City of Columbia

701 East Broadway, Columbia, Missouri 65201



Agenda Item Number: B 281-15

Department Source: Community Development - Planning

To: City Council

From: City Manager & Staff

Council Meeting Date: 10/5/2015

Re: Boone Hospital South - C-P Plan Amendment (Case #15-184)

Documents Included With This Agenda Item

Council memo, Resolution/Ordinance, Exhibits to Resolution/Ordinance **Supporting documentation includes:** Revised design parameters and C-P Development Plan (dated September 24), Summary of Board/Commission Reports (including September 10 Commission report and supporting documents), and Excerpts from September 10 and 24 Minutes

Executive Summary

If approved, the applicant would be permitted to install wall signage greater in area and on-site directional signage taller than permitted by the standards established in Chapter 23 (Signs) of the City Code. Since the subject site is zoned C-P (Planned Business) modification to the signage requirements of Chapter 23 is permitted subject to Council approval.

Discussion

This request seeks to establish building/wall signage and on-site directional signage standards greater than those permitted by Chapter 23 (Signs) of the City Code. Chapter 23 allows for alternative signage standards to be established when property is zoned "planned" district - the subject site is zoned C-P (Planned Business). At the time the original C-P development plan for the site was approved no alternative signage standards were specified; therefore, compliance with the standard provisions of Chapter 23 is required.

The maximum area of wall signage per building on the site is limited to 64 total square feet per street frontage. This limitation exists because the site was approved to allow 5 monument-style signs. If no monument signs were present, a maximum of 128 square feet, per building, of wall signage per roadway frontage would have been permitted. Chapter 23 further limits on-site directional signs to 32 total square feet, per sign, and a maximum height of 3 feet. The applicant believes this level of sign identification is insufficient to meet their patrons needs.

To address the site's signage limitations, the applicant has submitted design parameters that specifically address the location, maximum area, lighting, and design requirements for all future building/wall signs as well as monument and on-site directional signage. The attached design parameters propose building/wall signage on select building faces that range from 890 to 256 square feet, 6.5-foot tall on-site directional signs containing 32 square feet of sign area, and a maximum of three (3) monument signs along the Nifong and Forum roadway frontages.

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The proposed design parameters define maximum building/wall sign area individually for each of the four (4) buildings to be built on the site. The maximum sign area allocated to each building is based on the location and size as well as the number of anticipated tenants that would be located in each building. This allocation minimizes the sign impacts on the surrounding area. While signs are permitted on all building faces, controls on scale, lighting, and design uniformity ensure such signage will not be excessive.

In exchange for the increased building/wall signage, the applicant is reducing the number of monument-style signs on the site from five (5) to three (3). The applicant has agreed to restricted signage lighting hours, installation of backlit tenant signs, and uniform tenant signage design standards. These conditions ensure the proposed signage complements the surrounding area.

Finally, the applicant desires to have the on-site directional signage height increased from 3-feet to 6.5-feet. Staff does not object to this increase given that directional signs in the Woodrail Center, a nearby development, are significantly taller. The increased height of the directional signs will allow the most efficient use of the permitted 32 square feet of sign area and will result in better wayfinding for the applicant's patrons once on the site.

On September 24, 2015, the Planning and Zoning Commission held a public hearing on this request. The applicant's representative provided the Commission with detailed information regarding the proposed signage. He further requested that sign standards stated in Item "b" of Building 1 clarify that the maximum area permitted for multiple tenants being represented on a single tenant sign be capped at 64 square feet. No other members of the public spoke regarding the request.

The Commission unanimously voted (7-0) to approve the design parameters, subject to clarification of Item "b" of Building 1's standards as proposed by the applicant, and the revised C-P development plan (the clarification has been made). There was limited discussion pertaining to sign design for which the applicant's representative provided a response.

Fiscal Impact

Short-Term Impact: None. Long-Term Impact: None.

Vision, Strategic & Comprehensive Plan Impact

Vision Impact: Not Applicable

Strategic Plan Impact: Not Applicable

Comprehensive Plan Impact: Not Applicable

Suggested Council Action

Approval of the design parameters and revised C-P development plan as recommended by the

City of Columbia 701 East Broadway, Columbia, Missouri 65201

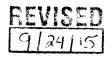


Planning and Zoning Commission.

| | Legislative History | |
|---|--|--|
| 4/1/13 - O-1 & R-1 to G-P rezoning & Department Approved | C-P Development Plan (Ord. 21640) City Manager Approved | |

| | | Introduced by | | <u> </u> |
|-------------------|--|--|--|---|
| First | Reading | | Second Reading_ | |
| Ordin | nance No | | Council Bill No | <u>B 281-15</u> |
| | | AN | ORDINANCE | |
| | Campu Boulev | us C-P Plan located | lment to the Boone Hosp d on the southeast corner levard; and fixing the time ffective. | of Forum |
| | Γ ORDAINED E LOWS: | BY THE COUNCIL | OF THE CITY OF COLL | JMBIA, MISSOURI, AS |
| Septe | ital South Car ember 24, 2015 | mpus C-P Plan, | ereby approves a major ar as certified and signed southeast corner of Forur ollowing: | d by the surveyor or |
| 1. | Wall signage | on select building fa | aces that range from 890 | to 256 square feet. |
| 2. | Onsite direction feet of sign ar | _ | d from 3-feet to 6.5-feet to | all containing 32 square |
| 3. | | | ument-style signs on the s vard and Forum Boulevard | ` , |
| and of Ordination | made a part on ance No. 0216 ang on the owne construction of t | f this ordinance ar 40 passed on April rs until such time as the property and sha | ed by applicant, marked "End replaces the design p 1, 2013. The revised des s Council shall release suc all further be used as guid tring any future revisions t | parameters attached to ign parameters shall be th conditions on design dance by the Director o |
| passa | | This ordinance sha | all be in full force and e | ffect from and after its |
| | PASSED this | day of | | , 2015. |

| City Clerk | Mayor and Presiding Officer |
|----------------------|-----------------------------|
| APPROVED AS TO FORM: | |



Design Parameters Boone Hospital South C-P Development Plan September 24, 2015

Site Monuments Signs

3 monument signs (one at the southern and eastern entrances and one either at the corner of Nifong/Forum or the "optional" location as shown on the site plan)

Maximum Height 12-feet above finished grade

Maximum 64 square feet of sign area per face

On-site Directional Signs

Maximum height 6.5 – feet above finished grade Maximum 32 square feet of sign area per face Internally lit only To be located outside sight triangle areas

Building 1 Wall Signs

Front (Facing intersection of Nifong & Forum):

- a. Building ID sign with symbol maximum 250 square feet
- b. All internal building tenant signage maximum 640 square feet and no single tenant sign to exceed 150 square feet

Sides (facing northeast to Nifong & southwest to Forum):

- a. Building ID sign with symbol maximum 128 square feet (per wall face)
- b. All Internal Building tenant signage to be shared in the maximum 640 square feet allowed on front of building

Rear (facing Mill Creek/Bedford Walk Subdivision):

- a. Building ID sign maximum 128 square feet (over rear entrance)
- b. All internal building tenant signage maximum of 448 square feet with no single tenant sign to exceed 32 square feet, except that when multiple tenants are represented on a single tenant sign it shall be no greater than 64 square feet.
- c. No signage to be permitted above third story windows

Buildings 2 & 3 Wall Signs

Front (Facing Nifong):

- a. Building ID sign with symbol maximum 128 square feet per building. If combined into one building maximum signage shall be 128 square feet.
- b. Total internal building tenant signage (both buildings) maximum 288 square feet and no single tenant sign to exceed 48 square feet.

Sides:

a. East side of Building 3 only. Maximum area to be shared with the 288 square feet allowed on the front of the Buildings 2 and 3.



Rear (facing Mill Creek/Bedford Walk Subdivision):

- a. Building ID sign maximum 64 square feet
- b. Total internal building tenant signage (both buildings) maximum192 square feet and no single tenant sign to exceed 32 square feet.
- a. No signage to be permitted above third story windows

Building 4

Front (Facing Forum):

- a. Building ID sign with symbol maximum 128 square feet
- b. Total internal building tenant signage maximum 192 square feet and no single tenant sign to exceed 48 square feet

Sides:

a. No signage permitted

Rear (facing Mill Creek/Bedford Walk Subdivision):

- a. Building ID sign maximum 64 square feet
- b. Total internal building tenant signage maximum 128 square feet and no single tenant sign to exceed 32 square feet.

General standards for Buildings 1 thru 4

- 1. Building symbol signs shall be internally lit only
- 2. Building ID signs and individual tenant signs shall be backlit only; except that one internally lit sign located at the northeast corner of Building 1 on the front and side of said building shall be permitted for a single internal tenant
- 3. All signage, with the exception of Building ID signs and symbols on the fronts of buildings, the Building ID signs on the rear of buildings, and monument signs shall remain unlit during the hours of 11pm to 5am. Internal tenant signs on the rear of all buildings shall remain unlit at all times.
- 4. With the exception noted in #2 above, uniformity of internal tenant signs shall be achieved with the use of the same font and style of letters

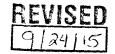
City of Columbia

701 East Broadway, Columbia, Missouri 65201



SUPPORTING DOCUMENTS INCLUDED WITH THIS AGENDA ITEM ARE AS FOLLOWS:

Revised design parameters and C-P Development Plan(dated September 24), Summary of Board/Commission Reports (including design parameters dated September 16, C-P development plan, and September 10 Commission report & supporting documents), and Excerpts from September 10 and 24 Minutes



Design Parameters Boone Hospital South C-P Development Plan September 24, 2015

Site Monuments Signs

3 monument signs (one at the southern and eastern entrances and one either at the corner of Nifong/Forum or the "optional" location as shown on the site plan)

Maximum Height 12-feet above finished grade

Maximum 64 square feet of sign area per face

On-site Directional Signs

Maximum height 6.5 – feet above finished grade Maximum 32 square feet of sign area per face Internally lit only To be located outside sight triangle areas

Building 1 Wall Signs

Front (Facing intersection of Nifong & Forum):

- a. Building ID sign with symbol maximum 250 square feet
- b. All internal building tenant signage maximum 640 square feet and no single tenant sign to exceed 150 square feet

Sides (facing northeast to Nifong & southwest to Forum):

- a. Building ID sign with symbol maximum 128 square feet (per wall face)
- b. All Internal Building tenant signage to be shared in the maximum 640 square feet allowed on front of building

Rear (facing Mill Creek/Bedford Walk Subdivision):

- a. Building ID sign maximum 128 square feet (over rear entrance)
- b. All internal building tenant signage maximum of 448 square feet with no single tenant sign to exceed 32 square feet, except that when multiple tenants are represented on a single tenant sign it shall be no greater than 64 square feet.
- c. No signage to be permitted above third story windows

Buildings 2 & 3 Wall Signs

Front (Facing Nifong):

- a. Building ID sign with symbol maximum 128 square feet per building. If combined into one building maximum signage shall be 128 square feet.
- b. Total internal building tenant signage (both buildings) maximum 288 square feet and no single tenant sign to exceed 48 square feet.

Sides:

a. East side of Building 3 only. Maximum area to be shared with the 288 square feet allowed on the front of the Buildings 2 and 3.



