

BILL NO.: 5012

ORDINANCE NO.: _____

Introduced by: City Manager Nathan Mai-Lombardo

AN ORDINANCE APPROVING A COMPREHENSIVE SIGN PLAN FROM 8640 EVANS AVENUE LLC (CLAYCO), FOR THE PROPERTY AT 8640 EVANS AVENUE, IN THE CITY OF BERKELEY, MISSOURI, SAINT LOUIS COUNTY

WHEREAS, the City has enacted a Sign Ordinance; and

WHEREAS, Section 400.730 (b) (2) of the Sign Ordinance allows for flat roof signs in AD North Park; and

WHEREAS, Section 400.730 (b) (3).d of the Sign Ordinance limits this site to one monument sign and one pole sign; and

WHEREAS, Section 400.730 (b) (3).e of the Sign Ordinance allows for exceptions to be made as part of a comprehensive sign plan; and

WHEREAS, 8640 Evans Avenue LLC (Clayco), has applied to install a package of signs at 8640 Evans Avenue, with a uniform graphics package; and

WHEREAS, the sign package submitted requests to erect multiple monument signs; and

WHEREAS, the submitted sign package is of a level of quality that would significantly enhance the viewscape along Interstate 70, and the City of Berkeley as a whole.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF BERKELEY, MISSOURI, AS FOLLOWS:

Section 1. The Consolidated Sign Plan submitted by 8640 Evans Avenue LLC (Clayco) hereby approved.

Section 2. The Consolidated Sign Plan is attached hereto and incorporated herein as Exhibit A.

Section 3. This Ordinance shall be in full force and effect from and after its date of passage.

1st Reading this 04th day of March 2024

2nd Reading this 04th day of March 2024

3rd Reading, PASSED and APPROVED, this day of 2024

Babatunde Deinbo, Mayor

ATTEST:

Deanna L. Jones, City Clerk

Approved as to Form:
Donnell Smith, City Attorney

Final Roll Call:

Councilwoman Verges	Aye	___	Nay	___	Absent	___	Abstain	___
Councilwoman Williams	Aye	___	Nay	___	Absent	___	Abstain	___
Councilman Hoskins	Aye	___	Nay	___	Absent	___	Abstain	___
Councilwoman Anthony	Aye	___	Nay	___	Absent	___	Abstain	___
Councilman Hindeleh	Aye	___	Nay	___	Absent	___	Abstain	___
Councilwoman-at-Large Crawford-Graham	Aye	___	Nay	___	Absent	___	Abstain	___
Mayor Deinbo	Aye	___	Nay	___	Absent	___	Abstain	___

MEMORANDUM

TO: Mayor Deinbo and members of City Council

FROM: Planning and Development

SUBJECT: Case 24-04; A request from 8640 Evans Avenue LLC (Clayco) to approve a comprehensive sign plan for 8640 Evans Avenue.

MEETING DATE: March 4, 2024

Applicant seeks approval of a comprehensive sign plan for 8640 Evans Avenue.

STAFF RECOMMENDATION: Approval

APPLICATION INFORMATION

Applicant Information: Clayco (8640 Evans Avenue LLC)
2199 Innerbelt Business Center Drive
Overland, MO

Status of Applicant: Owner

City Council Ward(s): Ward 4

Parcel ID Number: 13J331024

Area of Property: 18.9 Acres

Current/Past Use of the Property: Office

Prior Zoning Cases/History: none

Surrounding Zoning: North: AD North park
South: Interstate 70
East: AD North Park
West: AD North Park

Parking Required: N/A

MAPS

City of Berkeley Zoning Map and Aerial Photo:

(see attached)

SITE DEVELOPMENT ANALYSIS:

An office building was built on this site in 2010 for Express Scripts. They subsequently moved out, and in 2023 Clayco acquired the building for their St. Louis headquarters. The Applicant brought the attached sign application to the City in January of 2024.

