

CITY PLAN COMMISSION/ARCHITECTURAL REVIEW BOARD
COUNCIL CHAMBERS – CITY HALL
MONDAY, APRIL 15, 2019
1730 (05:30 PM)

CALL TO ORDER

The meeting was called to order by Chairman Steve Lichtenfeld at 1730.

ROLL CALL

Chairman Steve Lichtenfeld, City Manager Craig Owens, Aldermanic Representative Richard Lintz, Brian Maguire, Carolyn Gaidis answered roll call.

Absent: William Liebermann (arrived after Motion to approve minutes), Ron Reim

ALSO IN ATTENDANCE

Stephanie Karr, Acting City Attorney
Anna Krane, AICP, Planner

CHAIRMAN REQUESTS

Chairman Lichtenfeld asked that all cell phones be turned off and that conversations take place outside the meeting room.

Chairman Lichtenfeld also asks that anyone who speaks please spell out their last name.

APPROVAL OF MINUTES

The minutes of the regular meeting of April 01, 2019 were presented for approval.

RICHARD LINTZ – MOTION TO APPROVE

CRAIG OWENS – SECOND

MOTION UNANIMOUSLY APPROVED BY THE BOARD

OLD BUSINESS

8412 KINGSBURY BOULEVARD – ARCHITECTURAL REVIEW BOARD – ALTERATION/EXTERIOR RENOVATION

CHAIRMAN LICHTENFELD – WE HAVE A REQUEST FROM THE APPLICANT TO MOVE THIS ITEM TO THE NEXT AGENDA.

RICHARD LINTZ – MOTION TO MOVE THIS ITEM TO THE MAY 06, 2019 MEETING AT THE REQUEST OF THE APPLICANT

CAROLYN GAIDIS – SECOND

MOTION UNANIMOUSLY APPROVED BY THE BOARD.

15 NORTH CENTRAL – CONDITIONAL USE PERMIT – RESTAURANT CONDITIONAL USE PERMIT

City Planner Anna Krane summarizes the following staff report: “The subject property is located on the west side of North Central Avenue between Forsyth Boulevard and Maryland Avenue. The property has a zoning designation of HDC High Density Commercial. The restaurant space measures 4400 square feet and will have a maximum of 152 seats. The space has been vacant since the previous restaurant Wheelhouse closed in 2016. JP Fields currently operates across the street at 26 North Central Avenue in a building that was recently purchased as part of a larger potential development site. The owners of JP Fields are under contract to purchase the subject building and do not plan to substantially alter the existing business operation, other than occupying a larger restaurant space.

The restaurant will be open seven days a week from 10:30 a.m. until 1:30 a.m. The restaurant concept is the same as the existing restaurant, an upscale pub featuring food and beverage services. A liquor license will be required. Delivery service from the restaurant is not proposed.

The applicant is proposing deliveries to the restaurant will be made between 8:00 a.m. and 11:00 a.m. through the front door. Trash will be stored in dumpsters located in the rear of the building. The applicant does intend to participate in a recycling program.

Conditional uses are those types of uses that are considered to be desirable, necessary or convenient to the community but which by their nature can create additional traffic volume, parking demand beyond the development's capacity, and/or a detrimental impact on adjacent or neighboring properties due to noise, pollutants or other characteristics associated with that particular use. Restaurants are permitted in this zoning district subject to approval of a conditional use permit as per Article VII of this Chapter and the following criteria:

- 1) *The proposed use is compatible with surrounding uses and with the surrounding neighborhood;*
 - >> The proposed restaurant is located along a pedestrian oriented block. The surrounding land uses include restaurants, retail and multi-family residential. The proposed use appears to be compatible with surrounding uses.
- 2) *The comparative size, floor area and mass of the proposed use and/or proposed structure are appropriate and reasonable in relation to adjacent structures and buildings on surrounding properties and in the surrounding neighborhood;*

