traditional standards under the existing Core Business District designation. The Key issues related to the development includes:

- The proposed mixture of uses, particularly, the hotel and the measures required to buffer this use from adjacent residential properties.
- The overall design quality of the site, the use of building materials covering the existing brick structure,
- The scale of the park and greenspace provided, and the landscaping, and placement of artwork and fountains that meet with the intent of the District.
- The amount of surface parking in consideration of the shared parking among the various uses where greater parking demand occurs at different times of the day.
- Lack of detail on the development of the restaurant and retail commercial building as a future phase that would be provided at a later date.
- Cross access connections with the businesses to the west.
- Demonstrated level of the public benefit to the City derived from the proposed development

Staff recommends that the Commission hear from residents at the public hearing, provide direction on the appropriateness of the development for the zoning, overall compatibility of the project with the surrounding land uses, and identify areas for further Staff analysis or for Applicant adjustments to the proposal. Further, no decision should be made, but discussion and direction with the Applicant is needed to move the project forward. Therefore, Staff request that following presentations and discussion, the Planning and Zoning Commission vote to continue the matter to a subsequent date of the Commission's choosing. The November 6th meeting is already full, and the Applicant will need time to address the Commission's comments. Therefore, Staff recommends either the November 20th meeting, or the first meeting in December to allow for such changes.

SUGGESTED ACTION

If the Planning and Zoning Commission agrees that a recommendation should be held until a subsequent meeting, the following is an example motion for a continuance:

“I move to continue application #17-028, the rezoning and site development plan for to November 20, 2017, to allow for resolution of issues, review of the traffic study, and preparation of a draft PRD ordinance.”

Note that the Commission may substitute a different meeting date as they deem necessary.

APPENDIX 1: COMPREHENSIVE PLAN

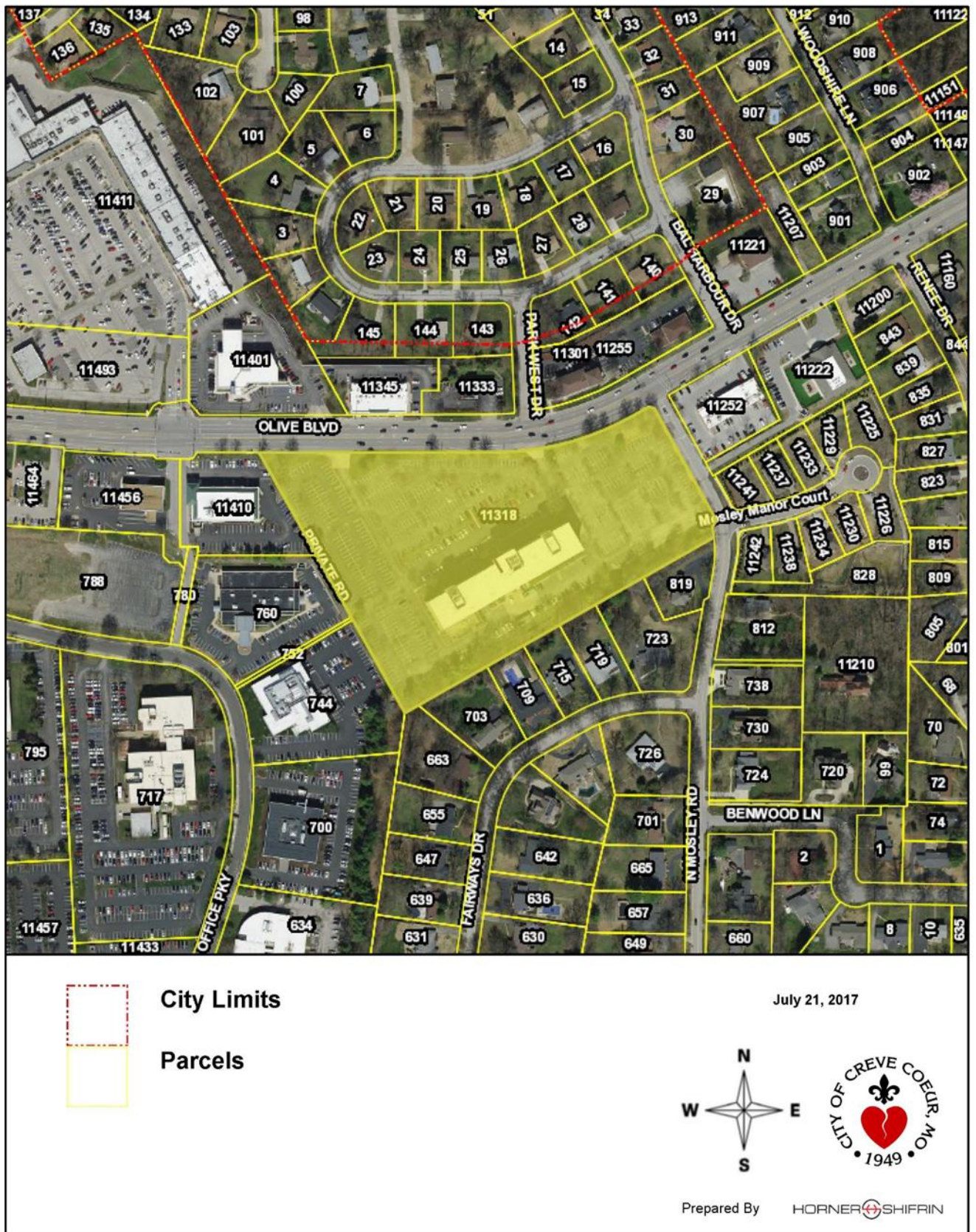
Included and attached by reference. See body of report for specific excerpts.

APPENDIX 2: ZONING CODE

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

APPENDIX 3: AERIAL MAP

11318 Olive Boulevard (addressed as 11330 Olive Boulevard, Former HBE Office)



APPENDIX 4: SITE PHOTOGRAPHS

Photo Date: 10/17/2017



Description: View looking south east from Olive Boulevard at the existing building.



Description: View looking west from the corner of the subject property at the adjacent commercial building.

Attachment: 17-028.HBE Rezoning PCD.11330 Olive Boulevard.Staff Report.10-23-2017 Final (#17-028: HBE Rezoning to PCD)

	Description: View looking east along Olive Boulevard from the west entrance at the existing landscaping
	Description: View looking south from Olive Boulevard at the existing building entrance.



Description: View looking southwest from Olive Boulevard at the existing building from the east entrance.



Description: View looking south along Mosley Road at the existing landscaping.



Description: View looking west from Mosley Road.



Description: View looking south along the rear parking area at the existing landscaping to the homes on the south.



Description: View of the rear of the existing building.



Description: View looking north along from the drive aisle next to the building at the toward the commercial building across Olive Boulevard.

**SUBMITTAL AND NARRATIVE
IN SUPPORT OF
APPLICATION FOR PLANNED COMMERCIAL ZONING DISTRICT**

HBE Corporation ("HBE") and Kummer Hotel Development, LLC ("Applicant") hereby make this Submittal and Narrative in Support of the attached Application for Planned Commercial Zoning District (collectively herewith, the "Application"), in accordance with Sections 405.390 and 405.1060 of the Land Use and Development Code of the City of Creve Coeur. The applicable property is described below and graphically depicted on the excerpt of the City's Zoning Map attached hereto.

BACKGROUND

HBE developed the subject property site located at Olive Boulevard and Mosely Road as an office building in the early 1980's, and it is currently zoned "CB" Core Business District. The subject property site ("Property Site") contains approximately ten (10) acres, more or less. The building on the site ("Existing Building") is a six story concrete structure and masonry building with approximately 177,000 gross square feet. HBE occupied most of the Existing Building for its own use in connection with its Adams Mark hotel operations and its design-build business, with a minority of the Existing Building space occupied by smaller tenants. Until recent years, HBE fully utilized the Existing Building and the Property Site's parking facilities.

HBE sold its hotel operations in the second half of the last decade, and is presently winding down its design-build business operations. Because of the age of the Existing Building and its design for HBE's specific use, it has been difficult to attract high quality tenants, and the building is currently predominantly vacant. HBE has determined that it is not feasible to convert the Existing Building into a "Class A" office building that could suitably compete with the new construction at sites on Olive Boulevard in the same market.

The planned Creve Coeur Hotel and Suites, a Tapestry* by Hilton hotel, will have 260 hotel rooms; consisting of three large, business oriented, Hospitality suites on the first floor, 80 King Suites, 74 Double Queen Suites, 74 King Rooms, and 29 Double Queen Rooms, together with a significant lobby area, casual dining and bar/lounge facilities, in-house office facilities and an in-house laundry. The rooms are configured based on the current design of Hilton's New York City Conrad Hotel – one of the very best hotels and brands in the entire Hilton organization. Such room design is ideal for the individual business traveler, who is looking for more useful space to work and relax in rooms that are significantly larger than available at other hotels in St. Louis. These rooms will also offer a good solution for couples travelling with young children because the rooms will accommodate additional sleeping space, thereby avoiding the financial burden of paying full rate for an additional room and/or having to book two un-connected remote rooms.

The Hotel's food and beverage offerings will include a three-meal restaurant, with an extensive breakfast buffet program, including made-to-order omelets and other breakfast offerings. The food and beverage areas are being designed primarily to service and meet the needs of hotel's guests, family and friends of hotel guests. The hotel food service will be, like the rest of the hotel -- a high-quality operation, which will be a compliment to the Property Site, the hotel operations and the surrounding community.

HBE plans to transfer the entire Property Site and Existing Building to Kummer Hotel Development LLC, the Applicant. The Applicant proposes to redevelop and repurpose the Existing Building into a hotel, and construct two additional buildings on the Northeast and Northwest portions of the Property Site. For such purpose, the Applicant is seeking that the Property Site be rezoned to Planned Commercial Development (PCD), consistent with the Plans being submitted with this Application pursuant to Sections 405.390, 405.1060 and 405.1080 of the Land Use and Development Code.

* The Tapestry Collection is one of Hilton Hotel's newest high quality, full-service lifestyle brands, focused on meeting the lodging needs of the contemporary, discriminating and upscale individual and business traveler. Each property in the Collection Design is distinctive in itself and is integrally connected to its surrounding community.

RATIONALE FOR THE ESTABLISHMENT OF THE PLANNED COMMERCIAL DISTRICT

The approval of the Property Site as a Planned Commercial District (PCD) recognizes the integrated plan for the ten acre site and the unique benefits that will inure to the benefit of the City of Creve Coeur. As described in more detail in the Narrative in accordance with Section 405.390, the City's benefit from the PCD includes:

- The development of a high quality hotel which will complement 39 North, the Global Agtech development district. The planned Creve Coeur Hotel and Suites will be the closest hotel to that significant innovation district, which will attract visitors and businesses from throughout the World.
- The PCD as planned will generate significant sales tax, hotel tax and property tax revenue, without the expenditure of tax money and without any tax or other governmental incentives.
- The approximate ten acre site will be attractively landscaped, with increased green space, trees, outdoor seating and a fountain.
- HBE will utilize its existing Brother Mel statuary (already depicted in the Creve Coeur Art Commission's Master Plan) to be placed along the center pedestrian walk between Olive Boulevard and the Hotel.

- HBE will purchase, in conjunction and consultation with the Creve Coeur Art Commission, special landscaping design and a piece of art which is consistent with Art Commission's Master Plan, and which will be placed in a landscaped area on the North-west portion of the property near the West entrance.
- Pursuant to a traffic study commissioned by HBE, the traffic associated with the Creve Coeur Hotel and Suites and the planned new buildings, a restaurant and retail space, will be less than the traffic generated by a fully occupied existing office building.
- The redeveloped Hotel facility will meet the exacting energy standards of current codes, thereby greatly reducing the energy consumption of a 35 year old office building.
- The alternative to not repurposing the Existing Building into a Hotel would be to fill the building with high use tenants utilizing the building as a telephone center and/or for clerical functions, which would fully utilized the existing parking, cause additional traffic and not promote the City's Comprehensive Plan.

NARRATIVE IN ACCORDANCE WITH SECTION 405.390

Section 405.390 E. (Submittal Requirements) provides (in subparagraph 20) that the Applicant include with its Application a Narrative addressing each of the standards contained in the Review Criteria listed in Section 405.390 (F). Accordingly, the following are the Applicant's narrative and response to each respective Review Criteria:

1. The proposed development is in harmony with the general purpose and intent of this Chapter and is compatible with and implements the planning goals and objectives of the City including the Comprehensive Plan and CBD land use plan.

The proposed development is consistent with the general purpose and intent of the Comprehensive Plan. The 2002 Comprehensive Plan specifically promoted the redevelopment of older underutilized properties, and Creve Coeur 2030 states that it continues that theme. Specifically, the Comprehensive Plan states that one of its purposes is the promotion of redevelopment of "aging" office buildings that have "reached market obsolescence" (Page 41). The Comprehensive Plan continues to state that "there is a great opportunity to improve the appearance and functionality of existing commercial areas, especially along Olive Boulevard east of I-270." (Page 28) Consequently, the repurposing of a tired old office building at the intersection of Olive Boulevard and Mosely Roads into a quality hotel and the development of new commercial/retail building and a first class restaurant at that important intersection, is in furtherance of the intent that legacy buildings and sites along Olive Boulevard contain vibrant updated commercial activities that are additive to the City community.

The Property Site is at the Eastern edge of the West Olive corridor referenced in the Comprehensive Plan. While not part of the Central Business District (CBD), the Property Site is immediately adjacent to the CBD. The CBD is envisioned to be a mixed-use

commercial center for the community surrounding a high-intensity Downtown core (page 72); the Property Site as developed in accordance with this Application is completely consistent with such mixed use commercial center.

The West Olive Corridor is envisioned by the Comprehensive Plan to support the development of "a variety of medium-density commercial, retail, office, institutional, dining, commercial services... within a suburban context." Again, the development of the Property Site, including the Existing Building, is consistent with developing such a mixed use commercial area. Specifically, the Site Development Plan accompanying the Application provides for the public seating area, a fountain and art work that is encouraged by the Comprehensive Plan within the West Olive Corridor. In fact, none of the more recent new projects, including West Oak Square and the PNC Bank Building (immediately to the West of the Property Site) include any such amenities, and the Property Site as developed will be a significant enhancement to the character and appearance of this portion of the Olive Boulevard Corridor.

2. Streets or other means of access to the proposed development are suitable and adequate to carry anticipated traffic, and will not overload the adjacent streets.

Submitted with this Application is a Traffic Impact Study for Proposed 11330 Olive Boulevard Development (Traffic Study) authored by Lochmueller Group. That Traffic Study generally concluded that the proposed development of the Property Site in accordance with the Development Plans would improve traffic flow over the impact of a fully occupied office building. Specifically, the Traffic Study found:

- a. Overall, the proposed uses for the Property Site will not substantially impact the surrounding roadway network, particularly considering it is anticipated to generate fewer trips than the existing by-right office use if the Existing Building was fully occupied (Pages 2 and 31).
- b. With two full access entrances on Olive Boulevard, the traffic load is able to be spread across the entrances, resulting in shorter queues and delays. (Page 2). It should be noted in that regard, that the present Property Site has two access entrances on Olive Boulevard and one access entrance on Mosely Road.
- c. The results of the Traffic Study showed that the proposed uses on the site will have a negligible impact on the signal at Olive and Mosely.

3. The internal circulation system of the proposed development encourages safe movement for vehicles and pedestrians.

The Development Plan documents depict that attention has been given to internal circulation within the Property Site. With respect to pedestrian movement:

- There are two proposed pedestrian sidewalks from Olive Boulevard to the Hotel, one at the East entrance access and the other at the West entrance access.
- There is an additional pedestrian sidewalk from the sidewalk along Mosely Road passing in front of the proposed new commercial use building and connecting directly to the Hotel.
- There is pedestrian sidewalk access to the proposed new building at the Northwest section of the Property Site from Olive Boulevard.
- There are multiple means of gaining access to the Hotel from the various parking lots, including a pedestrian sidewalk approximately midway between the Eastern and Western boundaries of the Property Site from Olive Boulevard to the main entrance of the Hotel, with bench seating and relocated sculptures in landscaped areas adjacent to the walkway, as further described in Item 7 below.

The vehicular traffic flow is accommodated by wide and ample traffic lanes to, from and within the parking lots. There are no "blind spots" or obstructions that would limit visibility of drivers to oncoming traffic or pedestrians leaving or approaching their automobiles.

4. Existing and proposed utility services are adequate for the proposed development.

HBE and the Applicant have been working closely with the Metropolitan Sewer District in establishing a plan for storm water and sanitary system that meets MSD's criteria. At an early stage in the planning process, HBE identified sanitary and storm water disposal as crucial in the redevelopment of the Property Site.

- MSD and HBE have agreed to the amount of underground storm water detention to be incorporated within the Property Site and are working in concert with respect to storm water quality discharge issues.
- MSD and HBE have agreed upon the criteria for sanitary sewer lines and discharge with respect to the conversion of the Existing Building into a Hotel and the development of the new buildings on the Northwest and Northeast portions of the Property Site.

All utility lines within the Property Site will be buried. The present electrical and water service to the Existing Building will be adequate, and the electrical and water service to the new buildings on the Northwest and Northeast portions of the Property Site will be adequate for the uses of those buildings and in accordance with the policies of the utility companies.

5. Appropriate buffering is provided to protect adjacent land use from light, noise and visual impacts.

The commercial properties to the West are at a lower elevation and are currently adequately buffered, and shall remain essentially as is. The North and East sides of the Property Site border Olive Boulevard and Mosely Road. There are existing trees along those boundaries that shall remain in place or be replaced as necessary.

The existing buffer area on the south side of the property is 50 feet wide and contains a steep sloping berm for a majority of the slope on its south face from the near center of the Property to the west end of the Property. The top of berm to toe of berm, which is adjacent to the south property line and completely within the 50 buffer strip, varies from a few feet at the East end near Mosley to approximately 14 feet at the West end adjacent to the existing commercial property; the southern side of this berm area is very thick and dense with trees and vegetation. This existing buffer strip was landscaped with a variety of evergreen trees, deciduous trees and shrubbery with the construction of the building in 1982 and 1983. The trees have matured with many of them to be nearly 60 feet tall, providing a dense visual barrier to and from the adjacent residential property to the South.

The existing fence, approximately 8 feet high towards the middle of the property and on the top of the berm, shall remain in place.

There are certain areas along the south buffer where the low planting shrubbery and bushes lose their leaves in the winter months, allowing some of the residential property owners a view of the existing building. In response to comments made at the neighborhood meeting with residential neighbors, HBE will provide additional and substantial evergreen trees and shrubbery along the crest of the berm in several locations in order to reduce the visibility of the existing building from the south through the buffered area during the entire year.

6. Architecture and building materials are consistent with the character of the proposed development and compatible with the areas of the City proximate thereto.

The architecture and building materials of the Existing Building are consistent with the codes and prevalent designs of the early 1980s. However, the Existing Building does not meet the City's current energy requirements.

The City has adopted the ICC 2009 Model Codes. Specifically, those Codes include the 2009 International Energy Conservation Code, which requires continuous insulation for the energy efficiency of commercial buildings. Consequently, the Applicant has sought a method for insulating the Existing Building that meets the 2009 International Energy Conservation Code and the other requirements of the ICC 2009 Codes.

The ICC 2009 Model Codes includes the 2009 International Building Code (IBC) for lateral load (wind and seismic) resistance. The Existing Building as currently constructed does not meet the IBC structural requirements for new construction, but falls within the exemption contained in 2009 IBC Chapter 34 Existing Structures. That exemption is applicable so long as the alteration to the Existing Building does not increase the mass or exterior load of the Existing Building by more than 10%. Accordingly, if the Applicant renovates the Existing Building, including the insulation of the Existing Building to meet the energy requirements of the ICC 2009 Codes, in a manner that would add more than a 10% load to the Existing Building, the Existing Building will not comply with the IBC structural requirements.

In developing the plans for the Existing Building, it was determined that the application of insulation with a glass, terra cotta, brick, porcelain or similar material would cause the load to the Existing Building to increase more than 10%, thereby causing the Existing Building to lose its "Grandfather" exemption under the IBC and would then be required to comply with the structural seismic requirements applicable to new structures. Reinforcing the existing structure's seismic force resisting system to conform to the structural requirements of a new structure is not feasible for the Existing Building due to the extensive amount of work required for this type of structure (cast-in-place concrete shear walls supported by drilled piers). To reinforce the Existing Building to meet the new structural requirements of the IBC would entail a complete reinforcement of the structure supporting the exterior skin, reinforcement of the concrete shear walls and foundation reinforcement, likely making it more economical to demolish the Existing Building and build a new structure rather than renovating the Existing Building.

As a consequence, the Applicant has designed an attractive exterior to the Existing Building that will limit the increase in load to less than 10% (thereby falling within the exemption for Existing Structures under the IBC) and also meet the 2009 International Energy Conservation Code. As indicated in the plans submitted with the Application, the Existing Building will be insulated with an insulating system, applied over the existing masonry surface, which results in the most energy efficient application to satisfy the stringent requirements of the continuous insulation of the Energy Code.

- The exterior facades shall be provided with a NewBrick, which is an innovative light weight insulated flat brick product with mortared joints applied to an insulation wrap at the first floor, extending up to the window sill of the second floor, a height of 16 feet above grade.
- The existing stair towers will remain with the present existing brick exposed.
- The exterior walls at the second floor up to the roof will be clad with an exposed plaster stucco surface applied to insulation which will be adhered to the face of the existing brick, providing the thermal system required to meet the 2009 IECC Energy

Code requirement of "continuous insulation" applicable for the St. Louis climate zone.

- All exterior surfaces will be in coordinating colors, presenting a very attractive exterior façade on all sides.

In addition, in order to meet the energy requirements of the ICC 2009 Codes, all motors, equipment, and lighting shall be replaced and provided in conformity with the Energy Code.

The Northwest and Northeast new buildings shall be constructed with predominately masonry materials, natural brick or stone products, and appropriate fenestration for their intended use, providing durable building materials and compatible design appearance. These two new buildings will be designed in compliance with design criteria contained in the Creve Coeur Design Guidelines and as specified by the tenants of those buildings.

7. Landscaping is appropriate for the scale of development and consistent with any applicable City codes, ordinances and standards

The landscaping plan includes enhanced special pedestrian and artistic features. On the north side of the property, there will be a six foot wide promenade walk from the main entrance of the Hotel at the new Porte Cochere, connecting to the public sidewalks on Olive Boulevard. This promenade walkway will have bench seating and sculptures in well landscape islands located at the ends of the parking aisles, will feature Brother Mel's (the artist) statuary, and contain flowering shade trees and planting within each of these pleasant and distinct islands. It should be noted that the Brother Mel statuary is currently featured in the Art Commission's Master Plan. Each of these three landscaped areas will also contain a flag pole: one for our American flag, one for our Missouri State flag and one for the flag of the City of Creve Coeur.

The Porte Cochere, connected to the promenade walkway, will have granite stone fascia panels and a decorative skylight, enhancing the impressive entrance to the Building.

In addition, HBE has agreed to a \$250,000 commitment to provide landscaping and a new sculpture at the West entrance from Olive Boulevard, towards the Northwest portion of the property. There will be a landscaped area, referred to as an "OASIS" in the drawings. This large "green space" will contain a water feature, consisting of a pool with a fountain, and a notable sculpture, all within an area planted well landscaped and with low shrubs and flowers. The selection of the sculpture will be in collaboration with Creve Coeur Art Commission.

Landscaping is being designed to include the retention of the existing mature trees and substantial shrubbery. New trees, planting and landscaping will be provided in the parking lot islands, along the periphery of the Property, where required to meet regulations, and adjacent to the Hotel building, commercial and restaurant facilities.

The Applicant has included a detailed landscaping plan with this Application.

8. The proposed development preserves any significant architectural and environmental features of the property.

The Existing Building will undergo substantial architectural improvements, which will enhance the features of the Existing Building, improve its energy efficiency in accordance with current energy requirements and code and convert it into a modern and attractive hotel facility. The basic footprint of the Existing Building will remain unchanged.

9. Operating and delivery hours are compatible with adjacent land uses.

The hotel operations will be unobtrusive to the adjacent land uses. The hotel will not provide for banquets or public restaurant facilities (the dining facilities are primarily for guests of the hotel).

Delivery of food and supplies should be minimal, and will only take place during normal daytime business hours.

Trash pickup should occur at normal times similar to what is currently servicing the Existing Building.

10. The proposed development uses are compatible with the area surrounding the proposed development and will not have a material net cumulative adverse impact on the surrounding area or the City as a whole.

The proposed development uses are compatible with the area surrounding the proposed development and will be a substantial improvement in the use of the Property Site. There is no net cumulative negative impact with respect to the conversion of the Existing Building into a Hotel and the development of the new buildings into commercial buildings.

11. The proposed development complies with all other applicable codes and ordinances.

Upon approval of the Application for designation of the Property Site as a Planned Commercial District, the proposed development of the Property Site will comply with all applicable codes and ordinances. The new buildings to be constructed at the Northwest and

Northeast portions of the Property Site will comply with all current applicable codes and ordinances.

It is the Applicant's intention to develop and design the two new buildings in concert with the construction work for the redevelopment of the Existing Building into a Hotel. It is acknowledged that it may be appropriate to obtain additional approvals from the City once final plans are developed based on the needs and specifications of the tenants of those buildings.

12. The layout of structures and spaces adequately takes into account the potential for future subdivision of the development.

The Applicant has no plans to subdivide the Property Site and plans on retaining ownership of all buildings and improvements depicted within the Plans. Upon completion of the renovation of the Existing Building and construction of the two new buildings on the Northeast and Northwest section of the Property Site, the Property Site will have been fully developed.

13. There is a demonstrated level of the public benefit to the City derived from the proposed development, per section 405.390.

There is a substantial public benefit to the City which will be derived to the City as a result of the renovation and conversion of the Existing Building into a hotel and the further development of the Property Site in accordance with the Plans submitted with this Application.

- A. Additional Hotel Space is Needed and Promotes Local Initiatives, Including 39 North.** One of the attributes of the Comprehensive Plan is the goal of enhancing and further developing the ag-tech and plant science industries led by Monsanto and the Danforth Plant Center. Each of these facilities needs additional hotel space within relatively close proximity to their buildings, and the hotel will be the closest hotel facility to those two important Creve Coeur institutions. It is anticipated that the proposed hotel facility will also help alleviate a need and demand for additional hotel rooms serving the Eastern section of the Creve Coeur Business District.

Exciting plans for the development of 39 North as a Global Center for Agtech accentuates the need for high quality hotel space in the Eastern section of Creve Coeur along the Olive Boulevard corridor. The Applicant plans on specifically marketing to the visitors to Creve Coeur's global hub of plant science research.

- B. Enhancement of Tax Revenue.** The proposed hotel will likely generate additional tax revenue in the form of sales tax and likely property taxes as the result of the hotel operations. St. Louis County will experience an increase in hotel tax revenues from

a source within Creve Coeur. Additional property taxes will likely be generated by the two new proposed buildings at the Northwest and Northeast section of the Property Site.

- C. **No Governmental Financial Incentives.** HBE and the Applicant are not requesting any financial assistance from the City of Creve Coeur or St. Louis County in the form of property tax abatement, tax increment financing (TIF) or any other form of governmental financial assistance.
- D. **Development of a Highly Visible Property Site.** The Hotel will be an attractive and useful addition to the City of Creve Coeur and will develop an underutilized and highly visible track of land within the most traveled street in Creve Coeur and is consistent with and furthers the goals of the City's new Master Plan for the development of Olive Street Road properties.

NEIGHBORHOOD MEETING

On the evening of August 17, 2017, HBE representatives met with residential neighbors in proximity to the planned hotel site. At the meeting, HBE received a number of comments and suggestions. Based upon some of the comments made at the meeting, HBE has made modifications to its plan:

- HBE has determined to enhance the buffer to the South of the Property in order to enhance the privacy of the neighbors to the South as described above in Paragraph 5 of the Narrative.
- Adjacent to the south side of the building, there will be a small 20' by 40' shallow, in ground, "no-diving" swimming pool. The pool will be for the exclusive use of hotel guests during the summer months from 8:00AM to 10:00PM from Memorial Day to mid-September. In response to comments by residential neighbors to the South, there will be an approximate 8 foot solid privacy fence at the swimming pool, constructed of wood with some decorative lattice work at the top. The design of the surrounding fence will provide complete visual privacy on the East, South and West sides of the pool. In addition, there will also be landscaping and planting areas adjacent to the exterior side of the pool fence to further enhance privacy.
- In further response to comments from neighbors, food and other deliveries will only take place during normal business hours (no earlier than 7 AM and no later than 6 PM), and all trash pickup will also occur with those same business time frames.
- Trash containers will be kept concealed within garages with overhead doors on the south side of the small addition to the existing building.
- There were questions raised by the residential neighbors regarding parking. Hotel employee parking will be on the South side of the Hotel building and portions of the Southeast lot. In response to neighbors' concerns, Hotel guests will not be parking in the area adjacent to the residential neighbors to the South. Parking for the tenants and patrons of the commercial buildings at the Northeast and Northwest portions of the Property will be adjacent to those buildings.
- All parking lot lighting shall be facing downward and within the limits of the Property as required by the Code.
- Some neighbors questioned light coming from hotel rooms at night. In fact, the HBE Building currently has its florescent lights on all night, and it is likely that the hotel will emanate less night time light than what is currently being generated by the HBE office building. The windows of the Hotel will be energy efficient "low e" non-reflective glass. Guest room windows will have multiple draperies, including light weight sheer fabric and "black out" drapes in the perimeter sleeping rooms. The illumination within the guest room suites will be by lamps within the sleeping rooms, providing a low level of lighting visible from the exterior and only when the drapes are not drawn closed.

DESIGN CRITERIA:

- (1) **Adjoining areas must be predominantly non-residential as defined for this district and the project shall have all access, not including emergency-use only driveways, from Olive Boulevard, Lindbergh Boulevard, North New Ballas Road or any street within the "LI" Light Industrial zoning district except that the project may also have cross access with an adjacent commercial property whose access is limited to only a major or minor arterial according to the City's published street classification map or from any street within the "LI" Light Industrial zoning district.**
 - (1) The adjoining areas are "predominately non-residential" as indicated by information provided by the City of Creve Coeur, and provides access from Olive Boulevard, a major arterial road, on the North side of the Property and from Mosley Road, a minor arterial road, on the East side.
- (2) **Proposed development adjacent to any single-family residential development shall meet a sky exposure plane requirement. The sky exposure plane will be measured from a line located thirty-five (35) feet above the property line and will have a slope of thirty degrees (30°) rising towards the center of the site.**
 - (2) The proposed development is adjacent to single family residences on the South side of the Property and meets the sky exposure plane requirements as described herein.
- (3) **The floor area ratio (FAR) for new developments shall not exceed six-tenths (0.6). However, where a proposed district includes pre-existing buildings that are found to otherwise satisfy the overall purpose and intent of this Chapter, the FAR may be waived so long as the building coverage does not exceed forty percent (40%) of the site area and the sky exposure plane requirement is met.**
 - (3) The floor area ratio (FAR) for the proposed development is 0.386 to 1.0, including the existing six-story building, which is being repurposed from an office use to a hotel use, and the building coverage is 14.3 percent (14.3%) of the site area, and the sky exposure plane requirement is met.
- (4) **Any tract or site abutting or adjoining a single-family residential development shall provide a buffer yard of thirty-five (35) feet on all sides that abut the single-family development. The buffer yard shall not contain any impervious surface and shall be landscaped and provided with other screening devices as deemed appropriate by the Planning and Zoning Commission.**
- (4) The Property Site adjoins existing single-family residences on the South side of the property and presently provides an existing fifty (50) feet buffer yard, which exceeds this requirement of thirty-five (35) feet. There is no impervious surface in this densely landscaped existing buffer yard, which has many very mature trees and planting, providing very dense screening to the neighbors. It is the intent of this Application to retain this existing buffer yard, trees and planting, and to enhance certain portions of the buffer area with additional evergreen shrubs and trees to assist in reducing visibility and to improve the density of the landscaping

- (5) **No new residential building may be located closer than fifteen (15) feet to any property line or any required buffer yard.**

(5) This item is not applicable to this PCD Application.