The City's revised Sign Code (approved October 16, 2023) addresses this Application in several Sections:

- Section 400.730 (b) (2) allows for flat roof signs in AD North Park.
- Section 400.730 (b) (3).d limits this site to one monument sign and one pole sign.
- Section 400.730 (b) (3).e allows for exceptions to be made as part of a comprehensive sign plan

In their proposed sign plan, the Applicant is requesting exceptions to 400.730 (b) (3).d in order to install several monument signs around the property. Given the size of the site (almost 19 acres), the quality of the signs, and the fact that this building is once again a corporate headquarters, Staff strongly recommends approval of this sign plan.

PLANNING COMMISSION RECOMMENDATION OPTIONS

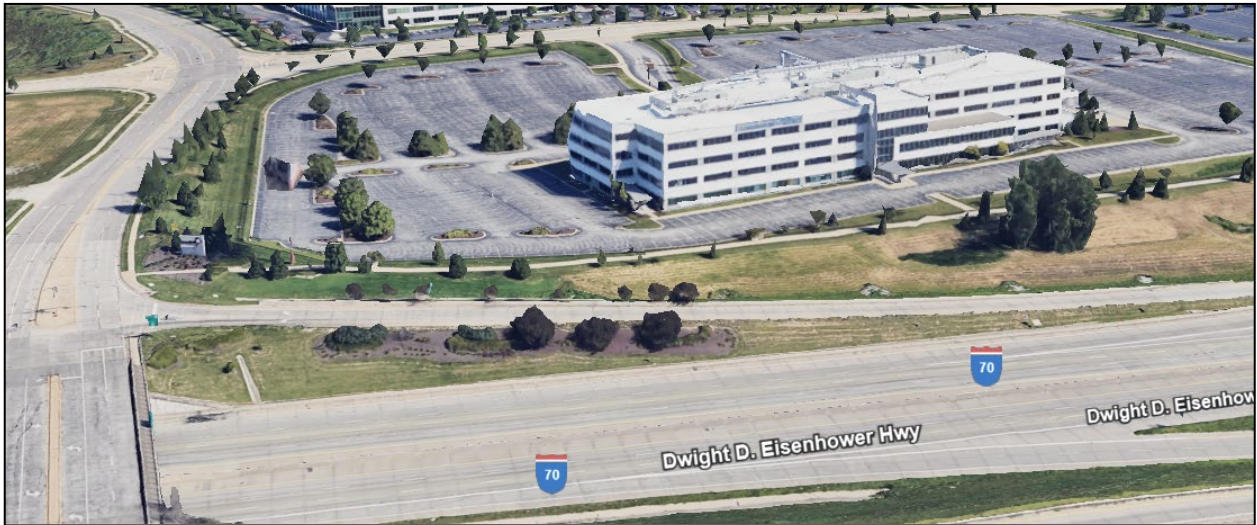
1. –Recommend approval of the applicant's request.
2. –Recommend denial of the applicant's request.

