

Introduced By: Alderman Howe

**AN ORDINANCE AMENDING CHAPTER 545 OF THE
COMPREHENSIVE SIGN CODE OF THE CITY OF
WARSON WOODS RELATING TO SIGN PLANS FOR
SHOPPING CENTERS**

WHEREAS, on June 9, 2009, the Planning and Zoning Commission examined the amendments to the Land Use Code set forth herein and recommended that the amendments be adopted by the Board of Aldermen; and

WHEREAS, on June 16, 2009, the Board of Aldermen held a duly noticed and published public hearing to allow citizen comment on the proposed amendments; and

WHEREAS, the Board of Aldermen wishes to amend the City the City's Comprehensive Sign Code to allow for more flexibility in dealing with shopping centers when the owner of such shopping center seeks changes based on an integrated sign plan addressing the unique circumstances of the center.

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF ALDERMEN OF THE CITY OF WARSON WOODS, MISSOURI, AS FOLLOWS:

Section 1: Section 545.030(B)(11) of the Municipal Code is hereby amended to read as follows:

11. Exceptions to the size and characteristics of permitted sign types may be approved as part of the redevelopment plan process (C-P zoning) or as part of an integrated sign plan for a shopping center or multi-tenant retail building pursuant to Section 545.035 but no sign type specifically prohibited under this Sign Code shall be allowed except as may be approved by the Board of Aldermen as a part of such redevelopment or sign plan.

Section 2: Chapter 545 of the Municipal Code is hereby amended to add a new Section 545.035 entitled "Sign Plans" to read as follows:

SECTION 545.035: SIGN PLANS

- A. *Purpose.* The City has determined that in the Commercial Corridor District, it is desirable to allow, as an alternative to an ad hoc review, for the submission of a sign plan for shopping centers and multi-tenant retail buildings. Sign plans will allow owners of areas to submit a plan for a more flexible, creative, unified visual statement that integrates the design of signage with the design of a building for which a sign is sought or on which such signs will be displayed as well as with the surrounding area taking in to account to unique characteristics of the site, abutting streets, internal traffic circulation and the development as whole.
- B. *When Allowed.* The owner of a tract of land, which is the site of or is proposed as the site for a single integrated development consisting of one (1) or more

buildings, off-street parking, such as a multi-tenant retail building or shopping center, may submit a sign plan for all or part of the site to the Board of Aldermen for review and decision. The sign plan shall contain a visual representation of the lettering, illumination, color, size, height, placement and location of the signs proposed for display. This also may be done in conjunction with or as a part of the site development plan review. Any person submitting a sign plan for consideration shall pay such fee as may be set by the City for its review costs at the time of submission when not done in conjunction with a site development plan.

- C. *Deviations from general provisions of Comprehensive Sign Code.* If an applicant seeks to submit a sign plan that seeks signage in size (area), height, type, location or number that is not permitted under the express requirements of the Sign Code, then the applicant shall show on the plan or submit a separate statement that explains the deviations from the Sign Code and the reasons for deviation from the applicable sign regulations including any unique circumstances of the site that warrant the deviation.

- D. *Standards.* When reviewing a sign plan, The Board of Aldermen shall determine that the following standards are met:
 - 1. The sign plan is consistent with and fulfills the intent, spirit and purposes of this Chapter;
 - 2. The signs described in the plan are appropriately related in size, shape, materials, lettering, color, illumination and character to the function and character of the building or premises on which they will be displayed;
 - 3. The signs described in the plan are compatible with the theme, visual quality and overall character of the surrounding area and the approval of the proposed sign plan will not be detrimental to the adjoining properties; and
 - 4. The deviation from the applicable sign regulations in size, location or number of signs is warranted due to the unique characteristics or layout of the proposed building(s) or the unique characteristics or topography of the proposed site.

After consideration of the sign plan, the Board of Aldermen deny, approve or conditionally approve all or part of the sign plan as submitted.

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

PASSED AND APPROVED this 16th day of June 2009.

E. WILLIAM BERGFELD, MAYOR

ATTEST:

APPROVED AS TO FORM:

Kathy Mahany, City Clerk

Paul V. Rost, City Attorney