- (6) **No new commercial building may be located closer than forty (40) feet to any required buffer yard.**

(6) As indicated on the proposed development plan, the new buildings and additions to the existing building are not closer than forty (40) feet to the required thirty-five (35) feet buffer yard.

- (7) **Makes efficient use of parking and storage areas including cooperative parking facilities.**

(7) The proposed development provides very efficient and convenient parking for the buildings, as indicated on the submitted site development plan.

- (8) **Provides for the more efficient provision of public and private utilities and facilities throughout the development area.**

(8) Public and private utilities are efficiently designed and provide for an underground storm water detention system on the Southwest portion of the property. All utility services are presently underground; any new or expansion of the existing utility systems will be underground. The Applicant is working with St. Louis Metropolitan Sewer District (MSD) with respect to storm water quality and discharge concerns.

- (9) **Provides adequate public facilities including streets, bicycle and pedestrian facilities, fire protection, water, storm water control, sanitary sewer and parks and recreation facilities.**

(9) The proposed development provides convenient and adequate access to the site for vehicular and pedestrian traffic from the public streets. Internal sidewalks provide safe and convenient access to all buildings. Internal drives are convenient and adequate for automobile and truck traffic routes, as indicated on the submittal plans. Bicycle parking will occur at alcove spaces adjacent to the entries at the buildings with exact locations to be determined.

All buildings will be designed and constructed in compliance with current applicable codes and ordinances.

- (10) **Incorporates pocket parks, small plazas and places for public art where appropriate.**

(10) Special pedestrian features are included in the Development Plan. A water fountain and sculpture will be provided at the West entrance to the property from Olive Boulevard. The Applicant plans on providing sculptures and special landscaping features internal to the site along the promenade walk from Olive Boulevard to the main entrance of the Hotel and with landscaping and patios adjacent to the buildings.

- (11) **Locates buildings in appropriate relation to sidewalks or public parks and plazas.**
- (11) Buildings are located appropriate to sidewalks, as indicated on the Development Plans.
- (12) **Provides for vehicular mobility in a manner that does not compromise pedestrian safety and mobility.**
- (12) Vehicular mobility is provided in a manner that does not compromise pedestrian safety and mobility, as indicated on the Development Plans. All sidewalks shall be in compliance with the applicable accessibility requirements. Accessible parking facilities shall be provided adjacent to building entries as indicated on the Development Plans.
- (13) **Allows for on-street parking and locates surface parking to the side and rear of buildings.**
- (13) As indicated on the Development Plans, surface parking is provided adjacent to and convenient to the buildings. There is no "on-street parking" within the Property or allowed on the public streets adjacent to the Property.
- (14) **Utilizes high-quality architectural design, placement, relationship and orientation of structures.**
- (14) The architectural design, placement, relationship and orientation of the structures are in accordance with good design practices. Please note that the Commercial Use and Restaurant buildings will be addressed at a later date and shall be designed using predominately masonry materials to comply with current guidelines, applicable codes and ordinances.
- (15) **Places all utilities serving new projects underground, to the extent feasible, except where specific allowances and design considerations are provided elsewhere in this Section. [Ord. No. 5381 §1, 7-14-2014]**
- (15) All utility services for the new and existing structures will be placed underground.
- (16) **Provides effective landscape or screening in or around the separate developments within the PCD.**
- (16) Effective landscaping is designed, as indicated in the submitted Development Plans, for the facilities within the Property and provides screening from the adjacent residential property to the South.
- (17) **Functionally and aesthetically integrates all proposed storm water collection basins with the surrounding development through undergrounding or extraordinary design of above ground facilities that is visually commensurate with surrounding development.**
- (17) The proposed storm water system shall be underground, including retention and water quality, which shall be approved by MSD.

STATEMENT: PLANNED COMMERCIAL DEVELOPMENT (PCD)

The Property Site in this Application is proposed for the development of commercial retail, hotel and restaurant use to provide attractive and compatible facilities with the surrounding neighborhoods. The proposed development provides an efficient use of land and resources, offers a mix of amenities for the area, promoting a greater efficiency in public and utility services.

This PCD would permit, as permitted uses: (1) the hotel, commercial retail and restaurant uses described in the Narrative accompanying the Application and as shown on the Site Development and other plans submitted therewith, including full-service and limited service restaurants (NAICS 722511-13); and (2) all permitted uses in the Core Business District (present zoning classification). The PCD would allow, as conditional uses, any other uses currently shown as conditional uses in the CB District.

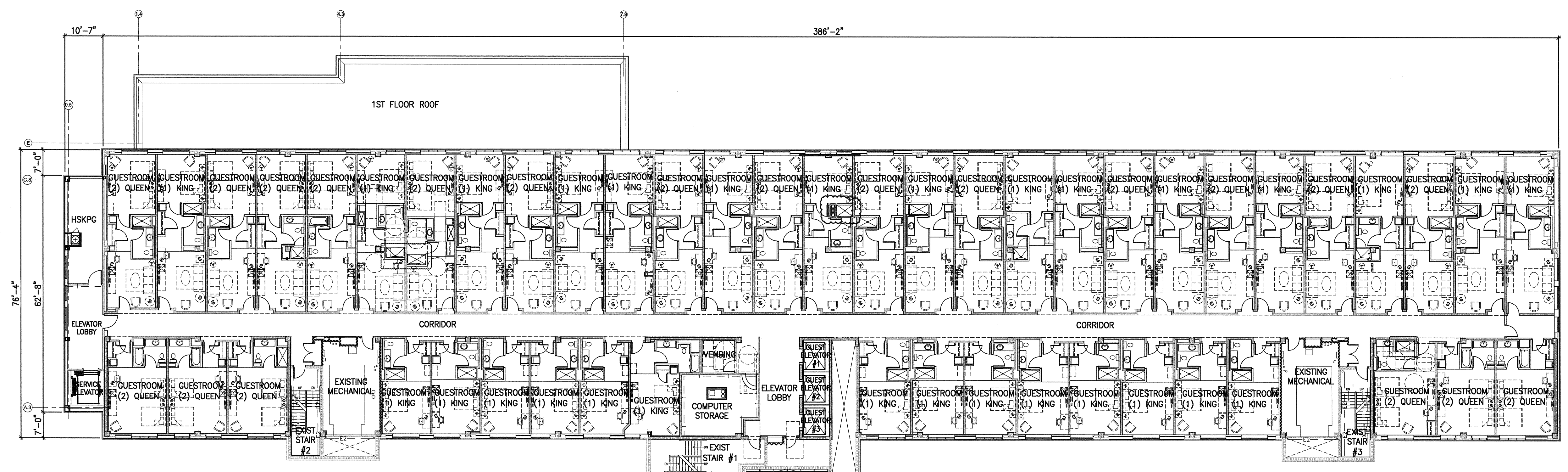
The PCD for this project includes a six story, 260 room hotel, a one-story commercial use facility, and a one-story restaurant, as indicated on the accompanying Plans, on the Property Site, which is approximately 10 acres, more or less, as a single property. The Applicant has no plans to subdivide the Property Site.

SECTION 405.390 PLANNED ZONING DISTRICTS***E. SUBMITTAL REQUIREMENTS:***

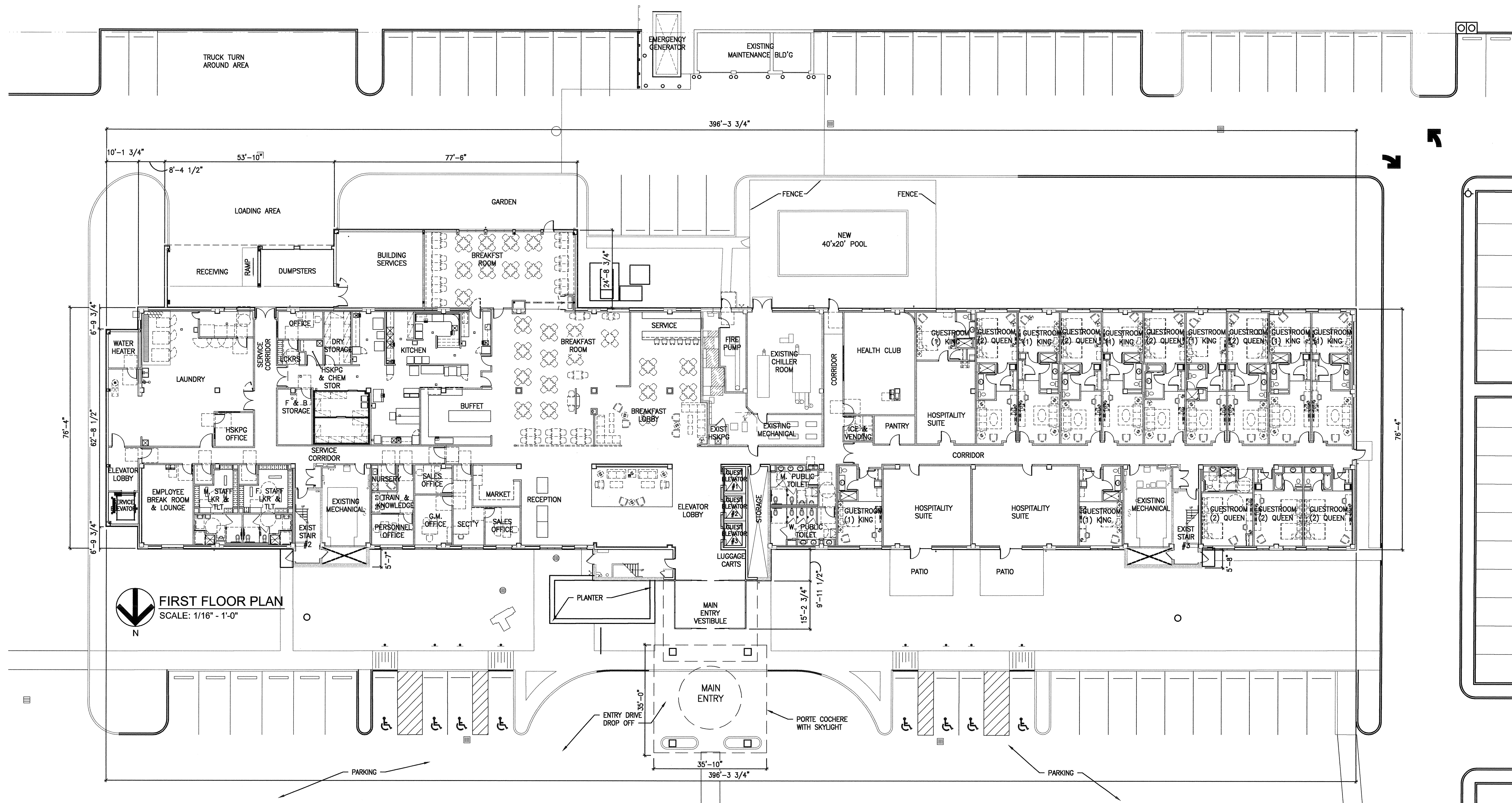
In reference to E. Submittal Requirements, Item No. 18, please be advised that it is the Applicant's intention to start construction on the hotel facility before the end of this year and open in mid-2019. It is anticipated that the two "out buildings," the Commercial Use and Restaurant facility, will be constructed concurrently with the hotel.

Also, in reference to Item No. E.19, please be advised that there are no restrictive covenants at this time. There will be no subdivision. The entire Property shall be under one Ownership.

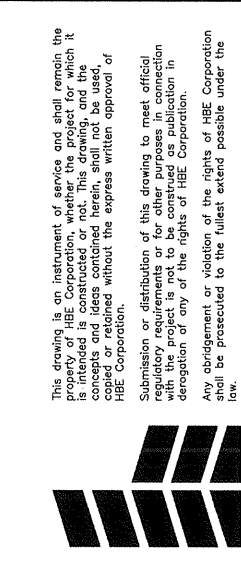




SECOND FLOOR PLAN
SCALE: 1/16" = 1'-0"



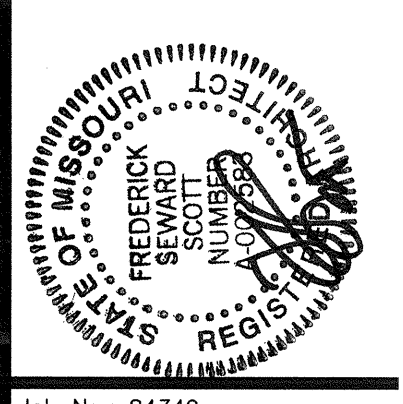
FIRST FLOOR PLAN
SCALE: 1/16" = 1'-0"



Proposed New
Creve Coeur Hotel & Suites
Creve Coeur, Missouri

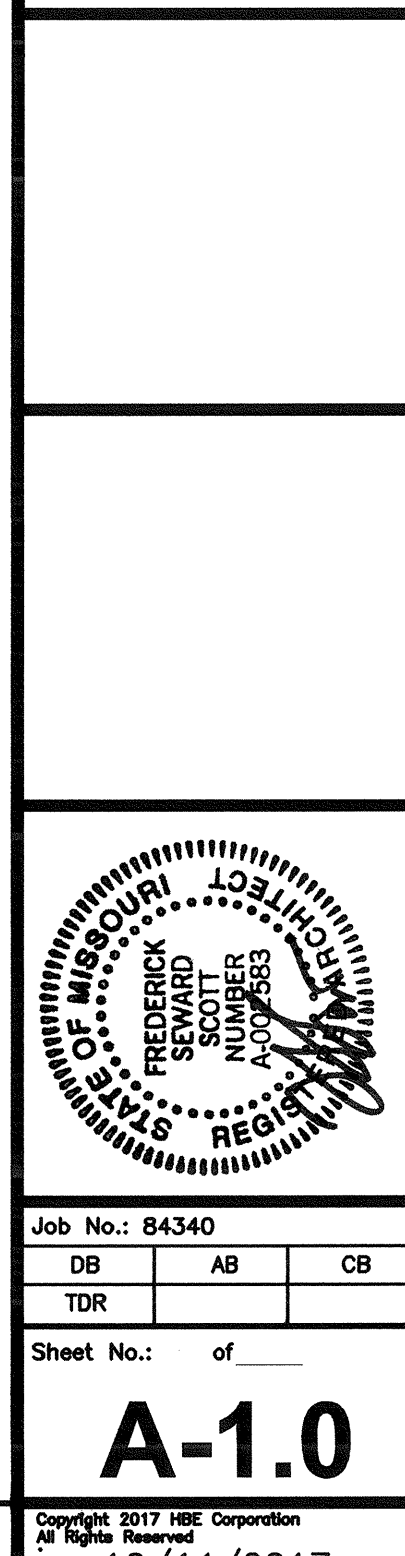
Kummer Hotel Development, LLC
11330 Olive Boulevard, St. Louis, Missouri 63141 (314) 567-9000
Attachment: Applicant's Materials submitted 10-11-2017 (#17-028: HBE Rezoning to PCD)

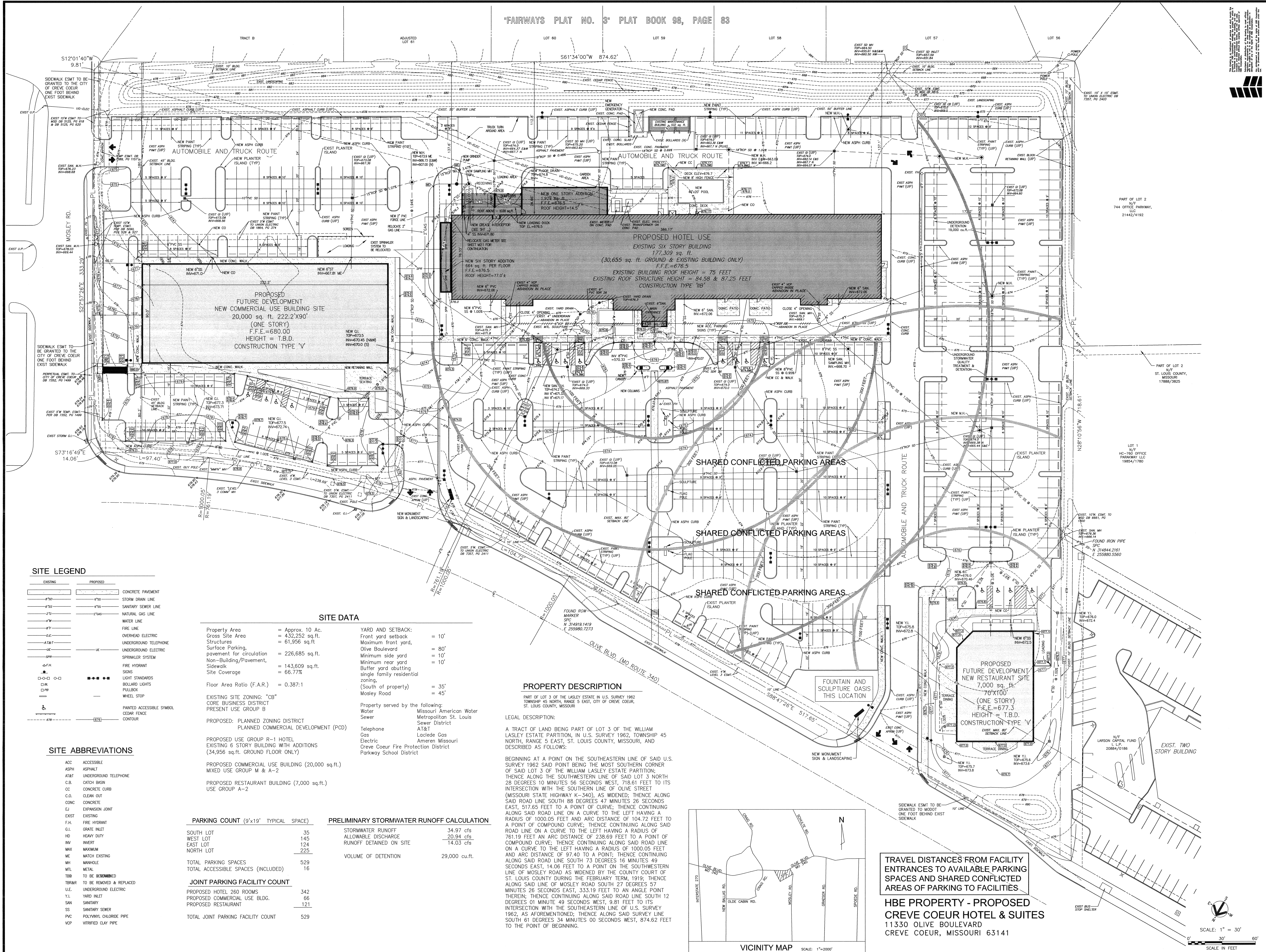
Hospital Designers, Inc.
Frederick S. Scott, Architect
11330 Olive Boulevard, St. Louis, Missouri 63141 (314) 567-9000



Job No.: 84340
DB AB CB
Sheet No.: X of X

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SITE LEGEND

EXISTING	PROPOSED	
6" CONC.	6" CONC.	CONCRETE PAVEMENT
6" ASP.	6" ASP.	ASPHALT
6" S.D.	6" S.D.	STORM DRAIN LINE
6" S.S.	6" S.S.	SANITARY SEWER LINE
6" G.S.	6" G.S.	NATURAL GAS LINE
6" W.	6" W.	WATER LINE
6" F.	6" F.	FIRE LINE
6" E.	6" E.	OVERHEAD ELECTRIC
6" T.	6" T.	UNDERGROUND TELEPHONE
6" S.	6" S.	UNDERGROUND SPRINKLER SYSTEM
6" H.	6" H.	FIRE HYDRANT
6" L.	6" L.	LIGHT STANDARDS
6" B.	6" B.	BOLLARD LIGHTS
6" P.	6" P.	PULLBOX
6" W.	6" W.	WHEEL STOP
6" S.	6" S.	PAINTED ACCESSIBLE SYMBOL
6" C.	6" C.	CEAR FENCE
6" D.	6" D.	CONTOUR

SITE ABBREVIATIONS

ACC	ACCESSIBLE
ASPH	ASPHALT
AT&T	UNDERGROUND TELEPHONE
C.B.	CATCH BASIN
CC	CONCRETE CURB
CO	CLEAN OUT
CONC	CONCRETE
EJ	EXPANSION JOINT
EXIST	EXISTING
F.H.	FIRE HYDRANT
G.I.	GRATE INLET
HD	HEAVY DUTY
INVT	INVERT
MAX	MAXIMUM
ME	MATCH EXISTING
MH	MANHOLE
MTL	METAL
TBR	TO BE REMOVED
TBRAR	TO BE REMOVED & REPLACED
UE	UNDERGROUND ELECTRIC
Y.I.	YARD INLET
SS	SANITARY
SS	SANITARY SEWER
PC	POLYVINYL CHLORIDE PIPE
VOP	VITRIFIED CLAY PIPE

SITE DATA

Property Area	= Approx. 10 Ac.	YARD AND SETBACK:	= 10'
Gross Site Area	= 432,252 sq.ft.	Front yard setback	= 80'
Structures	= 61,956 sq.ft.	Olive Boulevard	= 10'
Surface Parking, pavement for circulation	= 226,685 sq.ft.	Minimum side yard	= 10'
Non-Building/Pavement, Sidewalk	= 143,609 sq.ft.	Minimum rear yard	= 10'
Site Coverage	= 66.77%	Buffer yard abutting single family residential zoning, (South of property)	= 35'
Floor Area Ratio (F.A.R.)	= 0.387:1	Mosley Road	= 45'

EXISTING SITE ZONING: "CB" CORE BUSINESS DISTRICT
PRESENT USE GROUP B
PROPOSED: PLANNED ZONING DISTRICT PLANNED COMMERCIAL DEVELOPMENT (PCD)
PROPOSED USE GROUP R-1 HOTEL
EXISTING 6 STORY BUILDING WITH ADDITIONS (34,956 sq.ft. GROUND FLOOR ONLY)
PROPOSED COMMERCIAL USE BUILDING (20,000 sq.ft.)
MIXED USE GROUP M & A-2
PROPOSED RESTAURANT BUILDING (7,000 sq.ft.)
USE GROUP A-2

PARKING COUNT (9'x19' TYPICAL SPACE)	
SOUTH LOT	35
WEST LOT	145
EAST LOT	124
NORTH LOT	225
TOTAL PARKING SPACES	529
TOTAL ACCESSIBLE SPACES (INCLUDED)	16

JOINT PARKING FACILITY COUNT

PROPOSED HOTEL 260 ROOMS	342
PROPOSED COMMERCIAL USE BLDG.	66
PROPOSED RESTAURANT	121
TOTAL JOINT PARKING FACILITY COUNT	529

PRELIMINARY STORMWATER RUNOFF CALCULATION

STORMWATER RUNOFF	34.97 cfs
ALLOWABLE DISCHARGE	20.94 cfs
RUNOFF DETAINED ON SITE	14.03 cfs
VOLUME OF DETENTION	29,000 cu.ft.

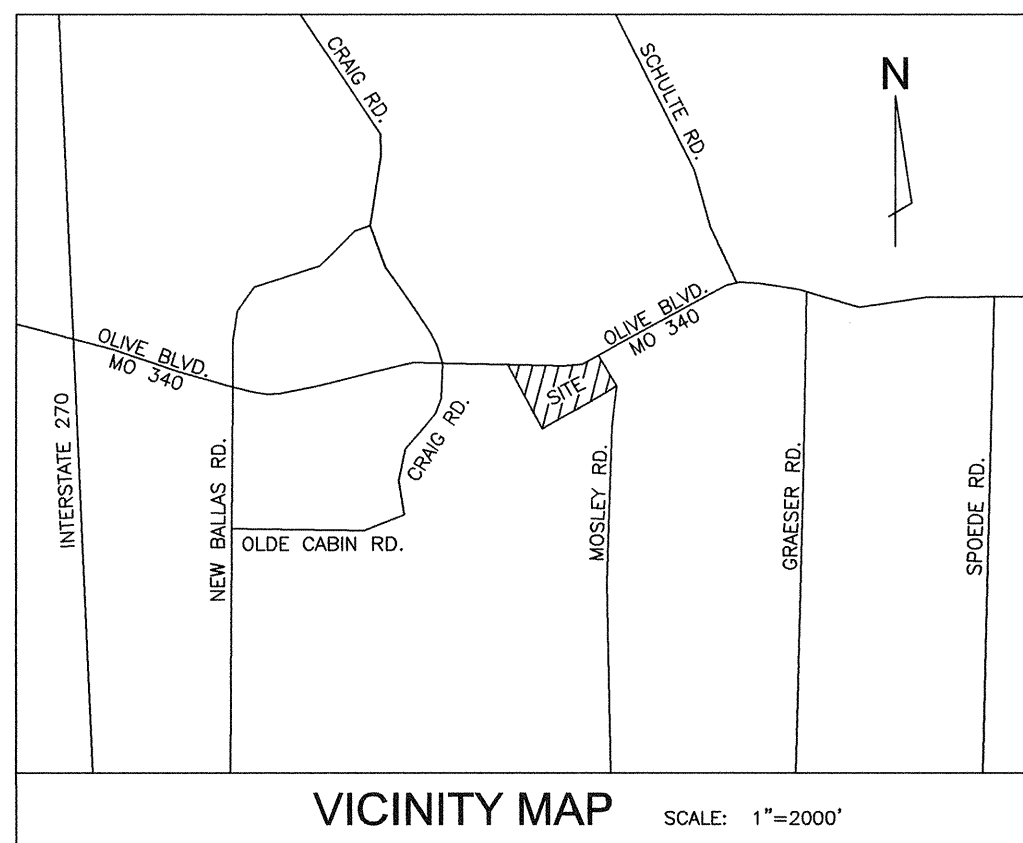
PROPERTY DESCRIPTION

PART OF LOT 3 OF THE LASLEY ESTATE IN U.S. SURVEY 1962 TOWNSHIP 45 NORTH, RANGE 5 EAST, CITY OF CREVE COEUR, ST. LOUIS COUNTY, MISSOURI

LEGAL DESCRIPTION:

A TRACT OF LAND BEING PART OF LOT 3 OF THE WILLIAM LASLEY ESTATE PARTITION, IN U.S. SURVEY 1962, TOWNSHIP 45 NORTH, RANGE 5 EAST, ST. LOUIS COUNTY, MISSOURI, AND DESCRIBED AS FOLLOWS:

BEGINNING AT A POINT ON THE SOUTHEASTERN LINE OF SAID U.S. SURVEY 1962 SAID POINT BEING THE MOST SOUTHERN CORNER OF SAID LOT 3 OF THE WILLIAM LASLEY ESTATE PARTITION; THENCE ALONG THE SOUTHWESTERN LINE OF SAID LOT 3 NORTH 28 DEGREES 10 MINUTES 56 SECONDS WEST, 718.61 FEET TO ITS INTERSECTION WITH THE SOUTHERN LINE OF OLIVE STREET (MISSOURI STATE HIGHWAY K-340), AS WIDENED; THENCE ALONG SAID ROAD LINE SOUTH 88 DEGREES 47 MINUTES 26 SECONDS EAST, 517.85 FEET TO A POINT OF CURVE; THENCE CONTINUING ALONG SAID ROAD LINE ON A CURVE TO THE LEFT HAVING A RADIUS OF 1000.05 FEET AND ARC DISTANCE OF 104.72 FEET TO A POINT OF COMPOUND CURVE; THENCE CONTINUING ALONG SAID ROAD LINE ON A CURVE TO THE LEFT HAVING A RADIUS OF 761.19 FEET AN ARC DISTANCE OF 238.69 FEET TO A POINT OF COMPOUND CURVE; THENCE CONTINUING ALONG SAID ROAD LINE ON A CURVE TO THE LEFT HAVING A RADIUS OF 1000.05 FEET AND ARC DISTANCE OF 97.40 TO A POINT; THENCE CONTINUING ALONG SAID ROAD LINE SOUTH 73 DEGREES 16 MINUTES 49 SECONDS EAST, 14.06 FEET TO A POINT ON THE SOUTHWESTERN LINE OF MOSLEY ROAD AS WIDENED BY THE COUNTY COURT OF ST. LOUIS COUNTY DURING THE FEBRUARY TERM, 1919; THENCE ALONG SAID LINE OF MOSLEY ROAD SOUTH 27 DEGREES 57 MINUTES 26 SECONDS EAST, 333.19 FEET TO AN ANGLE POINT THEREIN; THENCE CONTINUING ALONG SAID ROAD LINE SOUTH 12 DEGREES 01 MINUTE 49 SECONDS WEST, 9.81 FEET TO ITS INTERSECTION WITH THE SOUTHEASTERN LINE OF U.S. SURVEY 1962, AS AFOREMENTIONED; THENCE ALONG SAID SURVEY LINE SOUTH 61 DEGREES 34 MINUTES 00 SECONDS WEST, 874.62 FEET TO THE POINT OF BEGINNING.



TRAVEL DISTANCES FROM FACILITY ENTRANCES TO AVAILABLE PARKING SPACES AND SHARED CONFLICTED AREAS OF PARKING TO FACILITIES

HBE PROPERTY - PROPOSED
CREVE COEUR HOTEL & SUITES
11330 OLIVE BOULEVARD
CREVE COEUR, MISSOURI 63141

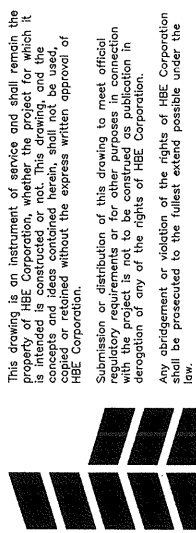
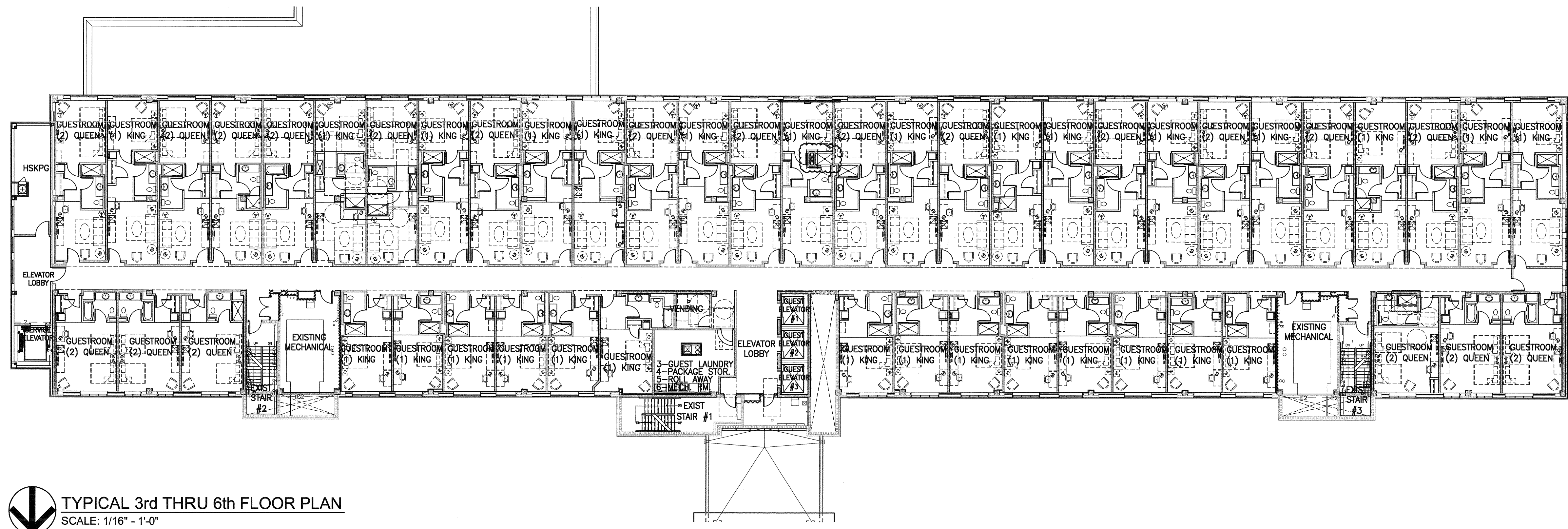
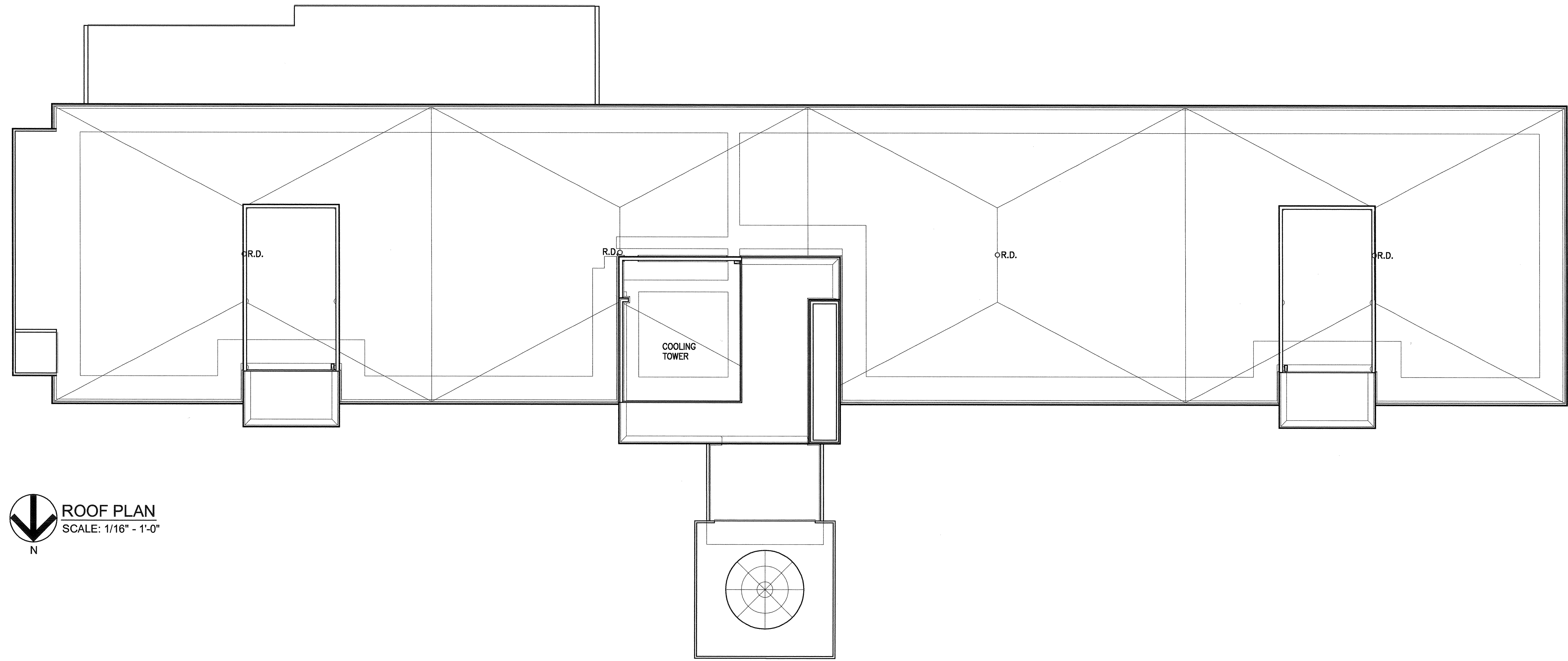
Proposed New
Creve Coeur Hotel & Suites
Creve Coeur, Missouri

Kummer Hotel Development, LLC

Hospital Designers, Inc.
Frederick S. Scott, Architect



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Date: 10/11/2017



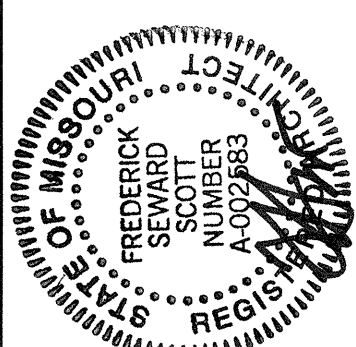
Proposed New
Creve Coeur Hotel & Suites
Creve Coeur, Missouri

Kummer Hotel Development, LLC

11330 Olive Boulevard, St. Louis, Missouri 63141 (314) 567-5000

Hospital Designers, Inc.
Frederick S. Scott, Architect

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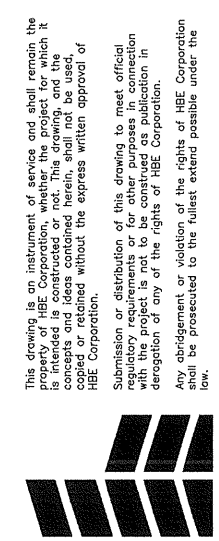
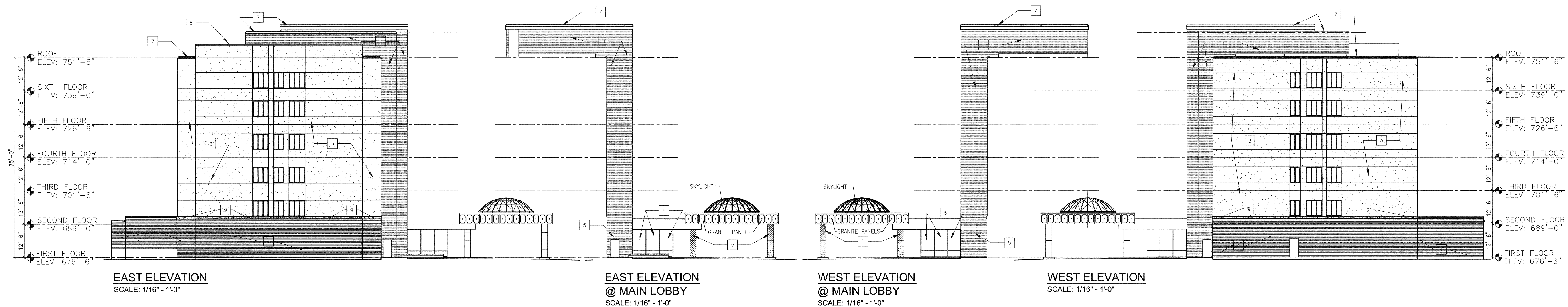
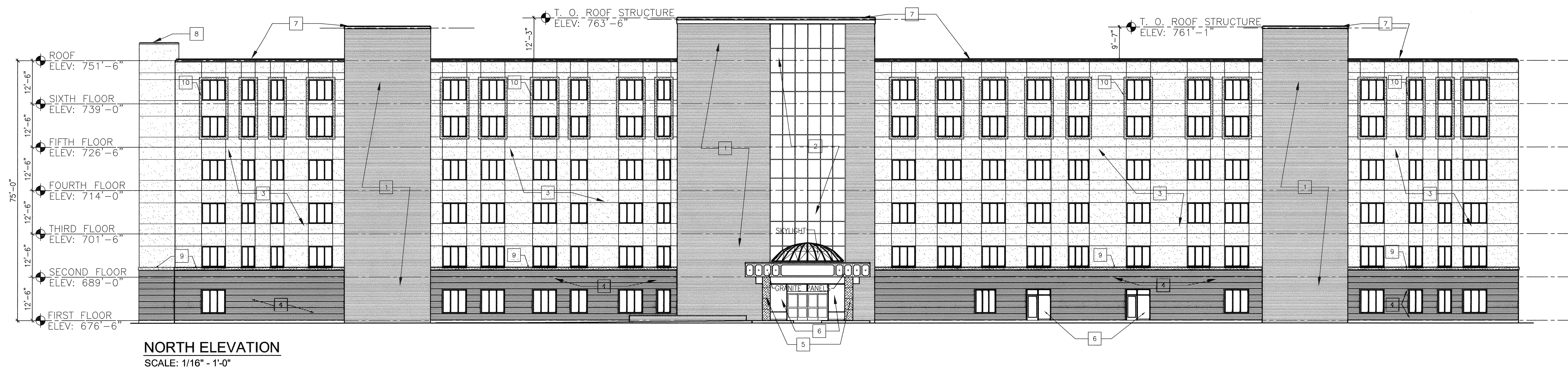


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Date: 10/11/2017



Proposed New
Creve Coeur Hotel & Suites
Creve Coeur, Missouri

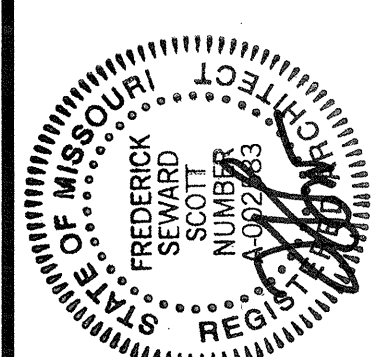
Kummer Hotel Development, LLC

Hospital Designers, Inc.
Frederick S. Scott, Architect

11330 Olive Boulevard, St. Louis, Missouri 63141 (314) 587-9000

11330 Olive Boulevard, St. Louis, Missouri 63141 (314) 587-9000

Attachment: Applicant's Materials submitted 10-11-2017 (#17-028: HBE Rezoning to PCD)



Job No.: 84340

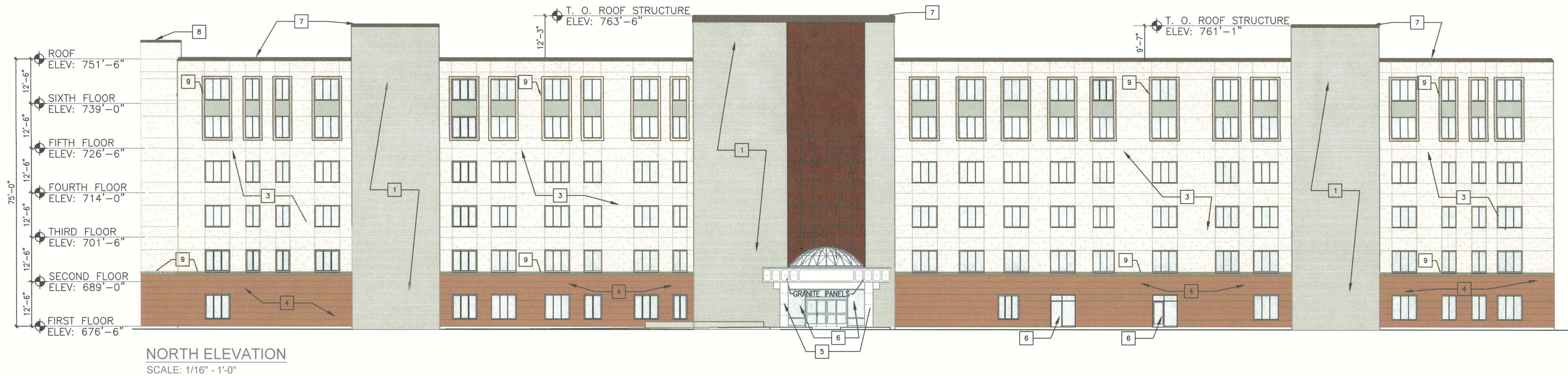
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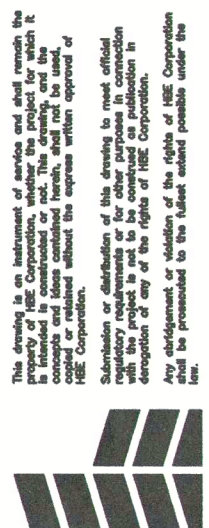
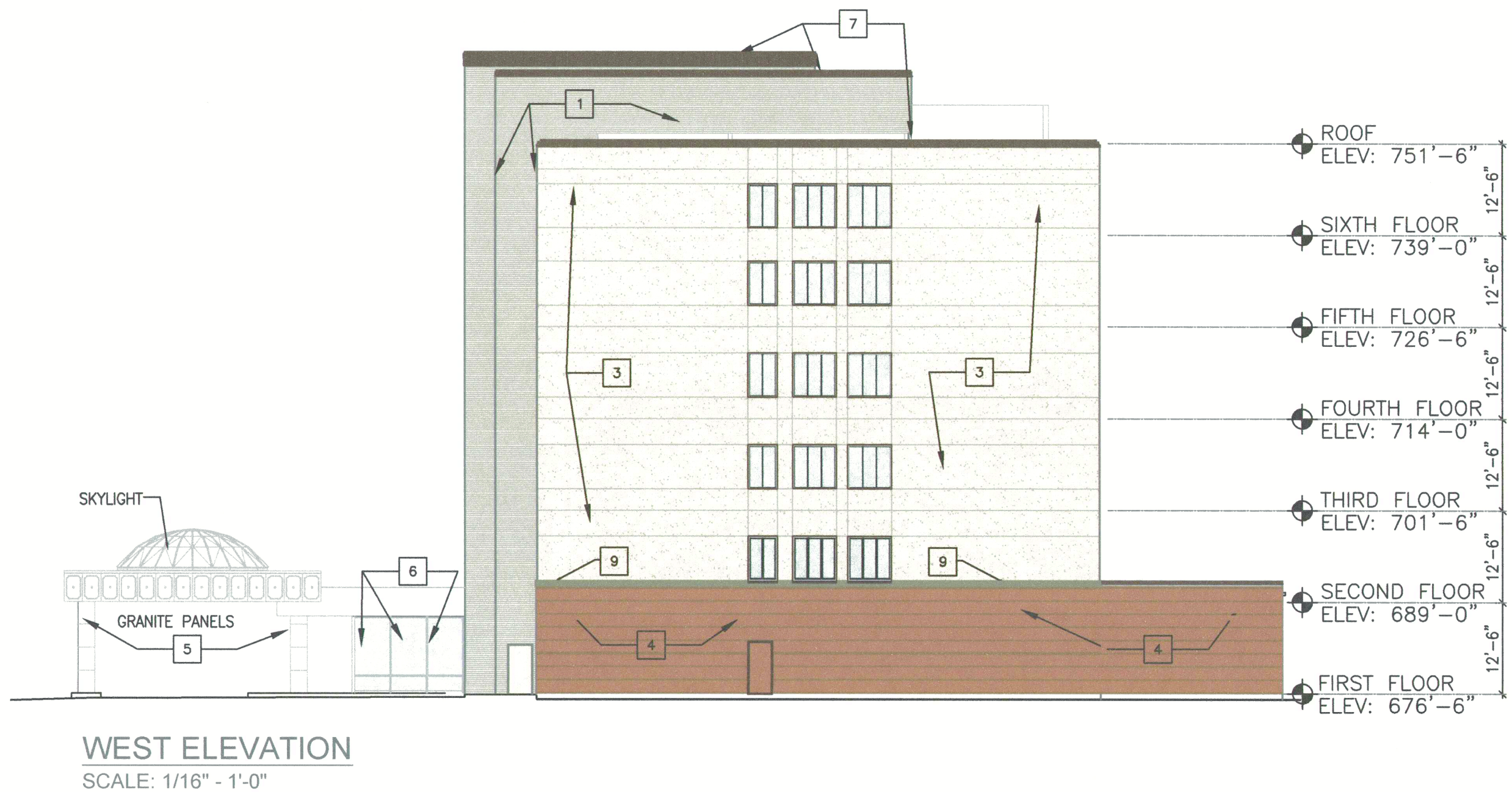
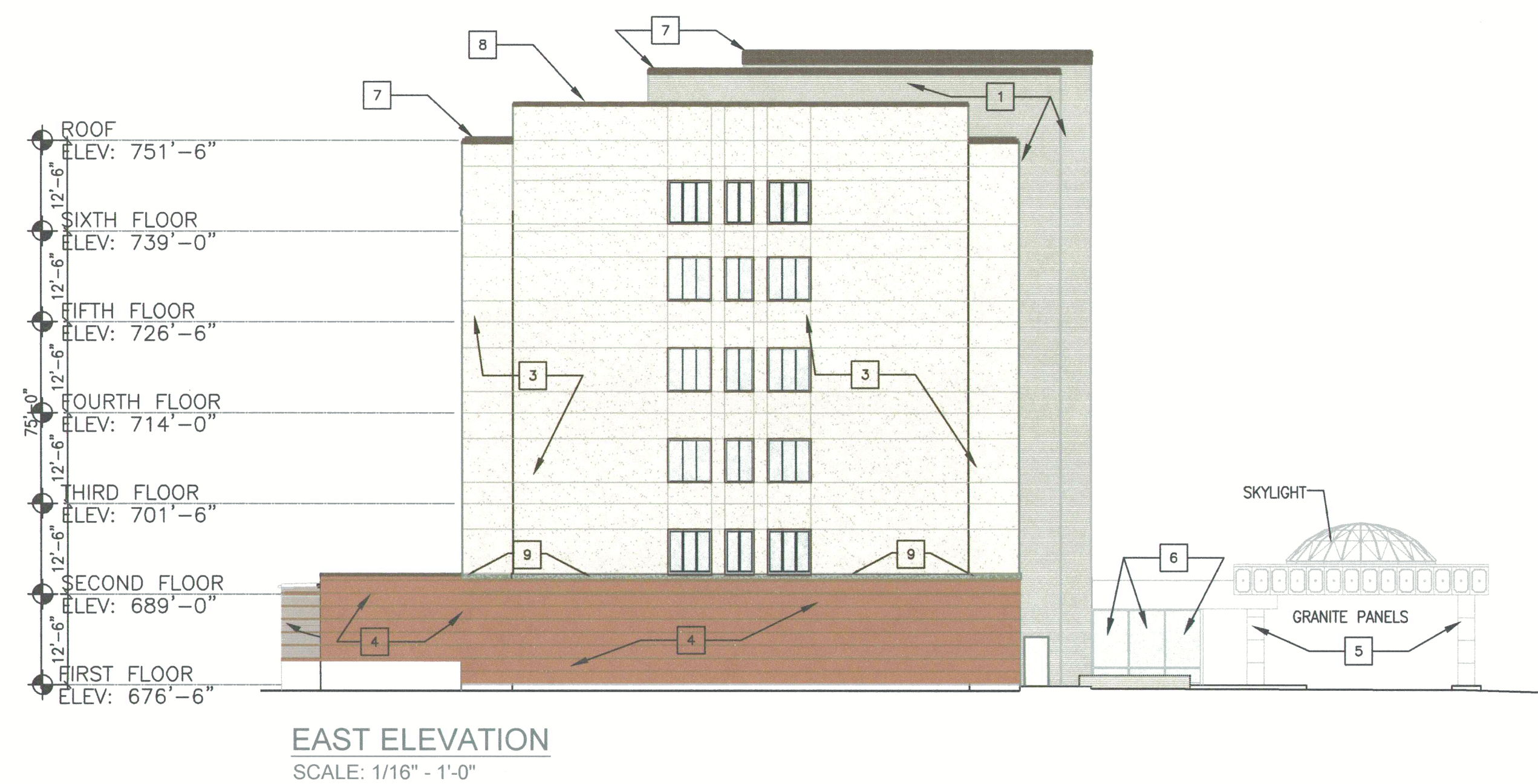
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Date: 10/11/2017

PCD Exterior Elevations



EXTERIOR MATERIAL FINISHES LEGEND

- 1. EXISTING BRICK TO REMAIN.
- 2. EXISTING CURTAIN WALL TO REMAIN.
- 3. STUCCO.
- 4. APPLIED BRICK.
- 5. APPLIED GRANITE.
- 6. STOREFRONT.
- 7. EXISTING GRAVEL GUARD TO REMAIN.
- 8. NEW GRAVEL GUARD.
- 9. PROJECTED BAND



Proposed New
Creve Coeur Hotel & Suites
Creve Coeur, Missouri

Kummer Hotel Development, LLC

Hospital Designers, Inc.
Frederick S. Scott, Architect

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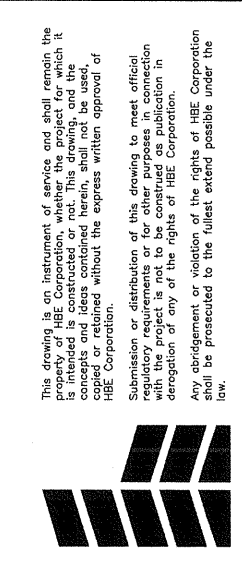
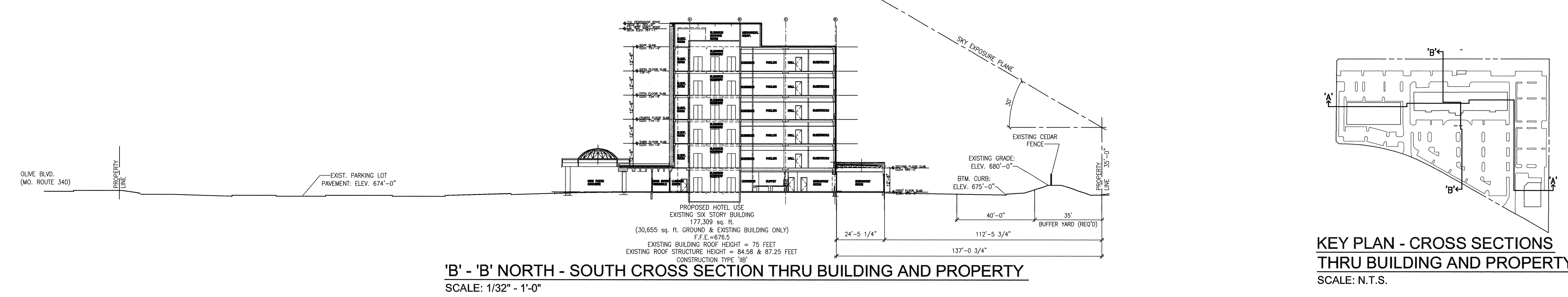
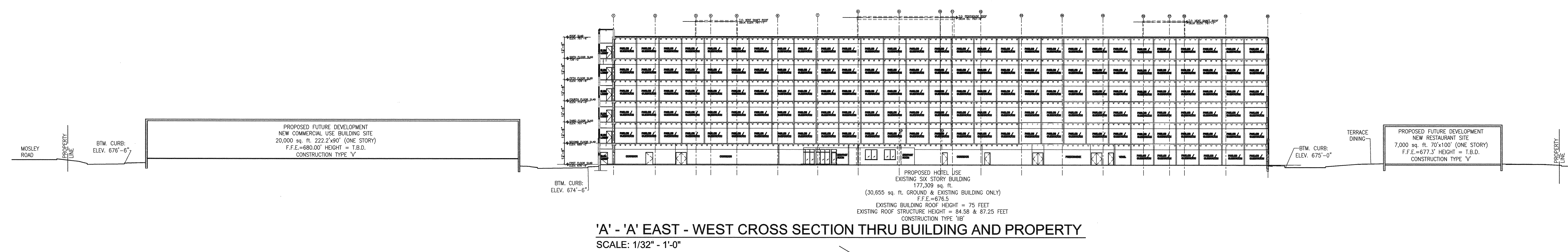
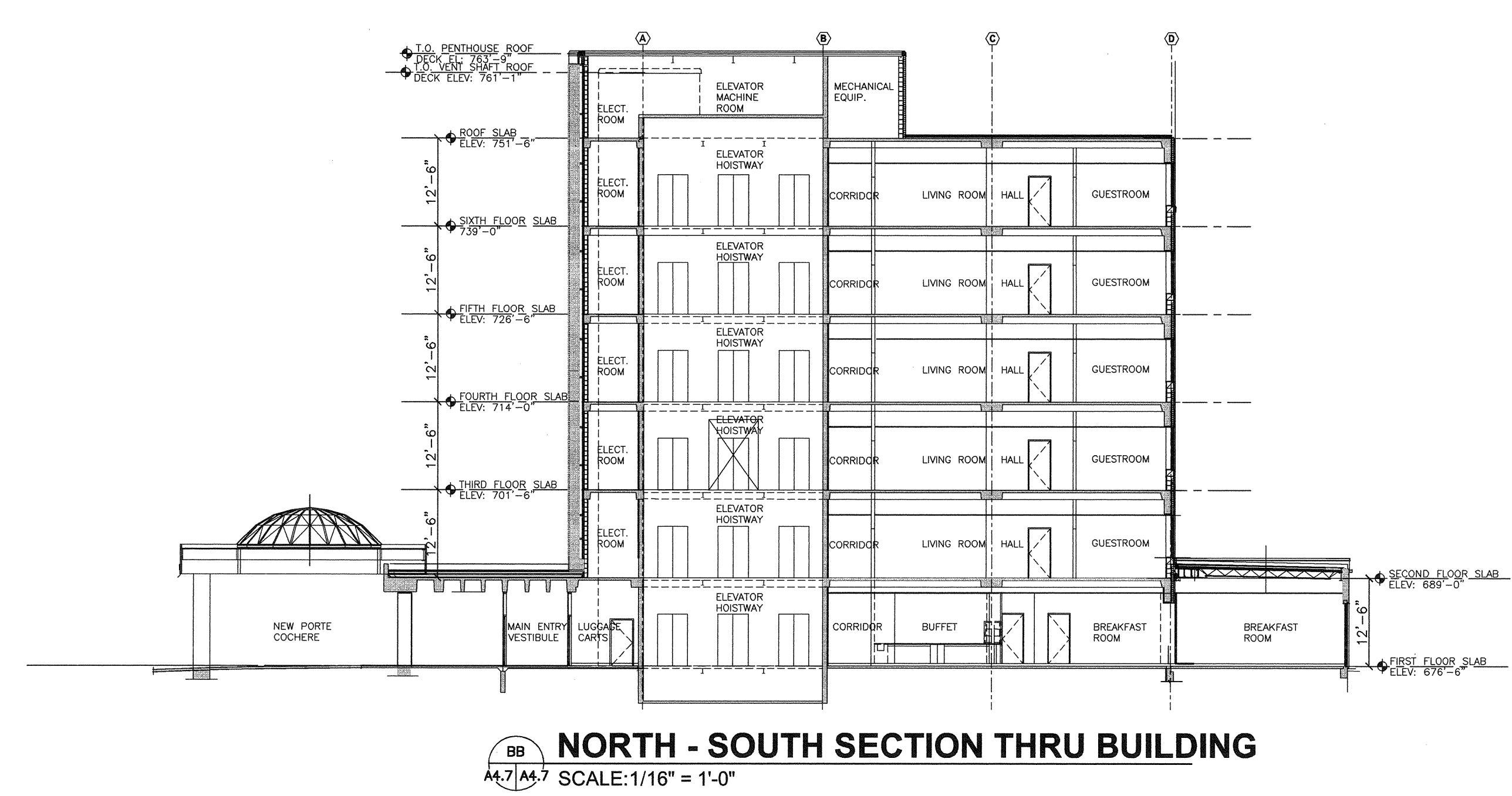
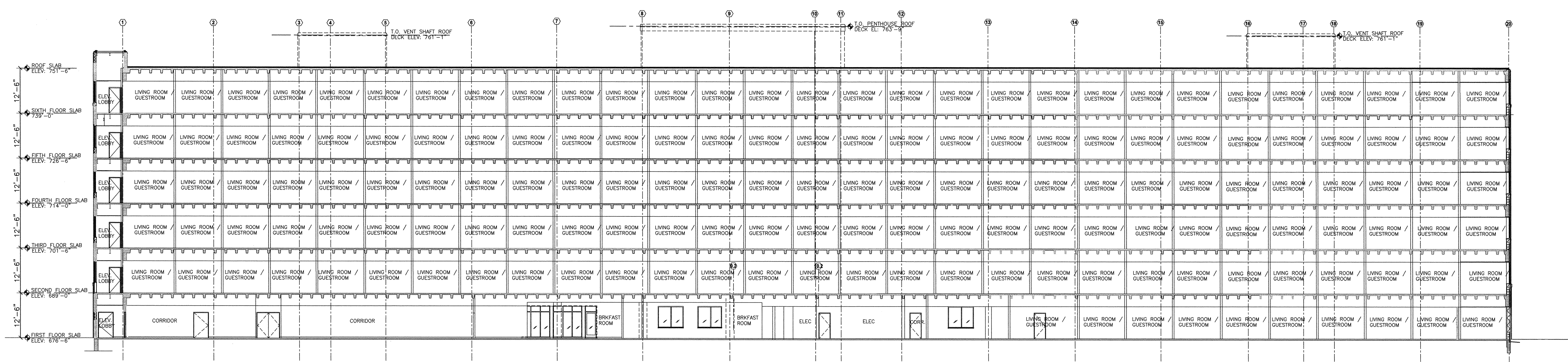
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Job No.: 84340		
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Sheet No.: X of X		

A3

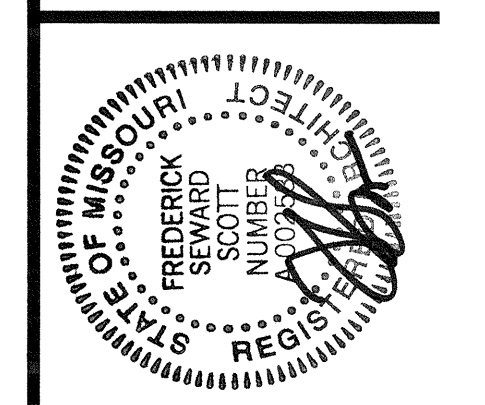
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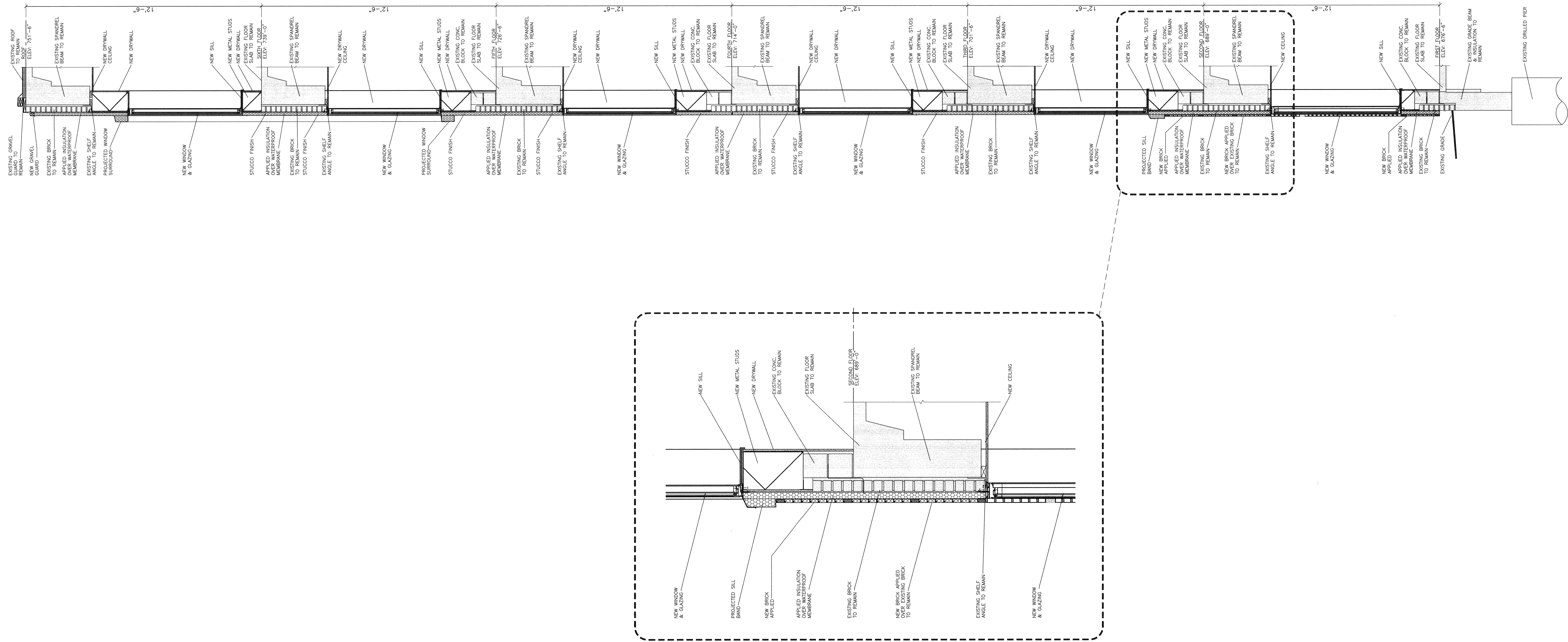
Proposed New
Creve Coeur Hotel & Suites
Creve Coeur, Missouri

Kummer Hotel Development, LLC
11330 Olive Boulevard, St. Louis, Missouri 63141 (314) 567-5000
Attachment: Applicant's Materials submitted 10-11-2017 (#17-028: HBE Rezoning to PCD)