- >> The proposed size of the restaurant is 4,400 square feet and is larger than many other restaurant spaces along North Central Avenue; however, this is an existing space and building with a massing that is compatible with the surrounding neighborhood.
- 3) *The proposed use will not adversely affect the general appearance of the neighborhood due to the location of the proposed use on the parcel of ground or due to the materials used in the construction of any proposed buildings being greatly dissimilar to surrounding appearances of buildings or due to the architecture of any proposed building being of such nature as to create visual disharmony within the neighborhood;*
- >> No exterior alterations are being proposed at this time. The applicant has stated an intent to apply for exterior alterations in the future.
- 4) *The proposed use will not adversely affect the neighborhood in terms of water runoff, noise transfer or heat generation due to significant amount of hard surfaced areas for buildings, sidewalk, drives, parking and service areas;*
- >> At this time, staff does not anticipate adverse effects with respect to water runoff, noise transfer or heat generation.
- 5) *The frequency and duration of various indoor and outdoor activities and special events associated with the proposed use will not have a deleterious impact on the surrounding area;*
- >> The applicant does intend to have an outdoor dining area. Outdoor dining for restaurants along North Central Avenue is common and encouraged to help establish the street life. The applicant will have to obtain an Outdoor Dining Permit prior to operation. Staff does not believe that operations associated with the proposed restaurant will have negative impacts on the surrounding area.
- 6) *The proposed use is likely to remain in existence for a reasonable length of time and not become vacant or unused and whether such use involves the presence of unusual, single-purpose structures or components of a temporary nature;*
- >> The proposed use does not involve single-purpose structures or temporary components.
- 7) *The proposed use complies with the standards of the Zoning Code and good planning practices;*
- >> Staff is of the opinion that the use complies with the Zoning Code.
- 8) *The landscape plan for premises to be occupied by the proposed use is adequate in regard to the creation and maintenance of landscaped areas and the use of buffers for screening of the use;*
- >> The structure is built to the sidewalk along North Central Avenue and no landscaping is proposed as part of this project.
- 9) *The impact of projected vehicular traffic volumes and site access is not detrimental with regard to the surrounding traffic flow, pedestrian safety and accessibility of emergency vehicles and equipment;*
- >> Existing site access is adequate and there are no proposed changes.

>> Deliveries to the restaurant will be made using the front door. Staff is of the opinion that the delivery vehicles should use the parking area behind the building, located off of the east-west alley, for stopping to minimize traffic impacts along North Central Avenue.

10) The proposed use complies with the parking requirements as set forth in the Zoning Code and does not add parking demand that cannot adequately be handled by on-site off-street parking;

>> Because the restaurant is greater than 3,000 square feet, off-street parking for patrons is required. The applicant is in the process of securing a parking agreement similar to the agreement used by the previous tenant Wheelhouse. Based on the size and seating capacity of the restaurant, 29 off-street parking spaces are required. The applicant shall provide proof of a parking agreement prior to obtaining an Occupancy Permit.

11) The number of transit movements on abutting streets and on minor streets in the neighborhood to be generated by or associated with the proposed use will not cause significant increases in hourly or daily traffic levels;

>> The proposed use is not likely to affect transit movements.

12) The proposed use will not significantly increase demands on fire and Police protection services in excess of the individual demands of adjacent land uses and whether the proposed use will not present any real or potential fire or public safety hazard;

>> Staff is of the opinion that there will not be a significant increase in demand for fire and police protection services.

13) Added noise levels generated by activities associated with the proposed use will not adversely impact the ambient noise level of the surrounding area and neighborhood;

>> Outdoor dining on the street is popular and staff does not believe the proposed restaurant will adversely impact the ambient noise level of the surrounding area.

14) The activities associated with the proposed use will not generate obnoxious odors to the detriment of the surrounding area;

>> Staff does not anticipate that the restaurant will generate obnoxious odors.

15) The intensity, duration or frequency of lighting associated with the proposed use will not adversely impact adjacent properties or significantly increase the ambient level of night light in the neighborhood;

>> There is no additional exterior lighting proposed.

16) Where a proposed use has the potential for adverse impacts, sufficient measures have been or will be taken by the applicant that would negate, to an acceptable level, such potentially adverse impacts. (Ord. No. 5814 §1(9.9), 4-27-04)

>> At this time, there does not appear to be adverse impacts associated with the proposed use.

Staff is of the opinion that the proposed restaurant meets the requirements contained in the regulations governing conditional uses. The proposed hours of operation and method of deliveries are consistent with other restaurants in this area. Based on the information regarding the operation of the restaurant as provided by the applicant, staff is of the opinion that the proposed restaurant will be compatible with surrounding uses.

STAFF RECOMMENDATION:

TO RECOMMEND APPROVAL OF THE CONDITIONAL USE PERMIT TO THE BOARD OF ALDERMEN WITH THE FOLLOWING CONDITIONS:

1. THE APPLICANT SHALL SECURE AND MAINTAIN FOR THE LIFE OF THE RESTAURANT, AN AGREEMENT FOR 29 OFF-STREET PARKING SPACES LOCATED WITHIN 500 FEET OF THE SUBJECT PROPERTY AND SHALL SUBMIT PROOF OF SUCH AGREEMENT TO THE PLANNING AND DEVELOPMENT SERVICES DEPARTMENT PRIOR TO OBTAINING AN OCCUPANCY PERMIT.

2. DELIVERY VEHICLES SHALL PARK IN THE REAR OF THE BUILDING, OFF THE EAST-WEST ALLEY. DELIVERIES MAY BE MADE THROUGH THE FRONT DOOR.”

JAMES CAMPBELL (JC) – JP FIELDS REPRESENTATIVE

JC – Addresses the Commission and states they will agree to comply with the staff recommendations and want to thank Clayton for continuing to support them.

CHAIRMAN LICHTENFELD – WE HAVE A STAFF RECOMMENDATION TO RECOMMEND APPROVAL TO THE BOARD OF ALDERMEN WITH TWO CONDITIONS

CRAIG OWENS – MOTION TO RECOMMEND APPROVAL WITH STAFF’S RECOMMENDATIONS

WILLIAM LIEBERMANN – SECOND

BOARD – UNANIMOUS YAY

8025 BONHOMME AVENUE – ARCHITECTURAL REVIEW BOARD – ALTERATION/EXTERIOR RENOVATION

City Planner Anna Krane summarizes the following staff report: “This request was previously on the April 1, 2019 Architectural Review Board meeting agenda and was continued to the next meeting to allow the applicant to attend.

The subject property is located at the northeast corner of Bonhomme Avenue and South Brentwood Boulevard. The property has a zoning designation of PUD Planned Unit Development and contains apartments and a public restaurant, Kingside Diner.

The applicant is proposing to construct a deck along South Brentwood Boulevard adjacent to the northern restaurant entrance. There is currently a sloped concrete walkway leading from the sidewalk to the entrance with landscape beds on both sides. The applicant is proposing to remove the concrete walkway and re-arrange the landscape beds to install the deck. The deck will be level with the restaurant entrance and will require stairs leading to the sidewalk.

The applicant is proposing a wood plank deck with a metal railing. The railing design will match the railing for the main restaurant entrance. North of the proposed wood deck is a wood accent wall that provides screening of

mechanical equipment. The restaurant is located across the street from Shaw Park and currently does not have an outdoor dining area. The applicant will replant the landscape beds after construction of the deck. Staff is of the opinion that the outdoor dining area as designed is compatible with the existing building and neighborhood character.

STAFF RECOMMENDATION IS TO APPROVE AS SUBMITTED.

MARK RUBIN (MR) – KOMAN GROUP

MR – Addresses Board to answer questions, talk about the project, and request the patio be concrete instead of wood as proposed in the plans. The concrete would be sloped and there would be landscape in lieu of drains under the wood deck. The concrete would be a grey color. We are using Boxwoods because that is what is there currently and we are sticking with the existing to match the rest of the area.

CHAIRMAN LICHTENFELD – WE HAVE A STAFF RECOMMENDATION TO APPROVE AS SUBMITTED, HOWEVER THE APPLICANT REQUESTED THE DECK BE CONCRETE INSTEAD OF WOOD

WILLIAM LIEBERMANN – MOTION TO APPROVE WITH APPLICANTS CHANGE OF MATERIAL TO CONCRETE

BRIAN MAGUIRE – SECOND

BOARD – UNANIMOUS YAY

NEW BUSINESS

1 NORTH CENTRAL AVENUE – ARCHITECTURAL REVIEW BOARD – ALTERATION/EXTERIOR RENOVATION

City Planner Anna Krane summarizes the following staff report: “The subject property is located at the northwest corner of North Central Avenue and Forsyth Boulevard. The property has a zoning designation of HDC High Density Commercial District and is located in the CBD Core Downtown Overlay District. The applicant is proposing to replace the existing wall signs and awnings located on the south and east elevations.

The applicant previously applied for Sign Permits; however, administrative approval was not granted due to the design appearance. The existing channel letter signs fit within the decorative sign band on both elevations. The proposed box signs are shorter in length, but taller and therefore do not fit within the sign band. Each proposed sign measures 22 square feet in area and conforms to the size regulations. The majority of the illuminated wall signs along North Central Avenue are channel letters. Staff prefers the existing channel letters that fit within the sign band to the proposed box that does not.

The applicant is also proposing to recover the existing green awnings along the ground floor tenant space with black awnings. Staff is of the opinion that the proposed awning color is compatible with the building and surrounding character.

STAFF RECOMMENDATION IS TO APPROVE THE EXTERIOR ALTERATIONS AND REQUIRE THAT THE WALL SIGNS FIT WITHIN THE EXISTING SIGN BAND.”

JOHN SIMON (JS) – SIMON SIGN – REPRESENTING CHIPOTLE

JS – Addresses the Board to answers questions and explains that the sign is a registered trademark and therefore scaling the sign down would mean the letters would also have to be scaled down and only be 5 inches. Chipotle would like to have all the signs around the country match.

The Board expresses their appreciation for the current sign and its location within the sign band and feel that the new sign should fit within the sign band because it is a beautiful architectural feature of the building.

JS – The lettering would be very small if we make it fit within the sign band.

CHAIRMAN LICHTENFELD – WE HAVE A STAFF RECOMMENDATION TO APPROVE WITH STAFF RECOMMENDATIONS

BRIAN MAGUIRE – MOTION TO APPROVE WITH STAFF RECOMMENDATIONS

WILLIAM LIEBERMANN – SECOND

BOARD – UNANIMOUS YAY

7 NORTH BEMISTON AVENUE – ARCHITECTURAL REVIEW BOARD – ALTERATION/EXTERIOR RENOVATION

City Planner Anna Krane summarizes the following staff report: “The 18,745 square foot site is located on the west side of North Bemiston Avenue between Maryland Avenue and Forsyth Boulevard. The property has a zoning designation of HDC High Density Commercial District and is located in the CBD Core Downtown Overlay District. The subject property was recently purchased by M1 Development, LLC along with 7801 Forsyth Boulevard and 7818 Forsyth Boulevard. The new owner intends to renovate the subject property to create offices in the front half of the building and a large open space in the rear for events.

The first major renovation proposed is to remove the drive-through stations and overhead bridge along the north elevation. The applicant plans to then restore the window openings and façade along the north elevation and create a courtyard area. New storefront window systems are proposed along the courtyard and entrance for the event space. The storefront systems are compatible with the character of the building. The applicant is proposing to repaint the northwest portion of the façade with the event space entrance a dark grey/black color. The existing design of the rear Quonset hut portion of the building has a different character from the more traditional or colonial style of the front portion of the building. Staff is of the opinion that the proposed paint color will reduce the visual impact of the rear building and highlight the character of the front.

The existing entrance along North Bemiston Avenue will remain the main building entrance. The applicant plans to clean and repair the existing front elevation along North Bemiston Avenue. The windows and doors will be replaced with a style compatible with the colonial character of the building. The black frame windows will provide an updated appearance that still respects the original building. The proposed renovations will restore the character of the building and create a more inviting and visually appealing appearance from the street and along the alley.

The applicant plans to maintain the existing streetscape and replant the landscape areas along North Bemiston Avenue. The existing site does not include any off-street parking spaces. By removing the drive-through stations, the applicant creates space for 15 off-street parking stalls along with a new walkway and additional landscape beds.

The function of this area will be similar to the parking spaces along the alley and north side of City Hall. Staff is of the opinion that the proposed 15 off-street parking spaces and landscape beds are compatible with the surrounding character. Staff does recommend that a small landscape bed should be installed between the parking spaces and the public sidewalk along North Bemiston Avenue to maintain a buffer between pedestrians and vehicles.

Interior renovations to the building will create 6,599 gross square feet of office space and 6,220 gross square feet of open event space. Based on the City's parking regulations, 22 off-street parking spaces are required for the office area. The owner is able to conform to the parking requirements by providing 15 spaces on the subject property and seven parking spaces on the adjacent property addressed 7818 Forsyth Boulevard. The owner will provide proof of an off-street parking plan for events using the larger open area of the building.

The applicant is proposing two wall signs facing North Bemiston Avenue and one wall sign on the north elevation. The City's Sign Regulations allow "one wall sign 15 square feet or five percent of the front wall area up to a maximum area of 50 square feet." Based on the front wall area along North Bemiston Avenue, one wall sign a maximum size of 45 square feet is permitted. The applicant is proposing two, 11 square foot wall signs for a total sign area of 22 square feet. The proposed signs are constructed of black metal and backlit. Staff is of the opinion that the two signs proposed are compatible with the character of the building and will result in a preferred appearance to one larger sign. The applicant is also proposing an 11 square foot sign adjacent to the event space entrance on the north elevation. The City's Sign Regulations state that signs shall be located on street frontages and elevations facing alleys are not considered street frontages. The Sign Regulations do allow for a "rear building entrance wall sign not exceeding eight square feet." Staff is of the opinion that if the proposed north elevation wall sign should conform to the regulations and be reduced to eight square feet in area.

The proposed renovations will restore the character of the existing building. The addition of off-street parking will bring the subject property into conformance and create a more functional site. With minor modification, the proposed signage will conform to the Sign Regulations.

STAFF RECOMMENDATION IS TO APPROVE THE PROPOSED RENOVATIONS WITH THE FOLLOWING CONDITIONS:

1. A LANDSCAPE BED, MEASURING APPROXIMATELY 4 FEET BY 17 FEET, SHALL BE INSTALLED AT THE EAST END OF THE SURFACE PARKING TO CREATE A BUFFER BETWEEN VEHICLES AND THE SIDEWALK.
 2. THE NORTH ELEVATION WALL SIGN SHALL BE A MAXIMUM SIZE OF 8 SQUARE FEET."
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AMANDA NORRIS (AN) – CORE 10 ARCHITECTURE – M1 BANK SHARES

AN – Addresses Board to answer questions and agrees to comply with the staff conditions of approval. She also explains the project and what they are proposing in the plans.

CHAIRMAN LICHTENFELD – WE HAVE A STAFF RECOMMENDATION TO APPROVE WITH TWO CONDITIONS

WILLIAM LIEBERMANN – MOTION TO APPROVE WITH STAFF RECOMMENDATIONS

BRIAN MAGUIRE – SECOND

BOARD – UNANIMOUS YAY

7638 CARSWOLD DRIVE – ARCHITECTURAL REVIEW BOARD – ALTERATION/EXTERIOR RENOVATION

City Planner Anna Krane summarizes the following staff report: “The approximately 4,400 square foot site is located on the south side of Carswold Drive between Shirley Drive and Edgewood Drive. The property has a zoning designation of R-2 Single Family Dwelling District. The applicant is proposing to replace the existing railroad tie retaining wall along both sides of the driveway with a modular block retaining wall.

The Architectural Review Guidelines state that retaining walls should be constructed of brick, stone or stucco and that if a modular block wall is proposed it should include at least three different block sizes, a varying color pattern and tumbled or rolled edges. The applicant is proposing a modular block wall with one size block, one grey color and straight edges. The proposed block system does not conform with the design guidelines. Taller front yard retaining walls are common in the surrounding area for front entry, tuck under garages. Staff is of the opinion that a module block system that conforms to the Architectural Review Guidelines would be more consistent with neighborhood character and the Architectural Review Board’s preferences for ornamental front yard walls.

STAFF RECOMMENDATION IS TO APPROVE THE PROPOSED RENOVATIONS WITH THE FOLLOWING CONDITIONS:

1. THE MODULAR BLOCK SYSTEM SHALL INCLUDE AT LEAST THREE DIFFERENT BLOCK SIZES, A VARYING COLOR PATTERN AND TUMBLED OR ROLLED EDGES.”
-

JEREMEY AND JANETTE KOCHER – HOMEOWNERS

JK – Addresses Board to answer questions and states that they agree to the varying sizes in the recommendations but asking to keep the single grey color. The straight edge we are proposing is consistent with the other walls in the neighborhood. *passes samples and photos around*

CAROLYN GAIDIS – Thinks the color is ok. notes that she is in the neighborhood and that the look does fit with the homes in the area. Does not consider the edge a straight edge from looking at the photos provided.

RICHARD LINTZ – Walked around and noted the monochromatic blocks and says they would look fine.

RICHARD LINTZ – MOTION TO APPROVE WITH THREE DIFFERENT SIZE BLOCKS, SINGLE GREY COLOR, AND STRAIGHT EDGE

CRAIG OWENS – SECOND

BOARD – UNANIMOUS YAY

7510 MARYLAND AVENUE – ARCHITECTURAL REVIEW BOARD – SIGNAGE

City Planner Anna Krane summarizes the following staff report: “The subject property is bounded by Westmoreland Avenue to the north, Jackson Avenue to the east and Maryland Avenue to the south. The property is zoned R-2 Single Family Residential. The existing school building is currently being renovated for Centene University, which will provide training and education space for Centene Corporation and a daycare for Centene employees. The applicant is proposing two monument signs, one wall sign and a flag pole.

A Sign Subdistrict governs the allowed signage for all properties that are included in the phased Special Development District for Centene along Forsyth Boulevard. The subject property is not part of the Special Development District and the applicant is not proposing to include the subject property in the Sign Subdistrict. The applicant is requesting a sign modification to allow for two monument signs on the property.

Section 425.040.A.7.b of the City’s Sign Regulations states:

Schools and other institutions may erect a ground sign up to twenty-five (25) square feet in area. In lieu of a ground sign, a wall sign at the entrance to the school or institutional building may be erected but such sign shall not exceed twelve (12) square feet in area.

The applicant is proposing a 24 square foot sign on the decorative monument wall that is part of the parking lot enclosure. The proposed sign faces the intersection of Maryland Avenue and Jackson Avenue. The monument wall is clad in red brick with a limestone panel where the sign will be located. The sign will be constructed of metal letters and display “Centene University” and the logo. Up-lighting is proposed from the landscape base. The proposed sign is considered a ground sign and would count as the one permitted by the Sign Regulations. Staff is of the opinion that the proposed ground sign is consistent with signage found at many schools and universities. The sign faces south, toward the commercial district and is located adjacent to the parking lot entrance.

The applicant is proposing a second ground sign located east of the main building entrance walkway along Maryland Avenue. The sign base is proposed as red brick with a concrete cap to match other wall and building designs. An engraved limestone face is proposed. The sign measures 7.5 square feet and will display “Centene University,” the logo and the property address. Up-lighting is proposed. The proposed sign will provide wayfinding assistance for anyone walking to the property from other Centene Buildings to the southwest, who will not pass the decorative monument wall sign at the intersection. As part of the renovations to the existing building the original school entry with the Maryland School sign was restored and reinstalled on the new building façade. The proposed monument sign will be the only sign visible from Maryland Avenue with the correct tenant name. The proposed ground sign would be the second on the property and therefore a sign modification approval by the Architectural Review Board is required. The proposed sign faces south toward a commercial parking lot. Staff is of the opinion that the design and materials are consistent with the subject property and surrounding area. General ground signs are required to be located in a landscape bed. Staff is of the opinion that some perennials should be planted around the base of the proposed ground sign to be consistent with the City’s Sign Regulations.

One flag pole with two flags is proposed at the southwest corner of the property. The 30 foot tall pole is consistent with the City’s Regulations.

A four square foot wall sign is proposed on the rear of the building at the main daycare entrance. The sign is proposed as powder coated metal with silkscreen graphics and halo lighting. The sign will not be visible from outside of the property and conforms to the City’s Sign Regulations allowing a rear entrance sign measuring a maximum of eight square feet.

The applicant has also provided design information for an embedded seal proposed on the front walkway. The proposed seal will only be visible on the property and is located within a decorative paver area.

STAFF RECOMMENDATION IS TO APPROVE THE PROPOSED SIGNS WITH THE FOLLOWING CONDITION:

1. A PERENNIAL LANDSCAPE BED SHALL BE INSTALLED AND MAINTAINED AT THE BASE OF THE GROUND SIGNS.”

DEANNA KUHLMANN – LEAVITT (DKL) – KUHLMANN LEAVITT – CENTENE REPRESENTATIVE
BOB POWERS (BP) – HOK
BOB HARDING (BH) – CENTENE

DKL – Addressed Board to answer questions and present the 6-sign project. The signs are for wayfinding for visitors to the campus and so up lighting in the landscaping of the ground signs is important.

1. CORNER OF JACKSON AND MARYLAND – SIGNAGE THAT WOULD BE ADDED TO A WALL THAT WAS JUST BUILT.
2. WALKWAY THAT LEADS TO THE FRONT OF THE BUILDING – SMALL MONUMENT SIGN.
4. SIGN ADJACENT TO CHILD CARE THAT IS OFFERED TO CENTENE EMPLOYEES.
5. SEAL IMBEDDED IN THE PAVEMENT THAT WILL NOT BE SEEN.
6. REQUISITE SIGNS THAT ARE APART OF ANY PARKING LOT.

Sign 1 – help with wayfinding and identifying this as Centene. Letters are dimensional and imbedded into the limestone and lit when it is dark. Minimal up lighting in the landscaping. The word Centene is 8 inches tall

Sign 2 – Drop off at the walk that leads you up to the school because you’ll see the Maryland School sign and won’t pass by the Sign 1 and will think you are in the wrong place. It is confusing from a wayfinding perspective. Centene is about 4 inches tall with simple up lighting in the landscaping. They will be etched in and filled in the limestone area and the address will also be here.

BP – Makes a comment about LED lighting being used to light the signs and the number of lights per sign.

BRIAN MAGUIRE – Explains how lights are measured and that the three lights are about the same as three, fifty-watt lightbulbs and was this approved in the photometric we approved previously

ANNA KRANE – You can require a new lighting study including these lights, but they were not required by staff because they are pointed at the sign.

Sign 3 – 30-foot-tall flag pole that is located at the southwest corner of the site and that it be waving two flags: the US flag and most likely the Centene flag (their logo on the flag). This would also have up lighting, so the flag wouldn’t need to be removed nightly.

Sign 4 – this would be a 2-foot diameter circle and 2 inches deep with halo lighting around the back of it. This is a painted metal as well.

Sign 5 – At the entrance to the school have the university seal imbedded in the walkway – 3-foot diameter sign

Sign 6 – Handicap, 15-minute parking, and guest parking signs for the parking lot.

CHAIRMAN LICHTENFELD – This is a residential neighborhood and I am concerned with the intensity of the light on the sign as well as the intensity of the use during the evening. It would be appropriate to have the lights turn off at a certain time. Maybe on a timer so it is not lit all night long in a residential area.

BP – all the lights are designed to hit the signs themselves. There should be no spillage. The lights will be in the landscaping and the signs will not be blocked by the plantings.

BH – There will be a few events that might go into the evening so no light on the signs will be problematic. I thought some of these lights were approved with the plans.

ANNA KRANE – You have to hit zero at the property lines.

CAROLYN GAIDIS – There are street lights that are on all the time, so these little lights shouldn’t cause an issue.

CHAIRMAN LICHTENFELD – Would challenge them to turn Sign 2 so that when driving the address will be in the direction of traffic. Could Sign 2 be put up on the hill?

DKL – We could move it to the terrace but it would be higher and more prominent. It's more an affirmation that they are in the correct spot. It's more for people walking and coming in from the shuttle.

CAROLYN GAIDIS – Could it go in the riser? It's subtle and kind of nice from what I've seen.

BRIAN MAGUIRE – I don't think this is for wayfinding this is a branding thing. Centene employees are being dropped off by Centene and daycare parents know where their kids go to daycare. This was shuttles of executives and what we were sold on. We need to respect the residential part of the neighborhood.

CHAIRMAN LICHTENFELD – Low signs, low intensity lighting, we need to maintain the residential character neighborhood. Lets move to number 3 the flag pole. It seems way out in left field and should be away from residences. I like the idea of the flag pole but it should be at the opposite end of the school building.

BRAIN MAGUIRE AND RICHARD LINTZ – Is a corporate flag not a sign?

STEPHANIE KARR – No it is a flag and explains the flag code section of the sign section.

BH – There is more visibility which is why we chose that spot.

CAROLYN GAIDIS – What about near number 5, the walk itself?

BH – The trees would block it.

CHAIRMAN LICHTENFELD – It should be anchoring a corner/entrance of the building. Where you have it is the wrong location for a residential neighborhood.

CAROLYN GAIDIS – If you want to be patriotic you want the flag at the entry not where you have it.

CHAIRMAN LICHTENFELD – It should be the southeast corner of the building which is about 40% of the way down Maryland Avenue if it is going to be lit with an American Flag up all night. It should be far from the residential, if it is going to be lit all night and the American flag left up all night.

CAROLYN GAIDIS – That's what I'm saying closer to Sign 5.

CHAIRMAN LICHTENFELD – Lets move on to number 5. I like it. And it wont be lit

CAROLYN GAIDIS – What about number 4? I like it.

CHAIRMAN LICHTENFELD – What about Sign 6. How many will there be and where will they be located.

DKL – They are all along the building and 6 feet tall as required. You wont see a sea of signs parading down those two streets.

CHAIRMAN LICHTENFELD – Would the public like to comment now? Please come up and identify yourself and spell your last name please.

PUBLIC COMMENTS:

MEL DISNEY (MD) – 7515 WESTMORELAND AVENUE

MD – Having listened to this proposal and looking back on the changes that have occurred, the only part in my notes that has any value, it that this is like any other Main Street USA and for all purposes this is like McDonalds like we are trying to solicit the public to come in. Have we forgotten this is residential and that allowing this appears that we have no care of concern about the single-family residences surrounding this property

SCOTT PARTRIDGE (SP) – 7511 WESTMORELAND AVENUE

SP – This is nothing more than corporate brand advertising. The fiction that was created to make this a school was done as a convenience to permit Centene to develop this property as they wish. This is not a school, when you look at the original Maryland School, it didn't have all this signage. How many parents of children got lost going to the original school, it had none of this signage, lighting, plaques. Its absurd to think that kind of signage is needed to have captive employees in a for profit operation have to find their way to the executive training center and daycare center for the children of the employees. It stretches the imagination. This is not necessary and its certainly not necessary in this neighborhood. The request for lighting – the idea that you'll have an American Flag stand all night long, the flag is taken down at the end of the day. It is disrespectful to leave it up all night ask any man or woman who has served this country. The light pollution from the construction going on right now at night is astounding. We have to close our blinds at night because of the lights left on at night and this lighting will only add to this problem. I suggest we look at the Hanley House and what their signage is like. This is corporate brand advertising and nothing more and unnecessary to guide people that work at Centene to find the largest building on top of the hill in Clayton.

JEAN SERAFIN (JS) – 7419 MARYLAND AVENUE

JS – All of the bedrooms in the house are on the Jackson side of the house. Agrees 100% there is no reason to identify Centene on this structure, 7501 Maryland is all we need. In fact I'm kind of offended by the name Centene University, no one is paying tuition, there are no professors, etc. It is a corporate training center and it could be called The Maryland School Corporate Training Center. It cheapens our neighborhood and reminds me of Trump University, it's not a university and we all know that. 7501 Maryland is the address and that's what people need to find. At one point it was the clayton child development center and it didn't confuse anyone to have the Maryland School name. It is historic and a part of that building but why not use that and call it the Maryland School Corporate Training Center that lives better in our neighborhood.