PREPARED BY: Elliot Liebson, Director of Planning and Development

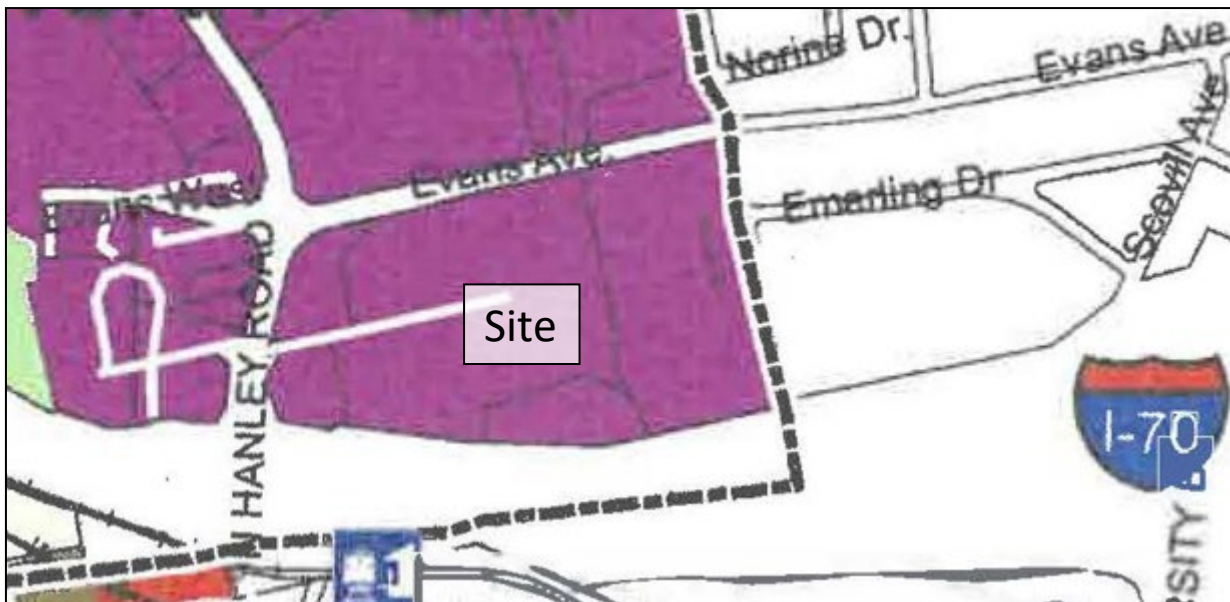
REVIEWED BY: Nathan Mai-Lombardo, City Manager

PLANNING COMMISSION RECOMMENDATION

On February 14, 2024, the Plan Commission voted 4-0 in ***favor*** of recommending this Comprehensive Sign Plan to City Council.



8640 Evans Avenue; Aerial photo of site.



8640 Evans Avenue Zoning map.

Sign Code Sections affecting this Application:

(b) ***On-premises permanent signs.*** On-premises permanent signs include wall signs, projecting signs, awning signs, canopy signs, window signs, flat roof signs, freestanding permanent signs and changeable copy signs. The total square footage of all on-premise permanent signs allowed on a site shall not exceed two (2) square feet of sign area per linear foot of sign frontage as defined in [section 400.630](#). Additional regulations are as follows:

(2) *Flat roof signs are allowed in the AD Airport Districts, and M-1 and M-2 Industrial Districts, so long as they are only illuminated from above (no internal lighting or dynamic display). The square footage of flat roof signs is not included in the calculation of total square footage of on-premise permanent signs.*

(3) Freestanding signs shall be allowed based on the amount of sign frontage. The sign frontages specified below shall be based on a single frontage. Two (2) or more sign frontages shall not be combined to meet the minimum frontages.

d. *Sites with at least three hundred (300) feet of sign frontage shall be allowed one (1) pole sign not exceeding thirty-five (35) feet in height allowed in paragraph c, and one (1) low monument sign allowed in paragraph b.*

1. The pole sign shall not exceed sixty-four (64) square feet in sign area per sign face with not more than two (2) sign faces.