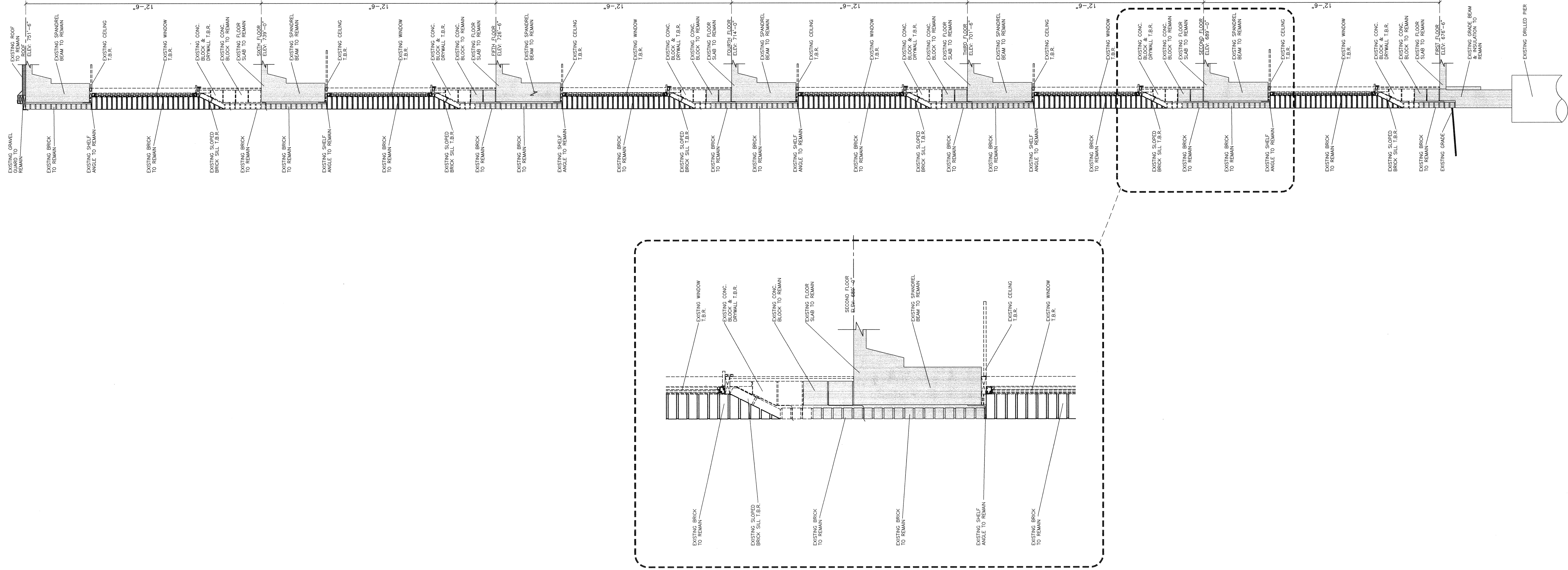
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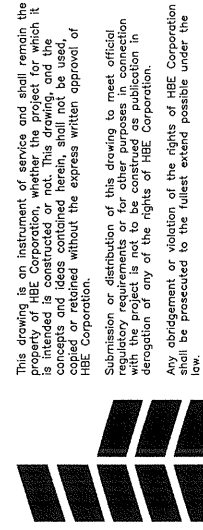
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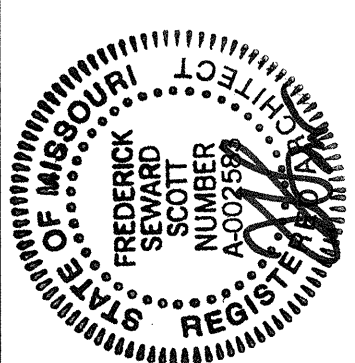
EXISTING WALL SECTION (MODIFIED)
SCALE: 3/8" = 1'-0"



EXISTING WALL SECTION (DEMOLITION)
SCALE: 3/8" = 1'-0"



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Sheet No.: X of X

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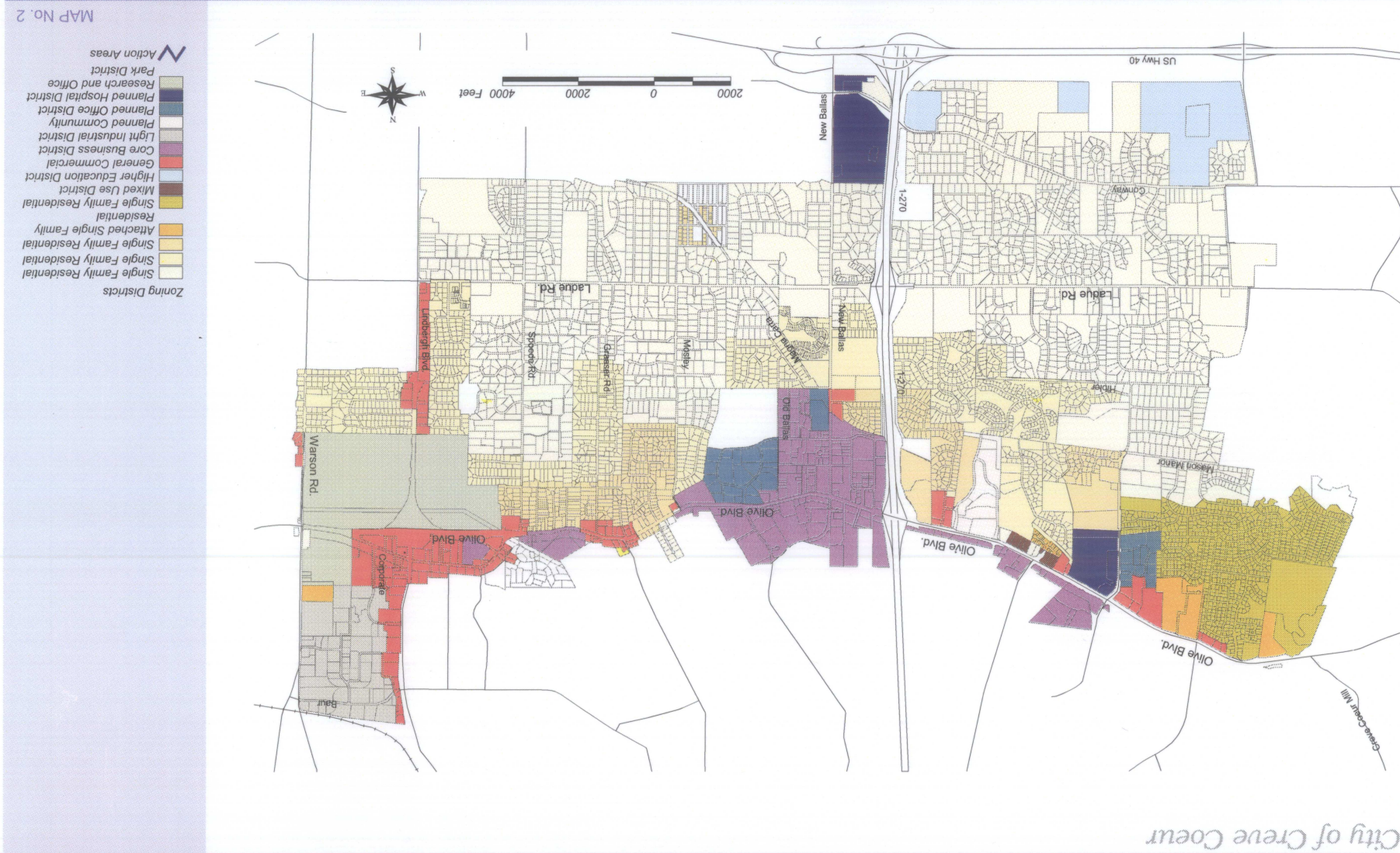
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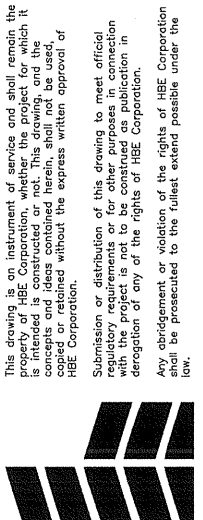
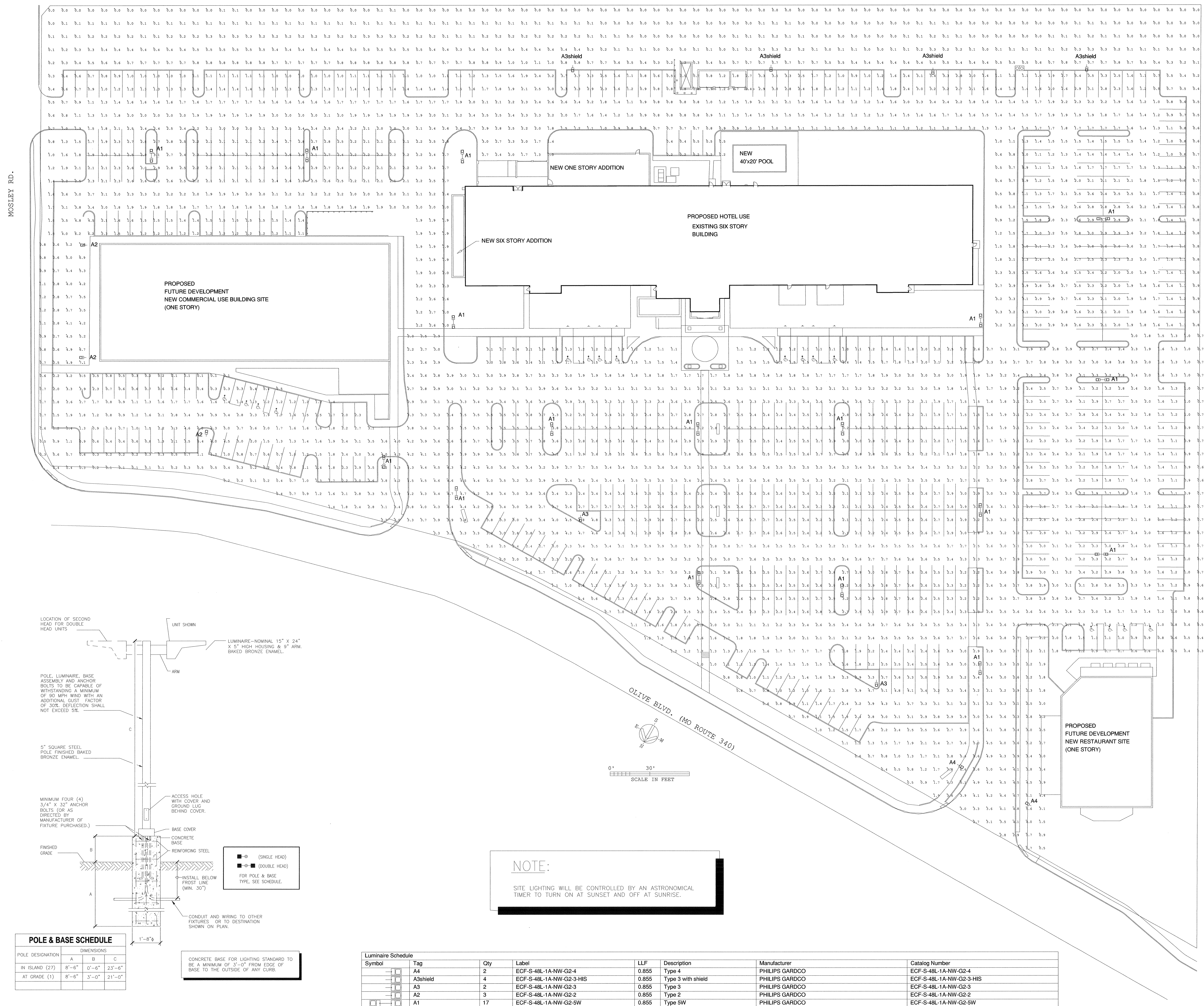
Kummer Hotel Development, LLC

11330 Olive Boulevard, St. Louis, Missouri 63141 (314) 567-9000

Proposed New

Creve Coeur Hotel & Suites
Creve Coeur, Missouri

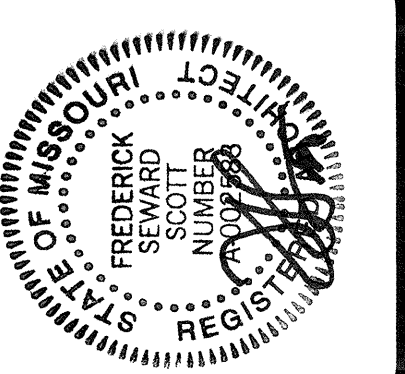




Proposed New
Creve Coeur Hotel & Suites
Creve Coeur, Missouri

Kummer Hotel Development, LLC
11330 Olive Boulevard, St. Louis, Missouri 63141 (314) 867-9000

Hospital Designers, Inc.
Frederick S. Scott, Architect
11330 Olive Boulevard, St. Louis, Missouri 63141 (314) 867-9000

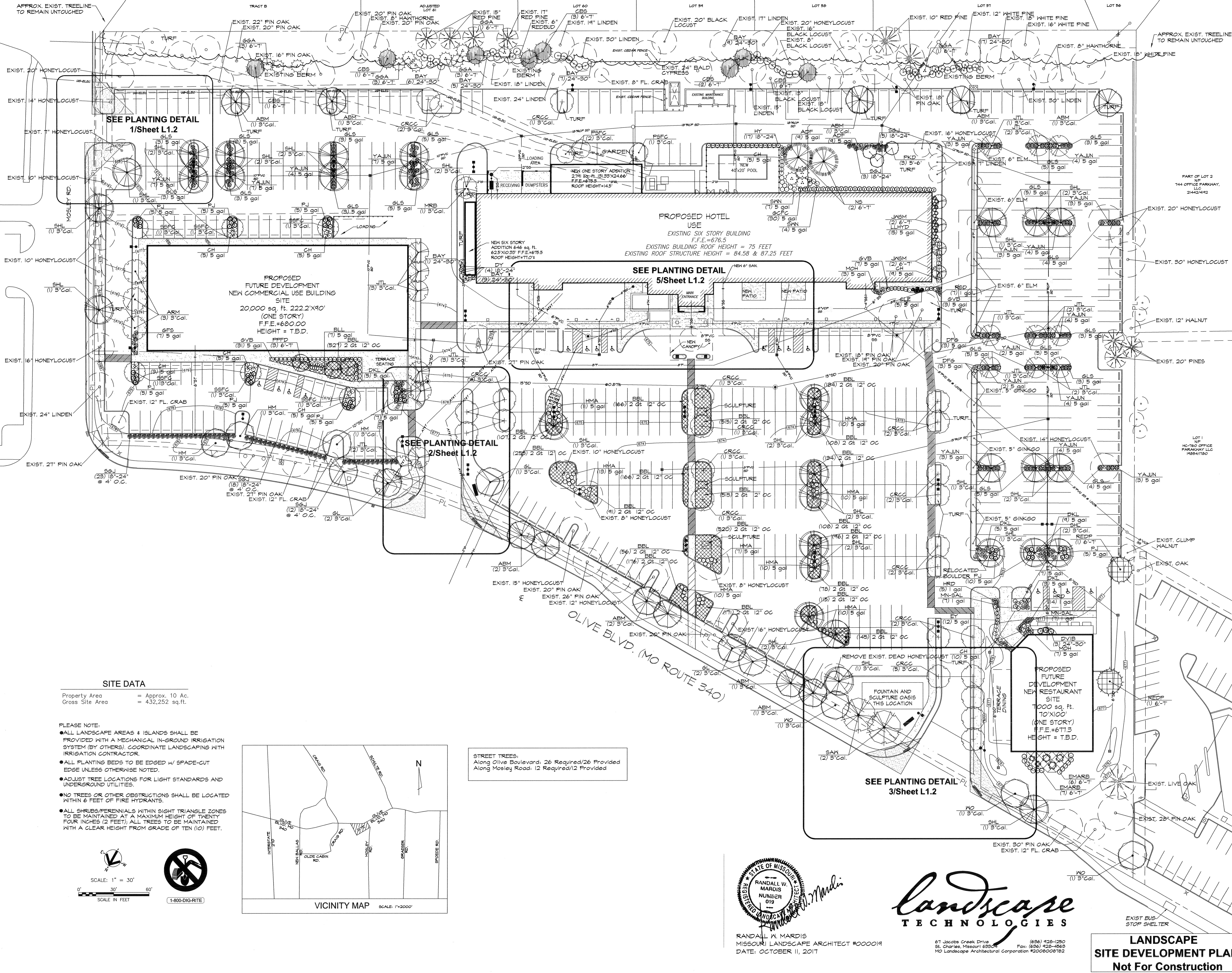


Job No.: B4340
DB AB CB
DH
Sheet No.: X of X
E1P

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PCD Site Lighting Photometrics

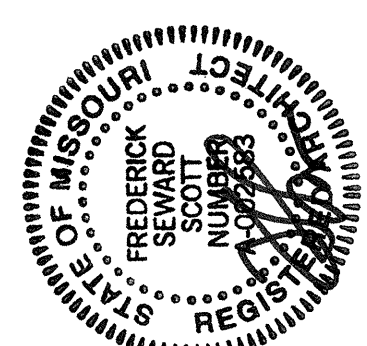
"FAIRWAYS PLAT NO. 3" PLAT BOOK 98, PAGE 83



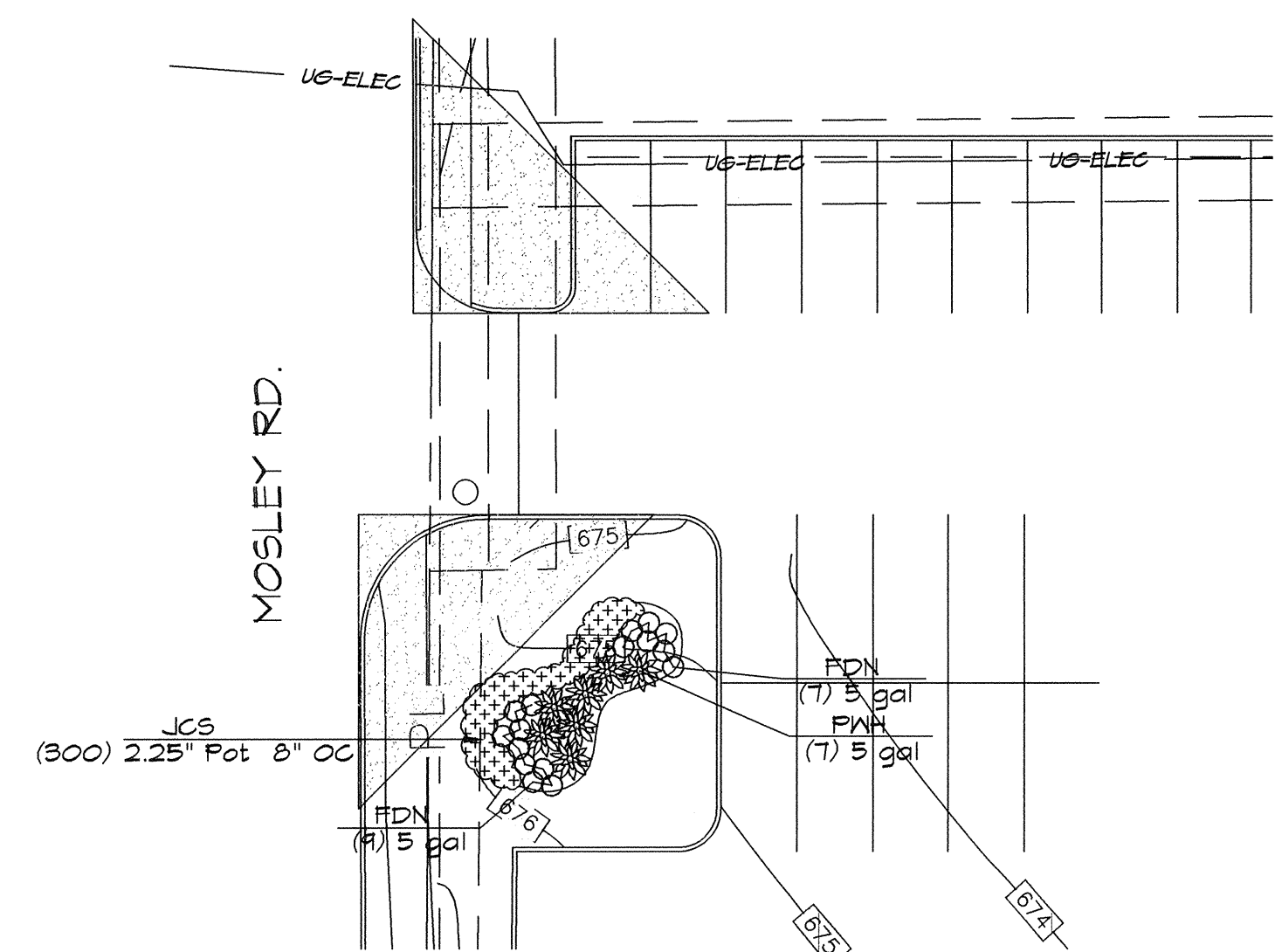
Proposed New
Creve Coeur Hotel & Suites
Creve Coeur, Missouri

Kummer Hotel Development, LLC

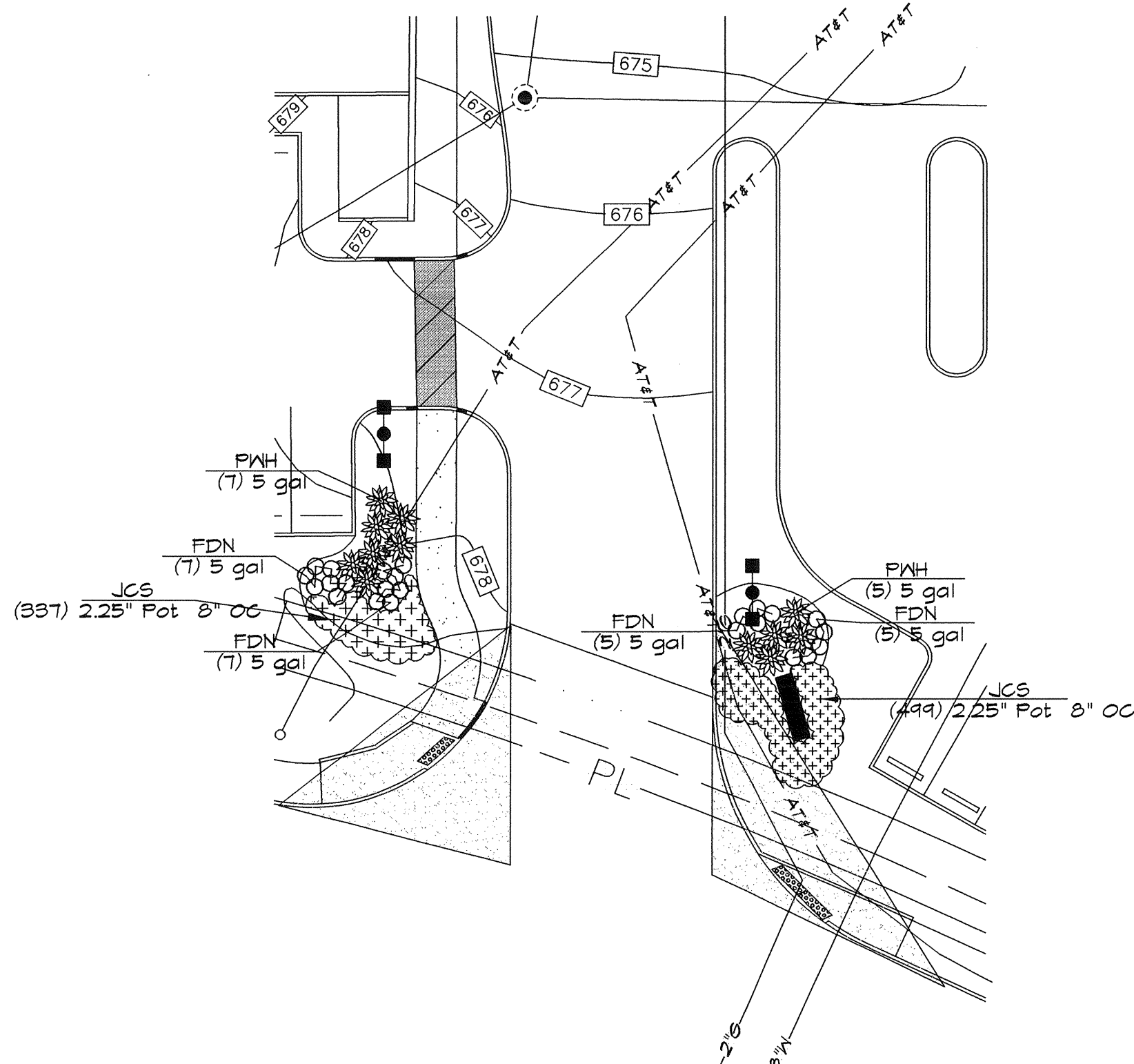
Hospital Designers, Inc.
Frederick S. Scott, Architect



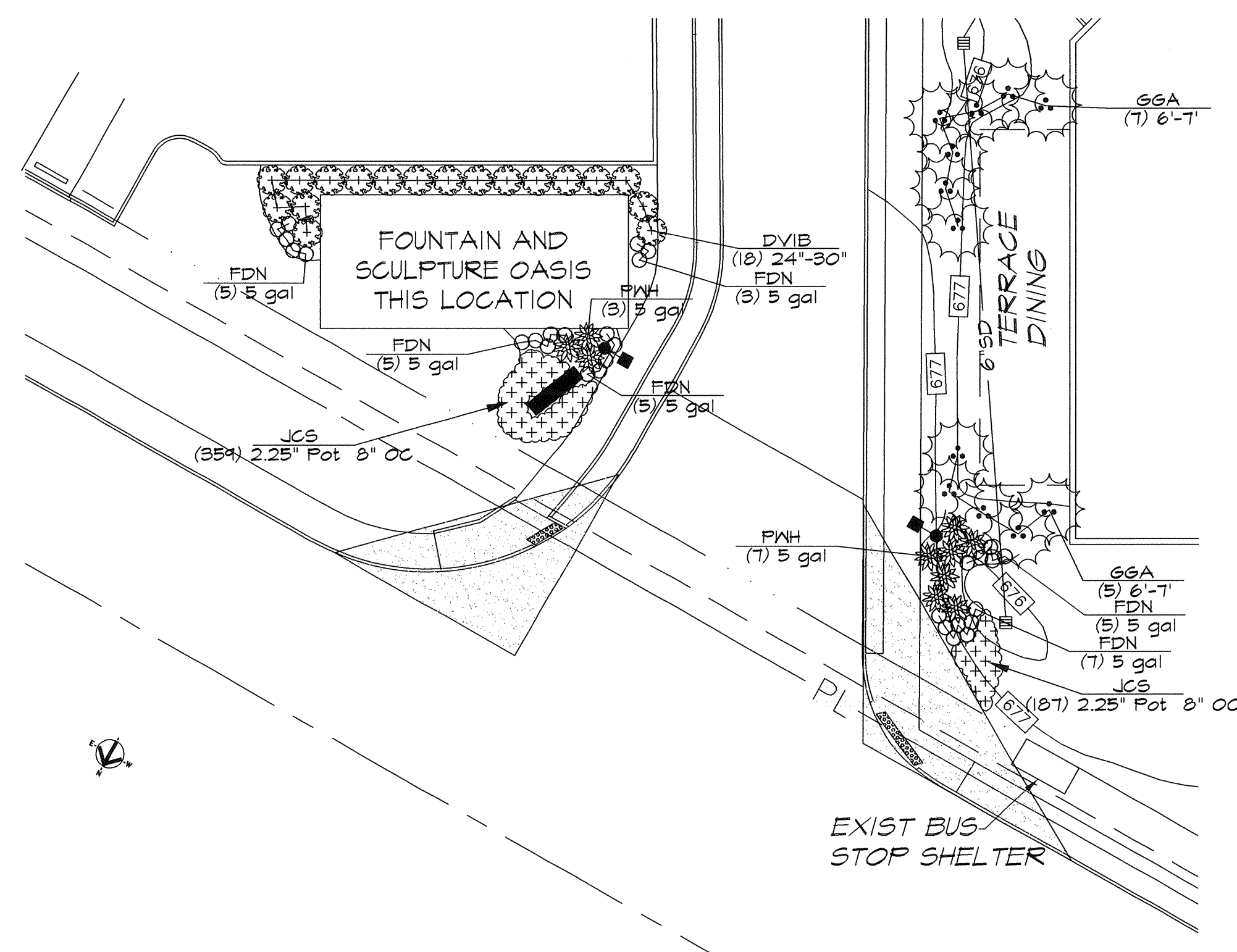
Job No.: 2017-150
DB AB CB
Sheet No.: of
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Approved for the Corporation
By: [Signature]
Date: October 11, 2017



1
L1.2 ENTRANCE OFF MOSLEY RD.
SCALE: 1"=20'-0"

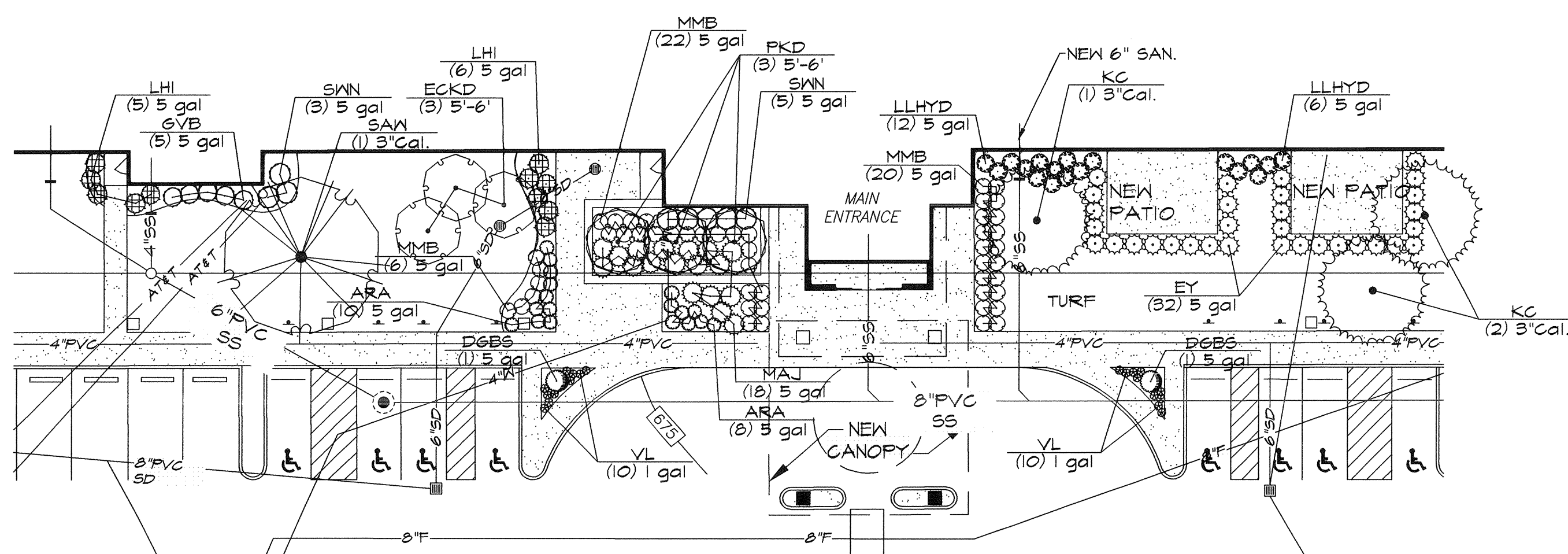


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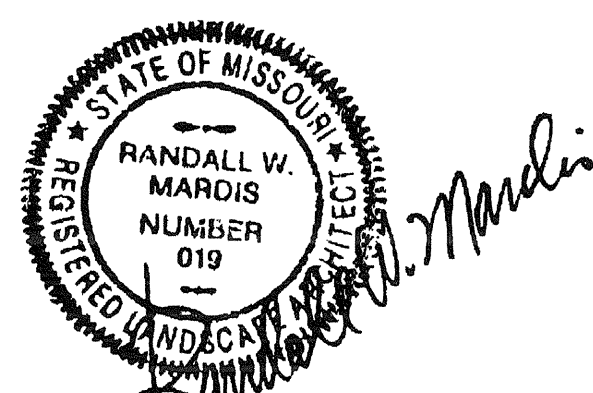


3
L1.2 WEST ENTRANCE OFF OLIVE BLVD.
SCALE: 1"=20'-0"

PLANT SCHEDULE			
TREES	QTY	COMMON NAME / BOTANICAL NAME	SIZE
ARM	3	Armstrong Red Maple / <i>Acer rubrum</i> 'Armstrong'	5' Cal.
ABM	11	Autumn Blaze Maple / <i>Acer x freemanii</i> 'Jefferson'	5' Cal.
SL	5	Greenspire Littleleaf Linden / <i>Tilia cordata</i> 'Greenspire'	5' Cal.
HM	3	Hedge Maple / <i>Acer campestre</i>	5' Cal.
SAH	3	Sawtooth Oak / <i>Quercus acutissima</i>	5' Cal.
PO	3	Willow Oak / <i>Quercus phellos</i>	5' Cal.
SHL	31	'Skyline' Locust / <i>Gleditsia triacanthos</i> 'Skyline'	5' Cal.
EVERGREEN TREES	QTY	COMMON NAME / BOTANICAL NAME	SIZE
CBS	2	Colorado Blue Spruce / <i>Picea pungens</i> 'Glauca'	6'-7'
EMARB	15	Emerald Arborvitae / <i>Thuja occidentalis</i> 'Emerald'	6'-7'
GGA	25	Green Giant Arborvitae / <i>Thuja plicata</i> 'Green Giant'	6'-7'
REDP	2	Red Pine / <i>Pinus resinosa</i>	6'-7'
FLOWERING TREES	QTY	COMMON NAME / BOTANICAL NAME	SIZE
CRCC	24	Canada Red Chokecherry / <i>Prunus virginiana</i> 'Canada Red'	5' Cal.
ECKD	5	Empress of China Kousa Dogwood / <i>Cornus kousa</i> 'Empress of China'	5'-6'
FFR	2	Forest Pansy Redbud / <i>Cercis canadensis</i> 'Forest Pansy' TM	5' Cal.
JTL	17	Ivory Silk Japanese Tree Lilac / <i>Syringa reticulata</i> 'Ivory Silk'	5' Cal.
KC	3	Kwanzan Cherry / <i>Prunus serrulata</i> 'Kwanzan'	5' Cal.
MRB	1	Merlot Redbud / <i>Cercis x Merlot</i>	5' Cal.
PKD	6	Pink Kousa Dogwood / <i>Cornus kousa</i> 'Satomi'	5'-6'
PPFD	3	Prairie Pink Flowering Dogwood / <i>Cornus florida</i> 'Prairie Pink'	6'-7'
PSFC	3	Professor Sprenger Flowering Crabapple / <i>Malus Professor Sprenger</i>	5' Cal.
SSFC	3	Spring Snow Flowering Crabapple / <i>Malus Spring Snow</i>	5' Cal.
JNSM	4	Sweetbay Magnolia / <i>Magnolia virginiana</i> 'Jim Wilson'	6'-7'
SHRUBS	QTY	COMMON NAME / BOTANICAL NAME	SIZE
ADF	15	Arnold's Dwarf Forsythia / <i>Forsythia x intermedia</i> 'Arnold's Dwarf'	5 gal
ARA	15	Autumn Royalty Azalea / <i>Azalea x 'Conica'</i>	5 gal
BL	7	Blooming Lilac / <i>Syringa x 'Fenda'</i>	5 gal
CH	47	China Boy/Girl Holly / <i>Ilex meserveae</i> 'China Boy/Girl' TM	5 gal
YAJUN	64	Compact Youngstown Andorra Juniper / <i>Juniperus horizontalis</i> 'Youngstown'	5 gal
DY	4	Dense Yew / <i>Taxus media</i> 'Densiformis'	18"-24"
DGBS	2	Dwarf Globe Blue Spruce / <i>Picea pungens</i> 'Glabosa'	5 gal
DKL	22	Dwarf Korean Lilac / <i>Syringa meyeri</i> 'Palibin'	5 gal
EY	42	Everlow Yew / <i>Taxus x media</i> 'Everlow'	5 gal
FDN	70	Firepower Dwarf Nandina / <i>Nandina domestica</i> nana 'Firepower'	5 gal
GFS	7	Gold Flame Spirea / <i>Spiraea bumalda</i> 'Gold Flame'	5 gal
GCFC	30	Golden Charm False Cypress / <i>Chamaecyparis pisifera filifera</i> 'Golden Charm'	5 gal
GVB	46	Green Velvet Boxwood / <i>Buxus</i> 'Green Velvet'	5 gal
GLS	70	Gro-Low Fragrant Sumac / <i>Rhus aromatica</i> 'Gro-Low'	5 gal
HMA	21	Hetz Midget Arborvitae / <i>Thuja occidentalis</i> 'Hetz Midget'	5 gal
HY	17	Hicks Yew / <i>Taxus media</i> 'Hicksii'	18"-24"
LLHYD	33	Little Lime Hydrangea / <i>Hydrangea paniculata</i> 'Little Lime'	5 gal
LHI	11	Little Henry Sweetspine / <i>Itea virginica</i> 'Little Henry' TM	5 gal
DVIB	21	Marlesii Double File Viburnum / <i>Viburnum plicatum tomentosum</i> 'Marlesii'	24"-30"
MAJ	15	Mini Arcadia Juniper / <i>Juniperus sabin</i> 'Mini-Arcadia'	5 gal
MMB	45	Morris Midget Boxwood / <i>Buxus microphylla japonica</i> 'Morris Midget'	5 gal
MOH	10	Munchkin Oakleaf Hydrangea / <i>Hydrangea quercifolia</i> 'Munchkin'	5 gal
BAY	45	Northern Bayberry / <i>Myrica pensylvanica</i>	24"-30"
PNH	24	Pinky Winky Hydrangea / <i>Hydrangea paniculata</i> 'Pinky Winky'	5 gal
FJ	57	Procumbens Juniper / <i>Juniperus procumbens</i> 'Nana'	5 gal
SGJ	61	Sea Green Juniper / <i>Juniperus chinensis</i> 'Sea Green'	18"-24"
SWN	19	Summer Wine Ninebark / <i>Physocarpus opulifolius</i> 'Summer Wine'	5 gal
CLE	5	'Hummingbird' Summersweet / <i>Clethra alnifolia</i> 'Hummingbird'	5 gal
ANNUALS/PERENNIALS	QTY	COMMON NAME / BOTANICAL NAME	SIZE
HRD	19	Happy Returns Daylily / <i>Heemerocallis hybrid</i> 'Happy Returns'	1 gal
MN-SAL	14	May Night Salvia / <i>Salvia nemorosa</i> 'May Night'	1 gal
RSD	7	Red Stella Daylily / <i>Heemerocallis hybrid</i> 'Red Stella'	1 gal
VL	20	Variegated Liriope / <i>Liriope muscari</i> 'Variegata'	1 gal
GRASSES	QTY	COMMON NAME / BOTANICAL NAME	SIZE
DFO	6	Dwarf Fountain Grass / <i>Pennisetum alopecuroides</i> 'Hemlin'	5 gal
GROUND COVERS	QTY	COMMON NAME / BOTANICAL NAME	SIZE
	4101	Big Blue Liriope / <i>Liriope muscari</i> 'Big Blue'	2 qt @ 12" OC
	1692	John Creech Sedum / <i>Sedum spurium</i> 'John Creech'	2.25" Pot @ 8" OC



4
L1.2 MAIN ENTRANCE & PATIO
SCALE: 1"=20'-0"

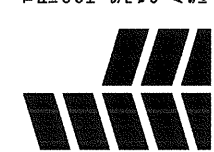


RANDALL W. MARDIS
MISSOURI LANDSCAPE ARCHITECT #000019
DATE: OCTOBER 11, 2017

landscape
TECHNOLOGIES

67 Jacobs Creek Drive
St. Charles, Missouri 63304
MO Landscape Architectural Corporation #2008008182

LANDSCAPE
SITE DEVELOPMENT PLAN
Not For Construction



Proposed New
Creve Coeur Hotel & Suites
Creve Coeur, Missouri

Kummer Hotel Development, LLC

Hospital Designers, Inc.
Frederick S. Scott, Architect



Job No.: 2017-150

DB AB CB

Sheet No.: of

L1.2

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Date: October 11, 2017

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11330 Olive Boulevard, St. Louis, Missouri 63141 (314) 587-9000

Attachment: Applicant's Materials submitted 10-11-2017 (#17-028: HBE Rezoning to PCD)

DEVELOPMENT NOTES:

1. SITE ADDRESS:
11318 OLIVE BOULEVARD
CREVE COEUR, MO 63141
LOC. NO.: 17N420432
DEED BOOK 8372, PAGE 2099
2. OWNER INFORMATION:
HBE CORPORATION
11330 OLIVE BOULEVARD
CREVE COEUR, MO 63141
3. AREA OF TRACT: 432,252 SQUARE FEET OR 9.923 ACRES, MORE OR LESS
4. PRESENT ZONING:

"CB" CORE BUSINESS DISTRICT

MIN. DISTRICT SIZE = 5 ACRES
MIN. DEVELOPABLE LOT SIZE = 0.5 ACRES
MIN. LOT WIDTH = 100 FEET
MIN. LOT DEPTH = 100 FEET

BULK REGULATIONS:

STRUCTURE HEIGHT = LOT LESS THAN 3 ACRES = 4 STORIES, OR 60 FEET
= LOT MORE THAN 3 ACRES = NO RESTRICTIONS, UNLESS
MORE THAN 6 STORIES OR 90 FEET IN HEIGHT (THEN CONDITIONAL
USE PERMIT REQUIRED)

SKY EXPOSURE PLANE REQUIREMENT FOR BUILDINGS ADJACENT TO ANY SINGLE FAMILY ZONING
DISTRICT — 30 DEGREES AT A HEIGHT OF 45 FEET FROM A POINT 100 FEET FROM THE PROPERTY
LINE

SITE COVERAGE:

MAX. IMPERVIOUS/IMPROVED COVERAGE = 63% OF SITE
LANDSCAPING/SITE IMPROVEMENT/BURIED UTILITY BONUS (PERMITTED BY P/2) = 70% OF SITE

MAX. FLOOR AREA RATIO:

1 SQUARE FOOT PER SQUARE FOOT OF SITE

YARD REQUIREMENTS:

MAX. FRONT = MINIMUM 50 FEET OF BUILDING ELEVATION PARALLEL TO STREET RIGHT-OF-WAY
SHALL BE LOCATED AT MAXIMUM OF 15 FEET FROM RIGHT-OF-WAY. FIRST 10 FEET FROM RIGHT-OF-
WAY SHALL CONTAIN PLANTINGS AT REGULAR INTERVALS AND SIDEWALK (UNLESS SIDEWALK
ALREADY EXISTS IN RIGHT-OF-WAY).

FOR OLIVE BLVD FRONTAGE = 80 FEET FROM ESTABLISHED RIGHT-OF-WAY. FIRST 10 FEET FROM
RIGHT-OF-WAY SHALL CONTAIN PLANTINGS AT REGULAR INTERVALS AND SIDEWALK (UNLESS
SIDEWALK ALREADY EXISTS IN RIGHT-OF-WAY).

MIN. SIDE YARD = 10 FEET

MIN. REAR YARD = 10 FEET

BUFFER YARD = IF ABUTTING A SINGLE FAMILY RESIDENTIAL DISTRICT, BUFFER YARD OF 50 FEET OF
ALL SIDES THAT ABUT OR ADJOIN A SINGLE FAMILY DISTRICT, ANY BUILDING OVER 3 STORIES OR 45
FEET SHALL HAVE A BUFFER SETBACK OF 200 FEET, AND SHALL BE INCREASED ADDITIONALLY BY 2
FEET FOR EVERY FOOT OF BUILDING HEIGHT EXCEEDING 45 FEET.

ADDITIONAL REQUIREMENTS FOR LIGHTING, PARKING, ETC. CONTAINED IN ZONING CODE TABLE

(INFORMATION ABOVE TAKEN BY SURVEYOR FROM CITY OF CREVE COEUR ZONING CODE. A ZONING
REPORT WAS NOT PROVIDED).

5. PROPERTY SERVED BY THE FOLLOWING:

WATER: MISSOURI AMERICAN WATER COMPANY
SEWER: METROPOLITAN ST. LOUIS SEWER DISTRICT
TELEPHONE: AT&T
GAS: LACLEDE GAS
ELECTRIC: AMEREN MISSOURI
CREVE COEUR FIRE PROTECTION DISTRICT
PARKWAY SCHOOL DISTRICT

6. ACCORDING TO THE FIRM FLOOD INSURANCE RATE MAP 29189C0191 K DATED FEBRUARY 04, 2015, THIS
DEVELOPMENT IS LOCATED IN ZONE X UNSHADED, AREAS DETERMINED TO BE OUTSIDE THE 0.2% CHANCE
ANNUAL FLOODPLAIN.

7. THD DESIGN GROUP HAS USED EXCLUSIVELY THE TITLE COMMITMENT POLICY SUPPLIED BY RESOLUTIONS TITLE
INC. (WESTCOR LAND TITLE INSURANCE COMPANY), ORDER NO. 16-27373, HAVING AN EFFECTIVE DATE OF
SEPTEMBER 19, 2016. THE ITEMS FOUND IN THE SCHEDULE B, SECTION II ARE LISTED BELOW.

FILE NO. 16-27373

- ITEM 1-11: ARE NOT OF A SURVEY NATURE
- ITEM 12: EASEMENT GRANTED TO UNION ELECTRIC CO., ACCORDING TO INSTRUMENT
RECORDED IN BOOK 1864 PAGE 374(DOES NOT AFFECT OUR PROPERTY), AND IN BOOK
7357 PAGE 2403(DOES NOT AFFECT OUR PROPERTY), AND IN BOOK
7357 PAGE 2411(AS SHOWN HEREON) OF THE ST. LOUIS COUNTY RECORDS.
- ITEM 13: EASEMENT GRANTED TO METROPOLITAN ST. LOUIS SEWER DISTRICT, ACCORDING
TO INSTRUMENT RECORDED IN BOOK 4955 PAGE 510(AS SHOWN HEREON), IN
BOOK 5090 PAGE 526(AS SHOWN HEREON), IN BOOK 5125 PAGE 614(AS
SHOWN HEREON), IN BOOK 5125 PAGE 616(AS SHOWN HEREON), IN BOOK 5125
PAGE 618(AS SHOWN HEREON), IN BOOK 5125 PAGE 520(AS SHOWN HEREON),
IN BOOK 6861 PAGE 1300(AS SHOWN HEREON) AND IN BOOK 6815 PAGE 1386
(AS SHOWN HEREON) OF THE ST. LOUIS COUNTY RECORDS.
- ITEM 14: EASEMENT GRANTED TO CITY OF CREVE COEUR, ACCORDING TO INSTRUMENT
RECORDED IN BOOK 7352 PAGE 1499(AS SHOWN HEREON), AND IN BOOK 7389
PAGE 1157(AS SHOWN HEREON) OF THE ST. LOUIS COUNTY RECORDS.
- ITEM 15: MAINTENANCE AGREEMENT GRANTED TO METROPOLITAN ST. LOUIS SEWER
DISTRICT, ACCORDING TO INSTRUMENT RECORDED IN BOOK 7400 PAGE 2124 OF
THE ST. LOUIS COUNTY RECORDS.(MAINTENANCE AGREEMENT, NOT SURVEY RELATED)
- ITEM 16: EASEMENT GRANTED TO LEVEL 3 COMMUNICATIONS LLC, ACCORDING TO INSTRUMENT
RECORDED IN BOOK 16619 PAGE 1367 OF THE ST. LOUIS COUNTY RECORDS.(AS
SHOWN HEREON)
- ITEM 17: EASEMENT GRANTED TO UNION ELECTRIC CO DBA AMEREN UE, ACCORDING TO
INSTRUMENT RECORDED IN BOOK 18295 PAGE 3192 AND IN BOOK 18640 PAGE 3626
OF THE ST. LOUIS COUNTY RECORDS.(AS SHOWN HEREON)
- ITEM 18: ARE NOT OF A SURVEY NATURE

8. THERE WERE A TOTAL OF 696 PARKING SPACES LOCATED ON THIS PARCEL, 14 OF WHICH ARE HANDICAP
ACCESSIBLE.

9. BASIS OF BEARINGS: GRID NORTH OF THE MISSOURI STATE PLANE COORDINATE SYSTEM, NAD' 83 (2011),
ZONE EAST.

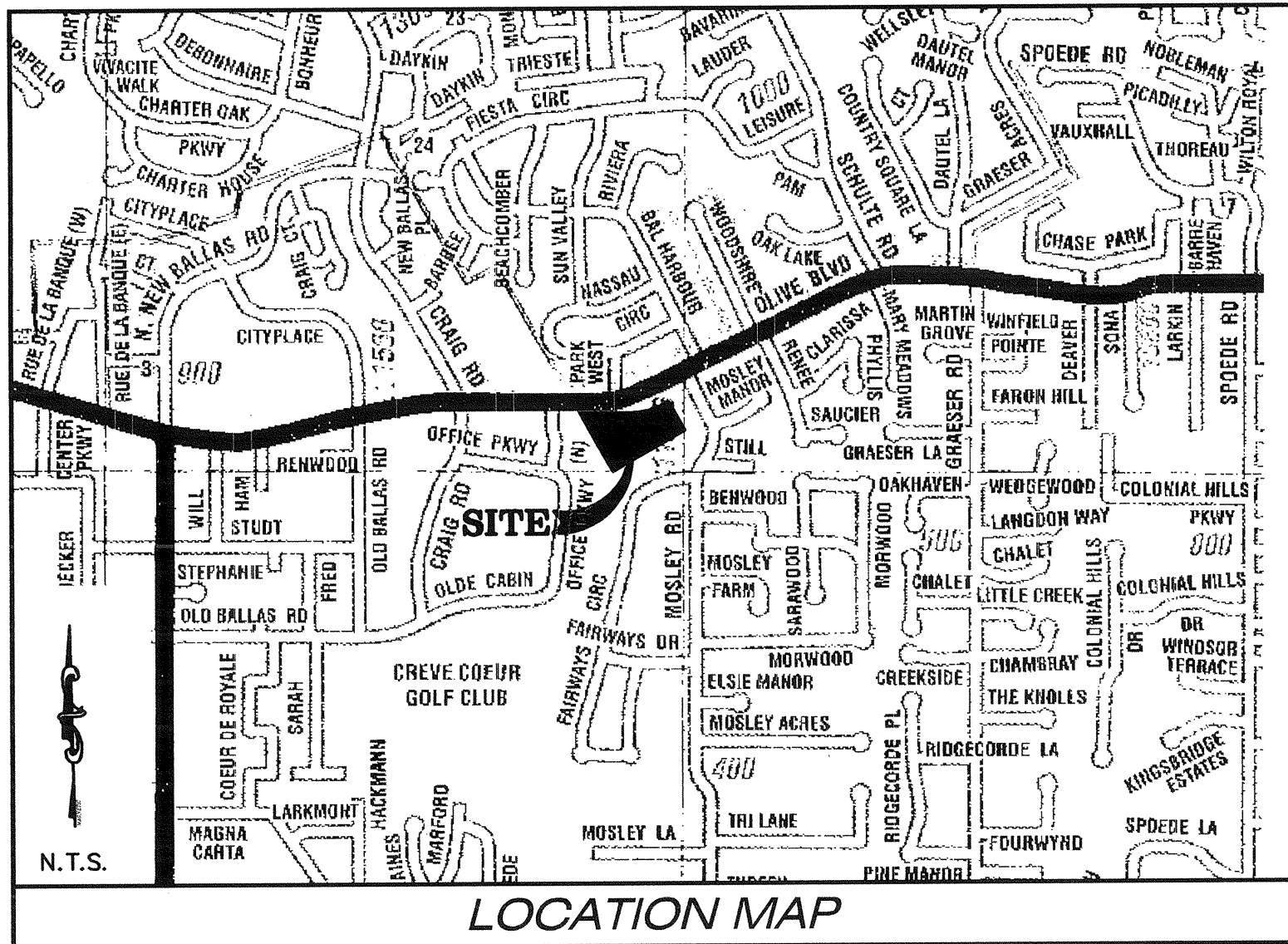
10. ORIGINAL SURVEY COMPLETED BY THD DESIGN GROUP, INC. ON NOVEMBER 11, 2016.

11. STATE PLANE COORDINATE VALUES SHOWN ON TWO CORNERS ARE LABELED AS "SPC", AND ARE BASED
UPON VALUES DETERMINED BY OBSERVATIONS OBTAINED FROM THE MODOT VRS/GPS NETWORK. VALUES SHOWN
ARE IN METERS, AND ARE BASED UPON THE MISSOURI STATE PLANE COORDINATE SYSTEM, NAD '83 (2011),
EAST ZONE.



UNDERGROUND UTILITIES HAVE BEEN PLOTTED FROM AVAILABLE INFORMATION AND THEREFORE THEIR LOCATIONS SHALL BE CONSIDERED
APPROXIMATE ONLY. THE VERIFICATION OF THE LOCATION OF ALL UNDERGROUND UTILITIES, EITHER SHOWN OR NOT SHOWN ON THESE PLANS,
SHALL BE THE RESPONSIBILITY OF THE CONTRACTOR, AND SHALL BE LOCATED PRIOR TO ANY GRADING AND/OR CONSTRUCTION OF IMPROVEMENTS.

AN ALTA/NSPS LAND TITLE SURVEY FOR 11318 OLIVE BOULEVARD A TRACT OF LAND BEING PART OF LOT 3 OF THE WILLIAM LASLEY ESTATE PARTITION, U.S. SURVEY 1962, TOWNSHIP 45 NORTH, RANGE 5 EAST, AND AS RECORDED IN D.B. 8372 PG. 2099, ST. LOUIS COUNTY, MISSOURI



LAND DESCRIPTION PER TITLE:

A TRACT OF LAND BEING PART OF LOT 3 OF THE WILLIAM LASLEY ESTATE PARTITION, IN U.S. SURVEY
1962, TOWNSHIP 45 NORTH, RANGE 5 EAST, ST. LOUIS COUNTY, MISSOURI, AND DESCRIBED AS FOLLOWS:

BEGINNING AT A POINT ON THE SOUTHEASTERN LINE OF SAID U.S. SURVEY 1962 SAID POINT BEING THE
MOST SOUTHERN CORNER OF SAID LOT 3 OF THE WILLIAM LASLEY ESTATE PARTITION; THENCE ALONG
THE SOUTHWESTERN LINE OF SAID LOT 3 NORTH 28 DEGREES 10 MINUTES 56 SECONDS WEST, 718.61
FEET TO ITS INTERSECTION WITH THE SOUTHERN LINE OF OLIVE STREET (MISSOURI STATE HIGHWAY
K-340), AS WIDENED; THENCE ALONG SAID ROAD LINE SOUTH 88 DEGREES 47 MINUTES 26 SECONDS
EAST, 517.65 FEET TO A POINT OF CURVE; THENCE CONTINUING ALONG SAID ROAD LINE ON A CURVE
TO THE LEFT HAVING A RADIUS OF 1000.5 FEET AN ARC DISTANCE OF 104.72 FEET TO A POINT OF
COMPOUND CURVE; THENCE CONTINUING ALONG SAID ROAD LINE ON A CURVE TO THE LEFT HAVING A
RADIUS OF 761.19 FEET AN ARC DISTANCE OF 238.69 FEET TO A POINT OF COMPOUND CURVE; THENCE
CONTINUING ALONG SAID ROAD LINE ON A CURVE TO THE LEFT HAVING A RADIUS OF 1000.05 FEET AN
ARC DISTANCE OF 97.40 TO A POINT; THENCE CONTINUING ALONG SAID ROAD LINE SOUTH 73 DEGREES
16 MINUTES 49 SECONDS EAST, 14.06 FEET TO A POINT ON THE SOUTHWESTERN LINE OF MOSLEY ROAD
AS WIDENED BY THE COUNTY COURT OF ST. LOUIS COUNTY DURING THE FEBRUARY TERM, 1919; THENCE
ALONG SAID LINE OF MOSLEY ROAD SOUTH 27 DEGREES 57 MINUTES 26 SECONDS EAST, 333.19 FEET
TO AN ANGLE POINT THEREIN; THENCE CONTINUING ALONG SAID ROAD LINE SOUTH 12 DEGREES 01
MINUTE 49 SECONDS WEST, 9.81 FEET TO ITS INTERSECTION WITH THE SOUTHEASTERN LINE OF U.S.
SURVEY 1962, AS AFOREMENTIONED; THENCE ALONG SAID SURVEY LINE SOUTH 61 DEGREES 34 MINUTES
00 SECONDS WEST, 874.62 FEET TO THE POINT OF BEGINNING.

ALTA/NSPS LAND TITLE SURVEY CERTIFICATION:

TO: KUMMER HOTEL DEVELOPMENT LLC / WESTCOR LAND TITLE INSURANCE COMPANY /
RESOLUTIONS TITLE, INC.:

THIS IS TO CERTIFY THAT THIS MAP OR PLAT AND THE SURVEY ON WHICH IT IS BASED WERE
MADE IN ACCORDANCE WITH THE 2016 MINIMUM STANDARD DETAIL REQUIREMENTS FOR
ALTA/NSPS LAND TITLE SURVEYS, JOINTLY ESTABLISHED AND ADOPTED BY ALTA AND NSPS
AND INCLUDES ITEMS 1,2,3,4,6(b),7(a),8,9,11(BY OBSERVED EVIDENCE) & 13 OF TABLE "A"
THEREOF. THE FIELD WORK WAS COMPLETED ON JULY 1, 2017.

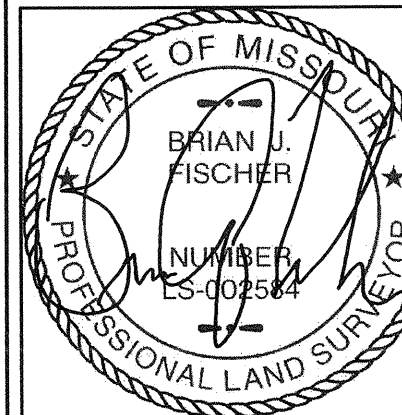
PURSUANT TO THE ACCURACY STANDARDS AS ADOPTED BY ALTA NSPS AND IN EFFECT ON
THE DATE OF THIS CERTIFICATION, I FURTHER CERTIFY THAT IN MY PROFESSIONAL OPINION,
AS A LAND SURVEYOR REGISTERED IN THE STATE OF MISSOURI, THE RELATIVE POSITIONAL
ACCURACY OF THIS SURVEY DOES NOT EXCEED THAT WHICH IS SPECIFIED THEREIN. THIS
SURVEY WAS EXECUTED IN COMPLIANCE WITH THE CURRENT STANDARDS FOR PROPERTY
BOUNDARY SURVEYS (20 CSR 2030-16.040) OF THE MISSOURI DEPARTMENT OF ECONOMIC
DEVELOPMENT. THIS SURVEY MEETS THE ACCURACY STANDARDS SET FORTH FOR AN
URBAN PROPERTY.

DATE OF PLAT OR MAP: 7/7/2017.

BRIAN J. FISCHER, L.S. 2584

SYMBOL LEGEND

×	FOUND CROSS	⊞	ELECTRIC BOX	TV	CABLE TV BOX
○	FOUND IRON PIPE	⊞	ELECTRIC METER	×	LIGHT STANDARD
●	SET IRON ROD	⊞	POWER POLE	⊞	CLEAN OUT
⊞	BENCHMARK	⊞	GUY WIRE	⊞	SANITARY MANHOLE (EXISTING)
⊞	TRAFFIC SIGNAL BOX	⊞	GAS METER	⊞	STORM SEWER MANHOLE (EXISTING)
□	PHONE BOX	⊞	GAS VALVE	⊞	STORM SEWER DRAIN (EXISTING)
⊞	UTILITY MANHOLE	⊞	WATER METER	⊞	GRATE INLET (EXISTING)
⊞	BOLLARD	⊞	WATER VALVE	⊞	AREA INLET (EXISTING)
⊞	MAILBOX	⊞	HYDRANT	⊞	GENERAL SURFACE DRAINAGE
⊞	SIGN	⊞	WATER SHUT OFF	⊞	EXISTING CONTOUR
○	POST	⊞	SPRINKLER HEAD	⊞	TREE LINE
⊞	EXISTING SHRUB	⊞	IRRIGATION VALVE BOX	⊞	SAN. SEWER (EXISTING)
⊞	EXISTING DECIDUOUS TREE	⊞	WELL	⊞	STORM DRAIN (EXISTING)
⊞	EXISTING EVERGREEN TREE	⊞	TEST HOLE		



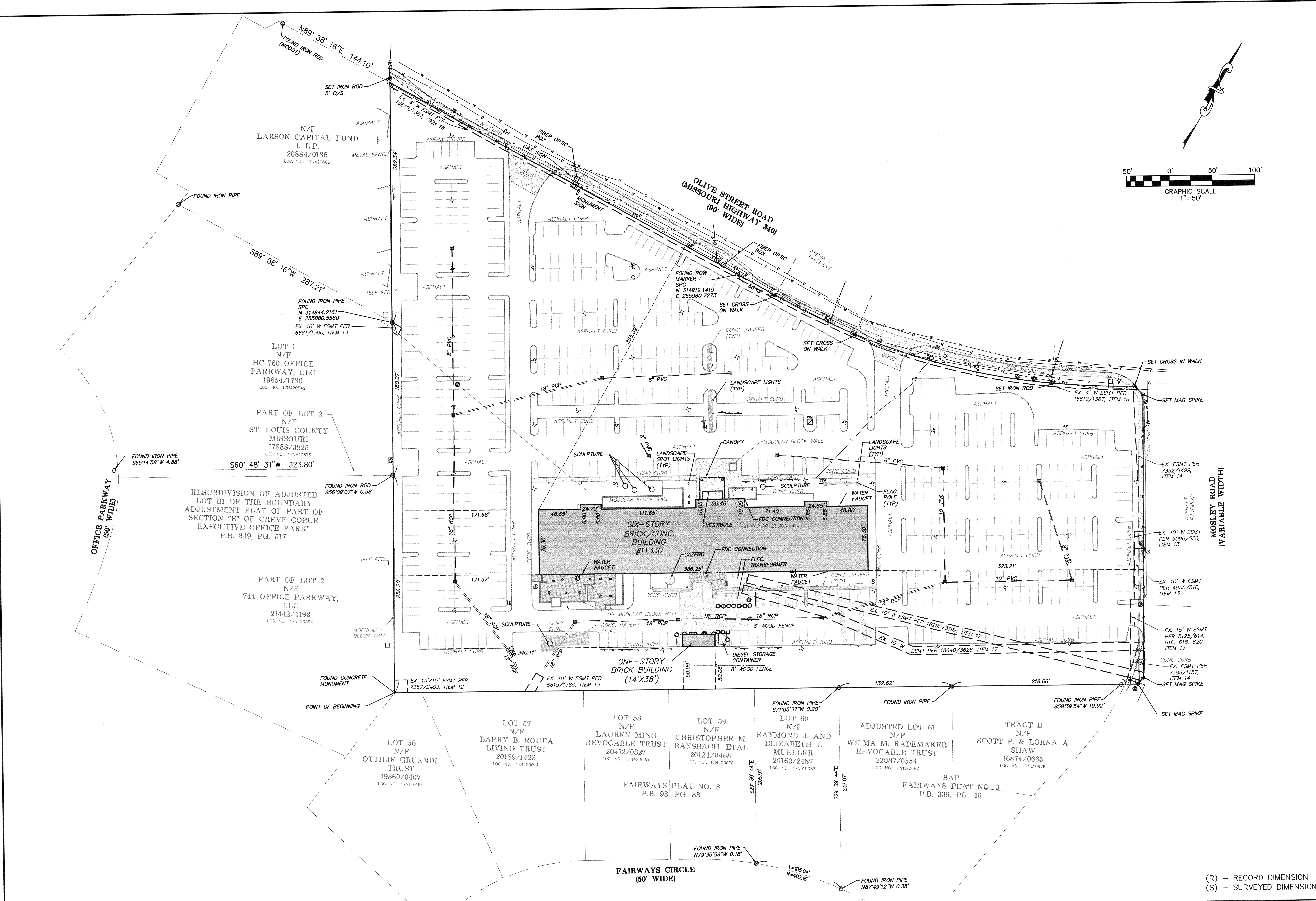
Date: Aug 08, 2017
Brian J. Fischer
P.L.S. #2584

PROJECT NUMBER: 16-287

DATE: 11/11/2016

DRAWN BY: MTS

1 OF 2



(R) - RECORD DIMENSION
(S) - SURVEYED DIMENSION

07/07/2017 SURVEY UPDATE AND RECERTIFICATION

07/07/2017 ADDED STATE PLANE COORDINATE DATUM NOTES

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AN ALTA/NSPS LAND TITLE SURVEY FOR

11318 OLIVE BOULEVARD

A TRACT OF LAND BEING PART OF LOT 3 OF THE

WILLIAM LASLEY ESTATE PARTITION,

U.S. SURVEY 1962,

TOWNSHIP 45 NORTH, RANGE 5 EAST,

AND AS RECORDED IN D.B. 8372 PG. 2099,

ST. LOUIS COUNTY, MISSOURI

Attachment: Applicant's Materials submitted 10-11-2017 (#17-028: HBE Rezoning to PCD)

Date: Aug. 08, 2017
Brian J. Fischer
P.L.S. #2584

PROJECT NUMBER: 16-287

DATE: 11/11/2016

DRAWN BY: MT5

2 OF 2

Traffic Impact Study for Proposed 11330 Olive Boulevard Development

Creve Coeur, Missouri

July 7, 2017

Prepared For:

11330 Olive Boulevard Development
11330 Olive Boulevard
Creve Coeur, Missouri 63141

Prepared by:

Lochmueller Group, Inc.
411 North 10th Street, Suite 200
St. Louis, Missouri 63101



517-0058-0TE

Attachment: 11330 Olive Blvd Traffic Impact Study 2017-07-07 (#17-028: HBE Rezoning to PCD)

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unsignalized location on a busy corridor such as Olive is to be expected. These longer delays are offset by minimal queuing (three vehicles or less as the 95th percentile queue) and low volume-to-capacity (v/c) ratios. To assist with any delays that may occur, wayfinding signage may be placed in the parking circulation area to direct patrons and visitors to the Mosley Road entrance, where drivers would have access to a signal in order to turn left onto Olive Boulevard. The analysis showed that there is still capacity remaining on the northbound approach to Olive Boulevard, and can accommodate more site traffic if it were to depart from the site differently than shown in this study.

With two full access entrances on Olive Boulevard, the traffic load is able to be spread across the entrances, resulting in shorter queues and delays. Delays onto a major road such as Olive are even expected by drivers, and they may be more tolerant of delay in this area, but with the heavy movements on Olive Boulevard, if left turns were restricted, drivers leaving the site would become frustrated at a longer delay, and may potentially hurt the viability of the site.

Overall, it is determined that the proposed uses will not substantially impact the surrounding roadway network, particularly considering it is anticipated to generate fewer trips than the existing by-right office use if the building was full.



INTRODUCTION

Lochmueller Group prepared the following traffic impact study to evaluate the impact of a proposed multi-use redevelopment located in the southwest quadrant of Olive Boulevard and Mosley Road in Creve Coeur, Missouri.

The development would consist of a hotel building, a commercial use building, and a restaurant. Access to the site is proposed via two existing driveways on Olive Boulevard and a driveway on North Mosley Road. A preliminary site plan is shown in Figure 1.

The purpose of this traffic impact study was to determine how much traffic would be generated by the proposed redevelopment, evaluate its impact upon the adjoining roadways, identify the need for off-site improvements to mitigate any impacts, and assess the ability of motorists to safely enter and exit the redevelopment via the existing access driveways, as proposed. The study included the following intersections:

- Olive Boulevard at Mosley Road
- Olive Boulevard at the site's existing driveway (west)
- Olive Boulevard at the site's existing driveway (east)
- Mosley Road at the site's existing driveway

The study addressed conditions during the morning (7:00 to 9:00 a.m.), and afternoon (4:00 to 6:00 p.m.) peak periods of a typical weekday. If the development's traffic can be accommodated during these periods, it stands to reason that adequate capacity would be available throughout the remainder of the day. This study was prepared in accordance with parameters discussed and accepted by the City of Creve Coeur and the Missouri Department of Transportation (MoDOT) during a scoping meeting held on May 24, 2017.

Traffic impact studies typically evaluate conditions at the opening year of development and again twenty years after opening. Per discussions with the developer, 2019 was selected as the opening year. This would also facilitate a direct comparison with existing conditions for purposes of identifying potential impacts. Accordingly, 2039 was selected as the horizon planning year; conditions both with (baseline) and without (forecasted) the proposed redevelopment were evaluated for 2039. These scenarios and their contents are explained in greater detail in subsequent sections of this report.

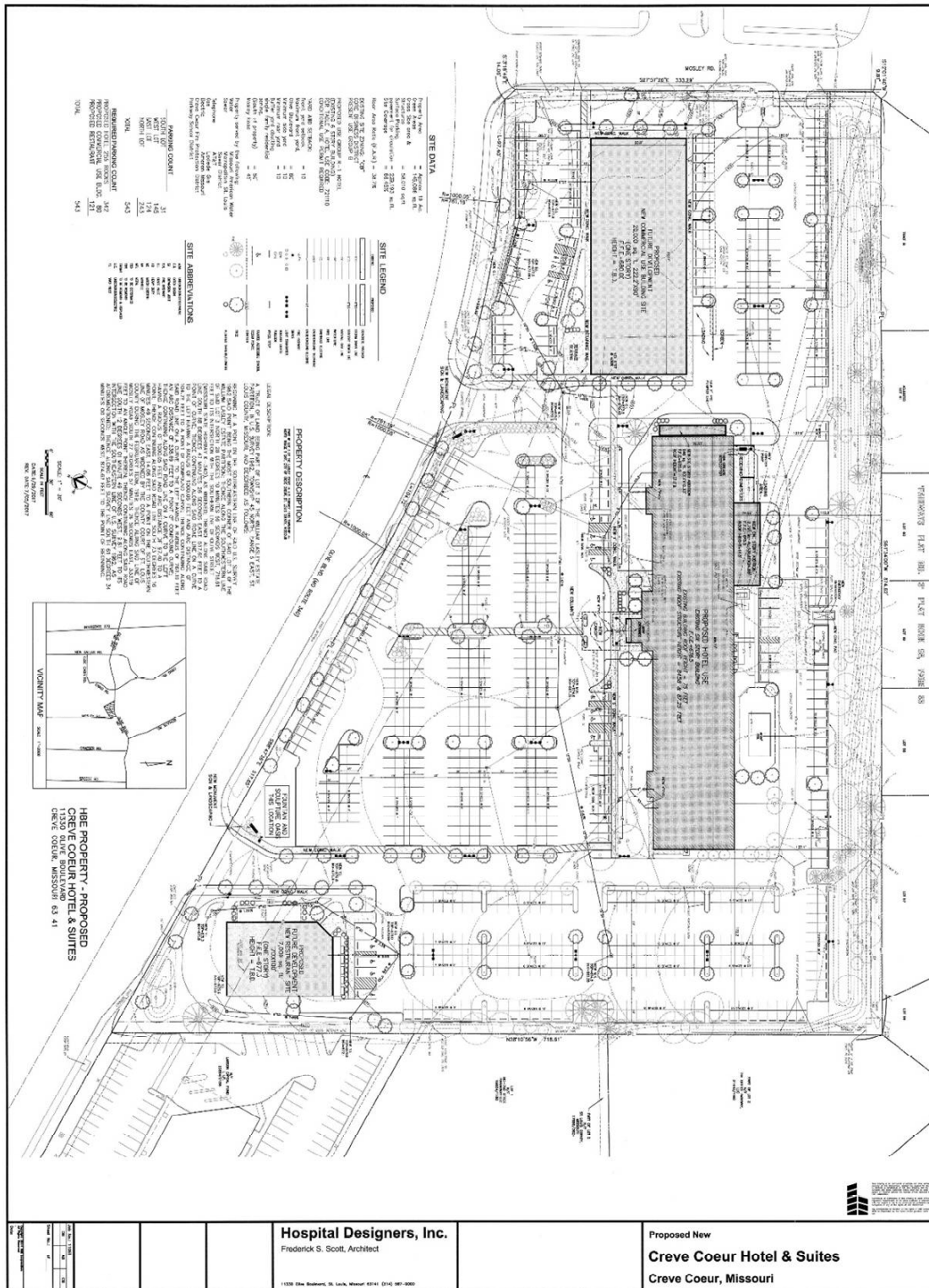


Figure 1: Preliminary Site Plan (By Others, Subject to Change)



Attachment: 11330 Olive Blvd Traffic Impact Study 2017-07-07 (#17-028: HBE Rezoning to PCD)

Future patrons and employees will have access to a transit route on Olive Boulevard, as shown in Figure 3.

Route 91 (Olive) travels between the Delmar MetroLink Station and Chesterfield Mall. It generally uses the east-west routes on Olive Boulevard and Chesterfield Parkway East/South, and has 25-minute headways during weekday peak commuting periods and 40-minute headways during weekday non-peak periods.

Two bus stops currently exist near the site. One is located adjacent the northwest corner of the property for eastbound buses, immediately east of the intersection of Olive and Office Parkway North. It is glass-enclosed shelter to protect riders from inclement weather, and has a bench for seating. The complementary westbound bus stop immediately west of the Office Parkway North intersection does not have a shelter, but only a small standing area off the sidewalk next to a bus stop sign. Similarly, a second set of bus stops currently exist immediately east of the signal at Olive and Mosley, with the south stop that serves eastbound buses having a full bus shelter, while the westbound bus stop does not.



Figure 3: Existing Study Area Transit Routes



Existing Traffic Conditions

To quantify study area traffic volumes, turning movement counts were conducted at the study intersections during the morning (7:00 to 9:00 a.m.), midday (11:00 a.m. to 1:00 p.m.), and afternoon (4:00 to 6:00 p.m.) peak periods of a typical weekday. Counts were obtained in May 2017 while school was still in session. From the counts, it was determined that the peak hours occur from 7:30 to 8:30 in the morning, 11:45 to 12:45 in the midday, and from 4:15 to 5:15 in the afternoon. Existing peak hour traffic volumes are illustrated in Figure 4.

The heaviest traffic volumes occur during the afternoon peak hour followed by the midday and morning peak hours. Volumes are relatively balanced in both directions along Olive Boulevard. On Mosley Road, morning peak hour volumes are marginally heavier in the northbound direction, whereas afternoon peak hour volumes are higher southbound. For the midday peak hour, there is no noticeable difference between the directions. MoDOT's historical average daily traffic volumes from 2015 show that Olive Boulevard carries approximately 28,600 vehicles per day. Mosley Road adjacent to the site serves approximately 200 vehicles during afternoon peak hour, suggesting that overall daily volume would be on the order of 2,000 vehicles. For purposes of this study, and to study a worst-case scenario, the intersection of Mosley Road with the east site entrance and the offset Mosley Manor Court was considered a single intersection.

Existing Operating Conditions

Traffic operating conditions at the study intersections were evaluated using Synchro 9, which is a commonly used traffic analysis tool based on methodologies outlined in the "Highway Capacity Manual" (HCM), published in 2010 by the Transportation Research Board.

The performance of the transportation system is quantified by Levels of Service (LOS), which are measures of traffic flow that consider factors such as speed, delay, interruptions, safety, and driver comfort and convenience. There are six levels of service ranging from LOS A ("free flow") to LOS F ("oversaturated"). LOS C is commonly used for design purposes and represents a roadway with volumes utilizing 70 to 80 percent of its capacity. LOS E is considered acceptable for peak period conditions in urban and suburban areas.

Levels of service criteria vary depending upon the roadway component being evaluated. Intersections are most commonly evaluated, since roadway capacity is typically dictated by the number of vehicles that can be served at critical intersections. For intersections, the criteria are based on delay and the type of control (i.e., whether it is signalized or unsignalized).

For signalized and all-way stop intersections, the average control delay per vehicle is estimated for each movement, then aggregated for each approach and the intersection as a whole. For intersections with partial (side-street) stop control, delay is calculated for the minor movements only (side-street approaches and major road left-turns), since through traffic on multi-lane major roads are not required to stop.

Attachment: 11330 Olive Blvd Traffic Impact Study 2017-07-07 (#17-028: HBE Rezoning to PCD)



Figure 4: Existing Traffic Volumes

[illegible]

Table 1: Intersection Level of Service Thresholds

Level of Service	Control Delay per Vehicle (sec/veh)	
	Signalized	Unsignalized
A	≤ 10	0-10
B	> 10-20	> 10-15
C	> 20-35	> 15-25
D	> 35-55	> 25-35
E	> 55-80	> 35-50
F	> 80	> 50

Generally, the signalized intersection of Olive Boulevard with Mosley Road operates at acceptable levels of service which is LOS A. All the mainline movements at this intersection have LOS B or better during the peak hours, while the northbound movement that experiences lengthier delays commensurate with LOS D. This is typical for the Olive Boulevard corridor, which has signal timings that favor vehicle flow on the mainline movements.

Existing peak hour conditions are acceptable at each of the site's access driveways. All movements turning directly into or out of the site onto Olive Boulevard or Mosley Road operate at LOS D or better during the peak hours, with no more than a one-vehicle queue in any of the studied peak hours.

**Table 2: Existing Operating Conditions**

Intersection/ Approach	AMPH		PMPH		MDPH	
	LOS (Delay)	Queue	LOS (Delay)	Queue	LOS (Delay)	Queue
Olive Blvd/NW Parking Entrance						
Eastbound Approach	A (0.0)	0'	A (0.0)	0'	A (0.0)	0'
Westbound Left Approach	B (12.2)	0'	B (13.0)	0'	B (13.3)	0'
Northbound Approach	D (25.7)	2'	C (24.7)	1'	D (33.9)	4'
Southbound Approach	B (12.4)	0'	B (12.5)	0'	B (11.9)	1'
Overall Intersection	A (0.0)	--	A (0.0)	--	A (0.1)	--
Olive Blvd/Park W Dr						
Eastbound Left Approach	B (12.0)	2'	C (15.2)	4'	B (13.3)	2'
Westbound Left Approach	B (13.0)	1'	B (14.6)	0'	B (13.8)	0'
Northbound Approach	D (27.7)	1'	D (33.1)	13'	D (25.5)	2'
Southbound Approach	B (14.0)	4'	C (17.5)	4'	C (18.1)	2'
Overall Intersection	A (0.2)	--	A (0.4)	--	A (0.1)	--
Olive Blvd/Mosley Rd						
Eastbound Approach	A (8.2)	320'	B (10.5)	508'	B (10.6)	378'
Westbound Approach	A (3.8)	208'	A (4.8)	294'	A (4.8)	231'
Northbound Approach	D (40.9)	113'	D (48.2)	108'	D (41.8)	109'
Overall Intersection	A (7.6)	--	A (9.1)	--	A (9.5)	--
Mosley Rd/Mosley Manor Ct						
Eastbound Approach	A (9.3)	0'	A (9.7)	2'	A (9.7)	1'
Westbound Approach	A (9.6)	0'	A (9.5)	0'	A (9.2)	0'
Northbound Approach	A (0.3)	0'	A (0.1)	0'	A (0.4)	0'
Southbound Approach	A (0.1)	0'	A (0.0)	0'	A (0.2)	0'
Overall Intersection	A (0.3)	--	A (0.7)	--	A (0.6)	--

2019 BASELINE CONDITIONS

Based on the developer's anticipated schedule, 2019 was assumed to be the opening year. As agreed upon at the scoping meeting, an annual growth rate of 0.5% was applied to existing traffic to account for regional traffic growth. No background sites were identified for inclusion in the 2019 Baseline condition. Peak hour traffic volumes and operating conditions in 2019 are illustrated in Figure 5 and Table 3, respectively.

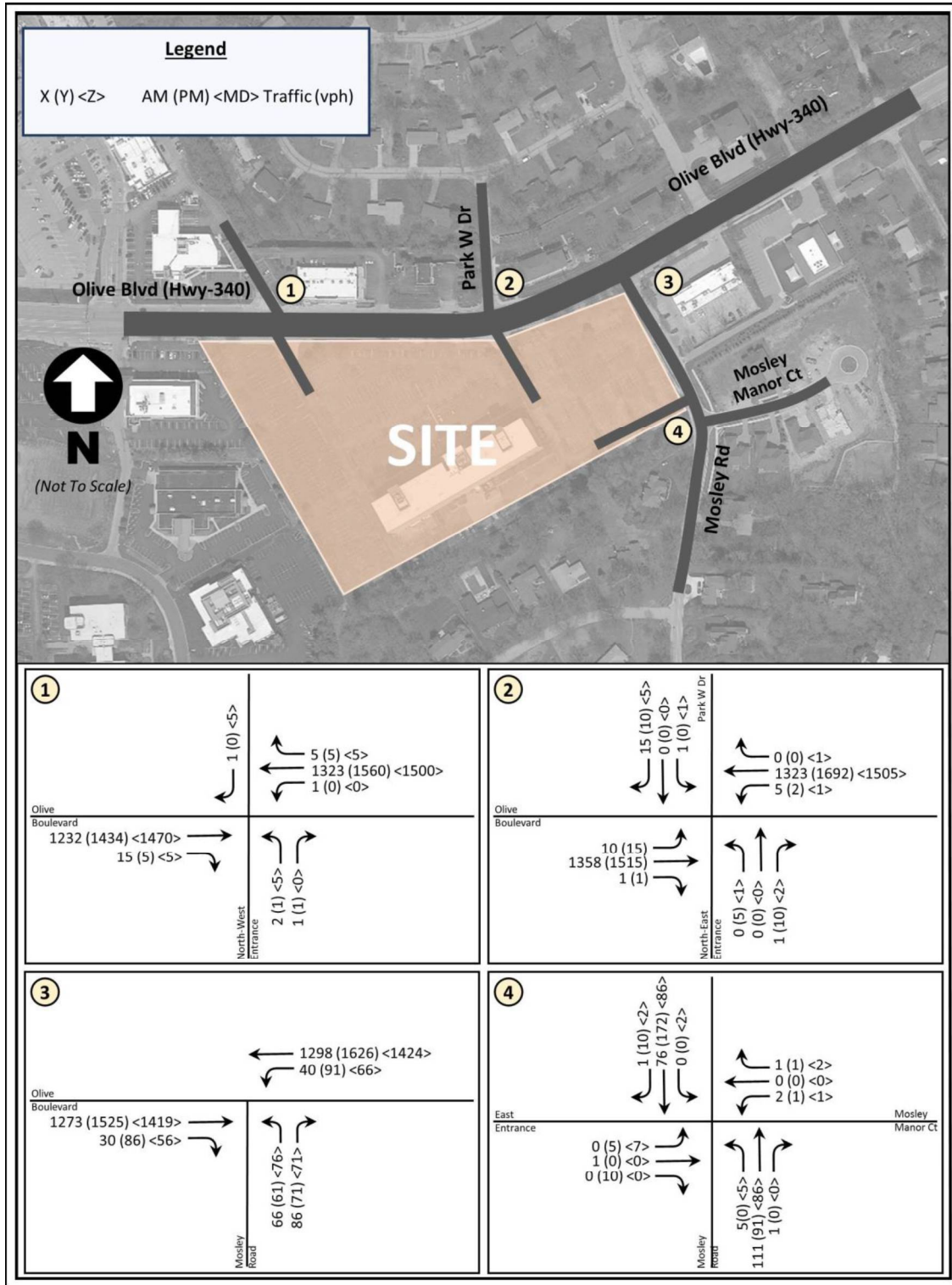


Figure 5: 2019 Baseline Traffic Volumes

Intersection/ Approach	AMPH		PMPH		MDPH	
	LOS (Delay)	Queue	LOS (Delay)	Queue	LOS (Delay)	Queue
Olive Blvd/NW Parking Entrance						
Eastbound Approach	A (0.0)	0'	A (0.0)	0'	A (0.0)	0'
Westbound Left Approach	B (12.2)	0'	B (13.1)	0'	B (13.4)	0'
Northbound Approach	C (24.2)	1'	D (25.0)	1'	D (33.8)	3'
Southbound Approach	B (12.2)	0'	B (12.4)	0'	B (12.0)	1'
Overall Intersection	A (0.0)	--	A (0.0)	--	A (0.1)	--
Olive Blvd/Park W Dr						
Eastbound Left Approach	B (12.1)	2'	C (15.4)	3'	A (2.0)	2'
Westbound Left Approach	B (13.1)	1'	B (14.3)	0'	A (0.0)	0'
Northbound Approach	C (15.0)	0'	D (29.0)	8'	D (28.3)	2'
Southbound Approach	B (13.2)	3'	C (18.2)	4'	C (19.2)	2'
Overall Intersection	A (0.2)	--	A (0.3)	--	A (0.1)	--
Olive Blvd/Mosley Rd						
Eastbound Approach	A (8.2)	324'	B (10.7)	522'	B (10.4)	385'
Westbound Approach	A (3.8)	210'	A (4.8)	298'	A (4.7)	235'
Northbound Approach	D (41.2)	112'	D (48.2)	107'	D (40.3)	112'
Overall Intersection	A (7.9)	--	A (9.2)	--	A (9.1)	--
Mosley Rd/Mosley Manor Ct						
Eastbound Approach	A (9.2)	0'	A (9.6)	2'	A (9.5)	1'
Westbound Approach	A (9.1)	1'	A (9.5)	0'	A (9.1)	0'
Northbound Approach	A (0.3)	0'	A (0.1)	0'	A (0.4)	0'
Southbound Approach	A (0.1)	0'	A (0.0)	0'	A (0.2)	0'
Overall Intersection	A (0.3)	--	A (0.5)	--	A (0.6)	--



2039 BASELINE CONDITIONS

Future planning year conditions without the proposed redevelopment were established as a benchmark from which to compare potential traffic impacts. The opening year of the proposed development was assumed to be 2019, with future horizon year conditions evaluated for 2039.

Background Studies

Per the discussion during the scoping meeting, three developments were identified for inclusion in the 20-year design horizon analysis, locations of which are shown in Figure 6. The land uses described in the following tables are the best available information at this time, and are subject to change as development plans finalize.



Figure 6: Location of Background Developments

Property at Olive & Craig

In August 2015, Lochmueller Group prepared a traffic impact study for Wolff Properties, Inc. to evaluate the impact of a proposed multi-use redevelopment surrounded by Olive Boulevard to the north, Craig Road to the west, Office Parkway North on the east, and Office Parkway to the south. At the time, the development would consist of an apartment building, a bank with drive-thru, a strip (specialty) retail building, and a Starbucks with drive-thru. The land use assumptions and trip distribution in this previous study were replicated in the current study as a background site, though these may change before redevelopment of the parcel takes place. These calculations, based on the Institute of Transportation Engineers (ITE) Trip Generation Manual, 9th Edition, and assumptions are provided in Table 4.

Use	AM Peak Hour			PM Peak Hour			Midday Peak Hour		
	In	Out	Total	In	Out	Total	In	Out	Total
Starbucks	130	120	250	55	50	105	45	45	90
Bank with Drive-Thru	15	15	30	30	30	60	35	30	65
Retail	10	5	15	25	25	50	30	25	55
Apartments	10	50	60	50	30	80	50	35	85
Craig Road Background Site	160	195	355	160	135	295	160	135	295
Existing Site Trips (2015 Counts)	-145	-130	-275	-105	-95	-200	-65	-80	-145
Net Increase - Wolff Properties Background Site	15	65	80	55	40	95	95	55	150

The second background site identified in the scoping meeting was the expansion of the existing gas station in the northwest quadrant of Olive Boulevard and Schulte Road, which is anticipated to add six fueling positions and a self-service car wash. Since it is an expansion of an existing land use, a trip generation was performed for only the new fueling positions and a separate self-service car wash, as shown in Table 5.

Use	AM Peak Hour			PM Peak Hour			Midday Peak Hour		
	In	Out	Total	In	Out	Total	In	Out	Total
Gasoline/Service Station with Convenience Market (new fueling positions only)	40	40	80	55	55	110	55	55	110
Pass-By Trips (62% AM, 56% PM & Midday)	-25	-25	-50	-30	-30	-60	-30	-30	-60
Self-Service Car Wash	10	5	15	30	25	55	30	25	55
Pass-By Trips (31% AM, 28% PM & Midday)	0	0	0	-10	-10	-20	-10	-10	-20
Net Increase - Olive & Schulte Background Site	25	20	45	45	40	85	45	40	85

Property at Olive & Graeser

Table 6: Olive & Graeser Background Site Assumed Trip Generation (Uses Subject to Change)

Use	AM Peak Hour			PM Peak Hour			Midday Peak Hour		
	In	Out	Total	In	Out	Total	In	Out	Total
Gasoline/Service Station with Convenience Market & Car Wash	50	45	95	55	55	110	55	55	110
Pass-By Trips (62% AM, 56% PM & Midday)	-30	-30	-60	-30	-30	-60	-30	-30	-60
Olive & Graeser Background Site	20	15	35	25	25	50	25	25	50
Existing Trips (LUC 826 Specialty Retail)	5	5	10	20	20	40	22	20	42
Pass-By Trips (34% PM, 26% Midday)	0	0	0	-5	-5	-10	-5	-5	-10
Existing Retail Center (To be Removed)	5	5	10	15	15	30	17	15	32
Net Increase - Olive & Graeser Bkgd Site (Future minus Existing)	15	10	25	10	10	20	8	10	18

It was assumed the development at Olive & Graeser would have a similar distribution to the development at Olive & Schulte, with 30% of these new trips would approach to/from the west and 70% to/from the east.



2039 Baseline Operating Conditions

In addition to three developments for the 20-year design analysis, an annual growth rate of 0.5% was applied to existing through traffic to account for general regional growth in traffic. Horizon Year 2039 baseline traffic volumes, consisting of existing volumes with regional inherent growth and the three identified background sites, are illustrated in Figure 7.

The 2039 peak hour volumes were analyzed using Synchro 9 similar to the previous scenarios, with level of service, delay, and 95th percentile queue results summarized in Table 7. The additional background traffic would increase delay time and decrease the eastbound approach's LOS by one level at the signalized intersections on Olive Boulevard and Mosley Road during afternoon and midday peak hours. However, the LOS B is acceptable for the operation of this intersection at 2039 baseline condition. In addition, the increase in mainline through traffic causes the site entrance to drop to a LOS E at the two Olive Boulevard site entrances, one during the midday peak hour and the other during the afternoon commuter peak hour. Though these are a LOS E, queuing remains minimal on these approaches.



Figure 7: 2039 Baseline Traffic Volumes

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Intersection/ Approach	AMPH		PMPH		MDPH	
	LOS (Delay)	Queue	LOS (Delay)	Queue	LOS (Delay)	Queue
Olive Blvd/NW Parking Entrance						
Eastbound Approach	A (0.0)	0'	A (0.0)	0'	A (0.0)	0'
Westbound Left Approach	B (13.2)	0'	B (14.4)	0'	B (14.8)	0'
Northbound Approach	D (28.4)	1'	D (29.4)	1'	E (43.7)	6'
Southbound Approach	A (1.5)	0'	B (12.3)	0'	B (12.0)	1'
Overall Intersection	A (0.0)	--	A (0.0)	--	A (0.1)	--
Olive Blvd/Park W Dr						
Eastbound Left Approach	B (13.1)	2'	C (17.7)	5'	C (15.2)	3'
Westbound Left Approach	B (14.4)	1'	C (15.9)	0'	C (15.4)	2'
Northbound Approach	D (33.5)	2'	E (39.2)	14'	D (34.1)	2'
Southbound Approach	C (15.1)	4'	C (19.6)	4'	D (27.8)	1'
Overall Intersection	A (0.2)	--	A (0.4)	--	A (0.1)	--
Olive Blvd/Mosley Rd						
Eastbound Approach	A (9.3)	394'	B (14.1)	717'	B (12.2)	480'
Westbound Approach	A (4.3)	255'	A (6.3)	383'	A (5.5)	290'
Northbound Approach	D (47.1)	121'	D (51.3)	114'	D (44.3)	120'
Overall Intersection	A (9.0)	--	B (11.6)	--	B (10.4)	--
Mosley Rd/Mosley Manor Ct						
Eastbound Approach	A (9.3)	0'	A (9.8)	2'	A (9.7)	1'
Westbound Approach	A (9.5)	0'	A (9.6)	0'	A (9.1)	0'
Northbound Approach	A (0.4)	0'	A (0.1)	0'	A (0.5)	0'
Southbound Approach	A (0.1)	0'	A (0.0)	0'	A (0.2)	0'
Overall Intersection	A (0.3)	--	A (0.6)	--	A (0.7)	--



PROPOSED REDEVELOPMENT

As stated previously, the site will be redeveloped as a 255-room hotel and two outparcels consisting of a restaurant and a commercial use building. The following trip generation forecast and directional distribution estimates were prepared to quantify the net increase in traffic that would be generated by the proposed redevelopment.

Trip Generation

The development site currently consists of a mostly vacant office building that just 10% is occupied. Its trip generation potential assuming full occupancy was forecasted using the Trip Generation Manual, Ninth Edition, published by the Institute of Transportation Engineers (ITE). The site's trip generation potential using Land Use Code 710 (General Office) compared to the trips it is currently generating today with the current building occupancy is summarized in Table 8.

Table 8: Full Trip Generation Potential of the Existing Site

Use	Size	AM Peak Hour			PM Peak Hour			Midday Peak Hour		
		In	Out	Total	In	Out	Total	In	Out	Total
Existing Potential	183,522 s.f.	250	35	285	45	230	275	45	40	85
Existing Actual (~10% occupancy)	183,522 s.f. (10% occ.)	20	4	24	15	21	36	14	13	27
Actual vs. Potential		-230	-31	-261	-30	-209	-239	-31	-27	-58

The trip generation of the proposed development is summarized in Table 9. This trip generation forecast was based on the Trip Generation Manual and reflects the following land uses:

- The proposed hotel would include 255 rooms. Land Use Code: 310 Hotel was applied. The average trip rate was used with number of rooms as the independent variable (fitted curve equations are not provided). There is no midday rate available in the ITE Manual, so the midday trip generation rate was assumed to be the same as the PM peak hour rate. This may be high for a typical hotel during the midday, but it would account for the conference room and meeting space that will be available as part of the hotel that may be used during the midday peak hour.
- The proposed commercial use building would provide 20,000 square feet of space. Land Use Code: 826 Specialty Retail Center was applied. The average trip rate was used with square footage as the independent variable. Since it was not provided in the ITE manual, the morning peak hour forecast was estimated at 25% of the PM peak hour rates to acknowledge that there may be some but very few trips anticipated during that time

Attachment: 11330 Olive Blvd Traffic Impact Study 2017-07-07 (#17-028: HBE Rezoning to PCD)

- The proposed restaurant would consist of approximately 7,700 square feet of space. Land Use Code: 931 Quality Restaurant was applied. Average trip rates were used with square footage as the independent variable (fitted curve equations are not provided). The morning peak hour directional distribution was based on data for the PM peak hour, since it was not provided in the ITE manual.

Based upon the ITE Trip Generation Handbook, A Recommended Practice, Second Edition, pass-by trips were estimated at 34% for the commercial use building for the afternoon peak period and 26% for the midday peak hour.

Use	Size	AM Peak Hour			PM Peak Hour			Midday Peak Hour		
		In	Out	Total	In	Out	Total	In	Out	Total
Quality Restaurant	7,700 s.f.	5	0	5	40	20	60	40	20	60
Specialty Retail (Commercial Use Bldg)	20,000 s.f.	5	10	15	25	30	55	30	25	55
Hotel	255 rooms	80	55	135	80	75	155	80	75	155
Subtotal		90	65	155	145	125	270	150	120	270
Common Trip Reduction (5%)		-5	-5	-10	-5	-10	-15	-10	-5	-15
Total External Trips		85	60	145	140	115	255	140	115	255
Pass-By Trips (34% retail PM, 26% retail midday)		0	0	0	-10	-10	-20	-5	-5	-10
Forecasted Trips		85	60	145	130	105	235	135	110	245

The proposed development would generate approximately 145 new trips during the morning peak hour, 235 new trips during the afternoon peak hour, and 245 new trips in the midday peak hour.



Directional Distribution

The site's incremental trip generation was assigned to the study area roadways based on an anticipated directional distribution that reflects prevailing traffic patterns, coupled with the market area of the proposed commercial uses and other studies performed in the area. The proposed directional distribution percentages are presented in Table 10.

