



**Economic Development Committee  
Committee Meeting Agenda  
September 14, 2017  
8:00 AM  
City Council Chamber**

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of Minutes**
  - 1. Approval of August 17, 2017 Economic Development Committee Meeting Minutes**
- 4. Unfinished Business**
  - A. Sign Code Amendment Update***
  - B. Election of Vice-Chair***
  - C. Subcommittee Update Action Plan FY18***
- 5. New Business**
  - A. 39 North Branding & Marketing Proposal***
- 6. Business from Members**
- 7. Business from Staff Liaison**
  - A. Biennial Ethics Training - Oct 9, 2017 6:00 PM***
  - B. Business Survey FY18***
- 8. Upcoming Meetings**
  - A. Proposed Oct 19, 2017 8:00 AM***
  - B. Nov 16, 2017 8:00 AM***
- 9. Adjourn**



**Economic Development Committee  
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**1. Call to Order**

**2. Roll Call**

Kent Skornia	Member	
Mark Manlin	Member	
Deborah Matson	Member	
Mark Gorksi	Vice-Chair	(Absent)
Stephen Bisch	Member	
Robert Bockserman	Member	
Sekhar Prabhakar	Chair	
John Meek	Member	
Vinh Tran	Member	(Absent)
Charlotte D'Alfonso	Councilman	
Barry Glantz	Mayor	(Absent)
Mark Perkins	City Administrator	
Sharon Stott	Assistant City Administrator	
Jason Jaggi	Director of Community Development	
Toby Martin	Guest	

A quorum was present.

**3. Unfinished Business**

**A. Sign Code Amendment Discussion**

Toby Martin from Creve Coeur Plaza Associates provided an overview of a recent sign code amendment recommendation by four commercial property owners. Mr. Martin stated the group believes existing code diminishes the ability for retail stores to be seen due to set back requirements and signage size limitations. The proposed amendment changes seek a less restrictive code to improve signage for small retail companies. Mr. Martin and the other commercial property owners agree discretion applies in many cases. There are significant concerns with the ability for retail companies to compete with the ever-changing retail atmosphere specifically with the recent Amazon expansion. Mr. Martin stated retail businesses are important part of tax revenues.

Director of Community Development Jason Jaggi provided background information and status update regarding the proposed sign code amendment. The sign code was amended in 2012 with involvement from the Chamber, and business and real estate community. The current application to amend the sign code was received by four commercial real estate brokers with interest in Creve Coeur specifically: Hutkin Development, Solon Gershman, Capital Land Company, and Creve Coeur Plaza Associate.

The Planning & Zoning Commission (P&Z) reviewed the application initially on July 17 and directed staff to propose amendments that would address some of the concerns while maintaining appropriately sized, quality signs. A second meeting with P&Z is scheduled for August 21.

Changes staff will propose include:

- Introduce two categories for monument signs: Single and up to 3-tenant buildings and multi-



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tenant buildings (4 or more businesses).

- Increase monument sign area based on site size and number of tenants for multi-tenant uses.
- Reduce minimum frontage requirements for multi-tenant monument signs.
- Maintain smaller monument signs for single tenant properties.
- Permit staff to approve up to a 50% reduction in required sign setbacks and separation due to site constraints.
- Introduce architectural sign design standards.
- Remove Planning & Zoning Commission review for all low monument signs, whereby only staff approval is necessary.

EDC members discussed the possibility of unintended consequences of making changes. EDC recommended if staff recommendations are approved, for the City to revisit properties that implement changes annually to access if additional amendments are necessary due to unintended consequences.

EDC members asked Mr. Martin if the proposed staff recommendations were agreeable to him. Mr. Martin stated any sign changes that are less restrictive and more business friendly, provide staff the ability to use discretion and common sense, remove necessary approval from P&Z and City Council, and establish design standards are positive changes.

EDC members stated they would like to know what the consensus is of staff's proposed changes with the other three commercial property owners before making a recommendation to P&Z or City Council. Mr. Martin and Jason Jaggi will ensure the other three company representatives receive staff's recommendations. Any email responses from the applicants will be forwarded to the EDC.

**4. Approval of Minutes**

**1. Approval of July 20, 2017 Economic Development Committee Meeting Minutes**

Stephen Bisch motioned, seconded by Mark Manlin to approve the EDC meeting minutes from July 20, 2017. Motioned passed unanimously.

<b>RESULT:</b>	<b>ACCEPTED [UNANIMOUS]</b>
<b>MOVER:</b>	Stephen Bisch, Member
<b>SECONDER:</b>	Mark Manlin, Member
<b>AYES:</b>	Skornia, Manlin, Matson, Bisch, Bockserman, Prabhakar, Meek
<b>ABSENT:</b>	Gorksi, Tran

**5. Business from Members**

No business from members was discussed.

**6. Business from Staff Liaison**

Minutes Acceptance: Minutes of Aug 17, 2017 8:00 AM (Approval of Minutes)



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Committee Meeting Minutes  
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Sharon Stott reminded EDC members to refrain from email conversations with the entire committee. Discussions of an elected or appointed body are considered a meeting and must be posted and open to the public to attend.

**7. Next Meeting September 14, 2017, 8 AM**

**8. Adjourn**

Meeting adjourned at 9:15 a.m.

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