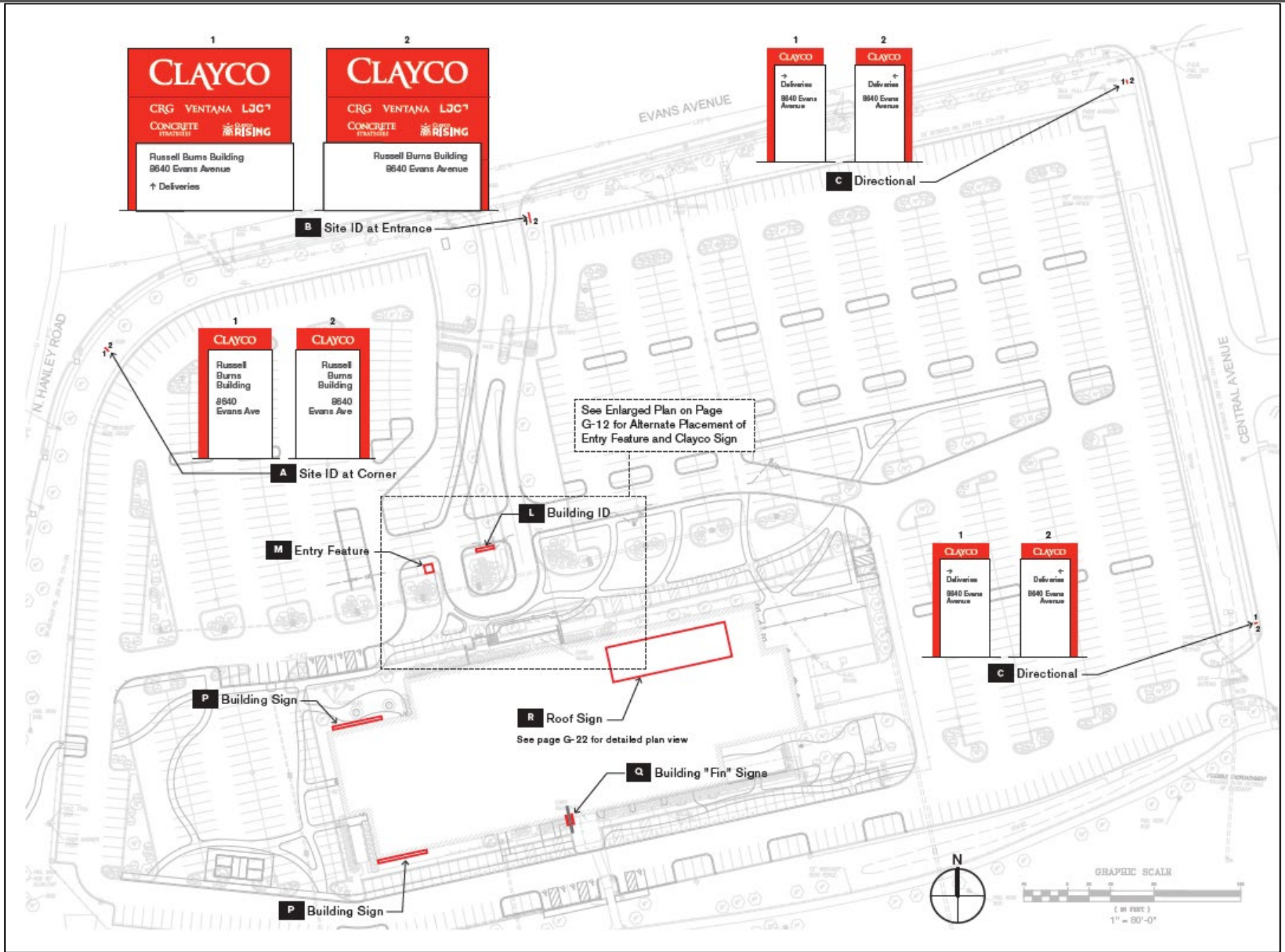
2. The low monument sign shall not exceed twenty-five (25) square feet of sign area per sign face with not more than two (2) sign faces.

e. (a) *A comprehensive sign plan may be submitted to the city plan commission by the developers or owners of an existing or proposed commercial development which will occupy the entire frontage of one (1) or more block fronts when the site is zoned C-1, C-2, Downtown Core, Airport Frontage, M-1 or M-2 industrial, AD Northpark, or AD-2 Airport, or by the developers or owners of separate but contiguous parcels in these Districts that have public cross-access roadways between the districts. Such a plan shall include the location, size, height, color, lighting, and orientation of all proposed signs and any other information as required by the plan commission. The comprehensive sign plan may be submitted for approval in conjunction with the required site plans for the development. *If the plan is found to be acceptable as provided for in this section, exceptions to the provisions of this chapter may be granted, **if such exceptions result in an improved relationship between the various parts of the plan.** All comprehensive sign plans shall be approved by the city plan commission and the Berkeley City Council.**

Case 24-04

Comprehensive sign plan

8640 Evans



Sign Plan Overview: