

BOARD OF ADJUSTMENT
OF THE CITY OF SUNSET HILLS, MISSOURI
THURSDAY, JULY 28, 2022

BE IT REMEMBERED that the Board of Adjustment of the City of Sunset Hills, Missouri met in regular session on Thursday, July 28, 2022. The meeting convened at 7:00 P.M.

ROLL CALL

Present:	William Weber	-Member
	Mark Naes	-Member
	John Hassis	-Member
	Larry Smith	-Member
	Joshua Arnold	-Member
	Lynn Sprick	-City Planner
	Lyndee Rodamaker	-City Attorney

Absent:	Bryson Baker	-City Engineer
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APPROVAL OF MINUTES

Copies of the minutes of the June 23, 2022 Board of Adjustment meeting were distributed to the members for their review. Mr. Smith made a motion to approve the minutes, as submitted. Mr. Arnold seconded the motion, and it was unanimously approved.

NEW BUSINESS

It should be noted that the following petitions were heard simultaneously, but voted on separately.

A-25-22 Petition for a Variance, submitted by Amanda O'Hara for Bass Pro Shops, to vary the maximum square footage of a wall sign from 100 square feet to 106.23 square feet for the Ascend wall signage on the west elevation at 3600 South Lindbergh Boulevard (Appendix D, Section 5a2g).

- A-26-22 Petition for a Variance, submitted by Amanda O’Hara for Bass Pro Shops, to vary the maximum square footage of a wall sign from 506.50 square feet to 669.76 square feet for the Bass Pro Shops wall signage on the west elevation at 3600 South Lindbergh Boulevard (Appendix D, Section 5a2g).
- A-27-22 Petition for a Variance, submitted by Amanda O’Hara for Bass Pro Shops, to vary the maximum square footage of a wall sign from 133.06 square feet to 180.20 square feet for the Tracker: Boats & ATVs wall signage on the west elevation at 3600 South Lindbergh Boulevard (Appendix D, Section 5a2g).
- A-28-22 Petition for a Variance, submitted by Amanda O’Hara for Bass Pro Shops, to vary the total wall signage allowed from 1102.97 square feet to 1428.62 square feet for the development at 3600 South Lindbergh Boulevard (Appendix D, Section 5a2f).

Ms. Rodamaker stated exhibit one is Appendix B, Zoning Regulations of the Code of Ordinances. Exhibit two is Appendix D, Sign Regulations. Exhibit three is the application for A-25-22. Exhibit four is the staff report for A-25-22. Exhibit five is the petitioner’s information submitted for A-25-22. Exhibit six is the signage summary submitted for A-25-22 through A-28-22. Exhibit seven is the public hearing for A-25-22 through A-28-22. Exhibit eight is the application for A-26-22. Exhibit nine is the staff report for A-26-22. Exhibit ten is the petitioner’s information for A-26-22. Exhibit eleven is the application for A-27-22. Exhibit twelve is the staff report for A-27-22. Exhibit thirteen is the petitioner information for A-27-22. Exhibit fourteen is the application for A-28-22. Exhibit fifteen is the staff report for A-28-22. Exhibit sixteen is the petitioner information for A-28-22.

Ms. Sprick was sworn in and stated A-25-22 is for the Ascend wall sign and is a new application. It appeared to meet the requirements, so it was not presented at the last meeting. All of the signs, besides the Ascend sign, received variances at the last meeting, but when the permits were applied for, the measurements were greater than what was approved. The scale of the signs shown on the elevation are the same, but the calculations were incorrect, so new variances are required.

Amanda O'Hara, representing Bass Pro Shops, was present, sworn in, and stated she apologizes for coming back with new variance requests. The square footage of the calculations shown on the drawing was off. The discrepancy was found when the permits were applied for. There was an error in the software when dividing by one-third for open letters. It divided by two-thirds instead, so the overall square footage was incorrect.

Mr. Weber asked if no one verified or checked the calculations.

Ms. O'Hara stated they did check, but they missed the error.

Mr. Smith stated two of the signs are the same, so he asked why they are asking for a variance.

Ms. Sprick asked which two signs are the same.

Mr. Smith stated the Bass Pro Shops west and the Bass Pro Shops north are the same.

Ms. Sprick stated the open letters on part of the signage allows for a one-third reduction, but it was calculated as two-thirds instead, so they had to come back because of the math error.

Mr. Smith asked if the new variances are rejected, if the signs will go back to the smaller size.

Ms. Sprick stated if denied, they may redesign all of the signs, but the variances that were approved at the last meeting still stand.

Mr. Smith asked if the Ascend sign is a new sign being presented, why it is shown as originally approved.

Ms. Sprick stated with the way it was calculated, it would have been approved with no variance.

Ms. O'Hara stated Bass Pro Shops is trying to meet a timeline and it really was just human error in the deduction.

Mr. Smith stated there is approximately an 84% increase in the calculations. He asked how they can justify the missing calculations.

Ms. O'Hara stated the comparison of the overall size is the same. She and Ms. Sprick kept coming up with different numbers as they were trying to calculate it correctly. It took several times to figure out where the error was.

Ms. Sprick stated the elevations can be looked at and it looks good, but the numbers have to be taken into consideration. The image and scale makes sense, but the numbers are overwhelming.

Mr. Smith stated the sign that says Redhead is allowed. He asked if the additional variances are approved, can they still make the Redhead sign 100 square feet or is it limited by the total square footage.

Ms. Sprick stated it is limited by the total square footage.

Mr. Naes asked if the additional variances do not get approved, what effect it would make on the entire project.

Ms. O'Hara stated the financial cost it would cause is hard to answer, as they have not gone to production with the signs yet. This is why they want to move forward as soon as possible, so the signs are installed by the time they plan to open. She is not sure how Bass Pro Shops would feel about it. They are hoping no changes will have to be made in the branding and that everything is approved.

Mr. Naes stated they are asking for seven times the allowed amount. When looking at the scale of the other commercial buildings in the area, it is out of balance. He asked why it is okay for their signs to be so much bigger than the neighboring businesses.

Ms. O'Hara stated Bass Pro Shops like to go big with the brand experience to bring people in. This will bring people into the area who will seek out other businesses, as well. They are not trying to out shine the other businesses. They want that experience for their customers.

Ms. Sprick stated a lot of signs in the Shoppes and the Plaza had to have variances, as well. Home Depot even has a larger sign. If the building is 35 feet tall, 10% for the signage allowed would be 1,239 square feet. 10% is allowed for freestanding buildings and 5% is allowed per tenant for strip developments.

Mr. Smith stated the majority of the additional square footage comes from two signs. The Outpost and the Tracker signs are very large. The mathematical error was made in two critical signs on the project.

Mr. Weber stated the Board receives many sign variance requests. He asked that the Aldermen come up with better sign regulations.

Ms. Sprick stated when the Unified Development Ordinance is adopted; Planned Developments will submit a sign package to the Board of Aldermen, alleviating some of the variance requests to the Board of Adjustment.

Mr. Weber asked if there is a way to bring those two signs down in dimension and get closer to the allowable amount.

Ms. O'Hara stated she will have to look at it. She is not sure if the increase is as great if the three signs grouped together for the Bass Pro Shops are broken down.

Ms. Sprick explained that the table provided has the three signs broken down. With the correct math, the Outpost sign is 130 square feet more than what was approved at the last meeting. She asked if they can make that part of the sign smaller.

Ms. O'Hara stated anything is possible. She would have to present the requested changes to Bass Pro Shops. If the variances do not go in their favor, they will have to make a change. It would be unfortunate if they have to change it because of human error.

Mr. Weber stated he has no problem with the increase, except the two largest signs.

Ms. Sprick stated it might make sense for a postponement of the vote to see if Bass Pro Shops are willing to reduce the size of the two larger signs. If the Board votes and it is denied, they cannot reapply for one year.

Mr. Weber stated his real problem is the Outpost sign.

Ms. O'Hara stated if the vote is postponed another month, that is another month of production lost. She asked if they can be approved at a smaller size and they can submit drawings at the smaller size.

Ms. Sprick stated they still have the variances that were approved last month. She asked if she would like a vote on every sign besides the Tracker and Outpost signs.

Ms. O'Hara stated it sounds like those two are the biggest concern.

Ms. Sprick stated they can have temporary banners on the building if the signs are not ready in time.

Mr. Smith stated if only one sign is an issue, there is no reason they could not vote on the others and let production start on everything, but the Outpost sign.

Ms. O'Hara stated if the Outpost sign is combined with the other signs, would she need to submit all again. Bass Pro Shops will not want to put banners up for the Johnny Morris or Bass Pro Shops signs.

Ms. Sprick stated the variances can be broke up into three. She asked if they would like to vote for them as three separate signs. They were voted as one sign last month.

Ms. O'Hara stated it may be best to break them into three parts to get production started.

Ms. Rodamaker stated if the total square footage is approved, they will want to stay inside the approved amount when changing things. They can approve the square footage and then let Bass Pro Shops make adjustments.

Mr. Hassis stated if they reduce the Outpost sign, it may not look right and will have to be redesigned.

Mr. Weber stated they approved the entire appearance.

Mr. Hassis stated there are things that they did not look at last time that are now being brought up.

Mr. Weber asked if they are sure the numbers are correct now.

Ms. O'Hara stated she has looked at it and many people have double checked it.

Mr. Smith asked if she would like them to look at everything as a whole unit or if she would like to table the Outpost and Tracker signs and approve all of the other items. He asked if that would give them leeway to move ahead or if she still wants them to consider the main sign as one sign and they cannot do anything until the issues are resolved.

Ms. O'Hara stated Bass Pro Shops wants all of the signs, but if they have to look at them they will. She would like to get whatever approved that she can, so they can start production because they will not want banners.

Mr. Weber stated he is still torn. He realizes they approved the overall look, but he is not happy about the changes in square footage.

Ms. Sprick stated it would be the cleanest way to keep the main sign as one. If they are concerned, they can let Ms. O'Hara go back to Bass Pro Shops and let them come up with a solution. A special meeting can be held to approve them once the issues are resolved.

Mr. Arnold asked if the Board can give them an acceptable range to work within. That way they can give them some direction.

Ms. Rodamaker stated a recommendation to close to 1,200 square feet has already been suggested.

Mr. Weber stated if they are having a special meeting, they should probably wait to vote on any of it.

Ms. Sprick asked how quickly Bass Pro Shops will respond.

Ms. O'Hara stated she would probably have an answer by the end of the following day.

Ms. Sprick stated the City has to have 15 days to post a public hearing.

Ms. Rodamaker stated the City might be able to continue the current public hearing, but the meeting date would have to be set right then.

Ms. Sprick asked if Thursday, August 4, 2022 at 7:00 P.M. would work.

Ms. O'Hara stated that day and time works for her schedule. She asked if she needs to reduce the total square footage to 1,200 square feet.

Mr. Weber stated the Board is not giving her a number. They are asking her to see what she can do.

Mr. Smith stated the Bass Pro Shops north sign, facing Watson Road has not changed in size and there has been no discussion about changing the size. He stated they can proceed with that in terms of production.

Mr. Hassis stated they could reduce it and use that to help with the overall square footage.

Ms. O'Hara stated her concern is that if they reduce the other signs and do not change the two, then they still might have issues at the next meeting.

ANY OTHER MATTERS DEEMED APPROPRIATE

Mr. Weber asked if staff has been presented with a write up on any discussion about a change the Board of Aldermen would like to make in regards to the Board of Adjustment.

Ms. Sprick stated she is not aware of any more discussions being held.

Mr. Weber stated he would like to encourage better guidelines for signage from the Board of Aldermen.

An election of chairman and vice chairman was held. Currently Mr. Weber is the chairman and Mr. Smith is Vice chairman.

Mr. Naes made a nomination to maintain the current structure.

Mr. Weber and Mr. Smith accepted the nominations.

ADJOURNMENT

Mr. Smith made a motion to adjourn the meeting at 8:16 P.M. Mr. Hassis seconded the motion, and it was unanimously approved.

Recording Secretary



Sarina Cape