



Plan Commission

6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8500 · Fax: 314-862-3168

Roll Call MEETING OF THE PLAN COMMISSION
VIA VIDEOCONFERENCE
Wednesday, April 27, 2022
6:30 p.m.

IMPORTANT NOTICE REGARDING
PUBLIC ACCESS TO THE PLAN COMMISSION MEETING & PARTICIPATION

Plan Commission will Meet Electronically on Wednesday, April 27, 2022

On March 20, 2020, City Manager Gregory Rose declared a State of Emergency for the City of University City due to the COVID-19 Pandemic. Due to the current order restricting gatherings of people and the ongoing efforts to limit the spread of the COVID-19 virus, the April 27, 2022 meeting will be conducted via videoconference.

Observe and/or Listen to the Meeting (your options to join the meeting are below):

Webinar via the link below:

<https://us02web.zoom.us/j/82145205871?pwd=dFZMdkd6aThyZHc1UitvTGs4cjV5QT09>

Passcode: 168695

Or One tap mobile :

US: +19292056099,,82145205871#,,,,*168695# or +13017158592,,82145205871#,,,,*168695#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 929 205 6099 or +1 301 715 8592 or +1 312 626 6799 or +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or 888 788 0099 (Toll Free) or 877 853 5247 (Toll Free)

Webinar ID: 821 4520 5871

Passcode: 168695

International numbers available: <https://us02web.zoom.us/j/82145205871>

Citizen Participation

Those who wish to provide a comment during the “Public Comment” and/or “Public Hearing” portions of the agenda: may provide written comments or request video participation invites to the Acting Director of Planning and Development ahead of the meeting. Please specify which case and portion of the agenda you wish to comment.

ALL written comments or video participation invites must be received **no later than 12:00 p.m. the day of the meeting**. Comments may be sent via email to: jwagner@ucitymo.org or mailed to the City Hall – 6801 Delmar Blvd. – Attention John L. Wagner, Acting Director of Planning and

Development. Such comments will be provided to the Plan Commission prior to the meeting. Comments will be made a part of the official record and made accessible to the public online following the meeting.

Please note, when submitting your comments or invites, a **name and address must be provided**. Please also note if your comment is on an agenda or non-agenda item, and a name and address are not provided, the provided comment will not be recorded in the official record.

The City apologizes for any inconvenience the meeting format change may pose to individuals, but it is extremely important that extra measures be taken to protect employees, residents board/commission members and elected officials during these challenging times.

AGENDA

PLAN COMMISSION

1. Roll Call
2. Approval of Minutes – February 23, 2022 meeting, March 23, 2022 meeting and March 31, 2022 meeting.
3. Public Comments – (Limited to 3 minutes for individual’s comments, 5 minutes for representatives of groups or organizations.)
4. Old Business
 - a. None
5. New Business
 - a. **Comprehensive Sign Plan.**
Applicant: U-City, LLC
Request: Approval of a Comprehensive Sign Plan for the Market at Olive
Address: Four (4) PD-C Districts at/near Olive and I-170
(VOTE REQUIRED)
 - b. **Minor Subdivision – SUB 22-07.**
Applicant: Delmar Harvard, LLC
Request: Approval of a Major Subdivision from five (5) lots to two (2).
Address: 711 Kingsland Avenue
(VOTE REQUIRED)
6. Other Business
 - a. None
7. Reports
 - a. Council Liaison Report
 - b. Comprehensive Planning update
8. Adjournment



Department of Planning and Development

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 862-6767, Fax: (314) 862-3168

MEMORANDUM

TO: Plan Commission

FROM: John Wagner, Ph.D., Acting Director of Planning and Development

DATE: April 27, 2022

SUBJECT: Comprehensive Sign Plan for Market at Olive

This request by U-City, LLC is for a Comprehensive Sign Plan for the Market at Olive development, Phases I through IV. Requirements for the signs are spelled-out in the "PD" Planned Development District regulations of the Zoning Ordinance, as outlined below.

The Applicant is requesting approval for three (3) pylon signs, dimensions and locations of which can be found in Exhibit "A."

1. A sign 75'-4" in height is proposed to be located on the Costco site (Phase I), in the southwest corner of the lot, at the intersection of Olive Boulevard and Interstate 170. This sign is meant to be viewed primarily by highway drivers on the interstate. A sign of similar dimensions can be found at the Brentwood Promenade (see attached Exhibit "B.") The Brentwood sign is 80 feet tall and 25 feet wide. The proposed Market at Olive highway pylon is approximately five (5) feet shorter, as noted, and 18 feet wide.
2. The other two pylon signs are considerably smaller than the highway sign. The sign proposed for the north side of Olive Boulevard, on Phase IV of the development, is 35 feet tall and 10 feet wide. A similarly sized sign is proposed for the south side of Olive Boulevard. This sign is also 10 feet wide but is 38'-8" tall.

All three (3) signs are designed to highlight the anchors of the development on the top positions of the signs, with smaller tenants listed on the bottom panels.

It is important to note that the Applicant is not asking for any monument signs along either side of Olive Boulevard. The only identification signs will be these three (3) pylon signs. Staff prefers this proposal as the development would be more visually appealing than having up to eight (8) monument signs along this portion of Olive Boulevard. The absence of monument signs along Olive Boulevard also leaves more room for additional landscaping or similar aesthetic features.

Section 400.780(D)(3) Density and Dimensional Regulations and Performance Standards.

Planned Development – Commercial Or Industrial Commercial ("PD-C" or "PD-I"), Signage:

Signage shall be in compliance with Article VIII "Sign Regulations" of this Chapter unless the applicant for a "PD-C" or "PD-I" district designation elects to submit a comprehensive sign plan in addition to the submission of other required development plan documents. The Plan Commission may recommend, and the City Council may approve, a comprehensive sign plan and such plan shall be made part of the ordinance approving the "PD" district. Such ordinance may contain conditions, requirements or standards regarding signs that may be stipulated by

the City Council. Comprehensive sign plans approved under this Section shall be evaluated based upon the following criteria:

- a. Placement. All signs shall be placed where they are sufficiently visible and readable for their function. Factors to be considered shall include the purpose of the sign, its location relative to traffic movement and access points, site features, structures and sign orientation relative to viewing distances and viewing angles.
- b. Quantity. The number of signs that may be approved within any development shall be no greater than that required to provide project identification and entry signs, internal circulation and directional information to destinations and development subareas and business identification. Factors to be considered shall include the size of the development, the number of development subareas, and the division or integration of sign functions.
- c. Size. All signs shall be no larger than necessary for visibility and readability. Factors to be considered in determining appropriate size shall include topography, volume of traffic, speed of traffic, visibility range, proximity to adjacent uses, amount of sign copy, placement of display (location and height), lettering style and the presence of distractive influences. In no event shall a plan contain a sign which exceeds by more than twice that of any maximum area standard contained in Article VIII "Sign Regulations" of this Chapter unless otherwise waived by the City Council.
- d. Materials. Sign materials shall be compatible with architectural and/or natural features of the project. This may be accomplished through similarity of materials for sign structures and faces, the use of complementary colors, similarity of architectural style or the use of consistent lettering style and typography.

A request for approval for a comprehensive sign plan shall accompany the request for "PD-C" or "PD-I" zoning classification and shall include, but is not limited to, the following:

- (1) A site plan depicting the proposed plan of development and illustration of proposed sign locations;
- (2) Descriptions and drawings indicating size, qualities, materials and illumination; and
- (3) A narrative description of the common theme for signage within the development, how it relates to architectural and/or landscaping elements of the development, and how the comprehensive sign plan relates to each of the criteria set forth in this Section. *(In lieu of a narrative, the Applicant will explain their rationale for the sign plan at the Plan Commission meeting. Staff will provide a narrative based on the Applicant's comments to accompany the City Council packet.)*

Staff Recommendation

Staff is recommending that the proposed Comprehensive Sign Plan for the Market at Olive developments be approved. This approval affects all four (4) Planned Development – Commercial (PD-C) Districts that comprise the entire development as follows:

1. The PD-C Ordinances that approved the Map Amendment and Final Development Plan for Phase I of the Market at Olive Development (a.k.a. the Costo Site), Ordinances 7146 and 7149, respectively, will be amended to add the Comprehensive Sign Plan;

2. The Map Amendment for Phase II of the Market at Olive development, due to have a second and third reading on May 9, 2022, Bill No. 9457, will be amended to add the Comprehensive Sign Plan;
3. The Preliminary Development Plan Resolution that accompanies the Phase II Map Amendment will be revised to include the Comprehensive Sign Plan;
4. Ordinances and Preliminary Development Plans associated with Phase III and Phase IV of the Market at Olive development will include the Comprehensive Sign Plan;

Staff is also recommending that the City Council waive the size limit of the signs. The Sign regulations state: *"In no event shall a plan contain a sign which exceeds by more than twice that of any maximum area standard contained in Article VIII "Sign Regulations" of this Chapter unless otherwise waived by the City Council."*

According to the Sign Regulations, the maximum area of Shopping Center Identification Signs is 80 square-feet. The Highway Pylon sign is 888 square-feet in size and the north and south project pylon signs are 270 square-feet and 314.2 square-feet in size, respectively. The scale and location of the development warrant the increase in sign area. Also, the absence on monument signs along Olive Boulevard is a positive feature of the Sign Plan and warrants the larger signs.

Attachments:

Exhibit A: Comprehensive Sign Plan for Market at Olive.

Exhibit B: Rendering and dimensions of Brentwood Promenade sign

Exhibit A



St. Louis Metro Area -
2955 Arnold Tenbrook Rd.
Arnold, MO 63010
636-282-1300

CLIENT
Market @ Olive

LOCATION
Market @ Olive

PROJECT
Pylon Sign Family

SAVED AS
Market at Olive
/3 PYLONS

DRAWING NO.
BB033422.1-B

DATE
03.29.2022

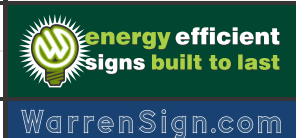
- REVISION
040622 TALLER HWY PYLON
- REVISION
040822 PROJECT PYLONS CONFIG
- REVISION
041122 ANC J SAME AS A & B
- REVISION
042022 ADD ID TO SOUTH PYLON

REVISION
-

DESIGNED BY
Scott Wynn

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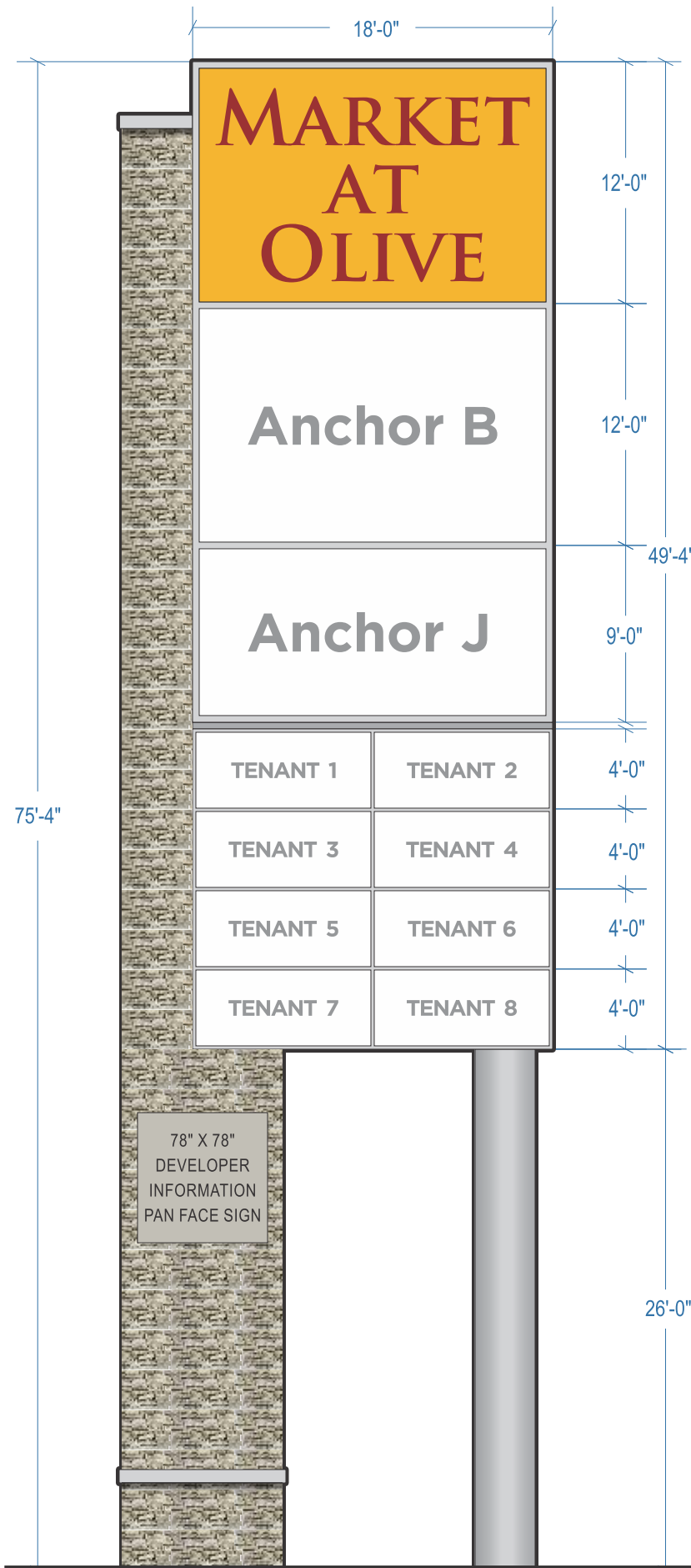
THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.



1 HIGHWAY PYLON - OPTION A

SCALE: 1/8" = 1'

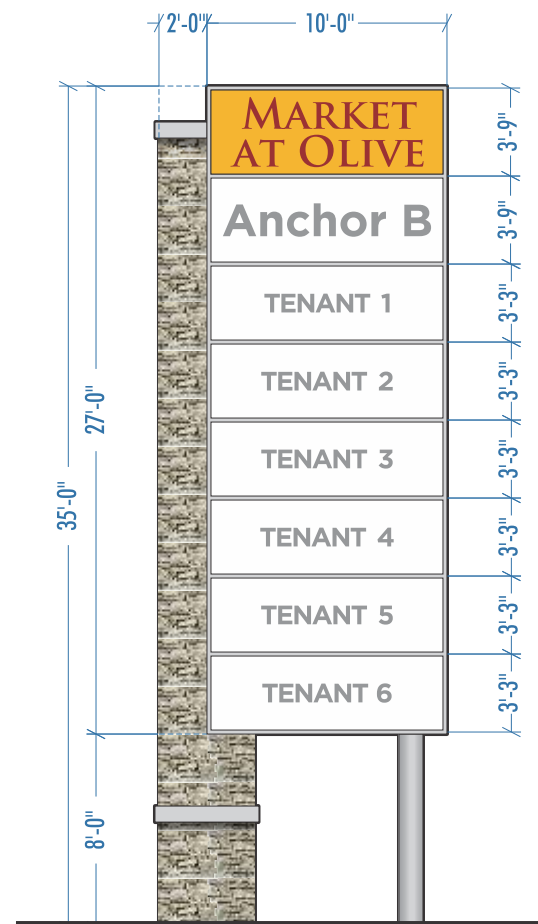
SIGN AREA: 49'-4" (592") x 18'-0" (216") = 127,872 / 144 = 888sf



2 NORTH PROJECT PYLON - OPTION A

SCALE: 1/8" = 1'

SIGN AREA: 27' x 10' = 270sf



3 SOUTH PROJECT PYLON - OPTION A

SCALE: 1/8" = 1'

SIGN AREA: 31'-5" (377") x 10'-0" (120") = 45,240 / 144 = 314.2sf

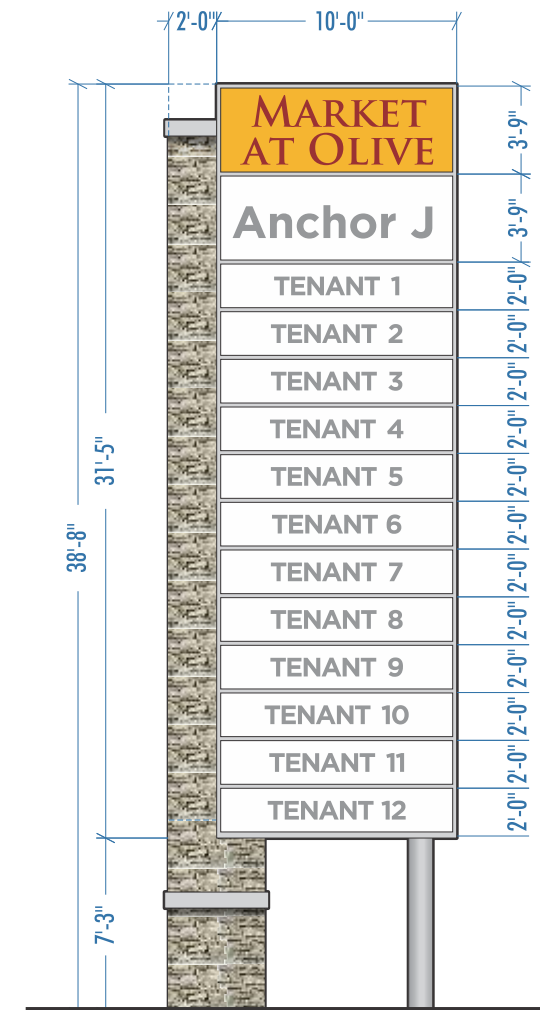
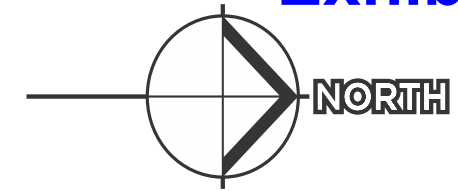


Exhibit A



St. Louis Metro Area -
2955 Arnold Tenbrook Rd.
Arnold, MO 63010
636-282-1300

CLIENT
MARKET @ OLIVE

LOCATION
Market @ Olive

PROJECT
Pylon Sign Family

SAVED AS
Market at Olive
/3 PYLONS

DRAWING NO.
BB033422.2

DATE
03.29.2022


REVISION
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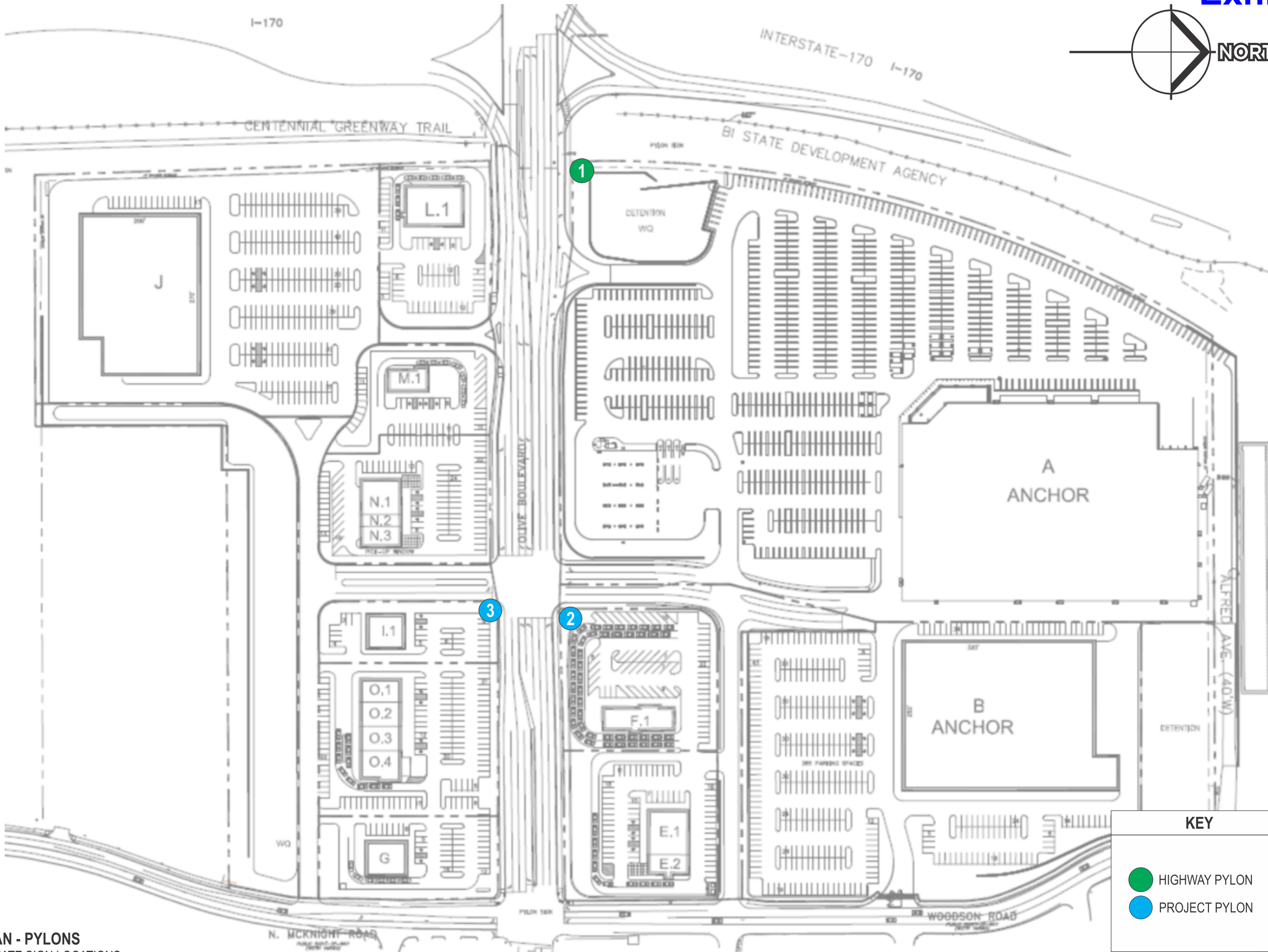
DESIGNED BY
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WarrenSign.com



KEY

- HIGHWAY PYLON
- PROJECT PYLON

SITE PLAN - PYLONS
APPROXIMATE SIGN LOCATIONS

Exhibit B



EXISTING D/F BRENTWOOD PROMENADE PYLON

SCALE: 3/32" = 1'

SIGN AREA:

ID & PRIMARY (28' x 25') 700sf + SMALLER TENANTS (25' x 16'-9") 419sf

700sf + 419sf = 1119sf TOTAL

OVERALL HEIGHT OF 80'



Department of Community Development

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 862-6767, Fax: (314) 862-3168

STAFF REPORT

MEETING DATE: April 27, 2022

FILE NUMBER: SUB 22-07

COUNCIL DISTRICT: 2

Location: 711 Kingsland Avenue

Applicant: Delmar Harvard, LLC

Request: Major Subdivision – Lot Consolidation

Existing Zoning: “PD” Planned Development Commercial.

Proposed Zoning: No Change

Existing Land Use: Vacant lot and Office building

Proposed Land Use: Hotel and Office

Surrounding Zoning and Land Use:

North: HRO – High Density Residential/Office

East: HR – High Density Residential & CC – Core Commercial

South: PA – Public Activity

West: PA – Public Activity

COMPREHENSIVE PLAN CONFORMANCE

Yes No No reference

STAFF RECOMMENDATION

Approval Approval with Conditions Denial

ATTACHMENTS

- A. Subdivision Plat Application
- B. Preliminary Plat

Existing Property and Applicant Request

The subject property is 1.648 acres in size. There are five (5) existing parcels that are proposed to be consolidated into two (2) lots. One lot is for the proposed Tru Hotel, zoning of which was approved via Ordinance No 7128 on June 22, 2020. As illustrated in Figure 1 on the following page, Lot 1, 0.919 acres in size, is the most eastern of the two lots and location of the proposed hotel. The western lot, where the existing Harvard Building is located, is somewhat smaller, at 0.729 acres.

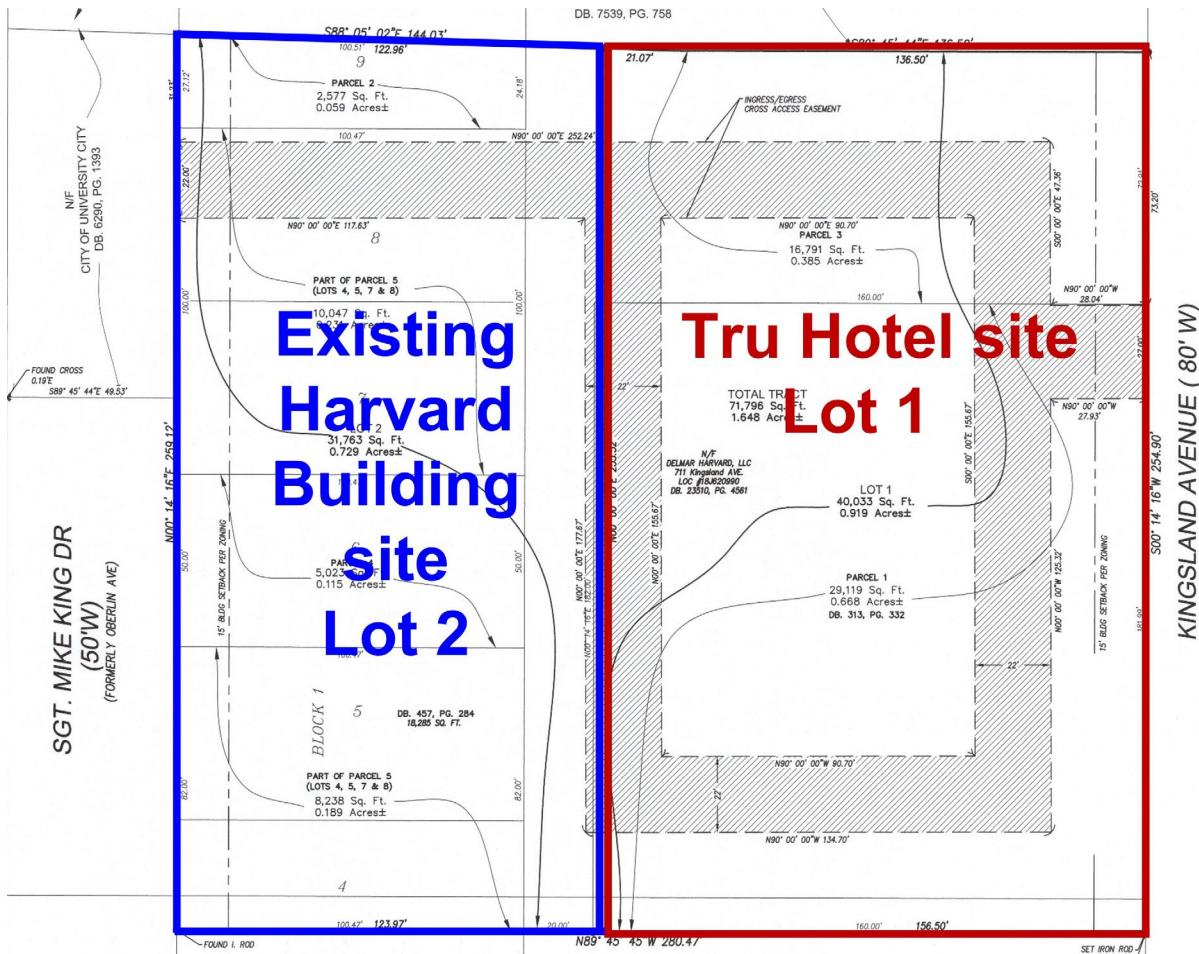


Figure 1. Tru Hotel Record Plat.

Staff Review

Staff reviewed this as part of the “Major Subdivision” process identified in Section 405.165 of the Subdivision regulations.

Analysis

Staff has determined that the Plat meets all requirements of 405.380 of the Subdivision and Land Development Regulations.

Conclusion/Recommendation

The proposal meets the intent of all Zoning Code and Subdivision Regulation requirements for a Final Plat. Thus, staff recommends approval of the proposed Major Subdivision.

Attachments:

- Subdivision Application
- Subdivision Plat



Department of Community Development

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 862-6767, Fax: (314) 862-3168

SUBDIVISION APPLICATION

The application form must be completed and submitted along with the subdivision plat, letter of authorization (if applicable), fees, and other required attachments on or before the filing deadline. The filing deadline is generally twenty-eight (28) days prior to the Plan Commission meeting.

1. Application Type (Check each that apply):

- | | | |
|--|---|--|
| <input type="checkbox"/> Minor Subdivision | <input checked="" type="checkbox"/> Boundary Adjustment | <input type="checkbox"/> Right-of-way Vacation |
| <input type="checkbox"/> Preliminary Plat | <input type="checkbox"/> Preliminary Development Plan | <input type="checkbox"/> Plat Vacation |
| <input type="checkbox"/> Final Plat | <input type="checkbox"/> Final Development Plan | <input type="checkbox"/> Dwelling Unit Display |

2. Attachments
- 4 (#) Folded paper copies of Plat
 - Electronic copy
 - Improvement Plans
 - Other _____

3. Property Owner Information:

Name: Delmar Harvard, LLC

Address: 711 Kingsland Ave
University City, Missouri 63130

4. Authorized Agent (an authorization letter from the current property owner must be submitted if applicant is other than owner – not applicable to right-of-way vacation application):

Name: Joe Pflieger, P.L.S. Vice President of Surveys
 Stock & Associates Consulting Engineers, Inc

Address: 257 Chesterfield Business Center Parkway
 Chesterfield, MO 63005

5. Project Description (include a brief description of the project, including number of existing lots, number of lots proposed, total acreage, parcel identification, and/or any other applicable information):

Part of Lots 4 and 9 and Lots 5 thru 8 of Block 1 of
 University Heights, per Plat Book 6, Page 14 and part of Lot 9 of the
 Subdivision of Clemens Estate, per Plat Book 2, page 42,
 5 Parcels to be adjusted to 2 Lots

FOR OFFICE USE ONLY

Fee Calculation: \$200.00 Base Fee + _____ # of lots x \$35.00 = _____

