

MEMORANDUM

TO: Mike Geisel, City Administrator

FROM: Justin Wyse, Director of Planning & Development Services
James Eckrich, Director of Public Works/City Engineer

SUBJECT: Planning & Public Works Committee Meeting Summary
Thursday, June 20, 2019

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A meeting of the Planning and Public Works Committee of the Chesterfield City Council was held on Thursday, June 20, 2019 in Conference Room 101.

In attendance were: **Chair Mary Ann Mastorakos** (Ward II), **Councilmember Dan Hurt** (Ward III), and **Councilmember Tom DeCampi** (Ward IV). Councilmember Mary Monachella (Ward I) was absent.

Also in attendance were: Mayor Bob Nation; Councilmember Michelle Ohley (Ward IV); Planning Commission Chair Merrell Hansen; Jim Eckrich, Director of Public Works/City Engineer; Justin Wyse, Director of Planning & Development Services; and Kathy Juergens, Recording Secretary.

The meeting was called to order at 5:30 p.m.

I. APPROVAL OF MEETING SUMMARY

A. Approval of the May 9, 2019 Committee Meeting Summary

Councilmember Hurt made a motion to approve the Meeting Summary of May 9, 2019. The motion was seconded by Councilmember DeCampi and passed by a voice vote of 3-0.

Chair Mastorakos made a motion to suspend the rules and move New Business Item A (Planning Commission Nominee Interview) and New Business Item B (Special Cash Escrows-Proposed Policy) before Unfinished Business. The motion was seconded by Councilmember Hurt and passed by a voice vote of 3-0.

III. NEW BUSINESS

A. Planning Commission Nominee Interview

Chair Mastorakos introduced Planning Commission nominee Jane Staniforth and stated that Jane has been nominated to replace Mary Monachella.

Ms. Staniforth was advised as to when the Planning Commission meetings took place and what would be expected of her. The role of a Planning Commissioner was discussed and how it differed from an elected official's role.

In response to Ms. Staniforth's question regarding the role public opinion plays in Planning Commission decisions, Chair Mastorakos stressed that the City Council is very cognizant of citizen input because they have been elected by the residents and they represent the residents.

Ms. Staniforth stated that she grew up in West County and has lived in Chesterfield since 1980. Chesterfield is very dear to her and she is very much Interested in the future of the City. She has been very involved in the Comprehensive Plan review process and has worked with Merrell Hansen on Planapalooza activities.

In response to Councilmember Hurt's question regarding current and future planning and zoning decisions, Ms. Staniforth indicated that while she has not always agreed with some of the decisions made, she believes Chesterfield's development is heading in the right direction. She is pleased with the development of the Valley and likes that industrial development is situated further west.

Chair Mastorakos made a motion to forward the Planning Commission nomination of Jane Staniforth to City Council with a recommendation to approve. The motion was seconded by Councilmember DeCampi and **passed by a voice vote of 3-0.**

B. Special Cash Escrows – Proposed Policy

STAFF REPORT

Justin Wyse, Director of Planning and Development Services, stated that City Code requires developers to either install or guarantee completion of certain improvements associated with development projects. Special Cash Escrows are utilized when required improvements cannot be constructed concurrent with the development. In order to clearly define the conditions that warrant acceptance of a Special Cash Escrow, the required amount of a Special Cash Escrow, and to formalize how these Escrows will be accepted, tracked, and released, Staff is proposing City Policy PDS-02.

To date, the City has accepted 78 Special Cash Escrows, of which 22 have been completed with the associated deposits being released, and with the remaining 56 being held by the City. Nine of the 56 have been completed but cannot be returned for various reasons or were completed by the City. Staff is, therefore, recommending that these 9 escrows, amounting to \$56,970, be transferred to the Capital Projects Fund for use on future City Projects.

Councilmember DeCampi made a motion to direct Staff to transfer \$56,970 to the Capital Projects Fund and to forward to City Council a recommendation to approve proposed City Policy PDS-02. The motion was seconded by Councilmember Hurt and **passed by a voice vote of 3-0.**

[Please see the attached report prepared by Justin Wyse, Director of Planning and Development Services, for additional information on Special Cash Escrows – Proposed Policy.]

II. UNFINISHED BUSINESS

- A. Monarch Center, Partial Amended Sign Package:** A request for a Partial Amended Sign Package for Lot A (Edison Express) of Monarch Center. (Ward 2)

STAFF REPORT

Justin Wyse, Director of Planning and Development Services, presented the request for a partial amendment to the existing Sign Package for Lot A of the Monarch Center Development, which contains the Edison Express convenience store, gas station, car wash and restaurant. The applicant is requesting additional signage for the new Schlotzsky's restaurant.

Immediately north of the development there is a dentist's office that is part of the Monarch Center Development. To the east is a large undeveloped area that was originally envisioned as another retail area, however, since that time, St. Louis Family church has purchased that property.

Mr. Wyse gave a brief history of the current sign package stating that it was approved in 2016 and 2017. In April of this year, the Planning Commission reviewed a request for an amendment to the sign package which was denied by a vote of 7-0. Subsequently, Power of Review was called. At the May 9, 2019 Planning & Public Works Committee meeting, there was discussion regarding several revisions to the sign package and the Committee forwarded the request back to the Planning Commission for consideration of those revisions.

At the May 29, 2019 Planning Commission meeting, a motion was passed by a vote of 4-2 to recommend approval of the request with an amendment to remove the proposed 78.76 square foot flipframe sign from the west elevation.

Mr. Wyse then summarized the signage currently approved, the original signage request of April 2019, and the revised signage request, as follows:

1. **West Elevation** – This elevation faces Long Road. The Applicant modified signs 1 and 2 and addressed the spacing between the two signs to comply with the size requirement of a maximum of 55 sq. ft., therefore, a sign permit was issued. The existing Edison Express sign in the center of the building has not changed. Sign 3, the proposed flipframe, was reduced in size, but the Planning Commission did not approve this sign.

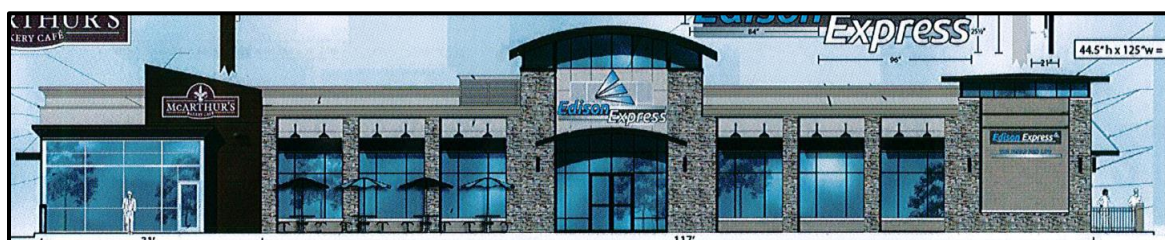


Figure 4: West Elevation—Approved wall signage



Figure 5: West Elevation—REVISED Requested wall signage (May 2019)

Sign #	Currently Approved	REVISED Request (May)	Original Request (April)
1	1 sign, 55 sqft	1 sign, 35.3 sqft (can be approved)	1 sign, 62.9 sqft
2	No sign in this location	1 sign, 9.2 sqft	1 sign, 9.2 sqft
3	No sign in this location	1 flipframe sign, 78.76 sqft	1 flipframe sign, 87.55 sqft

2. **North Elevation** – This elevation faces the dental office. A large mural was included in the original request and the Applicant has since removed that request. The branded awnings will be replaced with solid black awnings.

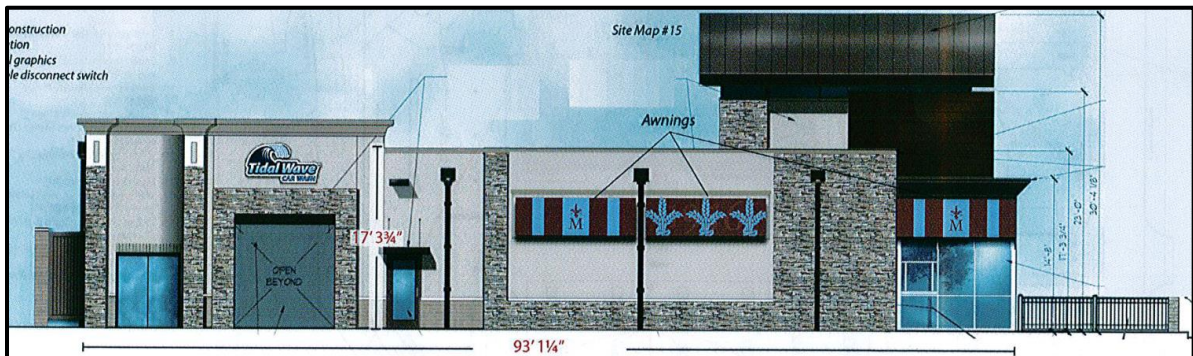


Figure 6: North Elevation—Approved wall signage

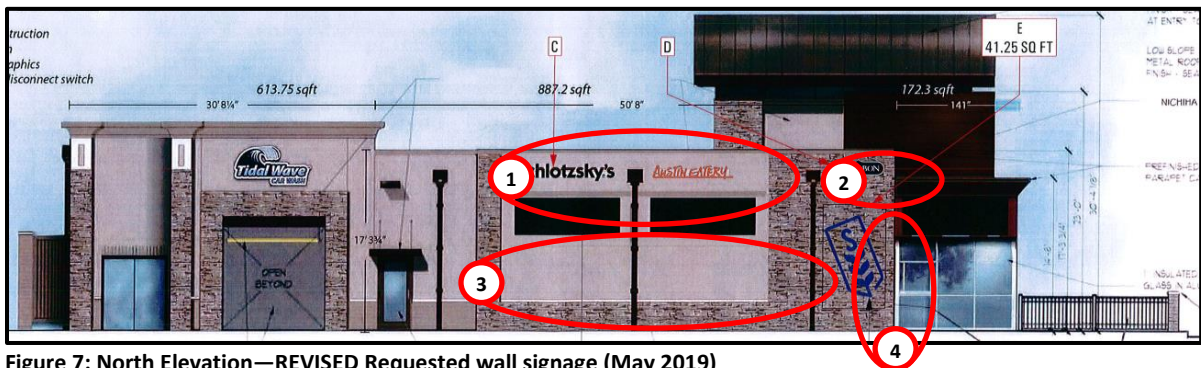


Figure 7: North Elevation—REVISED Requested wall signage (May 2019)

Sign #	Currently Approved	REVISED Request (May)	Original Request (April)
1	No sign in this location	2 signs, totaling 34.2 sqft	2 signs, totaling 34.2 sqft
2	No sign in this location	1 sign, 9.2 sqft	1 sign, 9.2 sqft
3	No sign in this location	No sign in this location	1 graffiti mural, 137 sqft
4	No sign in this location	1 sign, 41.25 sqft	1 sign, 41.25 sqft

3. **South Elevation** – This elevation faces Edison Road. The Applicant is requesting signs 1 and 2 for which the Planning Commission had no objections.



Figure 8: South Elevation—Approved wall signage



Figure 9: South Elevation—REVISED Requested wall signage (May 2019)

Sign #	Currently Approved	REVISED Request (May)	Original Request (April)
1	No sign in this location	1 sign, totaling 27.9 sqft	1 sign, totaling 27.9 sqft
2	No sign in this location	1 sign, 9.2 sqft	1 sign, 9.2 sqft

DISCUSSION

Merrell Hanson, Planning Commission Chair, explained that she and Commissioner Wuennenberg voted against approval of the sign package because they did not like the flipsign, and felt that the number of proposed signs make the site very cluttered and confusing.

Councilmember DeCampi stated that “cluttered and confusing signage” are marketing issues that the business owner should deal with, not City officials. The business owners know how to market their products better than the Planning Commission or City Council. He, therefore, supports the retailer in promoting their business.

In response to Councilmember Ohley's question, Mr. Wyse stated that all of the signs are lighted except for #4 on the north elevation. Councilmember DeCampi pointed out that there is no residential area nearby and the signage is consistent with the surrounding area.

There was further discussion on the number of additional signs being requested, their size, and placement on the north, south and western facades. Chair Mastorakos stated that while visiting the site, she was very confused with the current signage and commented on the busyness of the site with the number of cars coming and going. She added that she was almost hit while trying to maneuver around the site.

There was discussion regarding the need for signage on the north elevation as that side is not visible from Edison Road. Councilmember DeCampi again stated that the Committee is trying to make marketing decisions for the Applicant. If the Applicant installs signage that is wasted, that is his decision. Marketing/sales is a multi-faceted concept and he is not going to question Schlotsky's reasoning for placing a sign on the north elevation. Councilmember Ohley stated that it is the City's job to ensure public safety. With the excessive use of signage and busyness of this site, this becomes a public safety issue. Chair Mastorakos stated that the UDC includes review factors that are to be considered by the Planning Commission when discussing the appropriateness of requested flexibility in sign criteria, "Mitigation of unfavorable conditions such as excessive signs, light spillover from signs, height, and other related conditions and potentially negative impacts."

The Applicant, Mace Nosovitch, addressed the following concerns:

1. North elevation. While Mr. Nosovitch agreed that signage would not be visible on that side as the dental office blocks the view, he noted that a lighted sign would make it more noticeable. He also questioned why the Committee is concerned about signage on this elevation since it cannot be seen.
2. Sign 4 on the north elevation is not lit. It is a stainless steel die-cut sign with paint over it to match the Schlotsky's logo, and is considered an art piece.
3. Cluttered appearance - This is a 12,000 sq. ft. building on 2.6 acres. It is not just a standalone fast food restaurant asking for a bunch of signs. Signage for this site should be compared to signage around the outlet mall, which advertises several businesses that need representation. The amended sign package is the bare minimum of Schlotsky's original request. This signage is their corporate image. They have already given up the graffiti mural that will be installed on every other restaurant across the St. Louis area. The Chesterfield location will be the only one that does not have one.

Councilmember Ohley pointed out that if all the requested signage is approved, then a future business will be allowed the same amount of signage. She understands the Applicant's point, but the total number of square footage is too much, which is her reasoning for eliminating the sign on the north elevation.

Chair Mastorakos made a motion to approve the Partial Amended Sign Package with a recommendation to approve a total of 38 sq. ft. of additional signage that can be applied to any elevation in addition to the existing approved signage. The motion was seconded by Councilmember Hurt.

Discussion after the Motion

Councilmember Hurt stated that he is in agreement with signs 1 and 2 on all elevations, but not signs 3 and 4 as they are pedestrian oriented. Councilmember Hurt then suggested allowing an additional 38 sq. ft. of signage on the north and south elevations only limited to locations 1 and 2 as shown in the submittal. Councilmember DeCampi stated that this is a purely commercial area that is not surrounded by residential. If he thought it would be an eyesore, he would not approve it. He further stated that he would be inclined to accept Councilmember Hurt's suggested

amendment. Chair Mastorakos stated that she would prefer to eliminate the sign on the north side.

Councilmember Hurt made a motion to amend the motion to approve an additional 38 sq. ft. of signage for the north and south elevations limited to locations 1 and 2, as shown in the submittal. The motion was seconded by Councilmember DeCampi.

Discussion after the Amended Motion

The Applicant expressed his displeasure with any reduction of total signage on the north elevation as it would become unreadable.

The amendment to the motion passed by a voice vote of 2-1 with Chair Mastorakos voting nay.

The original motion, as amended, passed by a voice vote of 2-1 with Chair Mastorakos voting nay.

[Please see the attached report prepared by Justin Wyse, Director of Planning and Development Services, for additional information on Monarch Center, Partial Amended Sign Package.]

IV OTHER

V. ADJOURNMENT

The meeting adjourned at 6:49 p.m.