Rear (facing Mill Creek/Bedford Walk Subdivision):

- a. Building ID sign maximum 64 square feet
- b. Total internal building tenant signage (both buildings) maximum192 square feet and no single tenant sign to exceed 32 square feet.
- a. No signage to be permitted above third story windows

Building 4

Front (Facing Forum):

- a. Building ID sign with symbol maximum 128 square feet
- b. Total internal building tenant signage maximum 192 square feet and no single tenant sign to exceed 48 square feet

Sides:

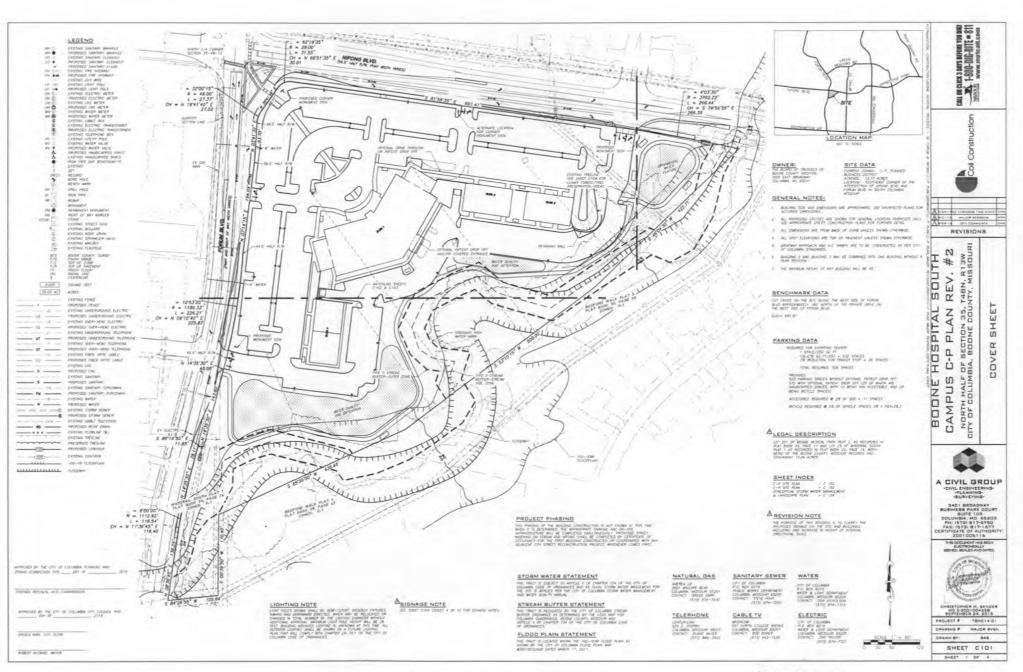
a. No signage permitted

Rear (facing Mill Creek/Bedford Walk Subdivision):

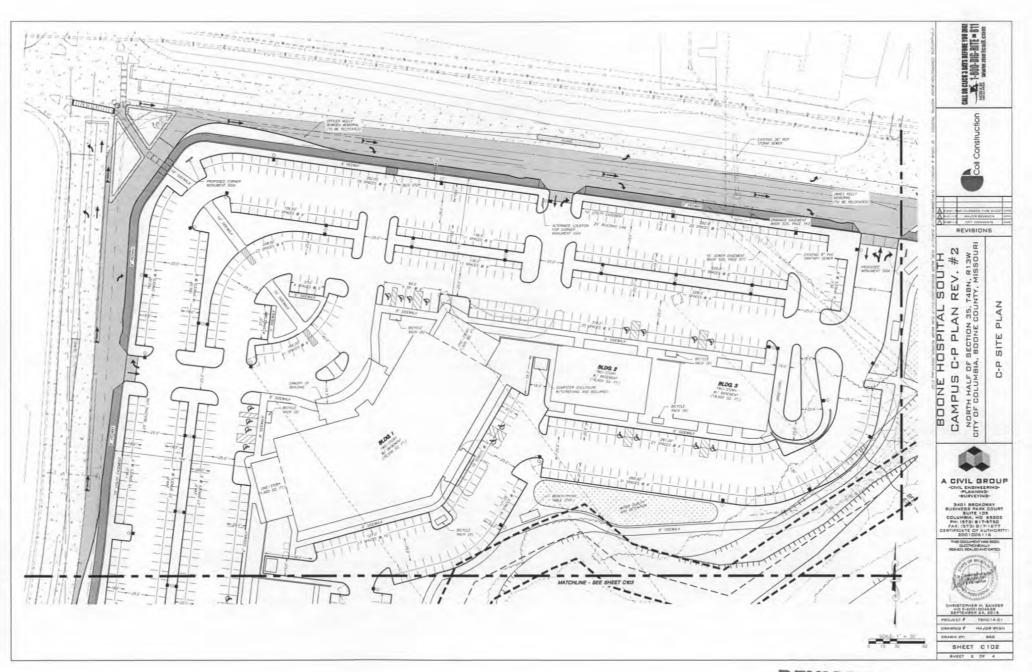
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General standards for Buildings 1 thru 4

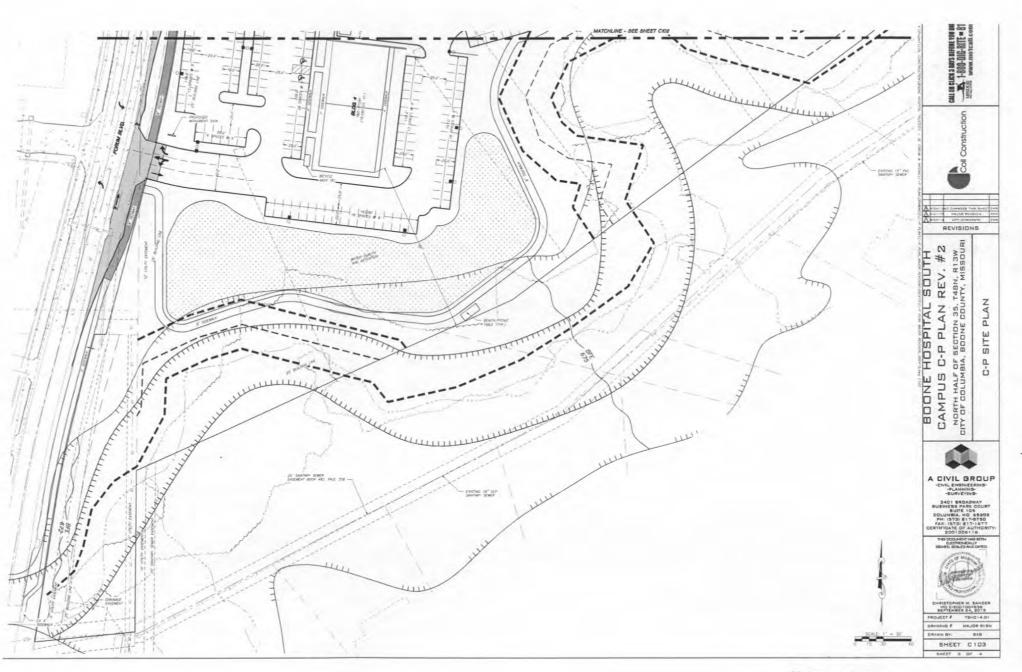
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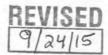


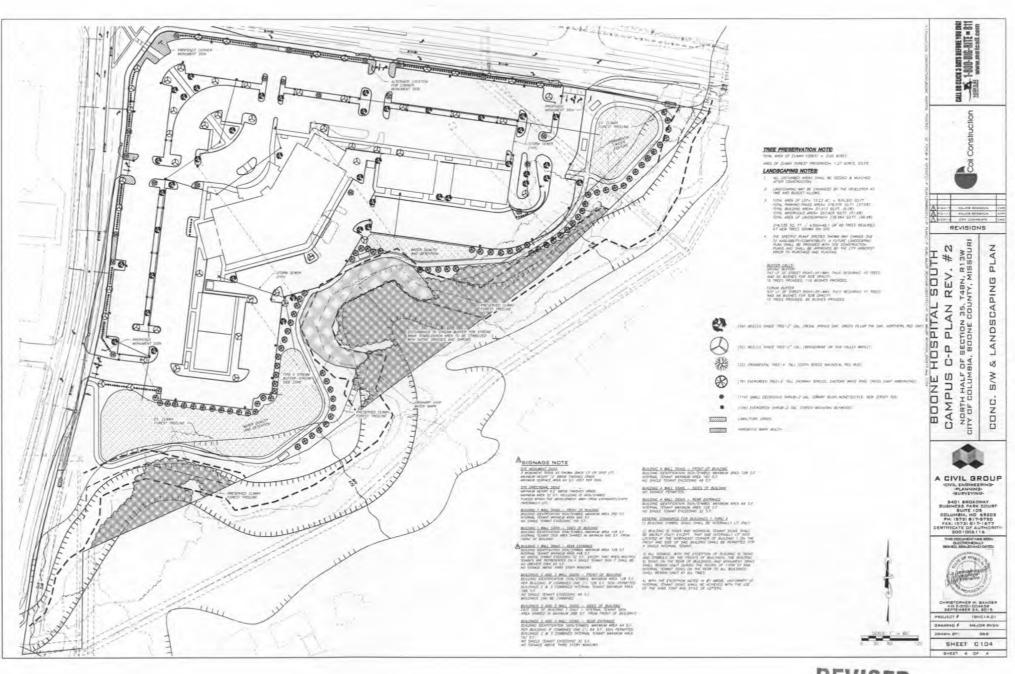


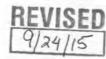


REVISED
9/24/15









AGENDA REPORT PLANNING AND ZONING COMMISSION MEETING September 24, 2015

SUMMARY

A request by the Trustees of the Boone County Hospital (owner) for a major amendment to the C-P development plan known as "Boone Hospital South Campus C-P Plan" pertaining to wall and site signage. The 13.24 acre site is located at southeast corner of Nifong and Forum Boulevards. (Case #15-184)

DISCUSSION

This request was originally submitted for consideration on September 10, 2015; however, was tabled to allow for additional review of revised design parameters that were submitted at the meeting which were attempting to address staff concerns. A copy of the report presented at the September 10 Planning Commission meeting is attached for background relating to this request and its potential impacts on the site.

The revised design parameters, dated September 16, are attached and substantially reflect the content of what was submitted and discussed at the September 10 Planning Commission meeting. Several of the provisions; however, have been further modified to provide added clarity and to address Commission and staff concerns expressed during the September 10 public hearing.

As a result of these modifications, the following signage standards are now being proposed for consideration:

| | | Signage Size | | |
|--------------------------|--|----------------|----------------|--|
| | Front Elevation | Side Elevation | Rear Elevation | |
| Building 1 (Signature) | 890 sq. ft. | 128 sq. ft.* | 576 sq. ft. | |
| Buildings 2 & 3 (Nifong) | 544 sq. ft.** | See note *** | 256 sq. ft. | |
| Building 4 (Forum) | 320 sq. ft. | 0 sq. ft. | 256 sq. ft. | |
| On-site Directional | 6.5 feet tall; maximum 32 sq. ft. of signage | | | |

Notes:

- * Individual tenant signage on the sides of Building 1 shall share the maximum 640 square feet of tenant signage allocated to the front of the building. The area of signage shown on the side elevation is to accommodate the Building ID sign w/symbol.
- ** Building ID sign w/symbol = 128 square feet per building or, if buildings are combined, one single 128 square foot sign.
- *** Side wall signage permitted on east side of Building 3 only maximum tenant area shall share 288 square feet of tenant signage allocated to front of Buildings 2 and 3.

The revised signage provisions reflect a compromise as it relates to the maximum individual tenant sign square footage that was previously presented. The **maximum area** for tenant signage is now proposed upon a uniform 48 square feet not a variable square footage as was originally proposed. The maximum allowed square footage of any single tenant sign (on a specific building face) has remained the same as was previously proposed.

It should be noted that the increase in the rear elevation signage area for Buildings 2, 3, and 4 are a result of a miscommunication between the applicant and staff regarding those structures building height. Buildings 2 and 3 will be three stories, similar to Building 1, and Building 4 will be two- story on grade. Given this clarification, the proposed allowance of signage above the second story windows would be consistent with that originally proposed for Building 1 and allowing such signage would keep the height of all signage along the rear of the buildings uniform.

To address concerns expressed by the Commission during the public hearing the applicant has specifically noted in the following in the design parameters:

- 1. Only the Building symbol signage (the "spoonheads") will be internally lit
- 2. All tenant signs will be "backlit" expect one proposed sign on the northeast corner of Building 1 for a single tenant that would be internally lit. This sign is to accommodate the "Quick Clinic"
- 3. All signage except Building ID with or without symbols and the monument signs will remain unlit between the hours of 11 pm and 5 am
- 4. Tenant signage will be unified in their design by the use of the same letter font and style

Given the proposed revisions and added clarifications to the signage provisions that would be applied to the proposed development, staff finds that the desired signage would be compatible and complimentary to the surrounding development. Furthermore, staff finds that the signage sought for the proposed development is reasonable given the scale of the structures and their location on the site as well as given that limitations to permitted sign area and lighting have been established for the building faces viewable from adjacent residential developments.

RECOMMENDATION

Approval of both the design parameters and revised C-P development plan dated September 16, 2015.

ATTACHMENTS

- Design Parameters, dated September 16, 2015
- C-P development plan, dated September 16, 2015
- Proposed signage graphics
- Locator maps
- September 10 Planning and Zoning Commission report

Report prepared by Pat Zenner

Design Parameters Boone Hospital South C-P Development Plan September 16, 2015

Site Monuments Signs

3 monument signs (one at the southern and eastern entrances and one either at the corner of Nifong/Forum or the "optional" location as shown on the site plan)

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Building 4

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Sides:

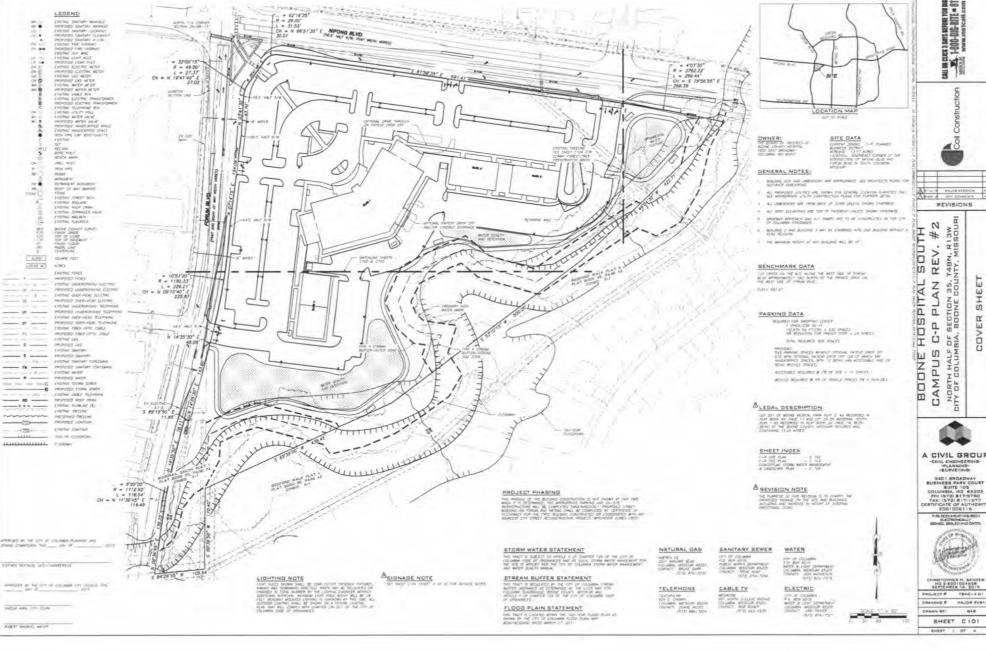
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LEGEND

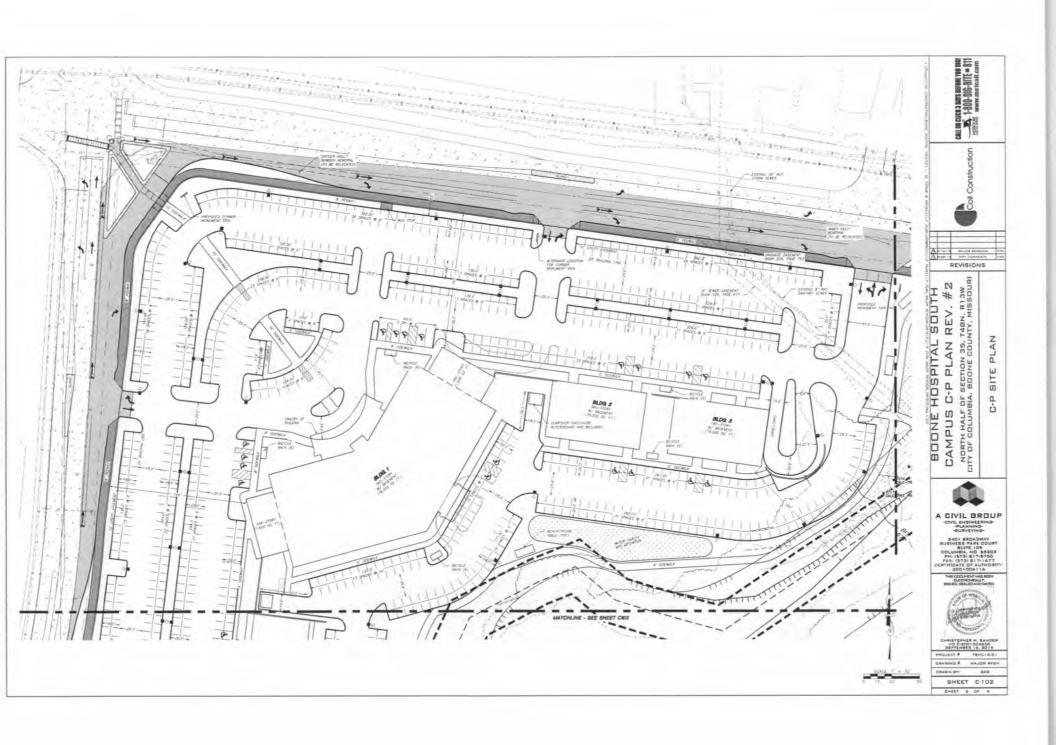
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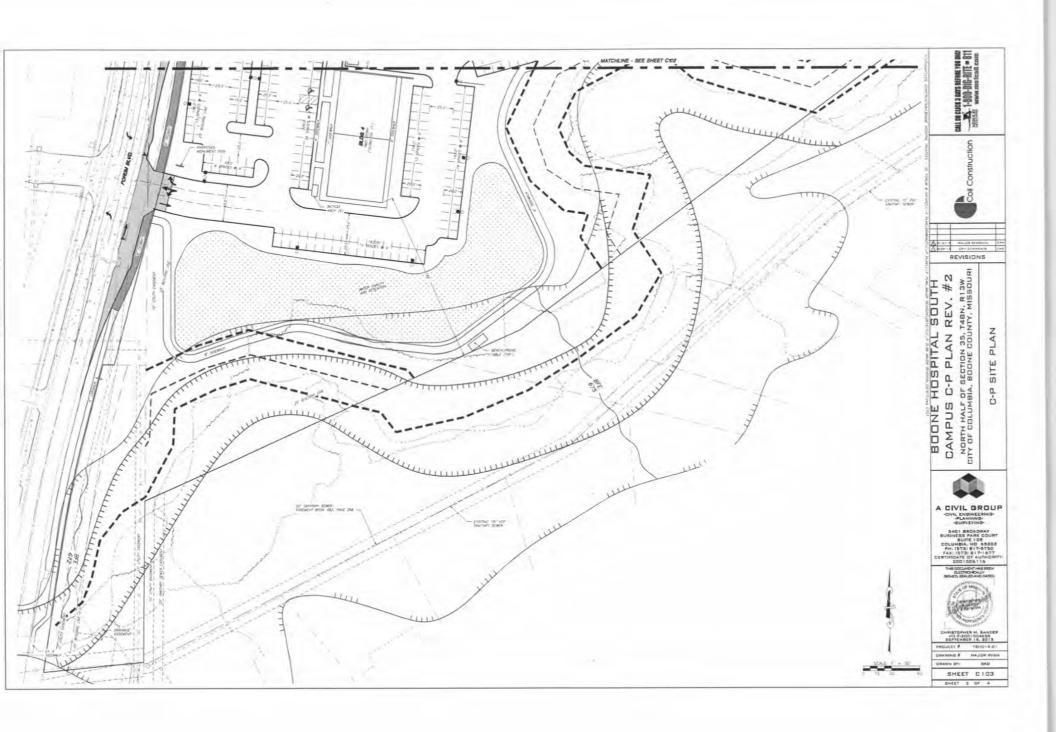
SHEET

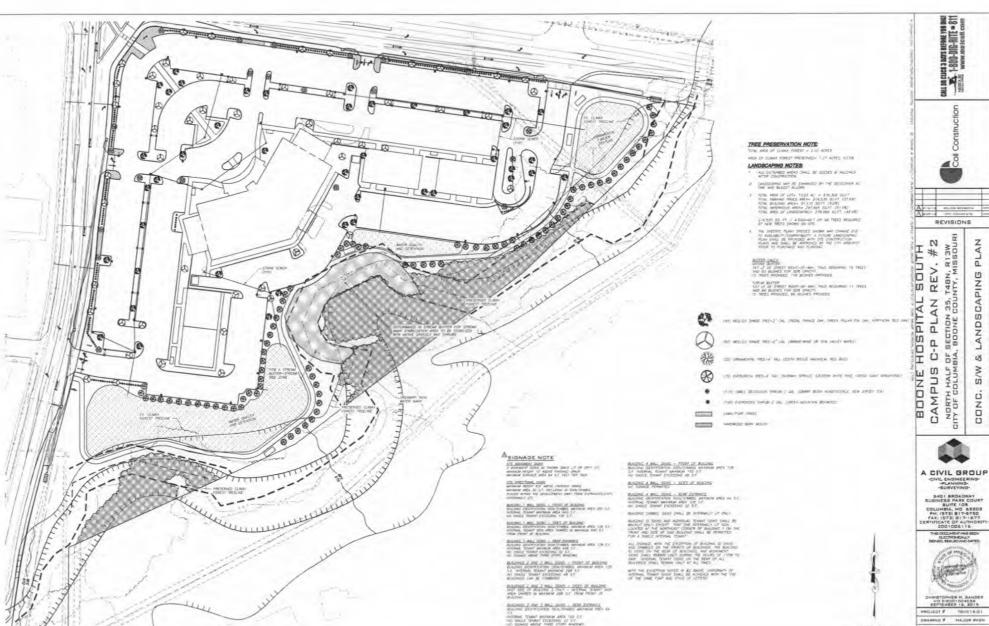
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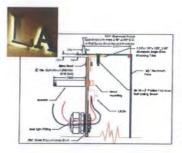
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FRONT FLEVATION



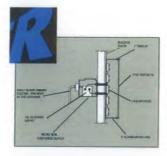
Boone Hospital Nifong Medical Plaza





COPY - CHANNEL LETTERS

HALO LIT - WHITE LED ILLUMINATION .125 ALUMINUM FACES .063 X 2" ALUMINUM RETURNS 2" STANDOFFS .177" CLEAR POLYCARBONATE BACKS REMOTE POWER SUPPLIES POLY FINISH - BLACK SATIN



CHANNEL LOGO

INTERNAL WHITE LED ILLUMINATION .177 POLYCARBONATE FACES 3M SULTAN BLUE VINYL - PMS 287C. .063 ALUMINUM BACK AND SIDES SELF CONTAINED POWER SUPPLIES POLY FINISH - BLACK SATIN

PROJECT:

BOONE HOSPITAL NIFONG MEDICAL PLAZA NIFONG & FORUM COLUMBIA, MO 65203

Sales Person: Claud Crum

DESIGN APPROVAL-**□NO. SPECIFY CHANGES** SIGNATURE/APPROVAL:

DATE SIGNED:

CONTACT IMPACT FOR CHANGES OR APPROVAL

Artist: Evan Stratton

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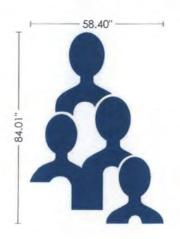
SIDE FLEVATION 1

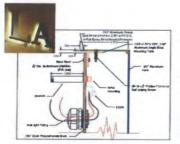
SIDE ELEVATION 2





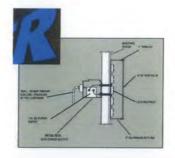
216.42" Boone Hospital Nifong Medical Plaza





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CHANNEL LOGO

INTERNAL WHITE LED ILLUMINATION .177 POLYCARBONATE FACES 3M SULTAN BLUE VINYL - PMS 287C .063 ALUMINUM BACK AND SIDES SELF CONTAINED POWER SUPPLIES POLY FINISH - BLACK SATIN

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BOONE HOSPITAL NIFONG MEDICAL PLAZA NIFONG & FORUM COLUMBIA, MO 65203

Sales Person: Claud Crum

POLY FINISH - BLACK SATIN

DESIGN APPROVALI **INO. SPECIFY CHANGES** SIGNATURE/APPROVAL: DATE SIGNED: CONTACT IMPACT FOR CHANGES OR APPROVAL

Artist: Evan Stratton

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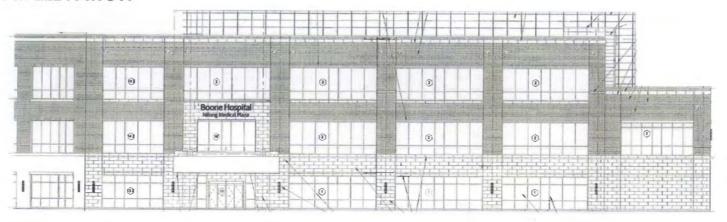
File Name: BooneHospital/SideElevations

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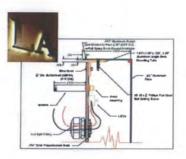
Date: 08/18/2015

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REAR ELEVATION







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Sales Person: Claud Crum

Artist: Evan Stratton

File Name: BooneHospital/SideElevations

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MONUMENT SIGN



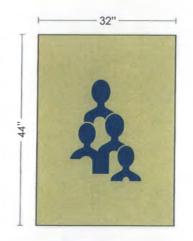
COPY - FLAT CUT LETTERS

.500" ALUMINUM LETTERS STUD MOUNTED BLACK SATIN PAINT FINISH

LOGO - CABINETS

ALL ALUMINUM CONSTRUCTED CABINET CABINET COLOR TBD BY OWNER 3/4" CLEAR ACRYLIC LOGO ROUTER CUT - PUSH THRU APPLIED TRANSLUCENT VINYL LOGO 3M 3630 SULTAN BLUE

*STRUCTURE AND MASONRY BY OTHERS



Boone Hospital Nifong Medical Plaza

PROJECT:

BOONE HOSPITAL NIFONG MEDICAL PLAZA NIFONG & FORUM COLUMBIA, MO 65203

Sales Person: Claud Crum

Artist: Evan Stratton

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MATERIALS AN MANUFACTURING AND/OR INSTALLATION METHODS. COLORS ON SCREEN/PRINTOUT MAY VARY TO

ACTUAL SIGNAGE MAY VARY DUE TO STANDARD

File Name: BooneHospital/Monuments

Date: 08/18/2015

DESIGN APPROVAL:

INO, SPECIFY CHANGES SIGNATURE/APPROVAL: DATE SIGNED:

CONTACT IMPACT FOR CHANGES OR APPROVAL

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DIRECTIONAL SIGNS



ILLUMINATED DIRECTIONAL SIGNS

(2) DOUBLE FACE - (2) SINGLE FACE
ALL ALUMINUM CONSTRUCTED CABINETS
PAINT MATCH 287U
ACCENT COLOR TO MATCH BUILDING ACM PANELS
.177" WHITE POLYCARBONATE SIGN FACES
COVER WITH 3M TRANSLUCENT VINYL - SULTAN BLUE
INTERNAL ILLUMINATION WITH DAYLIGHT LED'S
2"X6' CONCRETE PEDESTALS
BOLT SIGNS TO PEDASTALS



NIGHT VIEW

PROJECT: Sales Person: Claud Crum Artist: Evan Stratton File Name: BooneHospital/Monuments DESIGN APPROVAL: THIS DRAWING IS A COMPUTER GENERATED RENDERING BOONE HOSPITAL AND REPRESENTATION OF THE PROPOSED SIGNAGE. ACTUAL SIGNAGE MAY VARY DUE TO STANDARD **INO, SPECIFY CHANGES** NIFONG MEDICAL PLAZA MATERIALS AN MANUFACTURING AND/OR INSTALLATION METHODS. COLORS ON SCREEN/PRINTOUT MAY YARY TO FINAL PRODUCT DUE TO COLOR RESTRICTIONS. SIGNATURE/APPROVAL: NIFONG & FORUM DATE SIGNED: COLUMBIA, MO 65203 COPYRIGHTO IMPAC CONTACT IMPACT FOR CHANGES OR APPROVAL

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Date: 08/18/2015





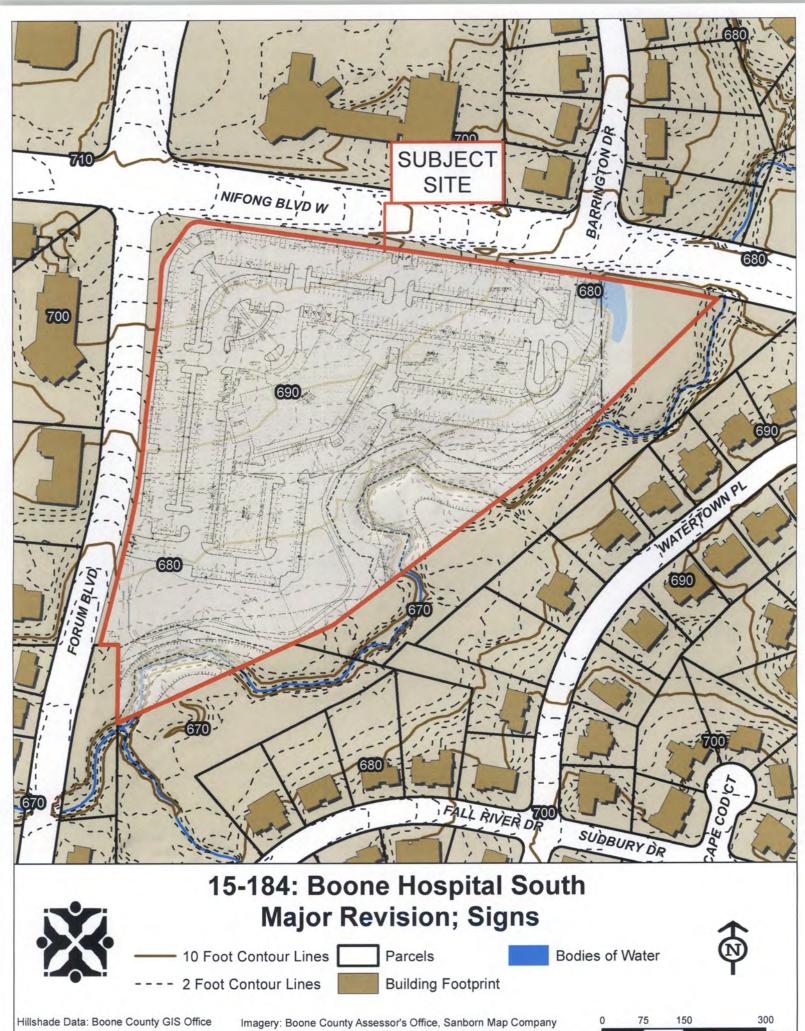
15-184: Boone Hospital South Major Revision; Signs



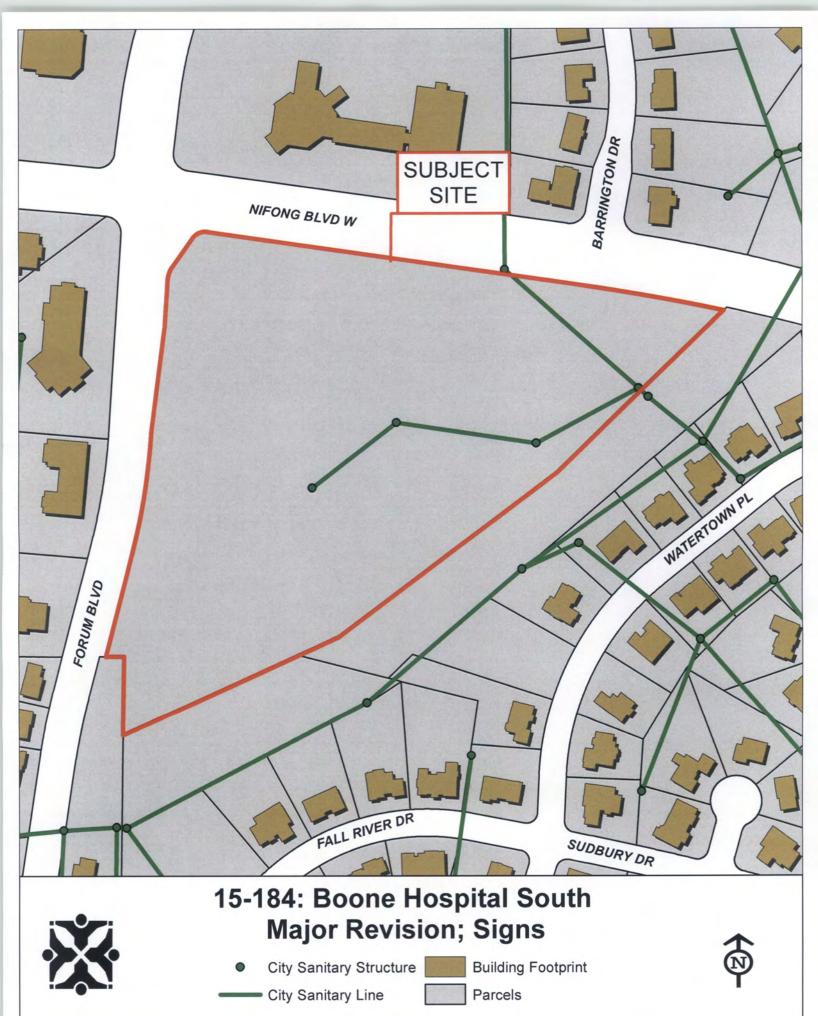


Hillshade Data: Boone County GIS Office Parcel Data Source: Boone County Assessor

Imagery: Boone County Assessor's Office, Sanborn Map Company Created by The City of Columbia - Community Development Department



Parcel Data Source: Boone County Assessor Created by The City of Columbia - Community Development Department



Hillshade Data: Boone County GIS Office Imagery: Boone County Assessor's Office, Sanborn Map Company
Parcel Data Source: Boone County Assessor Created by The City of Columbia - Community Development Department

0 75 150 300 nt Feet

AGENDA REPORT PLANNING AND ZONING COMMISSION MEETING September 10, 2015

SUMMARY

A request by the Trustees of the Boone County Hospital (owner) for a major amendment to the C-P development plan known as "Boone Hospital South Campus C-P Plan" pertaining to wall and site signage. The 13.24 acre site is located at southeast corner of Nifong and Forum Boulevards. (Case #15-184)

DISCUSSION

This request seeks to establish standards for building and wall signage as well as on-site directional signage relating to the existing and future structures that will occupy the Boone Hospital South campus. Typically such signage standards would have been established as part of the design standards applicable to the site since it is a C-P district; however, in this instance they were not. Therefore, signage standards are governed by Chapter 23 (Signs) of the City Code which allocates signage maximums based on adjacent roadway frontages.

The applicant is in the process of constructing the main building on the site and has identified that the standard signage provisions of Chapter 23 will not, in their opinion, afford the site sufficient building or on-site directional signage to meet their user's needs. The maximum building signage permitted per Chapter 23 on the building's Nifong and Forum frontages is limited to 64 total square feet since the site has previously been approved with 5 monument-style signs. Chapter 23 further limits on-site directional signage to 32 total square feet per sign and a maximum height of 3 feet.

The applicant has submitted revised design parameters (attached) that proposes increased wall signage maximums on each of the proposed buildings to be constructed and on-site directional signage that exceeds the maximum height permitted. Such modifications are permissible per the C-P zoning district standards; however, require Planning Commission and Council review/approval.

Based upon the revised SOI, the following signage is sought:

| | | Signage Size | |
|-------------------------|--|-----------------|-----------------|
| | Front Elevation | Side Elevation | Rear Elevation |
| Building 1 (Signature) | 730 sq. ft. | 368 sq. ft. | 800 sq. ft. |
| Buildings 2 (Forum) | 416 sq. ft. | 320 sq. ft. | 416 sq. ft. |
| Building 3 & 4 (Nifong) | 416 sq. ft./bldg | 256 sq. ft/bldg | 416 sq. ft/bldg |
| On-site Directional | 6.5 feet tall; maximum 32 sq. ft. of signage | | |

As illustrated, the proposed signage standards are significantly in excess of the maximum 64 square feet as permitted by Chapter 23. The applicant has stated that the justification for such signage area is based on the commercial zoning of the site and how far the proposed buildings are setback from the Nifong and Forum Boulevard frontages. The proposed signage is based upon primary building ID signage and individual leaseholder signage for each tenant

with the buildings noted. The design parameters provide a detailed breakdown for each building.

In its analysis of this application, staff requested that the applicant provided the percentage of wall coverage that the proposed signage would have on each building face. The purpose for this analysis was to determine if the signage would exceed 15% of the wall area and potentially appear to be out of proportion with the building face. The table below summarizes that analysis:

| | % of | % of Signage Coverage | |
|------------------------|-----------------|---|---------|
| | Front Elevation | Front Elevation Side Elevation Rear Elevation | |
| Building 1 (Signature) | 7% | 8.6% | 4.5% |
| Buildings 2 (Forum) | 10% | 17% | 10% |
| Building 3 &4 (Nifong) | 14%/bldg | 10%/bldg | 9%/bldg |

While the above analysis illustrates that the proposed wall signage is not proportionally out of scale with the building faces it lacks to consider the surrounding context in which the proposed site is located and what the previously stated intent of the development was – a medical office park with ancillary commercial uses intended to support the primary use. The applicant contends that the proposed signage is justified based on the commercial zoning of the site. Staff does not believe this justification is reasonable given that the signage in the adjacent office and commercial developments are not in excess of that permitted per Chapter 23. Those sites are not significantly different from that proposed to be improved by the applicant.

Staff recognizes the specialized nature of the applicant's business operations and agrees that modifications to the wall and on-site signage should be given consideration. However, in respect to the proposed wall signage staff does not believe the improvements on this site will be patronized by "pass-by" traffic as the proposed signage would appear to be geared. Staff believes the improvements to be construction on the site are a "destination" and as such the scale of the proposed signage should be reflective of that use as is the case in the adjacent development.

Furthermore, the proposed installation of signage on wall faces not visible to external roadway frontages (i.e. on the sides or rear of buildings), at the scale proposed, are believed to be unnecessary and excessive. Wall signage proposed on the sides of buildings that would be internally facing should be removed from the design parameters as this signage serves no useful purpose to building patrons.

In respect to the proposed signage on the rear of the buildings, which will face residential development, the scale of the signage proposed is excessive. This belief is grounded in the fact that building patrons will not be an excessive distance from the building face when approaching a rear building entrance and will have been guided to that entrance through enhanced on-site directional signage. Furthermore, the placement of signage on these wall faces does not appear to be restricted per the design parameters. This omission should be addressed to ensure that the visual impact of signage on the adjacent development is mitigated.

Staff does not find that the proposed change to the height of on-site directional signage is unreasonable. This height would provide opportunities to provide better wayfinding for the applicant's patrons once inside the development and may be able to mitigate the need for increased wall signage on the site's primary buildings.

In reviewing the design parameters and the submitted site plan, staff has identified that the applicant is seeking retain the previously approved five (5) monument signs on the site. These signs are shown at each of the development's three entrances and two at the intersection of Nifong and Forum Boulevards as a "v-shaped" sign. Staff does not find objection with the signs located at the driveway entrances; however, does have concern regarding the intersection sign.

This sign is located southeast of the Forum and Nifong intersection behind the newly construction eastbound turn lane pocket to Nifong Boulevard. Given its limited readability to the intersection and the fact that the proposed 250 square foot building ID signage on the main building would be more visible the need for this sign seems unnecessary. Staff believes eliminating these signs and re-allocating their total permitted square feet (128 sq. ft.) to the main building ID sign is a reasonable exchange to justify the increased square footage of that sign.

RECOMMENDATION

Staff recommends **denial** of the "Site Monument Sign" standards proposed within the Design Parameters dated August 21, 2015.

Staff recommends **denial** of **all** "Wall Sign" standards for Buildings 1-4 proposed within the Design Parameters dated August 21, 2015.

Staff recommends **approval** of the "Site Directional Sign" standards proposed within the Design Parameters dated August 21, 2015 provided a note is added to the C-P development plan stating such signs shall located outside any sight triangle and that all such signage is internal lit.

Alternatively, should the Commission desire to approve modified signage standards staff recommends the adoption of the Design Parameters as shown in Exhibit A (attached), dated 9/4/15

ATTACHMENTS

- Locator maps
- Exhibit A Alternative Design Parameters
- C-P development plan
- Design Parameters, dated September 4, 2015

SITE HISTORY

| Annexation date | 1969 |
|--------------------------------|---------------------------------------|
| Existing Zoning District | C-P |
| Land Use Plan designation | Neighborhood District |
| Previous Subdivision/Legal Lot | Legal lot – Boone Medical Park Plat 2 |
| Status | |

SITE CHARACTERISTICS

| Area (acres) | 13.24 acres |
|------------------------|---|
| Topography | Sloping southeast |
| Vegetation/Landscaping | Existing trees along Mill Creek. Landscaping being installed according to C-P Plan. |
| Watershed/Drainage | Mill Creek |
| Existing structures | Medical building & parking |

SURROUNDING LAND USES

| Orientation from site | Zoning District | Land use | |
|-----------------------|-----------------|----------------------------------|--|
| North | R-1 | Church/single-family residential | |
| South | R-1 | Single-family residential | |
| East | R-1 | Single-family residential | |
| West | C-P | Commercial/offices | |

UTILITIES & SERVICES

| Sanitary Sewer | |
|-----------------|--|
| Water | All City convices are available to the site |
| Fire Protection | All City services are available to the site. |
| Electric | |

ACCESS

| | Nifong Boulevard | |
|---------------|---|--|
| Location | North side of site | |
| Major Roadway | Major Arterial (unimproved & City-maintained). No additional right of | |
| Plan | way required. | |
| CIP projects | 3-5 year project to widen Nifong Boulevard to 4 lanes between | |
| | Providence Road and Forum Boulevard. | |
| Sidewalk | 8-ft wide urban pedway/sidewalk installed along frontage | |

| Forum Boulevard | |
|-----------------|--|
| Location | West side of site |
| Major Roadway | Neighborhood Collector (improved & City-maintained). No additional |
| Plan | right of way required |
| CIP projects | None |
| Sidewalk | 8-ft wide urban pedway/sidewalk installed along frontage |

PARKS & RECREATION

| Neighborhood Parks | Cosmo-Bethel Park (approx. 1 mile east) | |
|-------------------------|--|--|
| Trails Plan | None | |
| Bicycle/Pedestrian Plan | Urban Trails/Pedway shown along both street frontages. | |

PUBLIC NOTIFICATION

All property owners within 200 feet and City-recognized neighborhood associations within 1,000 feet of the boundaries of the subject property were notified by postcard of a public information meeting, which was held on August 18, 2015.

| Public information meeting recap | Number of attendees: 4 |
|--------------------------------------|-------------------------|
| | Comments/concerns: None |
| Neighborhood Association(s) notified | Bedford Walk, |
| Correspondence received | None as of this writing |

Report prepared by Pat Zenner

Alternative Design Parameters Boone Hospital South C-P Development Plan September 4, 2015

Site Monuments Signs

3 monument signs Maximum Height 12-feet above finished grade Maximum 64 square feet of sign area per face

On-site Directional Signs

Maximum height 6.5 – feet above finished grade Maximum 32 square feet of sign area per face Internally lit only To be located outside sight triangle areas

Building 1 Wall Signs

Front (Facing intersection of Nifong & Forum):

- a. Building ID sign with symbol maximum 250 square feet
- b. Internal building tenant signage maximum 640 square feet and no single tenant sign to exceed 150 square feet

Sides (facing northeast to Nifong & southwest to Forum):

a. Building ID sign with symbol – maximum 128 square feet (per wall face)

Rear (facing Mill Creek/Bedford Walk Subdivision):

- a. Building ID sign maximum 128 square feet (over rear entrance)
- b. Internal building tenant signage maximum 448 square feet and no single tenant sign to exceed 32 square feet.
- c. No signage to be permitted above third story windows

Buildings 2 and 3

Front (Facing Nifong):

- a. Building ID sign with symbol maximum 128 square feet
- b. Internal building tenant signage maximum 128 square feet and no single tenant sign to exceed 48 square feet

Sides:

a. No signage permitted

Rear (facing Mill Creek/Bedford Walk Subdivision):

- a. Building ID sign maximum 64 square feet
- b. Internal building tenant signage maximum 128 square feet and no single tenant sign to exceed 32 square feet.
- c. No signage to be permitted above second story windows

Alternative Design Parameters Boone Hospital South C-P Development Plan September 4, 2015

Building 4

Front (Facing Forum):

- a. Building ID sign with symbol maximum 128 square feet
- b. Internal building tenant signage maximum 192 square feet and no single tenant sign to exceed 48 square feet

Sides:

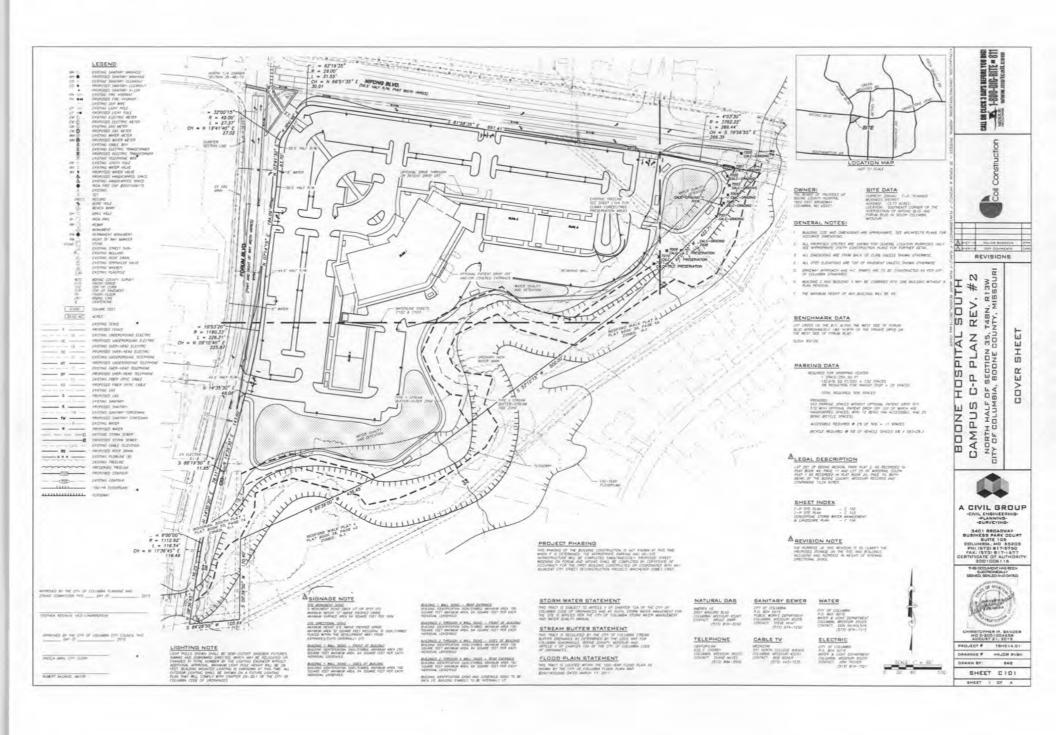
a. No signage permitted

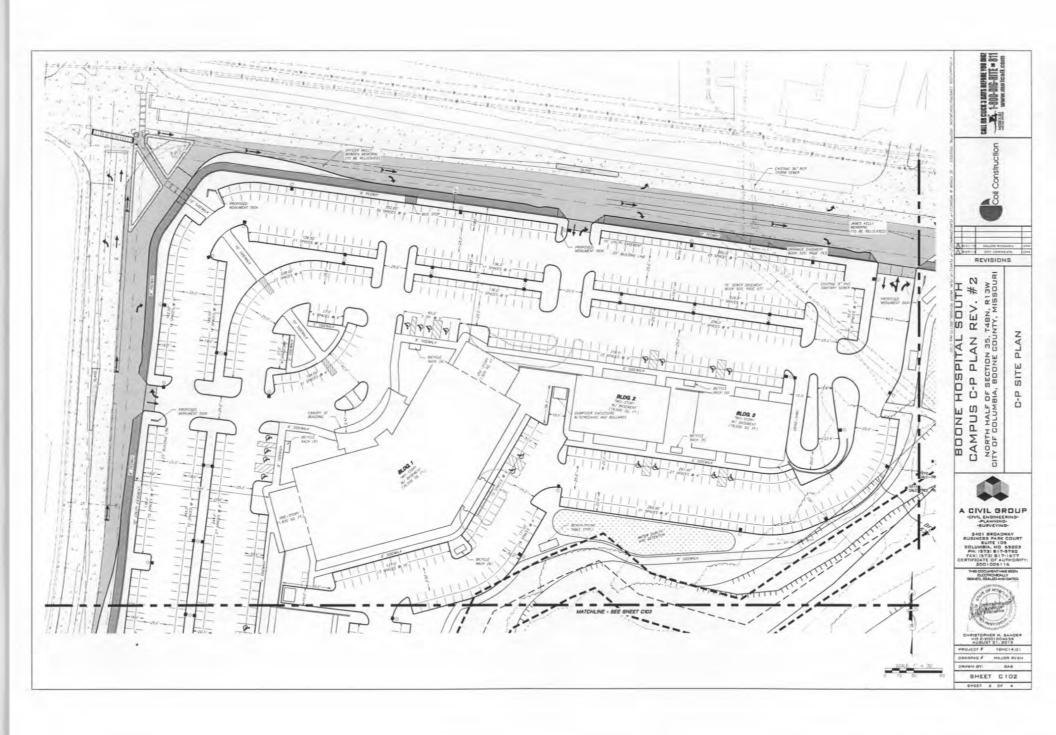
Rear (facing Mill Creek/Bedford Walk Subdivision):

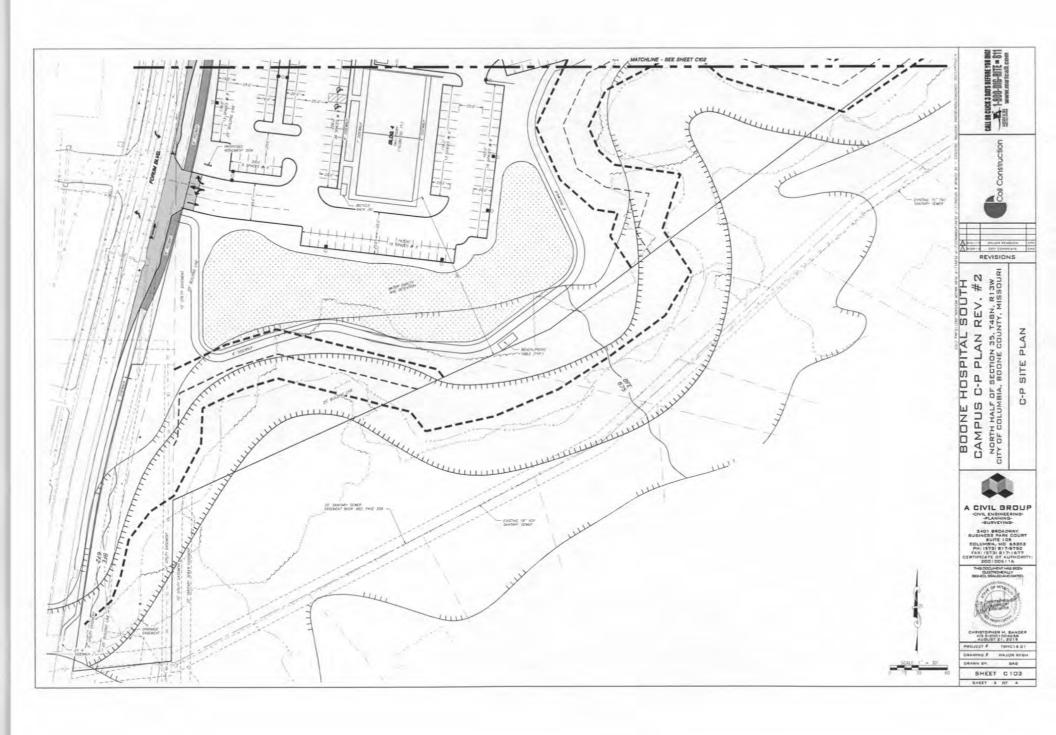
- a. Building ID sign maximum 64 square feet
- b. Internal building tenant signage maximum 192 square feet and no single tenant sign to exceed 32 square feet.
- c. No signage to be permitted above second story windows