Table 10: Directional Distribution Percentages

Origin/Destination	Percentage
To/From West on Olive Blvd	65%
To/From East on Olive Blvd	30%
To/From South on Mosley Rd	5%

The proposed directional distribution percentages in Table 10 were multiplied by the new forecasted trips in Table 9 to calculate the trip assignment illustrated in Figure 8. The majority of trips would be expected to use Olive Blvd to travel to/from the site. In addition to the new trips, pass-by trips were also distributed into the site, removing trips from the through movements in the process.

Site Access

Though the site is being redeveloped, the planned access points into the site are planned to remain in the same locations as they current exist. The northeast site driveway will have one lane inbound and one lane outbound. The existing eastbound right turn bay and westbound left turn bay will also remain.

Similarly, the northwest site driveway will also remain, but with one lane inbound and two lanes outbound. The existing eastbound right turn bay and westbound left turn bay will remain.

The entrance onto Mosley Road will also remain as-is. There are no turn bays into the site from this entrance. This entrance provides access to the signalized northbound left turn onto Olive Boulevard. With the site's land uses converting to more transient uses serving more visitors (as compared to consistent daily destinations such as residential or office), wayfinding signs can be placed on-site directing customers and visitors to the signal.

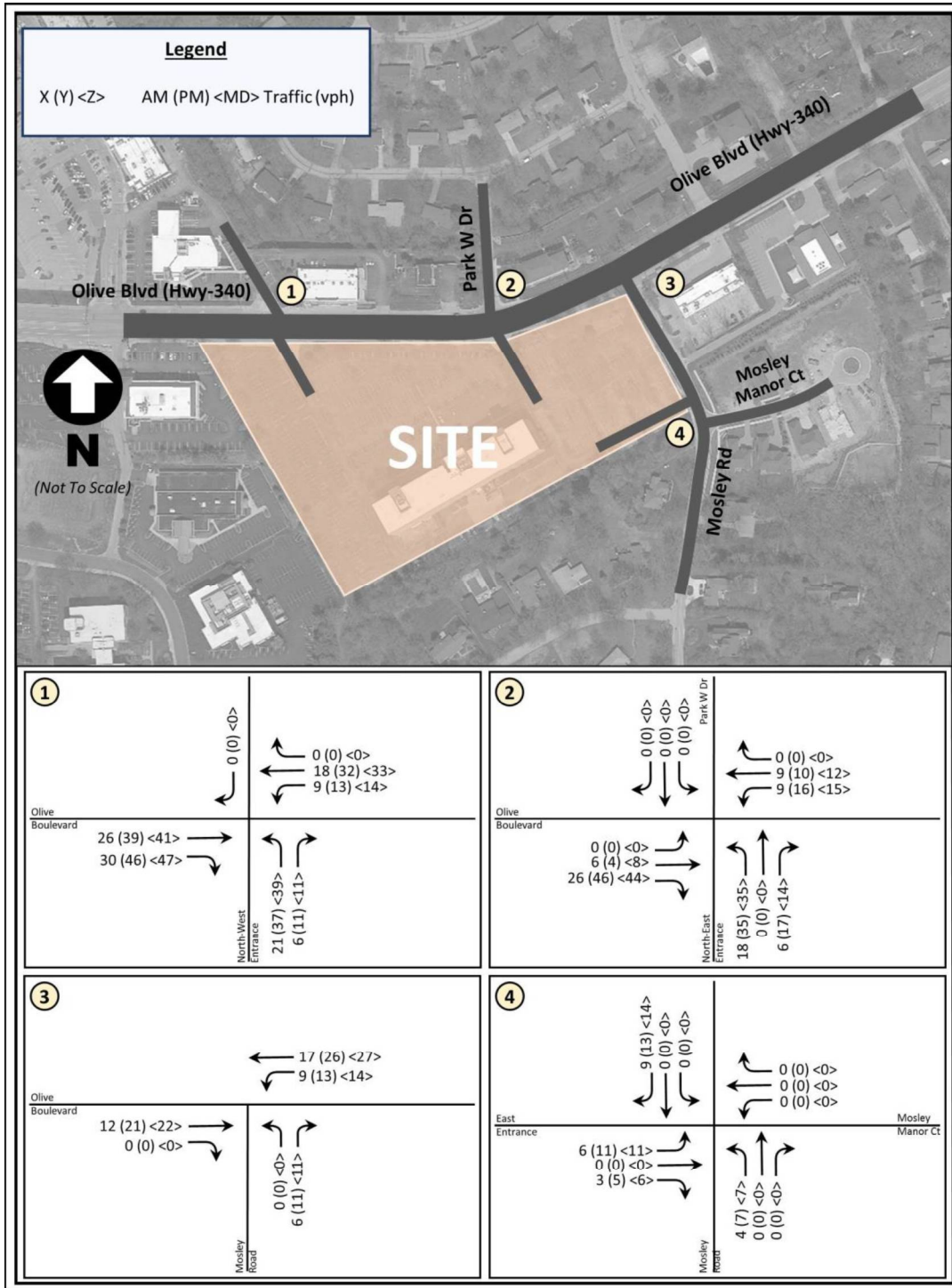


Figure 8: Site-Generated Traffic Volumes

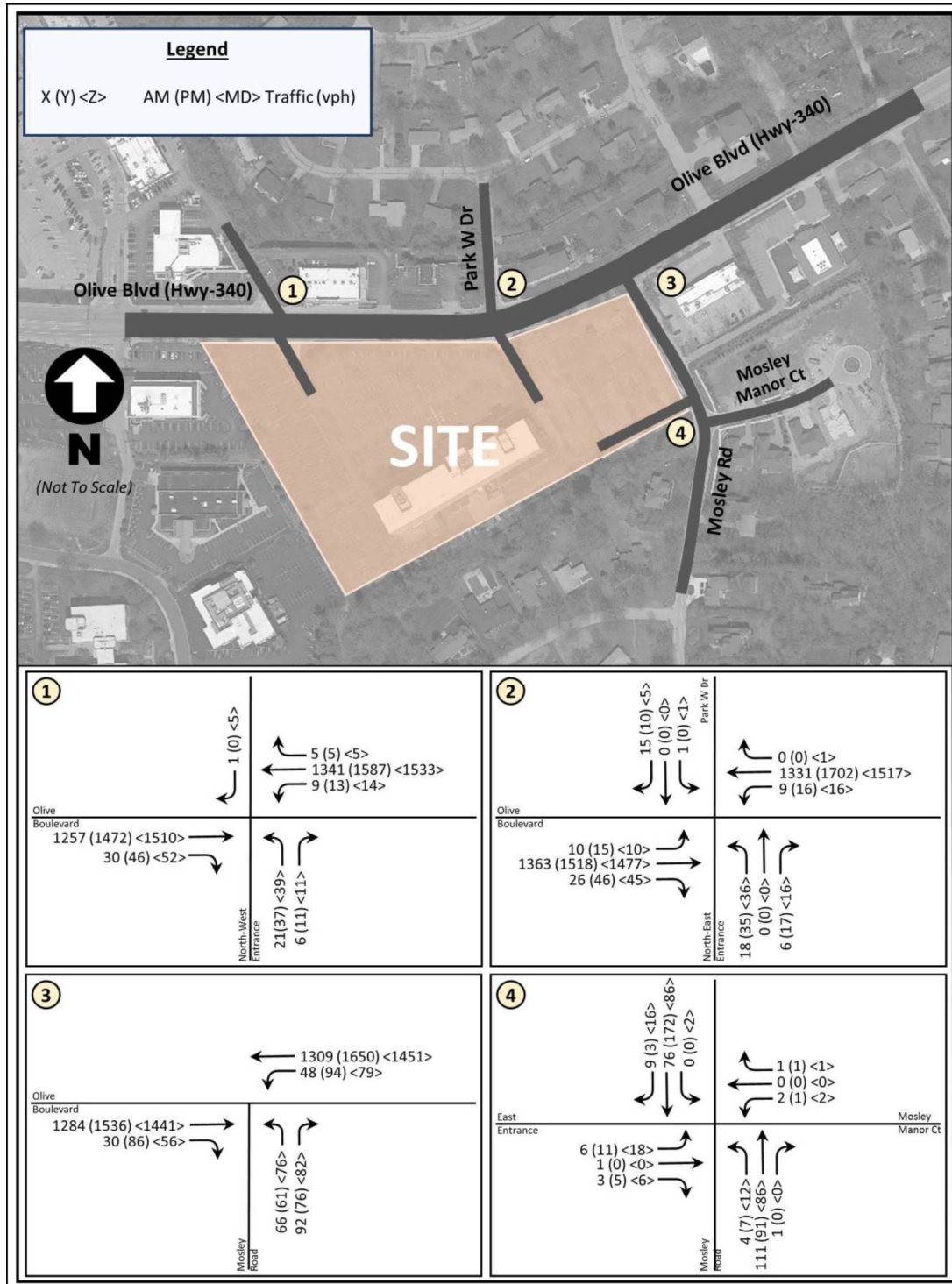


Figure 9: 2019 Forecasted Traffic Volumes

**Table 11: 2019 Forecasted Operating Conditions**

Intersection/ Approach	AMPH		PMPH		MDPH	
	LOS (Delay)	Queue	LOS (Delay)	Queue	LOS (Delay)	Queue
Olive Blvd/NW Parking Entrance						
Eastbound Approach	A (0.0)	0'	A (0.0)	0'	A (0.0)	0'
Westbound Left Approach	B (12.6)	2'	B (14.0)	3'	B (14.5)	3'
Northbound Approach	D (29.9)	14'	E (44.5)	38'	E (49.1)	43'
Southbound Approach	B (12.3)	0'	B (12.5)	0'	B (12.1)	1'
Overall Intersection	A (0.4)	--	A (0.7)	--	A (0.9)	--
Olive Blvd/Park W Dr						
Eastbound Left Approach	B (12.2)	2'	C (15.5)	3'	B (13.6)	2'
Westbound Left Approach	B (13.4)	2'	C (15.2)	4'	B (14.8)	3'
Northbound Approach	E (36.6)	18'	F (64.5)	57'	F (56.5)	51'
Southbound Approach	B (14.6)	4'	C (19.0)	4'	C (20.5)	2'
Overall Intersection	A (0.5)	--	A (1.2)	--	A (1.1)	--
Olive Blvd/Mosley Rd						
Eastbound Approach	A (8.3)	329'	B (10.9)	538'	B (10.7)	400'
Westbound Approach	A (3.9)	214'	A (4.9)	308'	A (4.8)	243'
Northbound Approach	D (41.6)	114'	D (48.4)	107'	D (40.7)	113'
Overall Intersection	A (8.0)	--	A (9.4)	--	A (9.3)	--
Mosley Rd/Mosley Manor Ct						
Eastbound Approach	A (9.4)	1'	B (10.1)	2'	A (9.8)	2'
Westbound Approach	A (9.4)	0'	A (9.5)	0'	A (9.0)	0'
Northbound Approach	A (0.3)	0'	A (0.6)	0'	A (1.0)	1'
Southbound Approach	A (0.1)	0'	A (0.0)	0'	A (0.2)	0'
Overall Intersection	A (0.6)	--	A (0.7)	--	A (1.3)	--

Concern was noted at the scoping meeting about how the restriction of left turns at the northwest entrance onto Olive Boulevard would impact traffic operations into and out of the site. If left turns leaving the site were restricted, it would increase both delay and queuing at the northeast entrance onto Olive, likely to the point that drivers are frustrated. Internal wayfinding signage could assist directing drivers to use the Mosley Road entrance instead. However, it is recommended to keep all existing driveways to assist in spreading the traffic load to multiple access points instead of concentrating them all at a single entrance onto Olive Blvd.

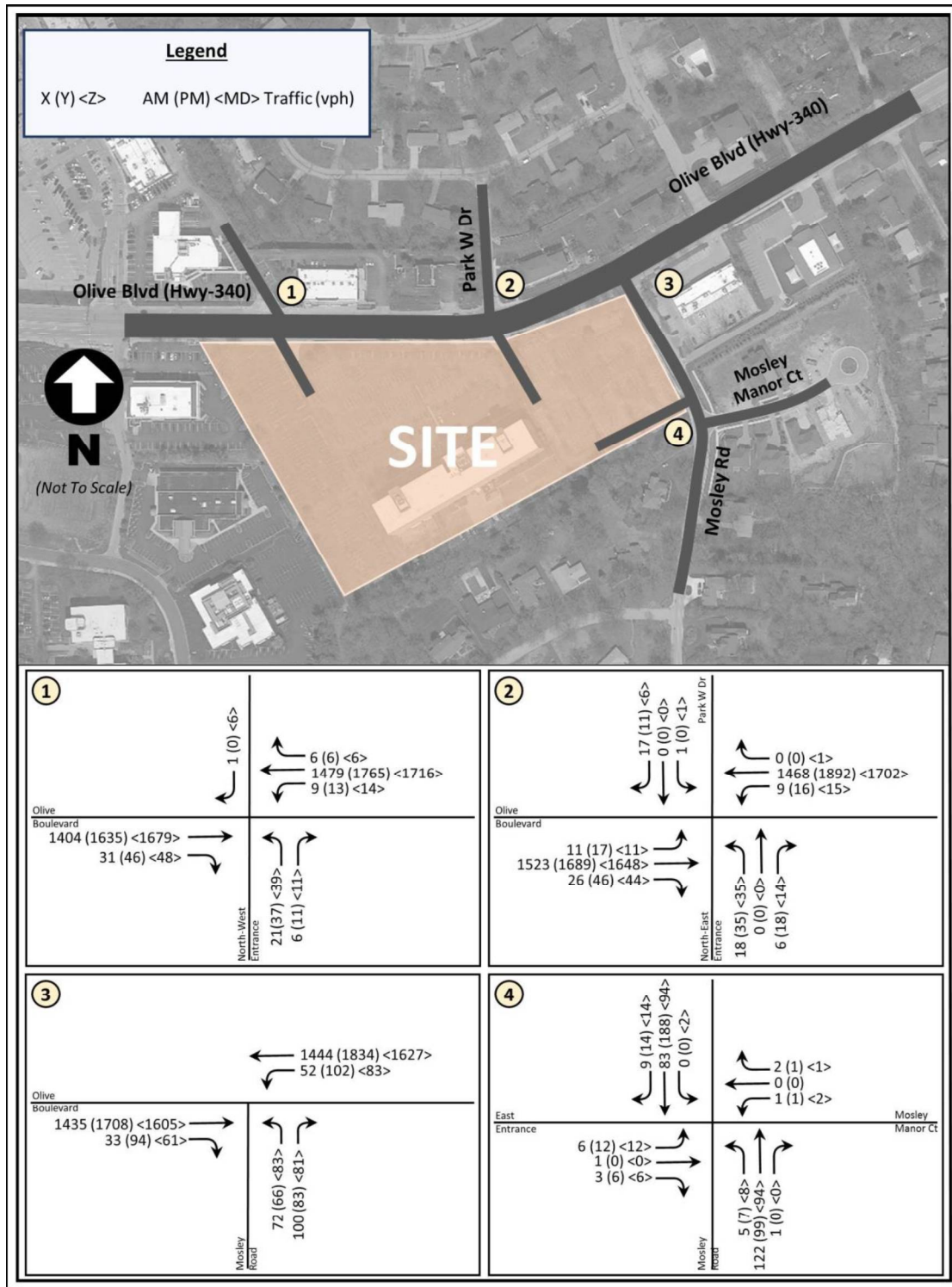


Figure 10: 2039 Forecasted Traffic Volumes

Intersection/ Approach	AMPH		PMPH		MDPH	
	LOS (Delay)	Queue	LOS (Delay)	Queue	LOS (Delay)	Queue
Olive Blvd/NW Parking Entrance						
Eastbound Approach	A (0.0)	0'	A (0.0)	0'	A (0.0)	0'
Westbound Left Approach	B (13.7)	2'	C (15.5)	3'	C (16.0)	3'
Northbound Approach	E (41.9)	17'	F (60.6)	50'	F (69.7)	57'
Southbound Approach	B (12.6)	0'	B (12.4)	0'	B (12.2)	1'
Overall Intersection	A (0.4)	--	A (0.9)	--	A (1.1)	--
Olive Blvd/Park W Dr						
Eastbound Left Approach	B (13.2)	2'	C (17.9)	5'	C (15.3)	3'
Westbound Left Approach	B (14.7)	2'	C (17.0)	4'	C (16.5)	4'
Northbound Approach	E (47.2)	23'	F (99.1)	78'	F (83.5)	65'
Southbound Approach	C (15.3)	4'	C (20.6)	5'	C (21.2)	3'
Overall Intersection	A (0.6)	--	A (1.7)	--	A (1.4)	--
Olive Blvd/Mosley Rd						
Eastbound Approach	A (9.4)	401'	B (14.5)	737'	B (12.6)	514'
Westbound Approach	A (4.4)	258'	A (6.5)	394'	A (5.8)	298'
Northbound Approach	D (47.5)	121'	D (51.4)	114'	D (44.4)	120'
Overall Intersection	A (9.1)	--	B (12.0)	--	B (10.8)	--
Mosley Rd/Mosley Manor Ct						
Eastbound Approach	A (9.6)	1'	B (10.1)	3'	A (9.6)	2'
Westbound Approach	A (9.5)	0'	A (9.6)	0'	A (9.1)	0'
Northbound Approach	A (0.3)	0'	A (0.6)	0'	A (0.6)	0'
Southbound Approach	A (0.1)	0'	A (0.0)	0'	A (0.2)	0'
Overall Intersection	A (0.5)	--	A (1.0)	--	A (1.1)	--



regional growth as well as known developments that will directly impact the roads within the study area.

The results showed that the proposed uses on the site will have a negligible impact on the signal at Olive and Mosley. The driveways leaving the site may drop to a LOS E or F, depending on whether it's 2019 or 2039 condition, but a longer delay at an unsignalized location on a busy corridor such as Olive is to be expected. These longer delays are offset by minimal queuing (three vehicles or less as the 95th percentile queue) and low volume-to-capacity (v/c) ratios. To assist with any delays that may occur, wayfinding signage may be placed in the parking circulation area to direct patrons and visitors to the Mosley Road entrance, where drivers would have access to a signal in order to turn left onto Olive Boulevard. The analysis showed that there is still capacity remaining on the northbound approach to Olive Boulevard, and can accommodate more site traffic if it were to depart from the site differently than shown in this study.

With two full access entrances on Olive Boulevard, the traffic load is able to be spread across the entrances, resulting in shorter queues and delays. Delays onto a major road such as Olive are even expected by drivers, and they may be more tolerant of delay in this area, but with the heavy movements on Olive Boulevard, if left turns were restricted, drivers leaving the site would become frustrated at a longer delay, and may potentially hurt the viability of the site.

Overall, it is determined that the proposed uses will not substantially impact the surrounding roadway network, particularly considering it is anticipated to generate fewer trips than the existing by-right office use if the building was full.



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MEMORANDUM

To: Jason Jaggi, AICP (City of Creve Coeur)
Whitney Kelly, AICP (City of Creve Coeur)

From: Kelly Schaefer, P.E., PTOE
Mike Erdtmann, P.E.
Mandy Anderson, P.E., PTOE

Date: July 18, 2017

Subject: Proposed 11330 Olive Blvd Redevelopment – Traffic Impact
Study Review

As requested, GBA staff has completed a review of the traffic impact study report submitted in association with the proposed redevelopment of the 11330 Olive Boulevard, located in Creve Coeur, Missouri in the southwest quadrant of Olive Boulevard and Mosley Road. The study was prepared by Lochmueller Group and submitted on July 7, 2017.

It is our understanding from the report as well as a review of the site plan shown in Figure 1 on page 4 that the existing office building on the site will be repurposed as a 255-room hotel. The site will also accommodate a new 7,700 square-foot (s.f.) high quality restaurant and a new 20,000 s.f. commercial land use.

Currently, access is provided with three full access, unsignalized driveways. Two driveways are located on Olive Boulevard. As seen on the site plan on page 4, one driveway is located in the northwest corner of the site and opposite a commercial driveway that is right-in/right-out controlled. The second driveway is generally located in the middle of the site and across from Park West Drive, which is full access and serves residential and commercial land uses.

The third driveway is located on Mosley Road, approximately 250 feet south of Olive Boulevard of the signalized intersection. This driveway is the only one that provides a way to travel to/from Olive Boulevard and the site via a traffic signal.

Attachment: City's Traffic Engineer Review -11330 Olive Blvd Redevelopment Memo 7-18-17 (#17-028: HBE Rezoning to PCD)

As proposed in the study, these driveways would remain unchanged with respect to the number and type of access.

Proposed Land Use: Trip Generation and Directional Distribution

Based upon the trip generation rates for local medical office buildings, the redevelopment of the 11330 Olive Boulevard site would be expected to create 155 trips in the morning peak hour, 270 in the midday peak and 270 trips in the evening peak hours. After a 5% common trip reduction rate for the shared use site and pass-by rates of 26% and 34% for the retail use during the midday and afternoon peaks, respectively, the redeveloped site is expected to generate 145, 245 and 235 *new* trips during the morning, midday and afternoon peaks, respectively. Of these trips, the inbound versus outbound number of trips were calculated based upon ITE's percentages for the three land uses. These calculations are shown in Table 9 on page 21.

The directional distribution for these new trips was assumed to be 65% to/from the west on Olive Boulevard, 30% to/from the east on Olive Boulevard and 5% to/from the south on Mosley Road. *This directional distribution is considered appropriate due to the proximity of the site to Interstate 270, the proposed land uses and likelihood to attract more visitors as well as the prevailing traffic volumes.*

The traffic impact study stated the site-generated traffic was assigned to the adjoining roadway system based on existing traffic patterns, as shown in Figure 8 on page 23. The figure shows the majority of patrons utilizing the northwest and northeast unsignalized driveways for those traveling to/from the west and east on Olive Boulevard. Also, no traffic was assigned to and from the west on Olive Boulevard to the Mosley Road signalized driveway. *While this intersection can only be accessed from the eastern portion of the site, it seems prudent to assume that some site traffic would utilize the signal at Mosley Road to turn onto Olive Boulevard to travel west.*

Analysis: Opening Year Design Scenario

Overall, the redevelopment is not expected to have a substantial impact on Olive Boulevard, which is a principal arterial. The mainline is forecasted to operate at LOS B or better at the signal and is free flowing at the unsignalized intersections.

The signalized intersection at Mosley Road will also continue to operate favorably at an overall LOS A and the northbound approach incurs less than an additional 1.0 seconds of delay during all peak periods. Reviewing the signalized operations more closely, the northbound approach has excess capacity and could serve more of the site traffic returning to the west on Olive Boulevard and still operate at similar levels of delay for all approaches.

The unsignalized driveways on Olive Boulevard are expected to operate at LOS E and F during the peak hours. The northwest driveway operates more favorably with delays between 29.1 to 49. seconds per vehicle (sec/veh); the Park West Drive ranges from 36.6 to 64.5 sec/veh in the peak hours. In agreement with the study, this is not uncommon for driveways along a heavily traveled arterial such as Olive Boulevard. These operations are considered acceptable for the opening year scenario.

The study should acknowledge that existing and forecasted queues from the Mosley Road intersection will often block the central driveway during peak hours. This is a condition is not favorable for the operation of the driveway, however it is an existing condition and will only affect those exiting the site at this location.

Analysis: Future Year Design Scenario

Progressing to the future design scenarios, the assumed annual background traffic growth rate of 0.5% per year for the future 20-year design horizon is considered reasonable for this location due to the limited potential for other new developments in the surrounding area. This is also consistent with the traffic growth rate used in recent traffic studies on Olive Boulevard for the City of Creve Coeur.

Using the previous methods of analyses, the study forecasted conditions in the 20-year design horizon that included three additional developments planned in Creve Ceuer along Olive Boulevard within the vicinity of the 11330 Olive Boulevard project; their locations are shown in Figure 6 on page 14. These developments include a Wolff Properties site in the southeast quadrant of Olive Boulevard and Craig Road which is to consist of apartments, a bank with drive-thru, specialty retail, and a Starbucks with drive-thru; the expansion of an existing gas station in the northwest quadrant of the Schulte Road intersection; and the redevelopment of an existing retail center in the southwest quadrant of the Graeser Road intersection to a fueling station. Assumed trip generation for these sites are shown in Tables 4-6 on pages 15-16.

The directional distribution for the Wolff Property that was developed in the original traffic study was reused in the future scenario for this report. The directional distribution for new trips for the fueling station expansion and redevelopment sites was assumed to be 30% to/from the west and 70% to/from the east on Olive Boulevard. This directional distribution is nearly opposite the distribution used for the 11330 Olive Boulevard redevelopment where 65% of new trips would travel to/from the west, 30% to/from the east and 5% to/from the south on Mosley Road. *It is recommended that the study provide reasoning for the directional distribution for these land uses to be weighted to/from the west versus a distribution more similar to that proposed for the redevelopment project or more even based on prevailing traffic volumes.*

These trips were layered onto the roadway network with 20 years of growth and the study intersections reanalyzed.

In the future year design scenario, the redevelopment is not expected to have a substantial impact on Olive Boulevard. The mainline is expected to operate at LOS C or better at the signal and is free flowing at the unsignalized intersections.

The signalized intersection at Mosley Road will also continue to operate favorably at an overall LOS B or better in the future scenario. The northbound approach again incurs less than an additional 1.0 seconds of delay compared to the 2039 baseline conditions. Compared to 2019 opening year conditions, the northbound approach delays is increased by less than 5 seconds in any time period. Like this scenario, the northbound approach has excess capacity and could serve more of the site traffic returning to the west on Olive Boulevard and still operate at similar levels of delay for all approaches.

While the northbound approach at the Olive Boulevard/Park West Drive intersection continues to operate at LOS D or better, which is considered acceptable, the northwest driveway is expected to operate at LOS E and F, with delays as high as 83.5 and 99.1 sec/veh in the midday and afternoon peak hours. This level of delay at an unsignalized intersection may pose a safety concern in the future as frustrated motorists could get more aggressive and accept shorter gaps in traffic trying to leave the site.

It is acknowledged that delays on the side street are largely affected by the implemented cycle length of the coordinated system. As stated in the report, the existing morning and afternoon peak periods run 140-second cycle lengths, which is relatively high in the St. Louis metropolitan area. This higher cycle length means that the side streets and driveways off of Olive Boulevard are subjected to longer periods where permissive access (at unsignalized driveways) and protected access (at signalized intersections) is afforded.

In 20 years, the existing signal timings will have been replaced with optimized timings for the conditions current to the time. As the future cycle length cannot be predicted, it is difficult to forecast the amount of delays on these driveways at that time. *Access restrictions at the unsignalized driveways may need to be reassessed in the future when traffic and safety conditions can be assessed more accurately.*

Traffic Model and Driveways

It was previously noted that the northwest driveway is located across from the right-in/right-out commercial driveway. It is less than 250 feet away from the Office Parkway North intersection and near or within the

functional area of this intersection. The traffic models used in the study did not include this intersection when analyzing operations of the area and system.

It is recommended that the study incorporate this intersection into the Synchro model in order to better understand queueing at this intersection, specifically in the westbound direction and how this impacts the operation of the northwest driveway (increased delays due to blockage). Including this intersection would provide more insight to the progression and platooning on Olive Boulevard and what opportunities side street motorists would have to access the arterial.

In addition, the study notes that the restriction of left turns at the northwest driveway was a concern at the scoping meeting. The developer could consider this option in order to be more consistent with the access management along Olive Boulevard to the west of the site, in conjunction with improvements to internal circulation to promote the use of the other access points.

It would, however, be prudent to have a better understanding of how the unsignalized driveways would operate in the future – with respect to reassigning site traffic resulting in less demand on the unsignalized driveways and also the impacts of the Office Parkway North Road signal on the results - before making a recommendation for opening and/or future year scenarios. As shown in the analysis, the Olive Boulevard/Park West Drive driveway is forecasted to operate with excessive delays in the future scenario and it may be more appropriate to restrict northbound left-turns at this driveway in the future to improve traffic and safety conditions.

Summary of TIS Review

As requested, GBA staff has completed a review of the traffic impact study report submitted in association with the proposed redevelopment of the 11330 Olive Boulevard, located in Creve Coeur, Missouri in the southwest quadrant of Olive Boulevard and Mosley Road. The study was prepared by Lochmueller Group and submitted on July 7, 2017.

It is our understanding from the report as well as a review of the site plan shown in Figure 1 on page 4 that the existing office building on the site will be repurposed as a 255-room hotel. The site will also accommodate a new 7,700 square-foot (s.f.) high quality restaurant and a new 20,000 s.f. commercial land use.

Currently, access is provided with three full access, unsignalized driveways. Two driveways are located on Olive Boulevard. The third driveway is located on Mosley Road, approximately 250 feet south of the signalized intersection at Olive Boulevard. As proposed in the study, these points would remain unchanged with respect to the number of driveways and type of access.

Below is a summary of recommendations and conclusions for the traffic impact study review:

- On page 3, please add that the study also addressed the midday peak period for a typical weekday.
- The traffic impact study stated the site-generated traffic was assigned to the adjoining roadway system based on existing traffic patterns, as shown in Figure 8 on page 23. No traffic was assigned to and from the west on Olive Boulevard to the Mosley Road signalized driveway. While this intersection can only be accessed from the eastern portion of the site, it seems prudent to assume that some site traffic would utilize the signal at Mosley Road to turn onto Olive Boulevard to travel west.
- The study should acknowledge that existing and forecasted queues from the Mosley Road intersection will often block the central driveway during peak hours. This is a condition is not favorable for the operation of the driveway, however it is an existing condition and will only affect those exiting the site at this location.
- In the future scenario, the directional distribution for new trips for the fueling station expansion and redevelopment sites was assumed to be 30% to/from the west and 70% to/from the east on Olive Boulevard. This directional distribution is nearly opposite the distribution used for the 11330 Olive Boulevard redevelopment where 65% of new trips would travel to/from the west, 30% to/from the east and 5% to/from the south on Mosley Road. It is recommended that the study provide reasoning for the

directional distribution for these land uses to be weighted to/from the west versus a distribution more similar to that proposed for the redevelopment project or more even based on prevailing traffic volumes.

- It is recommended that the study incorporate the intersection of Olive Boulevard and Office Parkway North into the Synchro model in order to better understand queueing at this intersection, specifically in the westbound direction and how this impacts the operation of the northwest driveway. Including this intersection would provide more insight to the progression and platooning on Olive Boulevard and what opportunities side street motorists would have to access the arterial.

cc: file



July 26, 2017

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

RE: 11330 Olive Boulevard Development Response to Traffic Impact Study Comments
 517-0058-OTE

Dear Mr. Jaggi:

Lochmueller Group has received your comments on the traffic impact study prepared for the proposed 11330 Olive Boulevard Redevelopment at the intersection of Olive Boulevard and Mosley Road in Creve Coeur, Missouri and would like to offer the following responses. We have provided the comments in *italics* immediately followed by the corresponding response.

City Consultant's Comments

Comment 1: *On page 3, please add that the study also addressed the midday peak period for a typical weekday.*

Response 1: At this time, we do not intend to resubmit the full study. In the event we do, we will make this adjustment. It should be noted that MoDOT comments have not yet been received for this study.

Comment 2: *The traffic impact study stated the site-generated traffic was assigned to the adjoining roadway system based on existing traffic patterns, as shown in Figure 8 on page 23. No traffic was assigned to and from the west on Olive Boulevard to the Mosley Road signalized driveway. While this intersection can only be accessed from the eastern portion of the site, it seems prudent to assume that some site traffic would utilize the signal at Mosley Road to turn onto Olive Boulevard to travel west.*

Response 2: We believe by showing the distribution as we did, it reflects a worst-case scenario for the driveway entrances. The northbound approach to Olive Boulevard on Mosley Road was shown to have available capacity in the event some left turning traffic did use the signal, but the potential impact at the driveways would not have been revealed.

Comment 3: *The study should acknowledge that existing and forecasted queues from the Mosley Road intersection will often block the central driveway during peak hours. This is a condition not favorable for the operation of the driveway, however it is an existing condition and will only affect those exiting the site at this location.*

Response 3: Agreed, the queue will often block the east driveway on Olive Boulevard. This is not unusual for a corridor such as Olive Boulevard, and this situation meets driver's expectation.