STEVEN ROSENBLUM (SR) – 7501 WESTMORELAND AVENUE

SR – States that the use of WashU as the model for the signage is somewhat off as well. WashU is a true university it serves hundreds of thousands of people every year. The places that their huge signs are located at major intersections and I don't think this level of signage is appropriate for the residential area. The corporate flag is also a slippery slope with corporate branding in a residential neighborhood. Captain and other schools would be more appropriate models. There is no signs, they take the flag down every day and they don't have a corporate branding flag in front of the schools.

VERNON ALLEN (VA) – 7535 MARYLAND AVENUE

VA – Really appreciate the flag. I think that being that close to our house might be disruptive. Flags in the wind go banging and depending on the size of the flag it can make some noise.

KEVIN WILLIAMS (KW) – 7394 WESTMORELAND AVENUE

KW – Many of the elements that have been introduced so have and maintained the character of the neighborhood. Sometime awhile ago this Board decided to maintain the R-2 Zoning Classification. I would like to remind you that we should comply with the restrictions for the district. Much of the signage seems appropriate for the site, however, it is inappropriate for the neighborhood. I object to the signage at the corner of Jackson and Maryland I think it undoes the hard work to maintain the residential neighborhood. As proposed it is a corporate billboard. It is not necessary for safety or directing and will give it a commercial feel. The scale of the brick wall is larger than anticipated by myself, however it's there so I would like to point out that when we place a sign on the that surface we now have made an enormous billboard. This signage is larger than a lot of strip centers get. It's meant to advertise. There is a logo, its not just Centene University it is a corporate sign. The signage is adjacent to homes on Maryland and very close because Jackson is narrow and will be visible from many of the windows as well because of how it is turned. What's normal in R-2 so I went and looked at other schools, Glenridge had a modest sign in front, the other schools had no monument signs. Those are schools located in R-2. The WashU sign is not in Clayton and is located on a busy street and is meant to guide the driver. These are inappropriate for this location. If there is any doubt that this is advertising I would like to point out this is promoting Centene University and not the early childhood center. There should be more visits for childhood center but the billboard is for the university and not for the early childhood center so this is really intended to be corporate signage. Request the sign on Jackson and Maryland be eliminated, however, if approved I would request no lights, no limestone back, no logo, and no excess words. Simply a subtle mounting of the metal letters on the brick wall. With all the other signage, there is enough signs that sign one could be done away with.

RICK BLISS RB – 7515 WESTMORELAND AVENUE

RB – would like to reiterate the comments you've heard already and acknowledge the Chairman's' concerns with being in a Residential area from the get go. The Maryland School flag pole was right where the proposed bronze plaque is. That's where the Maryland School flag pole was and to the extent that you want to move it a little to the east closer to the corner of the building, is not a big deal in my opinion. I do share with Vern the noise of the flag flapping in the wind all night keeping me awake, I would suggest you take the lights off and take the flags down every day that would be a far better solution. Finally, we were told all along that the evening functions at this property were going to be very very minimal, very minimal. As such, I would suggest that if there is going to be any lighting anywhere on all of this stuff that there be timers and that they be on no more than say 7am until about 9pm. Beyond that they are not necessary, not needed, and they are intrusive. I appreciate your help.

CHAIRMAN LICHTENFELD – Any other comments from the public? Any from the Board?

Brian Maguire – When it comes to signage we can approve size, material, or whether or not it exists at all but we cannot discuss that it says the Maryland School v Centene v something else. We can essentially say yes or no but that's the extent of what we can do.

STEPHANIE KARR – That is correct, but you can also examine lighting too.

CHAIRMAN LICHTENFELD – WE HAVE A STAFF RECOMMENDATION TO APPROVE WITH THE CONDITION IN THE STAFF REPORT BUT I FEEL WE SHOULD TABLE IT TO GIVE THE APPLICANT TIME TO ADDRESS CONCERNS BROUGHT UP BY RESIDENTS AND THE BOARD AT TONIGHT'S MEETING.

WILLIAM LIEBERMANN– MOTION TO TABLE AND CONTINUE THE PUBLIC HEARING.

BRIAN MAGUIRE – SECOND

BOARD – UNANIMOUS YAY

HAVING NO FURTHER BUSINESS BEFORE THE COMMISSION, THE MEETING WAS ADJOURNED AT 1940

Recording Secretary