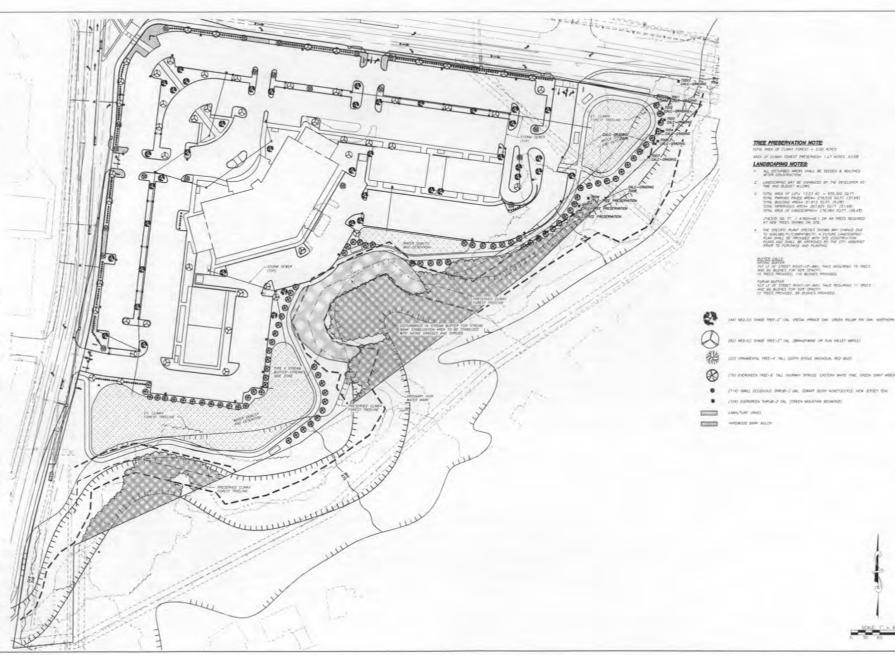
General standards for Buildings 1 thru 4

- 1. Building ID with symbol signs shall be internally lit only
- 2. Building ID signs and individual tenant signs shall be backlit only
- 3. All backlit signage shall remain unlit during the hours of 7 pm to 7 am









REVISIONS

S/W & LANDSCAPING PLAN

BOONE HOSPITAL SOUTH CAMPUS C-P PLAN REV. #2
NORTH HALF OF SECTION 35, T46N, RISSOURI OF COLUMBIA, BOONE COUNTY, MISSOURI



CONC.

A CIVIL BROUP



SHEET C104

C-P Plan Major Revision of Boone Hospital south Campus - Design Parameters Attachment Signs September 4, 2015

Site Monument Signs

5 monument signs (back lit or spot lit)

Maximum height 12' above finished grade

Maximum surface area 64 square feet per sign

Site Directional Signs

Maximum height 6.5' above finished grade (internally lit)

Maximum area 32 square feet including ID sign/symbol per side

Placed within the development away from entrances/exits

Building 1 Wall Signs - Front of Building (facing intersection of Nifong/Forum)

Building identification sign/symbol maximum area 250 square feet (sign back lit, symbol internally lit)

Maximum area 48 square feet per each individual leasehold (back lit)

480 square foot maximum leasehold

Building 1 Wall Signs - Sides of Building

Building identification sign/symbol maximum area 128 square feet (sign back lit, symbol internally lit)

Maximum area 48 square feet per each individual leasehold (back lit)

240 square foot maximum leasehold

Building 1 Wall Signs - Rear Entrance

Building identification sign (no symbol) maximum area 128 square feet (sign back lit, no symbol)

Maximum area 48 square feet per each individual leasehold (none lit)

672 square foot maximum leasehold

No leasehold signs above third floor windows

Building 2 Wall Signs - Front of Building (facing Forum)

Building identification sign/symbol maximum area 128 square feet (sign back lit, symbol internally lit)

Maximum area 48 square feet per each individual leasehold (back lit)

288 square foot maximum leasehold

Building 2 Wall Signs - Sides of Building

Building identification sign/symbol maximum area 128 square feet (sign back lit, symbol internally lit)

Maximum area 48 square feet per each individual leasehold (back lit)

192 square foot maximum leasehold

Building 2 Wall Signs – Rear Entrance

Building identification sign (no symbol) maximum area 128 square feet (sign back lit, no symbol)

Maximum area 48 square feet per each individual leasehold (none lit)

288 square foot maximum leasehold

Buildings 3 & 4 Wall Signs - Front of Building (facing Nifong)

Building identification sign/symbol maximum area 128 square feet (sign back lit, symbol internally lit)

Maximum area 48 square feet per each individual leasehold

288 square foot maximum leasehold

Buildings 3& 4 Wall Signs – Sides of Building

Building identification sign/symbol maximum area 128 square feet

Maximum area 48 square feet per each individual leasehold

128 square foot maximum leasehold each building for each side - can be combined if buildings are combined

Buildings 3& 4 Wall Signs - Rear Entrance

Building identification sign (no symbol) maximum area 128 square feet (sign back lit, no symbol)

Maximum area 48 square feet per each individual leasehold

288 square foot maximum leasehold each building - can be combined if buildings are combined

Building identification signs and leasehold signs to be back lit. Building symbols to be internally lit. Directional signs to be internally lit. Monument signs to be back lit or spot lit.

Signs to be able to be lit from 5am - 11pm

MINUTES

PLANNING AND ZONING COMMISSION MEETING

SEPTEMBER 10, 2015

Case No. 15-184

A request by the Trustees of the Boone County Hospital (owner) for a major amendment to the C-P Development Plan known as "Boone Hospital South Campus" C-P Development Plan. The 13.24 -acre site is located at the southeast corner of Nifong and Forum Boulevards.

MR. REICHLIN: May we have a staff report, please?

Staff report was given by Mr. Pat Zenner of the Planning and Development Department. Staff recommends denial of the "Site Monument Sign" standards proposed within the Design Parameters dated August 21, 2015. Staff recommends denial of all "Wall Sign" standards for Buildings 1-4 proposed within the Design Parameters dated August 21, 2015. Staff recommends approval of the "Site Directional Sign" standards proposed within the Design Parameters dated August 21, 2015 provided a note is added to the C-P Development Plan stating such signs shall be located outside any sight triangle and that all such signage is internally lit. Alternatively, should the Commission desire to approve modified signage standards, staff recommends the adoption of the Design Parameters.

MR. REICHLIN: Any questions of staff, please? Ms. Burns?

MS. BURNS: Mr. Zenner, I have a quick question. In discussing with the applicant the different signs for the future structures and future occupants, is there any uniformity as far as lighting, color, design?

MR. ZENNER: I'll let the applicant respond to that. What I can tell you, lighting, which is defined within the design parameters all would be backlit with the exceptions of the main ID building -- the building ID signage and then the people image, so that would be the uniformity there. The uniformity of the actual sign or the design of the signs is something that I'll have to let our folks from A Civil address for you. There is nothing indicated within the actual application package that would indicate that. If you look at what is on the graphics that were supplied, it would appear as though they all would be roughly the same size. Again, that's a business practice, in my opinion, one that I don't want to -- we don't architecturally design buildings for people; we don't architecturally design signs, either. So if a building owner wants to have one tenant have one type of sign than someone else, that's their choice. You're investing millions of dollars into this facility. I'm sure that they're going to be as concerned about its exterior appearance by future tenants and maintain that.

MS. BURNS: I'm just thinking about the Woodrail Center across the street where there is more uniformity and just kind of carrying through what's been done in prior development.

MR. ZENNER: Each is -- each to his own, I would suggest. And we haven't -- we haven't contemplated that nor did the applicant offer it.

MS. BURNS: Thank you.

MR. REICHLIN: Are there any other questions of staff? Mr. Stanton?

MR. STANTON: So the graphics that you presented to us, your interpretation -- yeah. This is your --

MR. ZENNER: I wish, because I probably would have been paid a lot of money. No. This is -- this was supplied to us by the architects who are working with Boone Hospital –

MR. STANTON: Okay.

MR. ZENNER: -- or our engineers here that are in the front row to talk with you. And I know that we've had -- Kevin and I have had a conversation as it relates to giving us some dimensional aspects of this and, hopefully, they bring that to bear for you so you can see that what's being proposed here may be within that 48 square feet. It may be slightly smaller or it may be just a little bit larger. But when you look at the scale of this in this picture, and I think that was the one thing that we have struggled with as a staff, it's difficult to get the sense of what that signage looks like in this type of graphic, and that is one reason why we wanted to present you the other examples of what have been built within the community and what those sizes look like roughly on those walls. The building is very large and it's set back quite a distance. So again, this is one of those ideas that it is a -- it's an aesthetic matter, and in aesthetic matters, we don't always have all the answers.

MR. REICHLIN: Any other questions of staff? Seeing none. We'll open the public hearing.

PUBLIC HEARING OPENED

MR. REICHLIN: Feel free to address the podium and give us your name and address, and try and keep it to three minutes.

MR. GEBHARDT: Good evening. My name is Jay Gebhardt; I'm a civil engineer with A Civil Group, and I'm here tonight representing the Trustees of Boone Hospital. And I'm afraid I'll go over three minutes, but hopefully we can —

MR. REICHLIN: I'll get the timer out.

MR. GEBHARDT: Hopefully, we can figure this out together. First of all, I'd like to thank the staff and I'd like to say the alternative design parameters that they put together, we're in agreement with almost all of it, so we'll start there. The reason that we have not been able to get to this point now is the Trustees are going through a process hiring the sign contractor for this and doing the sign designs for this. And so this information that we needed for staff just wasn't available until the very end of last week. And so we were able to look at these design parameters and go through -- and with your all's permission, I'd like to hand out a visual that shows the signs and the dimensions, and then also the staff's design parameters that we have added or -- or put things in blue on that we want to discuss with you all tonight. Would that be all right?

MR. REICHLIN: That would be fine.

MR GEBHARDT: Okay. Thank you. Kevin, if you want to hand those out. First of all, on the staff's alternate design parameters, I kind of want to start at the back because I think it answers a lot of questions up front. And that's the general standards for buildings one through four. And if you remember

the site plan, building one is the signature building, two and three are the ones on Nifong, and four is the one on Forum. So buildings one through four, the building symbol sign, which we call them spoonheads because that's what they look like, they're the only thing that is entirely lit besides the directional signs, so that is the only thing where you see a light shining out to you. The rest of it, when you get your little packet here, if you look down in the bottom left-hand corner, there's an example of a backlit letter on that for you. That is what all the rest of the signs will be, whether we're talking about the Boone Hospital, the Nifong Medical Center sign, or the tenant signs. And, Ms. Burns, to answer your question, yes, the Trustees are very -- going to be very strict about all the signage on the building meeting this Boone Hospital and Nifong Medical Plaza font, color, everything. So if you -- if the tenant gets a sign, they're going to have to agree that that's what they got, or they'd have no sign, so I think I can answer that question for you. And one of the other things I wanted to point out while we're talking about in general, the way the City staff measures the area of the sign is using the basic geometric shape of the words. And because the hospital -- or the Trustees have chosen to use lowercase letters, you have letters like P in hospital and G in Nifong that cause you to have more square footage in your -- in your sign than what you really do, in my opinion. So if you take the Nifong Medical Plaza, it's a 20-inch-tall letter, but we have to make a box 29.53 tall to encompass the sign, so we can't take little triangles and -- and rectangles out of it. We have to just use one big rectangle for the whole thing. So that's just the way it is, and that kind of explains how a sign that's only 34 inches tall ends up being 51 inches tall when we measure it for area. So for Boone Hospital, the letters are 34.74 inches tall, but because of the P, we have to measure a box that's 51.16 -- just information for you. The building ID signs and individual tenant signs shall be --(inaudible). We agree with that. And then all signage, we crossed out backlit signage, but we say all signage shall remain unlit during the hours, and we crossed out 7:00 p.m. to 7:00 a.m. and we put in 11:00 p.m. to 5:00 a.m. So the reason we did that is the -- the hospital Trustees would like to have a convenience care facility in this building that could be open until 10:00 at night and could open at 5:00 in the morning, so they want that -- that tenant to be able to have a lit sign to -- to show people that they are open after dark. Most of the other businesses in here could live with something less than 11:00 p.m., but because of the convenience care, we wanted to be able to open the sign -- turn it on at 5:00 a.m. and it would go off at 11:00 p.m. But going back to their alternatives, starting at the beginning, sign monument signs, we're fine with having three now. We've gone through with the sign people enough to know that the three are going to be adequate. There is a picture of the monument sign in the packet for you and what it would look like. The little spoonhead part is lit. The rest of it is just masonry. The signs, the little Nifong Medical Plaza part, has a light in the ground that shines on it. It's not backlit because the letters were too small to back light like the rest of the building. Staff has a problem with it at the corner. We would like to have the flexibility of just reducing from five monument signs to three monument signs and having the flexibility of the placement of that third one, because right now there are two being built, one on the far east side of Nifong and one on the far south side of Forum. Those are the only two currently in the plan. The third one they could build, but they would like to have some flexibility of where they built it.

We don't have any issue with the on-site directional signs. They -- they recommend approval. Building one signs for the front of it, we agree with staff. We just wanted to make clear that all are internal building tenants. So right now the way the code is, if I'm a physical therapist and I have a space in the basement, but I have no direct frontage with windows, but I'm just tucked into the basement, I wouldn't be allowed a sign. We want to make sure that all the tenants in the building are allowed to have an exterior sign and that's why we used the word "all" -- added the word "all" on B there. For the sides, we -- on the area, we're fine, 128 square feet. And again we say all internal building tenants' signs to be shared and the maximum of 640 square feet allowed on the front of the building. So on the signature building, we have these two little one-story kind of freestanding tenant spaces, and I think the one on the west that faces Nifong, there's Columbia Eye Consultants is looking at that, and they want a sign on the Forum side. And it's not because -- it is a destination, but they just want that signage where people are sitting at the intersection and they say, oh, that's where they are or, you know, identify what part of the building they're in. So we understand the concern, but with the 640-square-foot maximum given to us on the front, we're willing to take some of the signage and slide it around to the side on the Forum side and the Nifong side. So what we would like to do is just share that 640 square feet that the staff has put in for the front. And then on the rear, again we just added the word "all" on B so that all the tenants are included in that and not just the ones on the -- that have space on the exterior of the building. Buildings two and three are the buildings on Nifong and the original design parameters had building two as the one on Forum. We've just made that correction because on all of our drawings, buildings two and three are the ones on Nifong. We would -- we would like, because these buildings are on Nifong, and, Pat, we agree with everything that you guys have come up with and the Trustees are very concerned about this, but that those two buildings, two and three, are actually three -- two-story walkouts, not two-story slabs.

MR. ZENNER: Oh. I realized that when we were calculating it.

MR. GEBHARDT: Okay. So when we were talking about the -- where -- so on the signature building, we can have signs -- we've got the basement level, the first level, and we have signs above the first-story level, but we can't have any signs above the second-story level. No signs up there. The -- the buildings two and three look exactly the same. They have a basement level, a first level and a third level, and we want to just be able to do the same thing that we did on the signature building, have signs on the lower level and signs above the first story windows, but nothing on the top. That's what we're asking for. And again, it would, you know –

MR. ZENNER: Jay, if I could stop you for a moment.

MR. GEBHARDT: Yeah.

MR. ZENNER: The lower level, so if we look at buildings two, three, and four, which are the outer buildings flanking the signature building, you're telling me that —

MR. GEBHARDT: Well, four is a two-story slab.

MR ZENNER: Four is a two-story slab, so the -

MR. GEBHARDT: And the slab is -- is about two feet above the basement level of the signature

building.

MR. ZENNER: Okay. Okay. I was thinking that these were at grade with the rear parking lot.

MR. GEBHARDT: They are not. It's up above and it comes down slightly about two feet.

MR. ZENNER: Okay. That's different from what I had understood from the graphic -

MR. GEBHARDT: Okay.

MR. ZENNER: -- of what I was looking at, so -- okay.

MR. GEBHARDT: And then buildings two and three are two-story buildings on a walkout basement, so there's three stories in the back and two stories in the front. Does that help?

MR. ZENNER: It helps. It makes a difference to the calculation, but I'm -- so that's part of what we needed to know, so that's why there were only two-story buildings, one above grade. Go ahead.

MR. GEBHARDT: Okay. So buildings two and three, staff doesn't want any signs on the sides, but we would like -- and we agree except for the east side of building three, which, as you can see from the drawing that's up there, has a drive-through that's planned and drive-throughs have signs. And so we want to be able to have that signage on that end of the building. And we would share that signage with the front sign, so we're not adding square footage to do the side, we would just take -- take away from the front to put it on the side. That's 192 square feet. The rear, again, it says 128 that they've allowed in their design parameters. We'd like to change that to 192. This is after we have sat down with Claude at Impact Signs and just ran through the calculations of what could be on there. And it's -- these medical guys have long names, and so, it gets -- it gets kind of complicated. Building four is the one that faces Forum. The front, we have no issue with what they've allowed. And again, they're showing 192 square feet for this one and 128 square feet for the one on Nifong, so there may be some confusion there, but we're okay with the 192 square feet with the maximum of 48 square feet. The site, again we would like to have a sign on the south side of building four, but we don't have to have that one. We would -- we would like to have it, but we could give on that one. And then the rear again is a two-story slab, so no -- no signs up above and just signs above the first-story windows. And so, I kind of rushed through that because of the three-minute time limit which I've blown that way.

MR. REICHLIN: Well, you've already exceeded that.

MR. GEBHARDT: But Boone Hospital is trying to do a very tasteful building and it's a big building. The one that you guys were looking at before on Katy and Parkway is like a 10,000 square foot building. The signature building here is 80,000 square feet. It's just a big building and it sits back a long ways from the road. And so, we -- we feel like having that signage, it is important for the front, but it's also important for the back because the building is deep. Buildings two, three and four are one tenant space deep. The guy goes all the way through the building. There won't be a front guy and a back guy. But on the signature building, there's tenants in the front and there's tenants in the back of the building on each floor. And we understand that Bedford Walk is in close proximity, but with these signs, they're very muted with the backlit signs. It's an LED that shines out the back and reflects off and we plan on shutting them off at 11:00 at night. We -- the Trustees have not decided if the tenants are going to be able to have

lit backlit signs at all. They're leaning to not letting the tenants have any backlit signs. We're putting it in here in case they change their mind, but, right now, they want that uniform, and the only thing lit would be Boone Hospital and Nifong Medical Center, and that would be backlit. But, right now, we've included that all the tenant signs could be lit, but they would again be that backlit, that soft glow, halo -- there's a lot of words that people use for that. So, that is the idea here is to have this uniform, nice-looking signage package for this. And I apologize. I'm usually not this disorganized, but we didn't get this information until too late. Normally, I would have liked to have worked this all out with Pat prior to the meeting and not -- not have to stand up here and talk about these changes like this. But we would ask that you make a motion and either turn it up or down with our proposed changes to the alternative Development Plan. We didn't get these until Friday, I believe, of last week. We've worked all week trying to make it work, and this is the best that -- that we've been able to get to with this. But we would ask that that would be -- if there's some little tweak on, like, the time, if you were hung up on 11:00, we might be able to go to 10:00, but with the convenience clinic being open, they would like to have that flexibility.

MR. ZENNER: If I may ask some questions just to help clarify some things maybe for myself and then to provide some perspective between what is in the staff alternative that was proposed and what has basically been presented to you here this evening, I just need to -- and it has to deal with square footages of individual tenant signage as it relates to what was being calculated in the alternative proposal to what is now being calculated and what Jay has just presented. I believe, if I'm correct, Jay, are the numbers inverted in essence? In instances where we calculated, for example, the 132 -- or 128 square feet of front-facing signage on either what is shown in the alternative parameters as buildings three and four or building two, that was based in essence on tenant signage of roughly -- at least on buildings three and four, of 32 square feet. It was four 32-square-foot tenant signs. And if in the proposal as I'm seeing it, building two and -- or three and four is now building two; right?

MR. GEBHARDT: Your building two -

MR. ZENNER: Building two is my building three and four. If I am looking at this calculation correctly then, basically, the 192 square feet of tenant signage is based on a sign area per tenant of 48 square feet times the same four tenants that we had originally run our calculation on to get you the number that is in the alternative. The interesting aspect of what I have seen as Jay has been presenting this, not that I've not been paying attention, is that the maximum sign area per tenant has actually been reduced from what the calculation is based on. So the calculated was based on a 48-square-foot sign per tenant, but the maximum permitted per tenant would be 32 as defined in their alternative. So my question is, am I reading that right and do I have the numbers correct?

MR. GEBHARDT: I believe so.

MR. ZENNER: Okay. So -- and that's the nuance of the change here. The number is basically -- I think we've gone up to 48 square feet for all the signs -- the tenant signs to in essence unitize it across all buildings, and then, basically, they have altered the restriction on the tenants' maximum sign area. And then so changing the maximum tenant size, that's how you've gotten the increase in the numbers

from 128 to 192. What I do see here that I -- I think is a workable compromise is the sharing of sign areas between the sides of the main signature building and that of building number two and three for the east side of the building, sliding sign area to the east side of that building where the drive-through would be, that is something that, to me, would be supportable. It is not necessarily increasing overall sign area, it's redistributing, very similar to what we were discussing in our last proposal there at Nifong -- or Forum. I mean, I'm -- as Jay had pointed out at the very beginning, we were very close. And given the opportunity to review this material before this evening's meeting, I'm not sure that I would not have to come to you with a recommendation probably of acceptance of what I'm seeing here at this point as a reasonable compromise from the staff perspective. Again, it goes to my point of acknowledging the need for larger signage than the sign code permits, and it's based upon building scale, setback, and patron base that they'll be serving. The lighting is addressed in the way that we feel would be appropriate with backlit. The timing of it is something that you as a Commission may need to decide. And as Jay pointed out, they're not sure if they're going to allow them, their own tenants, to do that backlighting themselves. Ultimately, that becomes a decision of your own to make if you want to permit it or not. But I'm pleasantly surprised with what I've seen here, even though it is at the last minute. I will point out a procedural matter for the Commission, and we mentioned this to Kevin, and I know Jay has asked for you to take a vote up or down. Your procedural requirements of your rules would indicate late submissions of a change in design parameters or statement of intent normally and by policy would automatically result in tabling. I am looking at no one in the audience from Bedford Walk here. Those standards were designed normally in mind with a neighborhood association or neighbors that would not have otherwise been informed and may be negatively impacted. Seeing that there are none here this evening, I will leave it as a discretion to the Commission to determine if you want to take action on this tonight or not. Given -- having been notified earlier of this, I would have advised Jay and Kevin of that -- that standard again, and asked them for what their client would want to do. This evening, they've gone through this presentation and, again, I will say that what I have before me this evening, I am not objectionable to given we have give and take here.

MR. GEBHARDT: Does anyone have any issues with what we're proposing? And the Trustees have a pretty good job with the main hospital of signage on the rear of the building that faces residential, and they're very cognizant of trying to keep it low key. And these guys want this building to look good, so –

MR. REICHLIN: Why don't we entertain some questions from the Commission and -- and then we can address the item of whether or not tabling seems appropriate.

MR. GEBHARDT: Okay.

MR. REICHLIN: Mr. Stanton?

MR. STANTON: I want Mr. Gebhardt to stay right there.

MR. GEBHARDT: All right.

MR. STANTON: I -- I was just passing a letter to the secretary, and I think that we're very close

to getting what you need, but I don't think you -- I think you need to sit down with staff and make it happen. I think you're that close. If you wanted us to vote on it as is and what's in front of us, I wouldn't support it.

MR. GEBHARDT: Okay.

MR. STANTON: But I think you're close enough to make it -- to make it happen, so I would entertain a motion to table this to the next meeting.

MR. REICHLIN: Ms. Burns?

MS. BURNS: And, Mr. Gebhardt, I do appreciate you addressing the uniformity of the signage. I guess I would like to see some language in your proposal that addresses it, that we could go back to if indeed there was a problem.

MR. GEBHARDT: Okay. Okay.

MS. BURNS: Thank you.

MR. REICHLIN: Anybody else? I had a question regarding where the convenience clinic is going to go, and whether or not it necessitates any kind of lighting at all on the backside of the buildings.

MR. GEBHARDT: No, it would not. They're on the front, Nifong corner of the building. They -- they may -- they may go all the way through the building, but I think they're in that -- that end cap and then out to the lobby. So, yeah, in that area right there.

MR. REICHLIN: I think going forward, the project would be that much more palatable if -- if it could be set up in such a way that if it's not necessary to have lighting on the backsides of those buildings. And while we're touching on these items, somehow I -- I fail to see on I guess it's building -- is it -- is this -- is this one facing Forum, is that building one?

MR. GEBHARDT: That's building four.

MR. REICHLIN: Building four. Sorry. I don't see -- I would question the advisability or visibility of anything on th4 south face of building four given, you know, this distance from Forum and –

MR. GEBHARDT: I have a hard time sitting here and arguing with you on that, yeah.

MR. REICHLIN: But that -- that would be another item that maybe would be worthy of further review.

MR. GEBHARDT: Okay.

MR. REICHLIN: And with -- without anybody else's -

MR. GEBHARDT: Steve, would it be acceptable if -- because all these signs can have separate timers. If the convenience clinic were to stay open till -- have their light on till 11:00, but then everyone else's went off at 8:00.

MR. REICHLIN: Yeah. But, well, the -- the assumption has to be -- well, it depends on what the assumptions are in terms of if it's -- the main entrance is going to be to the Forum-Nifong interchange and it's lit to a particular time, anything that's along the Forum-Nifong exposure, given the nature of the intersection and the other properties in the area, this -- it would seem to me that you would have maximum flexibility with -- with timing. However, if the convenience clinic, for one, being -- having in this

a need for lighting in the evening, if it's not going to go to the back, then the question has to be asked, well, why bother, you know. But with that, if we were to consider a tabling not to the next meeting, but to the meeting after that, is there a critical path issue with regard to –

MR. GEBHARDT: Prefer -- we would prefer it to the next meeting, if we could.

MR. REICHLIN: The next meeting, which is the 24th.

MR. GEBHARDT: I think that --

MR. REICHLIN: Is that doable or should we -- submissionwise or -- or are we bound to the first meeting in October?

MR. ZENNER: It does not require readvertising, so, basically, what we would end up -- your action tonight would be to table it for one meeting, which would be the 24th, which can be accomplished. The changes are relatively minimal understanding what the Commission is looking for. Just a once-over by staff along with the applicant to address these outstanding issues, I see that as not an issue. I -- and if that's the direction that the Commission desires to go in, that's fine. If lighting is of a concern, as it would appear it may be to some, I would offer also as an alternative if it helps at all to basically stipulate that there shall be no lighting on the back of the building. At that point --

MR. GEBHARDT: It would have to light up Boone Hospital Nifong. We want that lit.

MR. REICHLIN: But it would go off?

MR. ZENNER: On the back of the building?

MR. GEBHARDT: But it would go off.

MR. REICHLIN: But it would go off.

MR. GEBHARDT: But we can change that to go off at -- you know, because it gets dark in December at 5:00.

MR. REICHLIN: Yeah. Right.

MR. GEBHARDT: So we want it on till 7:00 or 8:00 and then turn it off.

MR. ZENNER: I mean, I -- the recommendation of the 7:00 p.m. to 7:00 a.m. is based upon our same construction standards which don't vary by season.

MR. REICHLIN: Uh-huh.

MR. ZENNER: So if in fact you elongated that, which we have done in other instances, to as late as 10:00 p.m., I would think that that would be more than acceptable, given the nature again, and this goes to the same with the Forum Katy application we just dealt with. This is a commercialized intersection. That Walgreens is open until, I believe, 11:00 or 12:00. The lighting is there. The parking lot, if I am correct, will probably be lit 24 hours, so we're already going to have ambient light at this particular location. And it is a discretion of the Commission, if you so desire, the issues that we're discussing here are relatively minor, to which we will not forward the request until it has been corrected as directed by the Commission. And if we're looking at some cleanup issues of taking the signage issues on the south side of building number four off, we're looking at correcting the lighting component as directed by the Commission, all of that could be handled here within the next meeting. What I will tell you is before

we submit, our deadline for Council, given some other issues or other directions we have, is 5:00 p.m. tomorrow. So if we are not able to arrive at having all of this resolved by tomorrow afternoon before 5:00, this item would not be going to the next Planning -- or Council meeting anyway, so it would not be -

MR. GEBHARDT: Well, let's just table it for two weeks and we're good with that.

MR. ZENNER: Go to the 24th.

MR. GEBHARDT: If we can do that.

MR. ZENNER: I think -- it would be much more prudent, given the nature of the changes and potentially having to run it back through their client, to table it and allow us to get the details worked out. I would be much comfortable with that than trying to rush a decision or our action.

MR. REICHLIN: Okay. Well, then, let's deal with -- are there any more questions of this speaker?

MR. GEBHARDT: Thank you very much.

MR. REICHLIN: Okay. Thank you. And then, at that point, are there any other speakers interested in commenting on this matter? Seeing no one, I will close the public hearing.

PUBLIC HEARING CLOSED

MR. REICHLIN: Okay. Here we go. What are we -- comments of Commissioners. Mr. Stanton?

MR. STANTON: Yeah. I'm supporting tabling the issue. As long as you guys can make it a win-win. I mean, when it comes back to us, all of the bumps will be worked out or I won't -- I won't support it if it comes back with any bumps.

MR. GEBHARDT: All right.

MR. REICHLIN: Anybody else? Well, I'll make a motion that we -- I better get my glasses. I make a motion that we table Item 15-184 until the September 24th Planning and Zoning Commission meeting.

MS. RUSSELL: I'll second that.

MR. REICHLIN: Ms. Russell. Any comments on this motion? Seeing none, I'll take a roll call, please.

Roll Call Vote (Voting "yes" is to recommend approval.) Voting Yes: Mr. Reichlin, Mr. Stanton, Mr. Strodtman, Ms. Rushing, Ms. Russell, Ms. Burns, Ms. Loe. Motion carries 7-0.

MR. STRODTMAN: Request to table to the September 24th meeting was approved.

EXCERPTS

PLANNING AND ZONING COMMISSION MEETING

SEPTEMBER 24, 2015

Case No. 15-184

A request by the Trustees of the Boone County Hospital (owner) for a major amendment to the C-P Development Plan known as "Boone Hospital South Campus" C-P Development Plan. The 13.24 acre site is located at the southwest corner of Nifong and Forum Boulevards. (This item was tabled at the September 10 Planning Commission meeting.)

Staff report was given by Mr. Pat Zenner of the Planning and Development Department. Staff recommends approval of both the design parameters and revised C-P development plan dated September 16, 2015.

MR. STRODTMAN: Thank you, Mr. Zenner. Are there any questions of Mr. Zenner? As I see none, we'll open it up to the public.

MR. STANTON: Actually, Mr. Chair, I have one question for staff -- Mr. Zenner. I'll hold back for a while.

PUBLIC HEARING OPENED

MR. GEBHARDT: Good evening. My name is Jay Gebhardt.

MR. STANTON: Don't worry about. Go ahead, Mr. Gebhardt.

MR. GEBHARDT: Okay. I'm a civil engineer with The Civil Group, and I'm here tonight representing the Trustees for the Boone Hospital Center. And -- wow, Pat has got this down, doesn't he? He knows the numbers better than I do, so I'm bringing pictures.

MR. STRODTMAN: Thank you.

MR. GEBHARDT: Because I like pictures better than numbers. The first three sheets are new from the September 10th meeting. The other sheets are the ones you've seen before. So one, two, and three are new tonight, and the rest of them are the ones you saw at the last meeting. The first sheet I'll just go over real quick. It is a to-scale drawing of the signature building, building number one, with the Boone Hospital Nifong Medical Plaza. And we have been able through -- so this is complicated. So the Trustees own the building, BJC is their major tenant. We finally got BJC to tell us what they wanted for signs. So they do want the Boone Pharmacy sign that you see in that picture and they do want Boone Convenient Care and then the BJC Health Care little tag behind it. So Pat was talking about the quick clinic, that's where we're talking about. And BJC has decided that all the other signs are going -- they want to be the backlit like the City of Columbia building here, but the Boone Convenient Care part to be internally lit in red. And they want that because they're open till 9:00 at night and they open at 5:00 in the morning, and they want people to know that that's where they go and identify that with it. So that's the reason for that one building being internally lit. The second page shows the size of the signature building. Really all it shows is the Boone Medical Group sign being added to the side. That small -- below the

spoonheads, there's an addition -- one-story addition. I think Columbia Eye Consultants are working on a lease for that, and so you would see something like -- their sign, but it would be the same font, the same style as the Boone Medical Group and it would be a backlit text. So to answer Ms. Burns' question from last meeting, it is all uniform and that is on the last page of the design parameters that I submitted and it's all -- and it's on Pat's, too, that was submitted with your packet. And that gets us to the rear of the building. BJC threw at us this week that they have physical therapy, they have -- well, they have four different things going on in the basement down here. And they decided they would rather have Boone Outpatient Services represent those four tenants' spaces. And as Pat indicated, when we wrote these design parameters, we didn't think of that. And so each one of those, you know, physical therapy and I forgot the other -- it's a women's -- something women's services and another one -- well, actually four. That would be 128 square feet if they each had their own 32-square-foot sign. This is 56 square feet and it's to scale with the building. And so what I did, and with Pat's guidance and help, is on the first page of design parameters dated September 24th, under building one wall signs, under the paragraph rear facing Mill Creek/Bedford Walk Subdivision, Item B has been changed to read, All internal building signage, maximum of 448 square feet, with no single tenant sign to exceed 32 square feet -- and this is the new part -- except that when multiple tenants are represented on a single tenant sign, it shall be no greater than 64 square feet, which would allow us to do this Boone Outpatient Services sign. And so with your blessing, we would like to get that changed. Other than that, the September 24th design parameters that I just handed out are identical to the September 16th that -- and so that's -- that is really what's new. The rest of it has been talked about before. The last page of the design parameters talks about the 11:00 to 5:00, and again, the reason for that is the convenience clinic, quick care, whatever you want to call it -urgent care. None of the signs are lit in the back at any time, so we went ahead and did that. And then they're all uniform except for this red Boone Convenience Care. Everything else will look the same on the building -- the same font, the same color of letter, and all be backlit. The spoonheads and the Boone Convenience Care will be internally lit. The spoonheads will be blue. So I hope the pictures help. I get kind of lost with all those numbers, but the Trustees really, you know, are proud of this building. They want it to look -- you know, and they're -- riding that line between leasing their spaces to these tenants and meeting those tenants' desires in trying to keep this building looking nice, rather than the Broadway sign on that building that we saw in Pat's presentation. I don't think it will look like that at all.

MR. STRODTMAN: Thank you. Are there any questions for this speaker? Yes, Ms. Burns?

MS. BURNS: And just to clarify again, Mr. Gebhardt.

MR. GEBHARDT: Yes.

MS. BURNS: So on the rear of the building, the elevation you're showing us, the Boone Outpatient Services will replace any individual signage?

MR. GEBHARDT: It will replace four of the tenants that are in there. There's only room for two more tenants, so there could possibly be two additional tenant signs besides that Boone Outpatient, but –

MS. BURNS: Limited to the 32 square feet again?

MR. GEBHARDT: Limited to the 32 square feet each. There wasn't a place to put it actually,

so -- and if BJC figures out a use for the rest of that basement, it would make sense if they just have the whole basement area.

MS. BURNS: Thank you.

MR. STRODTMAN: Anyone else? Thank you, Mr. Gebhardt.

MR. GEBHARDT: Thank you.

MR. STRODTMAN: I see no one else wanting to speak, so we'll close the public hearing.

PUBLIC HEARING CLOSED

MR. STRODTMAN: Commissioners, thoughts, comments, questions? We're at the end, so we're almost there.

MS. BURNS: Thank you for the city staff and for Mr. Gebhardt returning to clarify some of our questions. And I'm -- I'm trusting again that Boone Hospital truly does want to make this an attractive, well-designed building and that the signs will reflect that.

MR. STRODTMAN: Something to consider also, Commissioners, is to remember the amendment regarding the one rear signage recommendation on building one if you decide to make a motion.

Mr. Stanton, do you have a question -- statement?

MR. STANTON: No. I would like to make a motion.

MR. STRODTMAN: Go ahead, Mr. Stanton.

MR. STANTON: I move, in relation to Case 15-184, approve -- approval of the revised design parameters and amended C-P plan with the changes to building one's wall signage parameters.

MR. STRODTMAN: The rear of the signage?

MR. STANTON: Yes.

MR. STRODTMAN: Do we have a second?

MS. RUSSELL: I'll second that.

MR. STRODTMAN: Ms. Russell, thank you. Any other questions on that motion or comments -- questions, Commissioners? May we have a roll call, please.

MS. LOE: Yes. This is to approve 15-181 with the amendment to building one rear signage.

MS. RUSHING: 184?

MR. STRODTMAN: It's 184.

MS. LOE: 184. Excuse me. 15-184.

MR. STRODTMAN: We've seen a lot of numbers or we've heard a lot of numbers tonight.

MR. ZENNER: We still have a quorum.

Roll Call Vote (Voting "yes" is to recommend approval.) Voting Yes: Ms. Burns, Ms. Loe, Mr. Harder, Mr. Stanton, Mr. Strodtman, Ms. Rushing, Ms. Russell. Motion carries 7-0.

MS. LOE: Seven votes, the motion carries.

MS. STRODTMAN: Thank you, Ms. Loe.