Comment 4: *In the future scenario, the directional distribution for new trips for the fueling station expansion and redevelopment sites was assumed to be 30% to/from the west and 70% to/from the east on Olive Boulevard redevelopment where 65% of new trips would travel to/from the west, 30% to/from the east and 5% to/from the south on Mosley Road. It is recommended that the study provide reasoning for the directional distribution for these land uses to be weighted to/from the west versus a distribution more similar to that proposed for the redevelopment project or more even based on prevailing traffic volumes.*

Response 4: The proposed uses at the 11330 Olive Boulevard site would be more heavily influenced by proximity to I-270, whereas the 2039 redevelopment sites at Schulte and Graeser are service oriented, located midway between I-270 and Lindbergh Road, and would likely draw more local traffic from all directions, resulting in the assumption of an even distribution of approximately 30% from the west and the remaining to/from Schulte (or Graeser) (30-35%) and the east on Olive Boulevard (30-35%) rather than draw customers because of the site's proximity from I-270.

Comment 5: *It is recommended that the study incorporate the intersection of Olive Boulevard and Office Parkway North into the Synchro model in order to better understand queueing at this intersection, specifically in the westbound direction and how this impacts the operation of the northwest driveway. Including this intersection would provide more insight to the progression and platooning on Olive Boulevard and what opportunities side street motorists would have to access the arterial.*

Response 5: The study for Wolff Properties cited in the study prepared by Lochmueller Group in 2015 was used to add this intersection to the Synchro model as requested in the comment. The previous study reviewed 2015 and 2035 conditions. These 2015 and 2035 volume forecasts at Olive Boulevard and Office Parkway North for all movements to and from the minor street approaches were placed into the 2019 and 2039 models. The eastbound and westbound through volumes were then balanced with the subject site's west driveway. Signal timings were added as well. The westbound volume data assumptions and resulting queue lengths are presented below.

Forecasted Year		2019						2039					
Time		AM		MD		PM		AM		MD		PM	
Approches		WBL	WBT	WBL	WBT	WBL	WBT	WBL	WBT	WBL	WBT	WBL	WBT
Traffic Volume		110	1198	100	1297	85	1395	120	1321	105	1456	85	1558
Queue Length	50th (ft)	16	138	26	308	22	283	18	164	27	376	24	426
	95th (ft)	28	149	46	395	42	464	39	163	m78	463	m64	504

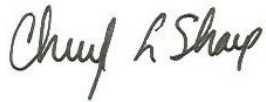
The queue storage length between Office Parkway North and the west entrance is approximately 325'. Similar to the eastbound queues on Olive Boulevard at Mosley Road discussed in the Comment 3 above, the westbound queues approaching Office Parkway North may extend past the west entrance of the site during the peak periods of the day. However, it should be noted that the 50th percentile queues will not extend past the intersection in 2019 in any of the three time periods. Therefore, when there is a gap in

Mr. Jaggi
July 26, 2017
Page 3

traffic due to the signals at Office Parkway North and Mosley Road, drivers would typically be clear to move to the back of the westbound queue and not block eastbound traffic. Per the finding in the traffic study, it is recommended that wayfinding signage be placed in the parking circulation area to direct patrons and visitors to the Mosley Road entrance. This will help reduce the traffic load at the entrances during the peak hours, while leaving convenient full access at the entrances during non-peak periods.

We trust you will find this information useful. Please contact me at (314) 621-3395 if you have any further questions regarding the traffic impact study for the redevelopment project at 11330 Olive Boulevard.

Sincerely,
Lochmueller Group, Inc.

A handwritten signature in black ink that reads "Cheryl L. Sharp". The signature is written in a cursive, flowing style.

Cheryl L Sharp, P.E., PTOE
Project Manager

Attachment: 11330 Olive Blvd TIS Response to Comments (#17-028: HBE Rezoning to PCD)



Whitney Kelly <wkelly@crevecoeurmo.gov>

Fwd: Goddard School Creve Coeur

Jason Jaggi <jjaggi@crevecoeurmo.gov>
To: Whitney Kelly <wkelly@crevecoeurmo.gov>

Mon, Aug 21, 2017 at 9:32 AM

----- Forwarded message -----

From: **Barry Glantz** <bglantz@crevecoeurmo.gov>
Date: Sat, Aug 19, 2017 at 9:34 PM
Subject: Re: Goddard School Creve Coeur
To: "Creve Coeur, MO - The Goddard School®" <CreveCoeurMO@goddardschools.com>
Cc: Ruzicka Ted <truzicka@crevecoeurmo.gov>, elawrence@crevecoeurmo.gov, Perkins Mark <mperkins@crevecoeurmo.gov>, Jaggi Jason <jjaggi@crevecoeurmo.gov>

Hi Julie - it's good to hear from you !

HBE has not yet presented to either the City Council or our Planning and Zoning Commission.

That said - they have recently submitted a plan to the City to redevelop the existing HBE building and convert it into a hotel. City staff is currently reviewing that proposal, and it will probably be presented to the planning and zoning commission at one of their meetings in September (they meet the first / third Monday of every month in City Council chambers).

The City Council will review the proposal only after it has gone through staff review and been thoroughly reviewed by the Planning and Zoning Commission - with a recommendation for approval or denial.

This past Thursday evening, HBE did host an informal meeting for neighboring residents most affected by the proposal. While this is not an official City requirement - we do highly recommend that developers with a "project of significance" try and meet with neighbors most directly affected.

I was unable to attend, but believe that one or both of the Ward II city council representatives were in attendance (I have copied both of them on this reply e-mail message as well).

I have seen the proposal and met with HBE representatives a number of times - and believe that as currently outlined, the redevelopment of the site will have a very difficult approval process (at best).

I have also copied our City Administrator (Mr. Mark Perkins) and Director of Community Development (Mr. Jason Jaggi) on this e-mail message - and believe that any / all can keep you updated on the proposal timeline.

The information should also be available on the City's website as well.

Please let me know if I can be of further assistance.

Sent from my iPhone

Best regards,

Barry L. Glantz
Mayor
City of Creve Coeur, MO
(314) 630-8772 cell

* Please note / update my new Creve Coeur e-mail address : bglantz@crevecoeurmo.gov

On Aug 18, 2017, at 12:10 PM, Creve Coeur, MO - The Goddard School® <CreveCoeurMO@goddardschools.com>

wrote:

Hi Barry,

It was address to me by serval of our Goddard families that at last night's City Council meeting there was a proposal for a new hotel in the HBE building at the corner of Olive and Mosley. Obviously this is very concerning to myself and many families at Goddard. I was curious if you can get me a copy of the proposal that was summited last night and if they have set a date for the planning and zoning meeting? Thank you in advance and have a great weekend!

Julie Bunton

Owner

<image004.jpg>

EMAIL: Crevecoeurmo@goddardschools.com

MAIN: 314-677-1414

FAX: 314-696-6615

- - - - -

11222 Olive Blvd.

Creve Coeur, MO 63141

- - - - -

GoddardSchool.com

<image003.jpg>

--
Jason W. Jaggi, AICP
Director of Community Development
City of Creve Coeur, Missouri
300 North New Ballas Rd
Creve Coeur, MO 63141
[314-872-2504](tel:314-872-2504)

PLEASE NOTE MY NEW EMAIL ADDRESS:

jjaggi@crevecoeurmo.gov

www.creve-coeur.org

Attachment: Public Comment 1 (#17-028: HBE Rezoning to PCD)



Whitney Kelly <wkelly@crevecoeurmo.gov>

HBE project

james hentschell <jhench321@gmail.com>
To: ellen lawrence <ellenblawrence@yahoo.com>
Cc: whitney kelly <wkelly@ci.creve-coeur.mo.us>

Sun, Aug 20, 2017 at 4:00 PM

ellen, good afternoon. I wanted to quietly explain what I was talking about at the HBE info meeting. It was difficult to hear and I know all of us had a hard time following the dialog.

1) Code 405.390.C. Eligibility - A hotel is a conditional use under the present zoning. It therefore cannot be approved under a planned zoning district. HBEs architect stated that the hotel could be built under the present CB zoning but CC staff "encouraged" them to apply for a zoning change to PCD. I find it hard to believe that staff could encourage a zoning change that the code does not allow.

2) Code 405.390.D.2.b (1) This section states that ALL access shall be from Olive. The attorney told me that HBEs plan, with access to Mosley Road, is in "substantial compliance" with this code section. It does seem that the code does not allow variances to a definitive requirement. Joe Lehrer, HBE boss, echoed the attorney's justification.

3) I did not bring this up, but it is easy to draw "future" projects on the site map. The code requires HBE to show some features that compliment the hotel, but I find no requirement that the strip retail and restaurant actually have to be built. Due to HBEs history, it would seem prudent to have, as the part of any approval, a performance bond for the out buildings. A 3-5 year time limit and maybe a 500K penalty for non-compliance seems proper.

After the meeting several people gathered in front and fussed. Mosley access was a sore point as well as an open pool on the residential side of the hotel. The landscape buffer was another thorn. Potential for transient bad behavior was also raised. Lastly, due to HBEs recent disposal of a large development in Colorado, the sell off of the Adam's Mark hotel chain and the closing of HBE there was a serious concern that Kummer would get the zoning, build a hotel, sell it and walk away.

Pardon my droning on, but I know you rank the residents much higher than any developer and probably are not offended by my essay. Thanks for listening.

--
james hentschell
hentschell architect
11338 mosley lane
creve coeur, mo 63141
314-482-8065

Attachment: Public Comment 2 (#17-028: HBE Rezoning to PCD)



Jason Jaggi <jjaggi@crevecoeurmo.gov>

Re: HBE rezoning request to hotel plus adding structures on site at Olive and Mosley Roads

1 message

Dnote <Dnote@swbell.net>

Thu, Oct 12, 2017 at 5:42 PM

To: Jjaggi@crevecoeurmo.gov, dnote@swbell.net

Cc: jfaron@crevecoeurmo.gov, atravers@crevecoeurmo.gov, truzicka@crevecoeurmo.gov, elawrence@crevecoeurmo.gov, rhoffman@crevecoeurmo.gov, cdalfonso@crevecoeurmo.gov, ssunders@crevecoeurmo.gov, sbaseley@crevecoeurmo.gov

o: Member of Creve Coeur City Council

To: Planning and Zone Committee for Creve Coeur

To Trustees of Fairways plats 2 & 3 subdivision

Regarding: HBE rezoning request to hotel plus adding structures on site at Olive and Mosley Roads

From: James and Dolores Baechle trustees of Baechle Living Trust at [726 Fairways Circle](#) on southwest corner of Fairways and Mosley Road.

Right now it is a 9 to 5 type of use building which is fine. Before we moved here 30 years ago, we looked at the building and parking lot, and decided it was not an issue being so close to the house we wanted to buy. The grounds were well maintained and it looked like a park. The building was large and dominated the north direction from our house, but it did not cause any problems once the trash truck stopped coming to the HBE Building at 3:00 a.m. There was traffic in the morning and again in the evening and that was it.

The change to a hotel makes it a 24 hour/7 day a week business, and a chance for constant noise. This is a residential area very close to the property line and back of the HBE building. In addition, the hotel model of the property has an open air swimming pool close to the residential property line. Put the swimming pool on the Olive side. Better yet, do not approve the rezoning. We have two other hotels in town and one under construction on the city edge in the county. All three hotel locations are not near a residential area, and are near the interstate highway. The hotel is a misfit at this location. Because of lack of space, a sound buffer cannot be put into place between the back of the HBE building property and the residential subdivision behind it. How often does the trash truck service a hotel? Does it come more than once a week? How about the other service trucks for a hotel? The back of the building is very close to my subdivision.

Then, there is the addition of strip stores and a stand-alone restaurant. More traffic will be caused by both new buildings. Is the parking sufficient for all this new activity?

Attachment: Public Comment 3 (#17-028: HBE Rezoning to PCD)

Right now the light at Olive on Mosley is a 3 minute wait, and traffic does back up on Mosley. The curb cut for the entrance and exit accessing the HBE parking lot on Mosley is near a blind curve. To access west bound Olive, the Mosley exit must be used with a left turn which has limited visibility to the south direction on Mosley. This means more traffic on Mosley at all times, and more chances of accidents. Add a restaurant and strip stores and that adds more cars on the parking lot which need to access Olive or Mosley. The added traffic will be at all times, not just in the morning and evening rush. Is there enough parking for all the new activity? There will be less ground for parking because of new buildings, and customers for the new buildings will need parking space. Sounds crowded.

With hotel business comes crime. The average room rate quoted at an info meeting on August 17th, is \$160. This is not a high end hotel. It is average, and an attractor for crime. If the rooms go on the hotel websites, the rate drops greatly from the \$160. Will the police department need to be expanded for the added transient traffic and the problems it brings? Can the city make enough money in taxes from the hotel to cover the cost of police expense?

If spot zoning is given to this property, and then it is not developed, but sold by HBE, what does that do to my residential area? Do we have any protection from new developers? Will Planning and Zoning become involved with new owners and a new development?

We vote NO.

James O. & Dolores M. Baechle, trustees for Baechle Living Trust

726 Fairways Circle

Creve Coeur, MO 63141

October 12, 2017.



THE
GODDARD SCHOOLSM
FOR EARLY CHILDHOOD DEVELOPMENT

The Goddard School, 11222 Olive Boulevard, Creve Coeur, MO 63141 | 314-677-1414 | GoddardSchool.com

Jason Jaggi
Director of Community Development
Planning Department
300 N. New Ballas Rd.
Creve Coeur, MO 63141

RECEIVED
SEP 14 2017
PLANNING DEPT.

Dear Mr. Jaggi,

My name is Julie Bunton and I am the on-site owner of Playful Learning LLC, The Goddard School, located at 11222 Olive Blvd. We have owned this property for a little more than four years and service childcare for roughly 130 children between the ages of six weeks and five years old. I chose to build a school in the Creve Coeur community for several reason, but one of the top priorities was because of the safety of the children and families that I would be servicing. Our property ends approximately 50 feet from the east parking lot entrance/exit of the HBE Office Building located at 11330 Olive Blvd.

As a small business owner and a mother myself I have very high concerns for the proposal to rezone the property at 11330 Olive Blvd. to a Planned Commercial District for a Hotel. A hotel brings a very transient population which could include crime, prostitution, drugs, among many other unsafe activities. I as a business owner worry about hotel staffing and guest coming onto our property. At The Goddard School we have had several unwanted guest on our property cutting through our back exit onto Mosley to get to Olive and have had a few car break ins. I worry that the hotel will only increase the traffic on my property either by car or by foot.

I also worry about my property in the evenings when our facility is closed. Although our facility has high security measures, can the City of Creve ensure that or the hotel management guarantee that guest and staff will not be coming onto our property at night?

Traffic flow onto Mosley, especially at morning and evening parent drop off is another high concern. We currently ask all of our families that need to exit west onto Olive Blvd. to use our back exit onto Mosley and exit west onto Olive at the stop light of Mosley and Olive. I worry that staffing, truck delivery, and guest of roughly 260 rooms, will cause an increase in traffic flow in which Mosley cannot handle. (We are experiencing this issue currently with Ladue being closed).

I appreciate you reviewing some of my concerns with the potential development of this hotel. I ask that you share my concerns with fellow council member and that you vote "no" to the rezoning of this property. I am available to answer any questions that you may have and look forward to seeing you at the Planning and Zoning meeting once scheduled.

Julie Bunton
Playful Learning Properties LLC, The Goddard School
11222 Olive Blvd.
Creve Coeur, MO 63141
314-677-1414

Attachment: Public Comment 4 (#17-028: HBE Rezoning to PCD)

KARI SUFFICOOL, MD

11242 Mosley Manor Ct, Creve Coeur, MO 63141 | (573) 645-9393 | kari.sufficool@gmail.com

SEPTEMBER 1, 2017

Jason Jaggi
Director of Community Development
Planning Department
300 N. New Ballas Rd.
Creve Coeur, MO 63141

Dear Mr. Jaggi:

I am a resident of Creve Coeur Ward 2 and have lived for a year and a half in the new cul-de-sac development of The Villas on Mosley with my husband, Adam Littich, and 1 ½ -year old son, Alexander. We chose to move out of St. Louis City and made the decision to buy our first family home in Creve Coeur because of the quiet suburban neighborhood, great school system, and safe environment in which to raise our young son. Our front yard is approximately 100 feet from the east parking lot entrance/exit of the HBE Office Building at 11330 Olive Boulevard.

As a mother, homeowner, and community member, I oppose the #17-028 and #17-029 HBE Proposal to Rezone 11330 Olive Boulevard to the Planned Commercial District for Hotel, Commercial/Retail, and Restaurant uses, that will be discussed at the September 18th Planning and Zoning Commission Meeting for the following reasons:

1. Concerns of a mother:
 - a. The hotel business brings a transient population, and with it, crime, prostitution, and drugs. The hotel management cannot guarantee that the character of all hotel guests will be upstanding and cannot predict/prevent bad behavior by each guest. This is not an environment in which I want my son to be raised. He will be playing in our front yard and walking home from the bus stop just south of us on Mosley Road. He deserves a safe home and a neighborhood where he doesn't have to be concerned about the type of people that will be right outside his front door.
 - b. Our son attends The Goddard School, which is a childcare facility for infants to pre-K students at 11222 Olive Boulevard. Should a person with mal-intent / predatory tendencies take up residence at the proposed hotel, can the City Council ensure the protection and safety of these children as they come and go to the school each day & play on the playgrounds surrounding facility? Of note, with the current zoning as an office location, during the past year, there have been several car break-ins in the parking lot of The Goddard School and I can only imagine that converting the location to a hotel and commercial/retail space, would increase the foot-traffic and create an environment for more potential crime to occur. At a minimum, it would seem that increased surveillance/presence by the Creve Coeur Police Department would be needed, and this would not be an insignificant cost to the community and the police force.

- c. The presented hotel development plan outlined that the east parking lot entrance/exit would be used as a truck/delivery traffic-way. Given that our home is approximately 100 feet from this location, our son would be at increased risk of being hit or run-over by these large trucks as they enter and exit our residential area. Truck drivers may not be watching for children playing or be mindful of our son and his playmates as they are playing in our yard and/or crossing the street. This concern also applies to other residents in the neighborhood who enjoy walking along Mosley Road for exercise and leisure. Additionally, as many deliveries of food-stuffs for the hotel restaurant and the public restaurant proposed for the Northwest corner of the property would likely be during the evening/night hours, this would be a disturbance to our home and neighbors when we are trying to put our children to bed and get to sleep ourselves.
- 2. Concerns of a homeowner:
 - a. The presence of a hotel decreases property values of our homes.
 - b. Instead of activity during the daytime hours of 9am-5pm of an office complex, a hotel would bring traffic and noise at all hours of the day, particularly evening and nighttime hours, not to mention light pollution 24/7 to our residential neighborhood.
 - 3. Concerns of a community member:
 - a. Traffic volume would increase along Mosley Road, particularly at check-in (5-6pm) and check-out (12pm) hours. These are already busy traffic times on Olive Boulevard and Mosley Road, and, as a consequence, traffic disturbance for the community.
 - b. Furthermore, any vehicles desiring to turn left onto Olive Boulevard would need to do so via the traffic light at the intersection at Mosley Road and Olive Boulevard. This would significantly increase traffic at this intersection, which is already backed up, requiring 2-light cycles to get through the intersection in our current traffic flow patterns. This would make it harder for residents to get to/from home to participate in their daily activities and work days.
 - c. Lastly, the proposed development plan outlined potential retail "strip mall" space on the East side of the property. There are several available retail spaces that have been "for lease" for over a year along the Olive Boulevard corridor, and I am not entirely sure what would be different about this particular retail space such that it would be filled, given that many others have not been able to rent their vacant retail space (e.g. empty retail shop space immediately East of the HBE Office Building between the Subway and Fred & Ricky's at 11252 Olive Boulevard).

I appreciate your attention to these concerns. I urge you deliberate and discuss these issues, and more importantly, and urge you and our Council Members to vote "no" to the re-zoning request at the upcoming meeting on September 18, 2017. Thank you in advance for your time and consideration.

Sincerely,

Kari Sufficool, MD

PROTEST OF ZONING CHANGE

To: Mayor and City Council, City of Creve Coeur, Missouri

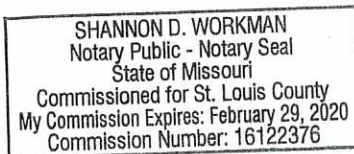
Pursuant to Section 89.060 RSMo, the undersigned owners of the property known by the address
812 N Mosley Rd do hereby protest the following zoning change FOR A
 REZONING FROM CORE BUSINESS TO PLANNED COMMERCIAL DEVELOPMENT TO CONVERT THE
 EXISTING BUILDING TO HOTEL USE proposed for the property known by the address 11330 OLIVE BLVD.

Rock S. Davis

Yvonne P. Garrison

NOTARY ACKNOWLEDGEMENT ATTACHED

Shannon D Workman 9/13/2017



RECEIVED
 SEP 14 2017
 PLANNING DEPT.

Attachment: Public Comment 6 (#17-028: HBE Rezoning to PCD)



Jason Jaggi <jjaggi@crevecoeurmo.gov>

(no subject)

1 message

ellen lawrence <ellenblawrence@yahoo.com>

Tue, Aug 29, 2017 at 10:59 AM

To: Mike Barzoff <msbarz@yahoo.com>, Jason Jaggi <jjaggi@crevecoeurmo.gov>, Helene Siegfried <hmsiegfried@gmail.com>

Jason,

Mike asked that this e-mail be entered into the record for the upcoming P&Z meeting related to the HBE development.

Thanks!

Ellen Lawrence

On Tuesday, August 29, 2017, 10:17:14 AM CDT, Mike Barzoff <msbarz@yahoo.com> wrote:

PROTEST OF ZONING CHANGE

To: Mayor and City Council, City of Creve Coeur, Missouri

Pursuant to Section 89.060 RSMo, the undersigned owners of the property known by the address __700 Fairways Circle__ do hereby protest the following zoning change FOR A REZONING FROM CORE BUSINESS TO PLANNED COMMERCIAL DEVELOPMENT TO CONVERT THE EXISTING BUILDING TO HOTEL USE proposed for the property known by the address 11330 OLIVE BLVD.

Michael Barzoff

Helen Siegfried

Attachment: Public Comment 7 (#17-028: HBE Rezoning to PCD)

PROTEST OF ZONING CHANGE

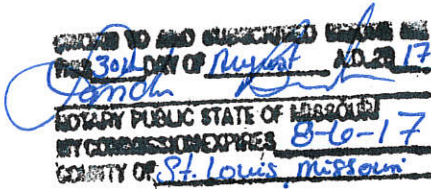
To: Mayor and City Council, City of Creve Coeur, Missouri

Pursuant to Section 89.060 RSMo, the undersigned owner of the property known by the address

709 Fairways Circle, Creve Coeur, MO 63141 does hereby protest the following zoning change FOR A
REZONING FROM CORE BUSINESS TO PLANNED COMMERCIAL DEVELOPMENT TO CONVERT THE
EXISTING BUILDING TO HOTEL USE proposed for the property known by the address 11330 OLIVE BLVD.

Lauren Nash Henry

NOTARY ACKNOWLEDGEMENT ATTACHED



SANDRA BURTON
My Commission Expires
August 6, 2019
St. Louis City
Commission #15176700



city of

CREVE COEUR

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

**APPLICATION TO PLANNING AND ZONING COMMISSION
#17-029 TO AMEND SECTION 405.390(D)(2)(B)(1) OF THE PLANNED
COMMERCIAL DEVELOPMENT REQUIREMENTS TO ALLOW FOR
SECONDARY ACCESS TO AN ARTERIAL ROAD WITH PRIMARY ACCESS
FROM OLIVE BOULEVARD.**

FOR THE MEETING OF: October 23, 2017

SUBJECT PROPERTY LOCATION: Planned Commercial Developments

REQUEST: Timothy Tryniecki, of Armstrong Teasdale, on behalf of Kummer Hotel Development, LLC, has submitted an application to amend Section 405.390(D)(2)(b)(1) of the Planned Commercial Development requirements to allow for secondary access to an arterial road (Mosley Road), with primary access from Olive Boulevard, in conjunction with the rezoning of 11318 Olive Boulevard (also addressed as 11330 Olive Boulevard), the former HBE Office Building to the Planned Commercial Development District, to convert the existing building into a hotel, with a commercial/retail building and a free standing restaurant.

ADDITIONAL INFORMATION: Currently, Section 405.390(D)(2)(b)(1) states: Adjoining areas must be predominantly non-residential as defined for this district and the project shall have all access, not including emergency-use only driveways, from Olive Boulevard, Lindbergh Boulevard, North New Ballas Road or any street within the "LI" Light Industrial zoning district except that the project may also have cross access with an adjacent commercial property whose access is limited to only a major or minor arterial according to the City's published street classification map or from any street within the LI-Light Industrial zoning district.

Key Issues:

- Does the request further the goals and/or implement the Comprehensive Plan?
- Are the changes consistent with the purposes of the Zoning Code?

**Creve Coeur 2030
Comprehensive Plan References**

- Mixed-Use (MU) District
- Transportation, Connectivity & Mobility Objective
- 39 N. Master Plan

Zoning Code References

- Section 405.390: Planned Zoning Districts

APPLICANT: Kummer Hotel Development, LLC
11330 Olive Boulevard
St. Louis, MO 63141

**APPLICANT'S
REPRESENTATIVE:**

Timothy J. Tryniecki
Armstrong Teasdale LLP
7700 Forsyth Boulevard, Suite 1800
St. Louis, MO 63105-1847

REPORT PREPARED BY: Whitney Kelly, AICP, City Planner

DATE: 10/17/2017

ATTACHMENTS: Applicant's Materials received August 4, 2017
Draft Ordinance

THE PROPOSAL

In conjunction with Application #17-028 for the rezoning of 11318 Olive Boulevard to the Planned Commercial District, the Applicant is seeking to revise the language to allow for secondary access onto Mosley Road. Section 405.390(D)(2)(b)(1) states: Adjoining areas must be predominantly non-residential as defined for this district and the project shall have all access, not including emergency-use only driveways, from Olive Boulevard, Lindbergh Boulevard, North New Ballas Road or any street within the "LI" Light Industrial zoning district except that the project may also have cross access with an adjacent commercial property whose access is limited to only a major or minor arterial according to the City's published street classification map or from any street within the "LI" Light Industrial zoning district.

The proposed language would revise the text to read as follows:

Section 405.390 Planned Zoning District

D. Relationship Of Planned Districts To Zoning Map.

2. Types of planned zoning districts.

b. Planned commercial development (PCD).

- (1) Adjoining areas must be predominantly non-residential as defined for this district and the project shall have all primary access, not including emergency-use only driveways, from Olive Boulevard, Lindbergh Boulevard, North New Ballas Road or any street within the "LI" Light Industrial zoning district except that the project may also have (a) cross access with an adjacent commercial property whose access is limited to only a major or minor arterial road according to the City's published street classification map or from any street within the "LI" Light Industrial zoning district, and (b) continued access to an arterial road as existing on the date of approval of any PCD hereunder.

STAFF ANALYSIS AND RECOMMENDATION

As discussed in the Staff Report for application #17-028, The City's *Creve Coeur 2030 Plan*, includes the subject property in the Mixed-Use District Community Place Type that would support the development of medium-density commercial, retail, office, institutional, dining, community services and multi-family residential within a suburban context, that are supported through vehicular access, improved walkability, pedestrian connections to adjacent neighborhoods, and beautifully landscaped street frontages. The District supports large development sites with centralized, shared-use surface parking lots; comprehensive pedestrian connections between the street, parking areas, and buildings, and plentiful outdoor public space amenities within a beautifully-landscaped site environment. (p. 82)

The *Creve Coeur 2030 Plan* also discusses under the Transportation, Connectivity & Mobility Objective, promotion of vehicular cross-access between commercial parking lots to facilitate shared parking, reduce access points along commercial thoroughfares, improve traffic flow and provide access to Secondary Streets (p. 50).

Additionally, Section 405-390(D)(2)(b)(12) under Design Criteria also requires that any proposed project provides for vehicular mobility in a manner that does not compromise pedestrian safety and mobility. And under the subsection F, Review Criteria, includes that internal circulation system of the proposed development should encourage safe movement for vehicles and pedestrians. As the City's Traffic Engineering Consultant has indicated, it would be reasonable that people wishing to exit a development would seek to move to a signalized intersection to make a left turn onto Olive Boulevard providing a safer traffic flow.

Staff finds that the intent of the text did not mean to include that the only access should be allowed along Olive Boulevard, but it was not clearly written that way. Further, with the development of the 39 N. Master Plan and the completion of the *Creve Coeur 2030 Plan* and the recommendations for the Mixed-Use District, Staff will seek to revised the Zoning Ordinance to allow for the option of the Planned

Commercial District in these areas in replacement of just the LI-District at a later time when we have a more holistic review of the Zoning Ordinances.

Therefore, whether or not the Planning and Zoning Commission make a positive recommendation on Application #17-028, Staff finds that the language of Section 405.390(D)(2)(b)(1) should be revised to simplify and provide greater clarity with primary access from the major commercial roads identified, with secondary access to the side street, to read as follows:

b. Planned commercial development (PCD).

- (1) Adjoining areas must be predominantly non-residential as defined for this district and the project shall have ~~all primary access, not including emergency use only driveways,~~ from Olive Boulevard, Lindbergh Boulevard, North New Ballas Road or any street within "LI" Light Industrial zoning district ~~except that the project, and~~ may also have ~~(a) cross access with an adjacent commercial property whose access is limited to only secondary access to a side a major or minor arterial road according to the City's published street classification map or from any street within the "LI" Light Industrial zoning district., and (b) continued access to an arterial road as existing on the date of approval of any PCD hereunder.~~

ACTION AND EXAMPLE MOTION

If the Commission is supportive of the proposed changes regarding the revised language to Section 405.390(D)(2)(b)(1) of the Planned Commercial District as proposed by Staff and within the Draft Ordinance, they should recommend approval to the City Council. Such a motion would be similar to the following:

"I move to approve Application #17-029 for text amendments to the regulations in Section 405.390(D)(2)(b)Planned Commercial Development district regulations to allow for secondary access to a side arterial road as provided in the draft ordinance." (Modification or revisions may be included 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.

BILL NO. _____

ORDINANCE NO. _____

**AN ORDINANCE AMENDING SECTION 405.390 (D)(2)(b)(1) OF THE PLANNED
COMMERCIAL DEVELOPMENT REQUIREMENTS, OF THE CODE OF ORDINANCES OF
THE CITY OF CREVE COEUR TO ALLOW FOR SECONDARY ACCESS TO AN ARTERIAL
ROAD**

WHEREAS, Section 405.390 establishes minimum requirements to apply for the Planned Commercial Development District regulations within the Zoning Code, Chapter 405 of the City Code of Ordinances; and

WHEREAS, an application was submitted by Timothy Tryniecki, of Armstrong Teasdale, on behalf of Kummer Hotel Development, LLC, has submitted an application to amend Section 405.390(D)(2)(b)(1) of the Planned Commercial Development requirements to allow for secondary access to an arterial road (Mosley Road), with primary access from Olive Boulevard, in conjunction with the rezoning of 11318 Olive Boulevard (also addressed as 11330 Olive Boulevard), the former HBE Office Building to the Planned Commercial Development District; and

WHEREAS, the Planning and Zoning Commission of the City of Creve Coeur, Missouri has recognized the need for such changes as set forth herein, to more effectively implement the goals of the Comprehensive Plan and the purposes of the Planning Ordinance 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 on October 23, 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 amendments at its meeting on _____; 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 405.390(D)(2)(b)(1) of the Creve Coeur Code of Ordinances is hereby amended to read as follows:

Section 405.390 Planned Zoning District

D. Relationship Of Planned Districts To Zoning Map.

2. Types of planned zoning districts.

b. Planned commercial development (PCD).

(1) Adjoining areas must be predominantly non-residential as defined for this district and the project shall have all primary access, ~~not including emergency use only driveways~~, from Olive Boulevard, Lindbergh Boulevard, North New Ballas Road or any street within "LI" Light Industrial zoning district ~~except that the project, and may also have (a) cross access with an adjacent commercial property whose access is limited to only secondary access to a side a major or minor arterial road according to the City's published street classification map or from any street within the "LI" Light Industrial zoning district, and (b) continued access to an arterial road as existing on the date of approval of any PCD hereunder.~~

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
CITY CLERK